



GBPT TOKEN

WHITE PAPER

*THE PURPOSE OF THIS WHITE PAPER IS TO INTRODUCE ONLINE SHOPPING,
TRYING TO ANALYZE PROBLEMS FACING IT AND FIND CORRESPONDING
SOLUTIONS TO ENSURE E-COMMERCE GROWTH.*

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Abstract

Internet shopping has become more and more popular nowadays, however, a lot of consumers are still reluctant to purchase online due to some perceived risks. The purpose of this White Paper is to introduce internet shopping, with aims to analyze the problems and give the corresponding solutions to ensure e-commerce growth with full Privacy and Security. In order to give a concrete picture, In the White Paper we will also illustrate measures which GBPT Token will undertake in the near future and making the online shopping experience more secure, private and easy on our Decentralized e-commerce Online Store using the Blockchain Technology.



Introduction

Due to the ever expanding use of internet, people begin to familiarise themselves with this multifunctional tool, which lead to the boom of internet shopping. According to Hsiao (2008), people's daily lives have dramatically changed in the past ten years, which stems from introduction the application of online shopping, cutting out the joining to the shop. This new way of shopping style also known as e-shopping, network shopping, web-based shopping, online shopping or Internet shopping.

Internet shopping has reduced transaction and search costs (both in terms of time and money) Compared to other forms of shopping, from which consumers usually can shop faster, choose from a wider selection, and order from the merchant with the lowest price.

First of all, with the aspect of shop speed, there is no need to travel to stocks and malls by using online shopping, which obviously saves cost and time that defined as two common consumer resources, leading to the accumulation of buyers' utility.

Nevertheless, it's the opposite case to the offline shopping. Second, as for the variety of selection, because consumers can access to various information through the Internet by easily clicking the hyperlinks, most of which interlink to other information around the world and some even send out virtual signals. Thus, the information quantity of internet shopping is considered superior to store shopping. Lee et al. (2003) suggested that affected by the increase of internet usage, the economic value on the information will appreciate gradually. Third, in general, consumers can save money by purchasing online, even though they have to afford the shipping fee sometimes. By saving of overhead and maintenance of store fronts, online stores are able to sell products at lower prices than physical stores.



What is GBPT?

GBPT is an online store that will offer electronic products from the top 10 Electronics brands and some more with most used products, not only this but also will offer the Best Bitcoin Mining Hardware (Bitmain). All our customers will be able to purchase any available product on the store using GBPT, BTC and ETH

Our goal for creating this Token was to offer a more accessible, smooth and secure service to buyers using USD/EUR in various countries to make purchases online. This includes many popular tech products including Mobile phones, Laptops, TVs, Accessories as well as Bitcoin Mining Hardware etc., to other countries. This method of purchasing our Electronic Online Store avoids the strict limitation put out by banks and also unsecure payment methods including card information for Visa/MasterCard.

We have created this currency which will launch soon and also study many areas of work to facilitate the user to trade and buy electronic products through our currency in our Electronic online store, which will contain all and the most in demand Electronic products as well as the top Bitcoin Mining Hardware

We ask you to stay and join us for the First Revolution of its kind in the Digital World.



Online Shopping Problems

As mentioned above, internet shopping is growing rapidly because of its strength in faster shopping, wider selection and lower price. Nonetheless, some risks which represent a fear of loss in a particular transaction are still perceived by consumers, which cool down people's desire to purchase online so as to impede the development of e-commerce. We have identified most of perceived risk:

- **Financial Risks**

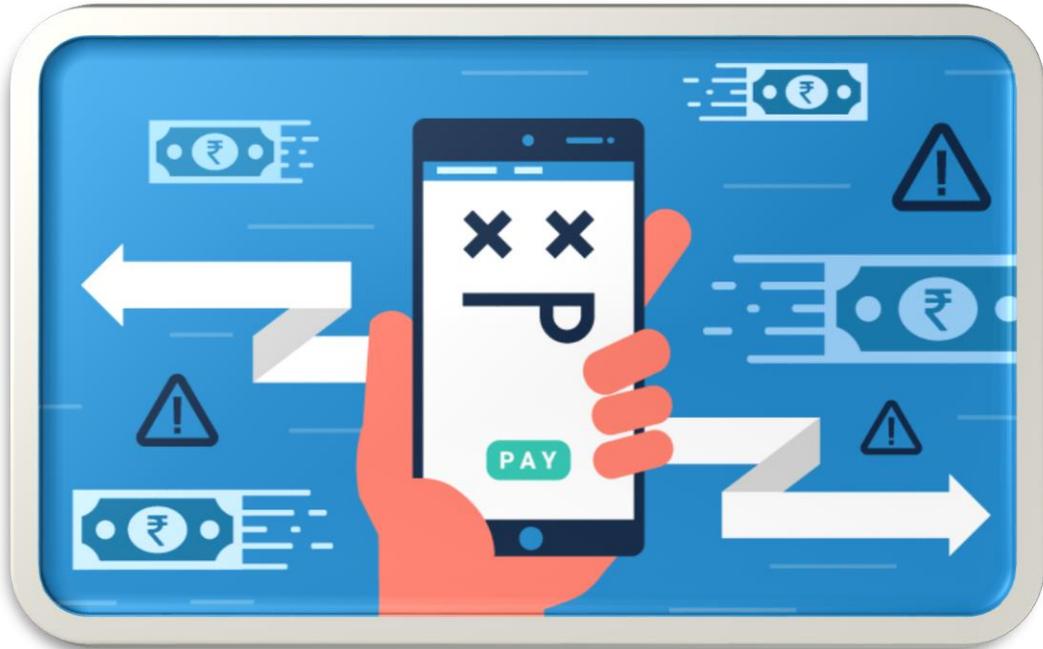


Financial risk refers to the net loss of money to customers, for instance, the risk of misapplication of credit card, which is a typical one. People feel anxious when they shop online, because they believe credit card information is subject to be divulged via internet.

Credit card transactions entail the buyer effectively authorizing the seller to "pull" a payment from their account, passing through several financial intermediaries in the process. For example, a typical Visa transaction involves four parties: the merchant, the acquirer (the financial institution that enables payments to the merchant), the issuer (the card holder's bank), and the individual cardholder.



- **Digital Payment Failures**



Whether a customer is paying by credit/debit card, net-banking, or one of the several digital wallets that exist today, the failure of digital payments always looms overhead while making online transactions. A faltering internet connection or a technical glitch often results in the payable amount being debited from a customer's account without being credited to the selling party.



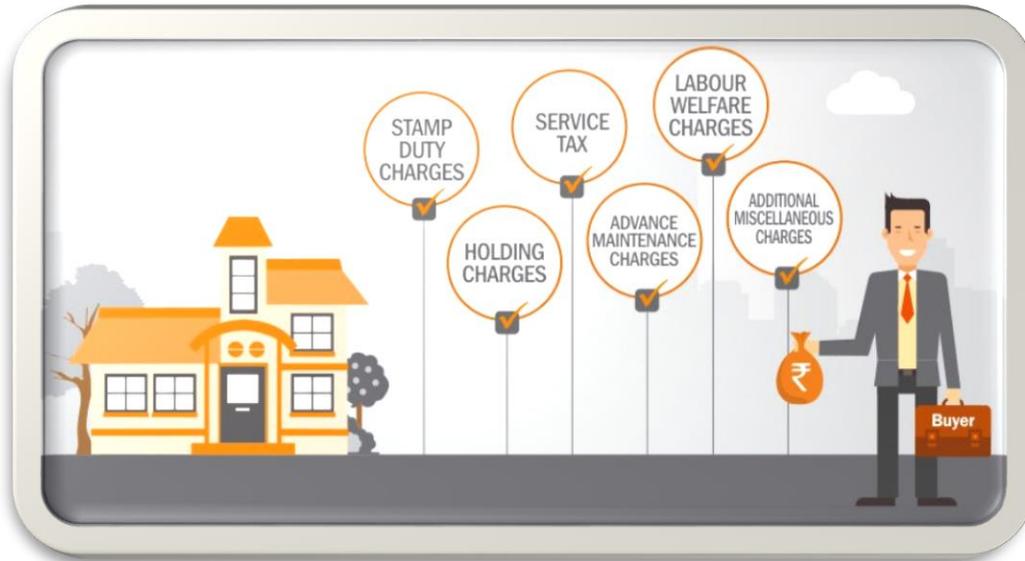
- **Quality Issues**



The biggest problem while buying things online is that you have no guarantee of a product's quality. Reviews are not always reliable and all the research can't assure you of a product's quality; fraudulent sellers who intentionally mislead customers to increase sales are the prime reason for faulty/sub-par products being sold online. With the volume of goods e-commerce companies handle these days, it can be quite difficult for them to conduct quality checks on each and every one of the products they're selling. Additionally, the issue of getting the correct size remains a serious drawback for buying clothing and footwear online. Sizes vary from brand to brand, and since you can't try out the products before buying them, selecting the size is always a gamble.



