

e WHITEPAPER  
**BUY**  
PARTNERS



The purpose of this document is to provide detailed information on the Initial Coin Offering project (see ICO). The document contains information concerning not only technical aspects of the issued cryptocurrency, but also presentation of a detailed business strategy, marketing plan and an analysis of the benefits of innovative solutions to be comprised within the platform.

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## Vision of Reverse Auctions

The consumer market is characterised by a certain simplified rule. The high interest in a product very often entails an increase in its price. High demand should theoretically cause a decrease in supply costs. Producers are aware of the principle of the “self-propelling” demand, which often manifests in price increase of the above-average interest products. **The auction model presented by us results in a price drop directly proportional to the consumer interest in the product or service.**

The concept of the web portal whose idea was born back in 2009, is to combine a partnership program and an auction and sales portal providing unprecedented opportunities, both for sellers and buyers.

The market currently offers two hypothetical models that allow to obtain a product at a price lower than the market one. Mechanisms such as “penny auctions” or Martin Shubik's patented “the dollar auctions” have long been known to offer the possibility of buying goods at a lower cost. However, these systems have a considerable downside, which translates into low consumer interest. They do not provide the user with control over the possibility to decide at which point he should make a purchase, which requires a significant time commitment from him. Moreover, these solutions do not allow for full transparency of services to users.

**eBUY Partners' “Reverse Auctions” is a completely innovative, unprecedented solution that offers consumers a fair game whose aim is to purchase products or services at a bargainably low price.**

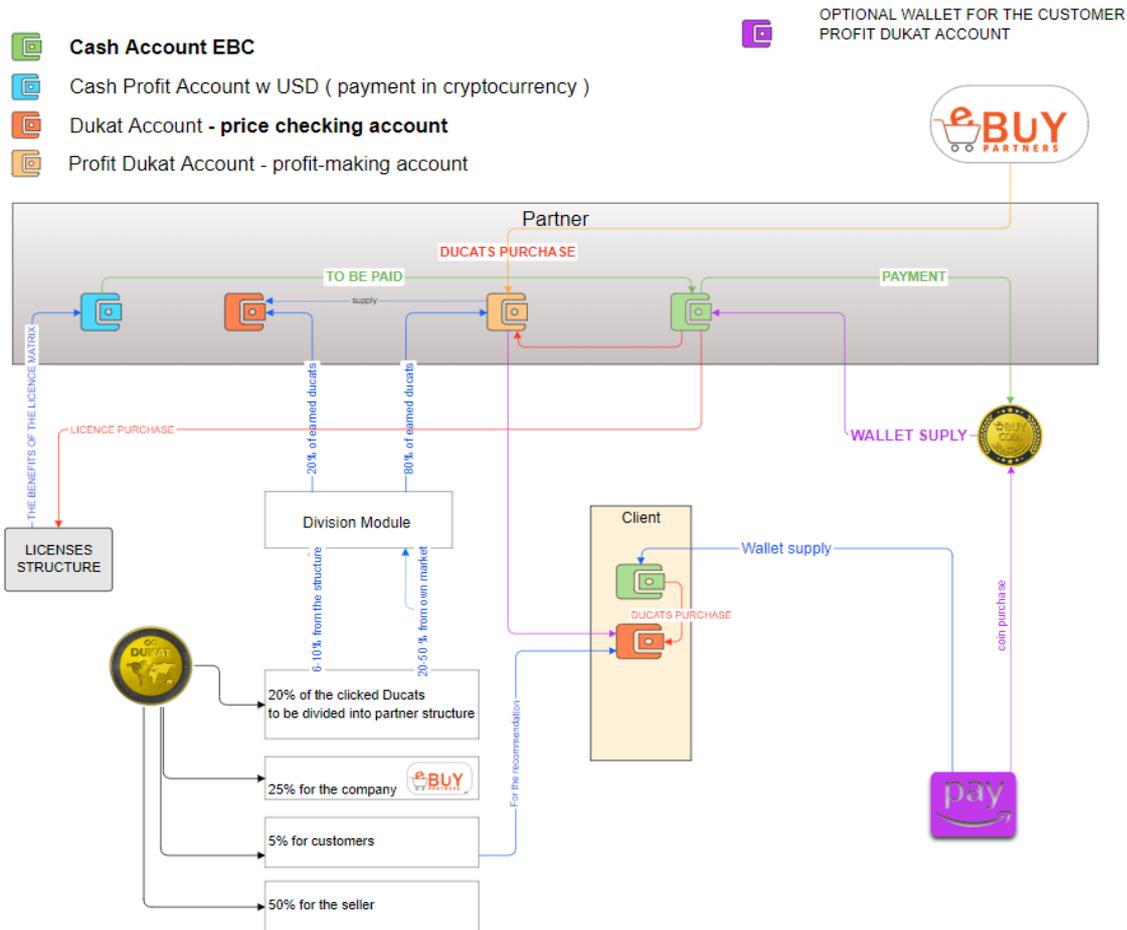
### What's the reverse auction?

The seller who auctions a product is fully guaranteed to receive 100% expected amount if the product is sold. At the same time, auction participants can purchase the product at a price 99.9% lower than the starting auction price. The buyer has an option to “buy now” at the starting auction price or to choose to check the auction price with ducats [DKT]. Half of the DKT value goes to the seller reducing the bidding price at the same time. The remaining 50% is used as a reward for those involved in the partnership program and as a means of financing technical, marketing or HR aspects.

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**The way DKT operates is shown in the diagram below.**

In order to increase the innovation and usability of the service, eBUY Partners decides to implement cryptocurrencies in its system. Currently, the most virtual currencies offer no real use except for speculative use. The only purpose of most coins is to debut on the stock exchange and a utopian vision of gaining similar publicity as Bitcoin - the most recognizable cryptographic currency.



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## Concepts and definitions

**STABLECOIN** - a cryptocurrency designed to minimize the volatility of the instrument price with respect to certain "stable" assets or a basket of assets. Stablecoin can be linked to a cryptocurrency, fiduciary currency or exchange traded goods (such as precious metals or industrial metals). Stablecoins that are convertible into cash or goods represent "coverage", whereas those associated with an algorithm are only significant in nature (not being the "coverage"). Such cryptocurrency examples are TrueUSD (TUSD), USD Coin (USDC) or tether (USDT).

**DUKAT TOKEN (DKT)** - A new, innovative form of stable digital currency used in the eBUY Partners system for use on the platform. In exchange for DKT, customers and partners will be able to reveal the price of the item being auctioned, and DKT will also serve as a means of settlement with the bidder. The DKT purchase will be possible through the ECB (see next item for ECB).

