WhitePaper

RPAY

Rpay Enables its Users to Pay and Trade in Retail and Services
Empowered by R Token, RpayMall and based on Decentralised Technology

One World | One Vision | One App

One application to buy, sale and pay for retail and services. An efficient and free
payment system that is trusted globally.

Version: 4.1

www.rpay.io

INDEX

Forward

As stated in the white paper created by the founder of Bitcoin, known under the moniker of Satoshi Nakamoto, the vision behind the creation of Bitcoin was to offer a purely peer-to-peer version of electronic cash, which would allow payments to be sent directly from one party to another without going through a financial institution[1]. Bitcoin is nearing a decade since its inception and has seen the evolution of several cryptocurrencies on the way. Today there are over 1000 cryptocurrencies available in the market with a combined market cap of $130 Billion[2]. Though the average daily trading volume of cryptocurrencies is approximately $3 Billion[3] and is expected to soon surpass that of the world's most liquid stock – Apple ($4 Billion/day), it is simply serving as an alternate asset class, which is bought for the purpose of investment, and trading. The original idea behind cryptocurrency has been lost, which was to serve as an alternate means of exchanging value by eliminating the cost of mediation from financial institutions, thus mitigating transaction costs. For the past 12 months, the R-Pay team has been developing a concept to bridge the gap between cryptocurrency and retail. To do this, we have modelled a revolutionary way that utilizes cryptocurrency directly to make purchases for consumer products. Our end goal is to allow consumers and businesses to leverage the power of cryptocurrency in their everyday life, without having deep knowledge about blockchain or any crypto technology. R-pay is a blockchain-based system that rewards users for using cryptocurrency in lieu of fiat currency.

The first phase of our system revolves around a user-friendly interface and front-end that is similar to services like Venmo, Square or PayPal. Many small businesses across the world prefer to only accept cash. However, in an increasingly cashless society, refusing to accept digital and card payments can be problematic. Put simply, R-pay believes cash only businesses can benefit by adopting cryptocurrency as a new form of cash, as cryptocurrencies possess many of the same properties particularly around privacy, censorship resistance and fungibility. In order to bring digital payments into a world that utilizes blockchain-based technology over some traditional banking rails, R-pay expects to save consumers significant transaction fees on all purchases.

In phase I, we plan on promoting our platform across various geographies in an incremental manner, with the intent to eventually bring together a global community of buyers and sellers who can transact globally using a unified and recognized payment system called R-token. Our decentralized marketplace intends to create a singular platform for diverse products from ranging from high-end brands to locally crafted products (which form the epitome of cultural diversity). Our vision unites the world into one marketplace where anyone can buy and sell products from. To achieve this vision and global growth with complete transparency and accountability, the key to success lies in incorporating blockchain technology. Our implementation of blockchain is not simply restricted to decentralizing our databases or tokenizing the product to raise funds. In fact, our goal is to leverage the security, transparency, accountability and community driven approach of blockchain to achieve our end-goal. In this white paper, we will further define the various modules of our product. Besides being a single marketplace for a diverse range of products, we also intend to change the oligopolistic structure, by giving an opportunity to smaller vendors to collaborate using the R-tokens as a payment system, to eliminate the hefty transaction costs.

It gives us great pleasure to also inform that our recent pre-ICO was concluded in October 2017, which closed at a sum of over $1.2 Million. We would like to take this opportunity to extend a big 'Thank You' to all our early supporters. In the coming weeks, we will be publishing a detailed report on the use of the pre-ICO funds.

Introduction

What is Rpay?

Rpay is a revolutionary approach to Retail and Trade. It is built on an ecosystem of P2P connected nodes with no servers for transaction authentication, ensuring a completely decentralized backend built over blockchain technology. Rpay leverages web 2.0 to allow users to interact and exchange value directly, eliminating the need for middlemen, which in turn, banishes fees, overhead restrictions and the inherent delays in transaction and settlement,

RPAY's vision is to make cryptocurrency mainstream and achieve widespread adoption by enabling everyone to pay using crypto for retail and services in this Blockchain Era. It aims to do so by providing seamless user experience without the need for a steep learning curve, yet retaining the security, transparency and usability of cryptocurrency. Rpay will allow users to shop for retail products, consumer and professional services, using R-tokens, which is an inherent cryptocurrency fueling the R-Pay platform. The power of community will assist consumers to make verified purchases and save approximately 50% to 90% on transaction costs for products and services they love and use in daily life!

We understand that speculation is not enough and participation is what gives currency long-term sustainability. Thus, our entire focus is on solutions for consumers and businesses, by rewarding them for utilizing cryptocurrency in their everyday life. Rpay platform is a simple way for the masses to experience cryptocurrency without the need to understand its overly complicated protocols.

Rpay aims to be one of the most recognized mainstream payment systems. Rpay app is designed to turn spectators of cryptocurrencies into participants of the crypto world. We hope to build lasting relationships and grow community involvement in Blockchain technology.

The features to make Rpay a special and an unique experience to its users

Rpay is Privacy and Security Centric

No central server, no personal information captured, and no data mining. Your data cannot be stolen or sold, because nobody other than you has it. Data is distributed across the nodes with redundancy and context based dynamic encryption.

NO Fees and NO Restrictions

For most users, products, and services it's free for both buyers and sellers. No commissions, no fees. Arrange for local pickup on Rpay online with the payment method of your choice including Rpay tokens, or other crypto currencies. Since your data is only yours, we are not imposing any limitations and restrictions on items that can be bought and sold.

User Experience Focused

Simple, tidy, efficient, beautiful. We have top UX experts in our team. Our future roadmap includes snap-and-post super easy for-sale postings using computer vision algorithms already developed by us.

