Overview

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PiChain Global Ecosystem

PiChain Global Ecosystem: the ecommerce revolution

PiChain Mall is thrilled to announce the next step in our journey: the **PiChain Global Ecosystem**.

Our vision goes far beyond traditional paradigms. We aspire to create the next generation of Web3 applications with an ambitious goal: to engage billions of users. Our goal is to shape the future of Web3 ecosystems: creating a digital landscape that empowers users, fosters innovation, and redefines how peer-to-peer transactions are conducted around the world.

The philosophy of PiChain Mall is rooted in the belief that real change and mass adoption become a reality when the community comes together to pursue a common goal. PiChain Global will expand the existing community and leverage blockchain technology to create a Global Platform with a simple, intuitive Web2-like access point that opens the full potential of Web3. From ecommerce of real-world goods to the exchange of digital assets, users will enjoy a friction-free marketplace.

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The promise of cryptocurrency

Peer-to-peer transactions offer to revolutionize global financial interactions. This visionary model enables customers and sellers, from individual sellers to businesses, to directly exchange an asset in return for goods or services. This model is far superior to the existing standard in which the seller must both trust a third party to pass payment to their accounts and pay a significant fee for that service.

The current trusted third-party mechanism introduces risk for all parties: the seller must accept the risk that payment will not arrive or may be reverted, and is forced to build that cost and the cost of the transaction into their pricing. Additional costs are added if the transaction is cross-border: adding exchange rate conversion and international remittance fees to seller prices.

The customer is forced to absorb these additional costs and faces the risk of fraudulent use of their card details by malicious agents or insecure practices on the seller's side. Furthermore, many banking services accept some of the risks associated with such fraud and build that back into their fees.

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Next
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