AUSSIE DIGITAL

CONNECTING COMMUNITIES

REWRITING THE FUTURE OF E-COMMERCE ON BLOCKCHAIN

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1

INTRODUCTION

We've witnessed over the past two decades the rise from mere visions in the mind of a single person through acceptance to becoming world renowned entities such as Amazon, eBay, Facebook, YouTube, and Skype to name a few, these visionaries have pioneered new ways of doing business and have become an intricate part of everyday life for millions of people worldwide through the adoption of new ideas that vastly improved people's lives by bringing them together and making the world a smaller place.

In 2003, Niklas Zennström gave us Skype which was his vision of providing free voice and video calls; Mark Zuckerberg had the vision of connecting people in unprecedented ways and Facebook was created which gives new meaning to the concept of virality; Pierre Omidyar with eBay and Jeff Bezos with Amazon created virtual marketplaces where anyone can sell and buy anywhere globally; and Jawed, Chad and Steve gave us YouTube, a platform giving everyone the ability to be able to broadcast their visions to the entire world.

With all these visionaries defining our modern lives in the vast world of the internet where visions, ideas, creativity and connectivity reigns, and this vastness can have the effect on the individual of leaving us with the feeling of being somewhat disempowered by the entirety of competing in this environment. We can be left with the idea that we have no chance of having our own vision realised in the greater scheme of things,

The Internet is yet to witness the bridging of Small & Family Business owners and their visions from around the world, there is currently no framework enabling them to collectively compete with these large internet entities and help each other to be competitive and profitable.

Well, Aussie Digital's vision is here to revolutionize online business for the average person.

The internet has reached another point of evolution in the past few years and new adopters who embrace this evolution will be the ones prospering in the coming decades.

There is an old saying that from the tiny seed grows the mighty oak, and this seed was started with a technology called blockchain and its first real world application called Bitcoin. Well blockchain has come of age and cryptocurrencies and blockchain technology is now globally accepted as mainstream and now the mighty oak having grown from that seed and survived the storms and winds of doubt that surrounded the idea of decentralized systems is a key ingredient in this next evolution in information and communication and enterprise technology.

Today, it is hard to believe that Cryptocurrency had previously surpassed the $700 Billion Market Cap which placed it roughly on the same valuation as wireless services or healthcare supplies. At the time of writing this paper the Market Cap is back on the rise just passing the $130 Billion Mark. With the market back on the rise we are confident that there is tremendous growth potential ahead for Aussie Digital, as the worlds population adopts this new digital currency.

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What is the Aussie Digital Vision?

Aussie Digital's core methodology consists in essence in two key processes:

Firstly, we are building an E-commerce Ecosystem that will include a powerful Amazon like store builder packed with powerful digital marketing tools and a B2B Trading Platform that integrates Social Media in unprecedented ways along with other services currently being developed by Aussie Digital and powered by blockchain technology.

Secondly, this E-commerce Ecosystem will be based around our newly developed ERC20 Digital Coin (AUDCoin) which when used in conjunction with our E-commerce Ecosystem offers both customers and business users new business opportunities currently unavailable through current online entities.

Aussie Digital's core methodology consists in essence in two key processes:

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Firstly, Aussie Digital's raison d'etre is a group of dedicated computer developers and business people working together with the goal in mind of empowering people through the development of new generation blockchain technology.

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Secondly, Aussie Digital's objective is to provide small business owners the opportunity to do internet business' in the same competitive manner as large internet companies through providing an online business service built specifically to assist smaller business in competing and surpassing large online retailers and to provide a better online shopping experience for e-commerce customers.

This new coin can be converted to a 'stable coin' and engineered for our Retail Platform. In essence, we are building a community that brings value by providing a new lush 'Fun-shopping' environment to all members whilst becoming the preferred method of payment.

By participating in this Ecosystem, all members can gain Rewards through our Loyalty Club in the form of our Rewards Coin (AUDcoin) at no extra cost to the merchant or detriment to the user's experience. The merchant and customer get to see the automatic reward points in real time and have the ability to convert them to cash or token. Both the merchants and the customers feel real value.

This also helps to introduce and convert the crypto sceptics to our digital currency as they are encouraged to use their AUDcoins for purchases on the platform, helping in increasing the value of the coin.

The use of our community coin will greatly reduce fees and allow people to trade easily without having to follow the traditional bureaucratic processes. With the competitive edge of blockchain technology and our minimal fees, we expect our platform to revolutionize the way online stores operate. This way of trading online will allow Small & Family Business to compete against the big E-commerce stores.

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AUSSIE DIGITAL OVERVIEW

There is an abundance of ICOs in the marketplace and so many new coins, all clamouring to be the next globally accepted means of exchange and outdoing all other Crypto and Fiat currencies. And yet the fact is- there is no use for most of these coins. Here at Aussie Digital our goal is to build an ecosystem and develop a coin as an alternative to untethered cryptocurrencies. Called AUDcoin, our currency is designed with the ultimate aim of providing immense support to our community. This adds value to our coin (Community Coin) and gives it a utility grounded in a very real need and potential to serve our people.

The Co-Founders story started way back in 2003 with a collaborative business relationship that has lasted over 15 years. It has seen business highs and lows but their respect for each other's business acumen has kept their relationship strong and continuous.

The co-founders have a combined experience of 40 years in owning and operating a variety of businesses spanning many sectors including Tech Development, Hospitality and Importation and are well seasoned E-commerce veterans.

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Their shared experience with owning and operating businesses has compelled them to level the playing field for Small & Family Businesses globally to compete with the corporates on pricing and power. In one particular venture, the inability for them to pay the same volume-based pricing as large stores and corporations for their products and services gave rise to the development of one of the platforms in the Aussie Digital dashboard.

Naturally, the progress of Cryptocurrency sparked their attention and in 2014 they began trading. The team quickly saw that this was really going to be a way they could tie their wealth of business and digital knowledge together and create a self-propagating Ecosystem of platforms harnessing the power of Cryptocurrency and blockchain technology.

At the core of Aussie Digital is the philosophy that everyone should have the opportunity to be just as successful as anybody else, regardless of one's experience. With the protective Ecosystem and Better business tools, Aussie Digital will gear each community member to feel valued and secure in the ever-evolving space of digital currency. We know that to keep our community strong and prosperous, members need to feel supported in our ecosystem and opportunities need to be created for them to enhance their worth and a real sense of community to drive the coins' stability. This contributes to a highly fluid market based around Community where both long and short-term partakers can expect a higher ROI. This is in stark contrast to the operation of other Cryptocurrencies and ICOs that don't really consider the longevity of the Coin or the importance of Community.

For far too long the Small & Family Business sector has been at a disadvantage. With the constant increase of new business coming to the market across the globe, they needed our help more than ever. We liken our project to the power of the ant. Alone it is small, and the journey is hard. But together they can build wonderful things and even ward off the largest of invaders. So, by building a strong community we can shape a new economic landscape for Small & Family Business across the globe and create amazing things, just like the ant.

Our Mission

Our mission is to build and complete an E-commerce Ecosystem that will include a functional E-commerce platform, B2B Portal, Cryptocurrency Trading Platform and multiple other services including those powered by blockchain technology. With the competitive edge of blockchain technology and our minimal fees, we expect those using our platform to revolutionize the way online stores operate. This new way of trading online will allow small retailers to compete against the big E-commerce stores.

Our Philosophy

In the current climate of cryptocurency, people are always looking for the next niche with the expectation of exponential growth - cryptocurrency is that space where this is happening right now. We are in the midst of Crypto Mania, not unlike the Dot Com bubble of the early 90s. Stakeholders are offered the promises of the next Bitcoin Cryptocurrency and ICO's with the promise of similar returns. But, what is this based on, what underpins or what value is the ICO tethered to? Blockchain on its own is not where the value is- that is where the hype resides.

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We at Aussie Digital are planning for the future and will surround the AUDcoin with a spectrum of services and platforms that enhances the partakers' buying power and selling power whilst maximizing profits. Like the coin itself, the ecosystem dismantles and innovates several processes and industries with the underlying principle of adding value to the platform and going with a low risk profile and high profit margins.

Aussie Digital is offering our business partners an opportunity to participate in a vehicle that allows seed capital redemption after expiration of the qualifying period. This alleviates the hurdle of long term escrow periods found in traditional IPO's.

Aussie Digital founders have created and developed a strategy for the long-term by ensuring our platform is built into the technology we can all recognise – Blockchain. Our unique Ecosystem offers a layer of protection not only for your participation but ours as well. We have a plan for our coin that will carve out a prosperous future not only for its users but also for Small & Family Business. It will save them from falling victim to price and trade wars and provide that extra edge that they so badly need to stay competitive.

Background Story

Aussie digital has been working on a platform for the past 5 years for Small & Family Business to remain or for the first time to become competitive by dismantling and innovating the supply chain between production and shop front. The advent of cryptocurrency has realised the potential of this process.

Our mission is simple - to ensure that each and every business on our platform has a solid plan in place, and capital provided is used for the exact reason it was sourced in the first place.

