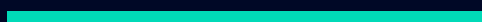




Krypto Redeem

B L O C K R E W A R D S



WHITEPAPER

August 2019



Contents

Abstract	3
Executive Summary	4
The Loyalty Rewards Market And Trends	5
Problems Of Market	5
Problems For Users	6
Problems Facing Issuers	7
Solution	9
Blockchain Technology: Disrupts The Market	11
Blockchain And New Opportunities	12
Vision	13
Kryptoredeem Features	14
Technology	16
Choices We've Made	19
Business Model	20
Value Proposition	22
Tokenomics	23
Token Overview	24
Roadmap	26
Team	27
Contact Us	30
References	31
Glossary	32
Disclaimer	33

ABSTRACT

The KryptoRedeem is a Blockchain-based token that serves the purpose of the first universal, interoperable reward token that can be redeemed for almost anything from a flight to a cup of coffee or even cash back and it never expires. It costs nothing to transfer. It redeems at values that traditional loyalty programs cannot match.

KryptoRedeem allows permission-free, low cost, quick, peer-to-peer exchange, designed to be useable by any loyalty reward program. While it is always immediately redeemable for partner loyalty points, the KryptoRedeem also offers a non-inflationary, decentralized and interoperable loyalty reward point. The KryptoRedeem ecosystem is built to be used by all loyalty programs to help manage their liabilities and increase usability to better engage their customers.

The KryptoRedeem Loyalty Team continues to attract more loyalty partners (Companies and Individual) to the ecosystem and the limited retail sale of our loyalty token will accelerate these pursuits.

KryptoRedeem, will help you in the traffic generation for your business, increasing visits and average spending. With KryptoRedeem, you can manage your promotions and campaigns and personalized them. Consumers will have full control of their operations through a digital wallet. You will have transparency in operations, based on Blockchain technology.

EXECUTIVE SUMMARY

Although numerous trials of Blockchain projects are being made, it is hard to find a project that affects our daily lives. With more than 10 years' experience of professional e-Business management and global network. KryptoRedeem project will identify the fundamental problem that customers and market face, and suggest the way to reform it. KryptoRedeem aims to establish an effective business model by applying Blockchain technology in the loyalty program.

In this ultra-competitive environment, finding and acquiring new customers can be a huge challenge for Retailers. In addition, 53% of adults living in high-income households claim to be willing to switch brands for the sake of using a coupon.

The challenges for players in this giant market are key, including customer loyalty, achieving profitable long-term growth, and choosing the right technology and partners among others.

At the same time, the tremendous evolution of Blockchain technology is radically changing the way many markets operate. Important USPs of Blockchain like transparency, coherence, cost-effectiveness and effective integration with processes at all levels of the business can bring to the e-commerce market endless opportunities.

Now, imagine the explosive combination of retail, marketing, e-commerce, Blockchain technology, and cryptocurrencies: the KryptoRedeem Platform, a true P2P e-commerce and retail loyalty platform on the Blockchain.

It aims at empowering Blockchain Retailers and Consumers with decentralized and secure Peer-to-Peer technology driving customer satisfaction and loyalty through Retailers' tradeable KryptoRedeem Token. KryptoRedeem Platform will successfully address many of the challenges of the loyalty program segment.

KryptoRedeem is launching the Krptoredeem token and a promising Initial Coin Offering (ICO) campaign. Below you will find all the relative information on KryptoRedeem together with the specifics of the ICO campaign.

THE LOYALTY REWARDS MARKET AND TRENDS

Loyalty points are effective tools to grow and retain customers and to improve a company's brand reputation. Enrolment in loyalty programs in the US grew by 20 percent to 3.32 billion in 2015 from 2.65 billion just three years earlier and more than tripled since the turn of the century. Despite the growth in usage, and the attempt to offer increasing value to both users and issuers, significant problems limit their effectiveness.

Problems Of Market

Closed Structure

To gain lock-in effect (tying user to one specific brand or product), existing loyalty programs have closed structure which limits using or trading reward elsewhere. The right of customers is disregarded, and the limited usage consequentially leads customers to neglect loyalty program and lowers its quality.

Lack Of Differentiation And Insufficient Rewards

About 36million dollars of reward points expire each year. In North America alone, the reward points that expire each year, worth about 10 million dollars. According to the report from COLLOQUY, 57% of customers were ignorant about the amount of the points they have and 37% even did not know the exact value of the point. The companies in same industry have uniform loyalty program (ex: stamp coupon in cafe) which lowers differentiation, and the accrual rate for the points is very low making it impossible to use them. The declined effectiveness of loyalty program reflected customers feeling more fatigue about it.

