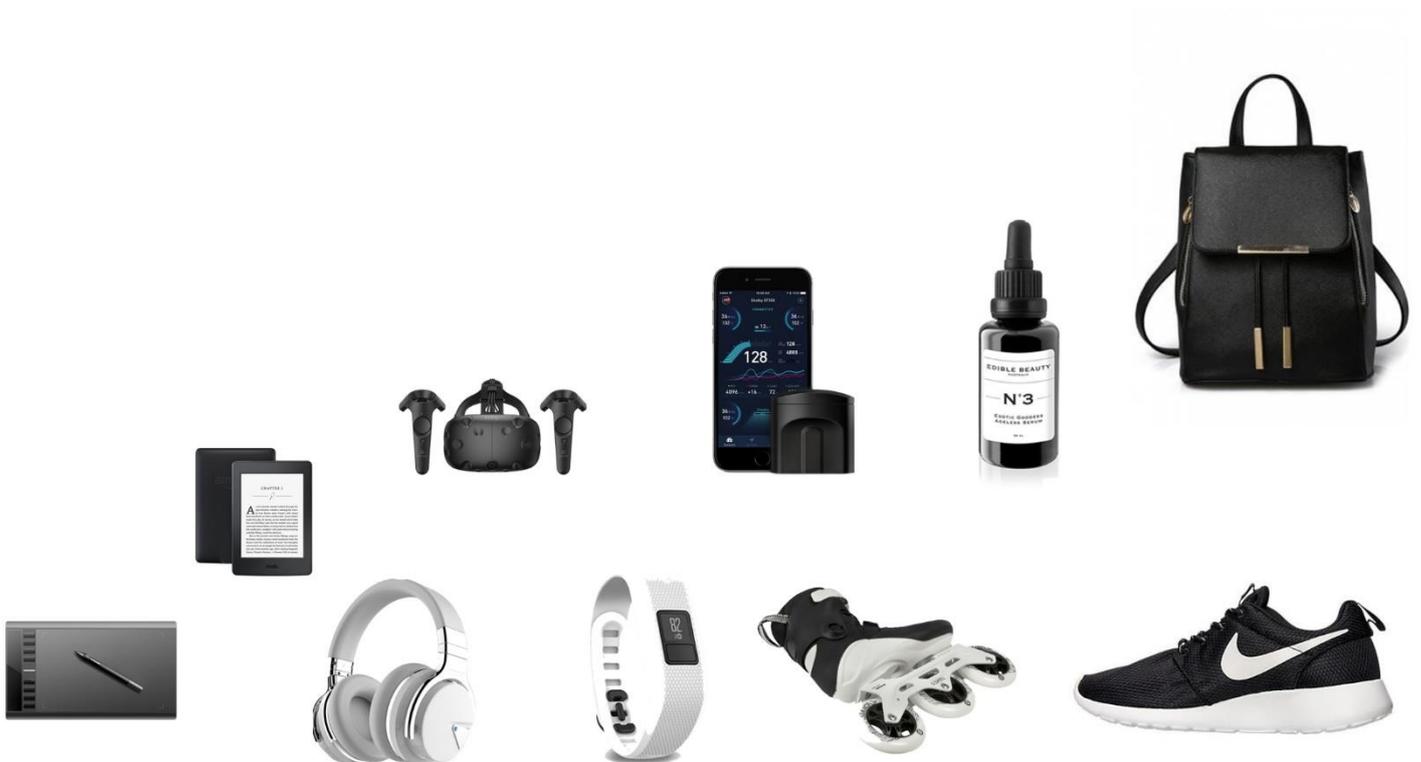




A Blockchain Integrated E-commerce Marketplace and Eco-system

## Executive Summary

Developed by Luminore 8



# EXECUTIVE SUMMARY

## 1. MARKET OVERVIEW

### **Cross-border E-commerce**

E-commerce has gone global and beyond a consumer's borders, with the global cross-border market valued at USD 468 billion GMV in 2017 with a 25% growth per annum rate. The cross-border industry is expected to hit USD 900 billion GMV in 2020, accounting for 22% of all E-commerce transactions. Asia in particular is a region to watch, with cross-border purchases from China alone raking USD 160 billion, and Singapore, Malaysia and Thailand estimated to rake in USD 34.5 billion in 2020. [3]

