ARAW

The Decentralised Payment for E-Commerce Ecosystem

BUSINESS PAPER: Version 1.4

CREATED BY: ARAW UK Ltd.

POWERED BY: Ethereum

Project Status

- The Araw platform has been under development for more than 2 years. Our Mobile Apps have been live in the UK Apple AppStore and Google PlayStore since May 2017. The current platform has been implemented using Virtual Tokens without Blockchain and has been integrated with PayPal and Stripe payment gateways.

- We have developed a Minimum Viable Product LIVE demo of the upcoming Araw E-Commerce platform and the ARAW Cryptocurrency Payment solution.

- We are raising funds for the development and the expansion of the existing platform to the Ethereum Blockchain, taking to the next level in E-Commerce & Payment industry, and providing cryptocurrency payments through Araw Payment Gateway and Touch & Pay Card.

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Abstract

This paper describes a revolutionary combination of the Ethereum Blockchain technology and e-commerce & payment ecosystem. The ARAW token and its unique infrastructure offers e-commerce and service-providing companies to standardise reward programmes as well as expose the regular people to the cryptocurrency economy. Our solution is completely transparent and strives to make cryptocurrency accessible to the regular people. From the customer perspective, there will be no habitual change - for example, one of our offerings include the Araw Touch & Pay card to be used in tandem with every-day micropayments.

The main goal of the ARAW token is to build the Decentralised Payment Ecosystem for E-Commerce to increase the Blockchain adoption for regular people across the world. The ARAW token ecosystem offers unified reward system which any service-providing entities can partake in. This allows virtually any company to further incentive consumption of their service as they provide real value via token distribution and expand their previously limited market of loyalty-reward consumers to the next level.

The paper focuses on cutting-edge technologies that support the e-commerce & payment ecosystem including 'Araw Pay for Online Payments', 'Open API Platform', 'Araw Touch & Pay Card', 'Unified Reward System', 'Peer-to-Peer Transfer', 'Araw Mobile Wallet', and 'Cryptocurrency Exchanges Integration'.

Executive Summary

Today's e-commerce industry is growing at a rapid pace and global retail e-commerce sales are expected to reach $4.5 trillion by 2021. For most commercial businesses, cryptocurrency is becoming a preferred mode of transaction highlighted by its current cap of hundreds of billions and expected to rise to trillions. According to research, most of the finance and banking industry is expected to move to the blockchain and hence adoption rate of blockchain across all industries will increase in the coming years.

By Introducing the ARAW Token, the heart of the decentralised payment ecosystem powered by the Ethereum Blockchain, we are aiming to increase blockchain adoption for regular people across the world. We are the first company in the UK whose mission is to combine the benefits of the E-Commerce and Payment industries; provide end-to-end solutions for E-Commerce Marketplace, Touch & Pay Cryptocurrency Card, Online Cryptocurrency Payment, and Unified Reward System on the Ethereum Blockchain powered by the ARAW token. The goal of the ARAW token is to be a part of everyone's day-to-day online & in-store shopping.

The Araw platform addresses fundamental problems in the e-commerce and cryptocurrency economies. Firstly, retailers online and offline offer restrictive reward systems bundled with their services - they are often of little value to the consumer given their limited nature. Reward systems in commerce as a whole are underutilised due to the lack of technological investment. Coincidentally, many companies find it difficult to provide attractive reward schemes as they risk undervaluing their services. The 'Unified Reward System' allows service providers to become an ARAW token distributor, allowing them to control the format of their reward plans. The ARAW token now acts as more than a simple reward point - as it is utilised and redeemable across all of ARAW's ecosystem participants. Additionally, owners of ARAW are able to convert their tokens into fiat currencies via ARAW mobile wallet & take cashback to their associated bank account.
Secondly, the complex barrier to entry into the cryptocurrency market limits the

> We are the **first** company in the UK whose mission is to combine the benefits of the **E-Commerce and Payment industries**

> The goal of the **ARAW token** is to be a part of everyone's day-to-day **online & in-store** shopping **without** them changing their **shopping pattern** or understanding the underlying complexity of Technology.

potential value of the crypto market as a whole. The technologies surrounding ARAW are strategically built for the platform to support a 'Unified Reward System' - ensuring ease of adoption and maximising consumer outreach. While the 'Unified Reward System' makes it possible to standardise reward tokens across industries, the ARAW token will also allow regular customers to have a stake in the rapidly expanding cryptocurrency world - benefiting all parties involved. The key factors include the ease of adoption for the customer as reward schemes are already common. While the needs of an enterprise entity are met with ARAW's technological offerings discussed in detail in the paper.

CHALLENGES

- Araw Pay - accept online payments with a click of button
- Araw Touch & Pay Card - enabling instore micropayments
- Transparent ecosystem to increase adoption rate
- Increase the ARAW token adoption by merchants
- Unified reward system enabled e-commerce ecosystem

APPROACH

- Design and implement Araw Pay online widget that can be plug and play on any websites
- Easily redeemable rewards and rapid cash in will encourage customers to use ARAW card for all their shopping needs.
- Intuitive user interfaces making it feel like second nature thus user do not notice the advance technology that power purchases and rewards system.
- Targeted and specialist resource dedicated to merchant on-boarding and support to ensure every client campaign is a success.
- Specific campaign management assistance to help clients maximise adoption rates.

OBJECTIVES

- Provide end-to-end solutions for E-Commerce Marketplace, Touch & Pay Cryptocurrency Card, Online Cryptocurrency Payment, and Unified Reward System powered by the Ethereum Blockchain regulated by the ARAW token
- Create a Consumers driven floating ecosystem
- Create a Transparent ecosystem that can be used by regular customers across the world; and hence, increase the adoption rate of the ARAW token, the Blockchain based cryptocurrency

Market State

E-Commerce and commercial reward schemes are experiencing massive growth - the global sales via e-commerce in 2014 was 1.3 trillion dollars - expected to double in 2020, and the number of online shoppers is also expected to increase from 1.46 billion to 2 billion by 2020. As a result, e-commerce platforms and existing reward schemes are highly saturated - every individual shop offers their own exclusive points system. Additionally, customer acquisition is a serious problem given the difficulty for service providers to distinguish themselves from the competition. E-Commerce also severely lags behind other industries in cryptocurrency adoption.

Similarly, the cryptocurrency market is growing rapidly. This growth is impeded by fundamental issues:

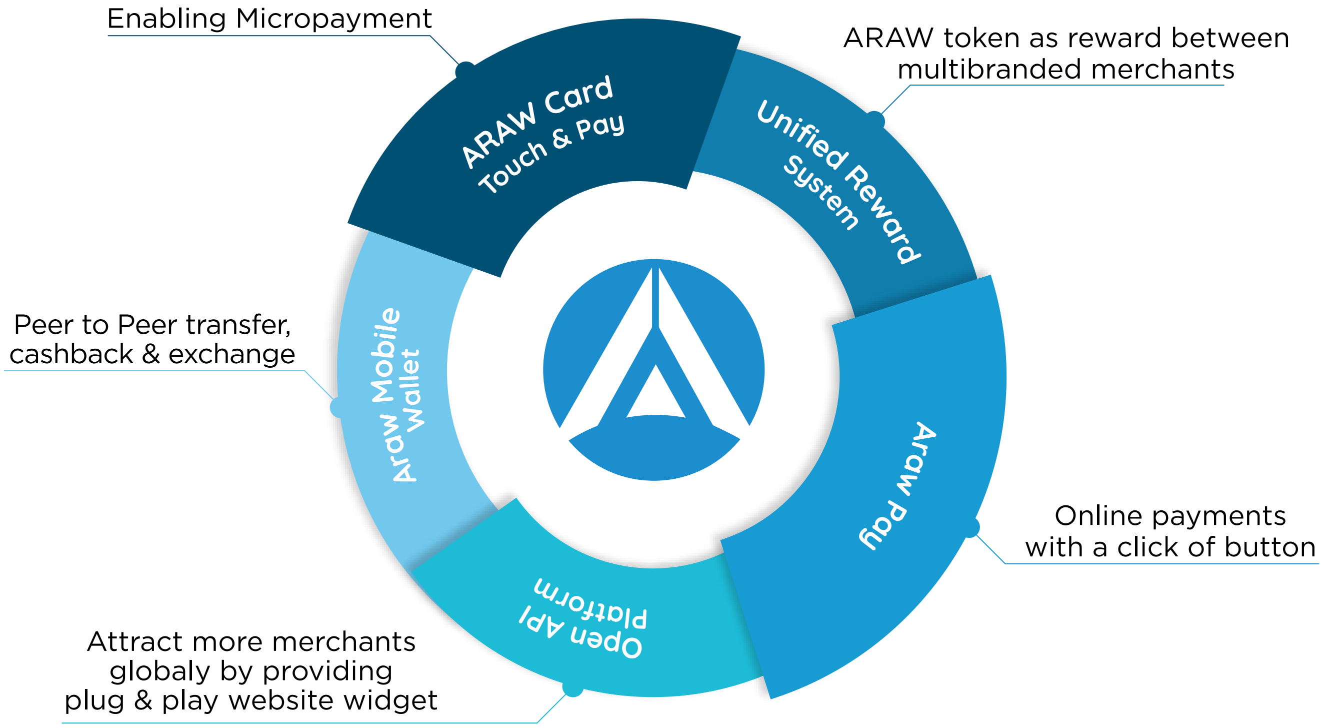
- A lack of a reliable, international exchange which allows individuals to convert tokens into fiat currency.
- No practical use for cryptocurrency in day-to-day activities
- Over-regulation or insufficient regulation in different countries across the globe which both hurts user adoption and leads to different fraud schemes that damage reputation of credible projects
- A requirement for specialised blockchain developers
- A reduction in token value due to transaction fees
- Barrier to entry

The ARAW Token Solution

The Araw Platform offers a practical solution to the problems outlined above as well as the potential to become the practical heart of e-commerce and cryptocurrency combined. It strives to reward shopping with cryptocurrency by exposing the common person to the ARAW token. The key focus of ARAW is giving effortless access to cryptocurrency ownership which comes with potential rise in value - without dealing with any of the underlying complexities which make cryptocurrency unattractive.

The Unified Reward System seeks to transform the poorly utilised loyalty industry by fusing the shopping reward potential of all retails together regardless of the product - focusing on rewarding the individual with cryptocurrency market access as well as a form of investment. With our technical offering, we seek to support individual sellers as well as enterprise vendors. The ARAW token can be adopted in any location - this global decentralised potential represents virtually limitless growth of the token. This adoption will be seamless as we seek to penetrate e-commerce platforms as well as regular retail shops, without introducing any habitual change from the user perspective.

Araw Touch & Pay Card is our single card solution for all reward programmes a shopper may be interested in - the first of its kind in the UK. It allows customers to earn ARAW tokens with their daily purchases as well as pay using accumulated ARAW tokens. This ensures that an average customer can easily adopt the use of the card due to its similarity with existing technologies - but now empowered with ARAW tokens which hold intrinsic



value and never expire. This offering allows the ARAW token to have a practical daily use which cryptocurrency has been struggling to fulfill as token value was previously disconnected from its contextual use until now.

The value in ARAW tokens is accessed by the Banking System Integration as it offers both the buy & sell ARAW tokens instantly between a customer’s ARAW wallet and their bank account. The liquidity of ARAW tokens will undoubtedly attract customers to join ARAW rewarding vendors, which combined with other ARAW offerings will aggressively expand the opportunities for rewarding buyers, customer acquisition for vendors, and an unprecedented increase in crypto-market participation.

We are aiming to be a **Floating Ecosystem** with **5M** regular people world-wide using Araw platform for their daily shopping, resulting in high liquidity and utility. This combined with scarcity will result in **appreciation** of the ARAW token value.

The Araw Mobile Wallet provides a seamless user experience - it acts as a gateway to ARAW activities such as the sale and purchase of ARAW tokens with user-configured bank accounts. The mobile wallet will also act as a Cryptocurrency Exchange where users can instantly exchange their ARAW tokens into other cryptocurrencies (initially Ethereum and Bitcoin) - further simplifying cryptocurrency for regular people. For vendors, we offer an Open API platform which allow complete customisation of the kind of ARAW platform you choose to run - giving arbitrary control over your re-distribution of ARAW tokens without the need for specialised blockchain developers. We offer sophisticated yet simple to use tools to both the businesses and consumers ensuring global adoption of the ARAW token.

Since there are only a certain amount of Araw token that can ever exist, scarcity combined with a thriving underlying decentralised ecosystem will result in appreciation of Araw token value.

Ultimately, the ARAW token functions on a revolutionary end-to-end e-commerce platform. It makes use of the Ethereum blockchain, ensuring development is secure and efficient as well as arbitrarily customisable for sellers using Araw. This presents an enormous opportunity for existing vendors to stay ahead of the technological curve - as adopters of Araw will be pioneers in unifying shopping rewards and trivialising cryptocurrency ownership. Our initial focus is to cultivate the Araw adoption rate to create an autonomous market driven by our token.

> “The Araw mobile wallet will be integrated with **Cryptocurrency Exchanges** where customers will be able to exchange their **ARAW tokens** with fiat Currency or other cryptocurrencies.

The platform will tremendously expand consumer bases on multiple fronts. Sellers and retailers using Araw will be able to offer an extremely attractive reward system which completely removes the complexity of owning cryptocurrency - removing any inhibitions a person would have to enter the crypto economy. This encourages the customers to participate in Araw offering purchases as they are given the ability to liquidate their tokens via purchase or fiat conversion, use them as an investment or convert to other cryptocurrencies - enabled by an enterprise-grade mobile application. As the Araw platform grows, the value of the token will be appreciated with the amount of users - this notably carries enormous potential as the platform allows any providers of goods and services to utilise the Araw platform. The platform and its components are designed to easily onboard vendors and provide a user experience that does not rely on changing existing behaviour.

