About DelCoin:

DelCoin is a decentralized, self-regulated, peer-to-peer electronic Cryptocurrency based on the block chain technology created by complex mathematical computations and validated by millions of computer users for use in the Crypto community. Transactions are processed at high velocity providing gratification to coin users with fees almost non-existent, while ensuring anonymity.

The Block Chain E-commerce Model

In the e-commerce marketplace, individuals are able to register products and buy them directly from the sellers.

Now imagine this:

All the three entities- the buyer, seller, and marketplace – are on the block chain network. Each action carried out by the buyer or seller generates a block and 'proof of work' in the marketplace.

The buyer, first places an order. The marketplace generates a block and displays the 'proof of work', whereby the seller receives the order to ship the product. The buyer then makes payment resulting in the marketplace again generating a block and 'proof of work'. The seller receives payment and then ships the product to the customer which again generates a block and 'proof of work' in the marketplace. The customer receives the product. That's how the cycle is complete in block chain. It's perfectly described in the following illustration:

BUYER	MARKET PLACE	SELLER	BLOCK CHAIN
Places order to buy Product	Generates the Block and Displays 'Proof of Work' to Netwprk	Receives order to ship product to buyer	BLOCK N
Makes Payment	Generates the Block and Displays 'Proof of Work' to Netwprk	Receives Payment	BLOCK N + TX
Receives Product	Generates the Block and Displays 'Proof of Work' to Netwprk	Ships product to buyer	BLOCK N + TX + TY

Source:

Each action by the buyer or seller generates a block and 'proof of work' in the marketplace, based on which the other entity acts. It's a direct connection between buyer and seller through the online marketplace with no other mediating entity involved. Bitcoin, being digital currency, perfectly works in this block chain model.

Now, why is this great?

The block chain isn't owned by anyone so there isn't any marketplace vendor the seller is obligated to, for paying any kind of fees. Also, the vendor can charge fees from the seller for creating a block, but there are no periodic selling fees the ecommerce marketplace vendor needs to charge the seller.

5 Ways Block-chain is Changing E-Commerce

Five major ways that block chain is changing e-commerce.

▪ Sparking a Data Security Overhaul

Massive data breaches have become a constant for the retail and payments industries. From Target to Equifax and beyond, the vast majority of shoppers have now had their personal information stolen at some point. With its use of smart contract software, blockchain is the innovation to stem the tide of stolen consumer data.

A blockchain is a highly secure and decentralized digital ledger system that allows retailers to create better, nearly frictionless solutions for connecting to their customers. How? Blockchain technology creates transaction records shared across a network of computers.

But instead of creating one blockchain that contains all the records, the transaction records are also distributed across every blockchain in an entire network. Therefore, blockchains cannot be altered without the other blockchains in the entire network also being changed. The decentralized but connected nature of blockchains makes them much more secure than a set of separate digital ledgers stored on a centralized server.

Related story: Blockchain is Here: Retail Needs to Get Aboard … or Sink

Once everyone on the supply chain can commit to exchanging data with the more secure, decentralized verification that blockchain enables, they'll have more time to spend on their core business and less spent worrying about security.

▪ Advertising Made More Direct and Respectful

The blockchain can further shrink the distance between retailers and their customers when it comes to advertising. One of the most discussed methods for this is using micro-transactions to pay consumers directly for their views, and shifting away from paying a middleman to push ads into web browsers. An example of such ingenuity is the Basic Attention Token, a project that has developed a way to monetize and verify engaged ad views through — you guessed it — the blockchain.

It also has important implications for treating consumers with greater respect and reversing the animosity most have for the way internet retailers handle their data. Today, massive amounts of data are packaged, sold, repackaged and resold without the source of that data (the consumer) knowing anything about it. The blockchain can stop what most consumers consider a violation of personal information by introducing mutual consent into advertising. In this format, brands can make more genuine and

precise connections since they're only dealing with those potential customers who have acknowledged they want to interact in the first place.