**EBUY COIN (ECB)** - A digital currency with a floating price used in the eBUY Partners system. Using the ECB, a collection of funds will be carried out during the ICO (seen next item for ICO). The ECB provides an exchange for DKT and contributes to the system liquidity. **eBUY Coin is one of the few cryptocurrencies every user will be able to use, and not just a privileged group of people like some cryptographic currency projects.** ECB may only be purchased during the public funding phase. After this process performance, the ICO token will also be available for purchase on selected cryptocurrency exchange markets.

**INITIAL COIN OFFERING- ICO**, also known as "initial token offer", is a method of raising capital in the form of crypto or fiduciary currency to finance an undertaking. The entity to organise the collection presents its plans and assumptions in a document called White Paper, which is also a contractual template. The entity is responsible for organizing the marketing and providing the infrastructure supporting the initiative through a smart contract based on blockchain (a software assigning a certain number of tokens to investors in exchange for cryptocurrencies). More on conditions for joining the ICO is given below. The subject of investment in Initial Coin Offering are utility tokens which provide priority rights to goods or services provided by the issuer.<sup>1</sup>

**HARD CAP** - the upper financial limit that determines how much funds the team intends to raise in public funding, beyond which the sale of tokens during the ICO is completed.

**SOFT CAP** - a lower financial limit specifying how much funds the team intends to raise in the course of public financing. If the team fails to reach the limit set by Soft Cap, the funds are returned to investors or the team decides to continue the project development and tokens issue despite failure to raise the expected amount of money.



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## INFORMATION ABOUT THE TEAM



### **Cezary Cieślak - Chief Executive Officer**

The CEO and the project main originator. An entrepreneur with vast experience in the social marketing industry. A long-term cryptocurrency investor. Responsible for managing the team and concern for organizational aspects.



### **Marek Wiśniewski - eBUY Partners President**

President of the company, leader of numerous projects related to social marketing. In the team, responsible for contacts with investors and affiliate program members, as well as for supervision of the content of cryptographic currencies. A long-term cryptocurrency investor.



### **Joanna Truchan - Chief Sales Officer**

An experienced sales specialist, advisor and coordinator. In the team responsible for sales quality and for employee training in this scope.



### **Anna Gawlik - Chief Financial Officer**

Master of Economics, entrepreneur, many years of experience in sales. Responsible for supervising financial operations and setting financial strategies of the project.

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### **Adrian Bogusz - Chief Technical Officer**

15 years of experience in the IT industry. An experienced team manager with high qualifications in IT project management. He has been running his own software house for several years. In the team, responsible for technical development of the project.



### **Jakub Król - Chief Information Officer**

A programmer by passion and profession. Entrepreneur, CEO of a thriving software development company. Responsible for aspects related to the proper functioning of the service's IT infrastructure.



### **Paweł Mirek - Brand Manager**

Computer graphic designer, animation enthusiast, social media expert. Experienced in the social marketing industry and in investing on cryptic exchanges. Responsible for care of the aesthetic aspect of the company's marketing materials.



### **Tomasz Barnaś - Chief Marketing Officer**

IT specialist by education. Passionate about intelligent analytical systems. In the team responsible for cooperation with leaders of the partnership program, analysis of marketing data, and creating company image.



### **Natalia Pietras - Content Manager**

For years, she has been involved in the management of interactive projects, from the contact with the customer to the supervision of the technical department. Since the beginning of professional career, also involved in sales.

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## eBUY Partners' idea

The concept of the project was first noticed over 10 years ago under the name “Zbijanka”. As a curiosity on the web portal [Wirtualna Polska \(click to display\)](#). During the idea development there was an additional idea to link the auction and sales portal with the blockchain mechanism (using cryptocurrencies). **The result is a solution that brings unprecedented opportunities for both sellers and buyers. Thanks to this, Customers and Partners are provided with the opportunity to buy at significantly reduced prices compared to stores whose range of services includes retail trade.**

**The mentioned “reverse auction” is a mechanism that translates an increase in demand into a reduction in the price of a given product by revolutionising the standard concept of making purchases, in which an increase in a particular product interest entailed a price increase.**

Internet users are very familiar with websites such as Ebay.com, ShopGoodwill.com or Ubid.com which base their sales model on the form of auction-like price bidding, where there is an element of “conquering” the price at the point of purchase decision. Thus, the user must “compete” with other interested customers to submit the most interesting price offer within a certain time limit. **Our mechanism is opposed to those currently offered on the market, since we propose “reverse auctions”, where the buyer can make a purchase at any time and at a price corresponding to it, making the auction model unique on a global scale..**

The modules used in the system, supported by intelligent algorithms, will be specially designed for use by customers and are based on the latest generation solutions. The versatility and technological advancement of our platform means it will find wide application in the global market. The eBUY Partners platform underwent relevant audits and load tests, which confirmed the service readiness to accept a mass user influx from all over the world.

The effectiveness of our solution is rooted not only in a well-thought-out business strategy filling the market niche, but also in the optimization of technological tools to increase interest in the e-commerce branch worldwide, or at least in the segment we operate within. This is mainly due to the bold application of the latest technologies from the blockchain sector, such as smart contracts (as discussed below).

The success we intend to achieve will be the result of our commitment, skills and passion. IT specialists, programmers, engineers and managers of eBUY Partners form a team able to compete with the best global-class units.

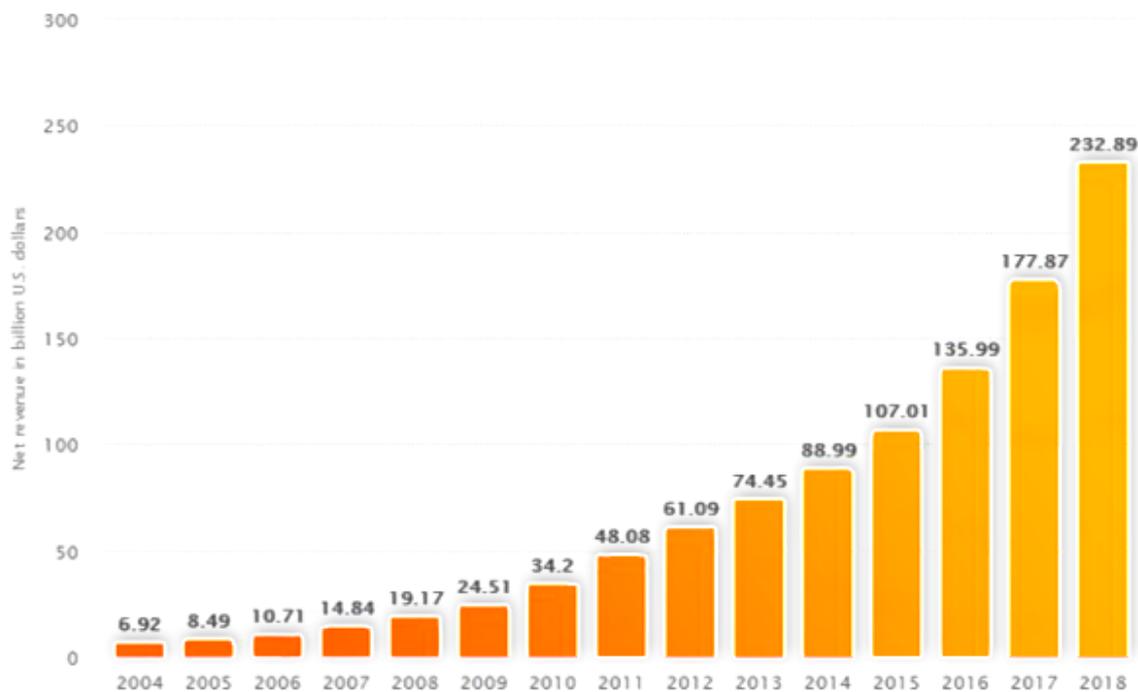
Our debut in the cryptocurrency market and exploitation of the block chain technology potential will provide our undertaking with breakthrough opportunities in the e-commerce industry, thus ensuring our initiative credibility.