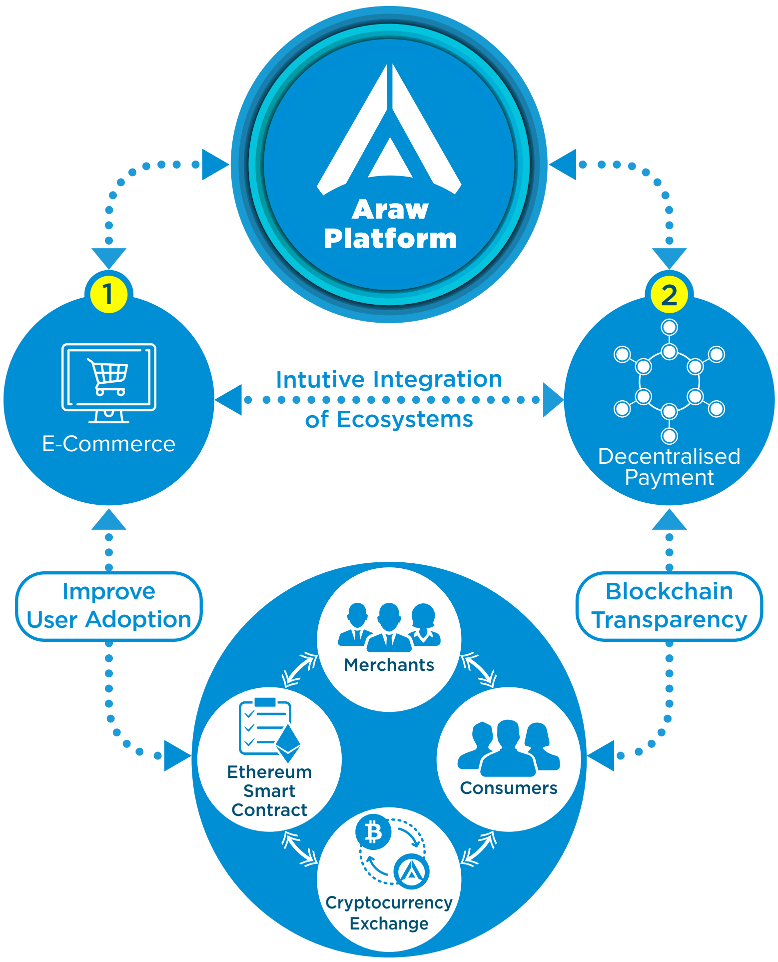
Diversified Channels to increase the Adoption of the Araw Platform

The Araw platform aiming to target multiple channels to increase the adoption of the blockchain technology. There are two main verticals to achieve our goal.

1. **E-Commerce**: The goal of the ARAW token to be a part of everyone's day to day shopping without needing them to change their shopping behaviour. This can be achieved with simple and easy to use e-commerce website which is transparently integrated with the decentralised payment.

2. **Decentralised Payment:** The Araw platform will be a bridge between merchants, consumers, cryptocurrency exchanges, and the Ethereum smart contract that manages the liquidity of the ARAW token.

Our goto marketing strategy to reach more customers and merchants.



- Referral / Tradeshows Exposure
- Time-to-time Rewards: This is our ultimate goal where regular customers will be accustomed to use the Araw e-commerce platform for their daily shopping and they get time-to-time rewards without needing them to do anything else.
- Encourage customers to use Araw Touch & Pay Card
- Believe in technology and create a robust solution that attracts leading merchants to join the Araw platform.
- Mobile wallet integration where customers will be able to exchange ARAW tokens with other cryptocurrencies like ETH & BTC.
- Open Platform: Plug & Play e-commerce widget allowing third party integration.

The Existing Araw Platform

The existing Araw platform, Araw UK Ltd. was founded in 2016. This platform has been implemented using virtual tokens without blockchain support. We provide our client businesses with services such as

- Customer analytics: keep track of loyal customers, their points and redemptions in real time.
- Customer insight dashboard: connect in real time to the customer information and turn those insights into more sales and customer loyalty.
- Business branded loyalty card
- Increase revenues with new and loyal customers: Engage and reward your customers.
- Know your customers better and bring them back to your business: Distinguish between dormant and loyal customers, and send right offer to right customers.
- In-store marketing: we provide in-store marketing material to promote digital loyalty program among customers.

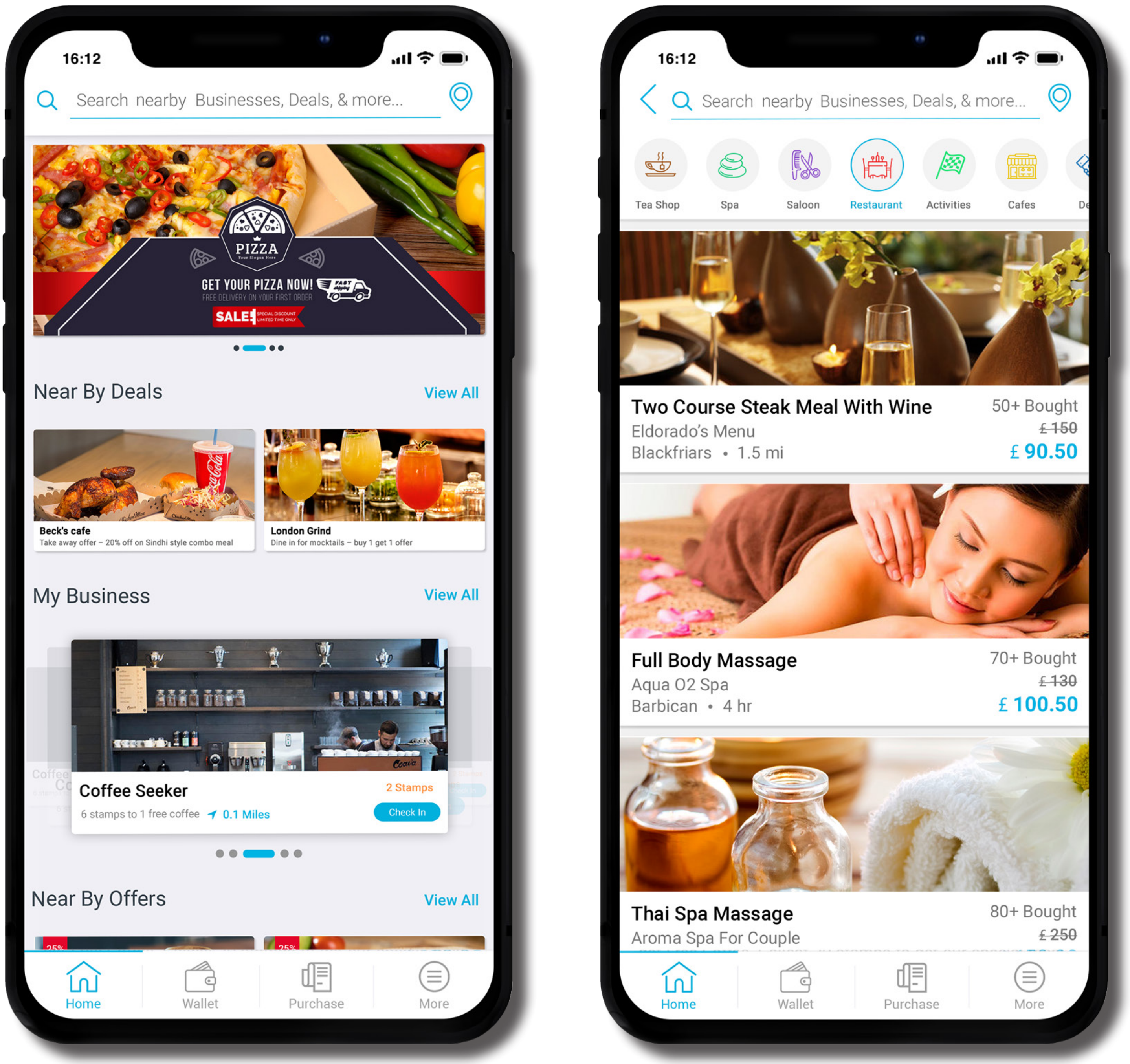
Building on our expertise in rewards and loyalty programmes, we are going a step further to launch a unifying reward ecosystem that employs the blockchain technology as a backbone and a fully unified medium of exchange.

We are in a one-of-a-kind position to be at the very forefront of the omni-channel loyalty economy. We can fully integrate with major point-of-sale providers, and this is simply not a market position that is held by many companies such as ours. While we have had great success with our customer rewards system, we are introducing ARAW token through an e-commerce platform as our means of contributing even more to the customer reward and loyalty industry. The Araw platform besides having a mobile app also includes a new digital currency - the ARAW token. We have already built a coalition of supportive merchants, and will be creating a value based, digital rewards system that is expected to outperform traditional rewards programmes.

The Customer App

The Customer app is targeted towards our merchants/retailers' daily customers to allow business to keep in touch with their customers and build a meaningful relationship with them. The benefits of using this application are:

- Earn and redeem rewards from their favourite businesses.
- Discover incredible rewards from thousands of near-by businesses.
- Time to time one-off unbeatable deals from various retailers

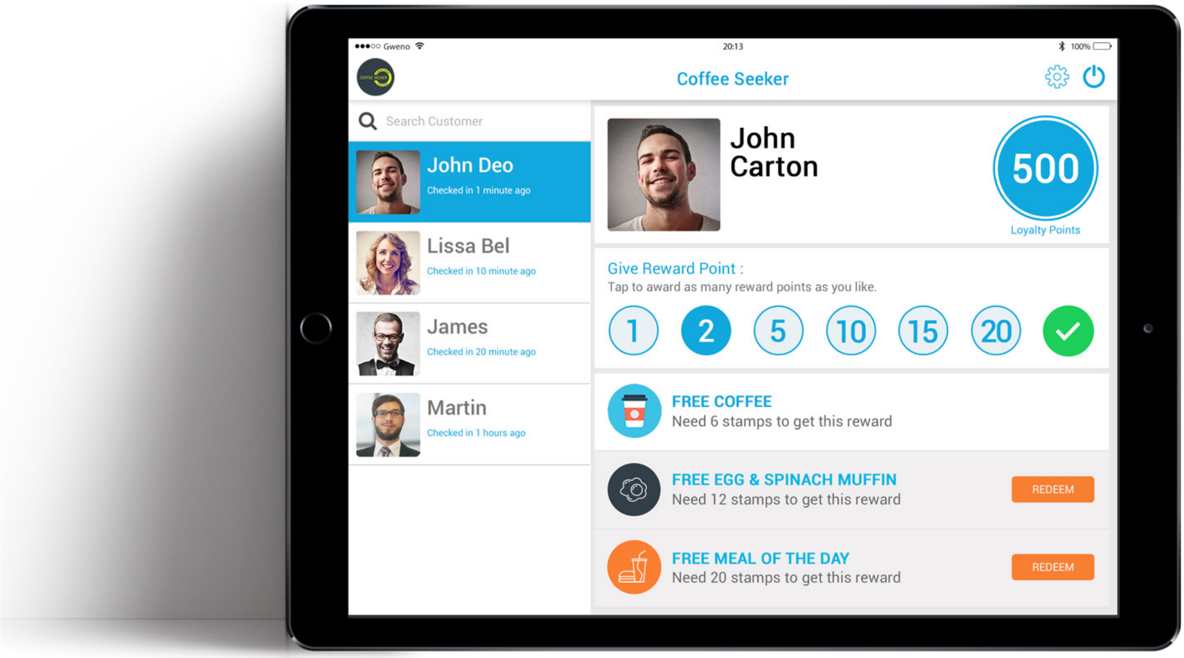


Upcoming Upgraded Mobile App for Customers

The Business App

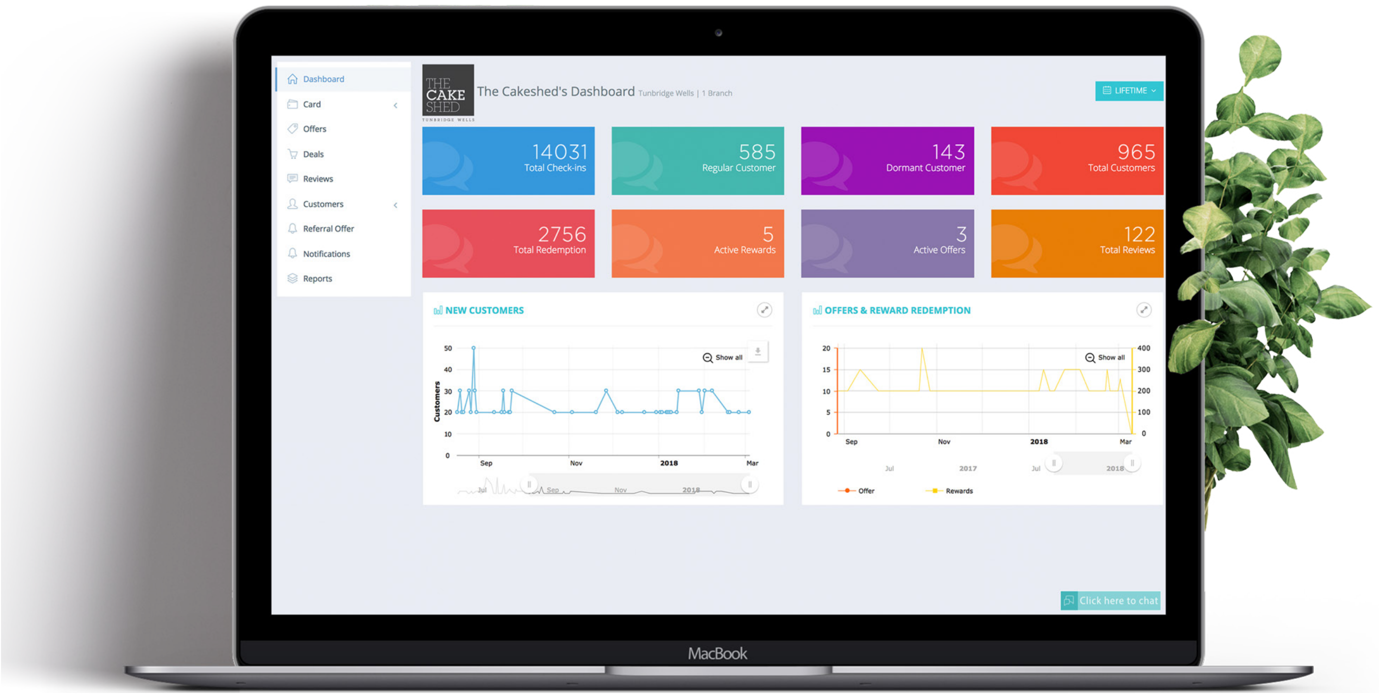
The Business App is mainly used by our merchants/retailers to operate requests made from customer app. The main use cases for business app are;

- Connect with customers for a relationship that endures.
- Give customers more personalized experiences - both in and out of store - and see your revenue double from returning customers.



