



ABJCOIN DECENTRALIZED COMMERCE

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ABJCOIN COMMERCE

THE FIRST DECENTRALIZED FEELESS

ECOMMERCE MARKET PLACE

WHITE PAPER

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ABJCOIN COMMERCE

Global Commerce on the
Abjcoin Decentralized Marketplace

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- live in a jurisdiction which allows Abjcoin commerce to sell Abjcoin commerce through a without requiring any local authorization;
- are familiar with all related regulations in the specific jurisdiction in which they are based and that purchasing cryptographic coins in that jurisdiction is not prohibited, restricted or subject to additional conditions of any kind;
- will not use Abjcoin commerce for any illegal activity, including but not limited to money laundering and the financing of terrorism;
- have sufficient knowledge about the nature of the cryptographic coins and have significant experience with, and functional understanding of, the usage and intricacies of dealing with cryptographic coins and currencies and blockchain-based systems and services;

- purchase Abjcoin commerce because they wish to have access to the Abjcoin commerce platform;

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ABSTRACT

Welcome to the white paper of the first feeless ecommerce cryptocurrency, the Abjcoin commerce has the potentiality to revolutionize the ecommerce eco system, banks and financial sectors. With the innovative business model solution created by blockchain, any one in possession of the Abjcoin has bought for his/herself an endless opportunity for the nearest future that will guarantee a life of financial security.

In accordance to our projected road map, the Abjcoin commerce project plans to positively up set the financial and ecommerce eco system of the market and labor force. It will change how day to day transactions are being carried in and out. It will deliver transparency by removing transaction over heads due to currency conversions, help avoid potential double spend and real time smart blockchain integrations and processing.

The Abjcoin commerce is envisioned to deliver long term value to its owners. No coin will be issued after the ICO crowd-sales thereby placing a limit, as the rest of the coin can be mined only by the community. As the Abjcoin commerce enabled ecosystem grows, the utility of the Abjcoin commerce will rise instantly. The intrinsic value of the coin is bound to increase accordingly.

By definition, ecommerce or electronic commerce, is the buying and selling of products or services through the Internet. For millions of persons, ecommerce is something we participate in on a daily basis, like online bill payment or purchasing from an e-tailer.

Nowadays the thought of doing without ecommerce seems almost impossible, complicated and an inconvenience to many. It wasn't until only a few decades ago that the idea of ecommerce had even appeared simpler and easy

The history of ecommerce started 40 years ago and, to this day, continues to grow with new technologies, innovations, and thousands of businesses entering the online market each year. Electronic Data Interchanges and teleshopping in the 1970s paved the way for the modern day ecommerce store. The history of ecommerce is closely intertwined with the history of the internet. Online shopping only became possible when the internet was opened to the public in 1991. Amazon.com was one of the first ecommerce sites in the US to start selling products online and thousands of businesses have followed since. The convenience, safety, and user experience of ecommerce have improved exponentially since its inception.

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The mid-nineties to 2000's saw major advancements in the commercial use of the Internet. One of the first ecommerce sites is Amazon which launched in 1995 as an online bookstore and has grown to be the largest online retailer in the world. Brick-and-mortar bookstores

were limited to about 200,000 titles and Amazon, being an online only store, without physical limitations was able to offer exponentially more products to the shopper.

Currently, Amazon offers not only books but DVDs, CDs, MP3 downloads, computer software, video games, electronics, apparel, furniture, food, and toys. A unique characteristic of Amazon's website is the user review feature that includes a rating scale to rate a product. Customer reviews are now considered the most effective social media tactic for driving sales. The company attracts approximately 65 million customers to its U.S. website per month and earned revenue of 34.204 billion in 2010. In 2001, Amazon.com launched its first mobile commerce site.

Another of the first ecommerce site success stories is Ebay, an online auction site that debuted in 1995. Other retailers like Zappos and Victoria Secret followed suit with online shopping sites; Zappos being a web only operation.

Also in 1995, was the inception of Yahoo followed by Google in 1998, two leading search engines in the US. These successful web directories began their own ecommerce subsidiaries with Google Shopping and Yahoo! Auction, in following years.

Global ecommerce company, PayPal, began its services in 1998 and currently operates in 190 markets. The company is an acquired bank that performs payment processing for online vendors, auction sites, and other commercial users. They allow their customers to send, receive and hold funds in 24 currencies worldwide. Currently, PayPal manages more than 232 million accounts, more than 100 million of them active.

As more and more people began doing business online, a need for secure communication and transactions became apparent. In 2004, the Payment Card Industry Security Standards Council (PCI) was formed to ensure businesses were meeting compliance with various security requirements. The organization was created for the development, enhancement, storage, dissemination and implementation of security standards for account data protection.