We will be funding many online businesses and helping them to succeed in scaling up in a digital, online marketplace. This will redress the imbalance of start-ups that fail even with the added injection of capital despite their demonstrated potential.

A study of the non-successful businesses revealed the following issues:

- Time constraints.
- Lack of technical expertise.
- High digital start-up costs.
- Poor website platform knowledge.
- Limited access to trusted IT specialists.
- Limited knowledge of multimedia adoption and strategy.
- No site Call-to-Action for sales conversion.
- Limited knowledge of advanced tracking analytics for sales conversion.
- Complexity and cost of Search Engine Optimization (SEO).
- Time constraints and costs for Social Media Marketing (SMM).

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- No SEO or SMM digital strategy.
- Poor marketing and promotional knowledge.
- Poor branding and site layout.
- Poor customer support.
- Lack of exposure and proof of quality.

Our Solutions

This led our management team to one conclusion – that most of these businesses lacked the necessary support to survive the highly competitive E-commerce world. The lack of expertise was evident in poor branding, marketing, and customer support. Simply put, the businesses that failed could not compete with their more experienced counterparts. The Aussie Digital management team decided to build an incubation hub/E-commerce platform that can help these online entrepreneurs gain experience so as to compete more favourably against the established brands.

Why Cryptocurrency?

More and more individuals, companies, and organizations around the world are becoming increasingly interested in investing in or using cryptocurrency. The interest has increased so rapidly in the past few months that the total market capitalization of all existing cryptocurrencies nearly approached the nine hundred-billion-dollar barrier early this year. The latest studies show that there are over 6 million active cryptocurrency users around the globe, with the majority in the Western World. The number of cryptocurrency users is expected to hit 200 million users in the next few years. These statistics show increasing importance and acceptance of cryptocurrency as a fiscal unit and as a storage of value and an alternative to the traditional regulated monetary system we have been using.

Even with these relatively impressive statistics, quite a number of people still want to know and are still asking themselves about the functional use of cryptocurrencies. Can you buy things with cryptocurrency? “Yes, you can”. Progressive nations such as the U.A.E have real estate firms that already accept payment in cryptocurrency. There are also a number of numerous online stores that accept payments in cryptocurrency. With each new firm accepting cryptocurrency, the world inches closer to the mainstream use of this alternative payment method.

What about right now? Can I really use cryptocurrencies to trade? As of now, the number of firms accepting alternative currencies such as cryptocurrencies is not large. This is due to volatility in the price of the more prominent cryptocurrencies such as Bitcoin and Litecoin, which is perfectly logical considering the fact that no one wants to accept money today only for it to lose 5, 10 or 20% of its value within a couple of days. However, newer forms of cryptocurrency such as ours are built to have the relative stability that Bitcoin does not have. This will encourage market adoption of cryptocurrency and in the process increase its value.

Our Difference

Until AUDcoin, most entrepreneurs had to go through multiple hurdles to setup and scale up their online businesses. Our hub/platform provides plenty of support to the users, thus preparing them for this next level of business.

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Earlier, entrepreneurs needed to:

- Contract and pay developers thousands of dollars for websites and apps.
- Pay digital marketing agencies exorbitant amounts for SEO and SMM.
- Individually market their products.
- Handle customer support.

With our E-commerce platform, entrepreneurs will now get to enjoy the following services on a single platform:

- A ready-to-use E-commerce interface.
- Customer support.
- Reduced promotion and marketing expenses, and
- Get the help they need to brand and localize their products.

This wide range of services will be provided to the entrepreneurs for a small fee compared to what they would have had to spend if they did it on their own. The new E-commerce platform will be user friendly for online entrepreneurs, Small & Family businesses, traders, artists, inventors, small-scale manufacturers, etc.

Our ready-to-use single E-commerce platform will be perfect for those looking to sell their products on multiple channels to maximize visibility. This increase in online visibility means more traffic which in turn means more business. The platform coupled with other features such as customer support, and direct customer feedback will help small businesses develop into premium quality E-commerce stores. Some features and services will be offered by us, while others will be offered by freelancers and companies on our Helpers Division.

Our team's objective in creating the E-commerce platform is to ensure that entrepreneurs/merchants find a space where they can simply focus on doing what they know and doing it in the best way possible, leaving the technical aspects to our online community. It is our belief that letting the entrepreneurs focus on what they do best will give them the time to specialize and become too good to ignore. This can then lead to even more scaling and success for these small businesses.

As things stand, no one has yet combined E-commerce with the power of blockchain technology. Our platform does. It uses blockchain and our new Coin to make online trade even simpler, transparent and thus easier to trace and verify.

When fully functional, Aussie Digital's platform will provide a comprehensive set of E-commerce services fuelled with blockchain features such as cryptocurrency payments, smart records, and smart contracts (escrow-type contracts) to gear our users for the future of business. Furthermore, merchants will also be able to contract freelancers for E-commerce related jobs and pay them using AUDcoin. A cryptocurrency exchange portal will also be integrated into the system, making it easy for merchants and freelancers to exchange AUDcoin with any other popular cryptocurrency.

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E-COMMERCE

Target Market

Our E-commerce platform is targeting entrepreneurs with the potential to grow. Especially those who are ready with at least 5 products and have already made some sales and have between one and ten employees. Normally, such entrepreneurs handle customer care and promotion themselves.

These descriptions fit entrepreneurs who are the best match for our platform. However, even medium-sized businesses can successfully deploy and use our platform to penetrate the global online market

Market Analysis

As the world economy continues to grow, so will the E-commerce industry. The last couple of years have already proven this. The E-commerce industry has grown year-on-year (YOY) 900 billion U.S. dollars to the current value of over 2.2 trillion U.S. dollars in terms of turnover. Over a five-year period, the YOY rate has seen a 20% increase.

This impressive growth in turnover is complemented by the equally impressive increase in the number of customers shopping on E-commerce stores. The number of E-commerce shoppers increases annually at a rate of about 16 percent. In 2017, over 1.5 billion people shopped online.

Introduction to E-Commerce

In terms of country of origin, the majority of global online shoppers are in China, followed closely by the U.S.A and then the United Kingdom. Japan, France and Germany close out the top six nations with the most online shoppers, while countries such as South Korea, Canada, India and Russia also have significant numbers of online shoppers. Here at home, millions of Australians also shop online, and their number is also expected to increase.

Despite these impressive numbers, millions of small manufacturers/producers still find it difficult to penetrate the lucrative global E-commerce market. This is where online marketplaces come in. They offer multiple benefits to such manufacturers and producers who often don't have the resources and knowhow to build E-commerce stores for their products.

