

iVOBS

NEXT GENERATION ONLINE MARKETPLACE
WHITEPAPER





Table of Contents

1. Vision & Mission Statement	03
1.1. E-Commerce in a Post-Covid World	03
1.2. iVOBS: A Next Generation Online Marketplace	03
1.3. Complex Challenges Require Comprehensive Solutions	04
1.4. iVOBS: The Online Presence Independent Businesses Need	04
2. The Global E-Commerce Landscape In 2022	05
2.1. Innovation: The Thing That Makes Us Human	05
2.2. A (Very) Short History Of Commerce	05
2.3. E-Commerce: When Marketplaces Went Online	05
2.4. E-Commerce: Giants Of Today, Children Of The 90s	06
2.5. The Problem With Online Marketplaces Today	06
3. Challenges, Opportunities & The iVOBS Business Model	07
3.1. Trust, Credibility, And Reputation	07
3.2. Expensive And Lengthy Payment Process	11
3.3. Customer Loyalty And Retention	14
4. Marketing Through Network Effects	18
4.1. Pre-Launch: Enlisting Brand Ambassadors	18
4.2. At Launch: Creating Viral Content With Brands and Influencers	18
4.3. At Launch: Sponsoring Respected Crypto Creators	19
4.4. Post-Launch: Strategic Partnerships With Industry Leaders	19
4.5. How The Network Effect Will Continue To Grow iVOBS	19
5. Workflows & User Interface Modules	21
5.1. E-Wallet, Exchange & Payments Functionalities	27
5.2. Communications Gateway	29
6. Tokenomics & Initial Coin Offering	30
6.1. Token Fundamentals	30
6.2. Details Of The Initial Coin Offering	31
6.3. Diaspora Utility For Merchants, Customers, And Operator	32
6.4. Token Distribution & Vesting Schedule	34
6.5. Initial Coin Offering Budget Allocation	35
7. Roadmap & Team	36
7.1. Project Roadmap & Key Milestones	36
7.2. iVOBS Founders & Team Members	37
8. Legal & Risks	38
8.1. General Information	38
8.2. Representation & Warranties	38
8.3. Governing Law & Arbitration	39
8.4. Disclaimer	41



Vision & Mission Statement

1.1. E-Commerce In A Post-Covid World

iVOBS will support independent businesses by connecting those businesses to their customers on our proprietary business-to-consumer (B2C) and business-to-business (B2B) online marketplace.

According to a 2021 survey, 55.6% of US consumers would rather shop or look for services online than visit a physical store. This represents a 9% rise from the previous year.

Furthermore, Nasdaq predicts that 95% of all purchases will be made online by 2040. Before the COVID-19 pandemic, eCommerce was set to experience significant growth in the new decade. The pandemic turned that growth explosive. Online spending in the US surged 55% during the pandemic.

Moreover, early research and key economic indicators both suggest this explosive growth in online shopping will likely continue in a post-COVID world.

1.2. iVOBS: A Next Generation Online Marketplace

Independent businesses and service providers know this and, understandably, wish to capitalise on the explosive growth of eCommerce and freelance industry. However, independent businesses and freelancers often face significant challenges when selling their goods or offering their services through existing online marketplaces such as Amazon, Alibaba's AliExpress, eBay, Upwork, freelancer.com or other platforms.

At iVOBS, we will turn these challenges into new opportunities empowered with freedom and security.

Our first online marketplace will bring endless opportunities as we have integrated flexible payment options, accepting both fiat and our native ERC-20 cryptocurrency, Diaspora [\$DSP].

Our native token will provide customers with greater flexibility while reducing transaction costs and delays in processing payments.

We plan to incentivise customers to use our token for purchases by introducing a loyalty program with discounts, rewards, and special privileges. Businesses who apply to sell their goods or services on our marketplace must purchase a license from the iVOBS team beforehand, giving them a direct stake in the wellbeing of our online marketplace.



1.3. Complex Challenges Require Comprehensive Solutions

Our online marketplace will also introduce innovative features that establish trust and credibility between the business and the customer.

For example, customers will clearly be able to see how many sales a business has made, along with other key metrics such as the merchant's order fulfilment rate and an aggregated MerchantProductQualityScore (MPQS).

For services, customers will be able to see reviews and qualification of the merchant along with other key metrics which include but are not limited to: area of service, services charges and time of availability. Service providers will also have the feature to let their customers know if they are away on a job or if they won't be available for future jobs until further notice.

These features, combined with our in-app crypto exchange and the ability for customers to pay for products and services in crypto to receive discounts, rewards, and loyalty points, will create a unique and outstanding user experience for both the buyers and sellers on our platform.

1.4. iVOBS: The Online Presence Independent Businesses Need

As consumers browsing habits continue to change, it's more important than ever before for independent businesses to establish a robust eCommerce presence in this changing landscape. At iVOBS License, we do not believe this online presence should cost independent businesses as much as the 20% in fees imposed by online marketplaces and freelancing platforms like Amazon, eBay, Etsy, Upwork and more.

iVOBS will leverage research, analytics, and recent innovations in blockchain technology to create a smoother user experience that responds, first and foremost, to the needs of its human users.

We solve real-world problems that businesses and consumers face. We are iVOBS License and we're here to make your life a little easier.

iVOBS License is bringing together global businesses and service providers on a single synchronized platform. iVOBS License aims to provide opportunities beyond physical borders. Every merchant that registers to set up their store or service centre on the iVOBS License platform will have to invest in either of the 3 types of licenses:

1. Individual License
2. Start-up License
3. Enterprise License

At their core these licenses provide merchants security and credibility since:

1. Licenses will be present on the Ethereum blockchain and can be easily verified.
2. Each license will be unique and will be an NFT ensuring security to stores and no one can infringe or replicate licenses.
3. Allow businesses and individuals to sell their products or services anywhere in the world.
4. Licenses will appreciate in value over time; hence merchants can re-sell these licenses, similar to selling property in the physical world.

Further details present in section: [CHALLENGES, OPPORTUNITIES & THE iVOBS LICENSE BUSINESS MODEL](#)



2. The Global E-Commerce Landscape In 2022

2.1. Innovation: The Thing That Makes Us Human

The one quality that sets humans apart from all other species is our capacity for innovation. Our collective innovation is, arguably, most apparent in the ways that we trade and how we transact with each other.

The size of the international trade market reached a record high of \$28.5 trillion in 2021. International trade, therefore, makes up nearly one-third of the entire global economy. Without international trade, our lives would undoubtedly look very different today. Items we now consider to be basics, even essential, would have been distant luxuries – and very likely, unknown to us.

However, before international trade and currency, people and institutions alike would acquire goods and services through bartering, which is the direct exchange of goods and services for other goods and services.

2.2. A (Very) Short History of Commerce

The earliest evidence of bartering dates to 6,000 BC and originates from ancient Mesopotamian tribes that traded commodities, both locally and regionally. Around 3,000 years later, the descendants of these same tribes created the first known currency, the Mesopotamian Shekel.

These people likely minted these coins to facilitate local and regional trade, enabling them to acquire the goods and services they desired.

Despite continued innovation and expanding commercial activity, for most of our history, the purchases we made remained restricted to what was on offer at our local stores. Until very recently, customers in many developed nations like the United States needed to travel long distances to purchase specialised goods, like large electrical appliances.

Then, the internet arrived. Nothing was ever the same.

2.3. E-Commerce: When Marketplaces Went Online

A marketplace is any space where buyers and sellers meet to buy and sell goods and services. Traditionally, these marketplaces were places with physical, real-world locations. The internet, however, offered buyers and sellers a new kind of marketplace, one where they could meet, buy, and sell goods and services online. This new online marketplace industry is known as eCommerce.

Today, retail eCommerce sales account for 19.5% of all retail sales. In the United States alone, eCommerce sales were valued at \$870 billion in 2021 – a 50.5% increase from 2019. Furthermore, according to recent surveys, 55.6% of US consumers said they prefer shopping online over visiting a physical store. Moreover, research by Nasdaq predicts that, by 2040, online sales will constitute a staggering 95% of all purchases we make.

eCommerce is dominated today by giants such as Amazon, eBay, and Alibaba. In the United States, for example, 42 cents out of every dollar spent online is spent on Amazon's online marketplace.



2.4. E-Commerce: Giants Of Today, Children Of The 90s

Combined, Amazon, eBay, and Alibaba's AliExpress receive around 7.5 billion monthly visits globally. The three companies mentioned are all household names and have undeniable influence in the eCommerce space.

Yet, they are also very much legacy companies.

Both Amazon and eBay launched their online marketplaces in 1995 and were soon followed by Alibaba, which launched in 1999. The 1990s ushered in a golden age for online marketplaces around the world, which saw the arrival of India's IndiaMart (1996), South Korea's ECPlaza (1996), and Sweden's Tradera (1999). Online marketplaces selling specialised goods and services also made their first appearance with DoubleClick in 1995 (online ads), Zappos in 1999 (shoes and apparel), and StubHub in 2000 (event tickets).

Netflix, the streaming giant, was one of those specialised eCommerce companies – launching in 1997 as an online marketplace for DVDs.

2.5. The Problem with Online Marketplaces Today

The explosive growth in eCommerce activity can be attributed primarily to convenience. Merchants and customers do not have to meet, and a sale can be made anytime, anywhere, so long as an internet connection is available. Customers also get a wide selection of products and services to choose from and can, therefore, compare products and services in terms of features and pricing.

Merchants benefit, too, from the convenience offered by online marketplaces. Businesses receive access to an enormous client base when they sell their products or services on a platform. Furthermore, merchants will no longer need to handle promotion, customer acquisition, payments, and shipping.

Overall, online marketplaces can create a smoother trading experience for merchants and customers.

Still, it's not a perfect system, and merchants and customers continue to face significant challenges when they buy and sell online.

These challenges can be summarised as follows:

1. Trust, credibility, and reputation
2. Expensive and lengthy payment process
3. Customer loyalty and retention

Together, these problems result in 68% of customers abandoning their online shopping carts, according to a consumer behaviour survey of 33 studies.

Let's consider each of these challenges and how iVOBS License plans to solve them.



Challenges, Opportunities & The iVOBS Business Model

3.1. Trust, Credibility, And Reputation

In today's global eCommerce landscape, trust is everything.

