

STUFFGOGO

Decentralized mobile eCommerce platform with no big brother, no fees and no restrictions

Vlad Tereshkov

Sept 2017

Version 1.1

WHITE PAPER

Note to Reader – This white paper was originally written and produced in English. Unless otherwise indicated, translations of this white paper into any other language have not been fully reviewed by the StuffGoGo company and accordingly no assurance can be made as to the accuracy and completeness of such translations. In all instances, where there is a discrepancy or conflict between any such translation and the English version of this white paper, the English version shall always prevail.

TABLE OF CONTENTS

Table of Contents.....	2
Introduction.....	3
M-Commerce.....	3
M-Commerce challenges and solutions.....	5
Centralization of eCommerce.....	7
How StuffGoGo will fix these issues.....	9
SGG and OpenBazaar.....	10
Sources of Revenue.....	11
Roadmap.....	11
High Level Architecture.....	12
TEAM.....	14

INTRODUCTION

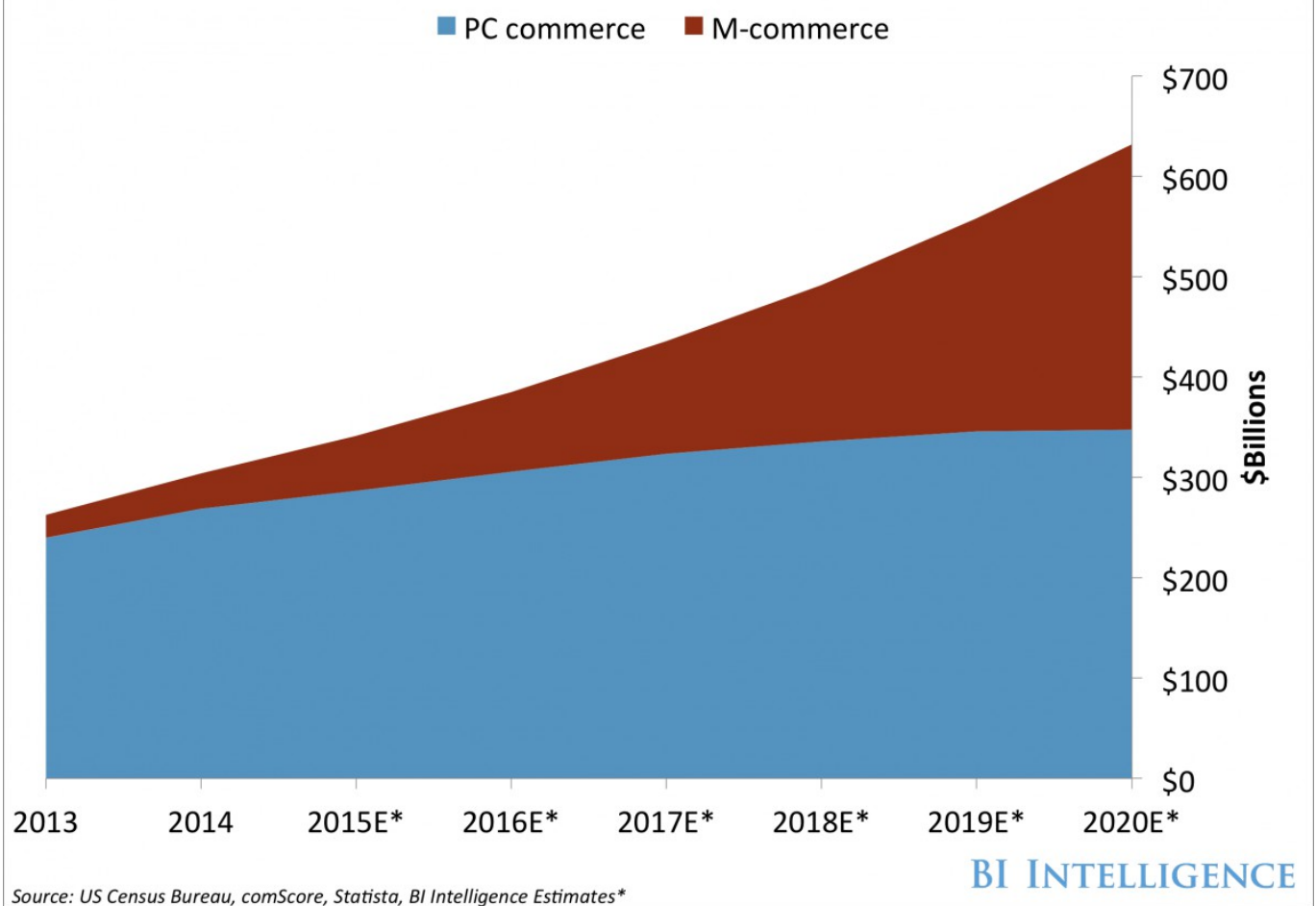
Since its inception E-commerce experienced tremendous growth. A great number of E-Commerce sites and platforms has been developed including the ones that offers users opportunities to sell their products and services, open their online stores, reach their remote customers with a click of a button. Online consumers will grow to 1.623 billion in 2018 from 1.079 billion in 2013, according to the United Nations Conference on Trade and Development.

