A decentralized platform to build Ecommerce websites on the blockchain

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Abstract

ELYSIAN

Elysian is an innovative new decentralized platform that will use the Ethereum blockchain to secure customer data, facilitate Ecommerce transactions, and drastically change user experience. The integration of smart contracts and blockchain technology will ultimately provide a higher level of security in the realm of Ecommerce. The interoperability of the platform will serve as the basis for future scalability and sustainable growth.

Extensive analysis into competing businesses exposes a lack of unprecedented user experience. The current status quo is not healthily sustainable as advancements in technology become more commonplace.

The implementation of Artificial Intelligence and Virtual Reality into the Ecommerce industry will provide efficient website navigation, revolutionary product visualization, and unparalleled consumer convenience. The extrapolated Ecommerce revenue projections indicate a lucrative future if companies can adapt to necessary market transformations.

The integration of the Elysian token into the platform as a method of access to transactions provides entry into our ecosystem. Consumers will be incentivized to become incorporated into the Elysian community and play a vital role in the growth of the company.
The Ecommerce Market

Business to consumer (B2C) Ecommerce is a massive global market which, in 2017, surpassed $2 trillion in sales and is expected to have an annual growth rate of 9.9%. Indeed, the most current estimation is that global Ecommerce sales will exceed $4 trillion by 2021.

The continual increase in Ecommerce sales is supported by several factors including:

Key Takeaways:

• The number of worldwide digital buyers is projected to exceed 2 billion by 2021.

• Within the next four years, Ecommerce will encompass just over 15% of the total global retail sales market.

• China will continue to maintain its number one position as the most significant Ecommerce market comprising 83% of the online shopping penetration and 15.9% of total retail sales worldwide.

Given the enormous population existent within China, their dominance within Ecommerce is not surprising. Yet, this does not mean that Chinese consumers are wholly purchasing from Chinese retailers: 56% of global consumers, including Chinese respondents, who were surveyed by PWC revealed that they use Amazon as their Ecommerce retailer. This phenomenon is not limited to China, as 57% of consumers in each international region, e.g., Latin America, North America, Europe, Africa, and East-Asia, enact purchases from non-domestic retailers.

Despite the steady upward trajectory of mobile phone usage, a majority of consumers still prefer to make online purchases through a PC or a laptop. Chinese consumers, in particular, utilize mobile Ecommerce systems at a higher rate than their global counterparts; this is due to a broader acceptance of mobile third-party payment systems that maintain the flexibility of both online and in-person payment availability.
Ecommerce Platform Economics

As the market continues to steadily grow, statistical evidence shows that platforms such as Shopify and Woocommerce are thriving.

- Shopify experienced a growth in revenue from $130.383 million in Q4 of 2016 to $222.814 million in Q4 of 2017. A decent percentage of this can be attributed to the rise of mobile commerce. Progressively, more businesses are transitioning to the use of platforms such as Shopify because of their simplicity and convenience.

- Woocommerce, despite still being fairly new to the industry, has quickly become a dominant force, powering over 380,000 online stores. Although it is different from Shopify, its easy setup, flexibility, and customization are lucrative to clients.

A significant amount of the growth in the industry can be attributed to the rapid adoption of Ecommerce in Asia. The progressive increase in Ecommerce revenue and platform adoption in Asia is at a higher rate than any other part of the world. Further extrapolation shows that Asia will continue to thrive as the principal continent in terms of Ecommerce market revenue, exemplifying the importance of targeting this market in the initial stages of the company. Proper market penetration into Asia solidifies growth, consequently causing a snowball effect; other parts of the world will follow suit accordingly.

The current status quo is sufficient for these businesses to subsist without being threatened by competition, but this is only temporary. These platform companies are well-positioned in the market for factors such as number of clients, ease of use, reputation, and scalability, but there are several aspects that can be improved. None of the aforementioned companies operate on the blockchain, and the user experience is not overly impressive, despite its effectiveness. In addition, the scalability has room for growth and there are no unprecedented technological implementations. For these reasons, combined with the fact that there are very few companies like these in the cryptocurrency market, the progression of this niche moving forward into the future exposes vulnerabilities.
The Rise of Cryptocurrencies

While the cryptocurrency market is establishing itself in the world of speculative trading, it has not yet been widely accepted as a viable transaction method for goods and services.

Undoubtedly, one of the most common questions beginners ask is, “How can I use my cryptocurrency aside from trading on an exchange?” Until now, few retailers and distributors, including the major Ecommerce giants, have offered a practical solution. As a result, consumers in the cryptocurrency market are stuck in limbo with no solution, unless they want to go through the additional effort and pay the increasing fees of converting to fiat money. This is precisely why the Elysian Ecommerce platform is needed, to provide consumers with the freedom to utilize their cryptocurrency in any manner they choose.
As it stands now, in the absence of an Ecommerce company that accepts cryptocurrency in exchange for products and services, people are still required to transact using fiat currency. The original design of the Bitcoin cryptocurrency was to bypass centralized monetary systems and enact true, peer-to-peer transactions. Nowhere in Satoshi’s landmark white paper did it state that Bitcoin was to be a purely speculative investment; yet, that is precisely what it has become.