- **Additional Charges**



How many times has it happened that you've spotted a great deal on a product and when you're one click away from purchasing it you noticed an additional shipping charge? This is commonplace on all e-commerce sites when your order amount isn't high enough to qualify for free shipping. And even when it is, sometimes these shipping charges are added on each individual product (if you're buying multiple products of course) and not the collective order.



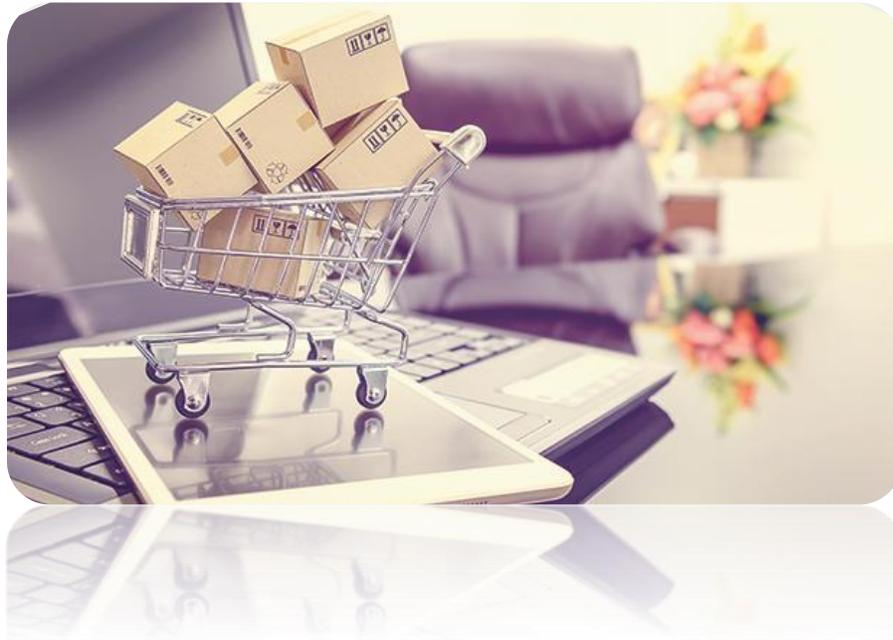
- **Unclear Return & Guarantee Policies**



Since you have no idea of product's quality until you hold it in your hands, returning things bought online is quite common. Unless you're buying from one of the established e-commerce companies, it's important to go through the return policy while making a purchase. But most sites have vague return policies that can leave you with a low-quality product and no way to return it. The same applies for guarantees, as most sites don't clearly mention what the policy is for a product and then refuse to carry out replacements if you receive a damaged product.



- **Delivery**



One predicament that constantly turns up while shopping online is when the order will be delivered. While all e-commerce sites have order tracking systems for their customers, they aren't always accurate. Delivery personnel often turn up at our homes when we're at work or out somewhere as there's no way to fix a particular time slot for the delivery to take place. This same issue exists while returning products. Another problem is that the vast majority of the Indian population which lives in rural areas and Tier-III cities is unable to shop online because not all e-commerce sites provide delivery services to their locations.