- ### **Ensuring Product Quality and Fighting Fraud**

Counterfeit and unsafe goods continue to hurt businesses and, more importantly, pose risks to their customers. Intuitively, companies that worry about the integrity of their products and the health hazards of consuming fraudulent versions of edible merchandise are the earliest adopters in using blockchain to combat these issues. For a good idea of where this is headed, take a look at the alliance of major food companies that IBM has brought together to address food safety through the blockchain. The open environment for sharing data about product authenticity and quality will allow people at all steps of the supply chain to trust and verify the goods being distributed before they hit shelves and arrive at customers' doorsteps.

- ### **Reducing the Cost of Doing Business**

Just as blockchain in advertising is bringing retailers closer to their target audiences, applying blockchain to the vast network of vendors that retailers deal with on a daily basis can create new efficiencies. Currently, these relationships are soiled and spread across many platforms, which raises the cost of doing business. If these networks can be brought into a single blockchain-backed ecosystem, which will still allow for separate, private and secure interactions, a lot of the friction and extra costs that retailers currently face will be a thing of the past.

- ### **Unlocking the Advantages of Direct Payments**

Restructuring payments into a true peer-to-peer model is perhaps the best-known use for the blockchain, and its transformative power is especially relevant to the world of e-commerce.
The simplicity of how blockchain-based digital currencies (or cryptocurrencies) work is in stark contrast to the complexity of the international financial system. There are only three components: the buyer, the seller and the marketplace itself (the blockchain). The blockchain is built with security and simplicity in mind. Adding third parties to the mix, as we do today, introduces unnecessary fees and risks. Isn't this new format something all of us — buyers and sellers alike — can at least be willing to pilot?

Purpose:

E-commerce is a transaction of buying or selling online. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange(EDI), inventory management systems, and automated data collection systems.

Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books, Clothing, electronics, music, etc. There are the areas of e-commerce: online retailing, electric markets, and online auctions. E-commerce is supported by electronic business.

E-commerce businesses may also employ some or all of the followings:

- Online shopping web sites for retail sales direct to consumers
- Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales
- Business-to-business buying and selling;
- Gathering and using demographic data through web contacts and social media
- Business-to-business (B2B) electronic data interchange
- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
- Engaging in retail for launching new products and services
- Online financial exchanges for currency exchanges or trading purposes.

Delcoin will help in getting the transaction smooth & secure for E-Comm business. As this industry faces many issues regarding money loss, order pendency & failed payment. Delcoin blockchain will help improve the transaction of customer payments & order processing.

Delcoin will allow customers to overcome geographical barriers and allows them to purchase products anytime and from anywhere.

Security is a primary problem for e-commerce in developed and developing countries. E-commerce security is protecting business' websites and costumers from unauthorized access, use, alteration, or destruction. The type of threats include: malicious codes, unwanted programs (ad ware, spyware), phishing, hacking, and cyber vandalism. Our blockchain will also help in securing data transit in more secure way for this platform.

High transaction cost is also one big issue in e-comm. Delcoin blockchain will help this by resolving it with very negligible cost of transaction with more safety. People will be allowed to shop anywhere and anytime with Delcoin blockchain.

For the Growing industry- Delcoin will help in building e-comm more in remote areas through its marketing team, where the use of e-comm business is still low.

Some of the facts for E-comm business, which motivates us more to focus on this industry with huge potential:

- India's e-commerce industry is estimated to have grown more than 30% from 2012 to $12.6 billion in 2013. US e-commerce and Online Retail sales projected to reach $294 billion, an increase of 12 percent over 2013 and 9% of all retail sales.
- Amazon.com accounts for more than half of all e-commerce growth, selling almost 500 Million SKU's in the US.
- The online market is expected to grow by 56% in 2015–2020.
- US did 95 % online shopping last year.

Delcoin Blockchain will be developing its own e-comm retail business to start with, before providing it to others. The retailing will be starting with Delcoin merchandise.

For Sellers:

A window will be provided for Sellers or Partners to upload your business details. The Sellers need to be registered or authorized under their Country norms. Once the details are uploaded it will be verified by Del Team for Final listing. The entire window will be further managed by the seller only.