Customers Insight Dashboard

Customers insight dashboard gives our merchants/retailers detailed statistics about their regular/dormant customer base. We provide detailed insight of customer stats so that they can plan for their short and long term business goals. Moreover, retailers can understand customer behavior and communicate with them to get them back to their business.



Track Record

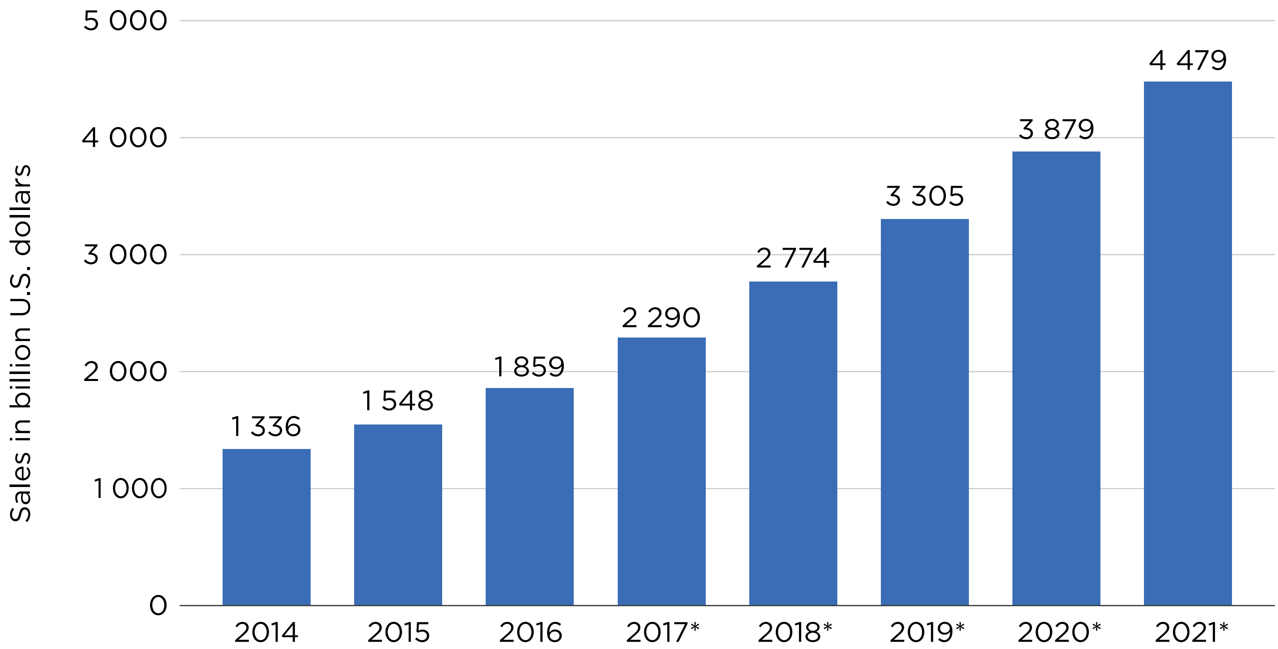
ARAW UK Ltd currently administers customer rewards programs for several businesses in the UK. We expect all of our businesses to upgrade from their traditional points system to ARAW tokens. We intend to provide full-time support during this upgrade process offering consultation and training on how to use our technology effectively within their business.

Market Overview

Throughout the world the E-commerce industry continues to gain popularity. For each day that passes, the online shopping platform gains more customers and keeps increasing their trade volume.

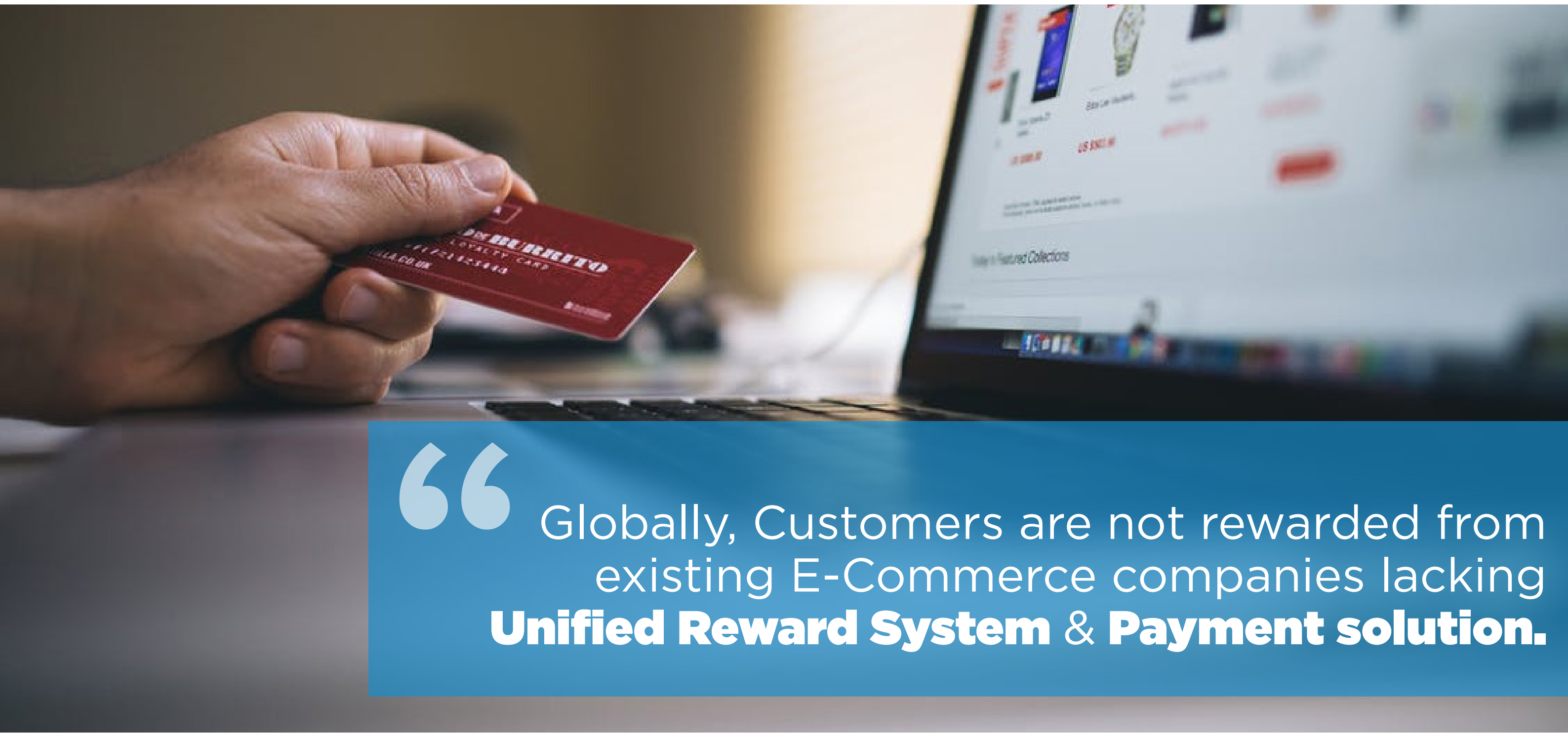
In addition, the potential of the retail and e-commerce industry will continue to grow in the future. In 2014, the global sales of e-commerce were about USD 1.33 trillion and are estimated to increase to double this tally in 2020. Accordingly, the corresponding retail sales that come from E-commerce are expected to increase from about 7.4% to 14.6% in 2015 and 2020 respectively. The number of online shoppers is expected to double the rate recorded in 2015 (1.46 billion) by 2020 (over 2 billion), Statista reports.

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



Source
eMarketer
© Statista 2017

Additional Information
Worldwide; eMarketer; 2014 to 2017



While preserving data integrity, the Blockchain records all the transactions ensuring that all the transactions carried out on the platform are secure as well as transparent. Furthermore, as well as the charges it will incur, Blockchain technology will also lower the number of intermediaries required to complete any transaction. Consequently, the integration of reward system on the Blockchain using smart contracts will be a significant improvement for the e-commerce industry.

> **Today,** customer acquisition is a key problem for retailers. Statistics reveal that the average conversion of traffic into actual sales in e-commerce is **just 3%**; however, the real figures are **1% and less.**

The delivery rate with the automation of the purchase processes and rapid growth of e-commerce has made the industry extremely competitive. More price-sensitive customers, competitive prices on daily basis, and increased brand awareness today typify the industry. It is now obvious that customer loyalty, premised on referrals and repeat purchases is an important driver of profitability for the retail and e-commerce industry.

Today, customer acquisition is a key problem for retailers. Statistics reveal that the average conversion of traffic into actual sales in e-commerce is just 3%; however, the real figures are 1% and less. Businesses spend a reasonable amount of resources to gain the attention of customers: this is not only important but a step to retaining their attention. Reports reveal that retaining an existing customer is 25 times less costly than acquiring a new one. Particularly when the competition is severe, customers are always found switching between brands. Therefore, it is crucial for retailers to find the best means of gaining their customers' loyalty. Many statistics and reports indicate that loyal customers tell their friends about their experience, cost less to process, often buy more products, provide valuable feedback, and stay longer. Despite explosive growth in the e-commerce industry, merchants and customers are facing some problems outlined below.

Leading E-Commerce platforms today do not offer Reward Systems and Payment solution

We consider the lack of reward programmes in the biggest e-commerce distributors to be an enormous problem and a market opportunity. The largest e-commerce firms take a sizable commission for each product sold on their platform - and only provide a basic service of delivering the product to the consumer. However, with the introduction of a unified reward system we can enhance the consumer experience and introduce a consumer-driven market, encouraging customers to migrate away from basic e-commerce services.

Reputation and Trust Issues

Having to build trust is difficult as online marketplaces are managed by a few large entities. There is a difficulty in the transfer of trust from one centralised marketplace to the other; there's a need to create a strong relationship with the merchants. Unfortunately, the history of the merchant is not always recorded making it impossible to punish dubious merchants or buyers. Huge advertising and identity verification efforts are required for easy and safe transaction for a merchant to be trusted.

> Cryptocurrency Token Startups are failing to reach **adoption** by regular customers...