Online Shopping Solutions

- **Financial Risks (Solutions)**

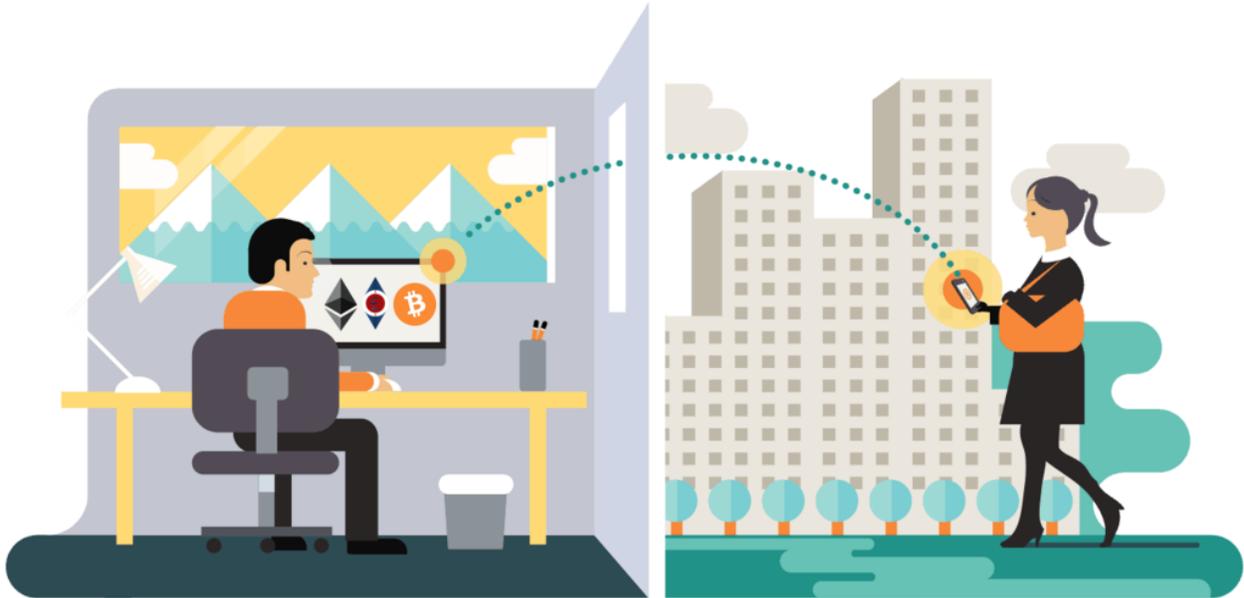


When making a Cryptocurrency transaction, it is not necessary to provide personal identification information such as your name and address. Cryptocurrency transactions are made using an anonymous alphanumeric address that changes with every transaction and a private key. Payments can also be made on mobile devices by using quick response (QR) codes.

With our revolutionary online store you can feel assured your sensitive Credit/Debit cards information are safe and secure because it is not required to purchase any products on our store.



- **Digital Payment Failure (Solutions)**



Fast settlement times are another attribute that continues to accelerate widespread adoption of virtual currencies. Unlike other electronic cash settlement systems that take days to process transactions, GBPT will enable instant, safe and private transactions while shopping on our Online Store using GBPT, BTC and ETH.



- **Quality Issues (Solutions)**



The first rule of quality is that it's subjective.

When most people refer to “spending more for quality,” they want their items to be more durable than cheaper alternatives. But they can't explain exactly how those more expensive items will last longer.

To us, quality is one of our main goal that we working toward, the truth is we should make a partnership with the top 10 Brands for Electronic products and source the product directly from the official brand.

We only buy our products from authorized sellers to avoid potentially buying fake items which could result in the late delivery and low quality items.



- **Additional Charges (Solutions)**



For us, the advantages of receiving Cryptocurrency as payment options on our Store are obvious. Payments made using the virtual currency save substantially on processing fees and eliminate the risk of charge-backs. For shoppers, the advantages of paying with GBPT beside each of BTC and ETH include greater simplicity in placing the transaction, user payment information anonymity, no interruptions from intermediaries, and very low transaction fees. (For example, your account being frozen as a result of a fraud alert).



- **Unclear return and guarantee policies (Solutions)**



We will issue refunds for all the products. The user can ask either for Money Back or Product Replacement.

1. If a user chooses Money back, we will refund the money as soon as we receive the product back
2. If a user chooses to Product Replacement, we will replace his product without any additional charge for the same product replacement, if he decides to replace it with any other type of the purchased product additional charges may apply ONLY if the new product price is higher than your Refunded product price.

Please note: For returning items, we pay for the items shipping.



- **Delivery (Solutions)**



We offer free shipping for orders over **\$30** to all our customers from anywhere in the world, not only this but also we deliver the items within 5-7 working days only with a full warranty.



Drop Shipping



We will offer drop shipping services to all registered customers at no extra charge. As our resellers who will do drop shipping, you can purchase our items and send it to your clients directly, regardless of whether you are planning to create a general online store, or something a bit more specialized, you'll be able to find all the stock you need at our Store which will be an Electronic Store in addition. No costly inventories, no information of our company on the package, no complicated online account systems to manage, we'll do it all. As our reseller, you will get quicker and better service. Discount is important, too. Our system will give you discount automatically according to your purchasing history.



What's Drop Ship?