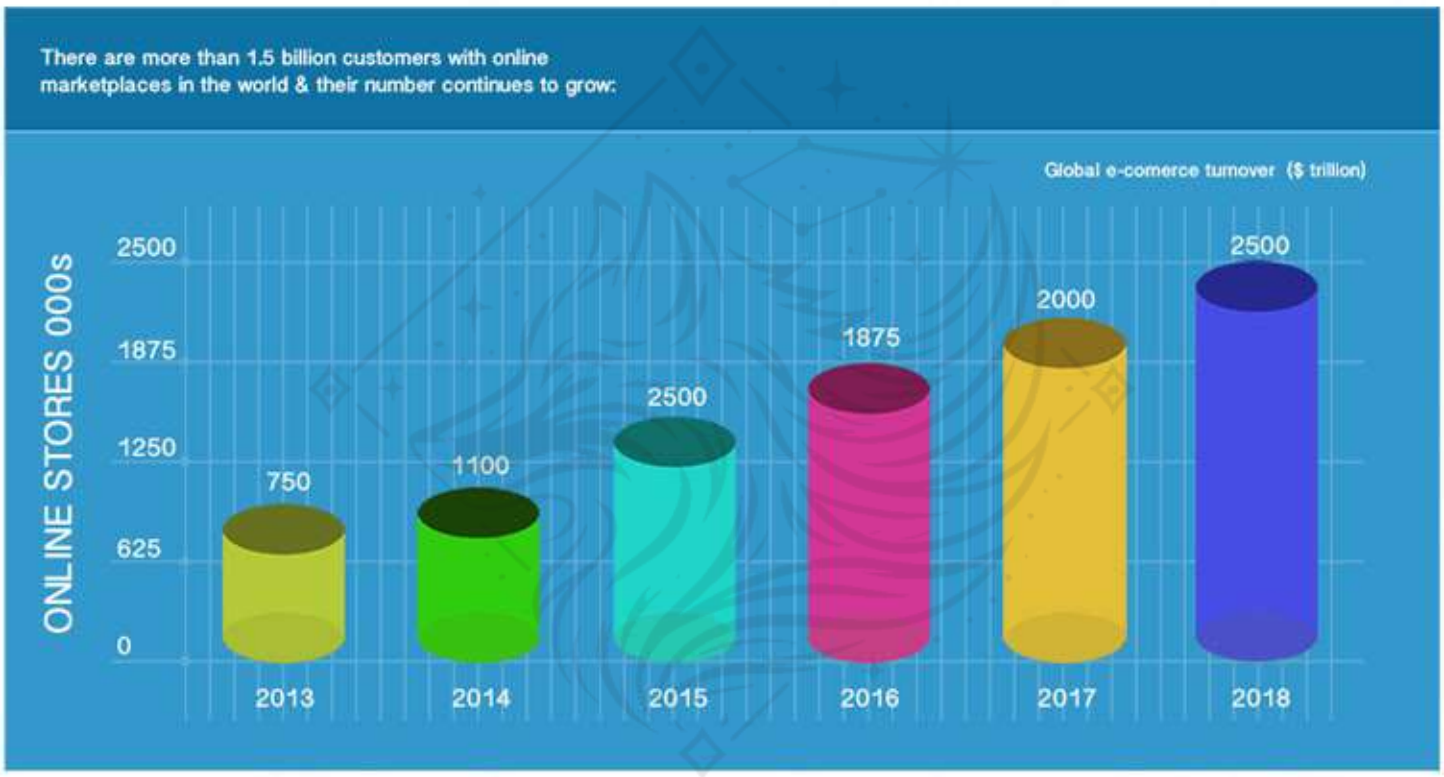
Potential E-commerce Market

As mentioned earlier, there are over 1.5 billion people shopping online as of 2017. This number is pretty impressive by any measure. The number of online shoppers is increasing at 20% annually, which means that the opportunities are set to increase even more.

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Of the 1.5 billion online shoppers, about 70 percent of them buy items based on the pricing, while approximately 80% factor in the cost and speed of delivery before making their purchase. What's more, about 70 percent will probably look for promotional offers before buying something online. Notably, the total market capitalization is approximately $648 billion.

These numbers paint a positive picture for the future of E-commerce. E-commerce's share of global retail trade has also been increasing steadily over the last couple of years. By the year 2021, online hopping is expected to account for 15 percent of global retail trade. Although the percentage seems somewhat small, the total market volume is in hundreds of billions of dollars.



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ISSUES RELATED TO E-COMMERCE TRADE

Challenges of Entry to Global E-Commerce

With Amazon.com making billions and its C.E.O. Jeff Bezos becoming the world's richest man, an increasing number of people are looking at E-commerce as a lucrative business opportunity. Others are simply business men and women who want to move their offline businesses to the online world. With the E-commerce industry growing rapidly and more individuals entering the business, becoming successful online remains a challenging task.

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As of now, entrepreneurs have to spend significant amounts of time and capital to set up and manage their online stores and the related offline operations. And all this is normally done with very little help from others. Such entrepreneurs also have to spend a lot of money before breaking even, considering the extremely competitive nature of the E-commerce industry. This is normally spent on digital marketing, website store maintenance and settling international transactions. These challenges make it extremely difficult for new online store owners to have any meaningful success.

Challenges of Going Global

We have already highlighted how difficult it is for entrepreneurs and small business owners to break into the global E-commerce industry. The following are detailed descriptions of those challenges:

Lack of Funds

Most small businesses are funded out of the owner's pockets. This makes it difficult for such businesses to scale as the owner may have to loan from banks or other financial institutions which is almost always a lengthy and time-consuming process. With the current financial restrictions, cash earned from sales can also not be relied on as banks take days to clear the funds to the store owner's account.

Fierce Competition

Large conglomerates such as Amazon have deep pockets, experience, and market advantage (proof of quality), the factors that make it extremely difficult for small firms to compete. Their market share allows them to negotiate with authorities and service providers to lower their expenses, making their products extremely cheap and even more difficult to compete with.

Little to No Adoption of Advanced Technology

The lack of capital makes it difficult for small businesses and manufacturers to automate or deploy more advanced software for their stores.

Poor Sales Pitch

Most successful online sales are based on multiple factors, including the appeal of the images, customer reviews, and the content/sales pitch. Most business owners have decent products but poor online presentation. Some know it, but most do not. Either way, poor online presentation of the products often limits the sales.

Poor Localization of Products

When entering the international markets, localization/translation of product descriptions to the most widely spoken languages can help in increasing the market acceptance of the product. Most entrepreneurs and small businesses often ignore localizing their products, preventing them from tapping into some international markets.

Unknown Seller Effect

Most of the time, customers would rather buy from a vendor they know than from one they have never interacted with before. This makes it challenging for the unknown vendor to make sales.

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Poor Customer Support

Customer satisfaction often brings about repeat sales which can significantly boost revenues. However, when customers are not satisfied, and vendors don't give them the support they need, they often leave negative feedback which frequently results in lower revenues. Most small businesses don't have the manpower to provide adequate and professional customer support, therefore making it difficult for them to expand.

High Expenses and Transaction Fees

This is the biggest challenge that small business owners have to overcome in trying to scale up. The high cost of setting up an E-commerce store with the existing platforms and the high transaction fees charged by banks and payment systems such as PayPal often hinder the much-needed growth in revenue.

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CHALLENGES FOR ONLINE SHOPPING

Buyers face a long list of challenges when shopping online. Most of the challenges arise while buying from small-scale manufacturers and entrepreneurs. This Include:

Unknown Seller Effect

Most online E-commerce stores require buyers to pay the entire fee plus shipping upfront before dispatching purchased products. It is easy for most buyers to send their money to popular and trusted E-commerce stores that have been around for a long time. However, when the seller is unknown to the buyer, the lack of trust makes it difficult for the buyer to send their hard-earned money.

Negative or No Feedback

Customers often go straight to the reviews done by previous buyers to find out what the first-hand users think about a product before they make their purchasing decision. Lack of reviews (some businesses don't include the comments/review section) or negative feedback on a product makes them difficult to sell. Customers cannot convince themselves that such products are of a high enough quality to make the decision to purchase.

Poor Content/Sales Pitch

A good salesman knows how to present his products. Poor content/sales pitch of the products means customers cannot fully understand them, thus reducing their likelihood of making a purchase.

Poor SEO

Search Engine Optimization (SEO) is the key to get high-rankings on search engine result pages (SERPs). Proper descriptions, multiple images, module engagement and other factors such as back linking is part of the optimization process. Without proper optimization, buyers often have a difficult time finding the small manufacturers and producers online.

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WHAT E-COMMERCE MARKETPLACES CURRENTLY OFFER

Readymade Online Stores for Business Owners

Market places such as Amazon and eBay have online stores that are built for easy deployment and use. These Big marketplaces have sufficiently functional stores that require very little work from the business owners. One simply needs to upload images, write descriptions and set prices and payment processes; making it easy for the owners to sell their products.

International Markets

These 'Big Marketplaces' offer access to international markets, broadening the target market and the potential revenue that small business owners can access.

Relatively Easier Payment Options

Most renowned marketplaces have streamlined payment options, allowing the sellers to receive cash within a few business days of shipping their products.

Lower Promotion/Marketing Costs

Integrated marketing tools on most marketplaces (often added as an incentive to attract sellers) help business owners to cut the advertising costs.

Even with these clear benefits for merchants, it is still expensive for most small-sized manufacturers and producers to use such marketplaces because:

- They still have to factor in promoting their stores for increased traffic and conversions.
- They have to follow and complete all the bureaucratic processes of starting such stores- such processes are common in most South East Asian countries.
- Multiple expenses in terms of paying for registration forms.
- Extremely high fees charged by the more popular marketplaces eat into profits.
- High transaction fees charged by the commonly accepted payment systems.

In more exact numbers, Amazon charges are grossly exorbitant to open an online store. The second most expensive marketplaces are Rakuten and AliExpress at approximately $5,500. Shopify and eBay are costly at about $3,000. The AUD marketplace/incubation platform will charge about $1,000, making it more affordable and attractive for small-scale manufacturers and business persons.

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WHAT B2B ARE LOOKING FOR IN THE E-COMMERCE MARKET

The majority of small-scale manufacturers and entrepreneurs will most likely choose a marketplace based on its ease of use. The simplicity of the terms and conditions of use is also a key decision-making factor. Amount of traffic and support are equally important factors. Even though the above-mentioned factors are crucial, a recent survey of small-scale manufacturers revealed that payment system is the most important factor.

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AUSSIE DIGITAL COIN SOLUTION

Overview

Our platform is nearing completion of the development stage. Our objective is to deliver a fast, easy-to-use and secure platform that will enable small-scale manufacturers, producers and entrepreneurs to market their products out there without having to spend a fortune. Our store builder will be online-based and extremely easy to setup so that most people can easily do it themselves in a few hours. If you need assistance our online live help desk is available globally 24/7.

The AUDcoin platform will include useful tools and features such as:

- A user-friendly interface.
- Store performance analysis tool.
- Record-keeping tools.
- Tool for accepting and filtering customer feedback.
- Best in class marketing tools.
- Cryptocurrency payment system (& Fiat) that accepts all popular cryptocurrencies.
- A community forum for platform users to share ideas.
- Internal Social Media.
- Internal Advertising on E-commerce and Social Media Platforms.