A study conducted by DHL in 2016 observed that one out of every seven online purchases is a cross-border transaction, and this rising demand is motivated by global brands providing consumers a sense of trustworthiness, wider variety of product choices and price competitiveness. [4]

### **Adoption of cryptocurrency in Asia**

In 2017, over 2 billion adults are unbanked and have turned to mobile money as a replacement for financial services. [5] The lack of an established banking system is evident when looking at South East Asia, where bank account ownership is as low as 59% of the total adult population in countries like Vietnam. [6] The unavailability of bank accounts to certain demographics has caused people in South East Asia to acquire forms of cryptocurrency. However, digital currencies, such as Bitcoin and Ethereum, remain vehicles for future investments and stores of wealth, but have not become universal forms of money.

## 2. AORA - THE WORLD'S FIRST BLOCKCHAIN-ENABLED GLOBAL BUYING PLATFORM

Powered by AORA Coin, AORA will be the world's first blockchain enabled global buying platform. AORA helps consumers to purchase products from the most popular webstores and marketplaces from US and China, ensuring a seamless buying experience with end-to-end delivery worldwide.



AORA reinvents the E-commerce buying experience with a blockchain payment gateway, a decentralized product and merchant credibility + review system, and worldwide logistics with door-to-door delivery. Acting as a central purchasing and delivery node to traditional online marketplaces and e-stores, AORA will achieve instant scalability with thousands of brands and millions of real world products available for purchase at no markup and transparent exchange rates to the crypto community.

AORA is the first blockchain enabled marketplace whose engineering and business processes was developed from the ground-up with blockchain technology in mind. Our goal is to allow other traditional merchants to seamlessly adopt AORA's suite of E-commerce blockchain tools to expand their businesses.

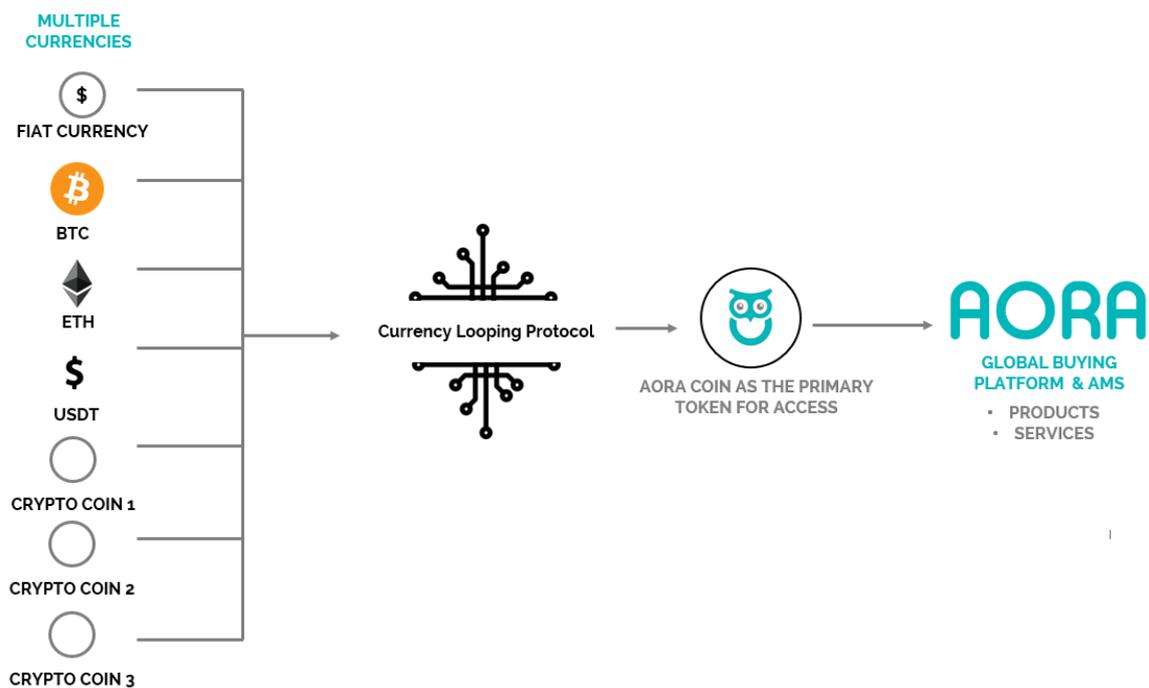
### A Universal Shopping Cart Powered by Programmatic Buying