No inventory? No Charge? YES! Don't just save money with us, make money with us! Find out how it works below:

| | | |
|---|---|--|
| <p>1 You Sell You choose the products from our site and sell to your customer on your own store.</p>  | <p>2 We Ship We ship our products directly to your customers WITHOUT our logo.</p>  | <p>3 You Profit You keep the profit margin between your sale price and our drop ship price.</p>  |
|---|---|--|

Benefits & Service:

| | | |
|--|--|--|
|  <p>100% FREE Membership Easy and risk-free way to start. Zero storage costs; Zero risk of excess stock.</p> |  <p>Download Product Info Immediate access to our software, product details and images WITHOUT LOGO.</p> |  <p>Exclusive Discounts You can enjoy up to 3.5% off on every item.</p> |
|  <p>Never worrying about QC, Packing and Shipping We ship goods directly to your customer.</p> |  <p>Low Drop Ship Price Make the profit on the difference between our drop ship price and your retail price.</p> |  <p>One-to-One Service We will assign a dedicated dropship specialist to help you.</p> |

For payment options for our resellers they will have to accept any payment options on our store therefore they will be able to convert their payments to their local currency or any other currencies: (GBP, EUR, USD) we give them money and they give us Cryptocurrency as this is optional and up to them.



Token (Smart Contract)

| | |
|-----------------------|---|
| SYMBOL | GBPT |
| NAME | Great British Pound Token |
| TOTAL SUPPLY | 25,000,000,000 |
| SMART CONTRACT | 0xB3742Ca2e6E8E9F707886Fd37BB3ba8159DD85d3 |
| DECIMALS | 18 |

Token Sale :

Token Sale Bonus Distribution:

| Buy | Total Tokens | Bonus Tokens | Total Tokens + Bonus |
|-------|--------------|--------------|----------------------|
| 1 Eth | 100000 GBPT | 23% | 123000 GBPT |
| 1 Eth | 100000 GBPT | 07% | 107000 GBPT |
| 1 Eth | 100000 GBPT | No Bonus | 100000 GBPT |