The growing use of the Internet, tablet devices, and smart phones coupled with larger consumer confidence will see that ecommerce will continue to evolve and expand.

With social media growing exponentially in recent years, the conversation between businesses and consumers has become more engaging, making it easier for transactional exchanges to happen online. Internet retailers continue to strive to create better content and a realistic shopping experience with technologies like augmented reality.

With mobile commerce gaining speed, more users are purchasing from the palm of their hand. The market for mobile payments is expected to quadruple by 2014, reaching \$630 billion in value. Total sales in ecommerce have grown from \$27.6 billion in 2000 to \$143.4 billion in 2009 and in 2011, the market size of the ecommerce industry is estimated at \$1.917 trillion. These figures are expected to continue its growth for the foreseeable future.

However, this transition is not hassle free as there were lots of setbacks and limitation the ecommerce industry were faced with which includes:

Product tracking

Stolen items

Lost on transit

And lots more

These issues made it almost impossible for the ecommerce industry to scale through but with the introduction of disruptive technologies like blockchain, the ecommerce industry is on the rise to greater by ensuring trustless, secured and feeless deliverance.

The Abjcoin commerce will leverage on the disruptive power of the blockchain technology to solve pertinent problems of the ecommerce industry and create a viable environments for business to thrive.

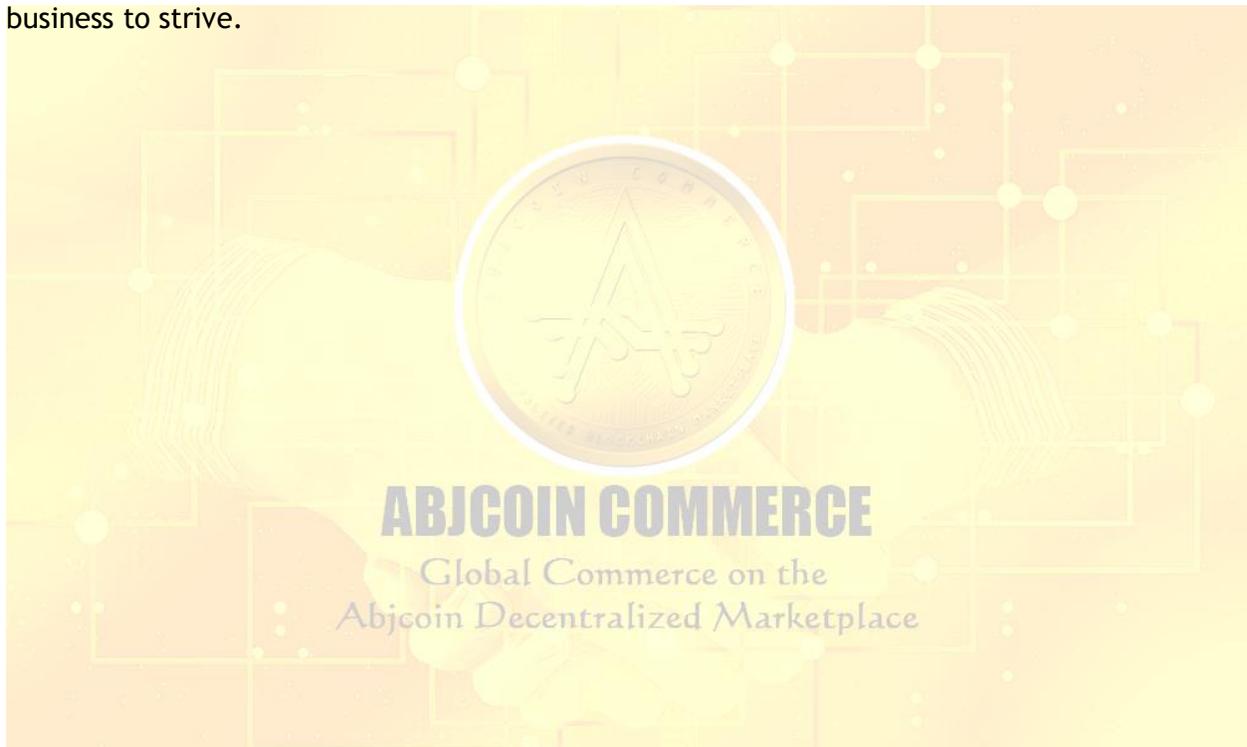


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ABJCOIN COMMERCE
**DECENTRALIZED
BLOCKCHAIN COMMERCE**

What is AbjCoin Commerce?

Abjcoin Commerce(ABJC) is a decentralize Application blockchain(DApp) disrupting the over \$1 trillion E-commerce industry through it fee-less and border-less marketplace that facilitate the sales and distribution of goods and services across the world on a smart DApp escrow. The Abjcoin DApp provides discount products prices for buyers and also enables anyone to sell globally through their mobile phones without payment limitations, while also rewarding Abjcoin commerce holders through DApp POS.