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## Market analysis

The e-commerce sector is still underestimated by many and represents a small fraction of all blockchain system development companies.

### Global e-commerce turnover



*E-commerce revenues in the United States in billions of USD<sup>ii</sup>*

Global development of the e-commerce sector is progressing at an almost exponential pace.

The value of global turnover in 2018 was nearly \$3 trillion. We are observing a rapidly growing Asian market, whose dynamics reach almost 30%. There is also a growing group of buyers, of whom there are already around 1.8 billion in the world. The statista.com portal estimates the real result to be 2.14 billion by 2021.

The following statistics prove the speed of e-commerce mechanisms<sup>iii</sup>:

- The average time between searching for products on Google to purchase them is 20 days.
- 35% of product searches on Google are converted into transactions within 5 days.
- Directing product ads through mobile devices resulted in a 16% increase in conversion for US retailers.

According to estimates, the annual market value may still double in the next 2-3 years. In the coming years, we can expect a growing number of stores and a wider range of products sold by them. The e-commerce market is an extremely fast-growing industry, which has been growing globally in recent years.

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### **Some larger e-commerce portals in the world are:**

Alibaba:

- approx. \$55 billion in revenues in 2018.
- over 55% user growth annually

Amazon:

- approx. \$233 billion in revenues in 2018.
- over 31% user growth compared to the previous year

The task of eBUY Partners is to attract a significant percentage of clients and auctioneers on a global scale. The innovativeness of our auction will attract the interest of users who have not yet been convinced of the online trading industry. The reason for this could be the high margins imposed by the platforms. In the case of eBUY Partners Auction, the Seller shall not bear the selling costs. No selling costs will affect the starting price, which will be an additional advantage for buyers.

A globally visible trend indicates that an increasing percentage of e-consumers are opting for a fast transfer through a dedicated platform. Cash on delivery is much less frequently chosen. Therefore, in the eBUY Partners system, we have decided to introduce such convenient solutions as the possibility of payment via mobile applications for instant transfers.

### **Target group and project objectives**

Our platform is aimed at customers who are satisfied with searching for shopping offers at attractive prices (so-called bargain hunters).

Data from Germany and the UK show that Europeans are increasingly interested in trade promotions and every year an awareness of such promotions is growing. According to Cloud Technologies analysts, the highest number of profiles of Internet users interested in sales and discounts was recorded in the United States. Also UK, Germany, France, Italy or China markets include a huge number of bargain hunters. The growing markets in this segment are also joined by numerous markets of developing countries, where the number of interested profiles is constantly increasing.

As a comparative base, it is worthwhile to refer to the globally gaining publicity shopping phenomenon of “Black Friday” when the sales records are getting higher every year. According to finder.com, as many as 74% United States residents are considering “bigger” purchases on that day.

Shopping madness on this day is also not without Europeans, who, according to IngenicoGroup estimates, spent 509% more online on Black Friday in 2018 than the average sales recorded on regular shopping Fridays. Interestingly, the data from 2018 show that most of the Christmas sales are spent by young consumers, who are very eager to raise the issue of making online purchases at bargain prices even if it would involve spending

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more time searching for them. According to the National Retail Federation estimates, the average spending in this group of American consumers in the last sales period was \$420 per person.

According to publicly available analyses, it is young consumers who hunt for opportunities on the Internet. As much as 83% of the 25.5 million anonymous profiles analysed are users aged 18 to 34 years. It's people who are great on the Internet and have the greatest purchasing power who are looking for shopping opportunities.

However, looking at the situation globally, we can conclude that organized sales periods are still a rare and unpopular phenomenon. Nevertheless, interest statistics show that consumers are counting on more frequent sales like Black Friday. In order to meet the needs, eBUY Partners aims to create a global market for price bargains. We believe that with our product we will perfectly fit into customer requirements and our platform will compete for users with the most popular auction services in the world.

With eBUY Partners, every user will have access to an unlimited number of unique opportunities every day.

## Competitive advantage

**So far, no platform based on the “reverse auctions” mechanism has been designed. We believe that our innovative auction mechanism will be reflected in the number of interested customers.**

In our opinion, the so-called “bargain hunters”, i.e. people who react to the promotion, will make up a large part of our customers.

Searching for promotions in the smartphone age is much easier than when the only option was to collect newspapers with promotions or track opportunities on billboards. People can spend hours looking for the cheapest shopping options. With the right tools, the time spent searching for a find should be compensated by purchasing a valuable item at a bargain price. We are convinced that the eBUY Partners portal will be such a solution for clients.

The bargain hunter market is growing globally every year. So far, some of the few portals that have started to operate in the field of providing customers with attractive online shopping offers have almost immediately started to enjoy popularity, such as dealcatcher.com or dealsplus.com:

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## Alexa Rank

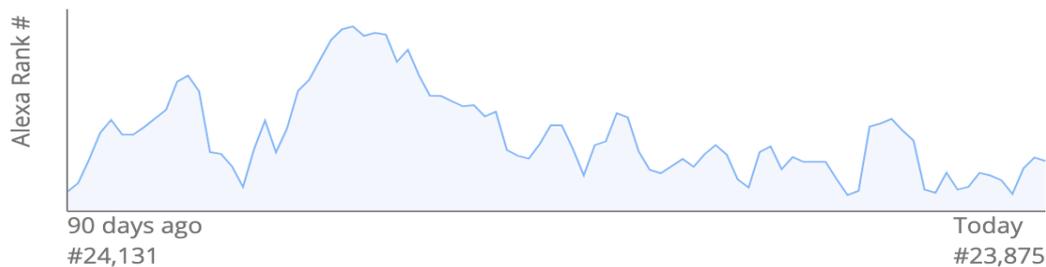
Estimate ?