When consumers make online purchases, they must trust that the merchant will fulfil their order and that their goods or services will be as described online.

If a consumer does not believe that a business is trustworthy, they will not purchase through that merchant and simply look elsewhere.

Unfortunately, independent businesses struggle to build this trust as trust takes time and costs a lot to acquire. This is a real issue for small-to-medium-sized businesses as they will often have to devote much of their limited resources towards establishing their credibility in their market.

It's understandable, therefore, that faced with these challenges, many businesses will choose to sell their products or services on a credible third-party marketplace such as Amazon. This connects the independent retailer to Amazon's estimated 300 million active users.

Furthermore, independent retailers no longer need to build trust with their customers as they can rely on Amazon's credibility instead. In other words, customers might still buy a product from a merchant they don't trust – because they trust Amazon and its generous returns and refund policy.

The Problem

This has the consequence of disconnecting businesses from their customers. The customer no longer has a relationship with the retailer who makes and sells their products but now has a relationship with Amazon instead.

Research suggests that most Amazon customers don't know the names of the businesses that make and sell the products they purchase. Moreover, as the customer's data is hidden, businesses that sell on Amazon cannot send their customers emails and begin building relationships with them.

This effectively leaves many small-to-medium-sized businesses "trapped" in an ecosystem they need to use because they don't have the credibility to stand on their own. Furthermore, these businesses can't get out of that ecosystem because it prevents them from building the necessary credibility.

The buyers are no longer the business' customers. They're Amazon's.

A considerable power imbalance is created, favouring the online marketplace operator at the expense of the independent retailer.



Our Solution

The iVOBS License online marketplace will place sellers front and centre, so customers know exactly whom they're buying from. Furthermore, customers and merchants will be able to communicate directly with one another inside our mobile application. This should allow customers to ask specific questions about the products or services they're buying and enable businesses to build trust so that they can begin to grow a regular client base.

Moreover, users will be able to create a list of all their favourite stores or service providers on our online marketplace, which our algorithm will use to recommend similar products and stores to those same customers.

To facilitate trust, we will also promote transparency on our platform.

Rather than only show customers the star rating for the product or service they're interested in, customers will also be able to easily access other key metrics about the merchant they're buying from. These key metrics include the number of sales a business has made, order fulfilment rate, and an aggregated MerchantProductQualityScore (MPQS).

For services, customers will be able to see reviews and qualification of the merchant along with other key metrics which include but are not limited to: area of service, services charges and time of availability

Our data shows that customers trust consumer reviews nearly twelve times more than they trust retailer or manufacturer descriptions. The same study observed that consumer reviews produced an 18% increase in sales, on average. We learn from this that consumers today are savvy customers.

Customers care far more about seeing that others trust you and like the quality of your products and services than they care about what you say about those products and services

We, therefore, strongly believe that the iVOBS License marketplace should be a transparent platform because transparency fosters trust.

Additionally, this transparent model rewards the best sellers on the platform – the most. In other words, the sellers with the highest order fulfilment rates and the products and services of the best quality should expect to attract the most clients.

The Biggest Threat

While trust and credibility are difficult to attain, they're incredibly easy to lose.

Research indicates that 51% of all customers may never do business on a platform again after a single bad experience. In other words, a single bad actor can permanently damage the marketplace's reputation.

To ensure customer satisfaction remains high and our marketplace remains reputable, we understand we must be selective with the merchants we allow on our platform. That's why we've put several safeguards in place to ensure that only the best merchants and products remain on our platform.



1. iVOBS Will Undergo A Pre-Launch Beta Testing Phase. . Chances are that customers who use our marketplace for the first time will likely only give it one chance before they make up their minds about it. This makes the testing phase an essential part of our journey to market.

Our testing phase will cover a range of disciplines, including but not limited to; accessibility, security, and cross-browser testing. We will also run several “stress tests” by simulating user traffic during peak hours.

Furthermore, periodic site checks will be performed following the launch of the iVOBS License marketplace to identify any potential threats or issues.

2. A Thorough Merchant Screening Process. Any business or individual wishing to sell products or services on iVOBS License will undergo a thorough screening process performed by industry leaders in online identity verification.

3. Our Merchant Licenses Keep Out Bad Actors. Once businesses have completed the screening processes, they will be able purchase a license. These licenses allow merchants to sell products and services on iVOBS License.

At launch, iVOBS License will offer merchants a choice between three types of licences. The differences between these licenses reflect our desire to provide sellers with greater flexibility, so they can choose a license suitable for the size of their business and one that reflects their needs.

Table: Seller Licenses’ Key Features & Differences

	Individual License	Start-up License	Enterprise License
Who is it For?	Individuals looking to start their business venture	Businesses looking to establish themselves and generate more sales.	established businesses with sufficient capital and sales history
Value For Merchant	a cost-effective way to start and grow a small business	a cost-effective way to establish a start-up in the market.	access to a growing global customer base at lower fees
Upfront Cost	0.01637325 ETH or 25 USDC	10.065493 ETH or 100 USDC	0.327465 ETH or 500 USDC
Annual & Transaction Fees	0.01637325 ETH or 25 USDC + X%	0.065493 ETH or 100 USDC +X%	0.327465 ETH or 500 USDC +X%
Number Of Merchants/Stores	1 per license	1 per license	1 per license
License Validity	Lifetime *Subject to annual renewal	Lifetime *Subject to annual renewal	Lifetime *Subject to annual renewal



At their core, however, all licenses will act as a stake and commitment to our ecosystem and community. As an investment, these licenses will deter bad actors and non-serious sellers from joining the platform.

To this end, merchants who wish to stop selling goods on the iVOBS License marketplace will be allowed to sell their licenses on the open market.

Furthermore, iVOBS License will support merchants who wish to sell their licenses by suggesting a fair price for each license. This price will be based on store revenue and MPQS data. We expect that stores with the best performance metrics will see their licenses appreciate significantly in value, further incentivising merchants to maintain good standing on our online marketplace. iVOBS License will charge merchants a fixed percentage fee on the sale of transfer of any license. In the case of a “Sponsored License” where two or more individuals or business purchased the license together, all parties must agree to sell the license.

Crucially, businesses will know that iVOBS License retains the right to suspend and terminate any licenses for violating our marketplace rules.

4. Periodic Marketplace Reviews. We believe periodic reviews of the merchants on our marketplace will detect issues before they become problems. On a regular basis, our team will identify the 20% worst-performing merchants on our marketplace. These merchants will have their business activity reviewed, and appropriate actions will be taken.

For example, first-time offenders will receive only warnings and be placed on probation. Businesses that continue to perform poorly and receive poor customer reviews may have their licenses suspended or terminated altogether.

If a merchant is placed on probation or suspended from the iVOBS License marketplace, they will be offered support. They may be required to complete one or more of our training programs before they're allowed to sell their products again on our online marketplace.

Moreover, the periodic reviews will also allow us to identify the top 10% performing businesses and reward them for their contribution to the iVOBS License community. These businesses will be featured on our list of top sellers, receive special perks and privileges, and be awarded a lump sum of our native ERC-20 token, Diaspora [\$DSP].



3.2. Expensive and Lengthy Payment Process

One of the best-kept secrets in eCommerce is the costly and complex transaction settlement process that online purchases often involve.

Altogether, purchasing via a credit card can involve anywhere from eight to sixteen steps for funds to move from the customer's bank account to the merchant's bank account.

Furthermore, traditional online marketplaces like Amazon, eBay, Etsy, and Shopify add an additional layer of complexity to this process as they will hold on to a customer's payment for up to four weeks from the date of delivery.

iVOBS License will overhaul this system, tying the duration for which payments to merchants are withheld to the value of the item and logistics of delivery. Therefore, merchants who sell low value products that are easily deliverable will not be penalised. These merchants will face less scrutiny. Funds will be readily released, allowing smaller businesses to manage their cashflow.

The Problem

Amazon, for example, will typically take two weeks before initiating a payment to a retailer on its platform. After which, the retailer will need to wait up to five business days for the money to appear in their bank account.

Cross-border international payments usually take significantly longer.

Moreover, claims and chargebacks complicate the picture further.

A chargeback occurs if a consumer disputes a purchase made using their credit card, claiming it to be fraudulent or made without their prior knowledge or permission. In general, it's the merchant that shoulders the cost of this chargeback. Banks typically levy a chargeback fee of between \$50-20 per chargeback. In some cases, the fee may be \$100.

Overall, the current framework for processing payments doesn't favour merchants. It results in cashflow difficulties and surprise, often unpredictable, costs. This can be especially hard for small-to-medium-sized enterprises with limited cash flow and options for short-term financing.

The transaction fees associated with this payment process can also be costly.

Traditional online marketplaces may charge merchants up to fifteen different types of fees when a product is sold on their website.

For example, Etsy charges its 7.5 million sellers a flat membership fee (\$10/month), in addition to a listing fee of 20 cents per product.

It doesn't sound bad, does it? Well, unfortunately, the fees don't stop there.

Etsy also charges its sellers a 6.5% transaction fee of the value of each sale (item price + shipping), 3% payment processing fee (plus 25 cents), 0.25% regulatory operating fee, and 2.5% currency conversion fee.

Research suggests that these fees can contribute anywhere from 15-10% of the total sale price of an item sold on Etsy.

On Amazon, these hidden fees are estimated to contribute up to 25%.



Our Solution

According to a recent Australian survey, more than 60% of consumers see making payments and purchases as a viable use case of cryptocurrency.

Furthermore, 55% of consumers remarked that they were actively interested in purchasing goods and services using crypto. Moreover, 28% of consumers are either already using crypto to make purchases or are ready to make their first. Consumer demand for crypto-based payment options is clearly strong.

iVOBS License will capitalise on this demand by providing customers with the option to pay using our native ERC-20 cryptocurrency, Diaspora [\$DSP].

This will be in addition to offering traditional fiat payment options that include all major debit and credit cards, Apple, Google, and Samsung Pay, PayPal and Venmo, and ACH and SWIFT bank transfers.

The decision to accept traditional payment options will keep the iVOBS License marketplace accessible to as many merchants and consumers as possible.

However, customers will be able to purchase any goods on the platform using our native token, Diaspora. Furthermore, customers will be incentivised to use our native token to make purchases in three main ways.