Long and Expensive Payment Processes For Merchants

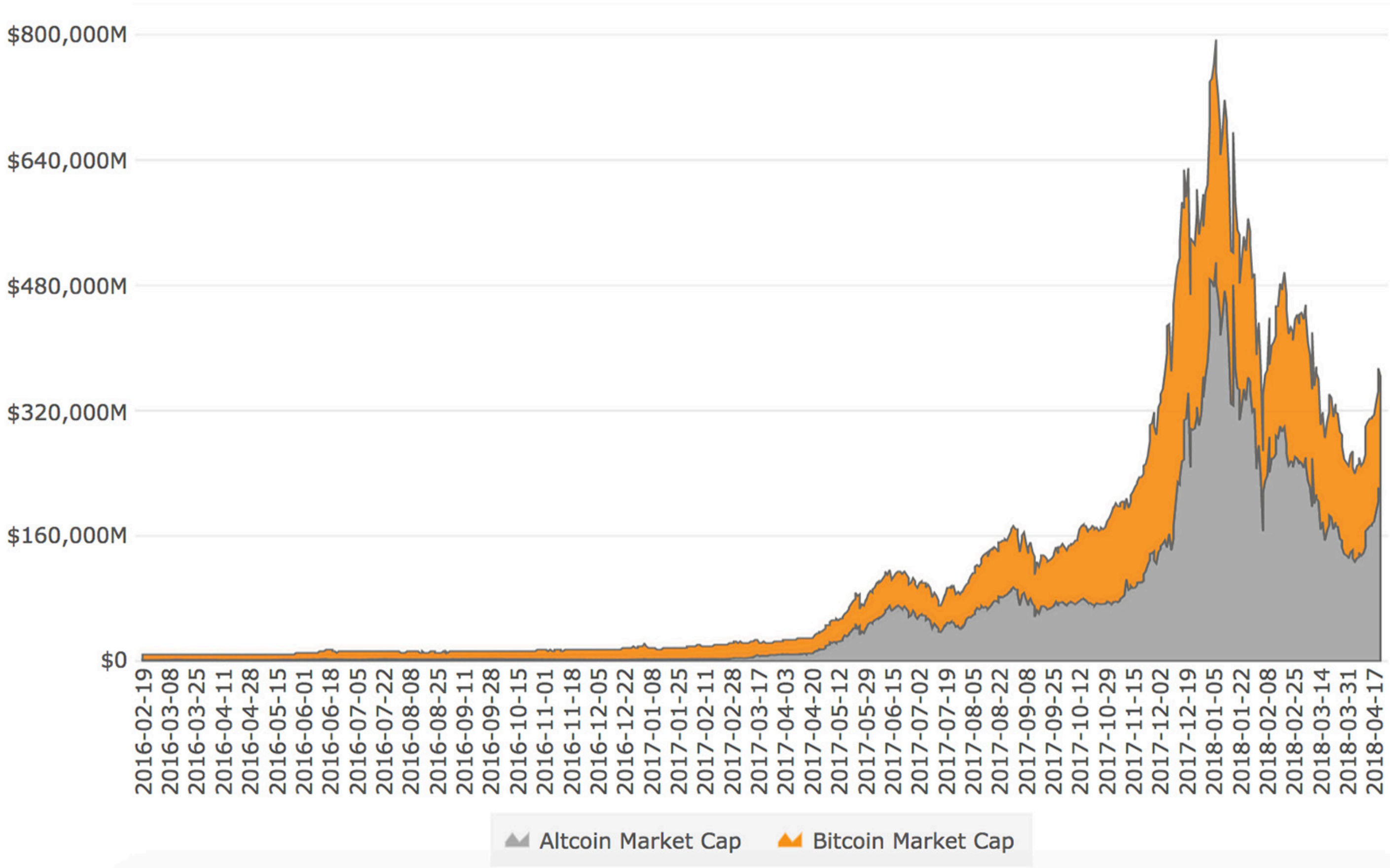
The long and expensive payment process for merchants is one of the most obvious problems in the retail and e-commerce industry. At times, there may be more than 5 different fees for the payment gateways and half a dozen steps to finalise the transaction. Similarly, the transaction charges might range between 2-5% with a chargeback fee. Also, the existing payment gateway on the majority of the e-commerce stores rarely provides an avenue for the merchants to accept mobile transactions at their stores.

Failure to Adapt the Growth of Cryptocurrency Tokens

Today, the majority of the merchants do not accept payments made with crypto-tokens. However, a completely new digital asset class is undergoing creation: tokens of these products that are to be built-up on the Ethereum platform. The increase of a new wave of digital assets enhances the manufacturing of a token based digital asset economy. It is estimated that about 10% of the world's GDP will be created on the blockchain by 2025, leaving merchants with no choice but to be part of the growing blockchain economy.

To illustrate this assertion, let us look at the chart below showing the growth of altcoins. It must be noted, however, that this growth is influenced by the ascendancy of Ether as a currency and the global expansion of Ethereum based tokens.

Cryptocurrency Market Caps (historical)
coin.dance



> “It is estimated that about **10% of the world's GDP** will be created on the Blockchain by **2025**,

Similarly, the graph below illustrates the growth of Ether's market cap. Market capitalisation stands at approximately USD 68 billion as of March-2018. It has grown by 3750% since last year!

Ether Historical Market Capitalisation Chart (USD)
Etherscan.io

Below graph shows the continuous growth of Ethereum. We strongly believe that Ethereum founders has created such ecosystem that will continuously raise in the future. With upcoming versions of the Ethereum, transactions are expected to be more cheaper and faster. This is the main reason why ARAW token team has decided to implement E-Commerce & Payment Ecosystem on the Ethereum Blockchain.

Ether Historical Prices (USD)
Etherscan.io

Market opportunity

The global loyalty and reward industry was estimated to be about $1.56 billion in 2015 and risen to about $320 billion in 2017. Given this remarkable growth of the global loyalty program, growing at an annual rate of 6% and compound annual growth rate (CAGR) of 24.37%, this estimation is projected to hit $471 billion in 2020. Unfortunately, this report is flawed with a shocking rate of under-utilisation of loyalty program in the e-commerce sector. About 76% of consumers in the industry fail to use their shopping rewards while these consumers belong to less than 29 loyalty reward programs specifically designed for the e-commerce world.

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MarketsAndMarkets survey revealed that loyalty rewards customers who failed to redeem their rewards were 2.7 times more likely leave a particular program and join another. ARAW token is in a perfect position to champion the course of revolutionising the loyalty reward industry. Our loyalty ecosystem is particularly designed to enable a seamless integration with major e-commerce stores. Moreover, our ecosystem allows merchants to fully enjoy the benefits of ARAW token; through sale, purchase or exchange of the token while cutting down unnecessary costs and expanding their customer base. This unique position in the industry presents us as the ideal choice for all our participating merchants. In addition, with these competitive advantages, we aim to aggressively expand and accommodate more retailers in the industry including but not limited to fashion, food, and other specialty retail businesses to benefit from the competitive edge of ARAW token solutions. Apart from the market opportunities created by the Blockchain, we are also aware that there are enough possibilities for growth in the digital loyalty programs and e-commerce industries, which form the major components of ARAW token.

> **About 40% of the US companies** and **47% of UK companies** revealed that their customers prefer buying their daily products; **about 63% of these companies** have **not been able to integrate loyalty reward program** into their business model accordingly. With better technologies and data analytics, The **ARAW token** is here to fill the gap

Based on the study reported by KPMG in 2016, about 40% of the US companies and 47% UK companies revealed that their customers prefer buying their daily products; about 63% of these companies have not been able to integrate a loyalty reward program into their business model accordingly. With better technologies and data analytics, ARAW token is here to fill the spot.

We are taking e-commerce and reward industries to the next level. With ARAW token, we offer unique and new technical implementation of data protocol, smart contracts, and blockchain in the loyalty program sector specifically for the e-commerce world. We strive to reward our participating customers for their daily purchases; without changing their current behaviour.

The ARAW token is creating a global, decentralised and reputable payment for e-commerce ecosystem that work flawlessly with existing platforms supported by Ethereum smart contracts.

Consumers driven E-Commerce market powered by the Ethereum Blockchain

Our goal is to create a consumers driven e-commerce marketplace. We are aiming to challenge leading e-commerce platforms that do not offer much benefits to consumers. Consumers will be able to earn and redeem the ARAW tokens on the Araw E-Commerce marketplace. The main advantage of being on the Ethereum blockchain is that we will be able to combine the benefits of Rewards and Payments in such a product that would be able to excite and drive consumer retention using blockchain and smart contracts as a backbone.

Solution Provided by Mobile Payment

Through the blockchain technology, we have been able to process payments with only fee and single step, which would lead to the acceptance of payments on the ARAW token platform generally up to five times less expensive and up to ten times faster for our participating merchants. After the integration of ARAW token ecosystem, participating merchants would have access to accept payments in the ARAW tokens, use reward system features, and exchange fiat currency from the ARAW token.

Enable Merchants to Participate in a $10 trillion Digital Valued Economy

By advancing ARAW token, not only would we allow our merchants take part in a decentralised economy that is trustless, we would also provide an avenue to meet up with the growing digital economic system through a unique loyalty program that we would provide. According to the World Bank report, about 10% of the world's GDP will be produced through the blockchain technology coming 2025. The GDP estimation for 2025 is said to be about $100T meaning that the value to be produced through the blockchain technology is going to be about $10T (10%).

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Value proposition

The ARAW token is an important component of the e-commerce ecosystem, with a particular aim to integrate our existing reward system into the e-commerce industry. It can be seen as a B2B2C unified reward system that is designed on the Blockchain. This platform allows our participating merchants to reward their customers with ARAW tokens for their purchases. The management responsible for the decentralisation of rewards on blockchain makes the ARAW token ecosystem unique and provides a lot of value to everyone of our customers and members:

- For merchants there is a blockchain based e-commerce ecosystem.
  - Offer cutting edge solution to customers by staying ahead of the blockchain technology, the future of Internet.
  - Acquisition of new customers around the world.
  - Open platform to create enterprise e-commerce platform on blockchain.
- For customers there is a cryptocurrency reward, which
  - Can be exchanged to fiat currency
  - Can be redeemed for other purchases
  - Never expires
  - Value appreciation due to scarcity and increased adoption

Since the ARAW token is a decentralised ecosystem, its solutions and products are easily scalable with no restrictions or limitations to the participating members. In essence, the app can be downloaded from the app stores of e-commerce platforms and any merchant can be connected to ARAW token platform.

The ARAW Token:
Heart of the Decentralised Payment Ecosystem

One of the main goals of the Araw Platform is to provide unified reward system and marketing solution for e-commerce businesses, which aims to increase the footprint of customers, building meaningful relationships with them, and hence increase the growth of the business. We present the ARAW Token as the solution to unlock the full potential of reward programmes and thus increase value for all participants in this loyalty system.

The proposed e-commerce ecosystem accepts both crypto and monetary payment. Customers have the choice of paying for goods and services using actual money, the ARAW token or any of the other globally accepted cryptocurrencies.

It has also been noted that the most valued rewards in loyalty programmes are monetary in nature so loyalty programmes need to emphasise a more redemptive ability to move forward. The current loyalty domain has organisational problems with rewards that are unrealised, and customers are clamouring for more elasticity and actual financial benefits. ARAW token seeks to ensure that customers get to make personal choices about their rewards. This is where ARAW token steps up as a problem solver and a solution provider. With our broad experience and expertise in addressing businesses' needs for connecting to their customers, we are in a very unique position of understanding, developing and implementing a wide-reaching platform that makes it possible to have a unified reward system. This is the central idea for the ARAW tokens that we will be issuing.

Through the e-commerce system, customers will be more involved with business loyalty programs and can acquire better rewards for their consumption. The ARAW token will be used as a medium of exchange within the rewards system, and customers can earn the token when making purchases at participating merchants. When customers redeem any of the available rewards, ARAW token is then restored to merchants.

> On **Araw Platform**, customers and brands can **interact without restrictions** in a dependable, trustless and mutually beneficial manner.

We are partnering with businesses and merchants across the UK, the US and other countries to support the omnichannel ideal of customer loyalty. When customers earn ARAW tokens, they can then utilise them in different ways beyond the traditional customer loyalty programs. Customers can use the points earned from one merchant to acquire rewards from other merchants within the system. Thus allowing customers to do business and earn rewards across several industries without restriction.

The benefits to acquiring ARAW tokens whether as customers or as participating businesses in the Loyalty program are endless. ARAW tokens and our e-commerce system will facilitate peer-to-peer payment; facilitate micro payments between customers and merchants; and is slated to be used by virtually everyone from around the world.

Furthermore, we are introducing the ARAW token which our customers would use for micro payment at gas stations, coffee shops, restaurants, supermarket amongst other retail outlets. This provides them the convenience of making payments using ARAW token. Therefore, through the influence of the Araw cryptocurrency, we are establishing unlimited ecosystem in payments and loyalty.

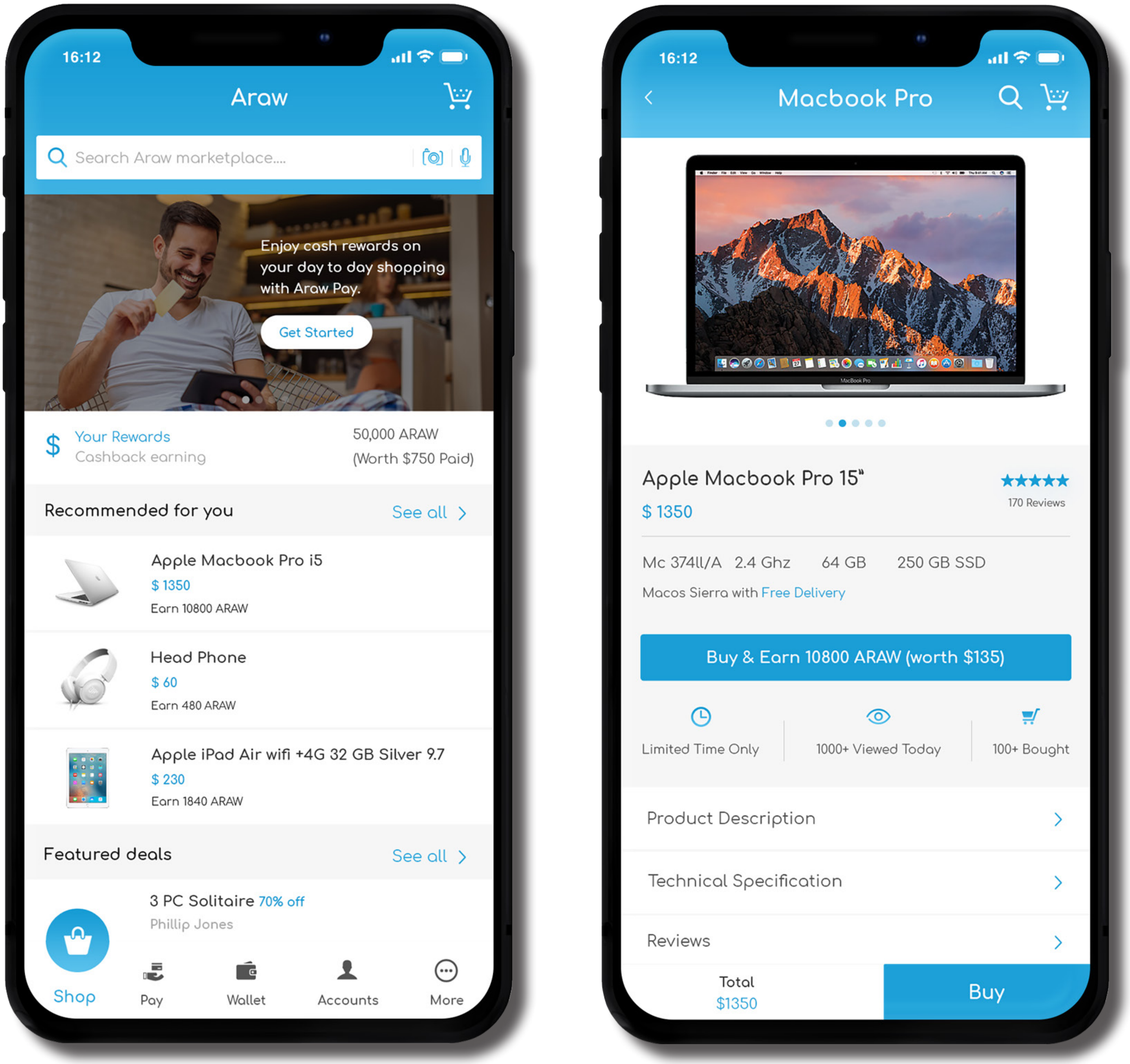
We are creating an end-to-end ecosystem in the e-commerce marketplace, touch & pay, and unified reward system driven by the ARAW token. ARAW token is a distributed ledger e-commerce marketplace that gives people a two-way choice of buying and selling goods with online leveraging on the combined benefits of fiat currencies and crypto currencies. ARAW token platform leverages on the benefits of blockchain technology to provide a unique and inimitable value to all users of our platform including individual merchants or businesses who deploy the platform for marketing and sale of their goods and global consumers who can now gain cross-border access to the product of their choice at a better bargain given the transaction cost reduction occasioned by the Internet which is further boosted by the blockchain technology. The smart contract digital escrow feature of the Ethereum based token also makes frictionless and secure transactions possible.