This site ranks:

# **24,142**

In global internet traffic and engagement over the past 90 days

↗ 99



Popularity of the portal <https://www.dealsplus.com> based on the last 90 days (as of 07.02.2020)<sup>iv</sup>

The sites that have long been able to search for opportunities include Amazon.com or Ebay.com. However, the possibility of advanced search for the most attractive offers on these portals is very limited. These portals mainly serve as platforms on which goods are traded, but at retail prices. They do not focus their algorithm on facilitating the search for market opportunities, and the sorting of sales offers takes place by default based on the number of units sold of a particular product, which does not represent any value to the potential customer except for the feeling of satisfaction with the popularity of the item being purchased.

Another interesting option is Gumtree.com It is a portal where second-hand products are most often traded.

## Alexa Rank

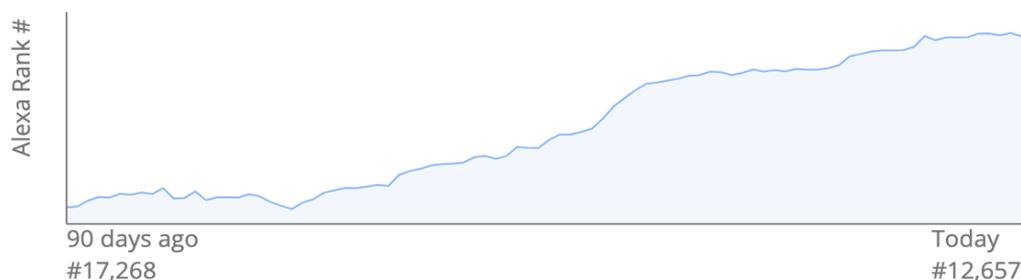
Estimate ?

This site ranks:

# **12,705**

In global internet traffic and engagement over the past 90 days

↗ 4.84 K



Experienced bargain hunters can often find unique items at a fraction of the retail price. However, after a thorough analysis, we found that this portal also does not offer its customers effective tools to search for shopping opportunities in an easy and effective way.

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Despite different business strategies from other companies in the industry, we have reason to believe that our system can compete with the world largest auction platforms.

**The fact we are pioneers of this type of solution on the market is of great importance for the success of the project**, and through the consistent work of our team of technology and sales specialists we are convinced to maintain our position as a pioneer in the area of our expertise. eBUY Partners is to be an interesting alternative on the software market for the already functioning auction platforms.

Blockchain where eBUY Partners will be embedded on is an open solution, accessible to everyone and most importantly protecting sensitive data against leakage. This in itself represents a significant advantage in terms of privacy and security over current systems already available.

## **ADVANTAGES ON eBUY Partners**

### **Control and convenience**

The incentive mechanism which forms the backbone of the eBUY Partners platform is the possibility to purchase a product or service for an amount equal to the starting auction price or for a **much lower price which meets the customer's criteria**. The customer, using ducats, checks the auction price at **any time**, verifying whether it is the price he will decide to buy the goods at. Not by deciding to buy, but by “paying” for the checking the price, the customer reduces the price of the item displayed by a definite value in dollars or cents.

### **Security**

Another important point is user safety. By using the decentralised platform in the eBUY Partners system, we minimise the risk of a cyberattack, all user accounts are independent of each other, making it virtually impossible for a data breach to occur during the process. The history of data collected in the structure is recorded inside a chain of blocks (blockchain), a new, revolutionary technology which makes it impossible to falsify or delete any information contained.

### **Platform uniqueness**

The eBUY Partners platform brings tangible benefits not only to buyers but also to sellers. A seller who decides to sell his products and services to eBUY Partners shall not pay any fees (as explained below).

In addition to shopping at attractive prices, eBUY Partners is primarily intended to provide its customers with positive emotions, the opportunity to compete with other users, giving them an adrenaline boost and the satisfaction of taking advantage of unique opportunities.

**After a successful transaction the seller receives the full expected amount for the product sold.**

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## Sellers and customers' benefits:

Basic functionality:

1. The seller does not pay for the display of goods or services.
2. The buyer is offered an opportunity to buy at much lower prices.
3. Fast payments. Thanks to the system of cryptic transactions we are highly efficient. The number of transactions in the blockchain Ethereum network provides high throughput.
4. Thanks to the use of blockchain Ethereum platform we minimize the number of intermediaries, which are supported by many entities in the standard model, thus reducing the level of trust in the platform.
5. The network where the development of the DKT system and the ECB will take place, i.e. the Ethereum system, is one of the safest blockchain systems in the cryptocurrency sector, so that the risk of any of the previously mentioned risks occurrence is adequately reduced.
6. Access to retailers and customers around the world.
7. The buyer always decides about the purchase (the willingness to “display the price” does not mean that the customer is obliged to buy, as is the case with most traditional auction portals).
8. Blockchain is primarily a decentralisation of services. It is an uncontrollable system internally, and anyone can be a part of it.

E-commerce is the process of concluding commercial transactions via the Internet regardless of the tools or means used. The sector's dynamic development dates to the last years, when the Internet technology has become widespread. The revolution in this segment is primarily to provide trade services in remote regions of our planet. In addition, thanks to the development of mobile devices, the possibility of shopping has become more common than ever before, we can now trade from anywhere in the world. Due to application of the blockchain technology, the global aspect of trade takes on a completely different dimension. The technology of dispersed registers provides us, above all, with reliability, reliability of transactions and high privacy of data storage in the system.



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## Architecture of the project

The network the EBuyCoin token will run is one of the most stable and developed of its kind in the world. The algorithms implemented in the eBuy architecture will be programmed in Solidity (Ethereum programming language), compatible with the Virtual Ethereum Machine. The blockchain Ethereum specifications prove its high performance and design to minimize overload problems, allowing maximum scalability with minimal use of resources.

We consider the Solidity language flexibility to be an important distinguishing feature of the language in terms of efficiency in the management of records in the decentralised book of accounts. This feature enables us to run advanced functions to be encoded in our system, adapting to it, taking into account differences in regulations and changes depending on the stakeholder requirement.

eBUY Partners employs programmers with many years of experience in designing and creating the same or similar systems with detailed experience and knowledge of distributed systems and scalable web applications.