Working together with highly experienced automation engineers, AORA will push the envelope when it comes to developing autonomous buying for any online store in the world. By integrating programmatic buying technology into the platform, AORA allows consumers to select items from multiple webstores to be added to a single shopping cart, with a seamless checkout process. When a consumer selects a product from a merchant, AORA will effectively purchase such product from the merchant and on-sell the product to the consumer.

## AORA Concierge - Your Personal Virtual Assistant

AORA will work together with select partners to develop automated price checking, purchasing and support via AI chatbots on instant messaging platforms such as WhatsApp and Facebook Messenger. By end 2019, AORA will have a dedicated voice and text concierge service for loyal customers that will act as an intermediary between the customer and their desired online purchases.

## Multiple Currencies Accepted - Shop Online for Goods and Services



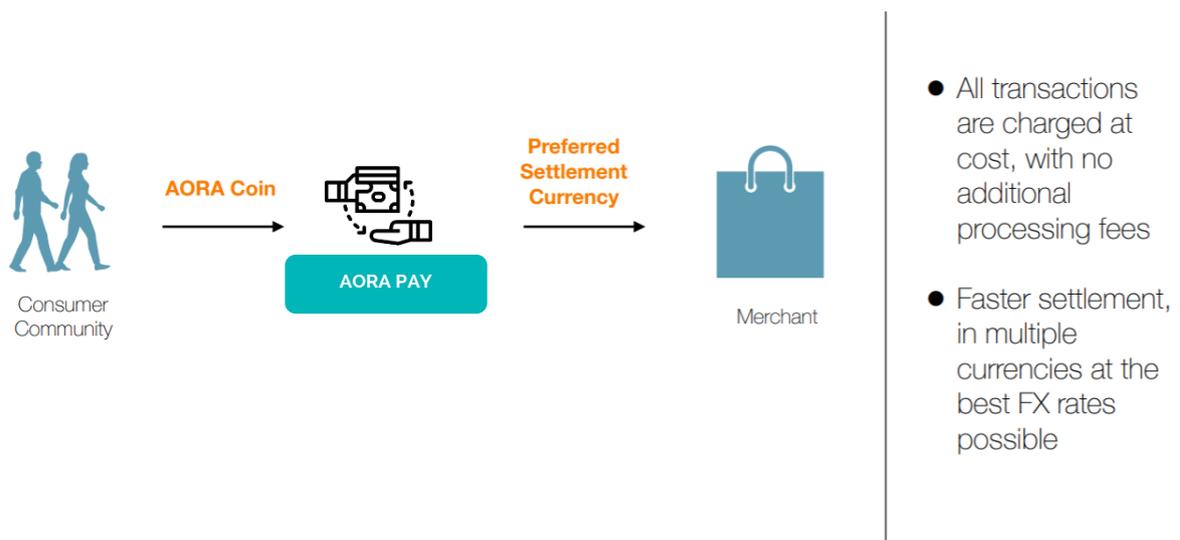
AORA aims to be the number one E-commerce platform for cryptocurrency holders to purchase real world goods and services. The platform will accept at its discretion, the most popular utility tokens including Bitcoin and Ethereum at launch, with AORA Coin acting as the primary token for access. Our Currency Looping Protocol (CLP) will find the best rates for conversion, looping through multiple exchanges where AORA Coins are available for purchase to power all transactions within the platform itself.