1 GBPT Token

\$0.002

15/12/2018 - 15/03/2019

+23% Bonus from 15/12/2018 to 15/01/2019

+07% Bonus from 16/01/2018 to 15/02/2019

No Bonus applicable from 16/02/2019 to 15/03/2019



23%
15/12/2018
15/01/2019



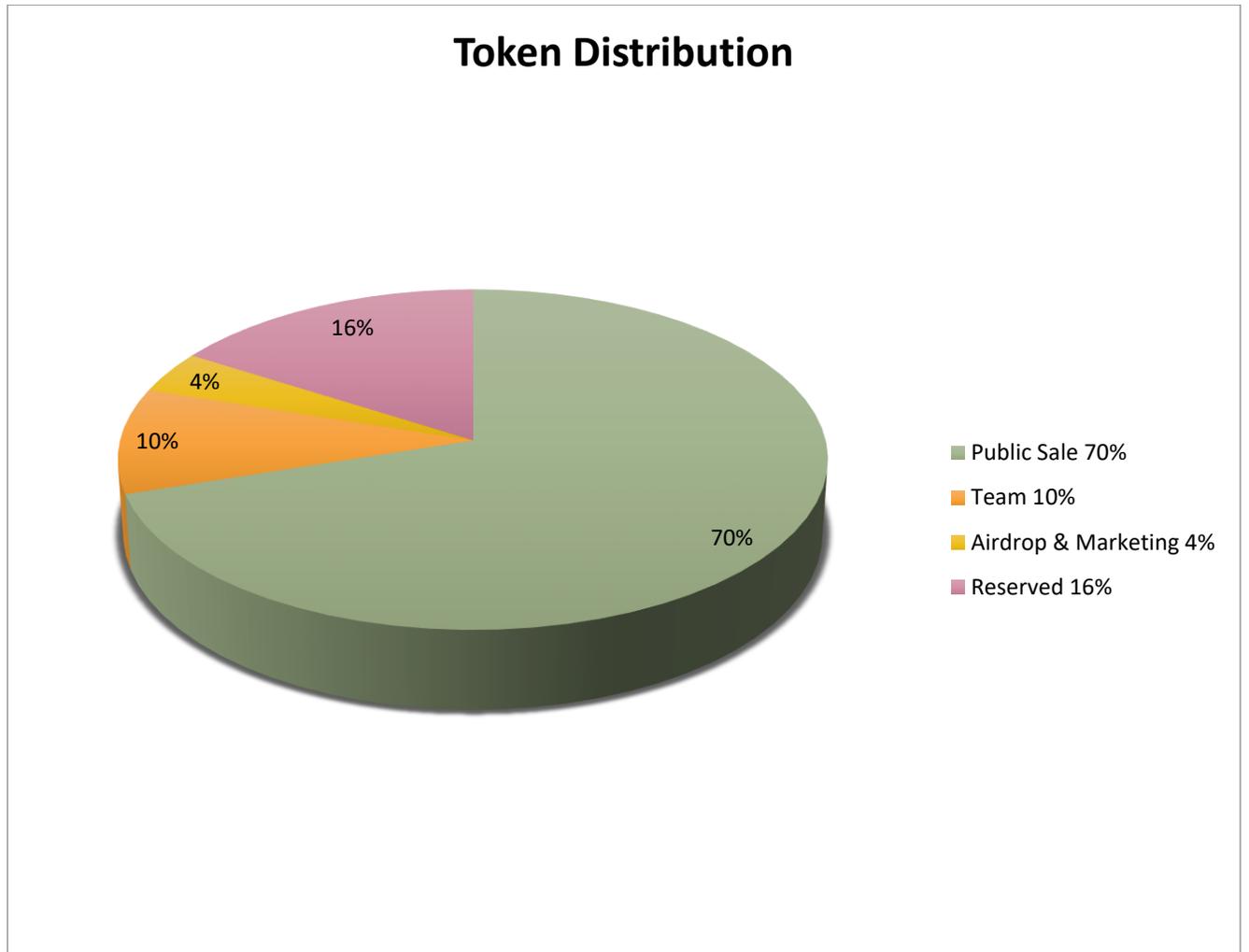
7%
16/01/2019
15/02/2019



0%
16/02/2019
15/03/2019

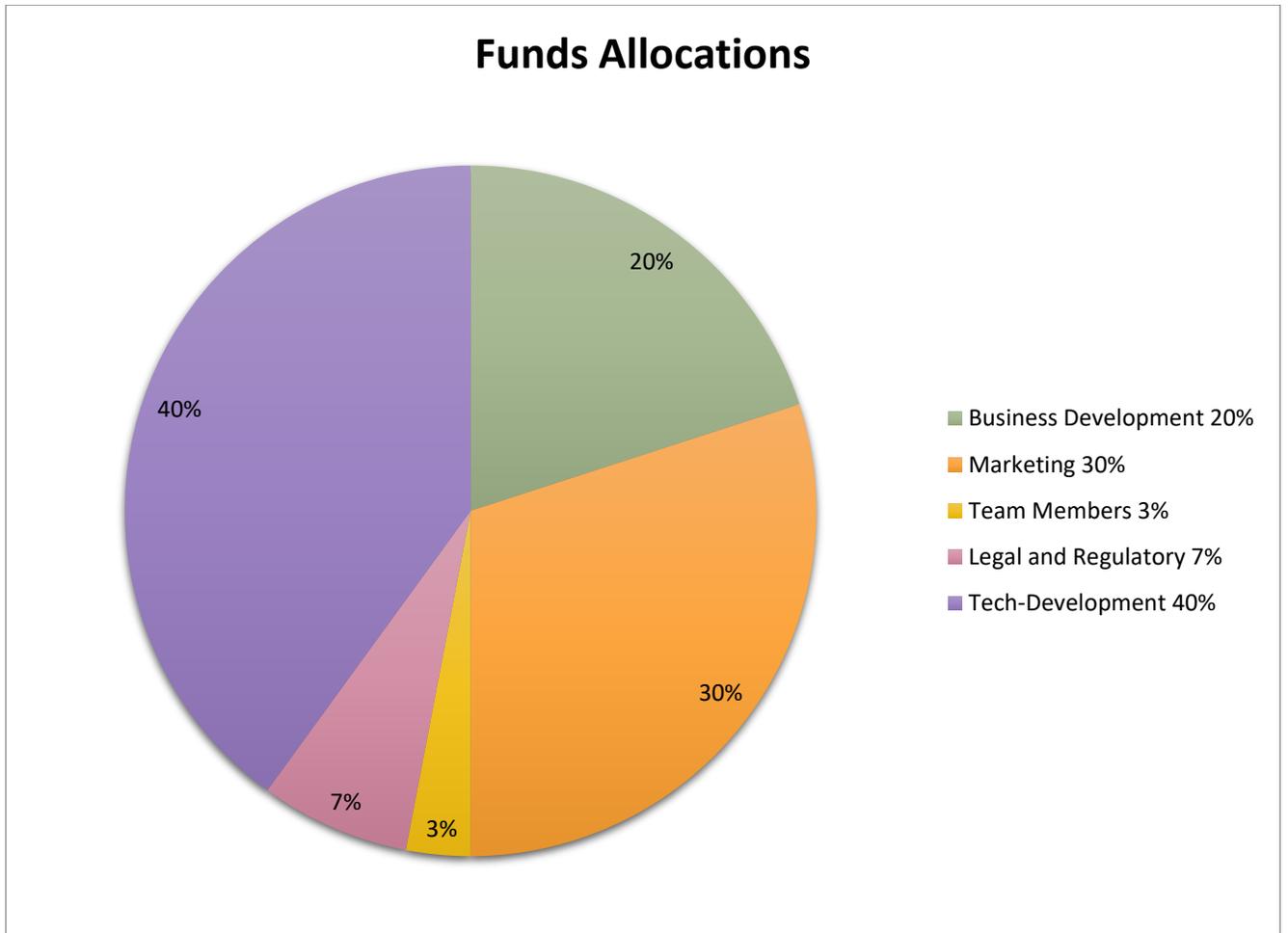


Tokens Distribution





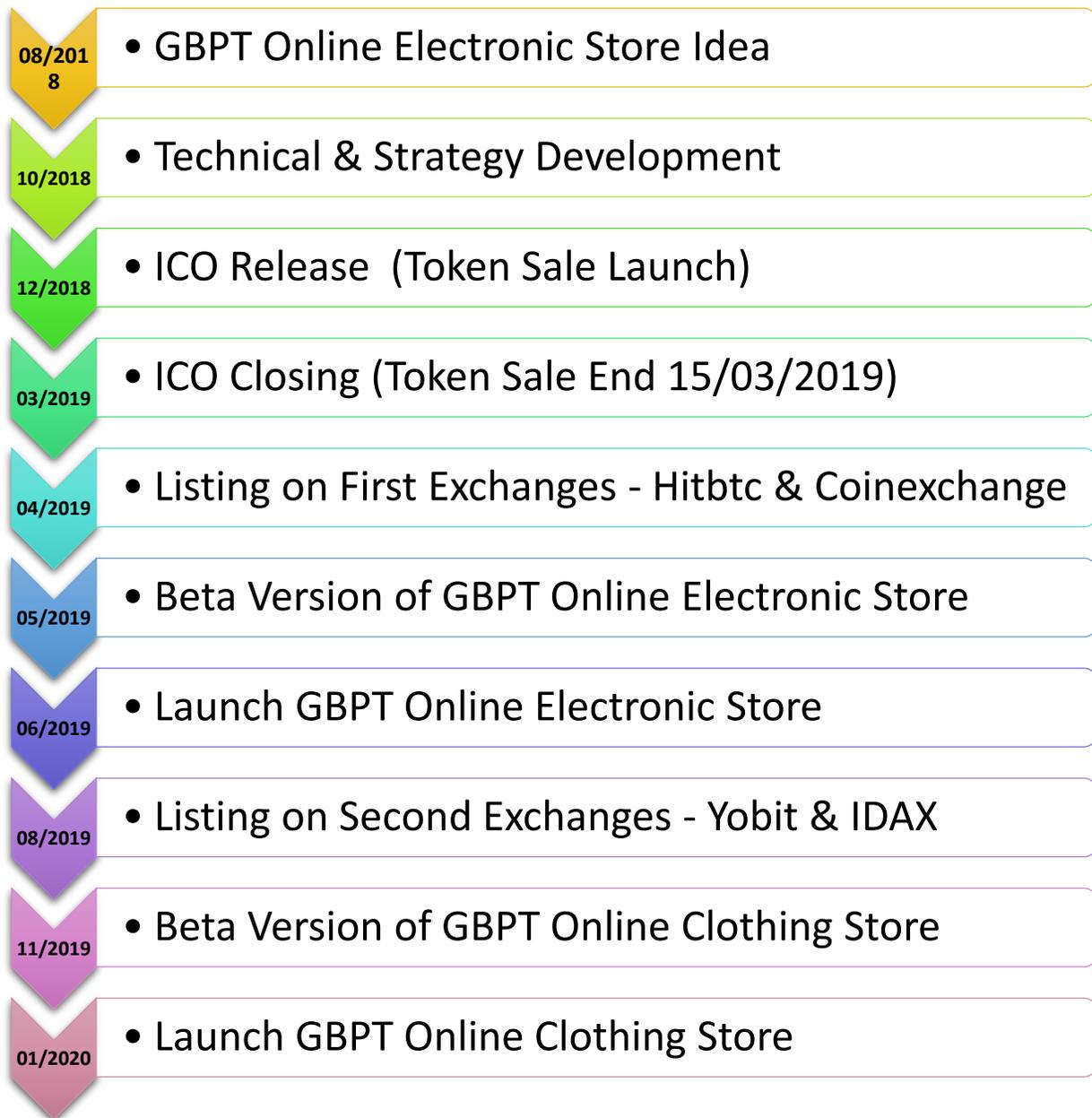
Funds Allocation





Road Map

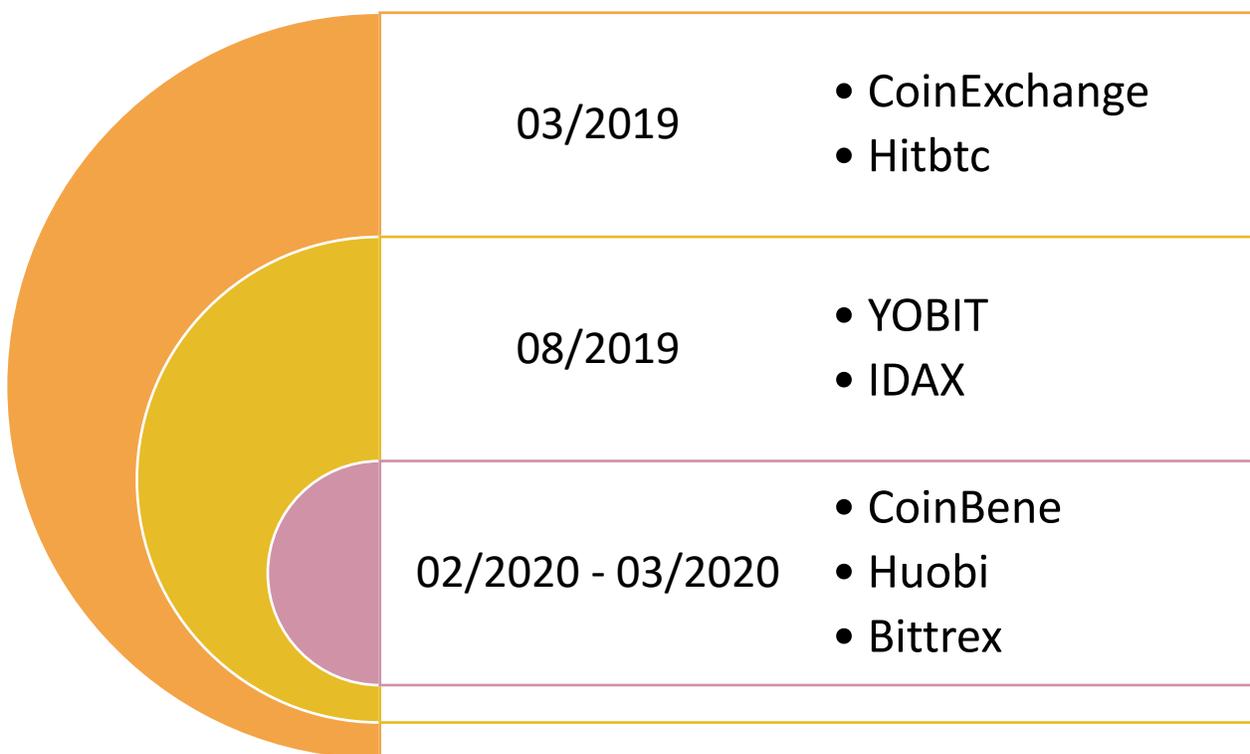
Here is a timeline of how we get started with the GBPT tokens and where we are going further





Exchange Listing

GBPT Token Exchange Listing Plan





Conclusion

What's more? The principle behind all the solutions is to build customer's trust. If a business succeeds in increasing its customers' trust, the customers' perceived risk within the business relationship is reduced.

Although internet shopping is much more convenient than off-line shopping to some extent, such as faster speed, wider selection and lower price, there are still many problems with internet shopping.

According the description of the problems & solutions we provided we can find that almost all of the solutions encircle a vital question that is how to build customers' trust in e-commerce.

Also we aim to give the Cryptocurrency and Blockchain Technology a high place in e-commerce as it will protect the customer from most of the dangerous issues shoppers facing everyday.



GBPT TOKEN

Thank You !

Token Sale: <https://gbptoken.org/>

Contact us: contact@gbptoken.org