While the volatility is a positive for speculative investors, it is also causing more hesitancy on the part of consumers to use it as a reliable fiat currency alternative. Unfortunately, the cryptocurrency craze has attracted too many ICO startups whose intentions are focused solely on watching their valuation being pushed to the pinnacle by the speculators. Often, there is no other utility outside of their cryptocurrency merely being a way to inflate their bank accounts.
Four Point Ecosystem

Perhaps one of the most overlooked benefits of launching a platform in the current climate is the fact that businesses, including Elysian, have access to today's drastically improved technology to build on previous platforms and implement advancements that were not available 10 to 20 years ago. The older Ecommerce websites, including the giants such as Amazon and eBay, were coded many years ago so there are areas that can be addressed and upgraded to adapt to the advancements in technology over time. When analyzing older Ecommerce businesses, it becomes evident that as time progresses, only the top few percent will be able to consistently thrive while the others become antiquated and slowly fade off. This is also partially due to the influx of new Ecommerce businesses that are more suited for the necessities of present-day Ecommerce.

Elysian has created the four point ecosystem to use each of these four aspects to collectively grow the project and allow it to thrive long-term:

- Ecommerce Platform
- CryptoVerse Platform
- Mobile and Desktop Wallet
- Token Economy

Each point contributes to the ecosystem as a whole and provides legitimate value to the entire project by helping to improve areas that other points lack. This method also creates various ways of generating revenue for the project, which is very useful in the early stages. In addition, they are also designed to create a large community that is comprised of both Ecommerce consumers and blockchain advocates, and exposing each demographic to the other industry that they may not be too familiar with.

By implementing the four point ecosystem, Elysian will use its multifaceted approach to bridge the Ecommerce and blockchain industries together and create a network of Ecommerce businesses that are all connected to each other through the use of the Elysian platform and wallets. Within the network, merchants will be capable of connecting with other merchants for business ideas and partnerships, and consumers will be able to shop in every store on the platform through the use of just one wallet and one account.
Elysian Ecommerce Platform

Security - The Problem

One of the more pressing concerns in the Ecommerce industry is the lack of trustworthy cyber security, primarily in the form of identity theft. Thieves can use the information they’ve acquired to fraudulently perform tasks in your name, such as filing taxes, purchasing items in your name, and credit applications. Moreover, victims of identity theft are usually left oblivious to the situation until a further date, when they receive some sort of abnormal occurrence, usually in the form of a financial consequence.

In order for the market to continue to experience sustainable growth, the level of trust between consumers and businesses must improve, and this starts with security. In 2017, a data breach at Equifax left the personal information of 143 million American consumers vulnerable for hackers to access.

The breach lasted from mid-May through July. The hackers accessed people’s names, Social Security numbers, birth dates, addresses and, in some instances, driver’s license numbers. As a result of the data breach at Equifax, and Target a few years back, an element of skepticism has emerged among consumers regarding the safety of their personal information. It is not surprising that breaches in online security are extremely detrimental to the credibility of the business. Hackers generally will target companies in order of their vulnerability, starting with the ones that are most vulnerable, and also businesses with a client base that is least likely to combat cyber attacks. These attacks ultimately result in short-term decreased website traffic and revenue until the problem is solved. Thus, we can infer that the following statement is true:

**The level of cyber security is positively correlated to the level of consumer trust.**
Despite the fact that the Ecommerce industry continues to expand, some of the growth is stunted due to these issues. It is a safe assumption that as time passes, more consumers will be depending on technology to purchase goods and store personal information. Developing a more secure space, combined with an increased level of trust between consumers and businesses, will allow the industry to flourish at a rate that could potentially become hyperbolic as we move further into the future.

**Security - The Solution**

The emergence of blockchain technology is beginning to revolutionize the internet. However, blockchain itself is still in its infancy. Consequently, many businesses in the Ecommerce industry are still unaware of blockchain technology or are content with the current status quo in terms of cybersecurity. The alarming number of data breaches are evidence of this. The ability to store customer data on the blockchain provides a revolutionary new level of security that was nonexistent in years past. This is a prime example of how the creation of blockchain in its purest form was meant to be used for the real-world application. This immutable ledger serves as the foundation for transactions and storing data that cannot be tampered with. Decentralization prevents the data from being on one single server and openly visible to hackers. This has an immediate effect on overall data security.

The use of smart contracts also provides another element of trust for consumers. The contract that is coded by the developer will store all aspects of the transaction to ensure that the process goes smoothly. The smart contract will be audited to guarantee proper coding. The audit further strengthens the security and legitimacy of the smart contract. The principle is to provide a contract that is not only more secure, but also is set in stone to prevent manipulation and guarantee that a transaction is processed in a proper manner.
Blockchain Technology

Why not Proof-of-Work?