The ARAW token is programmed to adopt the security guidelines and ease of access of the ERC20. The ARAW Tokens are required for all the transactions on the ARAW token platform and represents the reward point for all participating customers or ARAW token holders. For every transaction made on ARAW token platform, be it issuance, transfer or exchange, the initiator of the transaction will pay a small fee for using the ARAW token smart contracts.

All transactions in e-commerce marketplace can be carried out with the ARAW token, which must be transferred through or held in an ERC20 compatible wallet. ARAW tokens act as the legal tender for trading on the platform. It can be used to pay for goods or to make settlements. It can as well be used to certify that a particular deal has been completed.

The transaction is carried out on the ARAW token exchange as a platform that facilitates trade between the two parties involved. The main purpose of the exchange platform is to facilitate trade and transaction between the two parties.

“We are creating an **end-to-end ecosystem** in the e-commerce marketplace, **touch & pay, and unified reward system driven by the ARAW token.** ARAW token is a distributed ledger e-commerce marketplace that gives people a **two-way choice of buying and selling goods** with online leveraging on the combined benefits of fiat currencies and crypto currencies.

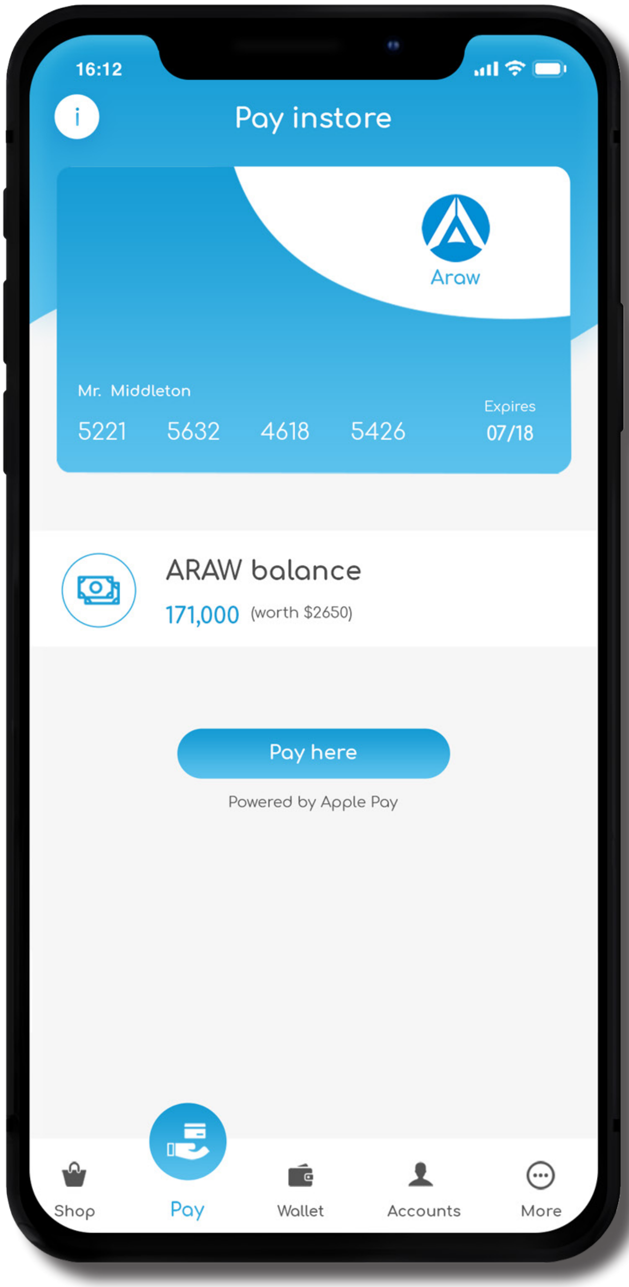


ARAW E-Commerce Marketplace

The ARAW token is a utility based token specifically designed for the global e-commerce & Payment industry. ARAW token will be released into a public ICO and any funds generated through this ICO will be used mainly for improving infrastructure, product research & development, and sales & marketing.

For customers, there is an absolute value for every purchase in the form of Ethereum tokens that can be sent to other crypto-wallet for purchase. Since there are only a certain amount of Araw token that can ever exist, Scarcity combined with a thriving underlying decentralised ecosystem will result in appreciation of Araw token value. This is Significantly different than the current loyalty rewards that expires over time.

The retailers will just have to purchase from the open marketplace by employing the use of ARAW token coins to appreciate the users. The customers on the ARAW token ecosystem will receive ARAW as a certain configurable percentage or amount on their purchases.

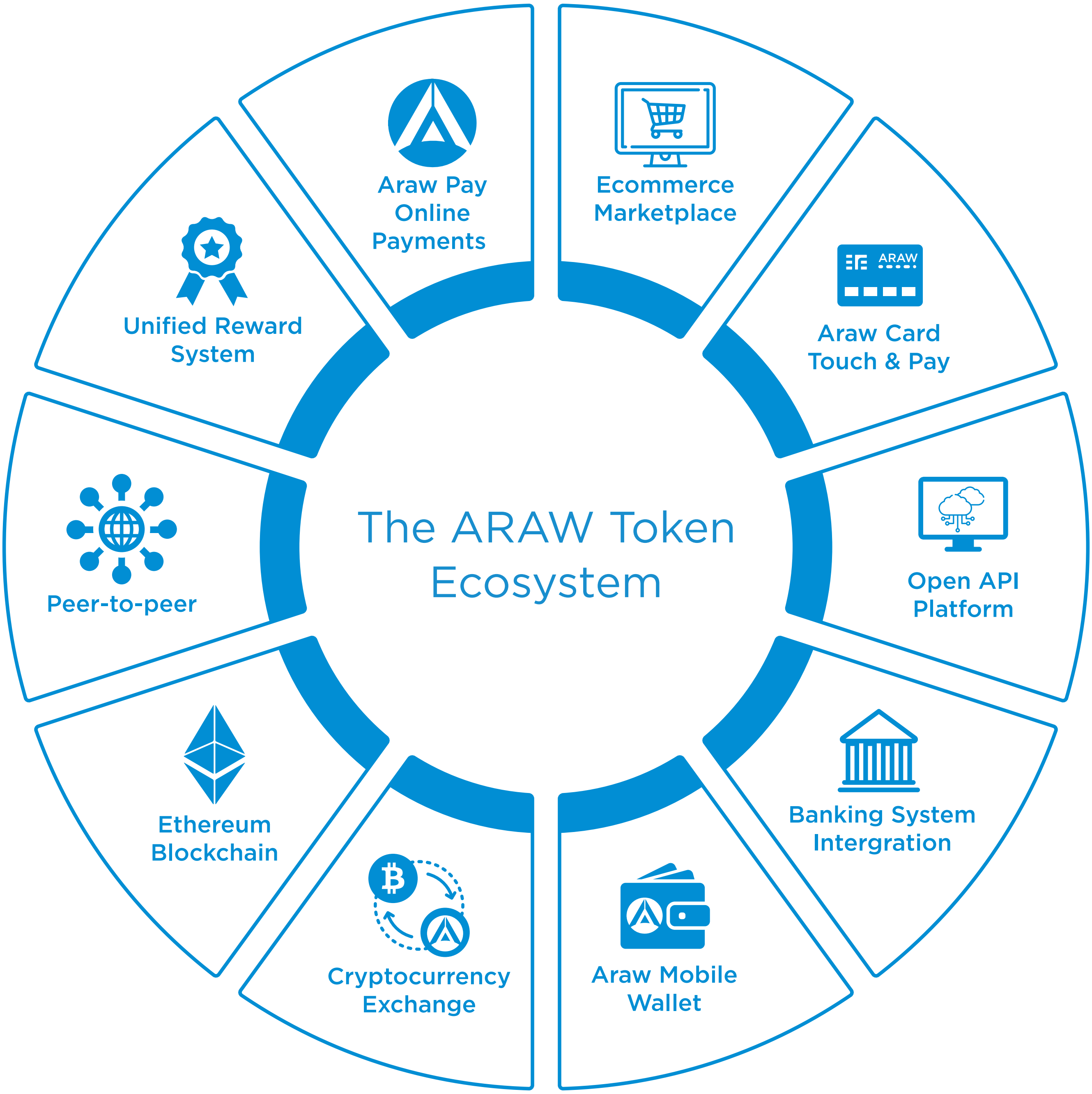


ARAW Card

Our customers would be provisioned an ARAW card tied to ARAW token and a mobile wallet to enable convenient micropayments. Customers will appreciate this opportunity, as they gain access to liquid cryptocurrency instead of loyalty points. Similarly, the customers can also buy ARAW tokens through the ARAW mobile wallet or a cryptocurrency exchange. It is important to note, that the ARAW token value is ascertained by the open exchanges of the cryptocurrency. These tokens can be traded for other currency. It is equally vital to emphasise that the token is acceptable to all the participating merchants that employ ARAW token platform.

The ARAW Token Ecosystem

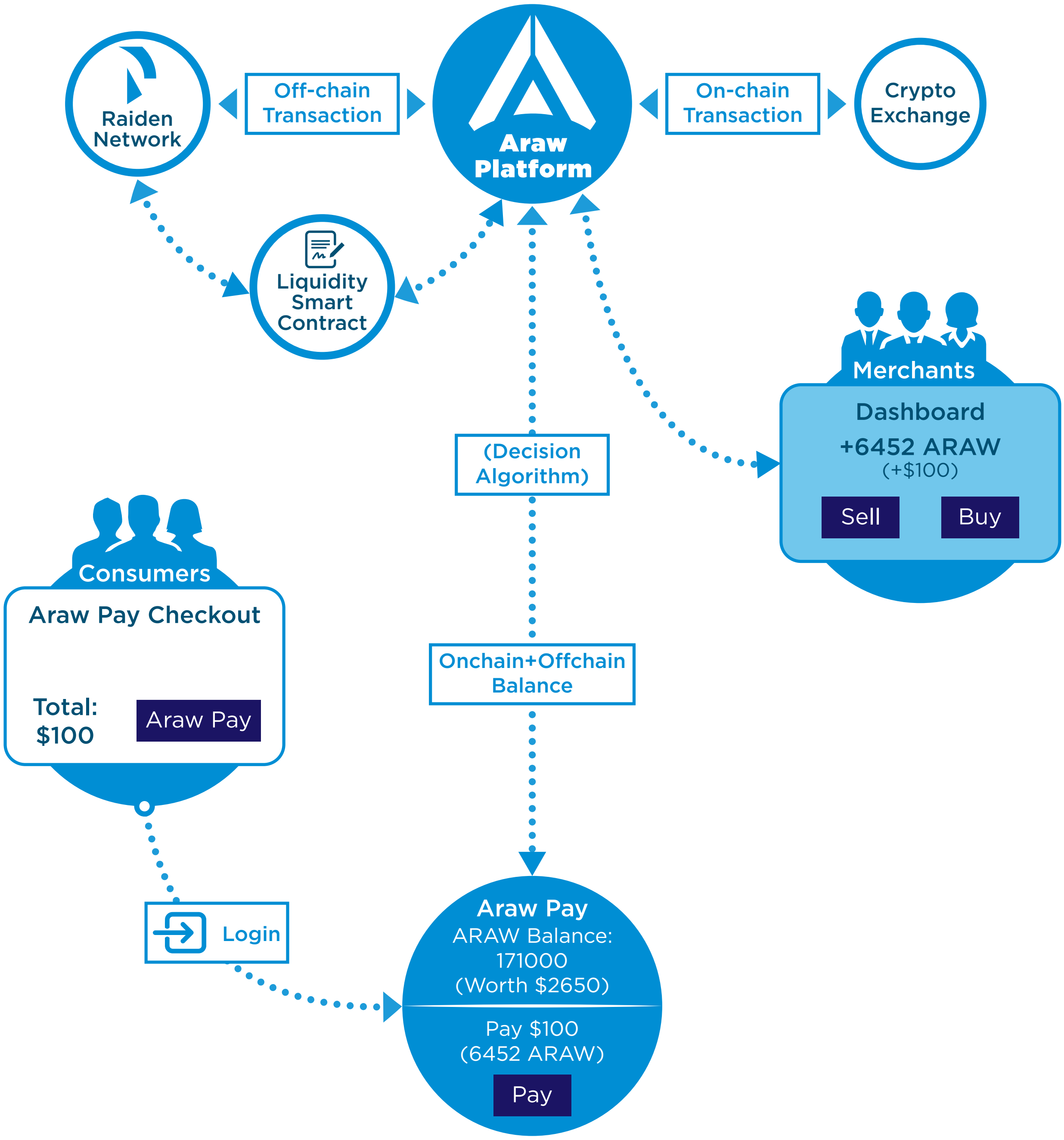
The Araw Ecosystem was carefully designed from the beginning as a supportive sphere in which users can be confident in their trades on the Blockchain. To capture a variety of users, we have provided an ecosystem platform that is scalable and effective, yet simple over the Ethereum Blockchain, where customers and brands can interact without restrictions in a dependable, trustless, and mutually beneficial manner.