Abjcoin commerce is the first Blockchain solution that was specifically made for global payment transactions, and financial services. Which when integrated to banking institutions has a potential to speed boat transactions and make service delivery more efficient and reduce the difficulty experienced by holders when using fiat currency.

We are in the biggest currency shift in human history and Abjc has the potential to become the biggest smart transaction system in one of the largest economy globally. Abjcoin commerce will be used as a better alternative for rendering financial services such as buying and selling of goods and services between traders and the rest of the world. In addition to existing options, we plan to make this become a global currency for her holders that can be exchanged to other fiat currencies and altcoins.

We live in a period of rapid technological advancements that has shaped how businesses are done and what business means. The upcoming generation will need a fast and reliable means of transaction. They desire authenticity, security, reliable means of buying and selling. This is the role Abjcoin commerce has come to play in the economy.

Features Of Abjcoin Commerce

Blockchain technology

Blockchain Technology is a decentralized ledger system that is transparent, immutable and open for all parties involved in a transaction to have access to its data and get notification each time the ledger is updated. Using cryptography and mathematics, blockchain provides a decentralized data base for every transaction involving value which is immutable and resistant to outages and its authenticity is verified by the entire community. Blockchain has provided trusts between individuals no matter the distance between the two parties eliminating third party institutions. Blockchain will disrupt some traditional institution because of its ground-breaking features which enables anyone with an internet connection to be able to participate in a transaction. One of the biggest industries that blockchain based use will disrupt is the payment and banking services industries. Powered by the blockchain technology, transfer of value between two parties across a decentralized network with little transaction fees.

Some of the features of a decentralized ledger technology that makes it the technology of the future include;

- a) Universal Recognition: With the emergence of Bitcoin and other cryptocurrencies, Blockchain technology has gained a global recognition. Lots of industries are now adopting it. Lots innovative ideas are being worked on currently which will be hosted on the Blockchain network.
- b) Anonymity: The feature makes the Blockchain truly decentralized, with no checks, this helps protect the people behind the transaction by hiding their identity.
- c) Lower fees and smart contract: This awesome feature makes the transaction on the Blockchain less expensive and no need for a third party to confirm the transaction.
- d) Transparency: The technology Blockchain technology is behind the innovation of cryptocurrencies like Bitcoin makes it possible that all parties involved in a transaction can both monitor and have a copy of the transaction, hence making it decentralized. This feature of Blockchain further fosters trust and honesty between the sender and the receiver of any business transactions carried out.

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Blockchain technology will help industries to be more efficient, reliable and trusted. Indeed, Blockchain is the future of innovation.

Blockchain is the foundation of the AbjCoin Commerce and is the next “industrial revolution”. It is a decentralized system with enhanced security, simple in design and inexpensive to operate. The ledger system allows for transactions to be done with complete accuracy because it is a fusion of computer peer-to-peer (p2p) technology, cryptography and database systems. The fusion of these technologies will lead to a system that is immutable and irreversible, meaning that transactions cannot be tampered with when signed and transferred. Transactions become final and there is no double-spending. Cryptography is utilized for encrypting messages on the ledger, but is significantly used for signing of transactions by users and to proof these transactions. With cryptography, blockchain does not require supplementary security solutions to protect the authenticity of transactions. Blockchain’s decentralized and p2p nature means that the ledger eliminates the need for a data-centre and a disaster recovery centre (DRC) or intermediaries that houses core systems.

POW/POS.

The AbjCoin is a cryptocurrency that is built upon blockchain, which is underpinned by the consensus mechanism called the Proof-of-work (POW)/ proof of stake(POS). The POW is similar to Proof-of-Stake (POS) with the main difference being that it integrates behavior trusted to be positive for the entire economy, while POS derives importance from the user’s account balance. ABJ Coin major algorithm is that of Proof-of-Stake (POS), because it does not require large scale computing resources for maintaining the Blockchain. The ABJ COIN network emphasizes security and trust-less computing. The AbjCoin blockchain is run by a network of nodes operating together in a p2p configuration. The nodes record and verify transactions that are transmitted on the network. At block time (periodic intervals), these transactions are grouped together and then go through a hashing process that connects them to previous blocks. The network’s participants are anonymous and there is no restriction on their caliber.

The new Abjcoin commerce blockchain will come with the new POS V3 feature staying up to date with the new era of the blockchain technology.