Lack Of Sustainability In Loyalty Program

Due to the limitations on time and price of managing a loyalty program, the companies aim to gain immediate result rather than managing sustainable loyalty program. This leads to a failure of loyalty program and less investment on brand's loyalty program. As a result, the benefit for customers is reduced, failing to attract new customers and to maintain existing customers.

Brand Tied To Platform

The existing loyalty program has a structure of monopolizing trade by a central server. Thus, the brands, especially the micro-enterprise are tied to the platform and the current platform accelerates monopolization of the market. In addition, the structure is vulnerable to hacking and external attack as it saves all the customers' information in a central server.

Problems For Users

In 2017, \$48 billion in loyalty rewards were issued in the US and \$16 billion and 33%, was left unspent. Surveys conducted between 2017 and 2018 showed that only 42 – 50% percent of those eligible for loyalty programs were active members and only 20% had claimed their full rewards.

Among the negative factors reported: limited options for use, changing rules from issuers and difficulties in redeeming rewards. Furthermore, issues related to accessibility, interoperability and poor user experience affected their overall usage. Unfortunately, only 25% of users indicated they were satisfied with the effort required to redeem rewards.

For organizations looking to better utilize loyalty reward points as part of their customer acquisition and retention programs, addressing these issues is essential.

Problems Facing Issuers

Issuers struggle to keep up with consumer demands for providing more value, and ease of use, while facing new operating challenges including information security requirements and changing accounting rules that significantly impact their businesses.

Unredeemed Points Are Liabilities

Unredeemed loyalty rewards represent a significant liability for their balance sheets as they represent a promise for future services. Due to new accounting standards, the sheer magnitudes of unredeemed points become significant balance sheet items. For instance, at the end of 2017, they amounted to approximately \$3.9 billion US for Delta Airlines and \$2.6 billion US for Marriott International, or 10% and 25% of their respective total liabilities (Delta Airlines 2017, Marriott 2017). Consequently, decisions impacting loyalty points carry a dramatic impact on firms' earnings and profitability.

Under the rules outlined by the International Financial Reporting Standard (IFRS-15) effective since January 2018, a company is required to treat any points issued in connection with a sale as a separate component. As such, a part of its sales revenue is deferred and is treated as a liability instead, which decreases profits. As a result, a number of companies have changed the structure of their loyalty programs. For example, Alaska Airlines decided to shorten its points' expiration time horizon from three years to two. This change reduced the total value of its points and the associated deferred revenue. It also enabled the airline to claim an additional \$42.3 million US in revenue. As clever as this approach may be, this financial engineering comes with a cost to customer satisfaction. Increased Security and Development Costs Beyond the customer experience and liabilities, managing technological change and the security of their systems have become pain points for issuers. These problems not only represent a customer privacy challenge, but they can also result in a surge of loyalty point's fraud.

Friction Between Finance Demands And Marketing Needs

While consumers want more time and greater options to redeem rewards, financial obligations lead CFOs to advocate for points expiration and less liability. Issuers have tried to address this friction by reducing point cost and choices or by increasing expiration percentages. The ideal solution would minimize liability by eliminating, or significantly reducing, the deferred revenue.

For instance, an increase in redemption would help issuers achieve this goal, while improving customer satisfaction. The target, according to Accenture is a 95% redemption rate, which most companies find difficult to meet.

SOLUTION

KryptoRedeem builds Blockchain based platform service which can be applied in various loyalty program and membership. It also provides one system by integrating various points and benefits which were separated in different brands. Through an integrated API of KryptoRedeem, the brand can use various loyalty program and functions.

KryptoRedeem Loyalty Program

It is the loyalty marketing program that is designed to fit the characteristic and goal of the brand and it consist of benefits directly provided by the brand. For example, the brand can design the rewards like discount coupon for their product, review points and etc. according to its set goals.

The Module Of Our Platform And Method Of Provision

The reward system like point, coupon, promotion, and others provide benefit to brand's loyalty service, and it is linked with DB. The transaction records are stored in the Smart Contract. The module of our platform can give an accurate recommendation to the consumers through analysis of their styles and behaviours. After the brands have gotten their purchased token, it will then be distributed to their customers and show in wallet.