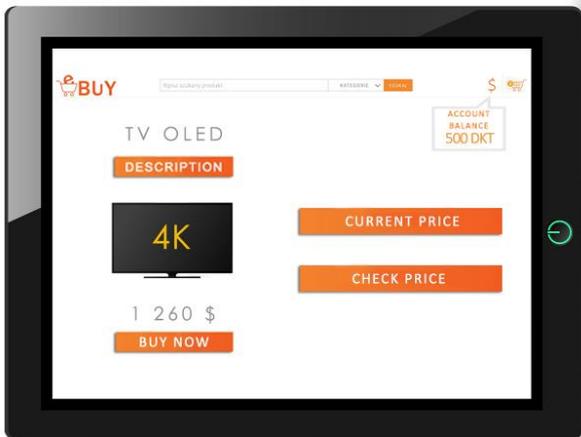
## eBUY Partners auction system

### OPERATION PRINCIPLE



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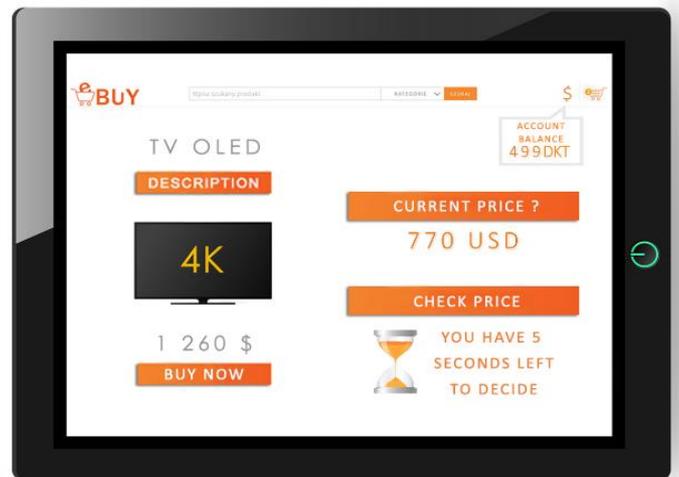
Prior to explanation concerning the method the eBUY Partners platform earns money, it is necessary to explain the mechanism of the platform on a practical example.



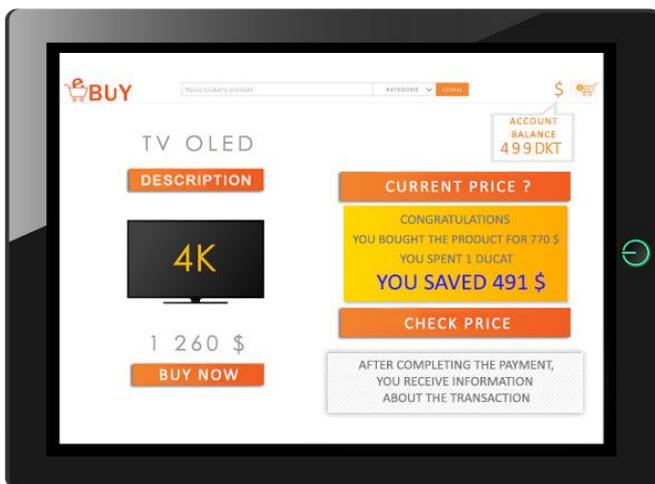
**But let's move on to the main function of the platform, i.e. price undercutting:**

Let's assume the client is auctioning a TV set for \$1200. We can immediately purchase the product for such a value using the BUY NOW function, which is all the time available on the website of each auction. The account balance of the person interested in the auction is 500 DKT, with 1 DKT = \$1. The customer can always check the price for 1 DKT and does so also in this case by clicking on the CHECK PRICE button.

After clicking the CALL PRICE button, the current price of the auctioned item is revealed. The price was significantly reduced because other users also checked the price, but none of them decided to buy. A very important element of the auction model is the fact that the user has only 5 seconds to decide about purchasing the item. If the time is exceeded, the price is covered again and must be checked again.

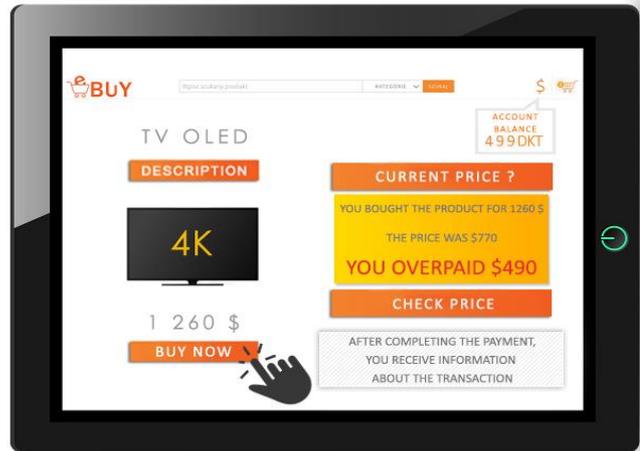


However, let's assume for instance that the user in question decided to buy the item at the displayed price. On the auction page, a summary of his purchase appears, together with a calculation of how much he saved. We can observe that this customer spent 1 DKT worth \$1 on checking the auction, however, apart from him, there were also many other users who, unlike him, did not decide to buy the item with the thought that the price would still fall.



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As mentioned at the beginning, the eBUY Partners platform also offers an instant purchase opportunity. If someone decides to buy the product this way, he/she will also be informed about the product cost now if he/she uses the CHECK PRICE function. In this case, the customer overpaid \$490 because the current price after checking by other users was \$770.



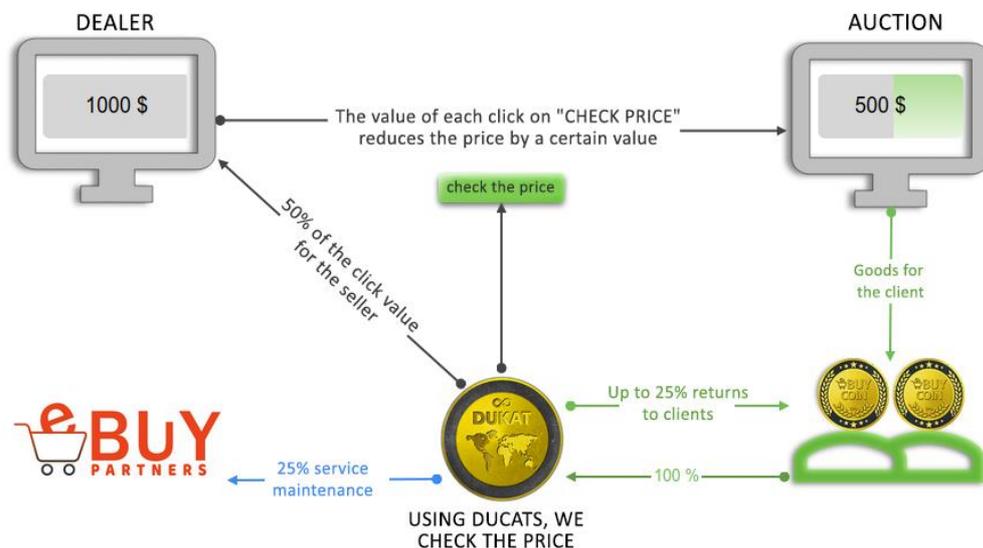
## The method the platform generates income

The platform earns money from the very beginning by charging a commission on the price of the item at an amount depending on the product price, up to a maximum of 5%. This is primarily to protect in case someone should use the BUY NOW function at the very beginning.

