



RESHAPING THE LANDSCAPE OF ONLINE SHOPPING THROUGH BLOCKCHAIN TECHNOLOGY

WHITE PAPER




Abstract

Successful online shopping businesses thrive on delivering great customer service and experience, multichannel marketing, and operational efficiencies. But with increasing gaps in e-commerce such as in verification, validation and quality checking of products and services listings, limited payment options, failed logistics and delivery, and issues on client and customer data security and storage, *CashCart Infinity Shopping* is leading the frontier of a blockchain-based global online shopping platform which provides for solutions and the tokenization of rewards and payments in online shopping transactions. CashCart envisions itself to build a vibrant community of cross-border online member shoppers and merchant solution partners who share remarkable and valuable shopping experiences driven by smart and scalable technology which will ultimately reshape the current global online digital shopping.

Its decentralized recording of transactions for product orders and offered services within the eMarketplace operates through the concept of the *Proof of Transaction* (PoT). The Proof of Transaction (PoT) is a consensus mechanism for rewarding active users of the system. Alongside its own native system, CashCart is powered by the ProximaX Private Blockchain utilizing the NEM Catapult. ProximaX secures immutable transactions onto its public ledger viewable via CashCart explorer. It also secures data requirements with a 99.99% uptime availability, serving as an ultimate secured storage layer of the platform. These technologies—ProximaX and the CashCart native system—create a sustainable ecosystem with CCNX as its token economy in the Proof of Transaction protocol.

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I. Motivation

E-commerce offers significant productivity gains, rationalization of business processes, multiple avenues for marketing and sales generation, strong visible online presence, access to an unlimited audience, and other growth opportunities. Tapping on these potentials, the CashCart online shopping platform or eMarketplace was created to leverage and maximize them.

A. Problem Definition

Online shopping is perceived to be convenient, easy, and hassle-free and while it saves us the trouble of going to a physical store, there are various implications regarding how products and services are handled, paid, and delivered. In addition, merchant dealers and service providers only earn from sales. Buyers and consumers only receive products and services that they pay for, and sometimes unsettled disputes between buyer and seller lead to unhappy and unsatisfying shopping experiences. Participants in the eMarketplace get limited rewards and selected privileges, user impressions are selectively monetized such that while a merchant seller receives good reviews, added value only benefits the seller with no monetized gain for the shopper.

Moreover, the structure of the current e-commerce system is mostly centralized and is a target of cyberattacks. Any information that we put up in an online store are most likely to be hacked. Uncertainties in shipping and delivery such as not knowing when exactly your order is coming and who the personnel in-charge is of the package also raise issues of trust for some customers.

Indeed, online shopping is increasingly changing the way we shop but concerns over having the right and quality product, digital payment failures and hidden charges, sloppy fulfillment and delivery, and lack of security need to be addressed.

B. Solutions

In an effort to address the aforementioned challenges, CashCart has come up with the following solutions:

1. Product Validation

Products (and services) are validated for listing and before shipping to buyer customers as guided by the key metrics set in the consensus mechanism, the *Proof of Transaction (PoT)* protocol.

a. For Listing

CashCart has set specifications for products and services for listing which may be compared vis-à-vis an Apostille (optional for merchant partners), an image notarization to validate the listed items' truthfulness. Notarizing the image via Apostille upon taking a photo of the item for sale is highly recommended for merchant sellers to avoid copyright and quality issues.

b. For Shipping

Pick-O, CashCart's subsidiary company for logistics and delivery solutions, validates product items through the Pick-O delivery system.

c. QA Scoring

These are parameters set by CashCart for determining whether a product (or service) is qualified for listing in the platform and for shipping and delivery to buyer customers. Please refer to the section on *Proof of Transaction*.

2. Trustless Loyalty and Bounty Rewards Program

CashCart provides a trustless loyalty and bounty rewards program that tokenizes rewards. Once a user creates an account, e-wallets are provided for activation—a CashCart e-wallet for storing tokenized rewards in digital asset ready for shopping transactions and a blockchain nanowallet to store personal funds. Rewards are shown real-time as they accumulate on the user accounts. Users can use the token rewards for purchase, redemption, and sharing, or transfer them to their own secured blockchain e-wallet.