> We have provided an **ecosystem platform** that is **scalable and effective**, yet simple over the Ethereum Blockchain

Araw Pay

Araw Pay will be an open widget to accept payments in ARAW tokens and can be used by any merchants anywhere online just like any other payment gateway providers. We aim to provide seamless Araw pay solutions in Araw mobile & web wallet, open API platform, and Araw e-commerce marketplace.



On-chain vs Off-chain Transactions

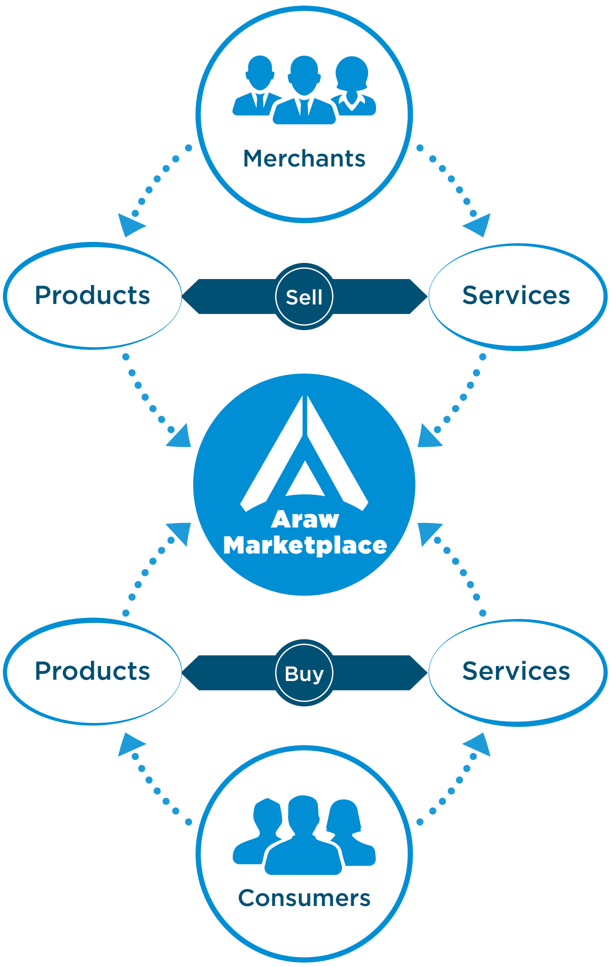
The Araw platform acts as a mediator between the raiden network to handle off-chain transactions & the crypto exchanges to manage on-chain transactions. The liquidity smart contract will be responsible for handling off-chain transactions in decentralised way. We will be comparing Ethereum Casper vs Raiden Network costing model and it may be possible we will stick to Ethereum Casper for all the transactions.

E-commerce Marketplace

Given our distributed ledger system, items for sale are gathered from different parts of the globe on the marketplace. Buyers and sellers from different parts of the world also come together in a peer-to-peer enabled environment for transactions. Users of the platform can thus have access to the entire list of all the offers available on the Araw marketplace. With our help and the Araw Platform, any shop owner is free to execute a single sale or build an enterprise level e-commerce platform.

The flexibility offered by our e-commerce marketplace gives users the freedom to choose what they want to do on the platform whether to buy or sell or get involved in the loyalty program and earn rewards.

We aim to meet the need of every consumer, every merchant and every business no matter their location through our distributed ledger system. Our e-commerce market place gives you instant access to the global audience, removes transaction overhead (management and fees) and ensures they are secure and frictionless through our Ethereum blockchain based ERC20 tokens and smart contract implementation.



There are two ways in which our participating retailers can interact with the Araw Ecosystem. These include through a smart contract that handles the liquidity of the ARAW token in the market or buying directly through the cryptocurrency exchange. Another way is through the ARAW token Platform which maintains all the essential operations and controls relating to the purchases and sales of the ARAW tokens with fiat currency. Using this, sellers on the platform can choose to sell goods and services for ARAW tokens as well as distributing them with the Unified Reward System.

Extended support and software development tools to achieve a crypto based reward program will be offered to clients using the ARAW token platform.

Araw Card - Touch & Pay

Araw - Touch & Pay card aims to enable customers to make micropayments at coffee shops, supermarkets and day-to-day online shopping. It contains radio-frequency identification (RFID) to communicate with card reader to enable contactless payments. With the release of Araw Card, we are expecting to raise adoption of the Araw platform by regular customers.

We are going to implement this solution in different phases.

Phase#1 Merchants accept Araw Card Payments using The Araw Card Reader Mobile App
We are aiming to implement this as our quick solution. This will enable any Merchant in the EU to accept payment in the ARAW token. Merchants will need to download Araw card reader App from Apple store or Google play store which will be able to communicate contactless with Araw card to do micro-payments or receive ARAW tokens. After this, we will be working towards other countries to comply with their jurisdiction to support ARAW token payments.

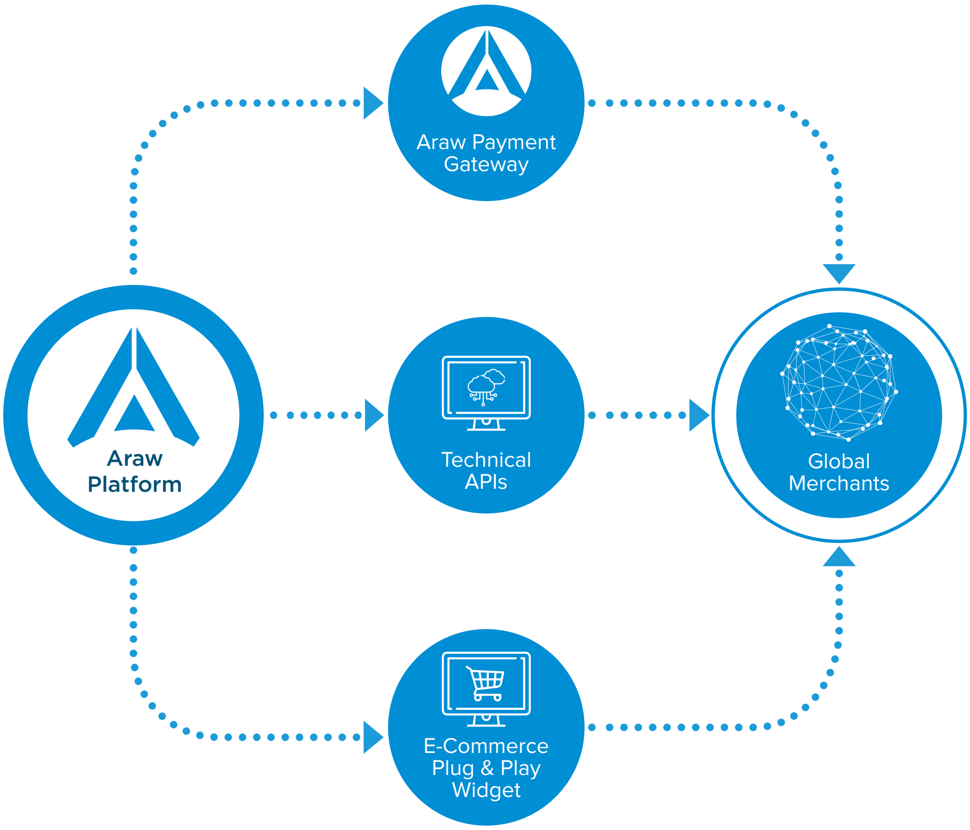
Phase#2 Merchants accept Araw Card Payments using standard Visa or MasterCard Readers
The ARAW token aims to integrate with Visa and MasterCard following our own mobile solution to ease the transactions for merchants and consumers globally. Customers will be able to use virtual Araw Card from their Araw mobile wallet for touch & pay micro-payments at their favourite retailers.

Phase#3 Merchants accepts Araw Card Payment using Araw Card Reader Hardware
Depending on the funds raised; we will be targeting to develop our own hardware to accept payments globally. We will be targeting this after ARAW token becomes a global cryptocurrency used by multiple countries. We expect increased adoption of Araw token with the introduction of hardware card reader.

We will aim to release another form of authorised paper to detail phase#2 and phase#3 by mid of 2019.

Open API Platform

With ARAW Token Open API Platform, users do not need to know any form of programming code or language to make use of the system. It is structured to be utilised out of the box.

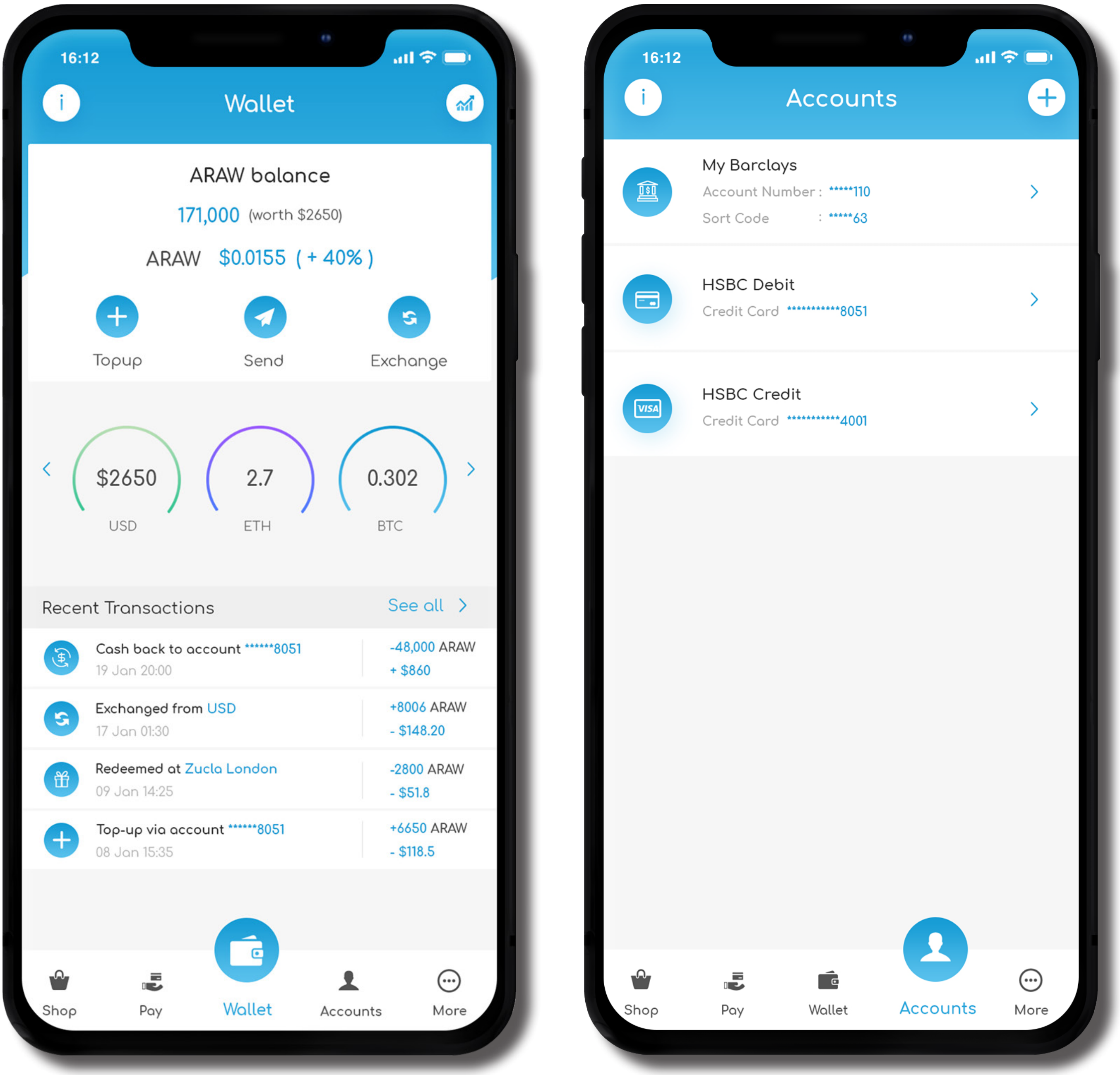


Open APIs can be structured in various ways but the main takeaway of every API architecture is that API itself can readily be used and accessed by as many customers as possible from every part of the globe. Open API is an application-programming interface that gives the owner of a network the chance to allow people from different parts of the globe to be able to access the services like developers. It provides transparency to all users with the functionality of the system - unlike traditional private API's companies typically use.