Decentralization Of The Ecosystem

Retailers will have to attract the users of the ecosystem to join campaigns, while ecosystem users have free will to join the platform. Also any customer may be in the position of a Retailer, building own campaigns. Decentralization gives opportunity to be in a position of both sides. Anyone can use tokens to build an Overlay on the basis of KryptoRedeem (Our Website) token or use our project to make own campaigns in the Overlay. The advantage of our Overlay is that It will aggregate Retailers into one ecosystem. This is very important because of the behaviour of customers as loyalty program users and Retailers, who want to operate freely – either in ecosystem (SMEs) or individually, which is very often used in corporations. As our study shows in group of loyalty program users, main problem is that any effort they make to collect points (and that effort is even to use 2-3 clicks in the application) must be granted with “prize”.

Points Are Token, Token Is Money

Our study showed that for one of the groups (major one) basic functionality will be to collect money and have ability to realize them in partner network of shops, services etc. However, if the effort is granted with good prize, they are changing into aggressive lead generating officers based on social mechanism. This is also based on the activation of users through the help of gamification mechanisms.

Pay Per Lead

For Retailers it is very important to have return from the investment. In traditional loyalty programs it is all about costs. For example, points are calculated such way to generate demand on products with highest margin to “get something” from their price and lower the basic costs of the program. But customers are not stupid, as well as they would like to have freedom in collection of points on things they really want to buy. This is why we have thought about an ecosystem where Retailers pay per leads (any user active in the campaign is a lead), which is closer to marketing based systems than loyalty programs.

Improving Loyalty Rewards For Issuers And Consumers

What if there was a way to increase customer satisfaction while improving issuers' financial and marketing goals? Such improvements would need to include:

Greater focus on user experience. Through better technology, and improved user access to points balance, value and redemption options will increase usability.

Increase interoperability. The ability to use rewards easier and apply them to a wider selection of goods and services.

Liability mitigation options. Allow issuers to manage liabilities through the ability to buy back points (in addition to increased redemption rates provided by points 1 and 2).

Enhanced security. The use of technology that makes it virtually impossible to create counterfeit points thus improving integrity.

Limiting changes to terms of use. Consumers want certainty that the rewards they earn will be accessible and that the terms of redemption will not change.

Ability to reduce costs related management and issuance. Issuers face increasing demands in system efficiency and effectiveness. Reduction in these costs is essential.

BLOCKCHAIN TECHNOLOGY: DISRUPTS THE MARKET

“Blockchain is an open, distributed ledger that can record transactions between two parties efficiently and in a verifiable and permanent way.”

Harvard Business Review

With Blockchain, we can imagine a world in which contracts are embedded in digital code and stored in transparent, shared databases, where they are protected from deletion, tampering, and revision. In this world every agreement, every process, every task, and every payment would have a digital record and signature that could be identified, validated, stored, and shared. Intermediaries like lawyers, brokers, and bankers might no longer be necessary. Individuals, organizations, machines, and algorithms would freely transact and interact with one another with little friction. This is the immense potential of Blockchain.

Blockchain technology is taking over the world and disrupts the way many segments work. In 2017, the global Blockchain technology market was predicted to reach 339.5 million U.S. dollars in size and is forecast to grow to 2.3 billion U.S. dollars by 2021.

The demand for distributed ledger technology, reduced total cost of ownership, rising cryptocurrencies market cap and initial coin offerings, increasing demand for simplified business processes, transparency and immutability, faster transactions, and Blockchain as-a-Service are said to fuel the growth of this market.

In addition, rising importance and adoption of Blockchain for communication service providers, transformation of international trade and supply chain management, new breed for programmable Blockchain platforms, and high adoption of Blockchain for payments, smart contracts, and digital identities would create opportunities for the growth of this market.

Many corporate giants like IBM, Oracle are already using Blockchain technology, while it is increasingly being tested or used by companies such as Wal-Mart Stores Inc. and Visa Inc. to streamline supply chain, speed up payments and store records. Almost six in 10 large corporations are considering using Blockchain, according to a Juniper Research survey of 400 executives, managers and tech staff.

Blockchain and New Opportunities

Blockchain technology enables a new way of holding and transferring assets, ideally suited for the loyalty rewards industry. Its distributed ledger functionality represents a new way to maintain and transact records in a secure, trustless and digitized network. It enables the creation of “tokens,” digital assets that can be redeemed or traded peer-to-peer or through exchanges.

Together, this functionality allows for the creation of a liquid, interoperable loyalty reward token. The liquidity of the token provides issuers with new options for managing reward liabilities and exchanging loyalty points for value. Through the use of a digital wallet, loyalty program users have greater access to a wider selection of rewards, which leads to higher redemption rates.