One of the single largest flaws in the Proof-of-Work based cryptocurrencies, such as the public Ethereum blockchain, is that any attacker with 51% or more of the mining hashrate will be in control of the network. Although the blockchain is immutable and its recorded blocks cannot be changed, this attacker could potentially do other damage such as a denial of service attack.

Another large flaw with Proof-of-Work consensus is the issue of power consumption. For example, today Bitcoin uses the same amount of electricity as many small countries on a monthly basis. To combat this issue, Ethereum and many other projects are turning to a Proof-of-Stake consensus algorithm, which solves the power issue but is more aimed at public networks. For a private network, Proof-of-Work simply does not make sense.

Why not Proof-of-Stake?

Ethereum will soon transition to Proof-of-Stake consensus. Instead of hardware ‘mining’, someone who wants to be a validator will simply deposit a number of ether into the smart contract to earn rewards over time. Conversely, if a validator is deemed to be malicious, the network simply locks this ether away.

Since this type of consensus requires no solving of complex mathematical equations, there is less incentive to issue new coins often, and thus a validator will get most of their ether rewards from transaction fees. This solves the excessive electricity usage problem and protects against 51% attacks; but it still does not offer the level of control and security required by Elysian, as anyone on the chain can become a validator by staking enough ether in the validator contract.
Why Proof-of-Authority?

Proof-of-Authority is a newer concept in the blockchain space which is similar to Proof-of-Stake, but instead has a number of pre-approved authority nodes called ‘sealers’, which you can think of as mining nodes. Any new node that wishes to be added must be voted on by the currently approved set of authority nodes, giving Elysian full control over which nodes can seal blocks on the network.

Ultimately, Proof-of-Authority consensus will provide the Elysian ecosystem with a private blockchain to store encrypted credit card information and other user data securely over a distributed network. All user data will be encrypted to the private key of its individual user, then distributed across the private network, providing no single point of access or failure for malicious actors. This level of security will be available for all stores launched on the Elysian platform.
User Experience - The Problem

For consumers that frequent multiple websites across the web, it is common to come across various examples of user experience (UX). Though user experience has progressed over the years as the internet has become more popular, there is still a lack of revolutionary, game-changing design for consumers in this department. This is a very effective method of helping consumers become engaged, and as a result, satisfaction increases and revenue also generally increases.

The level of engagement usually directly relates to the popularity of the website. This can be exemplified in several departments:

**Starbucks**

– The use of personalization to store data from users’ order patterns and preferences. This is true primarily in the mobile app.

**Uber**

– User-friendly interface design, quick transaction speed, convenient work functions for drivers to give them the freedom to work on their own schedule.

**Apple**

– Simplified navigation, practical design for all products, integrating custom Apple apps into their products for the ultimate customer satisfaction.

Generally, humans would prefer to not step out of their comfort zone. User experience allows consumers to be satisfied and confident in their decision-making. This is precisely why user experience is so vital to the success of a business in the Ecommerce industry. Presently, with the expansion of companies in this market occurring rapidly, this is an aspect where it is vital to stand out from competition.

Despite the fact that the companies to the left are well-positioned in their respective target markets, there is room for improvement in user experience, specifically by integrating new types of technology that will enhance the online website navigation experience and increase efficiency, along with generating vivid graphics that are aesthetically pleasing to the human eye.
User Experience - The Solution

Artificial Intelligence

Aside from a few stray Ecommerce websites and the factories of Tesla, there is a dire need for AI to assist in the progression of this market. Not only will we see a day shortly from now when human labor becomes antiquated, we will also become accustomed to having AI help us maneuver around our preferred websites. Elysian will implement AI to provide the ultimate user experience – convenience, simple website navigation, remembrance of items previously viewed, a renewed feeling of interpersonal interaction, and product customization.

Artificial Intelligence will help users navigate websites efficiently by directing them to the specific areas that they desire to visit. In addition, the primary use for AI in this particular case is for users that re-visit either the website itself or specific sections of the site. Many consumers tend to forget which areas of Ecommerce websites they’ve previously visited. Despite the fact that consumers are able to check their cart on some websites to recover what they last shopped for, AI accomplishes this in a slightly different, yet equally effective manner. The AI will specifically direct the consumer to its last page visited or item viewed through verbal communication and vivid graphics to provide a simple yet thoroughly impressive level of user engagement. As a result, more items will be sold and Ecommerce businesses that operate on the Elysian platform will generate more revenue.

The AI will function at a similar level to current mainstream, household names such as:

[Images of various AI platforms]
However, there are some distinct differences between the aforementioned names and the Elysian solution. The Elysian AI will handle general tasks and information slightly more efficiently by providing more accurate, in-depth responses to user questions. The current status quo in this department generally provides relatively vague responses or pre-programmed responses, some of which force the user to look up the information anyway. In addition, the AI previously mentioned is programmed to retrieve your data and eventually sell it. Elysian focuses on specific answers and directions in a simple, fair way without the need to acquire user data. The insightful responses and transparency make the Elysian solution a lucrative option for both Ecommerce businesses and users.

