White paper OTON

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Legal Disclaim

The purpose of this White Paper is to present and describe the OTON Project for prospective token holders. The information provided herein is not exhaustive, does not imply any contractual relationship and is of an introductory nature.

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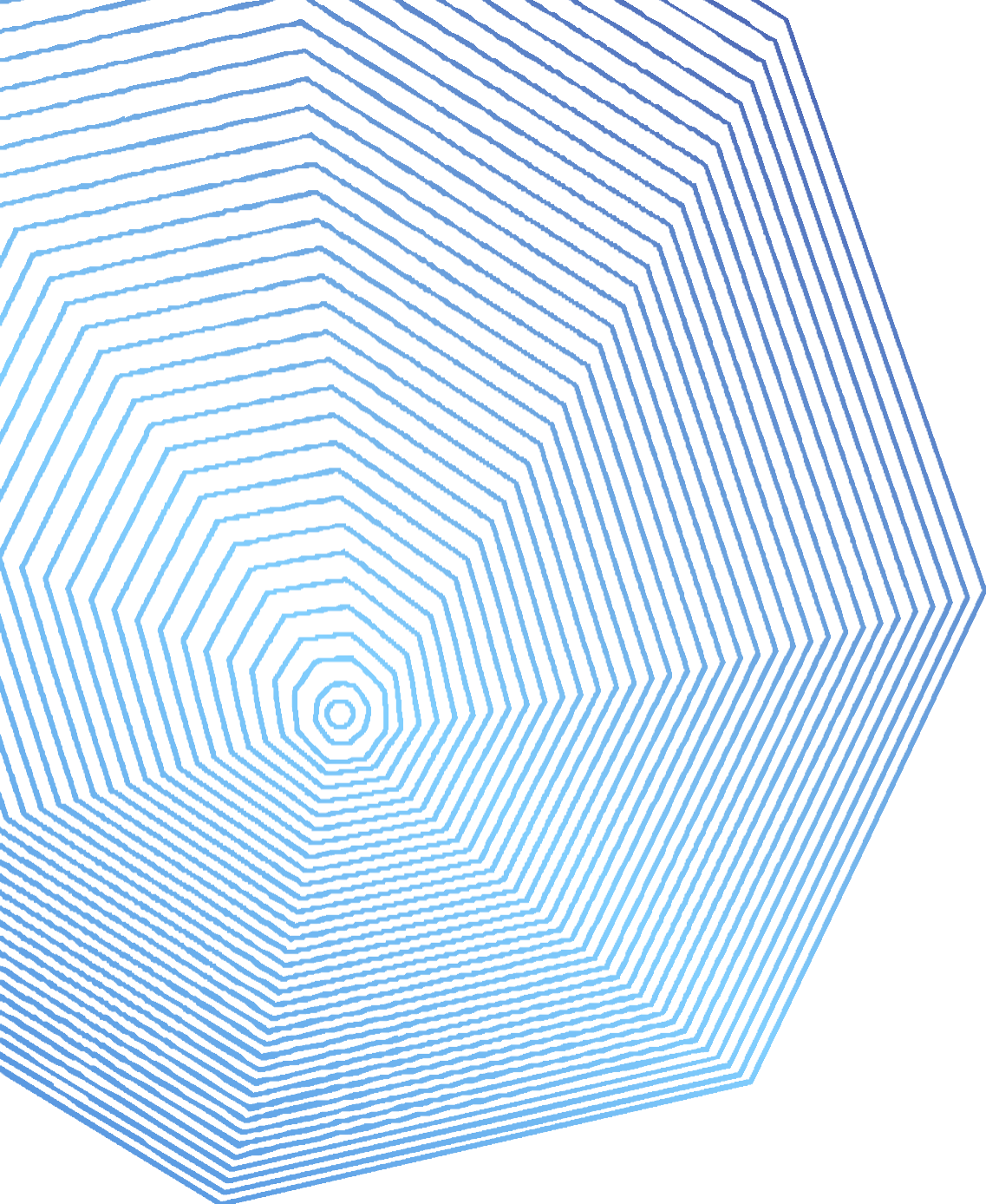
Introduction

OTON (Optimal Trade Over Network) is a platform for MLM marketing, built based on the blockchain technology. We link MLM companies, distributors, manufacturers of goods, and buyers in an integrated open decentralised network which is capable of profoundly changing and improving the MLM and direct sales industry.