The purpose of AUDcoin is to take the local and regional producers to national and international markets. The platform will be such that most entrepreneurs can easily use it to promote and sell their products for a small fee compared to what is currently available. The cost and time taken to maintain the store will be minimal, based on the tools we wish to include in the platform.

Perhaps the most unique feature of our E-commerce platform is that it will be one of the first to deploy blockchain technology as the backbone of its payment system. The blockchain technology will ensure that the store owners enjoy a safe and open payments system with minimal transaction fees and increasing global acceptance. Increased security and lower transaction expenses mean fewer costs and more profits for the store owners.

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By enabling store owners to tap into international markets and to enjoy the advantages of utilizing acryptocurrency based payments system, most potential store owners will be more inclined to sign up with us than with our competitors.

Platform Advantages

- Exposure to the international markets.
- Localised product content.
- A B2B platform to alleviate liquidity challenges.
- Financial reporting tools.
- Minimal sign-up fees.
- Comparatively lower transaction fees.
- Ready-to-use online store-building platform.
- Performance analysis for better marketing and promotion.
- 24/7 product promotion and customer service support.
- Cryptocurrency based payment system.
- Integration of blockchain technology.
- Special prices for AUDcoin token holders.
- Customer feedback review system.

The platform will increase the use and subsequent value of AUDcoin as sellers will want it to get special discounts from us on features and services, while their buyers will want access to special discounts and offers from them to get cheaper products. This kind of circulation is expected to stabilize our AUDcoin and make it a less volatile cryptocurrency compared to those currently in use.

The Blockchain

All payments on the AUDcoin platform can be made in major currencies (digital or otherwise) available to the buyer. The use of blockchain technology and smart contracts will make the transactions direct and with comparatively minimal transaction fees. Blockchain will also make the transactions faster. One need not wait for five, ten, or even twenty business days.

Moreover, smart contracts will also make the transactions extremely safe compared to what we already have. By smart contracts, we mean escrow-type contracts that allow the release of funds to merchants only upon the buyer's receipt of shipped items. This will help build customer confidence in our platform and enable even unknown merchants to succeed in selling their products to an international market. The smart contract will be backed by the blockchain technology.

One of the key facets of the blockchain technology is its openness. We will use this to our advantage to ensure that the AUDcoin marketplace is transparent making it more attractive to the sellers and buyers. More specifically, blockchain will guarantee an open and honest product review system – where only those who buy products can review them. Blockchain will also be deployed on the platform to guarantee transparency of transactions. What's more, store owners will be able to access key metrics and statistics on the platform. This will enable them to know what to tweak on their online stores for improved performance.

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Apart from transparency, blockchain is also the key to payment security. A buyer on our platform will be allowed up to ten days to request a refund for a substandard product or for a product that doesn't meet the description on the seller's website. The blockchain technology will help read the purchase contract and release funds to the seller only upon the lapse of 10 days.

Fast Money Transfer Protocol

Transfer Money Fast

Transfer money for goods and services fast with Aussie Digitals “Fast Money Transfer Protocol” (FMTP).

For trading between countries to occur there needs to be trust and fast settlement of accounts between two parties. In the past small transactions have been made via credit and debit cards in the case of FIAT transaction. These transactions are quick BUT attract large fees when transferring internationally.

Larger transaction are mostly done via bank transfer which is slow. These transactions also attract large fees and “The Bank’s Conversion Rate”. New on the scene is “Cryptocurrency”. Blockchain transactions have revolutionized the way we pay for things but Cryptocurrency also has its flaws. Transaction times can be slow depending on traffic. Prices fluctuate. What's there today may not be there tomorrow making these currencies unsuitable for trade.

Instant Settlement

FMTP is the answer to this problem. Instant settlements made easy. FMTP is Blockchain technology made for Trade and Retail.

FMTP works on the same principle as Bitcoin. Transacting in the same manner. While Bitcoin works on a fully decentralized system relying on miners to maintain the network and keep transactions happening. FMTP works by only using Trusted Nodes, making FMTP a centralized Blockchain similar to Ripple. This allows for cheaper transactions as there are no mining fees. This benefits Trade and Retail as there is no double charge. The first charge being Mining Fees/ Network Fees and the second Payment Gateway Fees.

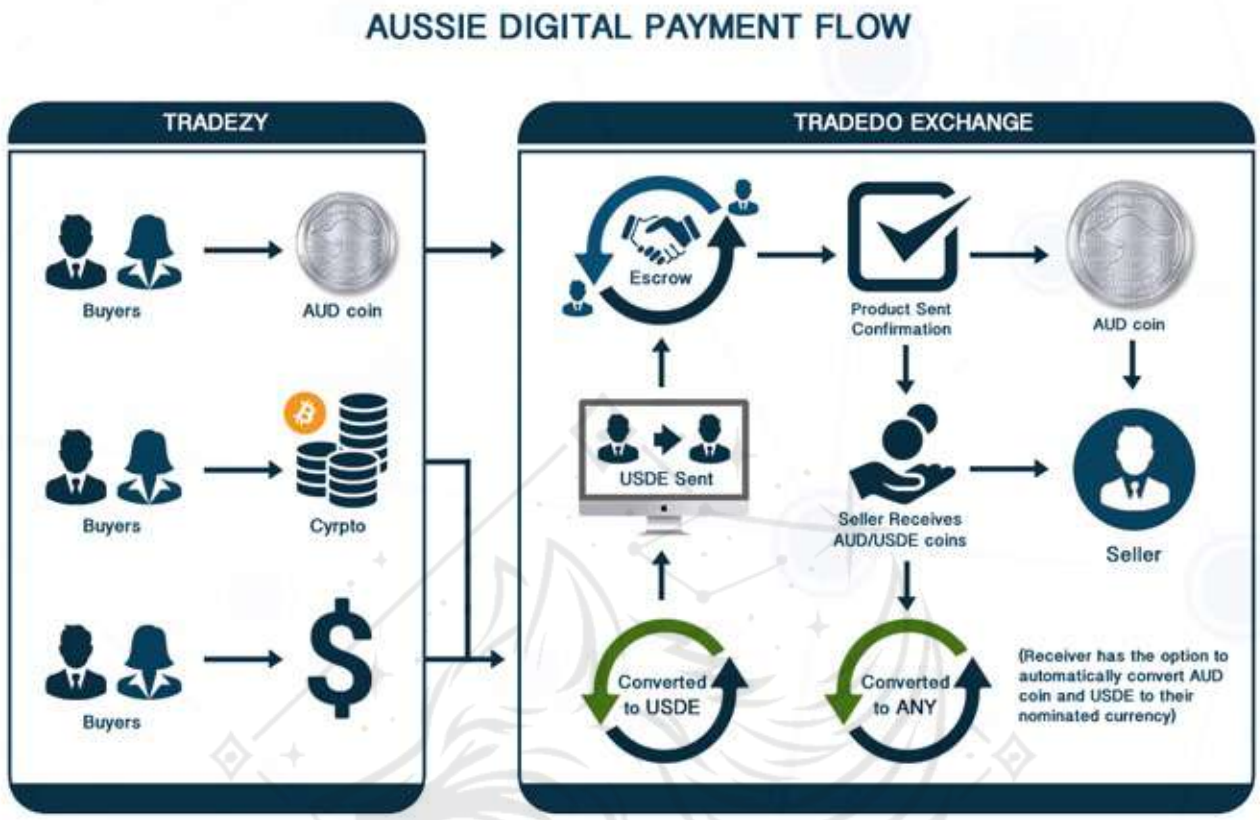
Keeping it Simple

FMPT is not just fast and cheap, it's also simple to use.
The Buyer can pay in either FIAT currency or Cryptocurrency. For FIAT the options would be to use Debit or Credit card for small transactions and Bank Transfers for larger ones. Bank transactions within your own country are usually instant and attract no Bank Fees. Keep in mind you are not sending money overseas through your bank where you would have a Transfer Fee and a currency conversion in the banks favour. Your using FMPT.

For Cryptocurrency payments simply use the online gateway provided within Tradezy.io. You get charged in your National currency and the gateway calculates the real conversion rate for your crypto.

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On the Tradezy.io E-commerce Platform the Buyer gets charged in their national currency and the Seller receives the funds in their national currency. This can also be Crypto Currency. It's all done seamlessly once the customer has chosen their nominated currency.



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WHY TRADERS NEED OUR PLATFORM?

Access to the local market

There are currently 15 billion people shopping online. Though some prefer shopping from E-commerce stores in their own countries, others have no problem in shopping from the online stores located in other countries. Our platform allows small business owners to tap into their national and global markets. If small business owners follow a marketing plan, they can significantly improve their sales overnight by opening an E-commerce store on our platform. Increase in sales means an increase in profitability. Furthermore, presence in various international markets provides opportunities for partnerships which could lead to even higher revenues.