In a given scenario, when a seller effects a cashback the transfer of tokens is enacted in the blockchain thus facilitating a peer-to-peer (P2P) transfer of mosaic or digital asset. This transaction creates a hash that can be verified in the NEM public ledger. In the same manner, any token rewards given by the CashCart system to users will happen on-chain thus creating a trustless transaction.

3. Smart Logistics and Delivery Support System

Pick-O is a subsidiary company of CashCart developed exclusively for logistics and delivery solutions as a support system for its eMarketplace. It features a real-time locator of the item and the account profile of the personnel in-charge of the delivery. It also uses QR codes to verify tracking of orders.

In the merchant dashboard, for example, there is a function enabling Pick-O deliverers to pick up the item and deliver to the customer. Once an order is received and ready for dispatch, the system broadcasts to all Pick-O-enabled devices the availability of the item to be delivered. Delivery can either be directly from merchant to shopper or through a merchant consolidator hub. Once a transaction is fulfilled, CCNX¹ is paid by the system to the shopper for the shopping transaction and to the Pick-O deliverer for successful delivery. CCNX is also paid to the merchant for the purchased item and in the event that no dispute arise.

¹ Refer to the section on *CCNX as Token Economy*

4. Client and Customer Data Security

CashCart has a dedicated data security team committed to the monitoring and storage functions of the entire ecosystem, and are guarded by the CashCart cybersecurity and ProximaX utilizing the NEM Catapult.

5. Blockchain Education

CashCart also offers blockchain education through its Coaching Academy. The main purpose of this is business development training for all users in addition to the discussion of e-wallet security, use of CCNX token, and CashCart and Pick-O applications. Users of the platform also has the privilege to enjoy sponsored training on the applications of ProximaX Blockchain.

II. Market Approach

In the Philippines the e-market is characterized by an engaged buying and selling culture coupled with a desire for convenience.² There is a thriving market for investors, as the country's economic situation is growing. Majority of the population are young workers, fervent Internet users. Inspired by this vibrant market, the Filipino e-commerce scene is bubbling, as more young entrepreneurs are launching various businesses specializing in financial technology, new technologies, healthcare, social development, real estate, tourism, education, services or on-demand service.³ The country's e-market is also poised to reach 19 billion USD (Php 918 billion) by 2025, outsizing both Malaysia and Singapore, and experience 34% annual growth over the next 10 years. In the next 10 years, it is believed that 5% of all purchases in the country will be bought online.⁴

² Joquiño, Paulo, "Top Philippine E-commerce Players on the Country's Explosive Potential," TechinAsia, 30 May 2018, 05 August 2018 <<https://www.techinasia.com/talk/ecommerce-philippines-explosive-potential/>>.

³ "Understanding E-commerce & Opportunities in the Philippines," EuroAsia Research Experts, Inc., 05 August 2018 <www.euroasiaresearchexperts.com>.

⁴ "More Businesses Eyeing the Philippines for E-commerce Opportunities," aCommerce, 30 May 2017, 05 August 2018 <<https://www.acommerce.asia/businesses-eyeing-philippines-ecommerce-opportunities/>>.

On a regional scale, the Asia Pacific has become the largest online platform for retail revenues and is growing at a fast rate.⁵ In Southeast Asia alone, the online consumer base grew by 50% last year and now totals 200 million individuals across ASEAN's top six economies—Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam.⁶ With over 350 million Internet users in the ASEAN-6 alone, it is a massive market that yet needs to be saturated and which is currently not being used to its full potential.⁷

ASEAN's strong economy, younger generation, increasing international investment and ongoing economic growth has laid a solid foundation for the region to become a leader in the digital economy. If the region was represented as a single country, it would be among the largest economies in the world, behind only the United States, China, Japan, Germany, the United Kingdom, and France with a combined GDP of \$2.5 trillion.⁸

CashCart approaches the market at hand with a new way of running e-commerce. Its system is built with a belief that every responsible and active participation in the eMarketplace should be rewarded and recognized; hence, the Proof of Transaction comes to play. This proving consensus arbitrates behaviors of users in the online shopping platform resulting to tokenization of rewards in the form of CCNX.