**Virtual Reality**

Currently, it is an arduous task to obtain an in-store experience and level of engagement from the comfort of your living room. The objective of integrating virtual reality into the Ecommerce realm is to provide this. Consumers do not always have free time to travel to brick and mortar stores. Conversely, there is always time at home. Vivid graphics and detailed descriptions of items on the Elysian platform will allow our business to connect both elements into one experience, to the point that it will be difficult to differentiate reality and virtual reality.

In addition to upgraded visual graphics, the Elysian platform will give users an option to create their own virtual reality that will lead to the ultimate utopian Ecommerce experience. This will result in an unprecedented level of user engagement and experience, because the environment will be created solely by the user. Consequently, each virtual reality environment will be unique to each respective user. This function provides consumers with full control over their experience to customize it with their preferences. The ability to have control over these aspects are what help differentiate the Elysian platform from other platforms that operate both on and off the blockchain.
By implementing these innovations into the Elysian ecosystem, we are able to transcend the boundaries of human perception. The ability to contribute to simple, comfortable consumer satisfaction, combined with a drastic improvement of efficiency and enhanced graphics, will provide the revolutionary user experience that is vital to the advancement of the Ecommerce industry.

Platform Summary

The primary function of the Elysian platform is to revolutionize the entire Ecommerce industry by improving security and creating a new, unique user experience. Elysian will be the first Ecommerce platform to combine two vital aspects that are necessary for the progression of the industry, integrating blockchain to store all customer data securely and using technological advancements such as Artificial Intelligence and Virtual Reality to help differentiate Elysian from competition in terms of user experience.

The platform will be scalable to adapt to necessary future implementations.

Clients will have the ability to use the Elysian platform for their own businesses, providing an upgraded level of functionality. The platform will act as a foundation for other future Ecommerce businesses that will enter the space. Essentially it will act as an intermediary between our clients and their target consumer demographic.

Elysian will also give third-party agencies the ability to build on top of the Elysian platform to host their current clients’ platforms on our platform. This will ultimately strengthen the Elysian ecosystem and provide immediate access to client bases of other Ecommerce platforms, giving them an incentive to switch to the Elysian ecosystem.

The Elysian ecosystem will serve as the gateway to a more efficient future, powered by the blockchain. Continued sustainable growth is only achievable if the current status quo improves. The current industry standard for security and user experience will slowly become obsolete. This process has already started. Consumers and businesses will adapt to the advancements of technology to the point that the antiquated technology that currently allows the industry to thrive will practically become extinct. Elysian is positioned perfectly to be one of the very first in the market at the ground floor of the oncoming technological revolution. First mover's advantage
plays a crucial role in the success for any business in any market. The ability to set the industry standard for a certain service allows companies to reach out to a large population and gain a significant competitive edge.
CryptoVerse Platform

The multifaceted CryptoVerse platform, powered by Elysian, aims to revolutionize the blockchain industry by providing a new level of transparency. This will be a gigantic step in upgrading the credibility of the industry in the eyes of skeptical outsiders, which is necessary in order to achieve the ultimate goal of mass adoption.

Improving Transparency

CryptoVerse provides a unique method of improving transparency by helping to expose fraudulent activity, starting with illegitimate projects and advisors. Platform users will have the ability to log in and create an account, and then rate specific projects and advisors based on their experiences with them. These ratings will be reviewed to ensure that the content and reviews given come from a credible source. This also correlates with a strict due diligence process that is necessary in order for projects, advisors, and more to be listed on the CryptoVerse platform. Only the strongest of each category will be listed on the platform to guarantee that investors and community members are comfortable with investing their money in the projects that CryptoVerse lists and promotes, and hiring the most credible advisors in the industry. Blockchain advisors have a reputation of primarily putting their faces on projects to earn money while providing little-to-no value. The CryptoVerse platform will put an end to this generalization and make sure that projects hire advisors that will actually help them achieve their goals.

Most community members are aware of the fact that fraud, scams, and manipulation are abundant in this industry, which is one of the largest factors keeping it from progressing further forward. By implementing a strict due diligence process and community and team rating systems that are monitored, the result is a drastically improved ecosystem that begins to operate more like an off-chain ecosystem, which is much healthier for the industry.

Services

The CryptoVerse platform is not just one-dimensional; it also offers a wide variety of services to help blockchain projects achieve more exposure and improve the quality of their project. Having been through the process, it is difficult to successfully market in this industry in comparison to
off-chain companies, and also to raise money in a bear market. The Elysian team has gained a significant amount of knowledge in this area and will assist credible blockchain projects on their platform that pass the due diligence and screening process.