Master Node

With the new Abjcoin commerce will come with a master node. A master node is simply a cryptocurrency full node or computer wallet that keeps the full copy of the blockchain in real-time, just like you have Bitcoin full nodes and is always up & running. Some of the special functions that these nodes perform are:

Increasing privacy of transactions

Doing instant transactions

Participating in governance and voting

Enable budgeting and treasury system in crypto

API (Application Programming Interface)

The dot-com era saw a number of startups grow into massive online agencies, disrupting traditional means of buying and selling and creating more convenience and flexibility for users. Sharing economy services like blockchain are continuing this tradition of disrupting industries through convenience and flexibility. AbjCoin will continue this tradition of disruption in the financial industry as a single hub underpinned by the tokens issued through integration with our APIs.

Trade Market

ABJ coin major focus is to provide borderless means of payments between Nigeria and the rest of the world. In doing this, AbjCoin will provide an exchange market where it can be traded to different country's fiat currencies. We intend to integrate AbjCoin as a payment processor, this will enhance a mass adoption of AbjCoin among the parties involved in the transaction since there is a ready market where it can be traded and exchanged to fiat currencies. Unlike other means of cryptocurrency exchange where it is been traded for Bitcoin, AbjCoin will provide direct trade access to local fiat currencies helping indigenous currencies to thrive.





The AbjCoin Commerce Use Case

The AbjCoin will be a tool of national development if embraced, it will help reduce loss, curb financial irregularities and create a transparent ledger system that will make security paramount.

We are in an era of business and commerce where trust is the currency on which business models are built on, the centralized system of business has not only limited trust but also hindered most exchange of goods and services to occur which has a dwindling effect on the economy.

Payment

AbjCoin can be used for payments of goods and service, for E-commerce, online and offline transactions.

Banking Services

- ✓ Correspondent Banking services; one of the major roles of the banking institution is to act as an intermediary between two parties for the transfer of funds either interstate or intrastate. In most cases, this transition is slow and hence affects business, If banks will integrate AbjCoin Api to their payment system that builds trust and swift transfer of funds, In and out of the country, it will enable quick service delivery.
- ✓ Distributed assets trading: we can use AbjCoin in trading and stock exchange but this time, it is distributed and data are immutable and everyone can see it.

Export/ Import

This sector of the economy contributes to the economy massively but is often limited due to conversion rates and unseen over-head charges which limits and slows down the movement of goods and services.

- ✓ AbjCoin will be integrated into several E-commerce and trade systems to enable Nigerians exchange goods and services internationally with ABJ coin as it means of payment thereby breaking the trade limitations placed on fiat.
- ✓ Transparency: One of the breakthroughs that blockchain technology has brought into the financial system is transparency, where parties involved in a transaction can have

equal access to it and constantly check up on it. This has enabled transparent transactions.

in accordance with our road maps to achieving the aforementioned objective, we have integrated Abjcoin into www.coineasybuy.com an E-commerce platform which enables Nigerians to purchase goods from China and the U.S.A using AbjCoin as a means of payment, and also to sell their goods and be paid with AbjCoin.

Smart Contracts

With the emergence of blockchain, contracts can now be signed and stored in the blockchain and be rest assured that the contract will not be altered.

Enhance Currency Rate

With the emergence of the AbjCoin blockchain, the currency rate will appreciate against other currency by providing exchange at the official Central Bank of Nigeria in its trade.

Serve as a token

Abjcoin commerce blockchain through its trading market will serve as a token for other upcoming other Digital assets .



Legal Aspects and Disclaimer

Due to the retrospective nature of regulatory action, our team can make no guarantees regarding the legality of the platform or launch of ICO campaign in any given jurisdiction. We must operate our business in accordance with the laws of relevant jurisdictions. As such, AbjCoin may not be immediately available in certain countries. We will keep AbjCoin buyers informed based on quarterly investment reports. All legal, financial and operational aspects of the AbjCoin, protocols and associated financial eco systems will be coordinated by a central management team.

Please also review our Terms and Conditions before purchasing AbjCoin commerce.

Summary

There is no better way to create prosperity and wealth distribution. As more people are participating and sharing in the new economy, our lives and prosperity can only improve.

Technologies are reshaping and disrupting the traditional business model. The tiny savings realized by each individual in a particular economic sector will add up and be utilized in other areas such as health care, education, etc. Abjcoin commerce believes in this transformation and is poised to bridge the gap in the sharing economy. The ecommerce industry will be safer and efficient if Abjc is adopted. Abjcoin commerce is structured in a dynamic way such that it betters the ecommerce ecosystem, with Abjc powered by the disruptive features of blockchain, its potentials are limitless and anyone who truly wants to create sufficient wealth for him/ her.

All of the Abjcoin commerce roadmap offerings are proven technologies that exist in today's society, but the AbjC Project is uniquely capable of bringing all of these concepts, technologies and business uses together in one offering that will be continuously upgraded, and can bring together everyone into an inclusive, efficient, more empowered Community.

This is a unique opportunity to get into some of the fastest growing economic segments in the world.