Issues for Sellers:

On the other hand, the list of issues related to the buyer's experience with small-scale producers is also quite long:

Material search:

A great deal of unique goods made by small-scale producers has no adequate descriptions or photos, which hampers the search of the desired product. Besides, many good-quality items of small-scale production cannot be ordered online at all;

Lack of proper "online sales pitch":

Because of the lack of skilful presentation materials the customer cannot get a full overview of a product and as a result declines the purchase.

Lack of reliable reviews:

Without any way to confirm the authenticity of reviews posted on custom-made sites of online stores, customers are unable to form a true-to-life impression about the product;

Lack of guarantees:

Many online stores offer goods on an upfront fee basis, but not all customers are ready to risk sending money to an unfamiliar online shop which can turn out to be a short-lived website.

Our solution:

DEL is a platform created for buyers and sellers all over the world. With an easy to-use online store builder, any seller is able to create their own storefront to sell their goods, while making use of the platform's wide range of features for a minimal fee.

Our service offers great opportunities for self-employed entrepreneurs, small scale manufacturers, family businesses and makers of handmade crafts, including a selection of tools for direct customer feedback, bookkeeping, sales analysis, advertising and promotion, as well as a convenient, user-friendly interface.
Del integrates all the necessary tools for starting the trade and promoting the products to other countries' markets. This is useful not only for first-time entrepreneur and start-ups, but also for offline shops. An easy-to-use platform allows creating an online shop and managing it without additional expenses and staff.

One of the main features of DEL is the use of blockchain technology, which allows to make the platform transparent, open and as safe as possible for both transaction parties, reduction of transaction costs and business costs, and simplification of the purchase process.