Blockchain technology also enables smart contracts, which are written in code and are designed to be immutable as well as censorship proof. They allow trust-less participation in the process of reward redemptions and exchanges, thus creating certainty between various stakeholders in the marketplace. As a result, a dynamic environment is created to allow multiple issuers to join exchanges as “partners,” without having to trust the other parties with which they are partnering.

Through improved certainty, liquidity and access, Blockchain technology has the opportunity to increase loyalty rewards' value and utility, benefiting both issuers and users.

VISION

KryptoRedeem introduces loyalty platform based on Blockchain technology which solves the problem and limitation of the current loyalty program and make customers to be more loyal to the brand. Through the KryptoRedeem platform, the brands can provide diverse benefits and services, like a membership in department store, to the customers. And the customers can have much more opportunities by having integrated and highquality reward points and benefits.

Open Reward Structure

It is not a single point that can be only used in a specific brand, but an integrated point that can be used in all partnered brands of KryptoRedeem. This will solve the problem of closeness in a loyalty program. In addition, the customers face the inconvenience of using reward points in real life and sometimes, customers find it impossible to use, due to the different values of countries' currency. This problem can be fixed by KryptoRedeem Token which can be used as a unified currency. An integrated reward point that can be transacted is an open reward structure for both customers and brand.

Sufficient and Differentiated Reward System

It is possible to provide a differentiated loyalty program that reflects the brand's uniqueness and membership to the customers. Through KryptoRedeem platform, the brand can spend less on the management expense and resource, and that benefit can be returned to the customers. The number of rewards to customers can be increased. And a higher quality of rewards can be given through token linkage.

Sustainable Marketing and Effect of Sales Increase

The KryptoRedeem platform makes customized marketing possible for a brand's new product or service with high quality. This will help to attract new or loyal customers and to develop a sustainable loyalty program. The increase of customers in KryptoRedeem platform plays an important mediator role to secure loyal customers of the brand. This will lead to a sales increase and profit improvement.

Improvement of Security and Transparency by Combining Blockchain Technology

A token system, integrated as an open reward structure, enables free movement and transaction between countries through the transparency of the smart contract. In addition, the security is strengthened through the dispersed saving method of the transaction record, a brand is not tied to a platform, and a customer can enjoy reliable benefits.

KRYPTOREDEEM FEATURES

The KryptoRedeem platform consists of the following features:

KryptoRedeem Administrator

User interface administrator of KryptoRedeem where the affiliated companies (Retailers) are registered, contains a dashboard where the main metrics of the platform are displayed KryptoRedeem Afiliate Administrator.

Interface for the administrator user of the affiliated company (Retailer) where you can perform the following actions:

- Manage general business data
- Manage business users
- Add branches
- Buy KRT Tokens
- Assign KRT tokens to Retailer
- Add promotions
- Create referral campaign

KryptoRedeem Afiliate Intelligence Module

The main characteristic of the KryptoRedeem System is an analysis of customer segmentation of the affiliated companies, this thanks to the traceability of the blockchain technology, in this intelligence module the affiliated companies will be able to know the following information:

- General profile of the client (age range, sex, geographical area)
- Value of the average ticket of consumption
- In what type of establishments the client consumes the obtained tokens
- From which establishments come the redeemed tokens

KryptoRedeem End User Web Interface

Web wallet accessible by users where they can perform the following actions:

- Display balance
- View transactions
- Obtain the private key of the account
- Import account
- Send tokens
- Receive tokens