It is not necessary to be a participating member of the ARAW platform to make use of the ARAW token or offer the ARAW token as a reward. Our Open API ensures that merchants that are not ARAW platform customers will have access to and participate in different transactions on ARAW token platform. You can make payments, exchange and purchase ARAW tokens using our web wallets or use the ARAW token mobile app. These retailers can integrate their e-commerce stores into our system and maintain their apps using our API to offer redemption and receive payments. Similarly, their customers can use our wallet to purchase their goods and services using ARAW token . Should the service-providers of our API choose to, they can create their unique custom solutions to process transactions with ARAW tokens.

Banking System Integration

With seamless banking system integrated in the Araw Platform, Customers will be able to buy ARAW tokens using linked bank accounts. They will also be able to exchange ARAW tokens with fiat and send cashback to linked accounts.



Araw Mobile Wallet

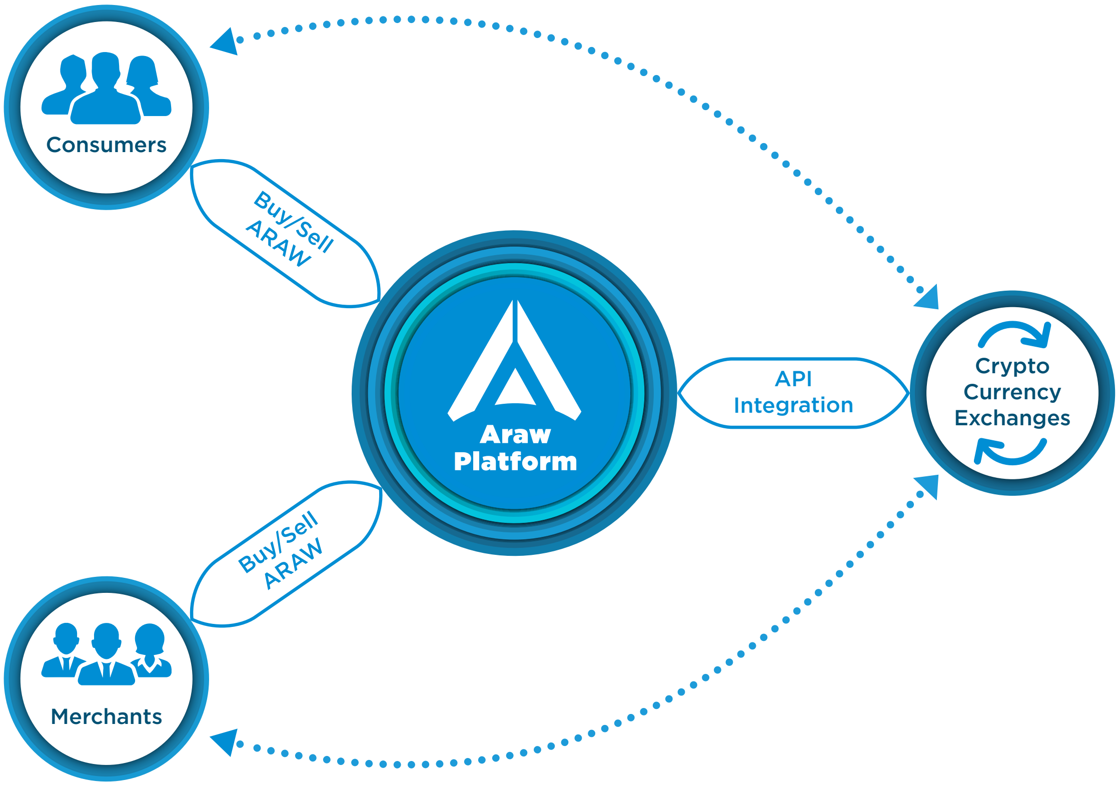
The seamless integration of Araw Mobile Wallet with Banking and cryptocurrency Exchanges will enable Araw Platform users to;

1. Top-up ARAW Tokens with a click of a button
2. Send and Receive ARAW tokens
3. Exchange ARAW tokens with any other crypto currencies like ETH and BTC
4. Exchange ARAW Token with fiat currency and get cashback

The ARAW mobile wallet continuously connected to Cryptocurrency Exchanges maintains the live exchange rate of the ARAW token and other cryptocurrencies.

Cryptocurrency Exchanges Integration

Araw platform integration with cryptocurrency exchanges would allow users to exchange ARAW tokens with other cryptocurrencies (like ETH and BTC). Users of the platform can also convert from one cryptocurrency to the other and from cryptocurrency to fiat currency.



Ethereum Blockchain – Proof of Delivery & Service

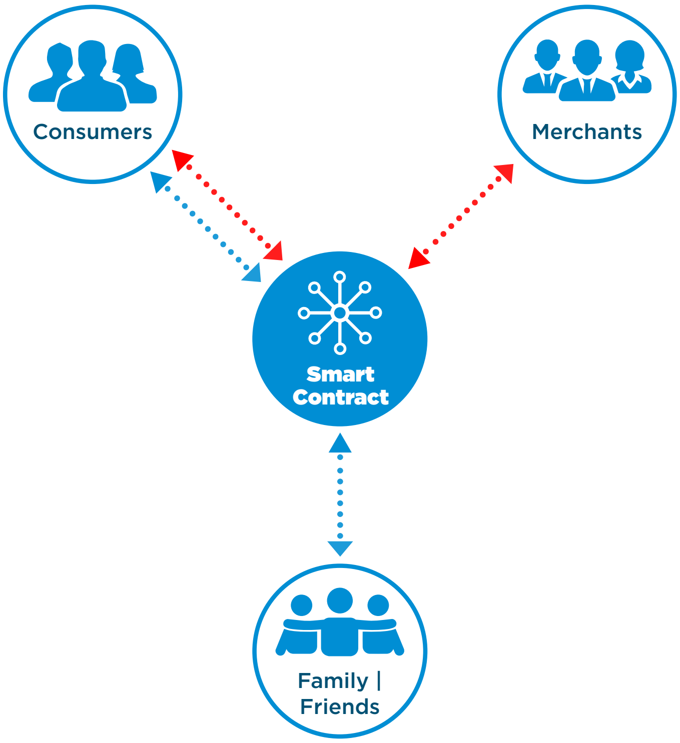
The Araw e-marketplace leverages smart contracts to make the process of exchanging goods with ARAW token fast, secure and add trust in the system. It generates secure escrow for two transacting parties. Through this method they are given a money–back guarantee for buyers if the product turns out to be substandard and for the seller, it ensures that the fund for the product they placed on the marketplace is securely transferred to them.

The distributed ledger system keeps funds secure and prevents any transaction participant from having control over the funds until independent delivery services confirms that product is successfully delivered to the buyer using external oracle. If the buyer is satisfied with the quality of product delivered, the payment is transferred to the seller and the share of payment that is owed to the delivery service will also be transferred. The Ethereum blockchain makes transactions between two individual possible without any need for an intermediary. This in turn reduces the cost of management and business transactions overall.

When customers make purchase using the ARAW tokens, these tokens are stored in the secure escrow until the transaction has been completed from both the parties. Merchants can set preferences to exchange ARAW tokens with fiat currency during this transaction period to protect against volatility of the market.

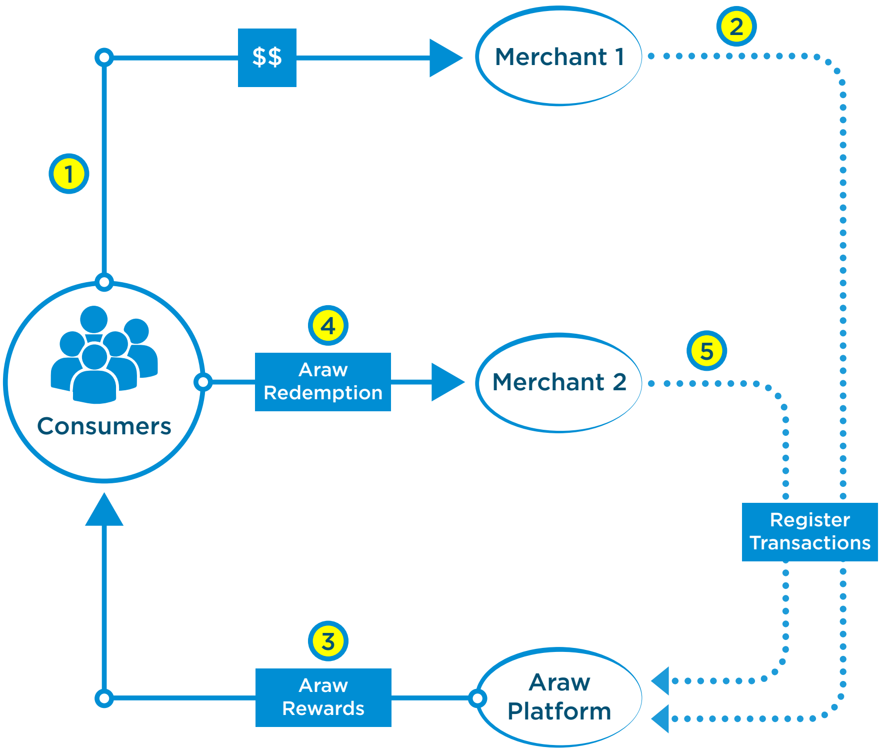
Peer-to-Peer

The ARAW token platform enables peer-to-peer transaction to give users the chance to engage in direct exchange of goods and services. This enables free trade between two parties anywhere in the world. A seller can sell directly to a buyer across the world without the usual services of middlemen or going through different currency conversions and exchange rate fluctuations.



Unified Reward System

With the various offerings of the ARAW Platform, we are set to unseal the current limitations found in traditional customer loyalty programmes and hasten the development of a more cooperative, unified, and competitive customer reward industry. We aim to replace the traditional restrictive reward points system used by typical commerce companies with a blockchain based dynamic currency that increases participation and interaction between customers and services. We have the unprecedented opportunity to unlock the full potential of rewards programmes by combining all sales entities - pooling together a limitless customer base and rewards on offer.



1. Consumer makes a purchase from Merchant-1 using fiat currency
2. Transactions registered into Araw Platform
3. Consumer rewarded an ARAW tokens
4. Consumer redeems these ARAW tokens to purchase items from Merchant-2
5. Transactions registered into Araw Platform

Roadmap

Q1 2016
Araw Idea Born

Q2 2016
Prototype Araw Platform, Using Virtual Points Without Blockchain

Q4 2016
Araw UK Ltd Company Headquartered in the London, UK

Q2 2017
Araw Mobile Apps Launched in the UK Apple Store & Google Playstore

Q3 2017
Improved Digital Loyalty & Marketing Solution Released Customer Insight Dashboard

Q4 2017
Deals and Offers Implemented Paypal & Stripe Payment Gateways Integrated in Mobile Apps

Q1 2018
Araw Platform on the Ethereum Blockchain - MVP development

Q2 2018
- Araw Smart Contract & Liquidity Contract
- Platform Security Audit
- Whitelisting & Airdrop

Q3 2018
- The ARAW Token ICO Private & Public Sale
- E-commerce Marketplace
- Unified Reward System
- Peer-to-Peer Transfer

Q4 2018
- Araw Mobile Wallet
- Banking system integration
- Crypto Exchanges Integration

Q1 2019
- Open API Platform
- Araw Pay

Q2 2019
- Release Araw Platform in the UK
- Araw Card Licensing Process

Q3 & Q4 2019
- European Expansion
- Araw Card - Touch & Pay Mobile Solution

Q1 2020
USA Expansion

Q2 2020
Asia Expansion

Q3 & Q4 2020
It's just a beginning!
The Araw Era has begun

ARAW Token Economy

Our market principle and mode of operation at Araw Marketplace results to a continuous circulation of ARAW token among all the market players:

- Merchants need ARAW token to reward customers for assisting with the sale of their product, to compensate buyers when they rate products and to pay for deals.
- Merchants pay customers as an incentive to increase their footprints of loyal customers.
- Customers will be able to spend ARAW tokens to make purchases at Araw e-commerce marketplace.
- Customers will be able to purchase ARAW tokens through Araw wallet using fiat or cryptocurrency.
- Customers may be offered discounts in replacement for ARAW token.
- Investors can buy and sell ARAW tokens from cryptocurrency exchanges.
- Customers will be encouraged to hold tokens in their Araw wallet to get better futuristic value.

This creates a constant flow of ARAW token within the ecosystem; thus, boosting the value of ARAW token and qualifies it for trade on an outside stock exchange platform.

Benefits to Investors

- Strong team of Technology geeks to develop cutting edge technology product
- Experienced & Proficient e-commerce business development team
- Existing platform LIVE for more than 2 years
- **The Araw Platform MVP is LIVE for testing**
- Team tokens are locked for 3 years so we are committed to deliver what we have promised in the roadmap
- The cheapest price to buy ARAW token is during ICO
- **The ARAW token is going to be a part of the customers day-to-day shopping**
- Use ARAW tokens to make purchases on the Araw E-Commerce marketplace
- **On-boarding Merchants will buy ARAW Tokens from the early Investors**
- Since there are only a certain amount of Araw token that can ever exist, Scarcity combined with a thriving underlying decentralised ecosystem will result in appreciation of Araw token value.