Decentralization, globalization and the opportunities presented by the use of cryptocurrency in the project are our competitive advantages over other business solutions existing in the market today.
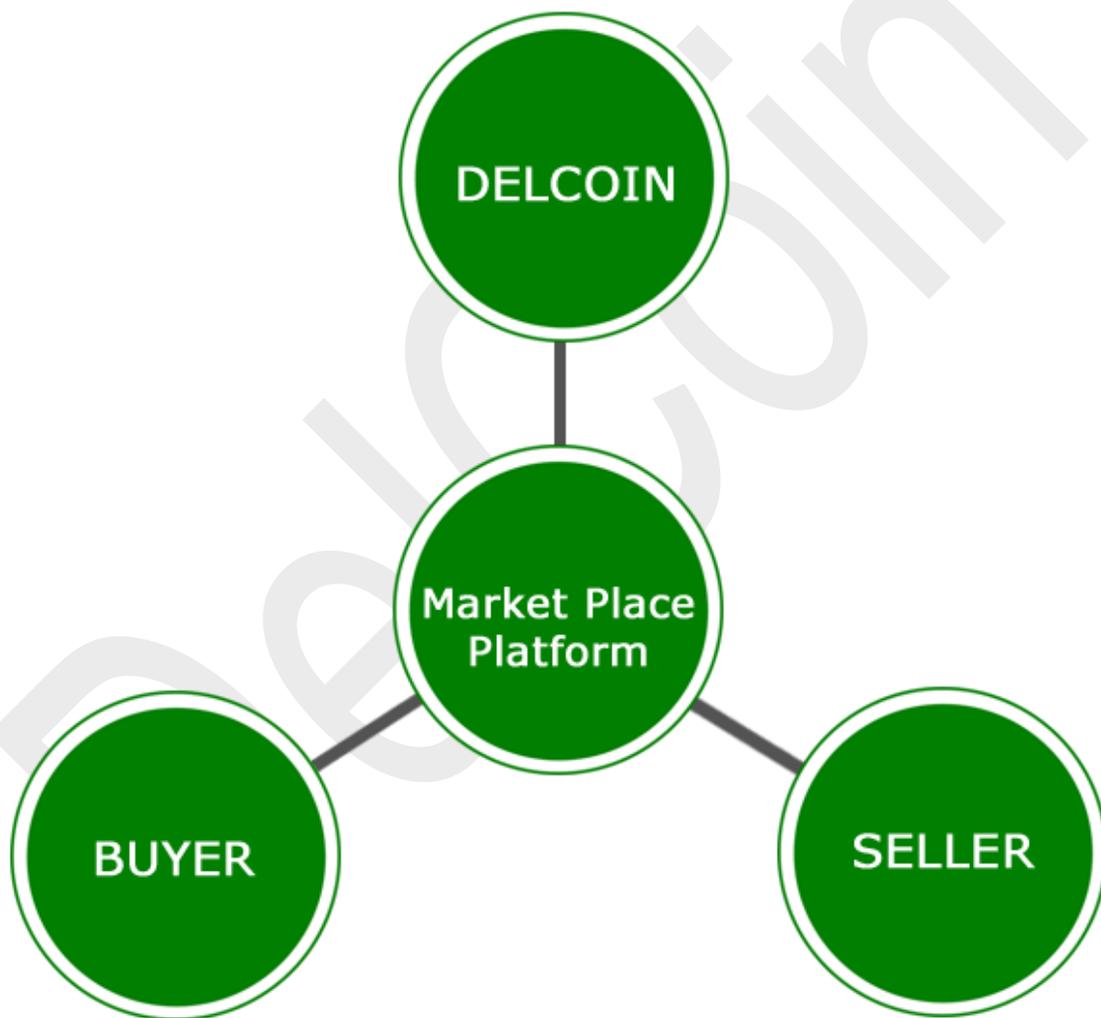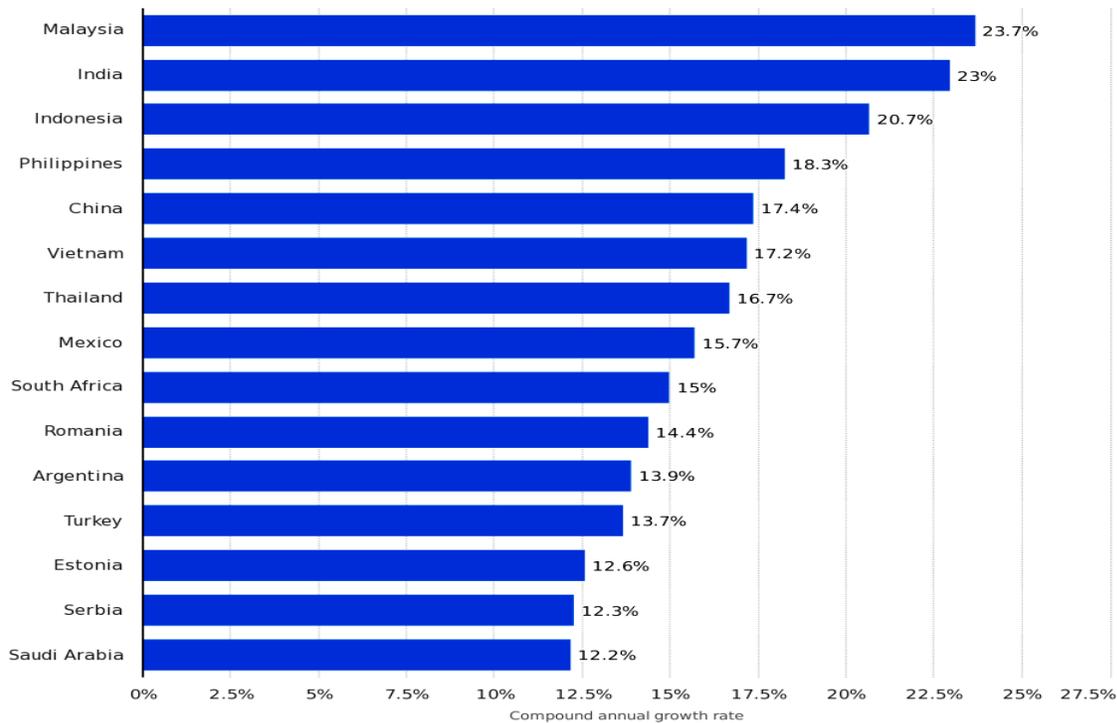
Market overview

Retail e-commerce sales CAGR forecast in selected countries from 2016 to 2021

This statistic shows the retail e-commerce sales compound annual growth rate from 2016 to 2021 in leading countries. According to Statista calculations, Malaysia will rank first in terms of B2C e-commerce development with a compound annual growth rate of 23.7 in the projected period. India is ranked second with an e-commerce CAGR of 23 percent, followed by Indonesia and the Philippines. Online shopping is one of the most popular internet activities worldwide - with some product categories being more popular than others. In 2016, 53 percent of online shoppers had purchased books or music online over the last 12 months and 54 percent intended to do so in the upcoming 12 months as well. Only 9 percent of global respondents had purchased liquor online during the past year.