A. The Proof of Transaction

The Proof of Transaction (PoT) is a consensus mechanism for rewarding active users of the system. It is a protocol which validates transactions and provides merchant sellers and member shoppers to verify any sale or purchase transaction within the

⁵ Greene, Shawn, "E-Commerce Trends and Developments in Asia-Pacific," Asia Briefing, 03 June 2014, 05 August 2018 <<http://www.asiabriefing.com/news/2014/06/e-commerce-trends-developments-asia-pacific/>>.

⁶ Hoppe, Florian and Sebastian Lamy, "So You Want to Win in Southeast Asia E-commerce?" Bain & Company, 06 December 2017, 05 August 2018 <<https://www.bain.com/insights/so-you-want-to-win-in-southeast-asia-ecommerce>>.

⁷ "How Southeast Asia is Set to Dominate E-commerce," BitRewards, 28 May 2018, 05 August 2018 <<https://medium.com/@bitrewards/how-southeast-asia-is-set-to-dominate-e-commerce-82531ecc3b40>>.

⁸ "The State of E-commerce in Southeast Asia," Commission Factory, 31 October 2017, 05 August 2018 <<https://blog.commissionfactory.com/ecommerce-marketing/the-state-of-ecommerce-in-south-east-asia>>.

CashCart eMarketplace in a distributed public ledger verification trail of usage (shopping), inputs (impressions), and earnings (rewards, bounty, and payments) all in virtual currency (CCNX) secured by the ProximaX Blockchain. Its protocol also computes for CCNX as token rewards through a mechanism that takes QA scores of key metrics from the completion of the KYC, products and services listing, customer satisfaction rating, resolution of disputes, user impressions, network referrals, and confirmation of delivery by Pick-O⁹. Regarding Pick-O, the last element in a delivery transaction, the PoT is prompted for the generation of token rewards and seller's payment upon successful fulfillment of delivery.¹⁰

Components of the PoT as a rewards system within a valid and completed transaction is currently restricted to bounty rewards, network referral rewards, and user impressions. Bounty is a reward with values preset either by the system or by the merchant seller for listed products and services, and is liberally given to the member shopper for every purchase. Network referral rewards are system-generated rewards for every user referring family members, friends, and members of his or her network to shop and sell within the platform. As an added value, rewards are also generated through user impressions in the form of Like, Share, Comment/Review, and Blogs.

Enhanced features of the PoT is also inclusive of the following parameters—completion of the KYC, privilege membership status attainment, and system-confirmed training participation. Anyone who wishes to participate in the eMarketplace is required by the system to create an account profile as accomplished KYC; privilege membership is attained by accumulating merit points through time as an active user; and an additional requirement of attending user training programs also generate rewards. All these activities are considered by the system as transaction elements and are thereby tokenized. In another sense, everything you do correctly and responsibly in the eMarketplace is rewarded and tokenized.

⁹ Refer to the section on *Pick-O Intelligent and Smart Delivery*

¹⁰ See paragraph 3 of *Pick-O Intelligent and Smart Delivery*

B. CCNX as Token Economy

Envisioning itself as pioneering a fiat-free, virtual currency shopping, CashCart utilizes its own digital asset CCNX within the shopping platform that features coin stability and immutability of transaction records. CCNX is offered as a stable coin pegged at current USD rate with the value of 0.02USD/CCNX and with an available supply of 9,000,000,000 coins ready for circulation.

Within the online shopping platform, either fiat currency or ProximaX Mosaic (CCNX) is used for payment of orders. This dual approach of choice auto generates a secured internal escrow of payments prior to fulfillment and satisfaction of orders real-time. CCNX as token payment are all temporarily held in escrow by way of “Outstanding Balance” which can only be released and cleared real-time as “Available Balance” to a specified address after successful fulfillment of delivery.