### 3. AN INTEGRATED ECOSYSTEM – AORA MERCHANT SOLUTIONS

AORA will include a suite of E-commerce blockchain solutions for merchants looking to accept cryptocurrency as a form of payment. Such solutions include:

#### 3.1 AORA PAY

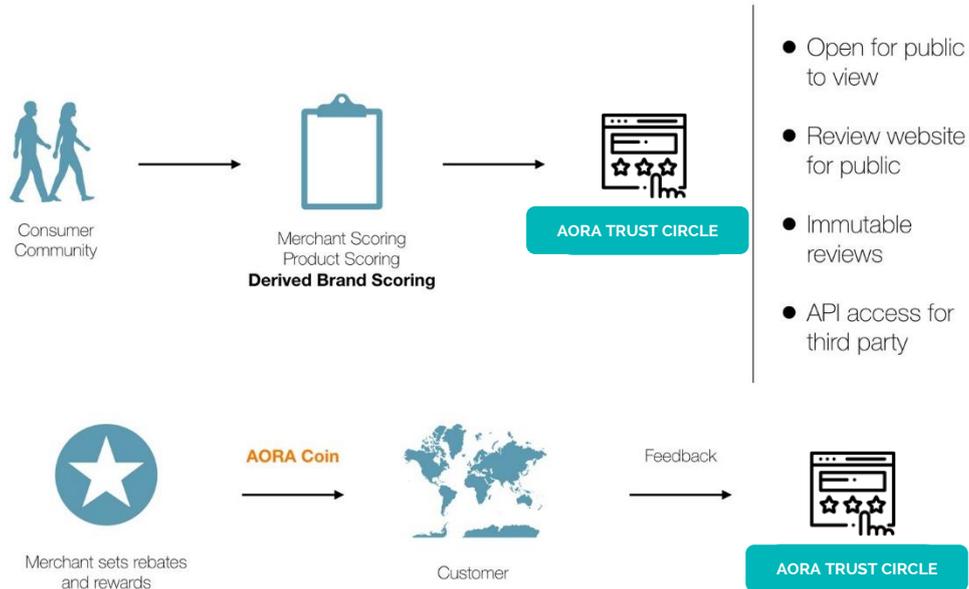
**An online payment gateway for merchants who want to process cryptocurrency payments for their businesses**



AORA Pay is a blockchain payment gateway for both online E-commerce and retail payment, that solves current FX inefficiencies, reduces long settlement times and delivers the lowest rates compared to traditional payment gateways. Merchants will receive their preferred settlement currency through a Currency Looping Protocol (CLP). Merchants can receive either fiat or cryptocurrency instantaneously in their smart wallets or choose from multiple FX options for deposit into their bank account. With no traditional intermediaries in between, AORA Pay is able to charge both consumers and merchants at cost while achieving the best FX rates possible. Merchants are also able to set the amount of AORA Coin rebate for consumer rewards, incentivized reviews and credibility scoring (more details in 3.3)