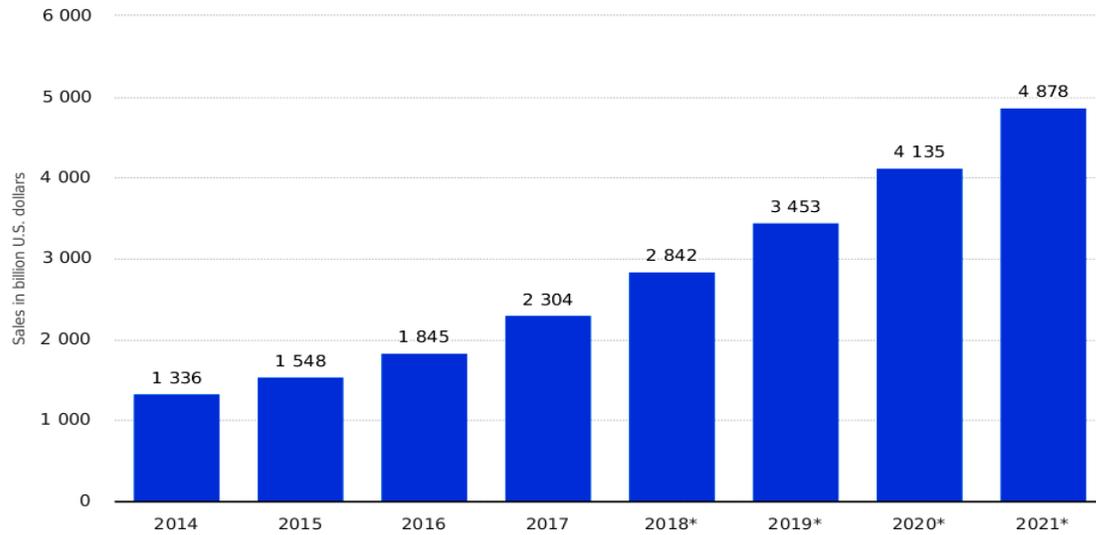## Retail e-commerce sales CAGR forecast in selected countries from 2016 to 2021

Country	CAGR
Malaysia	23.7%
India	23%
Indonesia	20.7%
Philippines	18.3%
China	17.4%
Vietnam	17.2%
Thailand	16.7%
Mexico	15.7%
South Africa	15%
Romania	14.4%
Argentina	13.9%
Turkey	13.7%
Estonia	12.6%
Serbia	12.3%
Saudi Arabia	12.2%

Compound annual growth rate

Retail e-commerce sales worldwide from 2014 to 2021 (in billion U.S. dollars):

This statistic gives information on retail e-commerce sales worldwide from 2014 to 2021. In 2017, retail e-commerce sales worldwide amounted to 2.3 trillion US dollars and e-retail revenues are projected to grow to 4.88 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.