Meanwhile, CCNX as token rewards are transferable P2P and can be used to purchase items. Tokenized rewards are intended for purchases inside the eMarketplace; however, in the event that a user might be in need of cash CCNX can be converted and cashed out anytime through the user’s bank of choice, charges applied.¹¹ This feature is tagged by the system as “Switch.”

Moreover, CCNX is not only given as a reward for every buying and selling transaction; CashCart provides other faucets for rewards. From completing a user account profile, writing a review about an item, rating a transaction peer, listing an item in adherence to the listing policies, referring someone to buy or sell in the platform, and buying a Shopping Credit Voucher (SCV), a user gets token rewards. Using the platform’s own cryptocurrency is also highly encouraged of its members and users who top up his or her e-wallet through his or her CashCart account gets more rewards in CCNX.¹²

CCNX is available in the platform as SCV, a wallet top-up, and in the CCNX e-wallet application. Pick-O delivery fees are also paid in CCNX.

¹¹ Cash-out is initially available in Philippine peso within the country only.

¹² Upon creating an account, each member is presented an e-wallet. This wallet is on-chain and compatible with the NEM nano wallet. Inside their user accounts, members can top up their e-wallets with CCNX using a fiat source and more rewards are given to users who do so.

III. Blockchain Integration

Alongside its own native system, CashCart is integrated with ProximaX Private Chain that utilizes the NEM Catapult and securing speeds of at least 4000 transactions per second. These technologies—ProximaX and the CashCart native system—creates a secure sustainable ecosystem with CCNX as its token economy in the Proof of Transaction protocol. CashCart is ProximaX's first live private chain showcase utilizing the NEM Catapult blockchain.

A. ProximaX Private Blockchain

The ProximaX private chain secures immutable transaction records onto the ProximaX public ledger that can be viewed on CashCart explorer. The private chain secures data requirements with 99.99% uptime availability, serving as an ultimate secured storage layer for the platform.

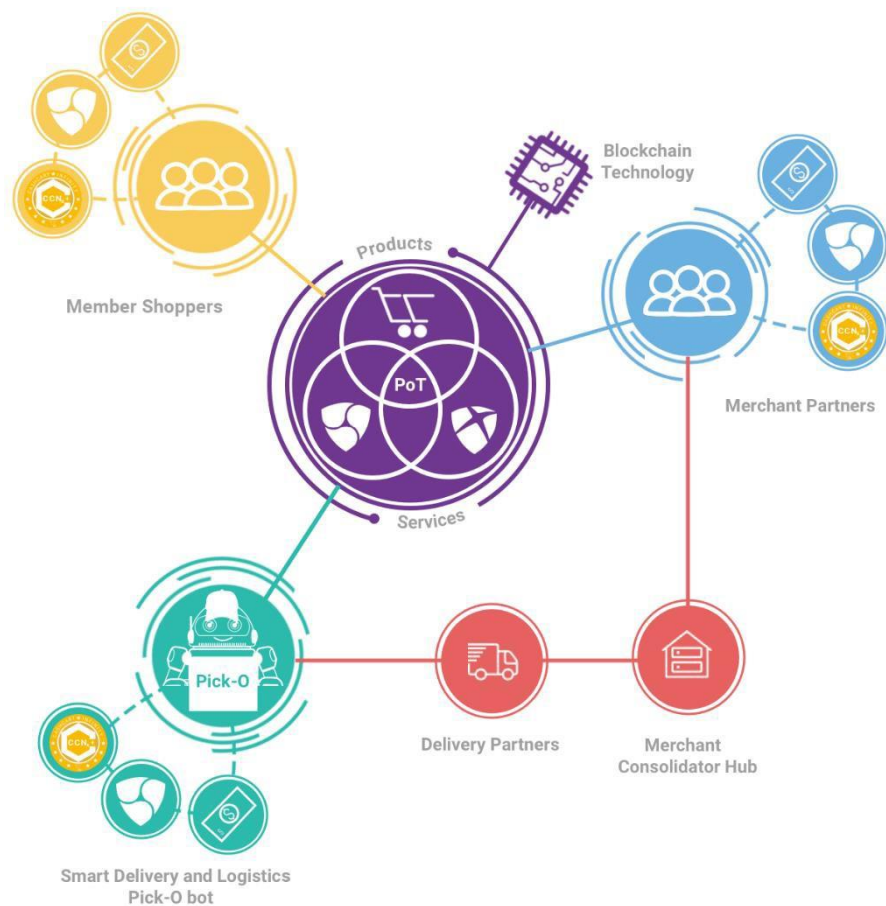
Data privacy is a huge factor in the equation. To implement the balance CashCart integrates ProximaX's KYC solution, a permission-based KYC feature, to identify and recognize users and content creators while maintaining security and zero-proof privacy and anonymity, as necessary.