With popularity and availability of smartphones and tablets M-Commerce emerged, a totally new frontier of shopping from a phone.

M-COMMERCE

BI Intelligence, Business Insider's premium research service forecasts that m-commerce will reach \$284 billion, or 45% of the total U.S. e-commerce market, by 2020.

FORECAST: Mobile Share of E-Commerce



A recent LexisNexis study demonstrated how m-commerce is on the cusp of becoming the go-to habit for shoppers.

The study polled more than 1,000 U.S. merchants and found that 16% of them already have a mobile shopping channel, while 32% are thinking of adding one in the next year.

M-commerce adoption is also high among e-commerce merchants, as 80% of e-commerce retailers with at least \$50 million in annual sales either currently offer or plan to offer m-

commerce. This makes sense given that these companies have already heavily invested in digital, so mobile would be the next logical step for them.

M-Commerce challenges and solutions

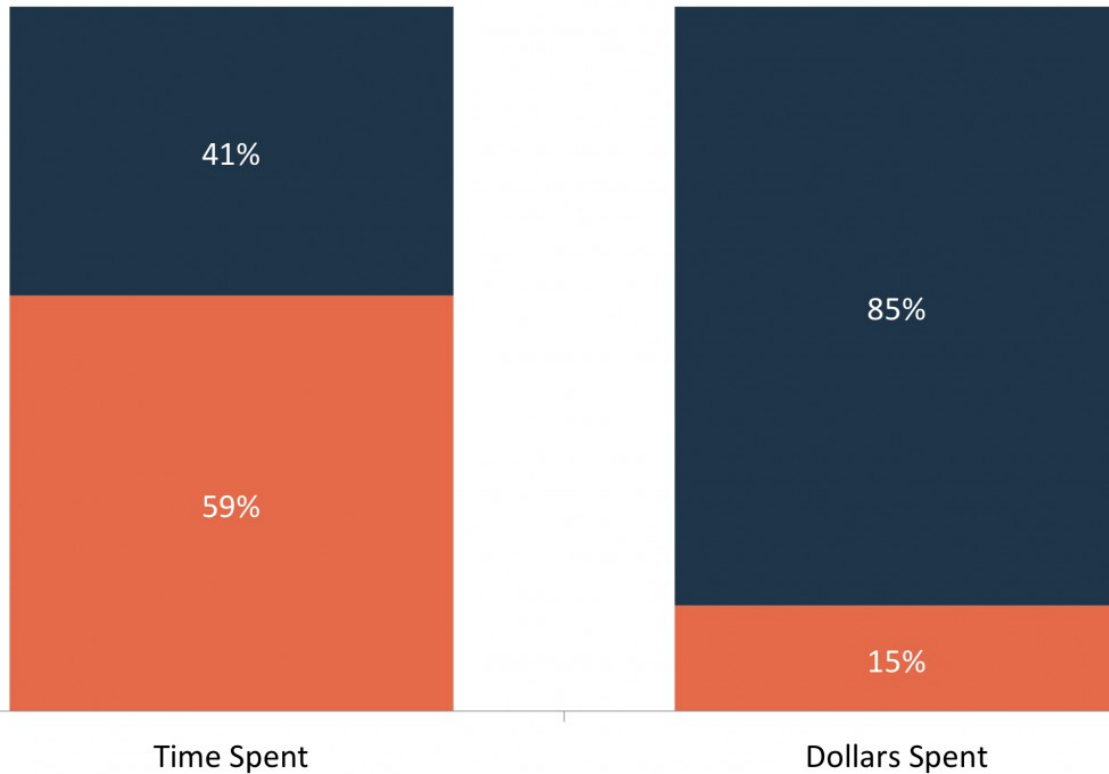
M-commerce obviously is a future of online commerce and has the potential to become a major channel for shopping and to change consumer shopping habits, but several problems with m-commerce slowing down this shift.