KryptoRedeem User Mobile App

Application for android and ios that allows the user

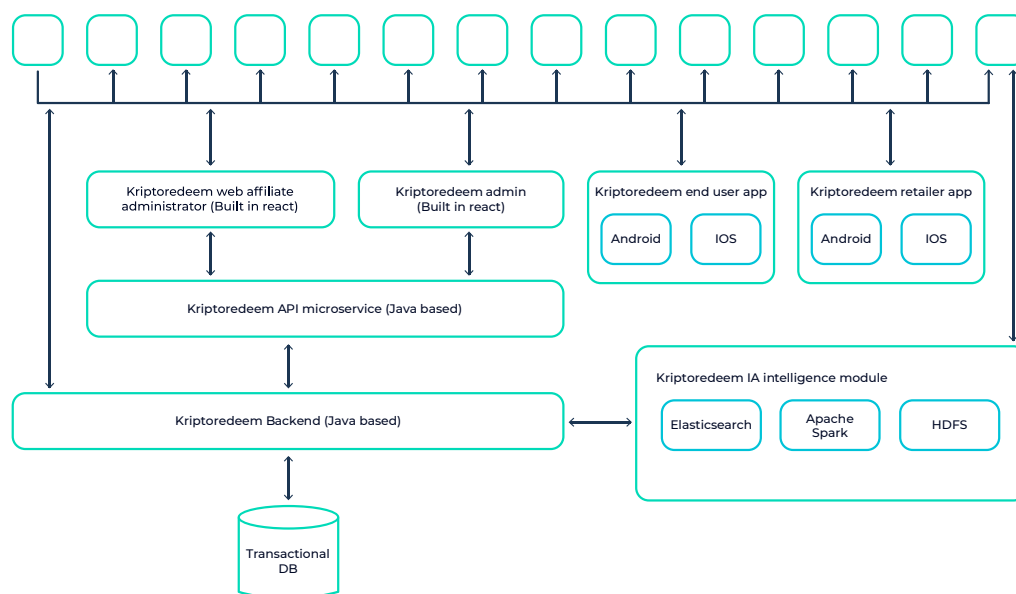
- Display balance
- View transactions
- Obtain the private key of the account
- Import account
- Send tokens
- Receive tokens
- Receive notification of available promotions
- Show promotions available in the area
- Display campaigns
- Get referral code

Referral And Donation Campaigns

These are actions that users perform on websites or social networks called by affiliated companies to obtain KTR Tokens.

TECHNOLOGY

BLOCKCHAIN



Blockchain is the key

The main component in the architecture is the blockchain, responsible for issuing the Kriptoredeem tokens, handling transactions between users and keeping track of them.

We will use a blockchain able to implement smart contracts; these smart contracts will handle the life cycle of the tokens, from the minting (when a retailer emits the tokens) to the burning (once the token is redeemed).

Kriptoredeem AI intelligence module

This module is designed to handle a big volume of information; in this case, the transactions generated in the blockchain. We are using an ETL (Extract, Transform, and Load) architecture, classic in big data processing these days, but as blockchain technology moves forward, we will search for strategic partnerships in order to migrate this process to a blockchain processing-oriented solution.

As we mentioned above, the module extracts the transaction information from the blockchain and stores it in a HDFS file system, ready to be processed in an Apache Spark pipeline capable of analyzing the transaction data to get performance indicators and model the user behavior. The resulting information is stored in Elasticsearch, ready to be displayed.

KryptoRedeem web solution

The kryptoRedeem web solution contains the kryptoRedeem administrator and the retailer administrator, this is the front end (what the user sees and interact with in the browser), this front end is developed using the React framework.

Prototype





KryptoRedeem Backend and API services

This component is designed to retrieve, interprets and performs the necessary actions for the front-end interface, this is designed by the microservices architecture using the Java SpringBoot framework.

KryptoRedeem mobile solutions

The mobile applications are developed in the native implementations for Android and IOS, these applications are able to request transactions to the blockchain and the kryptoRedeem API services.

CHOICES WE'VE MADE

KryptoRedeem Team will lead the trend of market and operate realistic service with long experience and skills obtained from both domestic and international e-Business and management.

Choice of Technology

The transparency and inflexibility of Blockchain technology prevent customer and manager to manipulate. By using the combination of centralized record and Blockchain (Smart Contract) record, it makes a quick approach possible and detects manipulations by finding it in a Blockchain record. Through this, the pattern of loyalty usage can be analyzed and applied in the system enabling provision of loyalty system with high effectiveness.

Choice of Customer

Through this technology, the brand can attract loyal customers regardless of the location or country. The owners of small business can also provide benefits like that of loyalty program offered by large company. And the customers can encounter loyalty program from different brands through recommending function which analysed customer's style and behaviour.

BUSINESS MODEL

The alliance executives of KryptoRedeem make strategic alliances with large and medium companies, these companies can be retailers, service providers (SME's) among others, once these companies are interested in issuing and accepting the KryptoRedeem tokens (KRT) is registered on the platform.

Once the company is registered in the platform, the company can add branches and buy KRT tokens at \$ 0.01 USD, once the company has bought the tokens then they can now distribute the token to the branches created and share token with the end customer every time they make a purchase in the establishment, the companies through this administration platform publish the discounts and promotions available for the users. The token bought by the companies can be redeemed by their customers at the rate of 0.4 cent.

Every time a user of KryptoRedeem makes a purchase in an affiliated establishment receives a certain amount of tokens defined by each establishment, this wallet when working on the blockchain (Waves) Allows the transfers between users.