The CryptoVerse team will provide the following services for blockchain projects on the platform:

- Public Relations (PR)
- Design
- Marketing
- Management
- Development
- Content
- Security
- Syndicates
- Exchange Listings

These services cover a variety of departments that are necessary in order to thrive in this industry. By strengthening each of them one by one, we build a blueprint for success for many blockchain projects that are just entering the market. The result will be an ecosystem functioning at optimal efficiency, comprised of the most well-rounded projects in the entire industry. When this occurs, the industry itself will undergo a shift that extirpates the weak projects in a Darwinist “survival of the fittest” manner, only to leave us with a level of market saturation is essentially almost maximized. This paradigm shift is the recipe for the advancement of the industry that will eventually see an even bigger amount of off-chain corporate financing, worldwide popularity, and various applicable real-world use cases for the technology. At this stage, blockchain technology will be the most used and most popular technology in the entire world.
Transitioning from Blockchain to Ecommerce

A huge benefit of connecting both the blockchain and Ecommerce industry together is the ability to help a project transition from one to the other, and that is precisely what we intend to do using the CryptoVerse platform. A wide variety of reputable projects that get listed on the platform will be capable of collaborating with Elysian to build Ecommerce stores and help to integrate their token into Ecommerce businesses and platforms as well, including the Elysian platform.

We firmly believe that helping one-dimensional blockchain projects branch out into other industries is one of the best ways possible to not just increase revenue and exposure for those projects but also is extremely healthy for the entire blockchain industry. Many projects that initially get listed on the CryptoVerse platform will be at the ground floor in terms of their exposure to Ecommerce, which will not be an issue with the help of Elysian and CryptoVerse. We see lots of projects that struggle to create revenue, and this can be resolved through a connection to Ecommerce, whether it be a simple merchandise store at the beginning, or the integration of their token or technology into pre-existing Ecommerce businesses, including large ones as well. CryptoVerse will use its resources, powered by the Elysian team with extensive Ecommerce experience, to build a revolutionary ecosystem that will see many blockchain-based projects transitioning into the Ecommerce market through the following methods, including but not limited to:

- Various Adoption Strategies
- Introductions to Clients and Connections
- Token Integration
- Wallet Integration
- Building Stores
- Access to a Large Consumer Base

This is something that has never been done before to any degree in the blockchain industry, and it is the help that the industry needs. The ability to lean on the success of the thriving Ecommerce industry can generate lots of money and users for blockchain projects that are in
dire need of just that. This connection will solidify the place of blockchain with some of the largest industries in existence, with complete transparency and no statistical fabrication.

Functions

Campaign Creation

Projects listed on the CryptoVerse platform will be able to create a series of campaigns to improve their projects, such as bounty, airdrop, rewards, and other ideas. A key difference by running these campaigns through CryptoVerse is that the transparency aspect will ensure that all new community members for these projects are real, legitimate accounts and no fake accounts, spam, or other fraudulent activity. The campaigns promote individualism and allow the account creators to tailor campaign details to their liking in order to achieve the best results. Team members will have full control of which campaigns they choose to activate and the methods that they would like to use for the campaigns, with the help of the CryptoVerse team.

ELY Token Integration

There will be many ways that the Elysian token is incorporated into the CryptoVerse platform. Services and listings will be able to be paid using ELY and will be incentivized to do so through discounted fees and rewards. This will familiarize other projects with the Elysian token and project and at the same time present an opportunity to save assets by transacting with ELY.

In addition, new blockchain projects that get listed on CryptoVerse can accept ELY as a payment method for their ICO as opposed to the standardized Ethereum. This will encourage more widespread use of ELY and offers a nice alternative to the current societal norm. This may also result in more participants in the ICO, since statistically the more currencies you offer, the more gateways you open up for ICO participation from the public.

Platform users will also need to hold a specific amount of ELY to be able to access certain areas of the platform that are off-limits to the standard public. There will also be benefits and rewards available in this section in the near future, and this will also coincide with each member’s rank on the platform, similar theoretically to BitcoinTalk in that there will be several tiers based on participation within the community and the amount of ELY held by members as well. This should increase the number of ELY token holders and will also give an incentive for users to hold the
token to have access to things that the general public will not. Overall, the token integration is important on CryptoVerse, and there will be more features coming in the near future that will be announced to the public through Medium and Telegram, one of which includes the integration of MetaMask.

**Mobile and Desktop Wallet**

The wallets are designed to be the gateway to and from the Elysian Ecommerce platform in terms of transferring assets. Users will be able to track their portfolio and transfer various tokens to the platform to shop for goods and services in merchants’ stores on the Elysian platform, and to send assets from the platform back to the wallet for either short or long-term storage. The wallets act similarly to a virtual secure bank account for cryptocurrency assets, since a personal PIN number or a private key will be needed to access your personal wallet.