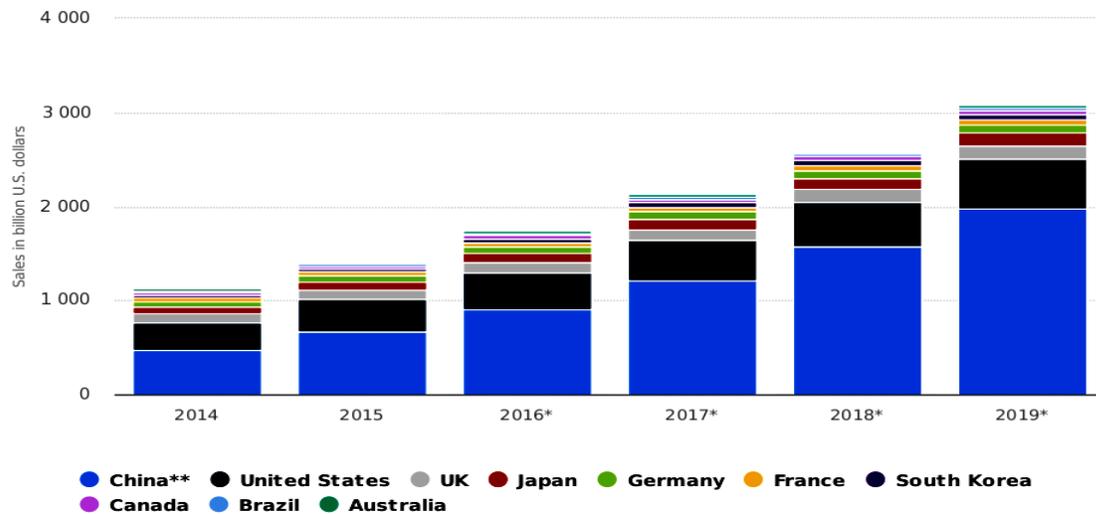## Retail e-commerce sales worldwide from 2014 to 2021 (in billion U.S. dollars)

Sales in billion U.S. dollars

Year	Sales
2014	1 336
2015	1 548
2016	1 845
2017	2 304
2018*	2 842
2019*	3 453
2020*	4 135
2021*	4 878

Leading countries ranked by retail e-commerce sales from 2014 to 2019 (in billion U.S.dollars)

Leading countries ranked by retail e-commerce sales from 2014 to 2019 (in billion U.S. dollars)

Sales in billion U.S. dollars

Legend:
- 🔵 China**
- ⚫ United States
- ⚪ UK
- 🔴 Japan
- 🟢 Germany
- 🟠 France
- 🔵 South Korea
- 🟣 Canada
- 🔵 Brazil
- 🟢 Australia

Trading:

DelCoins, after the ICO will also list DEL on these External exchanges (Coinexchange, HITBTC, Cryptopia and Poloniex) gradually. To ensure liquidity, Price stability and Price appreciation, we have designed and will develop Market Making algorithms deployed and managed by out AI BOT trading software. This will ensure that massive price fluctuations are minimized and provide a core for steady price increase.

Delcoin Market Place:

Our DelCoin Market Place will link retailers and clients in an exceptional way. Our Prime Objective will be to remove Mediators that severely hinder the ability of retailers to attract new customers. The platform will also help to encourage the business resourcefulness. The platform will provide users (clients) with the ability earn passive income through offer sharing, referrals and Trading. The DelCoin Market Place functions by offering promoters and retailer's capability to launch their promotions, proposals, and contracts through the platform's application using Del coins. Users will be able to discover attractive offers on a geo-location based module and on a filtered basis and easily claim them. Users will also earn referral income for referring their friends and followers to the DelCoin market place and retailers.

Initial Coin offering:

Our Initial Coin Offering will help fund our Research and Development activities, engage in marketing campaigns that aim to make and increase our brand awareness and acceptance. The Immediate and long-term benefits of
buying during the Crowd Sale includes short term gains of rapid price appreciation and long-term goal of wealth creation, and value addition to the holders.

Technical Specification:

Coin Abbreviation: DELCOIN
Total Supply: 1000000000
Available Coin Supply: 1000000000
Total Coin in ICO: 450000000 Only
ICO Price: 0.01$ to 0.03$

Coins Distribution Details:
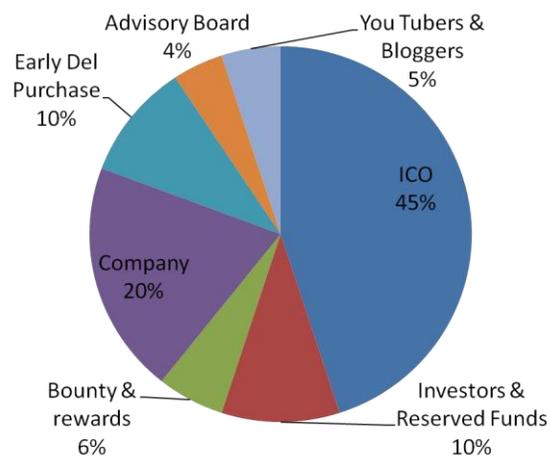
ICO BONUSES & REFERAL SCHEME:

• Earn referral income in Delcoin, and decide to withdraw or purchase DelCoin.
• Earn Bonuses up to 20% from coin purchase during the ICO.