After the first price check by the customer, a certain amount of ducats [DKT] will be issued, of which 50% value is used to cover the difference in the auction price, 25% is credited to the eBUY Partners platform and 25% is credited to the affiliate programme.

## Division of ducat in transactions

The diagram below shows what eBUY Partners and our Partners earn on, and the benefits to our Customers and who covers the price difference for the Seller.



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## Platform tokens

eBUY Coin (the token used on our platform) introduces an absolutely new philosophy in the context of virtual currencies and, as one of the few cryptocurrency projects, offers a real and pioneering application. The real use of this virtual currency in the auction portal may prove to be the most important step towards the introduction of completely independent money into everyday use since the Bitcoin origination.

## Construction of tokens

Native, digital, cryptographic-protected ECB network tokens and DKTs are a major component of the eBUY Partners network ecosystem. They are designed for use as the only utility tokens on the network. The eBUY Coin token was issued in accordance with the ERC-20 standard in the amount of 100,000,000.

## Method of DKT and ECB tokens application

Purchases on the platform will only be possible with the dukat [DKT] token (except for BUY NOW). With blockchain technology, all users will benefit from the service regardless of physical identity or nationality restrictions. This applies both to “auctioneers” (sellers) and “viewers” (customers).

**eBUY Coin (ECB)** is a token that serves as a fundraising tool for the eBUY Partners (ICO) platform in the current project phase. In the next stage it will be the main digital means of payment for which you will be able to buy or sell the Ducats needed to reveal the auction.

**Dukat (DKT)** as it is a stablecoin, will only be available on the eBUY Partners auction platform. This token will serve as a tool for checking the auction price and for settling accounts with the auctioneers. The Ducat will always be exchangeable at a ratio of 1 USD to 1 DKT and this exchange can be done on the eBUY Partners platform in the exchange office tab.

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## ROADMAP



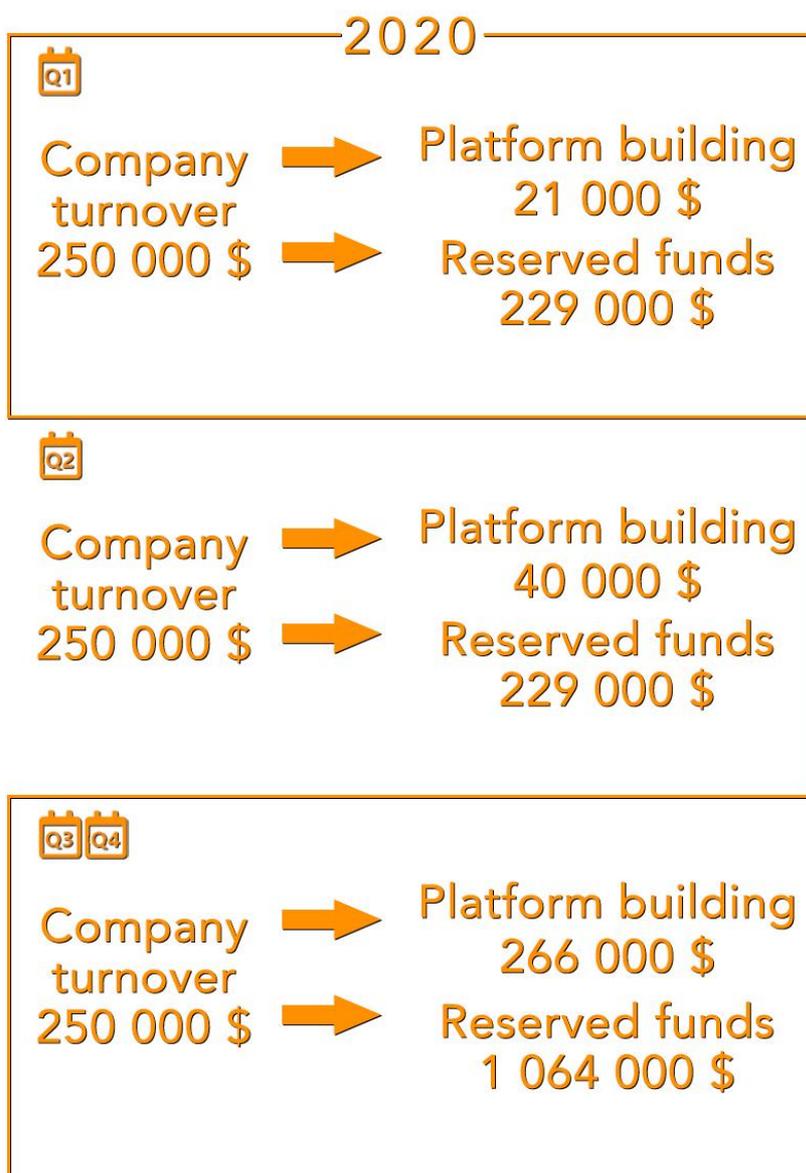
The purpose of this document is to provide detailed information on the Initial Coin Offering project (see ICO). The document contains information concerning not only technical aspects of the issued cryptocurrency, but also presentation of a detailed business strategy, marketing plan and an analysis of the benefits of innovative solutions to be comprised within the platform.

### The project plan assumes the following prioritization of financing of individual projects:

1. Creation of an auction portal
2. Current necessary development of the service technical infrastructure
3. Covering the operating costs of the project
4. Digital marketing

The plan assumes there will be no income from the members of the Board of Directors for the next three months after the ICO finishes. In the next period, the gratification of shareholders will be made from profits on packages sale and ducats settled.

### Forecast of sales and user growth



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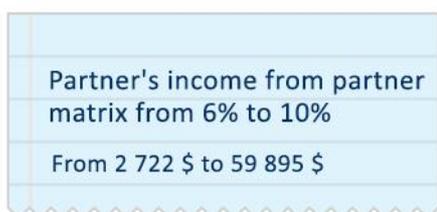
As early as in the fourth quarter of 2019, the cost of our operations was \$106,000. This cost assumed preparation of the project for the sales platform launch. According to the assumptions, the first quarter of 2020 should end with a turnover of \$250,000, of which \$21,000 will be directly allocated to the construction of the platform and the remaining \$229,000 is reserved.

The plan for the second quarter of 2020 assumes a turnover of \$270,000, of which \$40,000 will be used directly for the construction of the platform and the remaining \$230,000 will be reserved. The plans for the next two quarters assume \$1,330,000 turnover, of which \$266,000 is reserved for the construction of the portal and \$1,064,000.