Access to a B2B platform

Our platform will have a community forum/ B2B platform. This will act as a social media outlet for merchants to share ideas with similar minded people and “crowdfund” from the community. This will help community members with new ways to sell more, which will in turn generate more revenue for us. Moreover, this is perhaps the biggest advantage that the entrepreneurs who join our E-commerce platform will have as they will be able to acquire products and ship them without necessarily having to source thousands of dollars on their own.

Minimal Costs

Right now, small-scale manufacturers and producers have to pay significant amounts of money to setup and run online stores on existing platforms. Our platform will offer efficient and effective tools to ensure that store owners get to enjoy premium backend store features but at a reduced cost. We will be able to reduce costs because we will integrate blockchain technology into our platform. Furthermore, the store owners with AUDcoin will also enjoy special discounts.

Multiple Backend Support Tools

When completed, our platform will have a variety of tools to help the store owners streamline their operations for optimal sales. The tools will include:

Comprehensive Marketing Tools

Marketing and promotion are the key components of running any business, be it online or brick and mortar. Proper marketing (of online businesses) attracts traffic, which in turn increases sales and profits. We will have comprehensive digital marketing tools as well as internal social media to make it easy for the store owners to analyse their audience's preferences and experience so as to tweak their stores for higher conversions. Moreover, the AUDcoin platform will include multiple online advertising platforms to make it easy for customers to commence and monitor promotional campaigns should they prefer to use that route to attract more customers.

Honest Feedback

AUDcoin offers store owners a tool to monitor actual customer feedback. Through blockchain technology, we intend to make sure that only those who actually buy the products get to review them.

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This will mean that all reviews posted through our internal social media on the site will be honest or at least from someone who actually got to see the product and probably used it. By analysing honest feedback, store owners will be able to know what customers really want so that they can create unique, customer-centric products tailor-made to meet the buyer's wants and needs. Furthermore, honest feedback can help the producers to update products if need be and act early to prevent a pattern of negative feedback that could harm the sale of products in the long run. As high numbers of customers like placing orders by phone, we intend to integrate this mode of communication as well to make it easier for the customers to inquire about the products before making their purchasing decisions. Phone feedback will also be automatically stored for your listening.

Customer Analytics

Nowadays information is Gold. Big companies like Google and Facebook are using customers' data to make billions of dollars in revenue. We can distribute platform-wide customer analytics data to the store owners for a minimal fee. Multiple filters will be integrated into the customer analytics tool to allow the store owners to easily read trends and patterns and adjust accordingly for guaranteed success.

Reduced Employee Reliance

As companies and manufacturers expand, it is only natural for them to hire more employees. However, with our platform, manufacturers and owners will be able to expand without necessarily having to hire more people. This is because our incubation platform will have multiple features such as customer support, marketing, accounting, and analytics tools to handle the increased responsibilities. Thus, even though one might end up hiring new people to handle the increased workload in their business, it will not be at a scale traditionally needed. This is a key advantage to small-scale manufacturers as most often they don't have the funds to hire more employees in the start-up phase of their businesses. The fact that they can reduce costs and get to focus on what they do best can help their businesses succeed.

Business Incubation

Currently, most platforms/marketplaces are simply businesses that expect their brand popularity and features to propel them to success. We do things differently. We are more of an online business incubation hub than a platform. We want our customers to succeed so as to encourage more people to take up and trade (buy/sell) in AUDcoin. For this purpose, our team will be offering the store owners and manufacturers comprehensive support services to boost their businesses. The support will be available 24/7 as we will be accepting store owners from different parts of the world. Moreover, we will also offer arbitration disputes that may arise between the buyers and sellers on our E-commerce portal.

Store Set-up and Maintenance

Although we intend to make our platform as easy to use as possible, not everyone will be comfortable in setting up their store and maintaining it themselves. Some just like leaving these kinds of jobs to professionals. This is why we intend to create a Job Marketplace on our platform to connect the sellers with verified professionals who will help them edit photos, write product descriptions, translate product descriptions, review products and even make short infomercials for token rewards. This will help the sellers to improve the presentation of their items. It will also increase buyer's confidence as the verified reviews will help them to quickly make their purchasing decisions.

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Acceptance of AUDcoin and other Cryptocurrency

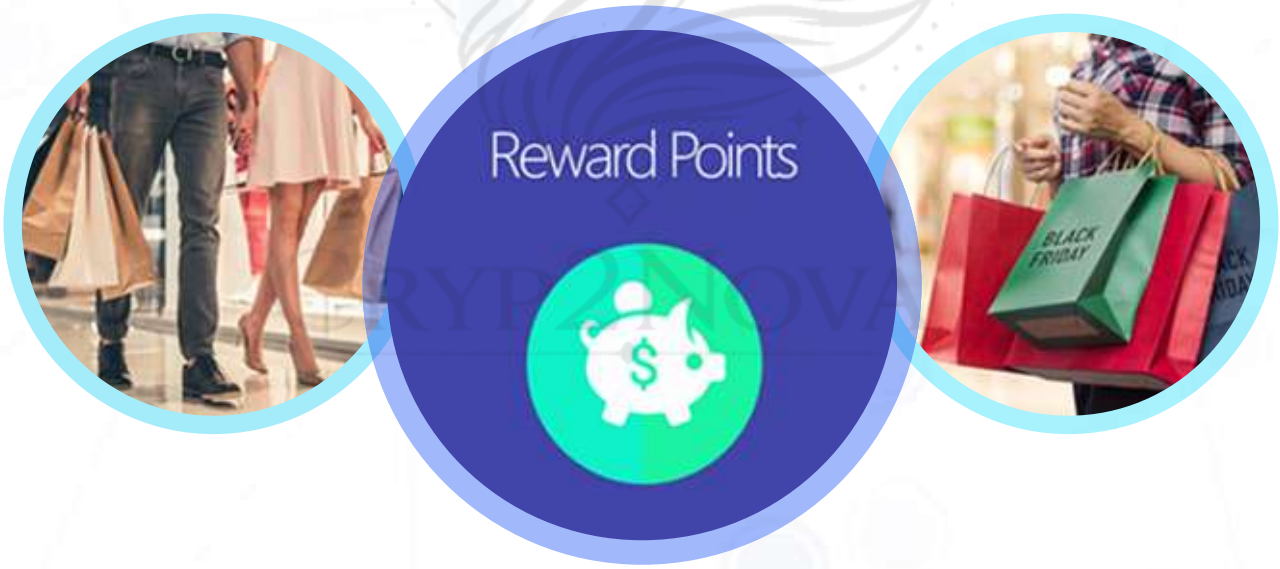
Unlike most stores that do not accept cryptocurrency, sellers on our platform will accept payment in AUDcoin and other cryptocurrency. This will make the stores more convenient especially for those with cryptocurrency. It will also be more convenient to sellers as they will be saved from the multiple transaction fees associated with traditional payment systems.

Customer Loyalty Program

Small-scale manufacturers and business owners on our platform will be able to incorporate loyalty programs on their stores. Allowing customers to earn bonus points or AUDcoins for every purchase will ensure that they will come back to use their bonus points/coins to enjoy discounts and offers. This will increase revenue and profits and create a loyal customer base with recurring involvement.

Quicker and Cheaper Transactions

One of the biggest problems faced by E-commerce stores is the payment processing time. It takes a couple of days for sellers to receive their payment using the existing payment systems. Currently, about 5% of every transaction is also taken as a cut by banks and online payment processing firms. By integrating blockchain technology, we will reduce payment processing time and make transactions cheaper for sellers. The significance of this process is that it does wonders for freeing up cash flow.



SHOPyour way **Rewards**

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Referral Marketing

Multiple studies have reported that a significant number of customers make decisions based on reviews and recommendations made by reviewers, bloggers and others. Reviewers also increase traffic to stores as most customers click on the links provided to and find out more information about the products they want to buy. Our platform will have a referral and affiliate marketing tool. Reviewers and influencers will be able to sign up for the tool and promote the products of our sellers for AUDcoin rewards. This will boost the seller's revenues and at the same time expose one's products to larger markets. Affiliate marketing is often more effective compared to traditional forms of advertising as most customers often trust the influencers/affiliate marketers, making them more likely to purchase the products.



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Free Trial

Sellers will be able to enjoy a free trial of up to 6 months. This will enable them to assess our platform and the benefits thereof. Sellers will also be able to withdraw all monies earned during the free trial to purchase the full AUDcoin platform membership.

Loyal Customers

Currently, the uses of cryptocurrency are somewhat limited as most stores do not accept them. However, the fact is that sellers on our platform will open their stores to millions of cryptocurrency wallet holders. These customers will probably come back for more items every time they feel like offloading their cryptocurrency, allowing store owners to turnover products and services.