These wallets will play an important role in the Elysian ecosystem. This will be the main method of sending assets to the Elysian platform to transact for tangible goods, also providing benefits for storing and holding specific tokens, such as our native token Elycoin (ELY), as opposed to transferring from an exchange. For these reasons, the ecosystem is dependent upon a group of wallets that function at an optimal level of efficiency. The option to choose between a desktop or mobile wallet provides the ultimate convenience for consumers, giving them the option to shop in merchants’ stores while they are on the go, or from the comfort of their own home.

**Connecting Ecommerce Businesses**

Perhaps the most significant benefit of the Elysian wallet is something that currently does not exist anywhere in either Ecommerce or in the blockchain industry. When a user signs up to create their own personal Elysian wallet, that user will need only that wallet to be able access any store that is on the Elysian platform. That means that the moment an individual creates and verifies their own personal wallet, they will be able to send and receive assets from every single store on the Elysian platform. This prevents the unnecessary hassle of having to create an account in every single store that users wish to shop, both creating the ultimate convenience and connecting various businesses to one multi-functioning, versatile wallet. In the current Ecommerce climate, simplicity and convenience are two of the most important factors that are constantly overlooked by businesses. This feature emphasizes both of these factors and makes
the entire asset transfer and shopping process incredibly easy for both Ecommerce consumers and blockchain advocates transitioning to Ecommerce.

In addition, the fact that various Ecommerce businesses will be intertwined with one another allows for the capability of future collaborations between them to grow each respective ecosystem. The communities from each business can collectively grow into one large community that is powered by the Elysian platform. Each business will be a branch of this ecosystem that generates revenue not just for their own business, but also for Elysian through transaction fees, monthly subscription costs, and other incentives that include the use of our token, ELY. We expect this to help propel Elysian forward into becoming one of the most used platforms in Ecommerce, and our token being the most used cryptocurrency token in both the blockchain and Ecommerce industry. Currently there are many blockchain projects that are simply confined to the boundaries of the blockchain industry and cannot scale or grow beyond this, which is an issue. These projects most likely will not stand the test of time because of their lack of versatility. Elysian has developed the blueprint, through its hybrid platform, to transcend these boundaries and extend its reach into the massive Ecommerce market, resulting in a significantly larger user base for the platform, user base for the token, and merchant client base.

**Wallet Functions**

There are several different types of cryptocurrency wallets in existence, so it is important to create features that differentiate your product from the others. The first aspect that should be noted is that there are very few, if any, cryptocurrency wallets in existence that are directly connected to Ecommerce. Most wallets have basic functions and just attempt to achieve the primary goal of asset storage and security. These are of course a necessity for all wallets, but they should not be the only features of importance.

**Detailed Tracking of Assets Spent and Item Delivery**

A key new feature of the Elysian wallet will be the ability to view exactly what you spent your cryptocurrency on in Ecommerce stores on the Elysian platform. Inside the wallet there will be a section that is designated specifically for this. Whichever items are purchased within merchants’ stores will be visibly trackable within the wallet, providing detailed information about the transaction and item purchased, including the name of the item and the store that it was...
purchased from. This will drastically improve organization for Ecommerce consumers because all of the information from users’ transaction histories will be organized within their own digital asset wallet, avoiding the hassle of having to track these statistics in Microsoft Excel or other programs.

This feature will improve convenience significantly for consumers, and also make other parts of their lives easier, such as reporting tax-related information, since all transactions will be right there in front of the user with detailed information about each transaction to provide your CPA. This also will be useful for consumers that like to shop on a specific budget. The function will allow users inside the wallet to compare their available assets with assets spent in order to properly analyze their current financial situation. Overall, this feature appeals to both recreational and serious consumers.

Consumers will also be able to track shipping details within the wallet, including its exact status and location. No longer will users have to wait to receive an email from the company that they purchased the item from in order to track its delivery status. This information will be viewable right from the time the item is purchased. Within the wallet, users can view this information directly next to their transaction history information to compare and verify that the correct item was purchased and is being shipped to them. The simplicity and convenience of this feature plays into the comfort level of consumers and helps to make the entire process, from purchasing the item to receiving it, easy and enjoyable.

**Adding Personal Contacts**

Many people in the blockchain community are only familiar with transferring assets to very long addresses. This can be problematic because if one letter or number is incorrect, the assets are sent to the wrong address and are lost. The Elysian wallet will have an option to add and save contact information from friends, family, business partners, and more, within the wallet. Under this contact information, users can save a recipient address that identifies with a specific contact, and that address will only have to be entered once and then it can be saved under that person’s contact information. Then, wallet users can send and receive assets from anyone in their contact list in a similar manner to apps such as Venmo or Cash App.
Purchasing and Swapping Cryptocurrencies

Wallet users can also purchase various different cryptocurrency tokens inside the wallet using a credit card or bank transfer. The biggest difference between doing this inside the Elysian wallet and using exchanges such as Coinbase or Kraken, is that the fees will be significantly lower than the aforementioned exchanges. In addition, bank transfer purchases will still allow users to receive their purchased cryptocurrency instantly, as opposed to having to wait several days on websites such as Coinbase. This is primarily for people that are new to cryptocurrency and do not already have any active assets, so these people would be able to directly purchase tokens within the wallet and then send them to the platform to shop in Ecommerce stores immediately after the tokens are purchased.