Rpay / BTC Wallet integrated

We believe in lowering barrier to entry for crypto users to start using crypto for transactions through a wallet integration and friendly UI. It is a key adoption factor.

Social Engagement

Rpay ecosystem includes not only "Buy it Now" listings, but also a variety of auctions – Silent, Regular and Dutch. It also includes online classifieds materials, in a craigslist style. Deleting boundaries between regular e-commerce and simple classifieds services will make Rpay "go to" place for a variety of selling/buying/leasing workflows.

Mission Statement

Bitcoin corroborated that value can be exchanged outside the current financial system and it is technologically resistant to counterfeiting via blockchain. Though, this has been inherently strong enough to spark a technological revolution by motivating entrepreneurs to build a better systems, its extremely high volatility and technical complexity deters many users due to which, it is accepted almost nowhere, including brick and mortar businesses and online. Financial institutions avoid bitcoin and are striving to create their own private blockchains to mimic Bitcoin, yet retain control.

At RPAY, we plan on using a diligent Know-Your-Customer (KYC) identification and a cryptocurrency payment platform. We propose to distribute cryptocurrency via Proof-of-Payments atop the ethereum blockchain. Thus, we can resurrect Nakamoto's original vision for bitcoin, to make cryptocurrency a mainstream alternative to exchange value in a secure and trusted environment. Thus, by leveraging an incentive to purchase, cryptocurrency can reach mass adoption.

Market Outlook

E-commerce includes Internet retailing, online shopping, and direct selling. Reports prepared by a variety of market research companies, have shown the significant growth in this market in the recent years. The Internet has revolutionized the way people find and shop for service providers. Online marketplace apps like Amazon, e-Bay, Flipcart, Instacart and Grub hub allow consumers to find and purchase products at the click of a few buttons. This ubiquity of high-speed Internet, coupled with mobile apps at everyone's fingertips, has created a new era – the "e-Commerce economy" – sprouting several billion-dollar brands.

The statistic[4] below gives information on retail e-commerce sales worldwide from 2014 onwards, with projected numbers for the next 4 years. In 2016, retail e-commerce sales worldwide amounted to 1.86 trillion US dollars and e-retail revenues are projected to grow to 4.48 trillion US dollars in 2021. Online shopping is one of the most popular online activities worldwide but the usage varies by region - in 2016, an estimated 19 percent of all retail sales in China occurred via internet but in Japan the share was only 6.7 percent. Desktop PCs are still the most popular device for placing online shopping orders but mobile devices, especially smartphones, are catching up.

Current Problems

The **e-commerce boom** is certainly changing the way consumers shop, it comes with its own set of problems that customers still have to face while **shopping online[5]**, like:

Fradulent Sellers and Sub-par Products

A mainstream issue with e-Commerce websites is the lack of guarantee on product quality and vendors reputation. Reviews get skewed using fake accounts and are thus, not always reliable and all the research can't assure you a quality product. Moreover, fraudulent sellers who intentionally mislead customers to increase sales are the prime reason for faulty/sub-par products being sold online.

Digital payment failures

The failure of digital payments and hacking of transactions is a widespread issue irrespective of whether a customer is paying by credit/debit card, netbanking, or one of the several digital wallets that exist today. These hacks cost more than $445 Billion[6] annually. A faltering internet connection or a technical glitch often results in the payable amount being debited from a customer's account without being credited to the selling party, due to centralized nature of servers and load balancers in the current infrastructure. Retrieving this amount comes with its own delays where one has to inform the site and then wait around 7-10 days before the amount is refunded to their bank accounts.

Additional charges

How many times has it happened that you've spotted a great deal on a product and when you're one click away from purchasing it you noticed an additional transaction fee. This is commonplace on all e-commerce sites that charge a significant amount of processing fee. This fee varies from 0.5-3% for some vendors. Given that the e-Commerce market size of US itself will be reaching $1 Trillion in the next decade, the total transaction costs itself would be $5-30 Billion, annually.

Lack of security

Lack of cyber security is another major concern on the Internet today. E-commerce sites record important customer data like name, phone number, address, and bank details. If these sites don't implement stringent cyber security measures, your data is at risk of falling into the wrong hands, which can then wreak havoc on your bank account.

Community

As R Token is being used to buy-sell, transact, pay and trade in retail and service, Rpay will be backed with the largest community of its users.

Our Mission with RPay

RPay's mission is of two-fold:-

1. To be a secure, economic and prime mode to receive pay and transact through crypto
2. To make Rpaymall a decentralized universal marketplace to make trade in retail and services, free and open for all.

The BIG "Vision"

We want Rpay to become the smartest way to pay and transact for retail, trade, and services.

We want the participation process to be increasingly simpler and economical for people and we want our new economic model to spread because we believe that it will help people improve the way they use their money and the things they can buy with it.

We want people to be able to "make more of their money" and "live the dream" in the "simplest of way"

THE BIG OPPORTUNITY in retail industry

The global retail sector is estimated to have achieved revenues of US$ 22.6 trillion in 2015 and should continue to rise to US$ 28 trillion by 2019, with an average annual growth rate of 3.8% since 2008.

The sector represents 31% of the world's GDP and employs billions of people throughout the globe. Hyper and supermarkets account for 35% of retail direct sales with USA and China at the forefront. E-commerce is expected to show a CAGR of 23% between 2012 and 2019 in revenue and 12% for e-consumers.

Mobile share in e-commerce has reached 29% in certain countries and has been growing fast but there is still room for growth, with desktops still representing the majority of devices used for online shopping. In terms of market trends, specific consumer behavior such as over- connectivity and the pursuit of healthier lifestyles are expected to shape the market in coming years.