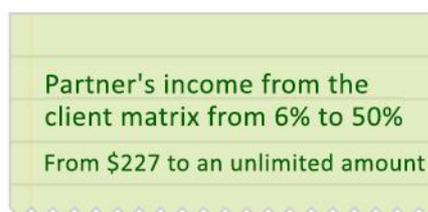
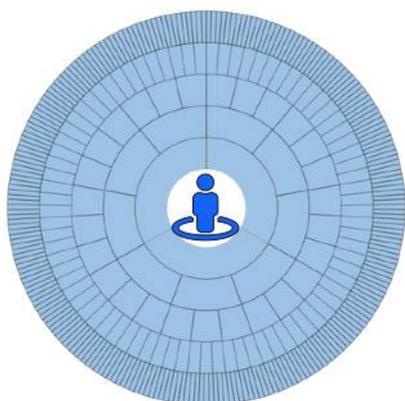
The company turnover from the very beginning of its operations to the third quarter of 2020 is forecast at \$1,850,000. \$327,500 of which is the amount allocated for the development of the company and the remainder is frozen funds, in case of immediate use by investors as a means of financing individual purchase of ducats.

## Partnership programmes

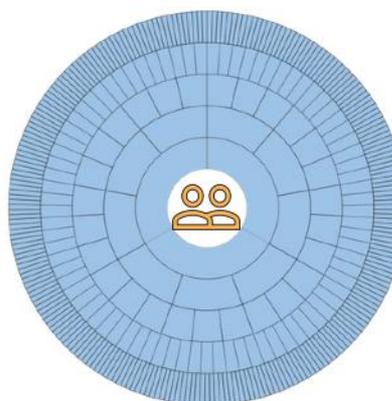
eBUY Partners offers an attractive affiliate program for every user. For more information on this, please refer to the “[eBUY Partners Program](#)” or contact us (see [CONTACT](#)). The marketing plan of the company assumes the company development with the use of the partner program possibilities, while creating the image and brand recognition through advertising in social media, gradual development of positioning in the most important search engines, and in the next stage, introduction of conventional TV and press advertising.



PARTNER MATRIX



CLIENT MATRIX



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## Plan for the ICO phase

Our platform available on [eBUY Partners](#) website has passed a number of tests confirming its usefulness and reliability, which is crucial to note, as the existence of a product is not always synonymous with its functionality. This undoubted achievement is not only important from the company future real profits perspective, but also from the project future success in the context of a favourable valuation of the ECB token in the cryptocurrency market.

It is important to mention that in terms of possible success (return rate) of projects based on tokens is a useful condition of having an active, accessible to the public and working product.

Just look at the statistics classifying the projects with the highest rate of return on investment since the ICO. Among the graphics shown below, each provides a specific usability for a wide audience.

Name	ICO date	ROI
Ethereum	22/07/2014	54,519%
NXT	28/09/2013	184,360%
IOTA	22/11/2015	65,024%
NEO	30/09/2016	28,000%

*Return rates (%) on investments in selected cryptocurrency projects (as at 03/10/2019) <sup>v</sup>*

Looking at the situation on the ICO market in a global context at the turn of 2019 and 2020, the prognosis for the sector still seems to be positive. Based on the analysis of CoinSchedule<sup>vi</sup> in January 2019, about 70 companies conducted cash collections and another 17 started ICO projects. In that one month only, the investors supported the above-mentioned projects with the amount of about \$300 000 000. This is only 15% amount collected in 2018, but still more than in 2017.

This means that the failures of many projects have not deterred a large proportion of investors who express an interest in the ICO market despite the ongoing downturn in the market. This creates many opportunities, but also problems that must be solved. The key aspect should be to offer potential investors maximum transparency on the development aspects of the project. The company intends to achieve this goal by constant contact with persons involved in PP and by informing investors and partners about the level of progress in creating the right service.

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### Communication problems with the community will be solved with the use of:

- Social media
- Specialist thematic services
- Direct and online meetings with top PP leaders.

### The most important tools include:

- Facebook
- Telegram
- Reddit
- Quora Channel
- Zoom
- Medium



### The most important portals dealing with the classification of ICO information:

- CoinSchedule.com
- ICOAlert.com
- ICORating.com
- ICOWatchList.com
- CoinGecko.com

### Our fundraising targets:

- ⇒ Hard cap - \$1,850,000
- ⇒ Soft cap - \$250,000

The funds collected during the ICO collection will be used by eBUY Partners in accordance with the action plan presented in section ROADMAP (page 21). This plan will be fully completed when the relevant funding threshold is reached. The commitment of the eBUY Partners team to technology development depends on the level of ICO success. In the “minimum funding” scenario, the outcome is a programme enabling the provision of basic e-commerce services.

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## Token emission details

Blockchain provides security at the place of contribution, guaranteeing the security of transactions made on the platform. The emission is one-off and no re-emission is possible.

### The total to be issued:

100 million eBUY Coin tokens, of which 30 million for the eBUY Partners shareholders and the remaining 70 million to be sold in the tranches shown in the table below:

Pre ICO	1%	Sales from 0.08	1 million
ICO 1	2%	Sales \$0.085	2 million
ICO 2	3%	Sales \$0.090	3 million
ICO 3	14%	Sales \$ 0.095	14 million
Auction	50%	Sales = > 0.100	50 million

## Entities to coordinate or offer tokens offered in the ICO:

### eBUY Partners OÜ

Harju maakond, Tallinn, Kesklinna linnaosa, Pärnu mnt 41a-304, 10119

### Rules of subscription and payment for the tokens offered:

In order to proceed with the purchase each user must register on the [ebuypartner.eu](http://ebuypartner.eu) platform and pass the necessary KYC verification process.

### Information on withdrawal from ICO performance:

In the event that all tokens are sold at the private sale and pre-sale stage (hardcap is complete), the eBUY Partners team does not join the public collection (ICO).

### ICO's cancelling:

The collection will be cancelled, and funds will be returned if the project does not reach the threshold of \$250,000.

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## Token purchasing methods



eBUY Coin can be purchased during the ICO phase via the [ebuypartner.eu](http://ebuypartner.eu) platform

## Stages of collection

eBUY Partner sells eBUY Coin in an affiliate program. The partner then receives the following margins:

- 3% from the first recommendation line,
- 2% from the second recommendation line,
- 1% from the third recommendation line.

The sale of the ECB during the ICO phase is scheduled in 4 stages:

STAGE I Pre ICO EBC \$0.080	STAGE II ICO EBC \$0.085	STAGE III ICO EBC \$0.090	STAGE IV ICO EBC \$0.095
ECB sales	ECB sales	ECB sales	ECB sales
<b>Auction</b> EBC \$0.010			
Launching the Auction and selling packages			

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## Terms and Conditions

The full terms and conditions of participation in the activities of the eBUY Partners project and sales are published on the official website of eBUY Partners at <https://eBuypartner.eu> and are legal documents related to the sale of eBUY Coin tokens.