OTON underlying high-performance blockchain will allow for the implementation of a system of automatic, rapid and absolutely transparent revenue allocation among manufacturers, and a multi-level marketing organisation. Besides making transparent settlements, companies and manufacturers will be able to use the innovative sales tool through the existing distributor network and the system for establishing referral programs.

A special-purpose modular constructor of marketing plans will make the start of operations of any MLM company, on the basis of our decentralised platform, as simple as possible.

The OTON native token is an internal payment unit of the blockchain and will be used for making all transactions between the ecosystem participants.
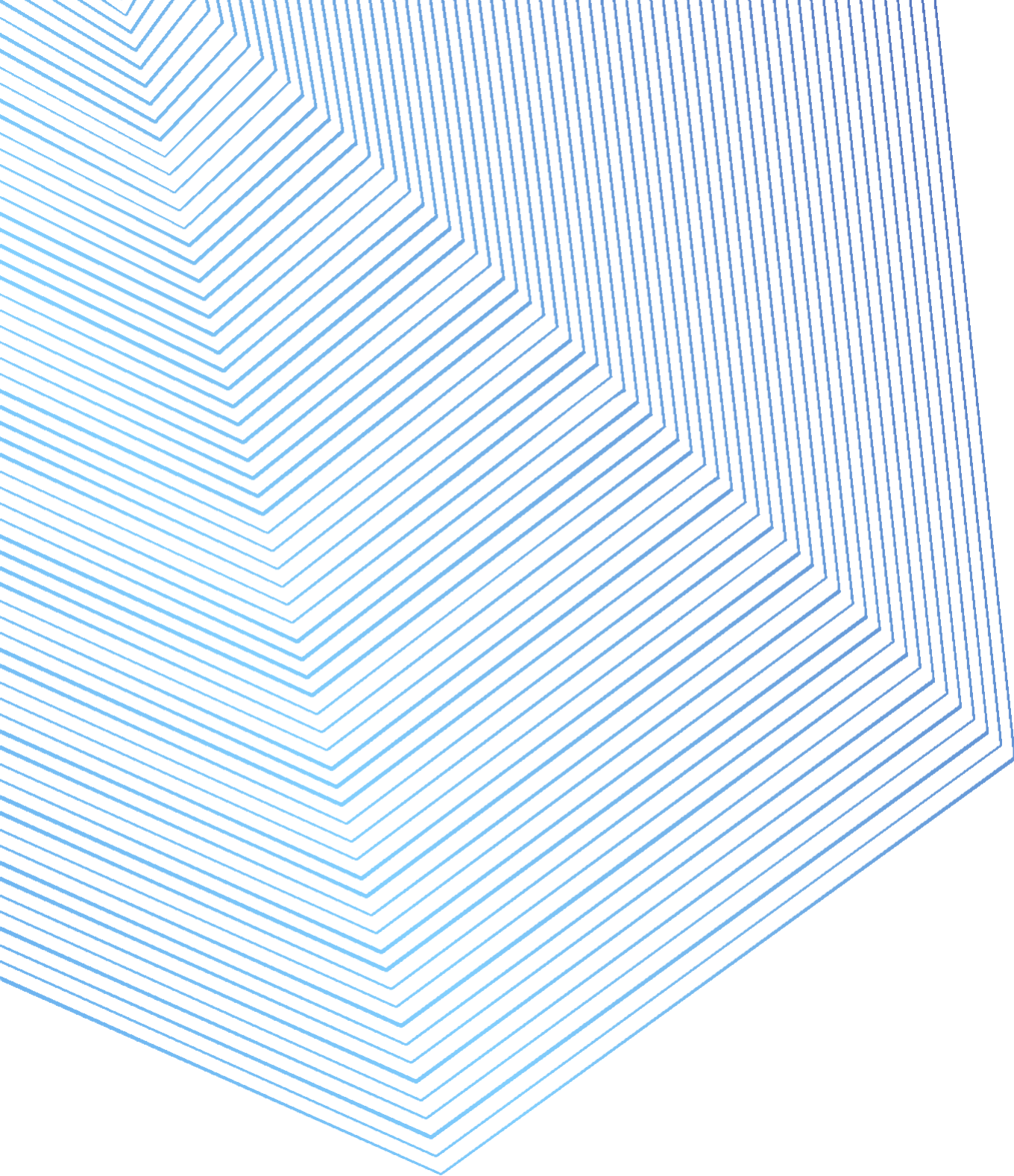
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Ecosystem