A Vision for the Future

R-Pay is filling a major gap in the industry by facilitating the value proposition offered to eCommerce consumers who can leverage the platform to purchase goods at a significantly lower transaction cost, on a global platform operating on a single token model, powered by R-pay's innate cryptocurrency – The R Token.

The website and mobile application will make it seamless for users to use their accounts and access them from any location. The platform will have thorough description of every product along with user reviews. Users will be rewarded for providing reviews on products and only registered buyers will be allowed to review a particular product. This would ensure genuine reviews and will enable buyers to make informed decisions.

Post ICO, the project will look to establish several localized hubs on a global scale to facilitate the growth and traction of the platform. Use of local advisors and ambassadors is a key component of the growth plan and a decentralized approach will create a higher user take-up rate. Localized features can also be explored to facilitate different cultural nuances and variation in business approaches. Our vision is to be an international platform with global aims and targets whilst retaining local communications and adapting to sensitivities.

R-pay's differentiating factor is its monetization model, which is based on R-Tokens' growth rate, as opposed to charging transaction fees from consumers. As the utilization of R-Token increases, its cost will go up, ensuring higher turn around for R-pay and further driving revenue by providing low cost support services to the existing ever-expanding marketplaces, which for example will need a full-fledged financial support system to facilitate the monetary transactions.

R-pay will separate itself from the crowd as being the only company offering decentralized eCommerce marketplace, being built using blockchain technology, with the opportunity to being the first to market, monetize and operate on scale through its own community of buyers and sellers.

R-Pay, though being the first to adopt the blockchain approach for its marketplace, still faces competition from several highly funded and valued companies such as Amazon that is a listed market giant with a market cap exceeding $475 billion[7]. However, being a first mover in implementing the marketplace oriented blockchain platform, R-pay will build itself into sizeable business considering the value proposition it brings to both buyers and sellers without compromising on overall quality of our service.

Though Rpay is very similar in structure to Amazon and Ebay, there is still a big difference with the way the business model and monetization structure works because other companies charge commissions on every transaction conducted on their platform and this will be a major differentiator, as R-Pay will provide services, with no commissions, in a decentralized form using the blockchain technology.

Technology Stack

We are using Ethereum based ERC20 smart contracts for our offering of the project and the ICO campaign because this platform allows us to create a secure solution quickly, with few resources, and without loss of quality.

The reliability of a ready and operating blockchain, in contrast to the risks associated with deploying a new blockchain, further made ERC20 the choice for our application.

Blockchain and Smart Contract Implementation

Blockchain technology is playing a vital role to shape the E-commerce industry, which has drastically changed in the past decade, and is poised to evolve in the coming years. R-Pay's ability to help any business build an online marketplace of their own by using smart contracts and enabling payments in R-Tokens, stems from the blockchain based backend system that supports R-Pay. R-Pay offers users a full and comprehensive combination of e-commerce services – such as smart contracts, cryptocurrency payments, and integration with third-party services and 24/7 supports – all at once.

R-Pay's platform is designed in such a way that anyone can create an online store in 10 minutes, and also make good use of the most advanced technologies in the e-commerce industry. R-Pay's blockchain powered backend platform will serve as an engine for our platform, to accommodate the marketplace and as a gateway to include third-party developers in order to increase competition and eliminate the oligopolistic structure prevalent in the market. In order for someone (whether a service provider, customer or a third party intermediary) to confirm a service on our platform (i.e. write information into the database), R-Tokens would be required, which act as a fuel to trigger the backend of our system through any user application.

Payment System

Currently, payments create a lot of hassle for both buyers and sellers, mainly due to less transparency, involvement of intermediaries and high fees. R-Pay's platform processes the payments directly, without middlemen, using any currency of your choice set against the cryptocurrency price of R-Token. The integrated smart contracts make transactions extremely fast and secure.

The smart contract ensures that the money goes to the seller when and only when the buyer confirms the delivery. So, the buyer makes the payment once their order arrives which makes it more convenient for both parties and increases trustworthiness. R-Pay also allows businesses to collect data on consumers. It offers the required mechanisms to track customers' activity in a simple and elegant way.

Database

We leverage the power of Blockchain to deploy a decentralization ecosystem. In order to scale this decentralized database, we will start with traditional databases and will be distributed through a set of innovations[8] to add blockchain characteristics like decentralized control, immutability, and creation & movement of digital assets. We intend to inherit characteristics of modern distributed databases: linear scaling in throughput and capacity with the number of nodes, a fullfeatured NoSQL query language, efficient querying, and permissioning. In order to leverage enterprise-hardened code for most of its codebase, we intend to build it on an existing distributed DB. Thus, contracts and certificates may be stored directly on the blockchain database. The permissioning system will enable open, public configurations and the platform will be complementary to Ethereum, in order to support the ERC20 token scheme. We also intend to leverage decentralized file systems like InterPlanetary File System (IPFS), in future.

Escrow

Our platform uses the smart contract technology powered by the Ethereum blockchain[9] to solve the principal problems bound up with modern contractual processes. Ethereum is a completely decentralized system which includes the tools necessary to create smart contracts, as well as its own cryptocurrency Ether (ETH) which is needed for those contracts to work. Smart contracts are digital algorithms, which describe a set of terms, which are automatically fulfilled by the Ethereum network. The terms of the smart contract will be established before the deal is made. Then their fulfillment is ensured by software code without human interference. Thus, the smart contract technology represents an ideal tool for low-risk deal-making: outlined and executed by program code, the contract between the counterparties can be fulfilled or broken only in accordance with the originally established terms. Due to the technological specifics of the blockchain - the distributed database where the smart contract is stored - any interference aimed at changing the terms of the deal after it has been signed is nearly impossible. The Ethereum smart contract works as an "escrow agent", a sort of bank cell, where the terms of the deal and the money (cryptocurrency) are stored until the contract is fulfilled. Moreover, the terms of the contract are available only to the counterparties themselves, and, in case of disputes, to the arbitrator. Besides, the arbitrators resolve disputes without having access to the personal data of the counterparties.