There will also be the option to swap between different supported cryptocurrencies within the wallet, primarily ERC20 tokens. This will be available for users that already hold assets, and for users that purchase assets within the wallet. Consumers will be able to shop with whichever cryptocurrency tokens they desire through the swap feature, and will be able to send them to and from the Ecommerce platform at their own convenience in a rapid manner. The swap feature is especially useful for users that have a preferred group of tokens that they wish to either hold or transact with, which is advantageous in comparison to platforms that only provide a small amount of options in this department, usually either Bitcoin or Ethereum. This not only limits consumers, but also forces them to deal with the high fees and inconsistent transaction speeds, which is a turn-off to global digital currency online shoppers.

Token Economy

The Elysian token and other cryptocurrency tokens are an extremely important part of the Elysian Ecommerce platform and ecosystem for various reasons. The transition to a cashless society is a long-term objective of blockchain advocates, and this includes the termination of the use of debit/credit cards and bank transfers for Ecommerce transactions, eliminating the usage of fiat currencies altogether. While this is somewhat unrealistic in the very near future, there are steps to be taken towards this, starting with developing a very large token holder and user base within the Elysian platform. Giving a large amount of consumers the ability to transact with tokens, while simultaneously introducing them to a new paradigm shift in Ecommerce, drastically lowers the percentage of online shoppers that transact using fiat currencies.
The Elysian token ideally is designed to become the main currency for Ecommerce transactions that occur within the Elysian platform. Users will also be able to use the token outside of the platform in the future, but its primary use case lies in the Ecommerce platform to purchase goods and services, pay for shipping costs, transfer back and forth between the wallet and the platform, and provide benefits and rewards for token holders and users, including our Membership Program. This will result in widespread usage of the token, and other tokens as well, within the Ecommerce industry, which is healthy for both the token and the project. Elysian expects its token to be the most widely used cryptocurrency token in the future, once the merge into Ecommerce has successfully occurred. This is a big reason why the token plays such an integral role in the ecosystem and dictates a major part of the platform’s success.

**Transaction Consistency**

A determining factor in the amount of transactions taking place on the Ecommerce platform and the speed of the transactions is the level of consistency. More specifically, consistency with transaction speeds, because when analyzing bitcoin for example, although the speed has improved, it is still dependent upon miners and can be slow and inconsistent at times, which is not the right recipe for continuously smooth transactions and optimal consumer satisfaction in Ecommerce.

We expect both merchants and consumers to be able to transact on the platform without any issues regarding speed inconsistency and network latency. The reason that we emphasize this point is because it directly influences the amount of transactions occurring on the platform, which ultimately influences revenue as well for merchants’ stores on the platform. When Elysian adds this valuable aspect into its ecosystem, there should be instant migration to the platform from not just off-chain platforms but also competing on-chain platforms as well that lack consistent transaction speeds and also do not have their own blockchain.

Transaction consistency in terms of both speed and performance will have a positive correlation with the amount of revenue generated from each store on the platform. In addition, this will also lower bounce rate percentages, in combination with our aesthetically pleasing user experience. All of these factors contribute to a successful Ecommerce business on a successful platform. It is common knowledge that both merchants and consumers prefer to use things that they are comfortable with and that they can trust. When merchants have the ability to quickly receive
their payments in the dashboard and instantly transfer them to the Elysian wallet it incentivizes them to choose Elysian, and when consumers can rely on consistent transaction speeds, lightning fast asset transfer to the platform to purchase goods and services, and the avoidance of having to use fiat currencies in Ecommerce, it also incentivizes them to choose Elysian.

**Transitioning to our own Blockchain**

As detailed in our roadmap, Elysian will be creating its own blockchain and integrating it into the Ecommerce platform by Q4 of 2020. The time from now until then, aside from other developmental achievements and roadmap milestones, will be used to collect a series of data from Ecommerce businesses over a set time interval and doing a thorough statistical analysis of its performance on the Elysian Ecommerce platform in its initial stages. This data will be collected to assess the performance of merchants’ stores and to tweak specific aspects of the platform to improve efficiency and optimal performance before our own blockchain is implemented.
There is significantly more potential in terms of scalability through the use of our own blockchain on the platform than using the public Ethereum blockchain. Obviously this factor is vital when looking at the productivity of a platform because it is important to be able to comfortably hold as many businesses as possible and to improve the amount of transactions per second. We will see more and more blockchain companies using their own blockchain because of its advantages, and in this particular case it makes perfect sense for the Ecommerce platform after initial testing and data acquisition.