Customers will receive:

1. A 5% discount on all purchases made in [\$DSP]
2. [DSP Loyalty Points], which they can then use for discount vouchers and purchases on iVOBS License platform
3. Early access to exclusive product sales and marketplace auctions

These will be discussed in more detail in 3.3.

To make payments in Diaspora, customers will buy [\$DSP] on a centralised or decentralised exchange such as Binance or UniSwap, respectively. Users can also transfer Ethereum directly into their iVOBS License wallet and use our in-app crypto exchange to purchase [\$DSP] for their transactions.

Merchants paid in [\$DSP] can immediately convert it to fiat.

For convenience, merchants can choose to enable an auto-convert feature.

The merchant can also choose to hold onto the token on the iVOBS License platform. Merchants who choose to do so will be eligible for exclusive staking rewards that only sellers with platform licenses can participate in. Mobile Ethereum-based cryptocurrency payments are generally up to five times cheaper and up to ten thousand times faster than fiat payments.

Moreover, sharding is expected to be implemented in the Ethereum blockchain sometime in 2023. With sharding, the Ethereum network will have a capacity of up to 100,000 transactions per second. For reference, Visa's network averages only 1,700 transactions per second.

With this increased network capacity, sharding is also expected to optimise gas fees for transactions on the Ethereum blockchain in the near future.



The Rising Danger Of Friendly Fraud

Friendly fraud is the fastest growing trend in the fraud world.

In its simplest terms, friendly fraud is when a customer uses their card to make a purchase online only to dispute this purchase with their bank later. It may be:

- **Innocent.** Typically happens when the buyer genuinely forgets they made the purchase or someone in their family made the purchase using their card without their prior approval and permission.
- **Opportunistic.** Often a dissatisfied customer wishing to be refunded for a product they purchased and aren't completely happy with.
- **Malicious.** When a customer intentionally uses the chargeback process to buy goods and services, they plan to obtain a refund for.

"Friendly" fraud can be exceptionally damaging for a merchant's business.

It also presents us with an opportunity.

Digital wallets are often considered safer online payment methods than debit and credit cards. In addition, when customers and merchants transact using our native token [\$DSP], iVOBS License can perform the role of the bank and arbitrate between customer and merchant.

If the chargeback turns out innocent, iVOBS License will honour the chargeback and issue a refund. Though, this innocent chargeback will be reflected in the user's TrustScore and repeat chargebacks will be considered opportunistic.

Opportunistic chargebacks will result in warnings and account freezes.

If, however, it becomes clear that the chargeback was done with malicious intent, iVOBS License will take the necessary steps to protect its merchants by permanently banning the user from its online marketplace.

As all iVOBS License users will need to pass a Know Your Customer (KYC) identity verification system, this system can be used to prevent banned users from rejoining the platform using a different name, email, or phone number.



3.3. Customer Loyalty and Retention

Customer loyalty primarily depends on creating a user experience that keeps customers returning to your online marketplace.

According to a 2022 survey, 39% of customers shop online for the free coupons and discounts marketplace operators give them. This explains why we see so many online marketplaces today offer potential customers exclusive deals and promotions – hoping to lure them into their marketplace.

Unfortunately, this costly approach rarely translates into sustainable long-term customer loyalty. Here, at iVOBS License, we will do things a little differently.

The Problem

Research from McKinsey tells us that around 30-40% of consumers will change brand, retailer, or marketplace if the product they wanted is out of stock.

This is alarming, not least because other studies tell us that it costs a business between six to seven times more money to acquire a new customer than keep an old customer they already have. Clearly, customers expect merchants and online marketplace operators to be able to predict their needs and shopping habits. Indeed, being able to anticipate demand and, therefore, plan inventory needs is an essential part of what makes for a great customer experience.

That's why iVOBS License plans to use data – and a lot of it.

Our Solution

More than anything else, eCommerce customers want convenience.

iVOBS License will be able to deliver this convenience by leveraging data to predict the needs and wants of our customers. Ultimately, we believe our algorithms can anticipate seasonal demand changes and shifting trends.

iVOBS License will then communicate the findings from this data with merchants so that they can adjust their product lines and services and plan ahead.

We will aim to create marketplace algorithms able to recommend items and services; make suggestions based on previous purchases made by the customer.

Furthermore, consumers today expect a high-quality and consistent customer service experience, with up to 90% saying they expect consistent interactions with brands and businesses across multiple channels.

Every click the consumer makes is a part of their purchasing journey.

Every click must, therefore, be carefully considered and monitored to ensure a positive user experience that maximises merchant revenue.

Moreover, iVOBS License will use customer data and analytics to generate targeted promotions that go beyond offering customers simple vouchers and discount codes. Our promotions will, instead, serve to connect with our customers on a deeper emotional level. According to Forbes, the five top emotions that increase consumer spending are belonging, trust, values, happiness, and fear.



Gaining Trust Through Data Transparency

Today's customers are, understandably, becoming increasingly distrustful of businesses and how those businesses collect and use their data.

At iVOBS License, we believe this is primarily the result of obscure and ambiguous business practices that, justifiably, arouse suspicion among consumers.

The solution, however, is not for us to collect less data about our customers.

After all, surveys report that 80% of consumers today actively want a more personalised shopping experience. This would not be possible without data.

Therefore, iVOBS License will provide customers with clear documentation describing exactly how we plan to use their data. We will grant our users access to transparent consent management systems where they can opt-in/out of data collection services.

It's gestures like this that show customers that we respect them and respect their data. iVOBS License believes that this transparent approach will reinforce trust.

How Our Loyalty Program Will Work

The importance of offering users a well-rounded customer loyalty program cannot be overstated. Studies tell us that 50% of consumers changed their shopping behaviour to reach a higher tier within a loyalty program.

Furthermore, 76% of consumers agree that a business' loyalty program is an integral part of their relationship with that business. Moreover, 83% of consumers said that a loyalty program makes them more likely to continue buying a company's products or services.

A comprehensive loyalty program is, therefore, vital for the overall health of any business. That's why iVOBS License has developed and will introduce a novel, innovative loyalty program. This program will promote customer loyalty and retention and stimulate network effects, among other things.

We're able to offer this pioneering program on account of having our own native ERC-20 token, Diaspora [\$DSP], which customers can use to purchase products on our next-generation online marketplace.

iVOBS License can, therefore, act as both marketplace operator and payment provider, allowing us to offer new and exciting rewards to our customers.

These are outlined on the next page.



- ➔ **A 5% discount on all purchases made using [\$DSP]**
 - a. Once clients select the item they wish to purchase; they can choose whether to pay with our native token, with other crypto currencies (supported by the platform) or via fiat.
 - b. Should the client choose to pay with our token, they will be eligible for an instant 5% discount on the full sale price.
 - c. Once escrow ends, the merchant's wallet is credited with 95% of the total sale price, which is still significantly lower than the >20% transaction fees levied by traditional online marketplaces.
 - d. The merchant can choose to "auto-convert" [\$DSP] into fiat to receive the funds by wire transfer into their bank accounts.
 - e. Merchants can also choose to hold onto their [\$DSP] and earn lucrative staking rewards directly into their in-app wallet.

- ➔ **[DSP Loyalty Points], which they can then cash out for [\$DSP]**
 - a. When a client makes a purchase using [\$DSP], they will also receive "cash back" in the form of [DSP Loyalty Points].
 - b. [\$DSP] tokens acquired through [DSP Loyalty Points] cannot be sold but can only be used to avail discounts or make purchases on our marketplace.
 - c. If the tokens are unspent after 365 days, they expire and are returned to the "iVOBS License Rewards Program" wallet.

- ➔ **Early access to exclusive product sales and marketplace auctions**
 - d. Clients who use [\$DSP] to purchase exclusive limited-edition products or place bids on auction items will receive early access to those product listings, similar to Amazon's Prime program.
 - e. In addition, the more purchases a client makes using [\$DSP], the higher their TrustScore will be on the iVOBS License platform.
 - f. Users with a higher TrustScore will be assigned higher tiers in the community, allowing them to participate in exclusive auctions organised by the iVOBS License team and selected partners.



Bring Back Brand Loyalty

At iVOBS License, we understand that a large part of our marketplace loyalty will depend on our customers' loyalty to our merchants.

That's why iVOBS License will not operate as a closed-loop online marketplace that prevents third-party retailers from communicating directly with their customers. Instead, iVOBS License will work to facilitate these communications.

iVOBS License will allow independent businesses to connect with their customers and develop their brand, customer relations, and loyalty.

We plan to allow merchants to create their own promotions and other marketing material. Merchants will then be able to use these promotions to correspond directly with customers who've previously purchased from them.

This will, primarily, work through an in-app mailing list experience.

Marketing communication between the seller and buyer will be monitored and moderated by the iVOBS License Trust Team. While merchants can communicate directly with customers, iVOBS License does not plan to share email addresses or any other customer contact details.

In other words, iVOBS License will keep all communication between buyer and seller strictly on our platform and, therefore, ensure that customer interests are protected, and the marketplace remains viable in the long term.



Marketing Through Network Effects

Initial customer acquisition is one of the biggest challenges all new businesses face today. So many new companies find themselves ferociously competing for the same pool of customers.

This can make it difficult to capture and hold the attention of the company's target audience for any meaningful length of time.

With this in mind, iVOBS License plans to focus on quality over quantity.

4.1. Pre-Launch: Enlisting Brand Ambassadors

iVOBS License will build the foundations of a robust online community using a first layer of customers, the beta test users. Beta test users will be consumers who are genuinely enthusiastic about cryptocurrency, blockchain technology, and eCommerce. They are deeply interested in the future of our platform, promoting the iVOBS License marketplace to their friends, family, and colleagues.

These users will be our brand ambassadors and will help us spread the word about our marketplace well before it actually launches.

To incentivise its ambassadors, iVOBS License will offer a generous referral program.

4.2. At Launch: Creating Viral Content with Brands and Influencers

Influencer marketing has become a cornerstone in customer acquisition.

However, while traditional influencer marketing can give a business the exposure it needs, it is costly. It performs poorly as well as, in recent years, the public has become desensitised to influencers "pushing" products and services.

Instagram influencer engagement, for example, recently reached an all-time low. Influencer engagement fell from 4% to 2.4% over the last three years.

iVOBS License, therefore, believes that a much more effective strategy would be to work with creative content creators to create original viral content.