Features

Privacy and Security

Blockchain is regarded as a "silver bullet" for security[10], since the technology holds promise as a way to record financial transactions, control network communication and supply chains.

It distributes information throughout the world by computers, also known as nodes, which carry the record of the chain with them. The absence of central holding system that stores data relating to transactions, trades, sources, and activity, avoids a single attack vector or breach location.

It is not always software vulnerabilities, which can lead to a security problem such as a data breach or a network compromise – even supply chain can be at fault. When human error comes into play or an insider manipulates information or systems in the supply chain, the blockchain could resolve issues by automatically sharing any suspicious activity down the line. When everyone participating knows who is doing what, and when, lax security, errors, and insider threats can be tracked and hopefully dealt with before serious damage is caused.

This would not have been possible by use of a single database, or a traditional leader-election protocol, where any one of the members can change the data-store at any time.

Smart Contracts

Smart Contracts can also come into play. These small pieces of code are stored on each node throughout the blockchain network and enforce what actions can be executed.

These actions must achieve the same result when executed by computers connected to the blockchain. As participants can be sure of events, who enacted them, and the logic connected to them, this inspires greater trust in the 'contract' and systems, as well as that an outcome is correct.

For supply chain issues of both hardware and software components, and identity solutions, blockchain platforms look promising. Though, the blockchain itself provides little in terms of threat detection or defense in the manner of traditional cybersecurity solutions, but it does offer an infrastructure of transparency, event tracking, cryptography and the chance to improve security sensor and data sharing -- which some security solutions and implementations on enterprise networks lack.

It is important not to jump head-first into implementing technology still at a stage of infancy -- we learned such with the constant security issues that the wholesale adoption of IoT devices without acceptable security has shown.

However, in an age when trust in systems is critical, we may yet see the blockchain integrated into systems that handle sensitive data and financial transactions, or control IoT and mobile devices. The technology may also provide a trustworthy infrastructure for vendors to better retain control of enterprise networks, who does what on them, and as a means to tackle weak spots in security protocols.

Thus, data cannot be stolen or sold, because nobody other than the user has access to it. Data is distributed across the nodes with redundancy and context based dynamic encryption.

NO Fees and NO Restrictions

For most users, products, and services it's free for both buyers and sellers. No commissions, no fees. Arrange for local pickup on Rpay online with the payment method of your choice including RPAY tokens, or other cryptocurrencies. Since your data is only yours, we are not imposing any limitations and restrictions on items that can be bought and sold. The system is a community operated a democracy.

User Experience Focused.

Simple, Tidy, Efficient, Beautiful. We have top UX experts in our team. Our future roadmap includes snap-and-post super easy for-sale postings using computer vision algorithms already developed by us.

RPAY / BTC Wallet integrated

We believe that lowering barrier to entry for crypto users to start using crypto for transactions through a wallet integration and friendly UI is a key adoption factor.

Social Engagement

RPAY ecosystem includes not only "Buy it Now" listings, but also a variety of auctions – Silent, Regular and Dutch. It also includes online classifieds materials, in a Craigslist style. Deleting boundaries between regular eCommerce and simple classifieds services will make RPAY "go to" place for a variety of selling/buying/leasing workflows.

Rpay Application

Applications designed for mass adoption

An application is free and simple is not enough, there needs to be innovation that solves problems and challenges. Rpay has a two-phase approach to overcoming obstacles in the minds of consumers and businesses by offering incentives so that cryptocurrency may become a part of everyday life.

The sole purpose of this phase is to attract the masses, capture their attention and raise the awareness of cryptocurrency beyond the "underground" status. This will be accomplished through two applications, one for consumers and the other for businesses.

Phase 1 - Incentives and Rewards

Phase 1 is a gateway for the masses to adopt cryptocurrency into their everyday life through rewards. Consumers and businesses both need to be incentivized in order to be open to incorporating cryptocurrency into their life. Our idea of rewards is not just a simple loyalty program; we have a strategic plan in place to create mass adoption.

Consumer Rebate Rewards Application

Rpay offers an exciting retail incentive to the rapidly growing number of online shoppers. When consumers shop at some of their favorite online retailers like Walmart, Best Buy, JC Penny and even Petco just to name a few, they will receive Rpay Rewards through the Rebate Rewards Platform.

Once people understand the benefits of shopping with a decentralized cryptocurrency, they will discover why cryptocurrency is a lot more exciting than traditional cash back. Rpay application is a simple way for the masses to experience cryptocurrency without it seems overly complicated. In other words, Rpay makes cryptocurrency simple and fun to use.

Cryptocurrency will no longer be limited to technology experts and advanced speculators. Everyone who shops through the Rpay Rebate Rewards application will automatically start collecting cryptocurrency as a rebate. This allows them to own cryptocurrency and also become a speculator. This is how it will be possible for the general population to easily become a part of the cryptocurrency community.

Rpay will launch the Rpay Rebate Rewards Platform at the same time that distribution starts.

Business/Merchant Solutions Reward Application

How do you get a business or merchant to want your product? Usually, you must offer something that will enhance the company and help increase loyal customers so that the business can be more profitable.

How has cryptocurrency technology helped businesses adopt cryptocurrency?

The Rpay Business Solutions application will be offered for free. This will help guide businesses into understanding how they can benefit from accepting cryptocurrency. Businesses will discover the importance and advantages of cryptocurrency through our application. The Business Solutions app has 4 components within the app that will add tremendous value to any business.