The purpose of the Project is to create the first decentralised ecosystem which would integrate all products, functionality and services for the multi-level marketing industry. In addition, direct sales, ensuring absolute transparency of interaction among participants with the most beneficial terms.

Currently, in order to organise their work, users have to interact with a variety of unrelated service providers. This significantly complicates business processes and increases the risk of error. We are striving to create an integrated solution which could offer to any market participant a full cycle of convenient functionalities, which would satisfy all needs to the fullest extent, without wasting time and money.

The key feature of our ecosystem is its decentralisation: all users are its participants having equal rights, full access to the credible information, and can feel certain that it is they, who control their money. The OTON token will be the main payment unit within the ecosystem, safeguarding the transparency of transactions.

2.1

Marketplace

A central link of the ecosystem will be the Marketplace, a trading platform, which will link manufacturers, MLM companies, distributors and buyers together.

The users of the Marketplace will be able to buy various goods and services, by utilising a user-friendly interface and a wide range of payment options.

Upon registration on the Marketplace, a unique address will be created for each user in the blockchain and the full history of transactions for each address is stored therein. The following types of users take part in the Marketplace operation:

End-buyers choose the goods placed on the Marketplace and buy the goods and services, selecting the most convenient payment method.

Distributors recommend the goods and services, and once a sale has taken place, they receive remuneration in OTON tokens.
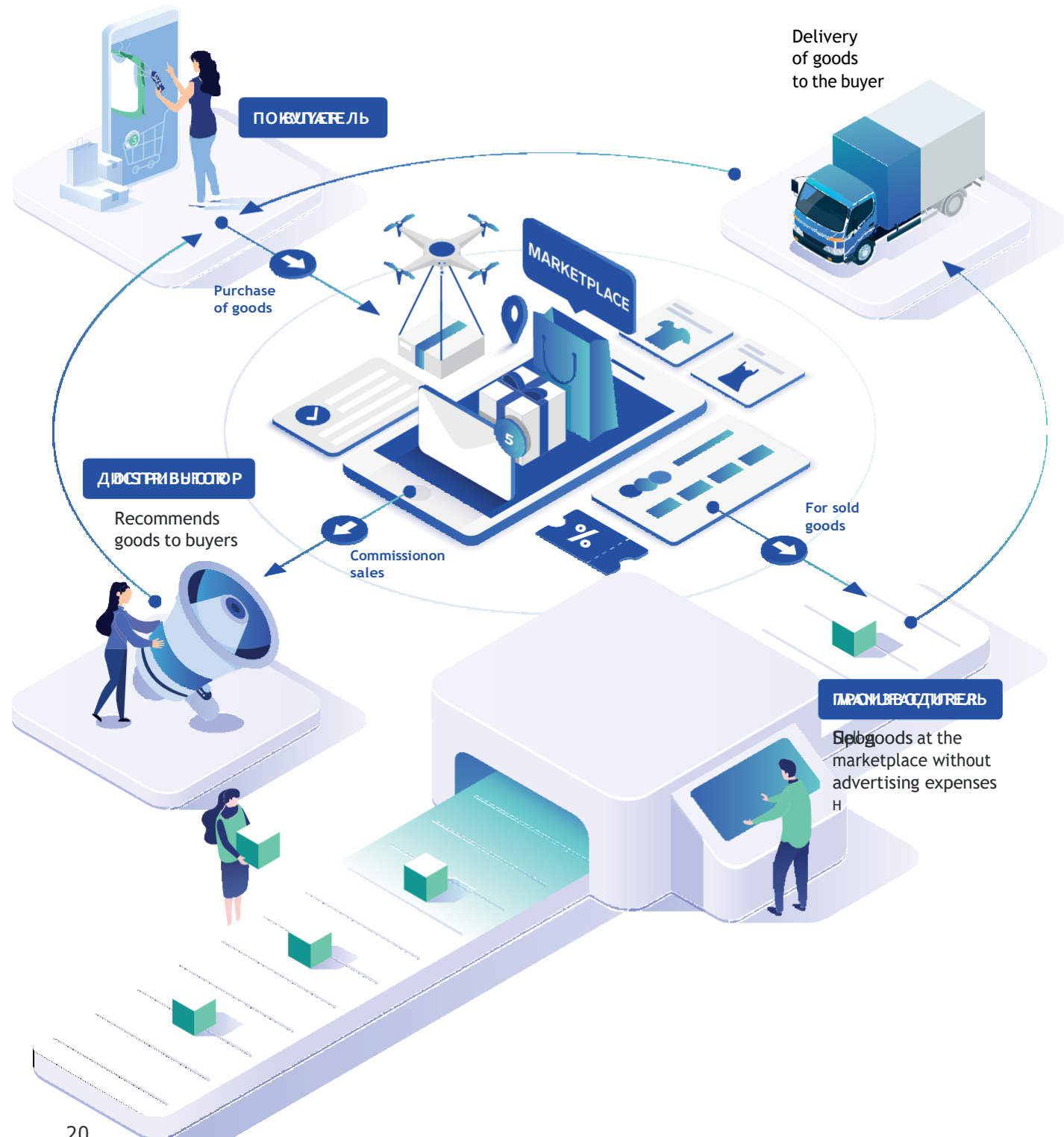
Manufacturers of goods and services include individuals or companies, which deal with the manufacturing of products. The manufacturers submit an application for the Marketplace and can add their products thereon. In the case of the sale of a product on the Marketplace, the remuneration for the transaction participants is automatically accrued.