The mobile application of KryptoRedeem will have push notifications within the application informing the promotions available on the part of the establishments, forcing the user to check the website of the establishments, bringing web traffic to them.

Once the user has decided to claim a promotion or discount is directed to the establishment, send a transaction to a correspondent address to the combination establishment promotion obtaining a bar code accompanied by a captcha for establishment to scan and apply the discount / promotion through the POS of the establishment.

The tokens sent to the transaction (Tokens redeemed) arrive at the KryptoRedeem System, waiting for the payment of \$ 0.04 USD per token to burn them and thus end the life cycle of the token.

Kryptoredeem Marketing Plan

KryptoRedeem is a platform with blockchain technology that works as a marketing solution for retailers and non-profit organizations. KryptoRedeem's segments allow clients to design their targeted marketing campaigns, personalized promotions in an easy and free way.

Through the creation of KryptoRedeem, retailers and non-profit organizations are offered different strategies collected in loyalty programs and rewards for user acquisition and retention, generating a database for customer analysis to help retailers improve their decision making. KryptoRedeem provides the best shopping experience to retailers and their customers, giving them total control of their operations on the platform.

The KryptoRedeem team will deal internally and through relationships with different brands and retailers to execute their marketing campaigns by publicizing their value proposition. KryptoRedeem plans to position itself as the platform with Blockchain pure player within the area of rewards and loyalty programs.

The objective of KryptoRedeem is to create a community of retailers and brands to offer them the comprehensive and free service of loyalty and reward solutions through Blockchain and the intuitive use of tokens.

Social Networking

Content management on the social networks, web, blog, BitcoinTalk. Launch promotion. Procurement process of qualitative trackers to generate a high degree of engagement and conversion. Email marketing and retargeting potential customers.

Events, Press and Webinars

Appearance in press and media offline and online within retail sector. Participation and attendance in seminars, webinars and conferences.

Partnership

Collaborations with industry influencers (crypto influencers). Partnership with online shops, web creation platforms and online ticketing and point compensation companies.

VALUE PROPOSITION

- KryptoRedeem Loyalty Token Program leads to revenue growth.
- KryptoRedeem will help retailers to increase their revenue by an average of 17%.
- Is a rewards and loyalty platform that enables retailers to fully manage their promo and loyalty programs and consumers to fully control their operations.
- Allows to receive a cryptocurrency as points, for shopping online, in stores and referring friends or give funds to social foundations.
- Retailers would increase Customer Loyalty Engagement with KryptoRedeem Platform by allowing customers to store loyalty points within a single wallet rather than accounting them within isolated membership schemes.
- Enables users to manage their accounts online.
- Redeem their rewards points, into utility Tokens.
- Retailers will choose between several reward options, and promotions.
- Easy purchase process.
- Time saving.
- Loyalty technology free of charge for retailers (Brands).
- Redefine the loyalty and rewards market by offering simplicity, transparency security and social impact to end users (customers) and retailers (Brands).
- Social Responsibility - 2% yearly donation of net profit.
- Zero (0) Fee for redeem tokens to Charity and Donations.

TOKENOMICS

The KryptoRedeem (KRT) is a Blockchain based loyalty rewards token, the center-piece of the ecosystem which includes the KryptoRedeem Electronic-wallet. This ecosystem provides enhanced value for both loyalty rewards issuers and users across all parts:

- **KryptoRedeem Utility Token.** The world's first interoperable reward token. It is designed to be freely traded for other assets on secondary markets, providing increased liquidity.
- **KryptoRedeem Electronic Wallet.** A mobile, crypto wallet that enables users to track their loyalty reward points, vote on changes, redeem at partner programs of which they are members, redeem for fiat.

These components allow liquidity, interoperability, security and improved user experience. They also provide a framework that enables multiple loyalty rewards issuers to participate in one market and increase the benefits to all network users.

Within the KryptoRedeem ecosystem, participants' KryptoRedeem (rewarded or purchased) will be deposited directly into their KryptoRedeem wallet that have reward tracking features across various loyalty programs. During the limited token sale, KryptoRedeem will be immediately redeemable through the KryptoRedeem wallet for loyalty points as well as cash back. They will also be available to trade on third-party exchanges once the minimum sale volume is reached.

Consumers build expectations in their minds that current loyalty programs do not have the ability to deliver. Even the cash back offering needs improving. The long waiting periods (days, if not weeks) for these points to appear in users' accounts relies on trust and causes friction.