B. Future Strategic Solutions with ProximaX

CashCart will explore all possibilities that ProximaX can offer, from secured storage to KYC solution which can extend to other features such as supply chain management, workforce collaboration and messaging, video streaming, legal and notary services, traceability, registries, records and reporting system, big data application, health identity and IOT records management, business continuity, and others as the need arises. For reference, see <https://proximax.io/#features>.

IV. Business Model

CashCart is structured with five strong and interactive core elements: the CashCart e-marketplace, Blockchain Solutions, Merchant Solution Partners, Customer Member Shoppers, and Pick-O Intelligent and Smart Delivery.



A. Empowered Merchant Solution Partners

CashCart aims to empower merchant partners by affording them easy, convenient, and secured payment solutions. Small, medium, and large enterprises are given fair and equal opportunities to conduct business within the platform. Benchmarks on their competence, trustworthiness, competitiveness and innovativeness are raised and they are given access to an unlimited audience and limitless opportunities to sell. They will also be catered by 24/7 customer support and provided a decision-support and management system. They will be benefited by training and coaching, which

educates them to adapt to current business trends, and will be equipped with QR- and RFID-enabled technologies.

B. Member Shoppers Valued Online Shopping Experience

Member shoppers have the rare opportunity of affording a seamless, awesome, and valuable online and in-store shopping experience. The platform's *Store Locator* provides highly detailed and relevant social shopping data about merchants, products, and services which will help members make quick and smart purchase decisions either at distant locations or within close proximity.

Members can also enjoy various exciting shopping approaches such as simplified online purchase, online reservation or purchase with in-store pickup (queueless shopping); same-day and next-day free deliveries; shipping to any store or location and faster international deliveries.

Moreover, once a shopper or merchant hits the required volume of shopping purchases accumulated through time and through his or her referral, the system elevates his or her status from a regular shopper to a valued shopper to automatically become a member of the valued shoppers club. As a member of the valued shoppers club, one will enjoy special privileges and rewards.

C. Pick-O Smarter and Faster Delivery

Tantamount to a stable and secure platform, CashCart has come up with a unique way of providing logistics and delivery solutions through its Pick-O delivery system. Pick-O is a decentralized shipping strategy designed for efficient and faster delivery running on the ProximaX Private Blockchain for CashCart.

Anyone who wishes to become a Pick-O Man undergoes a thorough KYC procedure, including compliance with the respective laws of a country's individual and business clearances. Pick-O executes smart contracts for shipping and records the events on the ProximaX Blockchain. All appertaining data will be saved in a storage layer secured by ProximaX.

The Pick-O App, its downloadable mobile application, is available and compatible with the Android, iOS, and other web browsers. Its primary function is to receive broadcast of orders through the CashCart platform for the seller's shipping order. Every shipping order is created as a smart contract and anyone with a Pick-O account can respond to the order. Both the shopper and the merchant will receive a full profile description of the delivery personnel, the expected time of arrival (ETA) of the item, and a full-featured map showing the whereabouts of the Pick-O deliverer. The shipping smart contract comes with multi-signature where the shopper, merchant, and Pick-O deliverer sign through a QR code. Once the smart contracts are signed, shipping payments are instantly paid in CCNX to the Pick-O deliverer. In like manner, merchants are paid for their item sales and shoppers are rewarded in CCNX for the fulfilled transaction.