## ECB token risks

If you purchase an ECB token, you expressly accept and assume risks you must be aware concerning the fact that the ECB token:

1. May be non-refundable and does not have to be converted into cash (or its equivalent in another virtual currency) or any payment obligation on the part of the management body, the issuer or any associated entity, unless the management body or jurisdiction decides otherwise;
2. May not be subject to representation of any rights under a contract for differences or under any other contract whose purpose or apparent purpose is to secure a profit or avoid loss, unless otherwise decided by the management body or jurisdiction;
3. May not fall under the definition of money (including electronic money), goods, bonds, debt instruments or any other financial instrument or investment, unless the management body or jurisdiction decides otherwise;
4. May not function as a loan to the management body, the issuer or any of its affiliates, it is not intended to represent the debt of the management body, the issuer or any of its subsidiaries and no profit is expected unless the management body or jurisdiction decides otherwise;
5. May not provide the holder of a token with ownership or other interests in relation to the management body, the issuer and its affiliates, unless the management body or jurisdiction decides otherwise.

## RISKS AND RESPONSIBILITIES

1. Uncertain regulations and enforcement actions: the regulatory status of the ECB Token and DKT and blockchain technology is unclear or unregulated in some jurisdictions. It is not possible to predict how, when or whether regulatory agencies will be able to apply existing rules or create new rules for such technology and its applications, including the DKT token and the ECB and/or the ECB's networks. Regulatory action may adversely affect the Token ECB and/or the ECB network in various ways.
2. The foundation, distributor (or its affiliates) may cease activities in a jurisdiction if regulatory action or changes in law or regulation make it unlawful or commercially undesirable to conduct business in such jurisdiction to obtain the necessary regulatory approvals to operate in such jurisdiction.
3. Competitors: different types of decentralised applications are emerging at a rapid pace and the industry is becoming increasingly competitive. It is possible to design alternative systems which will use the openness of the eBUY Partners code to achieve their own business benefits. There is also a risk that the protocol underlying the DKT token and the ECB will be copied. Such a circumstance, however, is something inevitable and is inscribed in the nature of cryptographic projects.
4. The risk that the development of the ECB's network will not take place as expected or will not be implemented as planned for various reasons, including, but not limited to, a fall in the prices of any

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digital resource, virtual currency or DKT and the ECB token, unforeseen technical difficulties or insufficient development funds for operations.

5. Vulnerable parties: hackers, other intrusive organisations may attempt to interfere with the eBUY Partners network in a number of ways, including malware attacks, “denial of service attacks”, consensus-based attacks, Sybil attacks, smurfing or spoofing. Most of the potential threats listed here, if occur, should be addressed by an overarching body, the Ethereum Foundation. The network where the development of the DKT system and the ECB will take place, i.e. the Ethereum system, is one of the safest blockchain systems in the cryptocurrency sector, so that the risk of any of the previously mentioned risks occurrence is adequately reduced.
6. The future of cryptography and security innovation is highly unpredictable, and advances in cryptography or technical progress (including the development of quantum calculations) may pose an unknown risk to the DKT token and the ECB and/or the ETH network (on which DKT and the ECB are located), making the cryptographic consensus mechanism underlying the blockchain protocol ineffective.
7. The potential risks referred to above are not exhaustive and there are other risks: those related to the purchase, holding and use of the DKT token and the ECB, including those that cannot be foreseen by the foundation or the issuer. Therefore, full due diligence should be carried out at the place of assessment of the foundation, the issuer, its subsidiaries and the eBUY Partners system and the decision to invest in the DKT and ECB token.

## Legal disclaimer

The information presented in this document may not exhaust all the issues raised and does not constitute a commercial offer. The intention of this document is to provide relevant information to potential interested parties with regard to enabling them to analyse the business in terms of the ECB cryptocurrency functionality. This document neither constitutes an invitation to make a sales bid nor purchase securities bid in any jurisdiction. If such incentive offers exist, they are illegal. Although the ECB are not shares and their owners are not shareholders, the ECB cryptocurrency is classified as Utility Token. Therefore, it may be subject to certain restrictions imposed by the US, Canadian and other countries' securities jurisdictions. If you do not have the required expertise, you should not acquire the ECB cryptocurrency or participate in this ICO. Participation in an ICO may be associated with certain risks, such as loss of invested funds and exposure to tax and other legal sanctions under the laws of individual jurisdictions. Before you decide to invest in ICO, read this document carefully. Acting with the due diligence required of the professional, carefully consider the risks, costs and other negative aspects and, if necessary, seek an independent expert opinion on the matter. The ECB purchases should only be undertaken by persons or entities with substantial experience and understanding of the use of the complexity of cryptographic and blockchain-based software systems.

This information document outlines the plans for the ECB Token and the future development directions of the eBUY Partners platform. The parent company reserves the right to change these plans or refrain from doing so at its sole discretion. The document has not been drawn up in accordance with any legal or regulatory act in each jurisdiction where tokens may be traded and has no legal force to protect investors. This document may contain “statements of perspectives”, i.e. declarations related to future events. These declarations often refer to future business and organisational plans of eBUY Partners and often include words such as “expect”, “intend”, “plan”, “profit”, “estimates”, “forecast” or “accuracy”. These declarations, by their nature, address issues that

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are to varying degrees uncertain. eBUY Partners cannot guarantee that any forward-looking statements, historical data or statistics made by the company or the expected results of eBUY Partners will be linked to actual facts about the company's future performance. ECB tokens do not give any right to participate in eBUY Partners or provide other ownership rights. They are only means that may authorise investors to use them to purchase services provided by eBUY Partners.

The possibility to purchase tokens, as part of the initial coin offer of the eBUY Partners project, applies to citizens of all tax areas except for residents with residence (tax or otherwise) or a Green Card in the United States of America.

## Contact details:

Office eBUY Partners OÜ  
Harju maakond,  
Tallinn, Kesklinna lannaosa, Pärnu mnt 41a-304, 10119  
Estonia  
ebuypartners@protonmail.com

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## Sources:

<sup>i</sup>[https://pl.wikipedia.org/wiki/Initial\\_Coin\\_Offering](https://pl.wikipedia.org/wiki/Initial_Coin_Offering)

<sup>ii</sup><https://www.ejectejecteject.com/amazon/61-amazon-statistics-and-analysis/>

<sup>iii</sup><https://www.wordstream.com/blog/ws/2019/04/04/ecommerce-statistics>

<sup>iv</sup><https://www.alexa.com/siteinfo/dealsplus.com>

<sup>v</sup><https://icostats.com/roi-since-ico>

<sup>vi</sup><https://www.coinschedule.com/>