Token Generation Event

Ticker: ARAW

Token type: ERC20

ICO token price: 1 ARAW = $0.01

Total tokens: 5,000,000,000

Available for token sale: 3,500,000,000 (70%)

Whitelist: YES (15 May – 30 June)

Know Your Customer (KYC): YES

Pre-sale start date: 1 JULY

Public sale start date: TBD

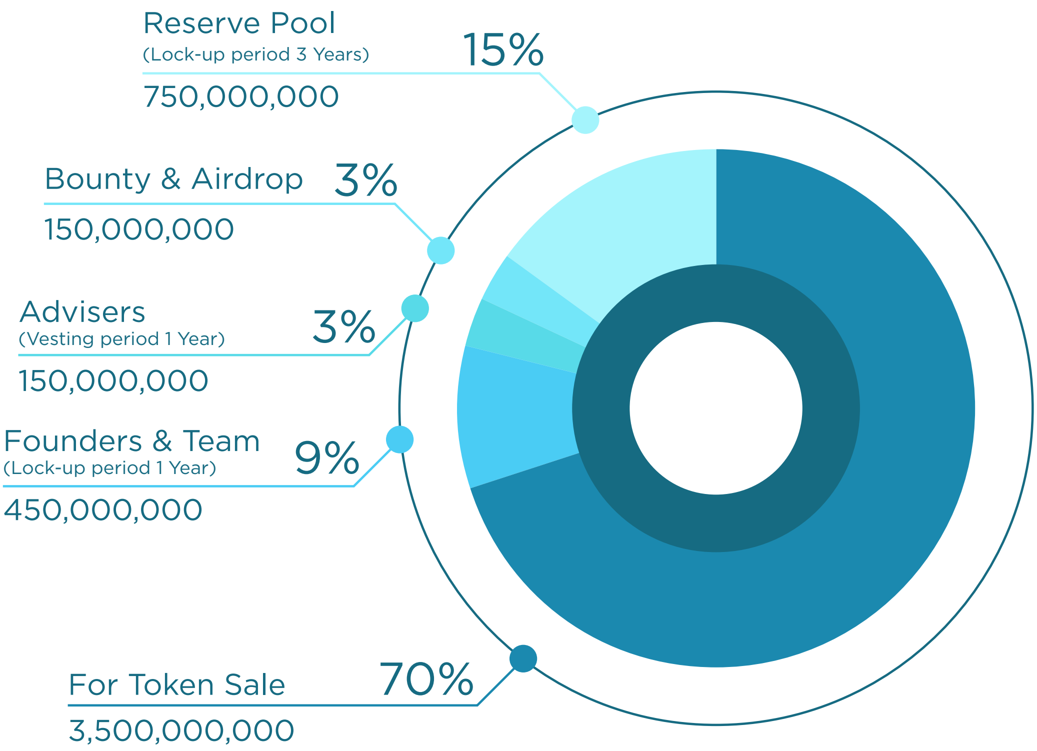
Soft cap: 5,000,000 USD

Hard cap: 25,000,000 USD

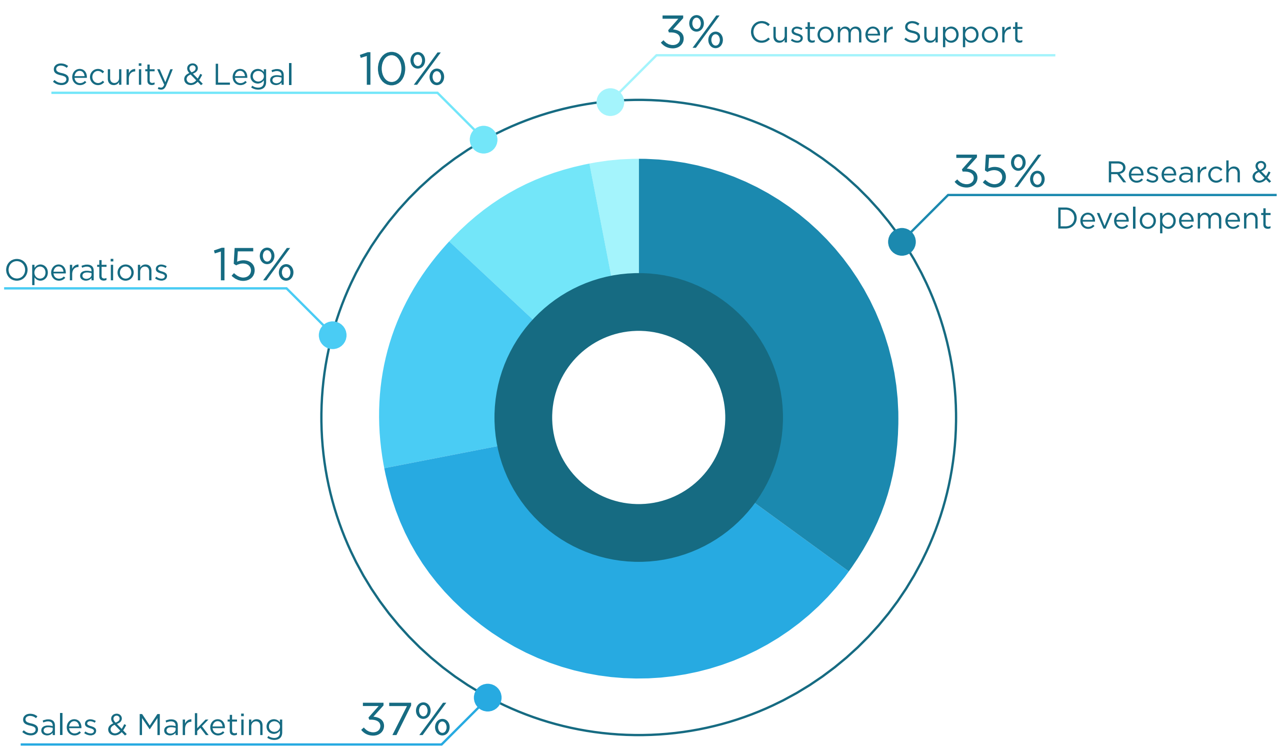
Accepts: ETH

Contact us for pre-sale: tokensale@arawtoken.io

Token Distribution



Token Sale Funds Allocation

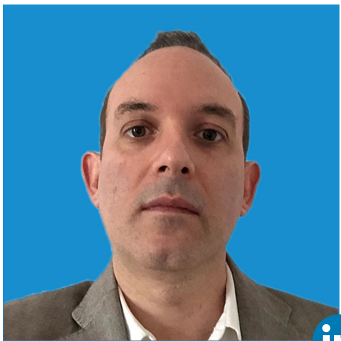


Team

KRUTESH SHAH

FOUNDER & CHIEF OPERATIONS

- Krutesh is qualified and experienced Business Analyst worked with investment banks like BNP Paribas and Barclays where he was specialised in developing and aligning business models, managing people and projects and developing new products.
- He worked on shaping the vision and direction of the business and focus on designing business systems and processes that enable the successful implementation of the business strategy.
- Krutesh is overseeing all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission of the company.
- Commercial specialties: Business development, Financial management, Operations management, Project management, Performance management, Business modeling.
- Technical specialties: Financial technology, Data modeling, Data analysis, Blockchain technology.



CARLO PASCOLI

CO-FOUNDER & CHIEF PLATFORM ARCHITECT

- MSc in Computer Engineering, Carlo has been building software solutions and leading software engineering teams in world class companies like Shazam, IG and Thomson Reuters.
- In the last 15 years, he's become an expert in distributed systems and mobile apps development, with a primary focus on the financial sector.
- Carlo always felt passionate about innovation and believes in the positive disruption represented by decentralised systems based on cryptocurrencies and blockchain technology.
- He thinks we are living the beginning of a revolution that will first impact the payment and e-commerce sectors and he wants to contribute to that.

DEV SHAH

CHIEF BUSINESS DEVELOPMENT

- Dev has a Finance Degree from Kingston Business School. He is an experienced ex-management consultant having worked at Deloitte, TSC, Compaq, and J.P.Morgan.
- He combines core skills with 'in-depth' knowledge of systems, processes, businesses and to build successful businesses across these numerous industries.
- Dev has a structured approach to management and a breadth of experience from business development to daily operations.
- As a serial entrepreneur, this will be his fourth involvement in a successful business. Previous businesses have executed successful marketing and operations under Dev's watchful eye, and then gone on to greater heights.
- Dev's involvement with ARAW will be to lead the business development efforts which he is well versed with, having secured partnering agreements in over 40 different countries in his previous enterprises.

MANAN JOBANPUTRA

LEAD BLOCKCHAIN DEVELOPER

- Manan has a Computer Science Degree.
- He is a lead blockchain developer and an expert in smart contracts.
- Manan has been full stack developer for many years and passionate about Blockchain and Crypto world!
- He has developed complex end-to-end systems using latest technologies like React, Node etc.

MASKIM BOYKO

INFRASTRUCTURE ENGINEER

- Maksim has diploma in Computer Science and PhD degree in physics from St. Petersburg State University, St. Petersburg, Russia.
- He is proficient in Linux administration, AWS Infrastructure, and DevOps with more then 10 years of solid experience.
- Maskim is an expert in Mathematics and Cryptography science. He has published 4 International Journal Papers.

STEPHEN AO

LEAD DESIGNER

- Stephen is a Lead Designer / Industrial Designer with a ethos of applying innovation and design thinking to problems, and creating solutions to solve these challenges.
- He has designed award winning products in both software and hardware. He has extensive industry experience in User-Experience, User-interaction, Visual Merchandising, Graphic design, having worked for P&G Prestige, Estee Lauder Companies, M&C Satchi, Philips.
- Stephen has further experience in Interior design, Store design, Automotive design for clients including Jaguar Land Rover, P&G, Unilever, Gibson, Adidas, LIME, leading Fashion and Retail startups.

Advisors

JANE THOMASON

ADVISORY BOARD MEMBER

- Experienced CEO and thought leader in the applications of blockchain technology for social impact. She is a frequent commentator and blogger on blockchain and social impact and conference speaker globally.
- She published peer reviewed articles in 2017, on blockchain and climate finance and the poor and on blockchain as an accelerator for women's and children's health.
- Jane is an adviser to several blockchain startups with applications that solve global problems, and is currently working with collaborators to co-develop blockchain POCs in several emerging economies.
- She was a hackathon judge and mentor at London Blockchain Week, London Fintech Week and the Consensys Blockchain for Social Impact Coalition Hackathon.
- She is an advocate for the education and empowerment of women generally and #WomenInBlockchain.
- Dr Thomason is a Global Ambassador and Advisory Board member of the British Blockchain Association and a member of the Advisory Board of the Kerala Blockchain Academy.

JOHN WELLMAN

BLEEP PLC, GROUP CEO

- John is the founder of Bleep UK Plc established in 1981 to distribute electronic cash registers.
- Today Bleep Pos solutions found in a variety of businesses from small cafés, fast food, casual dining, fine dining, bars , pubs, retail, hotels to stadiums such the Principality Stadium in Wales, Chelsea FC, Middlesbrough FC.
- In 2009, Bleep launched Web back office (WBO) in the cloud, well ahead of its time. At the London 2012 Olympics we installed over 1000 terminals linked to WBO, providing real-time sales and stock information.
- Bleep's "Events Division" has become number one in the world for supplying Epos and Payment systems to the largest sporting events around the World. From FIFA World Cup in Brazil, 2015 Panam games in Toronto, Rugby World Cup, Wimbledon, The Open, 2016 Euro finals in France, Tour de France, Glastonbury, Isle of White festival, Commonwealth Games, 2016 Rio Olympics
- This year Bleep has added Formula 1 in 15 countries around the world in their portfolio.
- John will play a key role to make the ARAW Token's vision succeed

BARCLAYS

THOMSON REUTERS

Goldman Sachs

PARESH MASANI

PLATFORM VISION & STRATEGY

- Paresh is a Gold Medalist in Masters Degree in Computer Science from one of the most prestigious university in India, National Institute of Technology, Trichy.
- Having worked over 10 years as an Executive Director in Banking and Finance, Paresh will make a vital contribution to the Araw Platform's future vision.
- Paresh possesses solid understanding of FinTech business and technology; and has a proven track record of running successful businesses.
- He is a technology geek and has worked as technical lead and full-stack developer for some of the critical Banking and Finance projects in the world!
- Paresh is an expert in security, cryptography, blockchain technology, and end-to-end system development.

Crypto Analyst

NICOLO STEWEN

CEO OF CRYPTOANALYST.CO

- Nicolo has been a crypto-enthusiast since early 2014 and is the CEO and Founder of CryptoAnalyst.co, a leading cryptocurrency and blockchain news website with a focus on international politics and the mainstream adoption of blockchain technology.
- He is a serial entrepreneur and investor who has found success in a variety of different industries.
- Nicolo focuses mainly on the Fintech Industry and has a real passion for innovation. He is a regular speaker at conferences and events and has contributed to a number of specialist publications and websites.

THOMSON REUTERS

UBS

Goldman Sachs

SRINIVAS ANALA

FOUNDER OF BLOQWISE

- Before becoming a true believer in Decentralised technology, Srinivas has a combined 10 Years of experience working for Industry Leading FinTech companies.
- He will bring his knowledge and experience to help Araw build decentralised payment for e-commerce ecosystem
- Srinivas founded Bloqwise to support growth and sustainability of blockchain ecosystem. He built an active and growing global community of blockchain developers, crypto currency investors and decentralised technology enthusiasts.
- Expert in providing technical guidance, blockchain technology, and community support.

Closure Statement

The ARAW token will prove to be a revolutionary cryptocurrency for the e-commerce and payment ecosystem to ensure merchants and customers get their optimum satisfaction from the services. With the aforementioned features of the ARAW token, merchants will have a more convenient and economical service while engaging their customers. This will also encourage customers to continue using the ARAW cryptocurrency card as frequently as possible. This will help to boost purchases in thousands of businesses, and also satisfy millions of customers by providing a great way to continue shopping in the same way and earning rewards in doing so.