V. Mobile Applications and Additional Features

CashCart and Pick-O have corresponding downloadable applications for mobile commerce. Both applications smartly interact with each other from different enabled devices every time there is purchase and/or fulfillment transactions in the platform. Additional features of the system include not just the inclusion of both products and services in the eMarketplace, m-commerce and social shopping applications for both CashCart and Pick-O, but also restful API solutions for other e-commerce and logistics systems to be integrated into the platform.

VI. Business Trust Mechanism

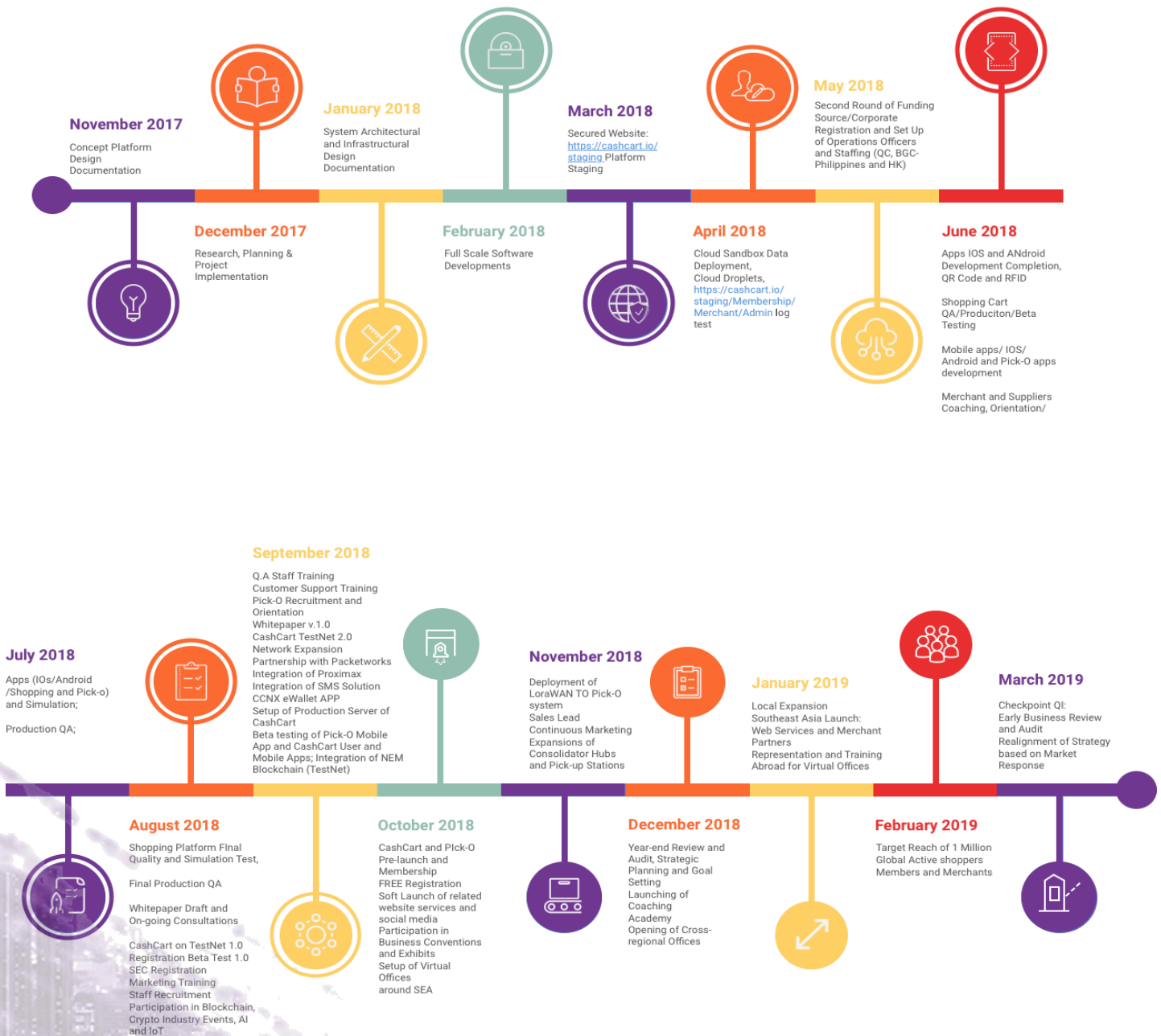
CashCart intends to build a community of stakeholders who are assured of a business trust where open communication for innovative business ideas is encouraged and rewarded. Any business-related suggestions will be considered as "Bright Idea" with the possibility of implementation. This fosters an engaged and responsible active discussion among its platform users which will ultimately strengthen and uphold its business security. This endeavor to protect business interests will be supplemented by conducting various business development training by CashCart's Coaching Academy both for merchant solution partners and aspiring merchants.