Growth Pool

The growth pool is designed to promote engagement and interaction between the Elysian team and the community. The token percentage allocated to the growth pool will be integrated into the ecosystem in a way that provides a legitimate utility for the token. Generating community growth is an aspect that many companies in the crypto space do not emphasize enough. As a result, several projects have a poor social media presence and support base, which makes it difficult to achieve healthy, sustainable growth. Elysian has developed a model for community expansion through the growth pool to prioritize relations between the team and the supporters.

The Elysian Forum

The development of a forum, similar to Bitcointalk, is the initial foundation to improve interpersonal relations. The forum is also meant to be used as a means of communication for potential partnerships, future ideas for company expansion, and token utilization.

Token Integration – Members of the community that come up with ideas on how to improve Elysian, provide an introduction to a partnership, or other relevant tasks can either use their own tokens to contribute towards the growth of the project, or receive tokens out of the Elysian growth pool to be allocated for specific task completion. This will make it possible to fund tasks in an easier manner and promotes creative input from community members for various ideas to improve the Elysian ecosystem.

Decisions regarding which projects or partnerships to fund will be decided by a community vote.
**Voting Rights** - Project applications listed on the forum are to be voted on by community members. If the project receives a minimum of 51% “yes” votes, and passes the responsible voting requirements, the project will receive funding. Funding can be provided either by Elysian, members of the community, or both. All tokens contributed by community members to projects that are not approved will be refunded.

*Elysian reserves the right to reject a project if the voting process is not done responsibly by the community, including but not limited to spamming, creation of multiple accounts, or manipulation of community members.*

There will be an application fee to list a project or idea on the forum for potential team or community funding.

The objective of the application fee is to prevent fraud, mass campaigns, and spamming. Funds raised from the application fees will be used primarily for hiring full-time support, expansion of the forum, and development. Community members with the highest status on our forum will have the ability to list projects free of charge.

The growth pool serves as a stable method of community integration. In addition, this allows supporters to provide a wide variety of campaigns for funding. As a result, the strongest projects will ultimately be voted on successfully and will benefit both the company and the community. Implementing community input provides a much larger sample size of campaigns, which provides a better opportunity to find the best ideas to improve Elysian, while using collaboration between supporters and team members to build a strong relationship between both parties.
Conclusion

Elysian will improve the security and efficiency of Ecommerce transactions, starting with the first successful beta test on the Elysian Ecommerce platform. The integration of blockchain technology and smart contracts will provide a higher level of security and secure data storage to increase trust in the business-to-consumer (B2C) relationship.

Businesses will have access to a highly responsive and tech-savvy consumer market through the Elysian platform and ecosystem. The addition of beneficial aspects such as Artificial Intelligence and Virtual Reality will provide interoperability and access to a wider variety of consumers than current Ecommerce platforms, in addition to an enhanced, unprecedented user experience.

The long-term business model presents a strong plan of action to thrive in a market that is projected to increase consistently over the course of time. The Elysian ecosystem serves as the gateway to the future of Ecommerce, in which the potential for expansion is so high with the implementation of technological advancements that the growth may become hyperbolic.

Consequently, the integration of the Elysian platform into the Ecommerce industry at the infancy of the technological revolution serves as a planted seed to provide the capability to control a substantial portion of the industry in the future.
Funds Distribution

The graph below outlines the allocation of the funds raised in our TGE. The hardcap is $7 million.
Roadmap

Q2 / 2017
— The Elysian concept is born

Q3 / 2017 - Q1 / 2018
The concept is in development

Q2 / 2018
— The Elysian Private Event begins, followed shortly thereafter by the Elysian Token Generation Event

Q3 / 2018
Team Expansion

Q4 / 2018
— Launch of the official Desktop Wallet
— Launch of CryptoVerse Platform

Q1 / 2019
Launch of the official Mobile Wallet
Official start of the Membership Program

Q2 / 2019
— Launch of the Growth Pool

Q3 / 2019
Launch of the official Elysian Platform

Q4 / 2019
— Launch of the official Elysian Merch Program
Q1 / 2020
Expand the range of altcoins accepted on the Elysian Platform
Atomic Swap integration into the Elysian Ecommerce Platform

Q2 / 2020
— Wallet integration into the Ecommerce Platform

Q3 / 2020
Opening of a Strategic Office in Europe and Asia

Q4 / 2020
— Launch of the Elysian blockchain
— Private blockchain implementation for data storage

Q4 / 2021
Artificial Intelligence integration into the Elysian Ecommerce Platform

Q4 / 2022
— Virtual Reality integration into the Elysian Ecommerce Platform

Q4 / 2023
Integration of dApps on the Elysian Platform

2024
— 1% of the global Ecommerce websites start using the Elysian Platform
Elysian Core Team

Leo Ameri  
CEO & Founder

Jesse Brandenburg  
CFO

Ioan Hategan  
CMO

Levon Tikoyan  
CTO

Roelof Gootjes  
Head of Strategic Partnerships

Nadine Dominik  
Corporate Secretary

Tyler Sanford  
Community Manager

Lucy Vardanyan  
Senior UI/UX Designer

Luis Villeda  
Designer
References


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