Users get so frustrated when trying to shop on their phones that they far more often than not abandon the process. In the second quarter of 2015, U.S. adults spent 59% of their time on mobile and 41% on desktop, but just 15% of their dollars on mobile and a staggering 85% of their dollars on desktop.

Time Spent Vs. Dollars Spent On Retail, By Device

US adults, Q2 2015

■ Mobile ■ Desktop



Source: comScore

BI INTELLIGENCE

Multiple factors contribute to this poor mobile shopping experience. The most prevalent of these is smartphones' small screen size. This makes product details difficult to read and payment information frustrating to enter, especially because many sites are not mobile optimized. This is far and away the main reason that customers give up: completing a purchase on a phone just takes too much work.

Speed is also a problem. Mobile users often shop on the go, which provides convenience but also puts them at the mercy of spotty Wi-Fi and LTE connections.

And finally, one of the most important points is information security and privacy. Users feel less secure when entering their payment information on a phone when compared to a desktop or laptop. They also not feeling comfortable providing their private information inside an app, with no knowledge on how this information would be used, where it would be stored and what will happen to it when the company site gets hacked or their iPhone is lost.

The situation even worse if user wants to sell their stuff or to open small business online store. Sellers are hit with high fees on every step efficiently burning their profits and making it impossible to offer competitive to “big stores” prices to buyers.

Centralization of eCommerce

Right now, online commerce mostly means using centralized services. Either through a browser or with app users connecting to a server of a company providing online shopping. eBay, Amazon, Craigslist and myriads of other eCommerce products are functioning this way, they are what is called on the “cloud”.

Main purpose of central server is to hold all the data, implement business logic for all offered services and provide HTML and API interfaces so user can interact with it either through browser, or with app or through API from third-party apps, tools and sites.

Centralization seems like a convenient way to setup eCommerce operation and get all the customer data and use it / resell it turning it into a revenue source. However, due to companies abusing these practices customers start to look for alternative solutions. The drill down on the pain points for customer coming from centralized services as follows:

- All these services require personal information and collect all data about users. This data is used both internally and re-sold to other companies. Privacy policies are extremely convoluted and mostly makes user surrender all their private data in order for them to use their buying/selling services
- Centralized services are perfect targets for hackers. Every day several eCommerce sites are getting hacked and data leaked.
- Most eCommerce companies have very restrictive policies and charge high fees for listing and selling goods. This is coming partially from very high running costs, data warehouses, API servers, F5's/gateways with tons of sysadmins and lawyers on a payroll
- Accepted payments methods are very limited and expensive to use, good example is Ebay/Paypal
- Buyers and sellers aren't always free to exchange goods and services with each other, as companies restrict entire categories of trade
- Customer's online store can be shutdown instantly and with no warning. Many sellers on eBay have to maintain multiple accounts at the same time, because they cant risk jeopardizing their business after single fraudulent claim against them from one of their customers
- Some services, like Craigslist or LetGo wont handle any online payments and you have to physically meet your transaction counterpart and that can get you robbed or even killed. That unfortunately happens too often with "social selling" apps.

How StuffGoGo will fix these issues

StuffGoGo (SGG) is a totally different approach to online commerce. It's ecosystem of P2P connected nodes, there are no servers, it's fully decentralized. StuffGoGo allows users to interact and exchange payment directly with no middleman. Because there is no one in the middle of your transactions there are no fees, no restrictions, no accounts to create, and you only reveal the personal information that you choose.