VII. Vision for the Future

As merchants become more competitive inside the e-marketplace and shoppers patronize products and services due to valued shopping experiences, focused efforts on improving product quality and authenticity, packaging and related services, and ensuring a clean, sanitized and organized warehousing can be made. As such the strength of the CashCart economy is bolstered by four evolving key activity features in the platform: (1) enhancements in products and services; (2) competitive pricing; (3) trustworthy merchant participation fueled in numbers; and (4) shopping members fostering new membership. Moreover, CashCart is set to establish the CashCart Foundation as part of its Corporate Social Responsibility geared toward sharing profit with the people. One of which is allocating scholarship for blockchain education and creating awareness regarding industry-related applications of the blockchain technology, as well as collaborating with different blockchain centers to engage users with the rest of the blockchain community and crypto industry movers.

OUR PROGRESS & ROAD MAP



The Team and Advisers

Core Team

Fruvy D. Rivera, *CEO and Founder*

Fruvy, currently in the business of real estate and property development, has extensive background in corporate management, strategic management, and international finance. He envisioned his venture into global e-commerce as an emerging kid in the blockchain technology entrepreneurship. Driven by his passion for technology as a systems design developer, inventor, and mechatronics innovator, he saw the immense magnitude of potential for global e-commerce and developed a unique concept for the online shopping platform, CashCart, together with his young, energetic, and talented team.



Cayetano O. Banciloy, *Co-Founder, Vice President and Marketing Director*

Cayetano or “Ethan” for short is a high-caliber licensed real estate broker leading a huge group of marketing team for a top property developer in the Philippines. He is a financial adviser, marketing consultant, and an experienced Forex trader. Proficient in software development, his passion extends to developing strategic multichannel marketing.



Ray Chad U. Borillo, *Co-Founder, Chief Technology Officer*

Chad is a young, intelligent, and energetic IT development guy who, after his stint as a professor at a prestigious university in the Philippines, landed a job for a US-based IT company. He was Team Lead for software, web and mobile development, and a champ for modern programming languages.



Joselito C. Lagrimas, *Co-Founder, Cybersecurity and Systems Director*

Joselito “Jojo” is an experienced and dynamic IT consultant with extensive background in network and systems administration. He was engaged with the Database Systems and Network Administration of a college institution in the University of the Philippines. His forte in systems maintenance and Internet security made him advance to adept stages in the concept development of artificial intelligence and the Internet of things for the company.



Talented and Robust Development and Operations

Rommel T. Brillantes, *Blockchain Director*

Rom was an IT instructor and leader of Educational Technology in an international school in Thailand, a local partner of the Singapore-based Blockchain Investment Group for Bangkok, a partner of Blockchain Review Center in Bangkok, a former IT Head of a Last-Mile ISP company, and a former Business Analyst of one of the top BPO companies in the Philippines. He is a proactive member of the NEM and ProximaX space and was a graduate of Education major in English Literature.



Von Gayo R. Godilano, *Human Resources Head and Content Writer/Editor*

Graduated an English major cum laude from the University of the Philippines, Von was English Language Instructor in Bangkok, Thailand before joining CashCart. Her corporate experience revolves around human resources, events, and content management. Her interest in blockchain and cryptocurrency led her to attend various new technology-related events and networking. She handles the research and writing for multimedia contents and leads the human resources department.