Our introduction of the KryptoRedeem wallet's tap-n-pay and cash back programs will take the quality of the service to new heights – resulting in faster and more effective redemptions. In addition, the loyalty programs issuers improve their balance sheet and lift revenues. It will be an investment on their part that they'll net back immediately.

TOKEN OVERVIEW

Ticker	KRT
Type	Utility Token
Price 1 KRT	0.56 USD
Minimum Investment	150 USD
Additional Token Emission	No
Accepted Currencies	BTC ETH
Soft Cap	500,000 USD
Hard Cap	2,500,000 USD
Banned Countries	USA, China, North Korea
Bonus Program	Pre - Sale - 30% ICO 1st Week - 5%
Pre - Sale Start	26 August 2019
Pre - Sale End	1 September 2019
Start ICO	2 September 2019
End ICO	2 October 2019
Country	Mexico

TOKENS

Distribution

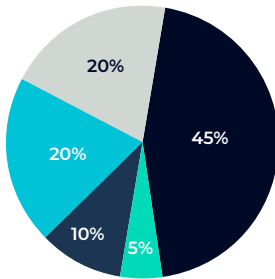
ICO 45%

Team & Advisors 20%

Marketing & Bonus 20%

Reserve 10%

Bounty Program 5%



FUNDS

Allocation

Product development 40%

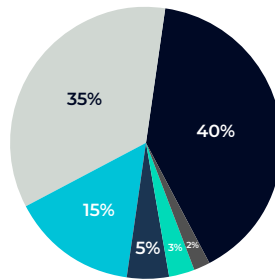
Marketing, sales, merchant acquisition 35%

Operations / IT 15%

Legal, Finance and compliance 5%

CAPex 3%

Contingency 2%



KRT TOKENS

ERC20

Pre-Sale Start: 26 August 2019

Pre-Sale End: 1 September 2019

Start ICO: 2 September 2019

End ICO: 2 October 2019

Bonum Program: Pre-Sale 30%

ICO 1st week -5%

Type: Utility Token

Price: 1 KRT = 0.56 USD

Minimum Investment: 150 USD

Soft Cap: 500,000 USD

Hard Cap: 2,500,000 USD

ROADMAP

S1 2020

- Develop the working Beta of the application
- Kriptoredeem Administrator (Beta)
- Kriptoredeem affiliate administrator (Beta)
- Kriptoredeem user web interface (Beta)
- Kriptoredeem user mobile app (Beta) Android and IOS apps
- Trading KRTCoin in Exchanges
- Integrate API to Partner eCommerce
- Security and Penetration Tests
- Marketing Campaign to attract end users and retailers

S2 2020

- Develop new partnerships - Affiliate hunting
- Develop the working 1.0 version of the application
- Kriptoredeem affiliate intelligence module (Beta)
- Referral campaigns (Beta)
- Social Media Integration
- Integrate API to Partner POS Systems
- Go Live with first partners

S3 2021

- Kriptoredeem fully operational
- Develop new partnerships
- Gamification and Badges Development
- Increase the number of customers

TEAM



Pedro López
CEO Funder



He went to Universitat Politècnica de València (UPV) earned Ingeniero in Geodesia y Cartografía, also went to Universidad Politécnica de Madrid earned Ingeniero Técnico in Topografía. He is also a Founding Partner of OESTE Invest Group, Retail CX Lab and Turing Investment Group.

His Experiences Are Below

- Planning of business strategies.
- Implementation of business plan and marketing strategy.
- Coordination of the different departments (sales, marketing, administration, finances ...).
- Economic responsible for the company's income statement.
- Commercial Management: sales force management and relationship with clients.
- Market study and launch of new projects.
- Design, creation, direction and execution of the Mexico office.
- Team management of people.



Vanessa Pérez
Co- Funder



She's the CEO & Co-Founder of Retail CX Lab. She's a Specialized Consultant in operational management, Customer experience and retail analytics. She has over 15 years of experience in retail in operations management, franchising, customer experience, store openings, sales and team leadership. She worked internationally in Spain and Mexico. Went to Universidad Nuevo Mundo, A.C. and earned Bachelor's degree in Graphic Design and Associate's in Marketing & Advertising.



Xavier Pérez

Blockchain developer



Xavier Pérez was a Co-Founder of Turing Investment Group and also a Coordinator TI for OESTE with a Blockchain Developing experience.