- **SSG is Privacy and Security Centric.** No big brother, no central server, no personal information capture and no data mining. Your data cannot be stolen or sold, because nobody other than you has it. Data is distributed across the nodes with redundancy and context based dynamic encryption
- **SGG Ecosystem is Extremely Resilient,** it can't be disabled/turned off. No entity controls it and it is run by users similarly to most cryptocurrencies. Your product store will be online until you and only you decide to close it
- **NO Fees and NO Restrictions.** For most users, products and services it's free for both buyers and sellers. No commissions, no fees. Arrange for local pickup or pay online with payment method of your choice including SGG tokens, or other cryptocurrencies. Since your data is only yours, we are not imposing any limitations and restrictions on items that can be bought and sold. The system is a community operated democracy
- **User Experience Focused.** Simple, Tidy, Efficient, Beautiful. We have top UX experts in our team. Our future roadmap includes snap-and-post super easy for-sale postings using computer vision algorithms already developed by us

- **SGG / BTC Wallet integrated.** We believe that lowering barrier to entry for non-crypto users to start using crypto for transactions through a wallet integration and friendly UI is a key adoption factor.
- **Social Engagement** – SGG ecosystem includes not only “Buy it Now” listings, but also variety of auctions – Silent, Regular and Dutch. It also includes online classifieds materials, in a Craigslist style. Deleting boundaries between regular eCommerce and simple classifieds services will make SGG “go to” place for variety of selling/buying/leasing workflows.

SGG and OpenBazaar

SGG to OpenBazaar is like Ethereum to Bitcoin. OpenBazaar is a wonderful project pursuing liberation of P2P trades and early in our development we’ve been considering partnering with this project, but had to take a separate approach due OpenBazaar platform limitations and different priorities and goals.

Most important points where our strategies are totally different:

- SGG is mobile first, PC second. Where OB is PC first
- SGG uses whole ecosystem to support your store. You can turn off your phone, but your items would still be for sale. OB slowly getting in this direction as well
- SGG focused on usability, “no geek required”. OB is not there
- SGG has integrated crypto wallets, user don't need to know what bitcoin or SGG token is to start using it. OB does not offer these
- SGG has build-in currency (SGG token) to enable huge internal bandwidth, no transaction fees and much more

- SGG comes both with auctions and Craigslist-like classifieds
- SGG comes with integrated search

Sources of Revenue

General buying and selling activities within StuffGoGo ecosystem are free for both buyers and sellers.

Following revenue models are planned to be build into system:

- Craigslist's like model on classifieds. There is a fee for a job posting and apartment listing
- Internal "domain names" or vanity tags can be purchased in auction for a branding purposes
- At a later stage – paid promotion of the listings
- Also at a later stage – build-in advertisements system

Roadmap

Our main product is a distributed marketplace ecosystem (StuffGoGo) comprising of the following:

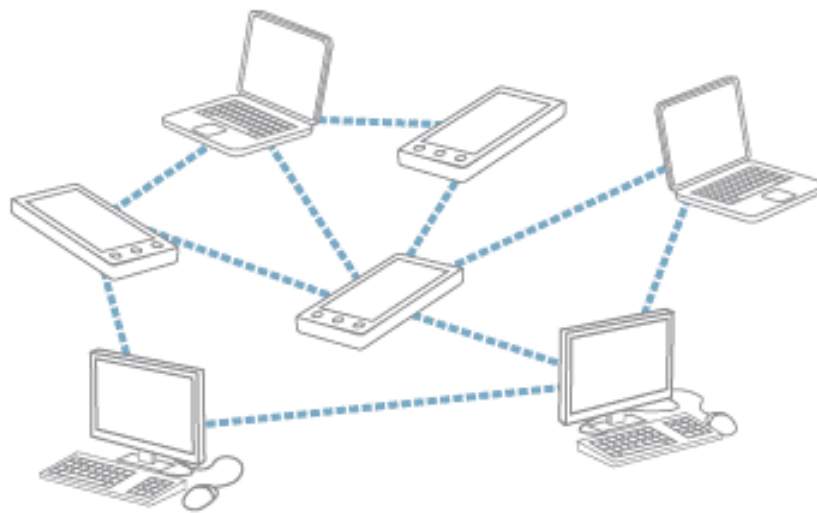
- iOS and Android StuffGoGo Apps. Using native scripting technology applications will share 95% of the same source code
- Integrated crypto Wallets for iOS/Android Apps (SGG, ETH, BTC)

- Distributed indexed storage with search. As a library to be build in Apps.
- Desktop in-browser client
- Images of Linux-based bootstrapping nodes for various platforms (amd64, i386, arm) with node software installed to enable initial network functionality / persistence until sufficient number of users reached

Our first MVP planned to be released to public in Q1 2018.