Leonil D. Suñe, *Systems and Network Administrator*

With extensive background in database management and network systems administration, Nil has been working on research, development, implementation, operations, training and support of mission critical information systems.



Justin G. Familiaran, *Senior Full Stack Developer*

Software engineer, system analyst, and information system specialist in his previous roles, Justin is knowledgeable in C#, VB, ASP.NET, React Native, NodeJs, PHP, and currently part of the dynamic and skillful IT team.



Joshua G. Familiaran, *UI/UX Designer*

Graduated with a Bachelor's in Information Technology, Joshua's interest encompasses web development, software development, and picture and game sprite editing. He is knowledgeable in CSS, HTML, JavaScript, TypeScript, and Angular.



Norman D. Delgado, *Web Developer*

Graduated with a Bachelor's in Information Technology, Norman was Event Organizer and IT staff in his previous roles. He has attended various events and has received certifications in the Internet of Things Summit and Software Freedom Day by the Adobe Creatives.



Jesse John Cabarlo, *Mobile Developer*

Jesse holds a Bachelor of Science in Electronics and Communications Engineering from the Mapua Institute of Technology and was software developer and senior service engineer in his previous roles. He is knowledgeable in Java, Android Studio, Git, PHP, MySQL, HTML, CSS, and JavaScript.



Johann Y. Riño, *Mobile Developer*

Graduated with a Bachelor's in Information Technology, Johann was software developer and full stack developer in his previous roles. He has received various awards in App and Running Competitions and at IT Exhibit – Game Category. He is knowledgeable in Java, Kotlin, HTML, CSS, JavaScript, PHP, and C#.



John Joshua S. Dablo, *Mobile Developer*

Graduated with a Bachelor's in Information Technology, Joshua was Event Organizer and IT staff in his previous roles. He has attended various events and has received certifications in the Internet of Things Summit and Software Freedom Day by the Adobe Creatives. He is knowledgeable in web development software, electronics, and maintenance.



Legal Advisers and Consultants

Rafael Padilla, Attorney, Legal Consultant/

Adviser of CashCart Infinity Shopping Corporation

Attorney Raf is the leading legal expert in the Philippines in relation to ICOs and cryptocurrencies. He is well-versed with the SEC and Central Bank regulations and works directly with regulators. He graduated class valedictorian at the San Beda College Bachelor of Laws and is the founder of the Fintech Philippines Association.



Jason Su, Co-Founder of BIG and Founder of Block Ventures

Jason is the co-founder of Blockchain Investment Group (BIG) and founder of Block Ventures, a cryptocurrency fund syndicated from a global network of private investment groups. He is currently focused on tokenomics advisory and fundraising for early stage ICOs. He is serial entrepreneur in diverse industries spanning fintech, entertainment, mobile, retail, and travel industries. See <https://gstar.ai/staff/jason-su/>.



Ma. Lourdes G. Punzalan, President/Managing Director

Premium Staffers, Inc.

Self-starter, now successful business owner and professional with extensive corporate human resources experience, Ms. Punzalan manages recruitment, compensation and benefits, performance management, and HRIS. She graduated with a Bachelor's Degree in Psychology from the St. John Baptist De La Salle in Bacolod City.



Ricardo O. Palma, Jr., *President of the Philippine Society of Inventors and Innovators*

Dick Palma they fondly call him, is the President & CEO ROP Construction Inc. Presently the President of the Philippine Society of Inventors and Innovators and former President of the Filipino Inventors Society. With a creative mind to seek better ways and interest to innovate things, it was in his time that he submitted to Congress for processing a bill that would give incentive to Inventors now a law called the Inventors Incentive Act.




Abrenica-Ardiente Abrenica & Partners (Law Firm)

Conrado C. Abrenica, Lawyer

A group of corporate lawyers and legal counsel subscribed by CashCart Infinity Shopping Corporation for legal compliance and whose office is located at the 4th Floor of YL Finance Building, 115 V.A. Rufino St., Corner Sotto and Salcedo Streets, Makati City, Metro Manila, Philippines.

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