Viral content that entertains and promotes the iVOBS License platform will compel viewers to share it with friends and family on social media.

This is just one example of the organic marketing strategies that iVOBS License will use to attract new users to its marketplace. Our research shows that organic marketing strategies are significantly more effective and far less costly than our competitors' traditional influencer marketing campaigns.



4.3. At Launch: Sponsoring Respected Crypto Creators

As part of iVOBS' License continued commitment to developing the cryptocurrency space and blockchain technology, iVOBS License will sponsor independent content creators.

These content creators will be carefully selected to choose creators with a consistent track record of delivering high-quality crypto content.

In other words, iVOBS License will put safeguards in place that guarantee we do not sponsor nor work with creators who exclusively publish clickbait content.

iVOBS License will also refrain from working with crypto content creators who have historically promoted "pump and dump" schemes and other crypto scams.

4.4. Post-Launch: Strategic Partnerships with Industry Leaders

Moreover, iVOBS License will establish strategic partnerships with industry leaders.

This will include partnering with several centralised exchanges to have our native ERC-20 token, Diaspora, listed. Listing the token on a centralised exchange not only lends further credibility to the iVOBS License platform, but also provides exposure to millions of crypto-interested merchants and customers.

To reach as broad a market as possible, iVOBS License will also invest in more traditional forms of marketing such as billboards and print and online magazine advertisements.

Post-launch, we will host regular pop-up community events. These pop-up community events will allow our marketplace users and early adopters to meet our team, socialise, and engage in Q&A sessions.

We will also invite content creators and leaders in the cryptocurrency space to speak at these events, give interviews, and take questions. The footage can then be live-streamed or shared at a later date on our social media accounts.

4.5. How The Network Effect Will Continue to Grow iVOBS LICENSE

The network effect describes the phenomenon whereby a service or platform gains additional value as more people use it.

It is best illustrated using Metcalfe's Law, shown below:

$$\text{Value of a Network} = \frac{n(n-1)}{2}$$

...where n is the number of people using the network.



The above mathematical expression illustrates that the adoption of a new platform or service often becomes rapid and self-perpetuating as the platform user base increases. This is best illustrated using an example:

Let's assume that the number of people who know about and use the iVOBS License marketplace is 100. That's 100 people, each with their unique network of friends, family, and acquaintances, who know about the platform.

If only a few of these 100 individuals promotes iVOBS License to their social circle, the community will quickly grow beyond 100 into 1,000 and then 10,000 [...].

In other words, the more people in the network, the more quickly the network grows, as each of those people will have many connections to people still outside the network. This example perfectly illustrates why new businesses should pay special attention to creating an initial group of loyal and dedicated fans who promote the platform and why users, in the early stages, must be incentivised to promote the platform through affiliate and referral awards.

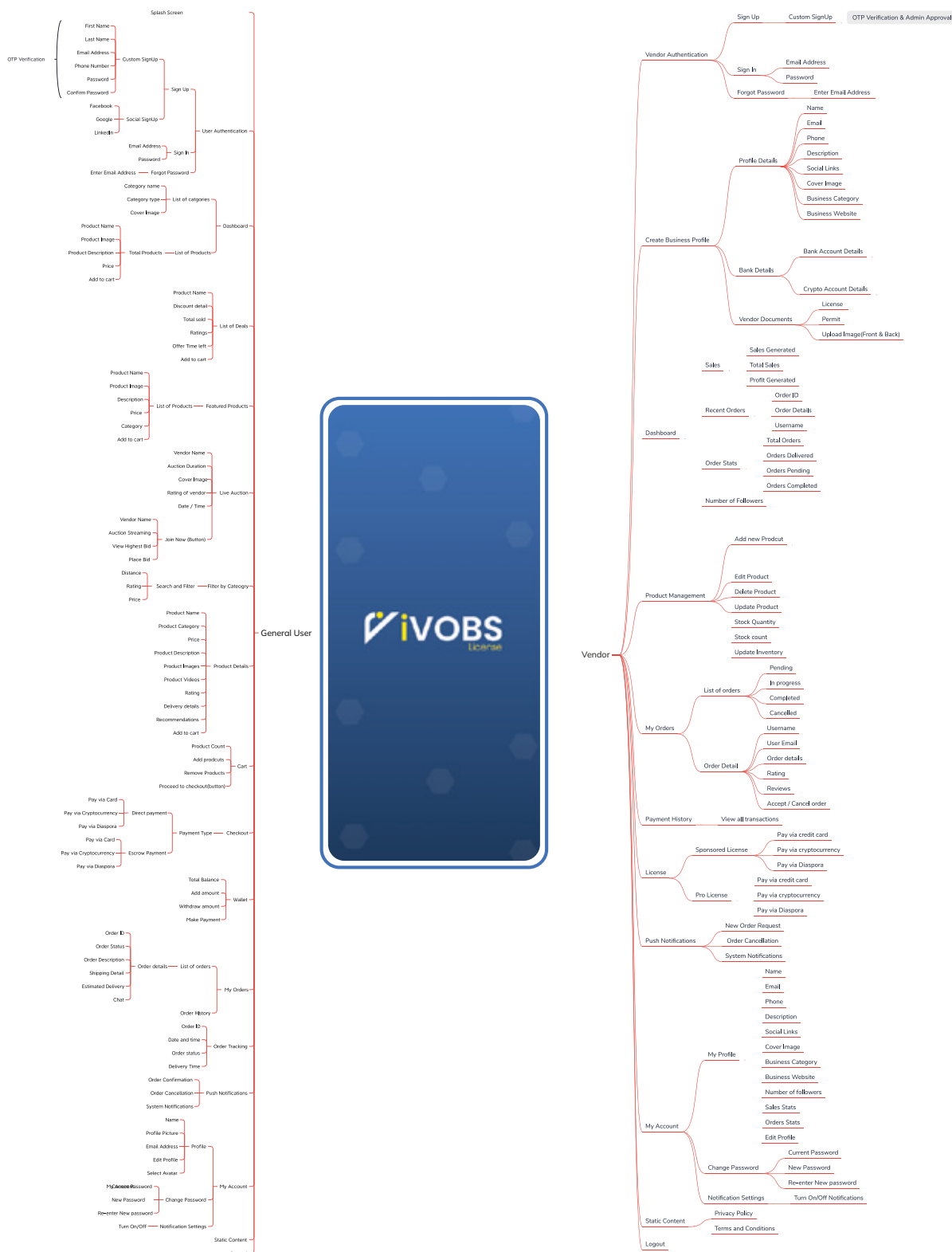


5. Workflows & User Interface Modules

Smart contracts will allow iVOBS License to facilitate payment solutions in conjunction with a trust and reputation system between different parties on the blockchain. The number of smart contracts, detailed structure, and functionality will be defined and finalised during development.

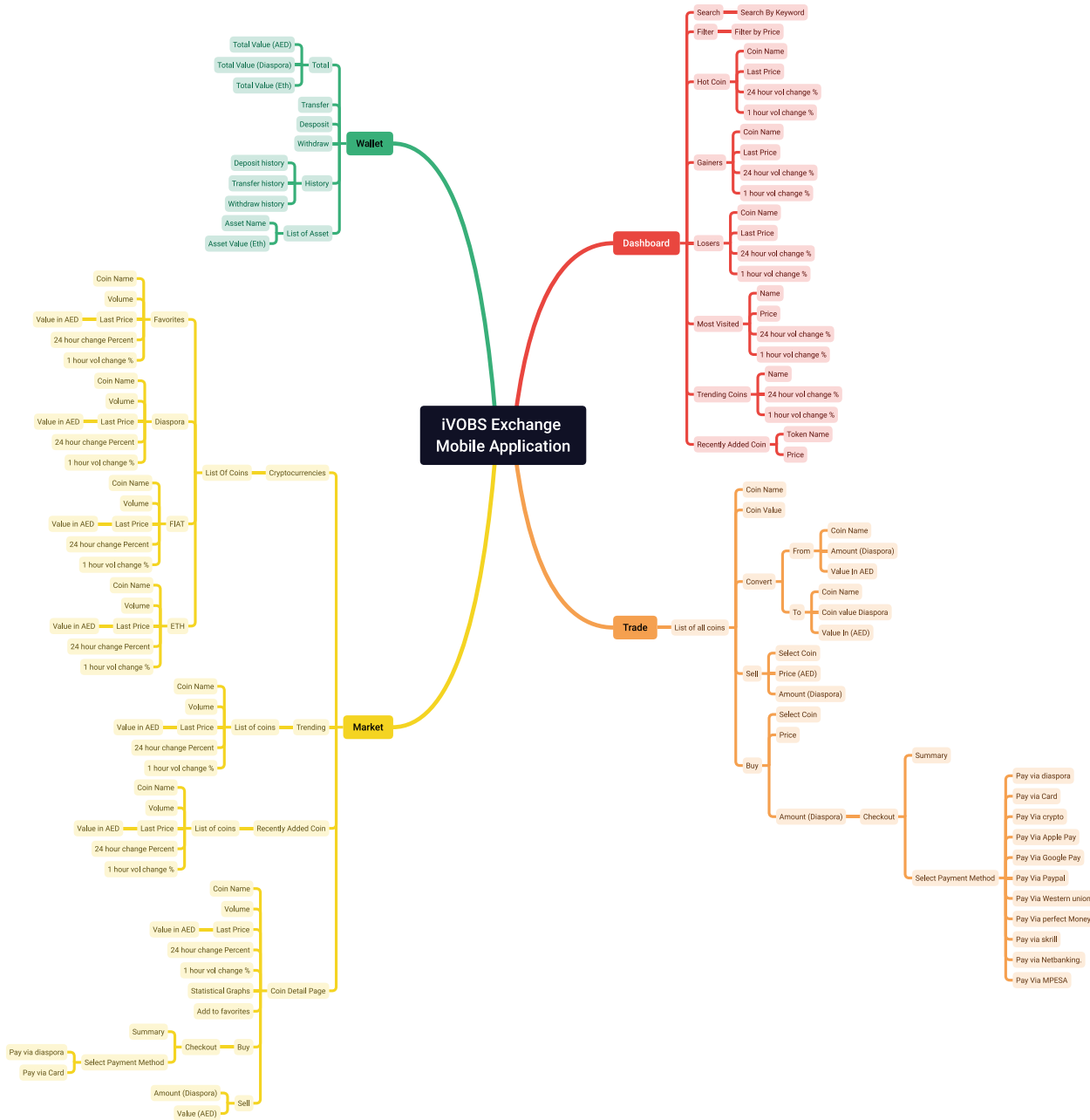
To illustrate the intended functionality, sample workflows are provided below:

Marketplace Mindmap





Exchange/Wallet Mindmap





Communication/Networking Mindmap



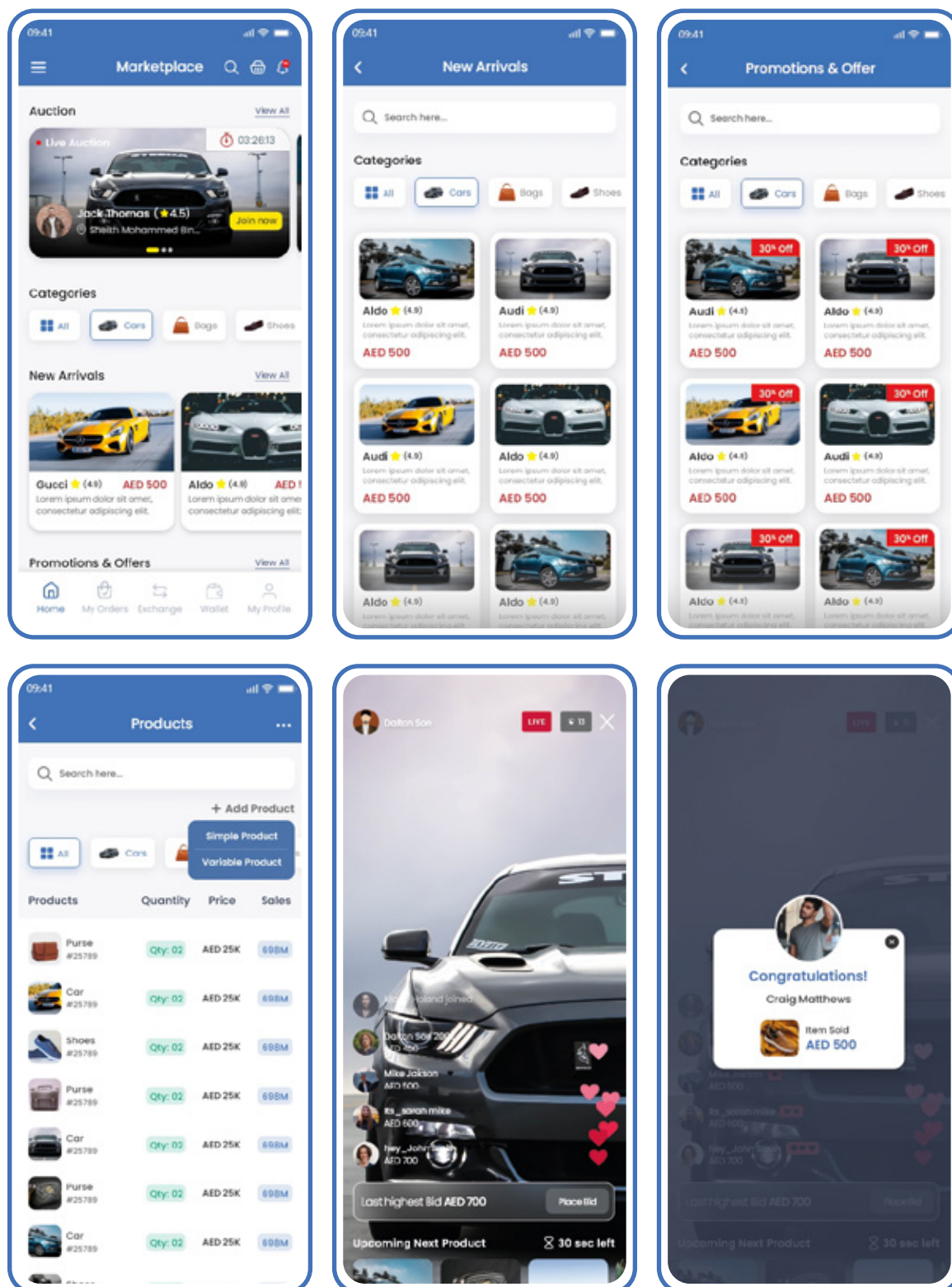


Furthermore, iVOBS License is already developing its app.

iVOBS License has commissioned and approved user interface modules for its marketplace, exchange, wallet, and communications boards.

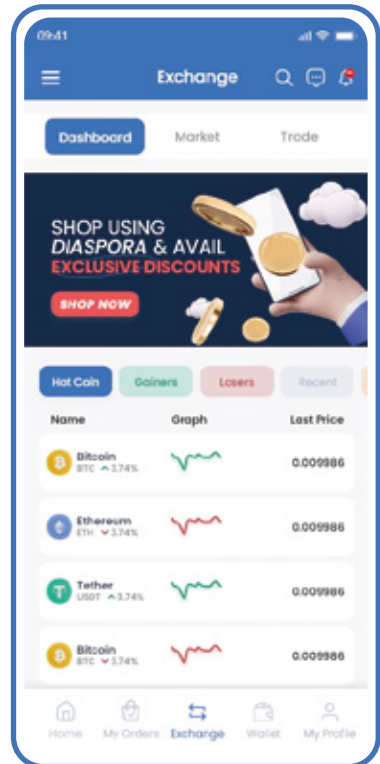
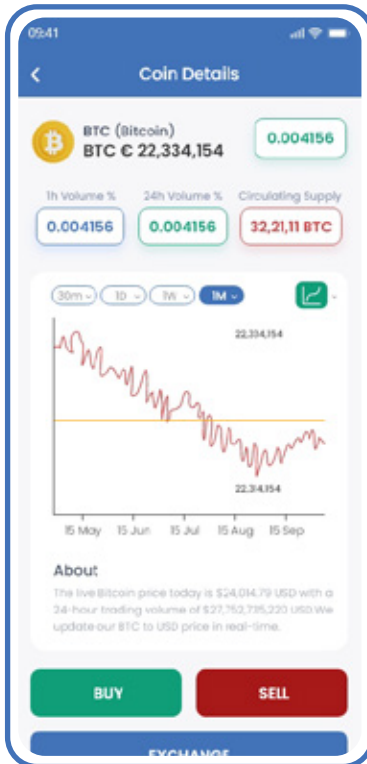
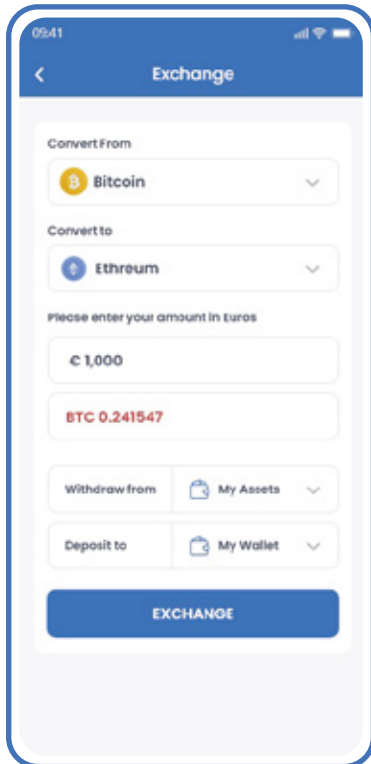
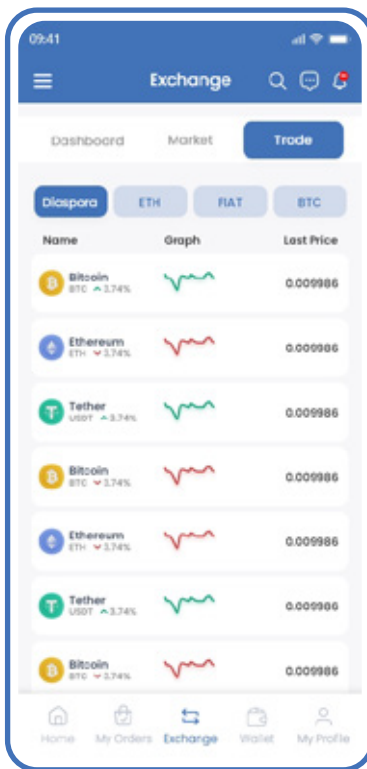
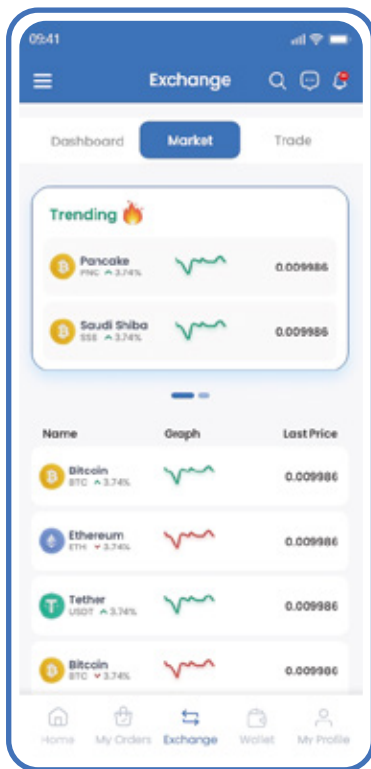
Shown below are some examples of those:

iVOBS Marketplace UI Module



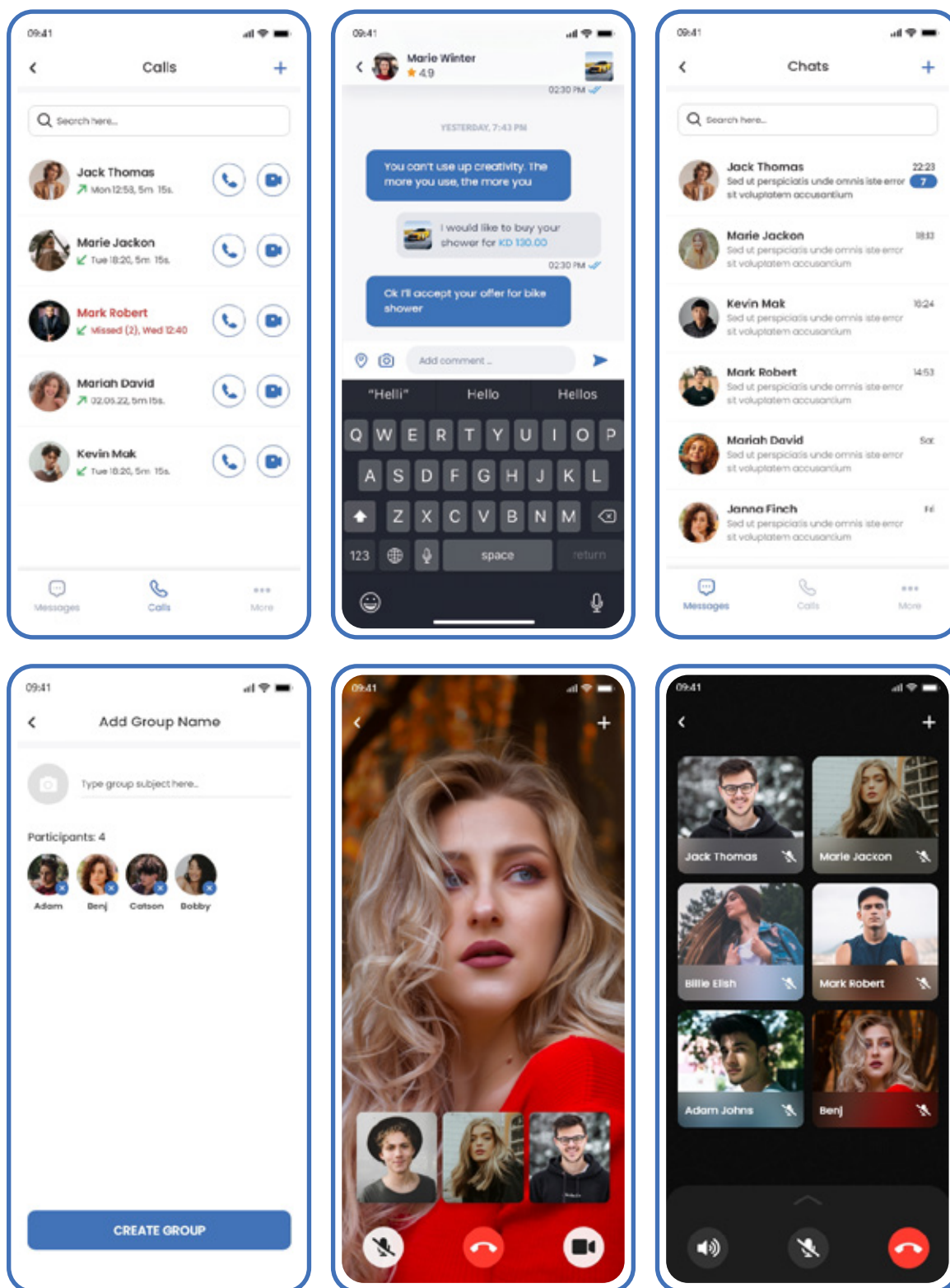


iVOBS Exchange & Wallet UI Module





iVOBS Communication UI Module





5.1. E-Wallet, Exchange & Payments Functionalities

To support the online marketplace and improve accessibility, the iVOBS License mobile and web applications will also include an e-wallet and an exchange for cryptocurrencies. Both merchants and customers can use this wallet to deposit and withdraw fiat and cryptocurrencies into their account.

The total wallet balance, in addition to the balance available for withdrawal, will be displayed in the user's choice of fiat currency (initially USD or EUR).

Furthermore, our in-app wallet and exchange will support a broad range of cryptocurrencies, allowing users to deposit their choice of cryptocurrency to trade or exchange for Diaspora [\$DSP], USD Coin [\$USDC] or Ether [ETH].

Swapping cryptocurrencies will be facilitated by our intuitive cryptocurrency exchange, which will allow users to freely swap supported tokens in exchange for a small routing and platform fee.

The wallet and exchange will work in tandem to auto-convert small balance of another cryptocurrency into Diaspora [\$DSP] at the lowest cost to the user.

This will happen in the background with prior permission of the user, creating a streamlined user experience.

Buyers will be able to select the default cryptocurrency they wish to use for these auto-conversions when they sign up for an iVOBS License account.

Moreover, all withdrawals from the wallet will be processed within 24 hours.

To request a fiat withdrawal, users will need to connect a bank account using ACH (United States), SEPA (Europe), or SWIFT (international).

Cryptocurrency withdrawals, on the other hand, can be made to any wallet.

At iVOBS License we take security seriously, which is why all users will be asked to complete Two-Factor Authentication (2FA) when withdrawing funds (fiat or cryptocurrency) from the platform.

Examples of 2FA combinations the iVOBS License wallet will allow:

- Software Time-Based Token (Google/Microsoft) + SMS Code
- Software Time-Based Token (Google/Microsoft) + Email Code

- Hardware Time-Based Token (Yubico/Ledger) + SMS Code
- Hardware Time-Based Token (Yubico/Ledger) + Email Code



In addition, iVOBS License will adopt a range of security measures that include:

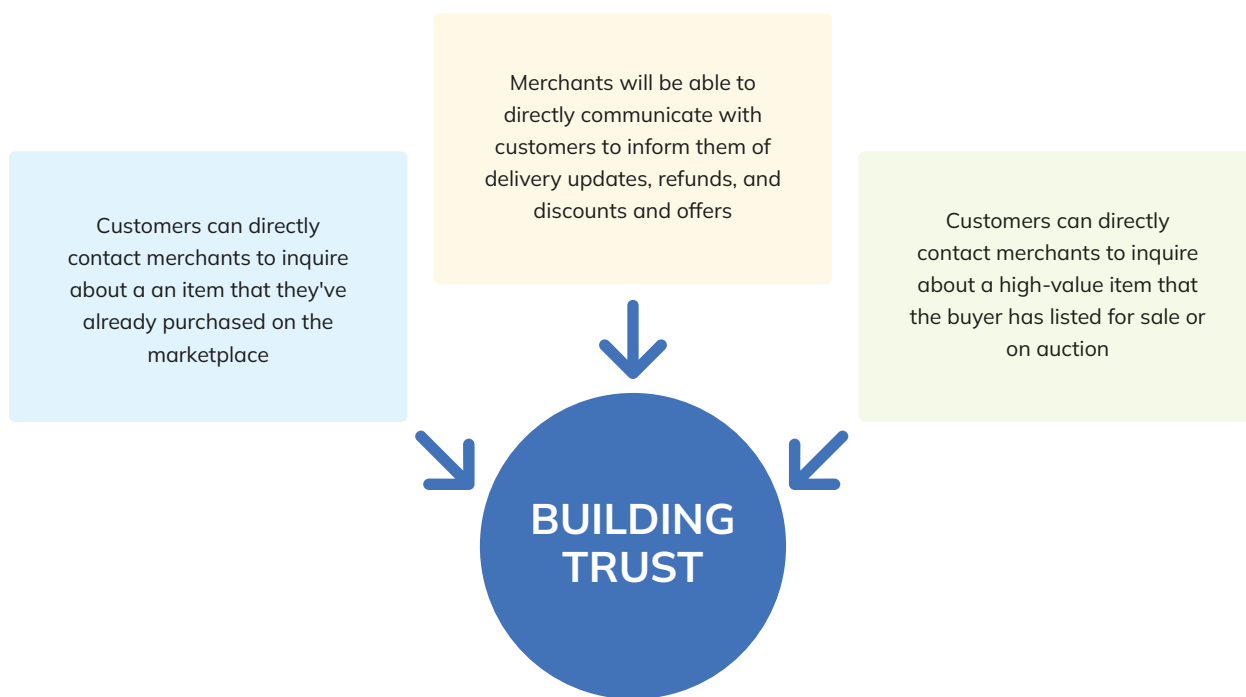
- ✓ Biometric Login On Smartphone Devices
- ✓ Cryptocurrency Wallet Address Whitelisting
- ✓ Credit Card Payment Tokenisation
- ✓ Credit Card 3D Secure Implementation
- ✓ IP & Billing Address Information Matching
- ✓ Anti-Phishing Codes On All Email Communication
- ✓ Compulsory Password Change Every 4 Months
- ✓ User Education Initiatives Through Partnerships & Blog Posts

Finally, any small (less than \$1 in fiat value) cryptocurrency balances the user has will be automatically converted into Diaspora [\$DSP] on the last day of every month. However, users can choose to turn off this feature.



5.2. Communications Gateway

As part of our plan to promote trust and foster relationships between buyers and sellers transacting on our marketplace, iVOBS License will offer comprehensive communications functionalities. These functionalities are illustrated below.



Communications between buyers and sellers will be closely monitored by state-of-the-art algorithms to prevent violations of the platform T&Cs.

By default, buyers can communicate with sellers via a text-based chat interface. However, sellers without any community violations in the preceding 90 days, can turn on requests for audio and video calls at their discretion.

Moreover, to engage customers and drive-up interest, iVOBS License will enable customers to chat amongst themselves underneath live auction listings. These chats will last for the duration of the auction and are intended to generate “hype” around listings for particularly popular products.

iVOBS License believes that if customers are allowed to chat live about a product on auction, they'll use that opportunity to discuss the product's merits. We think customers may even get competitive, trying to outbid one another before a live auction ends and a winner is announced.



6. Tokenomics & Initial Coin Offering

The iVOBS License Initial Coin Offering (ICO) involves two separate fundraising rounds.

Funds generated in these rounds will be used by the iVOBS License team to develop the platform and actualise the aims of iVOBS License to create a next-generation online marketplace that espouses trust, offers a fast and cheap payment process for merchants and their customers, and promotes customer loyalty.

Anyone, irrespective of geographic location, will enjoy the opportunity to participate in the ICO for the platform's native ERC-20 token, Diaspora [\$DSP].

Although anyone can join the iVOBS License marketplace and enjoy its many features upon the platform's launch, users who participate in the first and second ICOs will be granted lifetime access to a range of premium features.