The base cost of goods and services on the Marketplace is specified in the fiat currency and OTON tokens. The cost of goods and services in crypto currency could vary depending on the exchange rate fluctuations.

The Marketplace users can choose a convenient way of paying for delivered goods and services.

The following possibilities are planned:

- Payment in OTON tokens.
- Payment in the crypto currency.
- Payment in fiat currencies.

Delivery
of goods
to the buyer

ПОКУПАТЕЛЬ

Purchase
of goods

MARKETPLACE

For sold
goods

ДИСТРИБЬЮТОР

Recommends
goods to buyers

Commission on
sales

ПРОИЗВОДИТЕЛЬ

Sells goods at the
marketplace without
advertising expenses

Use Cases

How a customer can buy goods or services on the Marketplace

- The customer can visit the Marketplace site without a distributor's referral link and sign up. Upon signing up, an address in the blockchain and the user's personal account linked thereto, are created. After that the user can buy a desired product or service.

- The customer can go to the Marketplace site by using a distributorʙ's reference and sign up. Upon signing up, an address in the blockchain and the user's personal account linked thereto, are created. After that the user can buy a desired product or service. When the user makes purchases a pre-set percentage of the goods or service value is automatically allocated though the network of that distributor, in OTON Project tokens.

- If a user already has an address in the blockchain, it can go to the Marketplace site and log in by indicating its address. The user can then buy the required product or service.

How a customer can become a distributor on the Marketplace

1. The customer can go to the Marketplace site or the web-site of a partner MLM company.
2. The customer has to sign up and obtain an address in the blockchain and its personal account linked thereto on the Marketplace.
3. The customer then obtains a level of access and becomes a participant in the distributors' community.

- The Marketplace has a convenient interface foroperations.
- The Marketplace has a global audience of users. Using OTON tokens make it possible to conduct cross-borderbusiness.