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WHY ONLINE SHOPPERS NEED OUR PLATFORM

Looking for an opportunity to start a venture with Cryptocurrency? Tired of only being able to speculate with it? Not impressed with current E-commerce, the way it deals with Cryptocurrency and the lack of any benefits associated with it? Aussie Digital is here to revolutionise it all. With our AUDcoin, not only can you freely trade with any currencies you want, you can use it online on our platform to shop at excellent rates with unbelievable bonuses and benefits following you with every transaction. Our carefully constructed platform ensures ease of access, outstanding interface, security in monetary transactions, a plethora of loyalty programs and much more! Incredible range, unprecedented integration with cryptocurrency, rock solid safety net and earnings with every purchase, we are your new-age online stop for anything you need, shop with us and you'll keep coming back for more. Here's what to expect:

Real Feedback

Nowadays, quite a number of sellers write fake reviews to positively influence online shoppers to buy their products. However, this will never be the case with the stores on our platform. Our blockchain verified escrow payment system will ensure that only those who have actually received an item get to review it. This will enable honest feedback through our social platform and give customers the confidence to go for the products even from relatively unknown sellers.

Smart Contracts and Escrow Payments

Customers can shop with peace of mind as payment made for each product will be held in an escrow account until they have received the product. This will encourage more shoppers to visit sellers on our platforms as they know that if anything goes wrong they can get their money back. The smart contract will be powered by the blockchain technology and will also include tracking codes, allowing customers to monitor the shipment of their products to their destination of choice.

Arbitration and Buyer Protection

Not all sellers are built the same. It is true for the buyers as well. Therefore, it is not unusual for the things to go wrong in the E-commerce world. Our platform will make it easy for the customers to request arbitration in case the product they received is of low quality, doesn't meet the description, or is not what they ordered. At the end of every arbitration process, binding decisions will be made that could result in full or partial refund of payments. As the platform protects the buyers, it will encourage them to continue shopping from the stores on our platform.

Quality Assurance

By being more of a small business incubation hub than a marketplace, we will have the ability to ensure quality for buyers in our E-commerce marketplace. Our marketplace will include tools and features that allow manufacturers to focus more on providing quality rather than to divide their focus on handling multiple business responsibilities. Also, the moment we notice trends in customer complaints and during arbitration we will investigate and possibly suspend the sellers who continue to ship substandard goods.

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Easy Search for Items

We intend to provide the customers with a search bar for all the items on our platform. A search bar will also be available on each store page to enable the buyers to quickly source what they are looking for. Multiple filters will also be made available to enable the buyers to refine their search and narrow down to the product or products they need.

Loyalty Programs and Bonus Points

We will encourage all sellers on our platform to start a loyalty program that awards customers a number of points or AUDcoins for every purchase they make. The loyalty program will allow them to enjoy discounts and offers and save money on future purchases, making coming back for more irresistible. The best deals on the web will only get better when you actually earn cryptocurrency with every purchase you make, basically giving you value like never before. Shop like it's all free!

Ability to use Cryptocurrency and Fiat Currency

The stores on our site will accept popular cryptocurrencies such as Bitcoin and Ethereum. AUDcoin will also be accepted. Thus, those with crypto coin wallets can now find uses for them other than speculation. Shopping using cryptocurrency especially AUDcoin will also enable customers to enjoy discounts and special offers.

Lower Transaction Costs

Buyers get to enjoy lower transaction costs by paying in cryptocurrency.

Purchasing Products from International Markets

Our E-commerce platform will have millions of unique items from small-scale manufacturers around the globe. This will enable buyers to access the products they need, from wherever they are, in the comfort of their homes.

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AUDCOIN MARKETPLACE OPERATIONS

The process of setting up a store on our platform will be as simple as signing up. Upon successful registration, a seller will have access to a variety of tools and a step-by-step guide to launching the first product in the merchant's store.

The items will be automatically categorized based on the settings made by the seller. A preview function will be added making it easy for the sellers to see what the final page will look like before it goes live. But still, the page will not go live until the seller fills out all the necessary product details including the product image, description, price, bonus points, warranty information and shipping options. Other details such as store's name and logo will have to be entered before during the registration process and will be automatically inserted into your theme of choice. Upon completion, a seller can then launch their store and start accepting orders.

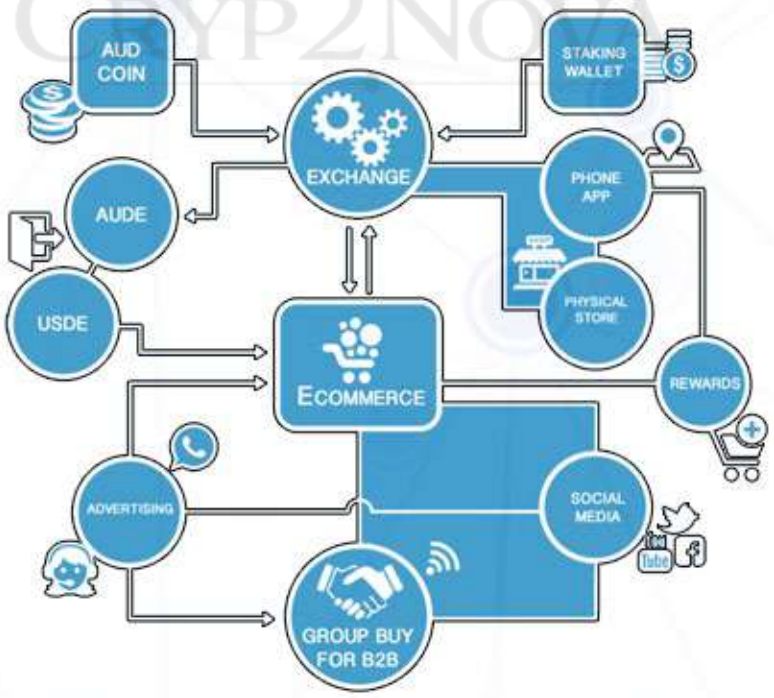
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Our intention is to create a platform for the best small-scale manufacturers/entrepreneurs so as to expose their products to a much wider global market. However, bad customer experiences and reviews can negatively hurt the platform and reduce the traffic to our sellers' stores and the platform as a whole. It is for this reason that our platform will include a Quality Assurance (QA) department. The purpose of this department will be to ensure that only verified manufacturers and producers operate stores on our platform. The department will also look into the quality to ensure that they match descriptions and meet quality standards of destination markets. To further enhance quality and encourage suppliers to do the right thing, each payment from a buyer will move to an escrow account first and not directly to the seller. The payment will only be released to the seller when the buyer acknowledges receipt of the product through a simple one-click process.

A variety of global logistics companies will be made available on the platform, allowing buyers to easily choose the most convenient one for themselves. Upon purchasing a product, buyers will be supplied with a tracking code to follow up on the shipping process. In case the product doesn't arrive at its destination or the buyer experiences any other problem, our arbitration team may order a refund or settle the complaint in any other legal manner that is just and fair to the buyer and to the seller. The arbitration team will respond to all cases within 24 hours to ensure maximum customer satisfaction.

Summary of the E-commerce Cycle on our Platform

- Purchase order is placed, and payment made.
- Payment is deposited to an Escrow Account (seller can see that it is available but cannot withdraw).
- Seller packages and takes the product to the logistics company.
- A tracking code is assigned.
- Customer receives the product and acknowledges receipt.
- In case of no complaints, the funds in the escrow account are instantly released to the seller.
- In case of complaints, arbitration process commences that results in binding decisions (including partial or full refund).
- Customer leaves feedback.



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OUR B2B PLATFORM /COMMUNITY OPERATIONS

Overview

As mentioned earlier, our initial business was to operate a platform to help small businesses fund their ideas. It is our aim to scale, modify, improve and integrate a new B2B platform.

The purpose of this new B2B platform will be simple - to allow merchants, sellers, entrepreneurs, and small business owners to pull together their resources in joint funds and source for products in bulk, from local and international factories. This will allow these traders to get discounts and to compete more favourably against the deep pockets of bigger E-commerce stores.

This new way of trading online will revolutionize global wholesale and retail trade and give the Small & Family Businesses (the little man) a fighting chance in this highly competitive global trade industry.

The new B2B platform will be powered by blockchain technology which will ensure transparency, accountability and automate the entire process – from sourcing products to getting them to consumers. The blockchain technology will also inspire confidence among merchants, allowing them to put more money and do more business on our platform.

The B2B platform will include a community forum section that allows registered and verified merchants to discuss ideas and to join like-minded Buyer Groups. The benefits of using this B2B platform and its community forum coupled with the multiple benefits of setting up a store on our E-commerce marketplace will increase the likelihood of success for the sellers on our platform.

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The B2B Machinery

This will include the platform (software) and rules for getting verified and joining groups. Each group will be managed by an Aussie Digital appointed Group Manager, who will have the power to guide discussions, add sellers, and even remove others.

The Machinery will be driven by the sellers through the manager with each manager (and therefore each group) handling just one product category.

To make it easier for sellers to join these groups, there will be no need for group membership fees. As long as a trader has registered for a store on our E-commerce platform, they will be able to register freely on the B2B platform and join a group of their liking. However, to maintain the platform Aussie Digital will charge a tiny percentage. Sellers who pay in AUDcoin will enjoy a discount. This will help maintain interest and demand on the AUDcoin, which will definitely mean more profits for AUDcoin first purchasers.