DelCoin ICO Distribution

PRE-ICO	ICO- Round 1	ICO-Round 2
1 Delcoin	1 Delcoin	1 Delcoin
$0.01	$ 0.02	$0.03
150000000	150000000	150000000
20% Bonus	10% Bonus	8% Bonus

ICO coin Distribution:

ICO Coin distribution

Advisory Board 4%
You Tubers & Bloggers 5%
Early Del Purchase 10%
ICO 45%
Company 20%
Bounty & rewards 6%
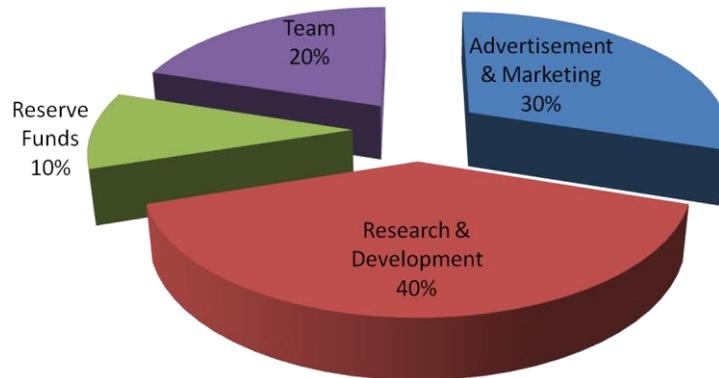Investors & Reserved Funds 10%

* Investors coins will be locked for min 6 months after listing on exchange.
* Team coins will be locked for 1 year.

ICO Fund distribution (In graph):

ICO fund distribution

Why invest in DelCoin:

Biggest Block Chain Platform With registered Buyers & Sellers for Mass adoption…

A trader will be able to trade worldwide with targeted Customers on DelCoin Platform. The Trading will be done in Delcoin which will help in increasing per day Trading volume of Delcoin….

PRE-ICO BENEFIT

As Investors in Pre-Ico will be treated as Partners with DelCoin. And will gain 30% Profit share of business profit of Delcoin after launching. And 5% profit sharing after ICO.

ICO- BENEFIT

Participating in ICO with too low price & Extra Bonus…

Road Map -

2017- Q3: Trading, Market Research & Analysis

2017- Q4: Website Planning, Delcoin concept initiation, coin building.

2018- Q1: Website Development, registration of account to e-comm platform, Block chain Analysis, Web Wallet.

2018- Q1: DDOS Attack Protection.

2018- Q1: Marketing & Development.

2018- Q1: Project Promotion, listing of Users for Bonus.

2018- Q1: Listing of retailers & Partnership with merchants.

2018- Q2: Pre-ico Sale for registered users

2018- Q2: ICO & listing of Merchants for mass adoption.

2018- Q2: Listing of DelCoin on external exchange.

2018- Q2: Listing on coin market cap.

2018- Q2: Joint conference for merchants for making project more strong.

2018- Q3: Verifying merchants & App launch.

2018- Q3: App Launch (Beta version).

2018- Q3: Debit Card Launch.

2018- Q4: App Launch (Full version).

Summary:

- It's our belief that the Del crypto community will provide value and wealth generation/storage for holders of its digital currency the Del coin.
- Our team is committed to ensuring that the project is developed along the road map shown with minimal deviation
- We aim to be proactive and take decisions that will ensure that investor ROI is maximized in the short term and sustained in the long term.
- We also aim to open and increase physical regional offices to ensure efficient management of our Del market place.
- Providing updated information timely and efficiently.