The application is designed to help businesses further learn about business development, branding, advertising and the advantages of cryptocurrency.

One of the components of this application is an intuitive learning platform with educational modules that are simple for businesses to learn about cryptocurrency. Rpay will reward businesses as they complete the courses on the app with special advertising credits and in some cases, even bonus tokens. This is a great way by which they can experience how consumers earn rebate tokens. This will incentivize businesses to start accepting and using cryptocurrency. This benefits business and their customers mutually.

Once customers and business owners have R token rewards, they will naturally want to know how they can sell, trade, and use these tokens.

Use case- Rpay

01

To transact on Rpay –
With Rpay one can make P2P transactions and payments.

03

To book on Rpay-
One can easily book Flight Tickets, Train Tickets, and Bus Tickets, Movie Tickets, Gift Cards, Events Tickets Etc.

05

02

To recharge on Rpay -
Rpay Application is a single window solution to recharge and pay for Mobile, Electricity, DTH, Gas, Landline/Broadband, Datacard, Fees, Insurance, Loan, Water Etc.

To trade on Rpaymall-
One can get R token by retail trading on Rpaymall.com

04

To shop on Rpay-
One can do retail shopping from and around the globe for Electronics, Fashion, Clothing, Shoes, Accessories, Supermarket, Stationery, Toys, Baby Products, Stationary, Car & Bike Accessories Etc.

Community

As R Token is being used to buy-sell, transact, pay and trade in retail and service, Rpay will be backed with the largest community of its users.

Our Mission with RPay

RPay's mission is of two-fold:-

1. To be a secure, economic and prime mode to
   pay and transact through crypto
2. To make Rpaymall a decentralized universal
   marketplace to make trade in retail and
   services, free and open for all.

The BIG "Vision"

We want Rpay to become the smartest way to pay and transact for retail, trade, and services.

We want the participation process to be increasingly simpler and economical for people and we want our new economic model to spread because we believe that it will help people improve the way they use their money and the things they can buy with it.

We want people to be able to *"make more of their money"* and *"live the dream"* in the "simplest of way"

THE BIG OPPORTUNITY in retail industry

The global retail sector is estimated to have achieved revenues of US$ 22.6 trillion in 2015 and should continue to rise to US$ 28 trillion by 2019, with an average annual growth rate of 3.8% since 2008.

The sector represents 31% of the world's GDP and employs billions of people throughout the globe. Hyper and supermarkets account for 35% of retail direct sales with USA and China at the forefront. E-commerce is expected to show a CAGR of 23% between 2012 and 2019 in revenue and 12% for e-consumers.

Mobile share in e-commerce has reached 29% in certain countries and has been growing fast but there is still room for growth, with desktops still representing the majority of devices used for online shopping. In terms of market trends, specific consumer behavior such as over- connectivity and the pursuit of healthier lifestyles are expected to shape the market in coming years.

The BIG IDEA

Rpay is a decentralized application not only focussed on disrupting commerce but focussed on disrupting retail, transaction and services industry, the way we exchange goods and services and pay for it.

We are taking what may seem overly complicated to the masses by making cryptocurrency simple to use and understand. In retail and service sector, consumers and businesses can be introduced to cryptocurrency through rewards reserved to incentivize them to start using cryptocurrency in their everyday life.

The fact is, in traditional retail commerce, there is a heavy emphasis on offering rebates, cash back, and incentives for shopping at a specific store. We believe this principle should also hold true for cryptocurrency. Our plan is a simple and unique strategy that will shift the way people in general use cryptocurrency in commerce.

We have a vision that extends beyond what the normal cryptocurrency user is accustomed to. Our vision is to take the essence of cryptocurrency and expose it to the world, presenting it in a way they have never seen before. We feel that cryptocurrency has become a cycle of projects trying to push the boundaries by having different ideas and technologies, however not thinking outside of the box.

We have a different perspective and approach compared to other developers, We need to be aggressive, we need to be proactive and we need to make a real difference. We have a strategic plan that has never been implemented in crypto before and we are confident that our vision will become a reality.

We believe Rpay is an innovative project that is extremely viable and needed in the marketplace.

Retail & Transaction

Statistics and facts on Retail & Transaction

The retail industry is responsible for the display and sale of new or used goods to consumers for personal or household consumption.

More recently, there has been a rise of convenience shopping, online trading, and the growth of franchising.

The industry is characterized by a high degree of casual, part time and seasonal employment. It is estimated that more than half of the adult population is either currently working, or has worked at some time in their life, in the retail industry.

The world retailing industry is becoming increasingly competitive, forcing companies to take an innovative approach to attract consumers and encourage long-term loyalty. Department stores, for example, are increasing consumer footfalls by replacing more expensive brand-name products with less expensive private-label products. There are many market segments that are fuelling the growth of this industry. For example, the world multi-line retail industry, specialty retail market (products encompassed in the specialty retail industry include computer and electronics, automotive retail, home furnishing retail, apparel retail and specialty stores.), the convenience store industry and the global e-commerce industry are all expected to grow significantly in the next few years, especially in emerging markets such as Latin America, the Middle East, and Asia.

The global e-commerce industry is boosted by wider internet penetration.

Source: statista.com

Introducing RPAYMall – a Universal Bazaar

Sell Anything. Pay Zero Fees. No middle Man

Create a store. Sell whatever you'd like. Reach a new audience. Get paid in RToken.

Rpay Mall is a wonderful project pursuing liberation of P2P trades. It's an online space where the user can buy and sell their products in the listed categories.

What is RpayMall?