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OUR B2B PLATFORM MODEL

There will be four components to our B2Bplatform:

1. Community Forum/ Chatezy Social Media:

The Community Forum/Social component will allow the verified sellers to discuss ideas. A seller will be able to simply ask who else is interested in trading a particular product. Other sellers in that related product category will be notified and instead of “liking” as is the case on social media, they will click “Support” and automatically be added to the group. Upon addition to the group, sellers can discuss and if sufficient interest is generated (at least 5 members), a group “Admin”/Manager will be assigned by Aussie Digital. Thus, in the same way professionals can connect and discuss ideas on LinkedIn, our sellers will be able to connect with other sellers and discuss product sourcing with other sellers likely to be interested in the item.

2. Buyer Groups

The Group Admin will almost always be the generator of the Idea. However, Aussie Digital can assign freelance group administrators from its freelancers' hub/E-commerce Helpers Division. All group affairs and discussions will be visible only to group members and to Aussie Digital's Quality Assurance Department and Product Category Managers. The openness of these groups and their self- management element will all but guarantee the growth of these groups. Even new sellers can simply join buyer groups and simply fund their part for the next stock shipment.

3. Logistics

The entire supply chain will be managed by Aussie Digital's Helpers hub. The Helpers Division will be deployed in a way that the Helpers (freelancers) outbid each other to work on E-commerce tasks including supply chain jobs.

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The bidding element will help ensure that the costs remain low, allowing the merchants to sell their products at competitive prices. The supply chain helpers will include sample reviewers, pre-shipping inspectors, 3PL warehousing, freight forwarders (including container receipt, de-stuffing, retail scan packing and inventory management), customs agents, escrow agents, and insurance providers. The Helpers will include freelancers, cross-docking, new logistical start-ups and big global shipping companies such as DHL and UPS.

4. Ready Products

Upon acquiring the products, sellers will initially send them to their own warehouse spaces for distribution and products uploaded to their Aussie Digital retail shops. We (Aussie Digital) will integrate the best Third-Party Logistics (3PL) providers (as mentioned) around the globe, allowing sellers to take advantage of strategically located warehouses to get products to their clients cheaper and faster.

Maintenance

The B2B platform will include a double-blind rating system in which manufacturers and buyer groups rate each other. The fact that it is double-blind (both sides can't see the other's feedback before they rate them) will ensure that the reviews are realistic and honest. Our Quality Assurance Managers and Product Managers will also be constantly reviewing each group and advising them accordingly on what to improve as part of Aussie Digital's comprehensive quality control system.

SHOP SETUP COSTS ON THE AUDCOIN PLATFORM

To Set up Shop on AUDcoin Platform

AUDcoin will have three distinct plans for sellers. The plans – Basic, Standard, and Advanced will each have different rates based on the tools and features they have.

The BASIC account will include all the necessary items one needs to make their first online sale. This is good for sellers who list a few products on occasion. Garage Sale type plan. Limited to 10 products per month. There is no setup fee for AUDcoin stakeholders. 1% transaction fees apply.

The STANDARD account will include all the BASIC account features but with an expanded product catalogue of between 10 – 50 different products. This account is good for those who are looking to build their online presence but wish to test the waters. The Standard Account allows for a basic Store Front. This account is also free to AUDcoin Stakeholders and offers 1% transaction fees.

The ADVANCED account will be the premium AUDcoin platform account. With it, one can sell any number of products with a Store Front. Also, ADVANCED account holders will be able to enjoy the following features:

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- Customer analytics data
- A variety of marketing tools
- Communication tools including chat, VoIP, Mail, and a Callb ack function
- 24/7 personalized support on how to improve store performance
- Free webinar training with experts

Our **ADVANCED account** sellers will be able to enjoy features and tools that will:

- Increase sales
- Boost profits
- Ensure safety.

This account is also free of charge to AUDcoin Stakeholders with 1% transaction fees.
All retailers on the platform will have to take AUDcoin as payment. Those who choose not to stake can still enjoy low cost trading fees. A flat rate of $20 per month will be charged to use our Tradezy Ecommerce platform and between 1 and 1.5% transaction fees depending on their turnover.

All accounts will have access to advertising through our Email, Tradezy Ecommerce and Social site. This would be an additional cost to the retailer or manufacturer.

By reducing costs to the retailer through AUDcoin we feel it will help in the adoption of the coin as well as limiting the amount of AUDcoin that is in circulation which in turn should increase the value of the coin.



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Stake holding can also be seen as an Escrow of sorts as the stakeholder holds AUDcoin which can be reimbursed to the purchaser should there be a problem. This allows the shopper to buy with confidence using AUDcoin and DIGITAL PAY. We also intend to set up mobile applications for those buyers who prefer making their purchases on their smartphones. This will make it possible for shoppers to access products in stores who accept AUDcoin and DIGITAL PAY while on the go.

Our currency exchange platform will be integrated into our system to make it easy for sellers to quickly pay for whatever service or feature they want on our platform.



AUDCOIN USAGE ON THE PLATFORM

AUDcoins will be used for payments on our platform and for exchange on any other site that accepts them (all sites – which will eventually be the case). On our platform, sellers will receive generous discounts to pay for services and memberships with the coins. Buyers will also be encouraged to buy items using AUDcoin as it is the only way they will enjoy discounts and bonus points. By encouraging the use of our coins in this way, we will ensure maximum flow of the currency. Early purchasers or partakers will be able to enjoy discounts or wait and see their money grow as an increasing number of people buy AUDcoins for trading on our platform.

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TOKEN USE ON THE PLATFORM

Stores Ownership and Service Purchases

Entrepreneurs and small business owners will be enjoying advantages with lower rates to own a store on our platform by buying it using AUDcoins. To incentivize entrepreneurs to change to our currency, our services will initially be at least 3 times cheaper than what other platforms currently charge.

Increase in demand and interest in our coin will increase its value, further maximizing flow and liquidity of AUDcoin. This way, first purchasers and buyers get to enjoy good returns within a few months.

Apart from using AUDcoins to buy store ownership, sellers will also be able to use them to contract specialists on our platform for product descriptions, imaging, honest reviews, and infomercials. These transactions are expected to guarantee the liquidity of the AUDcoin. The fact that sellers can use their coins to buy services from contractors on our B2B platform ensures that there is no coin surplus, thus helping prevent the coin from crashing.

Buying Products

Buyers from all around the world will be able to buy products on the platform using not only AUDcoins but also other Cryptocurrencies on our Tradedo Trading Exchange and FIAT Money. They will be motivated to take up AUDcoins by offering them dollar discounts when they buy in AUDcoins. Furthermore, deals and offers on the platform will only be available in AUDcoin. One of the most exciting things about using AUDcoin is the guarantee that all transactions involving the coin will be recorded in the coin's blockchain. This form of buyer protection prevents fraud. Buyers will also be protected by smart/escrow contracts that will only release funds to merchants when they acknowledge actual receipt of bought products. The advantages of using our platform make it better and more secure to trade on the platform than it would be for the buyer and seller to trade externally. This keeps both parties interested in using our platform and therefore will maintain an interest in our coin.

Transactions Between Community Members

As mentioned before, merchants on our platform will be able to seek E-commerce related services directly from our community platform. Services such as product imaging, presentation, and content production will be available from freelancers in our Helpers division on our B2B platform. Merchants will be able to use AUDcoins to pay for any of the above-mentioned services. No extra fees will be charged to freelancers or merchants for using this internal payment system. This motivates community members to buy and pay for services in this manner.

Affiliate Marketing

Community members will be able to earn free AUDcoins by signing up for the platform's affiliate marketing program. Help spread the word about Aussie Digital ICO and receive AUDcoin for your efforts. Our Affiliate program offers lucrative rewards with a 3-level program.

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Earn 10% on your first sign up another 3% if they sign up another member and another 1% if they sign somebody else up. Interested but a bit short on coin yourself? That's Ok! You don't have to purchase any AUDcoin. All you need to do is signup, get your Affiliate code and start promoting. It’s that simple! Every Coin you earn goes straight to your members account, ready to be claimed on the ICO completion.

Any material on our website can be used in your efforts to promote Aussie Digital. So, what are you waiting for?



Additional Services

Any merchant, who wants to buy extra store features such as marketing, or to boost their ranking on our internal search engine, will be able to do so for a fee. These and other additional services will be offered in exchange for AUDcoins.

Trading Cryptocurrency on the Platform

Should they be interested in exchanging ALT coin (Alternative coin) for any other cryptocurrency, users will be able to trade it on our cryptocurrency Tradedo Trading Exchange platform.

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USES OF THE AUDCOIN ON EXTERNAL PLATFORMS

Any store anywhere in the world can integrate our coin's payment system by buying our coins in bulk and distributing them to their members. The use of AUDcoins will give them a variety of advantages that will include transaction transparency, ability to trade coins, and an honest feedback system.

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POTENTIAL AUDCOIN VALUE POST LAUNCH

The need to pay for products and for services on our hub will positively increase the value of the token. This will mean more revenue/profits for first purchasers/users as they will be the only ones with a bulk supply of the commodity in demand (the AUDcoin).