6.1. Token Fundamentals

TOKEN NAME	DIASPORA
TICKER	\$DSP
MAX SUPPLY	400,000,000 (400 MILLION)
1st ICO ALLOCATION	120,000,000 (120 MILLION) – 30%
PRICE AT 1st ICO / \$DSP	0.00006522 ETH /0.10 USDC
2nd ICO ALLOCATION	60,000,000 (60 MILLION) – 15%
PRICE (ESTIMATE) AT 2nd ICO / \$DSP	0.000261 - 0.000327 ETH /0.40 – 0.50 USDC
JURISDICTION OF ISSUANCE	the Republic of Lithuania

Diaspora will have an initial supply cap of 400 million tokens.

Having a max supply promotes token price appreciation that better reflects the value of the \$DSP token. Furthermore, iVOBS License will operate a regular burn mechanism as and when needed to maintain token value.

Diaspora is, therefore, a deflationary utility token (NOT a security).

If there is strong demand at the 1st ICO, investors in the 1st ICO will be contacted shortly before the 2nd ICO and asked if they want to “cash out” their \$DSP holdings in exchange for ETH. iVOBS License will purchase this \$DSP at a price between that of the 1st and 2nd ICO (0.000261 - 0.000327 ETH /0.40 – 0.50 USDC), offering investors the possibility of fast and guaranteed returns.

Disclaimer: The price range for the 2nd ICO is subject to change and depends on cryptocurrency market conditions, which are highly volatile, investor interest in the iVOBS License platform and marketplace, among other notable factors. Any \$DSP purchased from investors in the 1st ICO will go towards the 2nd ICO.



6.2. Details Of the Initial Coin Offering

The Diaspora ICO and token creation process will be issued by iVOBS LICENSE & DIASPORA COIN LABS UAB registered in the Republic of Lithuania.

1st ICO ALLOCATION	120,000,000 (120 MILLION) – 30%
PRICE AT 1st ICO / \$DSP	0.00006522 ETH /0.10 USDC
2nd ICO ALLOCATION	60,000,000 (60 MILLION) – 15%
PRICE (ESTIMATE) AT 2nd ICO / \$DSP	0.000261 - 0.000327 ETH /0.40 – 0.50 USDC

Investors can participate in the ICO through our Diaspora ICO web platform. \$DSP tokens can only be purchased using Ethereum (ETH) for 0.00006522 ETH or 0.10 USDC/ token at the 1st ICO and between 0.000261 - 0.000327 ETH or 0.40 – 0.50 USDC / token at the 2nd ICO.

At the 1st ICO, the minimum accepted investment will be 0.032746 ETH or 50 USDC (500 \$DSP), with a hard cap per wallet address of 6.5493 ETH or 10,000 USDC (100,000 \$DSP).

Each initial coin offering will last for 28 days, and the iVOBS License team reserves the right to extend the crowd sale in the interests of the community and platform.

Tokens will begin being issued to investors 48 hours after the end of each ICO, in accordance with the vesting schedule shown below.

1st INITIAL COIN OFFERING BEGINS ON THURSDAY, 12th OF JANUARY 2023

2nd INITIAL COIN OFFERING SCHEDULED FOR JANUARY 2024



6.3. Diaspora Utility for Merchants, Customers, And Operator

The Diaspora token offers investors a unique opportunity to generate high returns through token price appreciation as \$DSP is a platform utility token whose value will likely grow as the iVOBS License marketplace expands.

\$DSP can be utilised in many ways, including:

Stakeholder	Utility
Merchants	<ul style="list-style-type: none"> ✓ \$DSP will be used to purchase licenses by merchants allowing them to operate on the iVOBS License marketplace ✓ Payments received in \$DSP can be immediately converted into the merchant's choice of fiat currency ✓ Payments received in \$DSP can also be staked to earn exclusive and generous staking rewards (in \$DSP)
Customers	<ul style="list-style-type: none"> ✓ Customers can use \$DSP to purchase goods on the platform and receive a 5% discount off the sale price, along with a higher DSP LoyaltyPoints cashback award ✓ Customers who hold a set amount of \$DSP will receive early access to exclusive auctions organised by iVOBS License ✓ Any payments made by the customer in \$DSP will improve the user's TrustScore more than fiat payments
Marketplace Operator	<ul style="list-style-type: none"> ✓ The operator will use \$DSP for payment management, including escrow, claims, and chargeback ✓ iVOBS License will use \$DSP to incentivise users to join the platform and promote it amongst their social circles ✓ The operator will use \$DSP to create liquidity pools that allow customers and merchants to freely exchange \$DSP with BTC, ETH, USDC, BUSD, and DAI ✓ Once the operator's supply of \$DSP runs out, the operator will buyback \$DSP for its loyalty program at open market prices – further appreciating the price



iVOBS Revenue Model

As a marketplace, iVOBS License will acquire revenue through the following ventures:

■ License Sales:

Merchants wanting to sell their products on the iVOBS License marketplace must purchase one of the three licenses, according to their needs and the size of their business. These sales will be in ETH.

■ Transaction Fees:

iVOBS License will collect a 5% transaction fee on all purchases made using our native token, Diaspora [DSP]. These fees will be exclusive of other merchant and payment processing fees.

■ B2B Services:

iVOBS License plans to connect businesses to each other so that they're able to buy goods and services from each other. In return, these businesses will pay a 5% fee once an offer is made and accepted.

■ License Resales:

Merchants can resell their licenses to others on the open market. iVOBS License will support these merchants by suggesting a fair price and connecting them to potential buyers. All license resales will be subject to an 8% commission. As licenses appreciate, this revenue stream will grow.

■ Investments:

Company cashflow will be managed through investments into low-risk DeFi protocols, staking, and liquidity pools. All investments will be pre-screened and hedged using the latest benchmarks and algorithms.



6.4. Token Distribution & Vesting Schedule

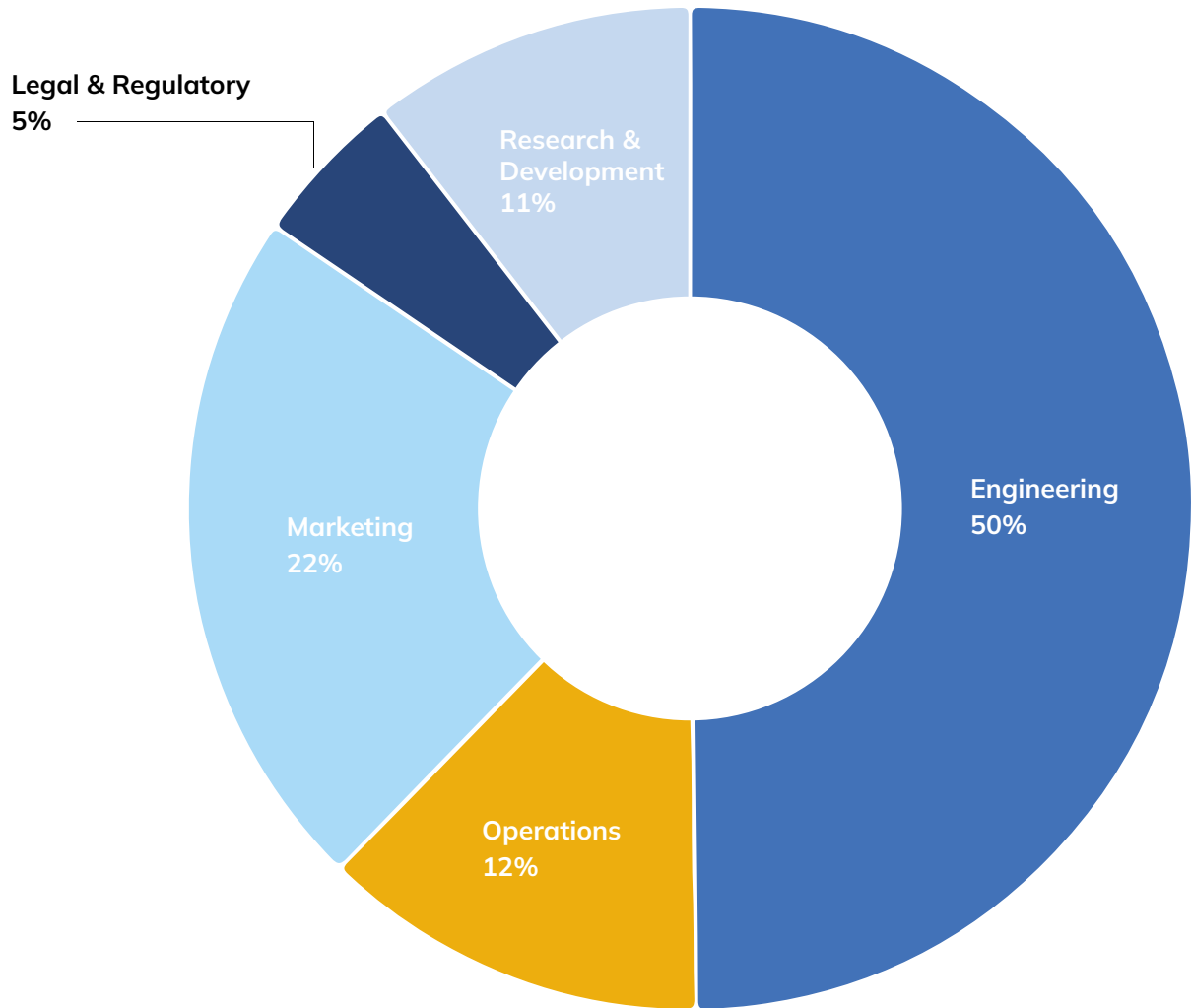
The table below shows the token distribution model and vesting schedule:

TOKEN DISTRIBUTION	% OF MAX SUPPLY	VESTING SCHEDULE
IVOBS LICENSE TEAM	5% (20,000,000 \$DSP)	T + 12 MONTHS, THEN 5%/MONTH
ADVISORS & STRATEGIC PARTNERS	5% (20,000,000 \$DSP)	T + 6 MONTHS, THEN 5%/MONTH
ANGEL / SEED INVESTORS	15% (60,000,000 \$DSP)	T + 6 MONTHS, THEN 5%/MONTH
PRIVATE SALE	10% (40,000,000 \$DSP)	T + 6 MONTHS, THEN 10%/MONTH
1ST INITIAL COIN OFFERING	30% (120,000,000 \$DSP)	T + 6 MONTHS, THEN 10%/MONTH
2ND INITIAL COIN OFFERING	15% (60,000,000 \$DSP)	T + 6 MONTHS, THEN 10%/MONTH
MARKETING INITIATIVES	10% (40,000,000 \$DSP)	T + 12 MONTHS, THEN 5%/MONTH
EXCHANGE LIQUIDITY	5% (20,000,000 \$DSP)	BUYBACK ONLY
IVOBS LICENSE RESERVE WALLET	5% (20,000,000 \$DSP)	BUYBACK ONLY
TOTAL	100% (400,000,000 \$DSP)	