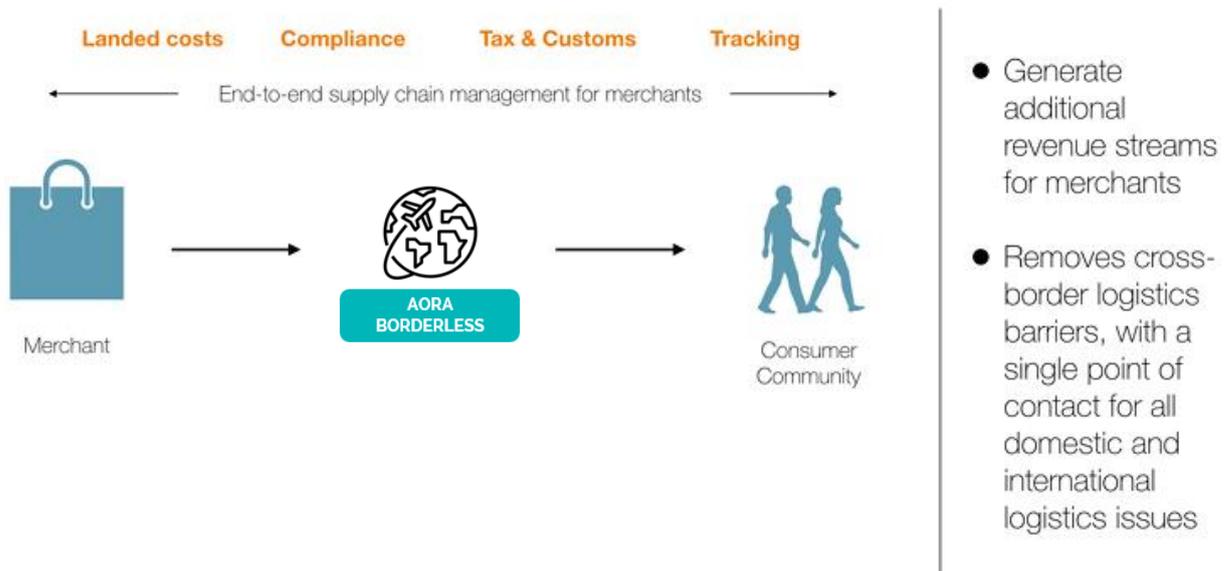
### 3.2 AORA TRUST CIRCLE

A decentralised brand, product and merchant review system that pegs purchases through AORA pay with scoring on product quality, merchant reliability and customer service



Users will be incentivized with AORA Coin for every brand, product and merchant review. Verified sales must occur for the scoring to be added to the ledger. A side chain update will occur at the end of every month and the results available for public display. This will act as a community score card and immutable database to reward brands who develop and manufacture great products and encourage the rest to do better. It will also help build trust and credibility for merchants looking to engage their consumer base with the best deals and services.

### 3.3 AORA BORDERLESS



Shipping across borders can be a headache for most merchants. AORA Borderless is a cross-border logistics management service that provides merchants with international end-to-end logistics management. AORA Borderless settles all cross-border logistics issues such as landed costs and compliance.

Utilizing SingPost's warehouse in key countries such as the US and Hong Kong, equipped with the latest technological practices, AORA Borderless will allow merchants to connect their E-commerce business to consumers in 100+ countries around the globe with door to door deliveries.

AORA Borderless will be an exclusive service for merchants that utilize AORA Pay for their payment settlements and hold good credibility and brand scores recorded on AORA Trust Circle. This will enable AORA to accurately determine if a merchant has the credentials or capabilities to take their brand to an international stage and leverage on the fluid integration of AORA Pay capabilities to AORA Borderless Service.

#### **4. AORA COIN – THE DEFINITIVE TOKEN FOR E-COMMERCE**

The AORA marketplace platform and suite of merchant tools will be accessible only through AORA Coin. Holders of the AORA coin will be able to use the token as an exchange for real world products, logistics and compliance services at the best FX rates with greater savings and no additional fees. Users will also be incentivized to contribute reviews through additional AORA Coins, strengthening the overall database for the community. For merchants utilizing AORA Merchant Suite (AMS), they will have a wide array of choices on how, when, and in what preferred form to receive their payment in. Luminore strives for AORA Coin to be the definitive token for E-commerce used by consumers and merchants worldwide.

#### **5. THE ROAD AHEAD**

AORA aspires for the newly developed E-commerce ecosystem to drive cryptocurrency adoption by both consumers and merchants.

Our merchant solutions solve problems that most merchants face when accepting cryptocurrency payments, at the same time employing blockchain technology on existing business processes to further improve efficiency and drive down costs for merchants and consumers alike.

With the launch of our AORA Marketplace Platform in Q2 2019, we hope to showcase a total integration of all the above tools to create the world's first blockchain enabled marketplace with real world brands and products.

A more efficient payment gateway, genuine product reviews, seamless logistics and delivery are only the beginning of what we envision for this ecosystem we are building. In the near term we expect to increase AORA's marketplace offerings to products and services in different industries to serve consumers' needs more holistically.

Our teams have also been researching AI and Natural Language Processing (NLP) tools for future use in E-commerce selection, ordering and delivery process. We intend to constantly innovate and add more features to the AORA platform. The goal of creating synergistic value and building E-commerce solutions and tools, that benefit the community and world at large, are at the core of AORA.