RpayMall is an online decentralized marketplace to buy and sell goods and services online. By running an application on your device (PC/Tab/Mobile), you can connect directly to other users in the *RpayMall* network and trade with them. The network isn't controlled by a company or organization. *Rpaymall* is a decentralized peer-to-peer network, which means there are no listing fees and the marketplace is censorship-resistant.

Goods and services are bought and sold on *Rpaymall* using R token, a digital cryptocurrency that is decentralized and censorship-resistant. Transaction fees on the RToken network are economic.

Rpay, RToken, and RpayMall together make online commerce economical and freer than ever before.

Right now, online commerce means using centralized services. eBay, Amazon, Alibaba, and others have restrictive policies and charge fees for listing and selling goods. They accept only acceptable forms of payment that cost both buyers and sellers money, such as credit cards or Paypal/Alipay. They require personal information, which can lead to it being stolen or even sold to others for advertising or worse. Buyers and sellers aren't always free to exchange goods and services with each other, as companies and governments censor entire categories of trade.

RpayMall is a different approach to online commerce. It puts the power back in the users' hands. Instead of buyers and sellers going through a centralized service, governing agency Rpaymall connects them directly. Because there is no one in the middle of the transactions, there are no fees, no one can censor transactions, and you only reveal the personal information that you choose.

Possibilities with Rpay Mall

On RpayMall one can -

➡ Create an online store for users to sell goods for R token

➡ Connect these stores directly to each other on a global network

➡ Users can browse individual stores and search for products across the whole network

➡ A buyer directly connects and purchases the good from the merchant using R token

➡ R token payments can be made via escrow to protect merchants and buyers during trade

RpayMall will enable -

➡ An online marketplace that is:

➡ Scalable to millions of stores

➡ Free of intermediaries and their fees

➡ Without a central point of control or failure

➡ Frictionless trade

With RpayMall the world will be free from the following problems -

➡ Hosting an online store

➡ Easy to deploy

➡ Install and operate

➡ Fees
➡ Eliminates fees related to listing on a platform

➡ Significantly reduces payment fees via R token (i.e. fractions of a cent)

NOTE: Rpaymall will provide the whole ecosystem to support your store. It will have integrated crypto wallets; the user doesn't need to know what cryptocurrency is to start using it. Rpay has built-in currency R Token) to enable huge internal bandwidth, no transaction fees and much more

Introducing R Token

Rpay is backed by R Token (RTK), a blockchain based cryptocurrency designed to deliver blazing fast, secure and near-zero cost payments to anyone in the world. It is designed to overcome well-known inefficiencies within banks and traditional financial institutions. RTK is developed with a belief that everyone should be able to initiate transactions that are fully secure, private and anonymous, over the R-pay platform.

Emission Model

RTK assists in establishing a ubiquitous blockchain based economy with an innate currency to ensure seamless transactions all over the world. The capital required for development and release of this platform will be secured through a crowd funding campaign of RTK via Initial Coin Offering (also called ICO).

RTK's issuance will be broadly classified into three sections – pre-ICO, ICO (Phase I) and ICO (Phase II).

The distribution of ICO into two phases ensures that the funds are being allocated appropriately and the corresponding results are being achieved for the same. This will ensure a controlled deployment of funds as various projects and product features

Are introduced to the community. A focus on planning is critical, rather than concentrating purely on capital collection.

There will be a total of 90 million non-mineable RTK tokens available in the ecosystem.

Following is the distribution of these tokens:

01 Pre-ICO: 5,000,000

02 ICO (Phase 1): 30,000,000

03 ICO (Phase II): 30,000,000

04 Founders and Management: 15,000,000

05 Initial Investors: 5,000,000

06 Advisory Board: 5,000,000

FOLLOWING OBJECTIVES HAVE BEEN PURSUED TO DEVELOP THE EMISSION MODEL:

1. R-Pay will have a total of 90,000,000 RTK.
2. Early adopters will receive the tokens at a rebate.
3. RTKs will be used as entry tokens and product tokens for the Trusted platform.
4. There will be a lock-in period of 2 years for the tokens allocated to the management
5. Market Forces and supply and demand will dictate the amount of RTK required per transaction.
6. All funds will be accepted in ETH and BTC.

PRE ICO

5 Million RTKs were allocated for the pre-ICO, which will be issued once the crowd sale is completed.

The purpose of the Pre-ICO was to gauge the initial interest in the project and to raise funds to prepare the promotion and public relations of the project, as well as prepare a quality ICO. We chose the following rates for the Pre-ICO stage: 1 RTK costs $0.70, which could be paid in ETH or BTC. The rate stayed the same for the entire pre-ICO campaign.

Our total target with the pre-ICO was approximately $3.5 Million and we had decided that if we raise less than $500,000 during the pre-ICO, we will not pursue the project any further and all funds would be returned. Fortunately, we collected an amount of approximately $1.3 Million, almost 2.5 times our decided threshold. The unsold tokens, during the pre-ICO, will be destroyed.

ICO

Schedule:

60 Million RTKs are allocated for the ICO, which will be issued in two phases. The first phase is scheduled for December, 2017. A total of 30 Million RTKs will be made available for purchase during the crowd sale.

The ICO will run for a total of 14 days and the following bonuses will be offered for early investors to compensate for the greater proportionate risk:

FIRST DAY: 1 RTK will cost $0.80
DAY 2 – DAY 7: 1 RTK will cost $0.90
DAY 8 – DAY 14: 1 RTK will cost $1

Though the ICO (Phase I) is scheduled for 14 days, it will shut down if all 30 Million RTKs are sold earlier. Thus, the ICO will shut down under 2 circumstances:

1) **14 days have elapsed**
2) **30 Million RTKs have been sold**

KYC and AML

Our ICO investors would be divided into 3 tiers:

Tier 1

Tier 2

Tier 3

Smart Contracts

Smart Contract is an electronic algorithm that describes a set of conditions, the implementation of which entails real life events known to everyone. Where there used to be accountants and lawyers today there is a huge amount of opportunities to use a Blockchain-based mechanism. This is a very powerful feature indeed capable to evolve many traditional contracts into a cryptographic solution providing users with protection and reliability.