6.5. Initial Coin Offering Budget Allocation

PROJECTED FUNDS RAISED FROM 1st ICO = 7865 ETH / 12,000,000 USDC





7. Roadmap & Team

7.1. Project Roadmap & Key Milestones

Q4 2022

- Diaspora Token Development
- iVOBS License E-Commerce Platform Development
- Diaspora Whitepaper
- iVOBS E-Commerce Ethereum Testnet Alpha Testing

Q1 2023

- Token Private Sale
- Launch Marketing Initiatives
- 1st Initial Coin Offering
- Exchange Development
- Wallet Development

Q2 2023

- iVOBS License eCommerce Ethereum Testnet Beta Testing
- Launching iVOBS License Sponsorship Program
- Exchange Platform Cross-Chain Bridging
- Wallet Alpha Testing

Q3 2023

- iVOBS License eCommerce Ethereum Mainnet Deployment
- iVOBS License eCommerce License Initiation
- Token Airdrop (Early License Buyers)
- Exchange Platform Alpha Testing
- Wallet Beta Testing

Q4 2023

- iVOBS License Wallet Launch
- Exchange Platform Beta Testing
- Diaspora Cross-Chain Integration

Q3 2023

- 2nd Initial Coin Offering
- Deployment Of iVOBS License Exchange Platform
- Wallet & Exchange Integration
- Marketplace & Exchange Integration



7.2. iVOBS Founders & Team Members

1. STEPHANE DANY MONGAILLARD (CEO)



8. Legal & Risks

8.1. General Information

The Diaspora [\$DSP] token does not meet the legal qualification of a security as it does not give its holder any rights to dividends or interest payments. The sale of Diaspora [\$DSP] tokens is final; therefore, tokens sold at the initial coin offering are non-refundable.

The Diaspora [\$DSP] token is not a share in the iVOBS LICENSE & DIASPORA COIN LABS UAB. Furthermore, the Diaspora [\$DSP] token does not grant its owner or holder the right to participate in general meetings of the iVOBS LICENSE & DIASPORA COIN LABS UAB.

Anyone purchasing Diaspora [\$DSP] does so, understanding that the token holds no value outside of the iVOBS License marketplace, exchange, and wallet. The purchaser of the Diaspora [\$DSP] token recognises that participation in the initial coin offering means that they have significant experience and knowledge about cryptocurrencies, blockchain technology, and the eCommerce and ePayments space. Participants in the initial coin offering do so, understanding the risks of investing in cryptocurrencies.

iVOBS LICENSE & DIASPORA COIN LABS UAB will not be responsible for any loss of Diaspora [\$DSP] tokens or any situation which makes these tokens impossible to access. This includes any and all actions, or lack thereof, that involves acquiring, storing, and transferring the Diaspora [\$DSP].

iVOBS LICENSE & DIASPORA COIN LABS UAB is not responsible for any monetary loss the investor may incur when participating in the Diaspora [\$DSP] initial coin offering.

Anyone participating in the initial coin offering expressly acknowledges that they have carefully read this whitepaper in full and thoroughly understands the risks, costs, and benefits associated with purchasing Diaspora [\$DSP].

8.2. Representation & Warranties

By participating in the initial coin offering, the purchaser agrees that they represent and warrant the following:

- ✓ Have read the terms and conditions attached to the whitepaper carefully and agree to their entire contents and accept to be legally bound to them;
- ✓ Are authorised and have full power to purchase the Diaspora [\$DSP] token according to the laws that apply in their jurisdiction of domicile;
- ✓ Live in a jurisdiction that allows iVOBS LICENSE & DIASPORA COIN LABS UAB to sell Diaspora [\$DSP] tokens through an initial coin offering (crowd sale) without prior local authorisation;
- ✓ Are familiar with all related regulations in their specific jurisdiction regarding the purchase of cryptographic tokens and only agree to do so where the purchase of cryptographic tokens is not prohibited or restricted in any way;
- ✓ Will not use the initial coin offering for any illegal activity, including but not limited to money laundering and the finance of terrorism;
- ✓ Have sufficient knowledge about the nature of cryptographic tokens and have significant experience with, and functional understanding of, the usage and intricacies of dealing with cryptographic tokens and currencies and blockchain-based technologies



8.3. Governing Law & Arbitration

Any dispute arising before, during, or after the initial coin offering will be resolved by arbitration following the [XXX] Rules of International Arbitration of the [XXX] Chamber of Commerce. The arbitration panel shall consist of only one arbitrator.

The seat of the arbitration shall be in the Republic of Lithuania.

The arbitral proceedings will be conducted in English.



8.4. DISCLAIMER

PLEASE READ THIS SECTION OF THE DOCUMENT CAREFULLY. CONSULT LEGAL, FINANCIAL, TAX, OR OTHER PROFESSIONAL ADVISORS; IF YOU ARE IN ANY DOUBT ABOUT THE ACTION YOU SHOULD TAKE. THIS DOCUMENT'S INFORMATION MAY NOT BE EXHAUSTIVE AND DOES NOT IMPLY ANY ELEMENTS OF A CONTRACTUAL RELATIONSHIP OR OBLIGATION. WHILE EVERY EFFORT HAS BEEN MADE TO ENSURE THE INFORMATION IN THIS WHITEPAPER IS ACCURATE, AND UP TO DATE, THIS DOCUMENT SHOULD IN NO WAY BE CONSIDERED INVESTMENT ADVICE. WE DO NOT GUARANTEE NOR ACCEPT ANY LEGAL LIABILITY ARISING FROM THE ACCURACY, RELIABILITY, CURRENCY, OR COMPLETENESS OF ANY MATERIAL CONTAINED IN THIS DOCUMENT. NO PART OF THIS DOCUMENT IS LEGALLY BINDING OR ENFORCEABLE, NOR IS IT MEANT TO BE.

This whitepaper is not an invitation to enter into an investment and should not be considered under any circumstances to be an invitation. Furthermore, this whitepaper does not constitute or relate to in any way the sale of a security in any jurisdiction. The whitepaper does not include any information that may be considered investment advice. iVOBS LICENSE & DIASPORA COIN LABS UAB is not to be considered your legal advisor in any legal, tax, or financial matters and bears no liability. According to the Republic of Lithuania law, iVOBS LICENSE & DIASPORA COIN LABS UAB is not a financial intermediary and, hence, does not require authorisation for anti-money laundering (AML) in its country of operation. The information in this whitepaper is provided for general information purposes only, and iVOBS cannot guarantee the accuracy or completeness of this information.

Diaspora [\$DSP] token is a utility token that can only be used on the iVOBS platform. Acquiring Diaspora [\$DSP] shall not grant any rights or influence over iVOBS LICENSE & DIASPORA COIN LABS UAB's organisation or governance. The Diaspora [\$DSP] token is, therefore, not a security. Should Diaspora [\$DSP] be listed on a trading platform, irrespective of whether that platform is a centralised or decentralised exchange, this will not change the legal definition of this utility token. In other words, listing Diaspora [\$DSP] on any trading platform will not turn it from a utility token into a security. Regulatory authorities are carefully scrutinising businesses and operations associated with cryptocurrencies worldwide. In that respect, regulatory measures, investigations or actions may affect iVOBS LICENSE & DIASPORA COIN LABS UAB's business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire Diaspora [\$DSP] tokens must be aware of the iVOBS LICENSE & DIASPORA COIN LABS UAB business model and the risks involved with this model.

This whitepaper relies on several assumptions and forecasts. As such, this model is only as good as those assumptions and forecasts are. Any significant deviation would subsequently impact any outcomes mentioned in this document or inferred by its reader. This whitepaper aims to provide a fair token price valuation based on the merits of the business behind it (as far as those merits are known/estimated at the point of the whitepaper's creation). It can, therefore, not account for any possible speculative action, changes in the economic climate, market manipulation by any party, or irrational market behaviour. Furthermore, the whitepaper or the terms and conditions may change or need to be modified because of new regulatory and compliance requirements with applicable laws in any jurisdiction. In such a case, purchasers and anyone undertaking to acquire Diaspora [\$DSP] tokens acknowledge and understand that neither iVOBS LICENSE & DIASPORA COIN LABS UAB nor any of its affiliates shall be held liable nor responsible for any direct or indirect loss or damage caused by such changes.

iVOBS LICENSE & DIASPORA COIN LABS UAB will do all it can to launch its operations and develop the platform.

However, purchasers of the Diaspora [\$DSP] token understand and acknowledge that iVOBS LICENSE & DIASPORA COIN LABS UAB cannot guarantee that it will manage to achieve it. Therefore, iVOBS LICENSE & DIASPORA COIN LABS UAB (including all its affiliates, bodies, and employees) assume no liability or responsibility for any loss or damage that would result or relate to the incapacity to use Diaspora [\$DSP] tokens – except in the case of intentional misconduct or gross negligence on the part of iVOBS LICENSE & DIASPORA COIN LABS UAB employees.

EACH BUYER IS STRONGLY ADVISED TO CARRY OUT A LEGAL AND TAX ANALYSIS CONCERNING THE PURCHASE AND OWNERSHIP OF CRYPTOCURRENCY AND TOKENS ACCORDING TO THEIR NATIONALITY AND PLACE OF RESIDENCE. EVERYTHING IN THIS DOCUMENT IS THE AUTHOR'S OWN WORK, WITH EXTERNAL SOURCES AND REFERENCES PROVIDED WHERE APPROPRIATE. NONE OF THE INFORMATION OR ANALYSES IN THIS DOCUMENT IS INTENDED TO PROVIDE A BASIS FOR AN INVESTMENT DECISION, AND NO SPECIFIC INVESTMENT RECOMMENDATION IS MADE. THIS DOCUMENT DOES NOT CONSTITUTE INVESTMENT ADVICE OR AN INVITATION TO INVEST IN ANY SECURITY OR FINANCIAL INSTRUMENT.



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