HIGH LEVEL ARCHITECTURE

Every participant in SGG ecosystem is a full node of the system, functioning as a **Client, Server and a Router** at the same time. Each node has associated with the app local storage that is integrated into a single distributed file system (IPFS alike). Every node has associated SGG token address and integrated logic and interface for payment exchange (Wallet)



Every application running on the network comprises of 3 main components:

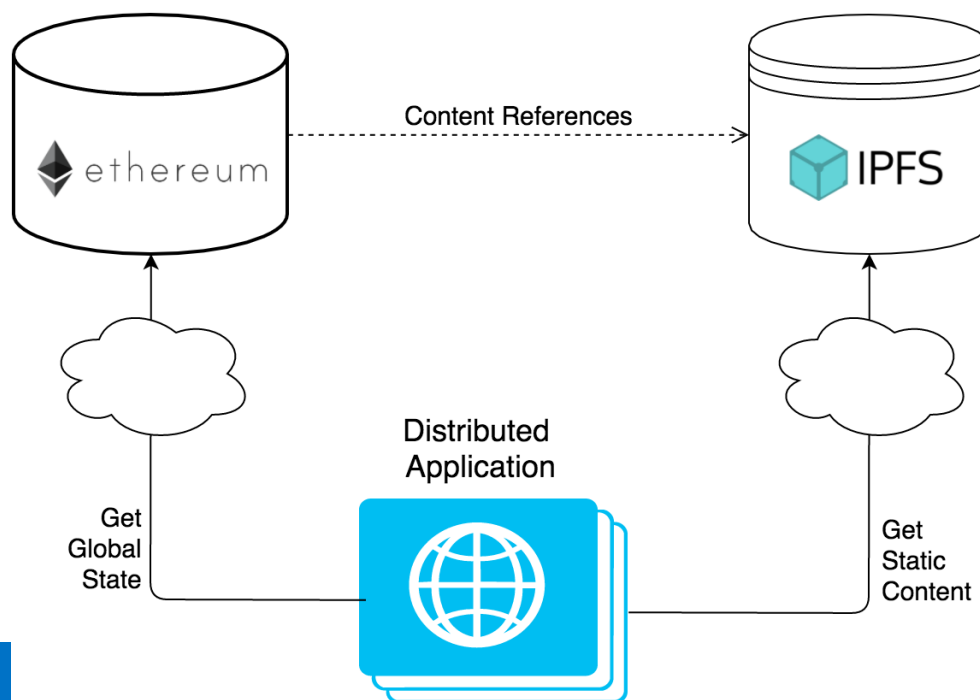
1. connectivity, protocol and transport layer performing I/O operations

2. business logic in the form of open source smart contracts
3. Distributed file system, local storage and all corresponding interfaces

Each app in the ecosystem contains open sourced contracts describing business logic of:

- basic buying/selling transactions
- auctions: basic, silent, reverse
- refunds and returns workflows
- dispute resolutions
- domains purchases and SGG DNS services
- ads / paid listings / promotions

Distributed file system used to host all ecosystem data including profiles, stores, listings, logs (anonymized), search indexes, SGG DNS index and more.



TEAM

The project team of StuffGoGo is not just a recently built one. It organically grown over last 23 years and is made up of innovators who are passionate about cryptocurrency and its future with multiple successful projects in the past including building \$1 billion IPO.



Vlad Tereshkov

Founder, Business and Technology

Technologist, Inventor and IP Expert. PhD in physics, data scientist, principal software architect for Fortune 500, founder and chief technology officer of multiple startups in biotech, cybersecurity and AI. Recognition award winner from USAF. Writing code and creating software and businesses from 1997. Owner of a software development company CaseOS LLC for 12 years



Yuliya Zlobina

Marketing, Mobile and UX

Technologist, mobile and usability expert. PhD in physics, solutions architect, mobile technology and UX guru. Designed and developed multiple FinTech and compliance solutions for clients including Oracle, Bank Of America, Merrill Lynch, PayPal, IBM



Vera Karmolina

Technology, Product Delivery

Technologist, Sr. Developer, manager of cross-functional development teams for many years. FinTech expert with multiple large business accounting applications developed and deployed in Russia including RUSAL



CaseOS LLC

Development Partner

Software development company founded by Vlad Tereshkov 12 years ago. CaseOS is a team of highly motivated architects, analysts, scientists, developers and creatives with more than 17 years of excellence in delivering turn-key solutions