OUR TEAM

ANAGHA AGRAWAL
CEO of RPAY

- Anagha Arawal is the Proprietor of Agrawal classes, Pune. As a founder, she is running her classes since January 2000.
- She is also a well-known motivational speaker.As her side profession, she works as a trader in crypto currency market and also suggests others for investment.

Bryan Woods
Smart Contract Developer

- Bryan has a vast experience working in a variety of fields of physics, programming and engineering. With excellent interpersonal skills, he also served as a team lead, project lead, manager, etc. Now, he is more interested in the blockchain technology and startups. He likes to stay updated with cryptocurrency news and started R&D work in this trending field.

Antony Welfare
Retail Advisor

- Future tech and innovation enthusiast, Antony has over 10 years' experience in physical retailing, combined with a further 10 years ecommerce and digital expertise.
- He has built online businesses and also worked with 2 family owned fashion brands. He invested in Bitcoin and Ethereum in early 2016 and has followed the progress of all Cryptocurrency. He firmly believes that Blockchain and Cryptocurrency will fundamentally change the world.

Nakul Shah
Advisor

- Nakul Shah is the Director at Sate Development.
- He is an experienced director with a demonstrated history of working in the Bitcoin and Blockchain industry. He is vastly skilled in Bitcoin, Blockchain, Ethereum, ICO, Crypto Exchange, Crypto Mining Pools and Mining Farms. He has a strong professional background with a Master's degree focused in Financial Engineering from University of Michigan and trained in Bitcoin and Blockchain from South Africa.

MICHAL TAGGART
Advisor

○ Michael Taggartis working as a Blockchain Evangelist at Bitshares. He is a well-known Founder, Speaker, Advisor and Digital Marketing Strategist from Idaho.

David Gerhard Demmer
Advisor

○ David is an out of the box thinker who quit his quantitative job to start crypto assets based company. Today, he is a founder of a crypto funding market and a founding board member of Hong Kong Association.

○ He believes that experience from different sectors and unlike cultures unlocks the ability to think and act differently.

Charlie Firebrace
Community Manager

- Charles is highly endorsed in sales, marketing, managing and decision making by great businesspeople. After serving as a director in marketing and advertising world, he is now all set to provide digital marketing services for ICOs via ROQ Media, as a co-founder.
- He is entrenched in crypto community to help ICOs build digital strategies so that they can turn dreams into reality and beyond imagination.

ROAD MAP

General at All

1 — IDEATION — DECEMBER 2016

2 — CONCEPT DESIGN — FEBRUARY 2017

3 — FOUNDING TEAM & MUMBAI OFFICE SETUP — MAY 2017

4 — DRAFT WHITEPAPER — AUGUST 2017

5 — PRE-ICO ($1.2MILLION RAISED) — OCTOBER 2017

6 — SINGAPORE REGISTRATION — NOVEMBER 2017

7 — Ppay PROTOTYPE — NOVEMBER 2017

8 — ICO — JANUARY 2018

9 — INITIATE ON-BOARDING OF RETAILERS — JANUARY 2018

10 — RELEASE ALPHA VERSION — MARCH 2018

11 — RELEASE PLATFORM FOR CONSUMER PRODUCT IN 3 COUNTRIES — MAY 2018

12 — BEGIN RETAILING WITH Rpay — JULY 2018

13 — BEGIN BUSINESS DEVELOPMENT AND LAUNCH INTO OTHER COUNTRIES — OCTOBER 2018

14 — ADD PROFESSIONAL SERVICES — JANUARY 2019

15 — Rpay MALL — MAY 2019

BUSINESS

- ✅ **Official law office opening in Hong Kong (ask our support for an address)**
- ✅ **Rpay for Transaction**
- ✅ **Payment gateway for our partners**
- ✅ **Additional offices in other countries on demand**
- ✅ **Rpay for Retail**
- ✅ **Rpay for Services**

DEVELOPMENT

- ✅ **Rpay public test launch**
- ✅ **Rpay token White Paper**
- ✅ **Protocol updates R Token first**

MARKETING

- ✅ **Press-conference at the biggest world-class financial center in Hong Kong**
- ✅ **R Token/USD will be listed at USA, Canadian, European & Asian exchanges**
- ✅ **Exchanges start to trade with R Token pairs**
- ✅ **PR & marketing campaign**
- ✅ **Exploding our targets on market and its geography**

CLIENT

- ✅ **Eliminate any kind of transaction fees using R Token**
- ✅ **iOS & Android apps release**
- ✅ **More exchanges lists R Token pairs**

ICO

- ✅ **Official Announcement**
- ✅ **Pre-ICO Token Sale**
- ✅ **ICO 1st Phase**
- ✅ **ICO 2ND Phase**
- ✅ **ICO Closed**
- ✅ **Token Distribution**

Pre ICO Token Sale

Pre-Sale

To implement Rpay's vision, we are launching an initial coin offering (ICO) to issue R tokens on the public Blockchain. The tokens called R Token will be issued during the pre-ICO and ICO. The pre-ICO will be launched to determine the hard cap (how many tokens to be issued totally) for the ICO, only 50,00,000 of the 9,00,00,000 tokens will be distributed during pre-ICO.