Natalia Megia

Marketing & communication



Natalia Megia is an Economist consultant qualified in real estate and marketing. She went to ICADE Universidad Pontificia Comillas and has a Master Marketing Management Fashion & Luxury (MSMK / Universidad Antonio de Nebrija). She is very clever on Office - Advanced, Certificate Google Ads, Google Analytics, Inbound Marketing and Wordpress.



Cesar Martinez

PM



Cesar Martinez went to Universidad Tecnológica de México and studied Information Technologies. He has a master of Quality Management Systems. He is Oeste TI Coordinator.



Andres Mendoza

UX Fron End



Andres Mendoza went to University of Tecamachalco and studied Information Technologies. He is a Software developer and have many experience in Software developing.



Luis Jimenez

Back end



Luis Jimenez has a Information Tecnology Diploma and is the Software developer of Oeste.



Raquel López

Sales & Affiliate hunter



Raquel López is the Head Of Commercial at oeste®, She went to ESOE Business School (Universidad Antonio de Nebrija) had Master Organizacion Integral de Eventos. She's very good in Sales & Affiliate hunter.

CONTACT US

You can contact Our Offices in Mexico at Av. Ejercito Nacional 373, Office 505, Col. Granada C.P. 11520 Del. Miguel Hidalgo.

And you can also call the below contact number to reach us quickly

+52 55 5255 1372

+52 55 5255 1282

You can also contact Our Offices in Spain
Calle Mar​Åa de Molina 54 C.P. 28006, Madrid, SPAIN.

Send us an e-mail

info@kryptoRedeem.com

Our Official Website is <https://kryptoredeem.com/>

REFERENCES

Loyalty Management Market By Type, Organization, and Industry Vertical: Global Opportunity Analysis and Industry Forecast, 2016-2023. Retrieved from <https://www.alliedmarketresearch.com/loyalty-management-market>

The Retail Technology Report-Consumer Attitudes and Retailers Response. Retrieved From https://cdn2.hubspot.net/huLFS/17119/NTC_Texas_Talech_Report.pdf?t=1474932704782

Colloquy. 2017. The 2017 COLLOQUY Loyalty Census Report. <https://blog.accessdevelopment.com/customer-loyalty-statistics-2017-edition#lmktg>

<https://medium.com/@vjkrish.ram/you-are-not-alone-globally-360-bn-worth-reward-points-gounredeemed-each-year-3ad3469e094e>

<https://www.slideshare.net/RiteshBhavnani/stats-facts-on-loyalty-programs-for-2013-2014>

GLOSSARY

BigData: It is a term that group various methodologies who allows the storage and analysis of heavy data volumes, these methodologies are intended to extract valuable information in a sea of data.

Bitcointalk: Bitcoin Discussion General discussion about the Bitcoin ecosystem.

Blockchain: It is a decentralized database it works like accounting record for transactions in the network this the technology that bitcoin applies.

Cryptocurrency: A cryptocurrency is a digital or virtual currency that uses cryptography for security. A cryptocurrency is difficult to counterfeit because of this security feature. A defining feature of a cryptocurrency, and arguably its most endearing allure, is its organic nature; it is not issued by any central authority, rendering it theoretically immune to government interference or manipulation.

CFO: Chief Financial Officer.

ICO: Initial Coin Offering.

Lead: I marketing, it means that the customers id prepared by the agency to receive offer with high probability of purchase. But leads mean also the desired effect. In our case, lead means that people in the ecosystem are always ready to participate in campaigns to collect points and willing to get some in exchange of tokens, goods, etc.

Loyalty system: It is a system where people are granted with additional goods, services or payments due to the activities they do for the brand (for example: purchase).

Roadmap: Flexible planning technique to support strategic and long-range planning, by matching short-term and long-term goals with specific technology solutions It is a plan that applies to a new product or process and may include using technology forecasting/technology scouting to identify suitable emerging technologies.

SMEs: Small And Medium Enterprise.

Whitepaper: A white paper is an informational document, issued by a company or not-for-profit organization, to promote or highlight the features of a solution, product, or service. White papers are sales and marketing documents, used to entice or persuade potential customers to learn more about or purchase a particular product, service, technology or methodology. White papers are designed to be used as a marketing tool before a sale, and not as a user manual or other technical document developed to provide support to the user after making a purchase.

DISCLAIMER

All information presented in this technical document is provisional and sometimes changes at any time.

None of the information here should be construed as legal, contactable or investment of any kind. This document does not represent a request for investment, nor does it represent an offer of sale, public or private, of any type of financial instrument, security or otherwise, in any jurisdiction. This whitepaper is provided as it is, for informational purposes only, with the intention of describing a prospective software system.