Increase in the value of the token will improve even further as more and more merchants sign up to enjoy the benefits of running the stores on our platform. However, as it is with any other currency, the value of the AUDcoin will be determined by the market adoption and the willingness of an increasing number of people to use it. Thus, there could be further increase or decrease in value. However, having foreseen this problem, Aussie Digital decided to come up with a cryptocurrency Tradedo Trading Exchange portal for AUDcoins. This will give more people the confidence to acquire the token as they can easily exchange it with any other major cryptocurrency on our platform. This will help maintain the popularity of AUDcoins and further increase their value.

In conclusion, the more people using the currency, the more likely its value will increase. Aussie Digital won't get involved in any active form of trading the coins, it will simply grow by collecting fees from the merchants setting up shop and buying extra services on its platforms. The continued collection of coins could be sold in the future to raise funds for further development of Aussie Digital's platforms. At Market Value.



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CRYPTOCURRENCY EXCHANGE

So, you want to offload your AUDcoins as a first purchaser and there is nothing you would like to buy from our merchants?

Well for us there are two solutions to this:

1) List our currency on various exchange markets, and
2) Build our own cryptocurrency trading platform.

As part of the First solution, we plan to list AUDcoins on the best international coin exchange programs. The listing of the AUDcoin on a variety of platforms will give AUDcoin holders a variety of options to trade their coins whilst increasing their likelihood of finding great exchange rates on one of the global exchanges. The listing will make it possible to trade AUD-coins for mainstream currency or for any other fluid cryptocurrency.

The Second solution is the creation of our very own cryptocurrency exchange. The Aussie Digital exchange will be super-fast, secure, and with up to 150 major coins for you to exchange your money for. Some of the biggest problems faced by current crypto exchanges include low withdrawal limits, security breaches, delay in settling trades, and lack of proper support service. We intend to rectify these problems by launching a customer-centric coin exchange. The platform will include new technologies to power millions of transactions per second, enabling customers to conduct business any time of the day. Our system will also not impose unnecessarily low withdrawal limits to allow customers to withdraw their money whenever they feel like it. With Tradedo Trading Exchange being part of our E-commerce platform, holders of other cryptocurrencies will be more likely to find and be interested in what our merchants are selling.

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TOKEN SALES

There are two objectives of the token sale:

1. To increase market adoption of the coin.
2. To raise funds to further develop and streamline the use of Aussie Digital.

The sale will be through a written contract. All the funds collected will be channelled to power the platform, further market the coin and diversify its uses so as to increase its value.

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TOKEN SALE DETAILS for Private Sale

START DATE:	JUNE 2018
Coin Type:	ERC-20 Hybrid Staking Token
TOTAL AUDcoin SUPPLY:	25 BILLION
AUDcoin PRICE:	$0.01
PAYMENT METHODS:	BITCOIN /ETH /FIAT (Other Methods Through Private Agreement)

TOKEN SALE DETAILS for Public Sale

To be confirmed. Please check details on our website.

TOKEN DISTRIBUTION

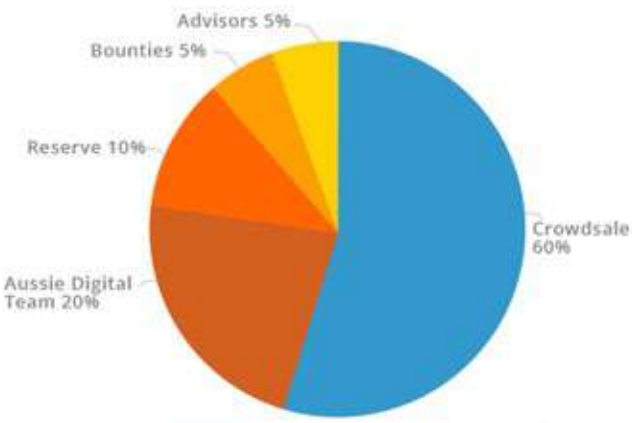
The key to the successful AUDcoins' distribution is to ensure that the majority of the coins are with the members of the public – the section of the population that the coin is built to serve. Therefore, the biggest chunk of the Coin Allocation (60%) will be sold in the ICO (Initial Coin Offering)/token sale making sure that the distribution is wide to prevent wales from manipulating the market.

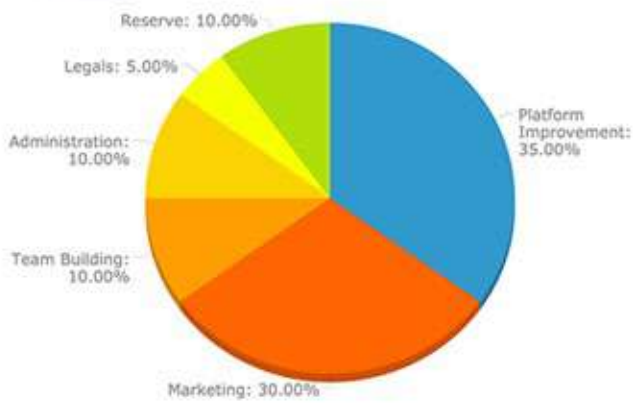
ALLOCATION OF FUNDS

35% Platform Improvement
30% Marketing
10% Team Building
10% Administration
10% Reserve
5% Legal

ALLOCATION OF COINS

5% Advisors
5% Bounties
20% Aussie Digital Team
10% Reserve
60% Crowd sale





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Note: Any remaining Coins left over after the Initial Coin Offering will be utilized in our Rewards Program.

10% Reserve will be kept on hand. This is to allow new merchants to purchase the coin should there be an under supply. To take advantage of the free Tradezy Ecommerce fees the store owner needs to Stake. (Any purchase of the coin in this manner would be strictly at Market Price)

Buy limits will apply daily to help keep the dispersion fair. "PLEASE REFER TO OUR WEBSITE FOR UPDATES"

Private contributors, Team members and Advisors will not have access to their AUDcoin until a 12 Month holding period is reached for Team members and 3-6-12 month period is reached for Private contributors and Advisors"

COIN ALLOCATION

When the 25,000,000,000 coins are all distributed, no further AUDcoin will be supplied. Only those in existence will be traded and used. This prevents oversupply, which often leads to erosion of coin value leaving initial partakers/purchasers with losses. The mitigation of this risk through pre-setting the total number of AUDcoins protects initial stakeholders from such losses.

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PROCESS OF STAKING AUD COINS

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Active Staking. Get Actively involved!

Active Staking on the Aussie Digital platform will earn you 10% staking rewards per month. To Actively Stake you need to login to your Members Dashboard.You will then need to send AUDcoin to your Staking wallet. The same wallet you use on Tradezy.io

You can Actively Stake your coins for the time of your choice 30,60,90,120 days. On maturity you can either Claim your Stake or re-Stake. The more coins you stake to more you can earn. Any coins you earned can also be spent from the same wallet at Tradezy.io

Besides rewards on Tradezy this is the only way to get more AUDcoin after our IEO and ICO is over. Keep in mind that lots of our Airdrop and SuperDrop participants will want to cash in after the ICO is over. This is another way to get more AUDcoin to stake.

There are also benefits to retails. Should a retailer have a sale or liquidate some stock they could use Active Staking to pick up the loss they incurred. By Actively Staking for 2 times of 30 days they could make 10% per 30 days compounded.

As we are only releasing a small amount of coins in our IEO and ICO, Active Staking rewards will last for many years. This is only the first stage of Active Staking. Once it is all unveiled in time it will be clear that Active Staking will be around for many more year to come.



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AUD SECURITY

Each time an AUD token is bought or transacted, that generates a block on the larger AUD blockchain. This block is unique and is recorded on everyone's AUDcoin wallet automatically. Therefore, it is variable, which means your transaction is variable. This makes it extremely difficult to lose AUDcoin through any sort of manipulation of the system. AUDcoin security is guaranteed.

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CONCLUSION

If we look at real estate values and how they are priced, you will see a common thread. The better the structure, quality of the surrounding infrastructure, class of surrounding trade, property demand and strength of community – the better the property price. This is also the case in the digital world.

At Aussie Digital, we believe that success is not success until it is communal, shared by and accessible to everyone. In this spirit, we aim to provide opportunities to all, regardless of your level of stake or experience. With our range of specialized business tools and the carefully regulated Ecosystem we have built, Aussie Digital ensures that every community member feels secure and valued. We realise the importance of support in constructing and maintaining a strong and prosperous community and make it our foremost priority to bring value to users by building a strong sense of worth and community. Our commitment is reinforced by the fact that the stability of our currency and the satisfaction of our customer base go hand in hand and thus every opportunity we create to benefit our consumers is an enhancement of our own system.

This brings liquidity to a market constructed around community where higher ROIs can be expected by both short-term financier and those in it for the long haul which is something that is unique to AUDcoin because of its careful focus on Community and the durability of the Coin.

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DISCLAIMER AND WAIVERS

Aussie Digital does not make any representation or warranty as to the accuracy or completeness of the information

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