On the 25th of September 2017 at 11 AM Hong Kong time, Rpay will launch its pre-ICO to distribute 50, 00,000 of the token supply to determine the price and HARDCAP (the total supply of tokens) for the ICO. The price of a token during the pre-ICO will be 0.70 USD (there is no minimum purchase amount), and the price during the ICO will depend on the total number of tokens issued during the pre-ICO.

Token Summary

Token Name: R Token
Available at:
www.rpay.io Total Tokens for Sale in pre-ICO: 50, 00,000
Platform: ERC20
Accepted Cryptocurrencies: BTC & ETH
Pre ICO Token Rate: 0.70 USD
On Exchange Token Rate: above 1:00 USD
All collected funds shall be received and stored on wallets with multi-signatures.

Fund Distribution

RESEARCH & DEVELOPMENT	OPERATIONS	MARKETING	LEGAL
60%	25%	10%	5%

Please Note: The terms can change due to unforeseen circumstances. Additionally, due to regulatory issues we are not allowed to talk about an investment, participants in the ICO are officially donating their BTC.

TOKEN ECONOMICS

RTK will be a token sold to the general public. A person doesn't have to be Cryptocurrency savvy or need any knowledge of the way it works to take advantage of our economic model. Moreover, customers don't even have to know that R Token is a cryptocurrency at all. We expect it to act as a bridge for people who aren't already aware of the power of this amazing technology and contribute to its further spreading.

Our vision is to make R-Pay a part of the day to day life of its holder as it will be accepted as a mean of exchange by retailers and service providers on our platform, which will be a one-stop-shop for all buyers. Moreover, we will incentivize this process by largely favoring the vendors who decide to accept RTK as a means of payment. For other vendors, our built-in payment processor will assist in converting RTK into fiat currency and vice versa.

Thus, the value of RTK will be determined by the size of the market that backs it up, as more people become aware of our Value Proposition. The increase in the value of R Token wills also positively affect the participation cost to the events, since it is calculated as a fraction of the retail price of the product in any fiat or crypto currency.

This implies that a person who has bought say 100 R Tokens at 0.33 USD, having the value increased to 3.30 USD, will be able to join 10 times more events with the same amount of coins.

Thus, we see a linear relationship between the market adoption of R-pay as a platform and the price increase in RTK as a cryptocurrency

Escrow & Funds Disposability

As a consequence of the considerations made above, our business model renders the management of funds via escrow largely impractical and a potential source of major distress for our managers, for our market, and therefore a potential threat to the survival of our business of considerable proportions.

Since the value of R Token will be determined by Supply and Demand, being in shortage of liquidity on our side will result in our incapability to cope with the unpredictable closing rate of the events, and thus in our need to sell as many R Tokens and as quickly as possible. This will inevitably cause a disproportion between Supply and Demand, with catastrophic consequences on the value of our Tokens that will result in huge losses for the Tokenholders.

On the other hand, being able to control the funds will render us able to correctly manage the rate at which R Tokens are sold, and therefore create the healthiest environment for them to increase in value as our customer base expands and the demand increases along with the closing rate of the events.

This has huge positive implications both for the investors and the customers.

We firmly believe that every business relationship should be founded upon mutual consensus and most importantly trust; therefore, if you are not willing or able to trust our Board for the economically sound management of the funds, we encourage you not to invest in our business.

Conclusion

This project is designed to enhance the way people view, understand, and use cryptocurrency in their daily lives to pay for retail and services. Rpay is the gateway to cryptocurrency because of the innovative and simple to understand the platform. Consumers and businesses globally, have an opportunity to discover how they can benefit from cryptocurrency. Our intent is to build a solid robust network and platform that can be easily adopted by everyone. Our goal is to create a new era of crypto currency and we are grateful to all those that partner with us on this journey.

Contacts

Join us as we disrupt the way people shop for premium products!

Twitter: @Rpay.io
Facebook: @Rpay.io
Bitcoin Talk:
https://bitcointalk.org/index.php?topic=2693964 Reddit: Rpay.io

BE AN INSIDER! You can meet and chat directly with our team via:

Slack: Rpay.io
Telegram: @Rpay.io
JOIN THE **CROWDSALE!**
Official ICO Website:
http://www.rpay.ioHave a question or a special request?
Shoot us an email at ask@rpay.io

REFRENCES

- https://www.statista.com/markets/423/retail-trade/
- https://www.emarketer.com/Article/Worldwide-Retail-Ecommerce-Sales-Will-Reach-1915-Trillion-This-Year/1014369
- https://www.pwc.com/us/en/retail-consumer/publications/assets/pwc-retailing-2020.pdf
- http://www.deborahweinswig.com/uncategorized/what-will-the-retail-industry-look-like-in-2020/
- http://www.pymnts.com/news/retail/2016/retail-outlook-2020/
- http://www.prnewswire.com/news-releases/global-retail-sporting-goods-industry-2015-2020---trend-profit-and-forecast-analysis-300103611.html
- https://www.pwc.com/us/en/consumer-markets/retail-disruption.html
- https://www.technavio.com/report/global-media-and-entertainment-services-global-e-commerce-market-2016-2020
- https://bitcoin.org/bitcoin.pdf
- According to https://coinmarketcap.com/ as of September 23, 2017
- https://cointelegraph.com/news/cryptocurrency-trading-volume-to-surpass-apple-soon-cnbc
- https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/
- https://yourstory.com/2017/04/common-problems-online-shopping/
- https://www.usnews.com/news/articles/2014/06/09/study-hackers-cost-more-than-445-billion-annually
- https://ycharts.com/companies/AMZN/market_cap
- https://www.bigchaindb.com/whitepaper/bigchaindb-whitepaper.pdf
- https://confideal.io/pdf/confideal_whitepaper_en.pdf
- http://www.zdnet.com/article/how-blockchain-technology-can-transform-the-security-industry/