

Problem

Online shopping is one of the most popular online activities worldwide with over 1.6 billion online customers, and projected to grow to 2.14 billion in 2021. Such exponential growth will drive its revenue to 4.88 trillion USD in 2021. As the number of online consumers expands, online marketplaces become even more essential to any merchant's e-commerce strategy. With increasing number of changes in the industry, e.g. growth of sales made on mobile devices to 59% in 2017, it is vital for e-commerce business to commit to constant improvement and to keeping up with new trends.

One of the ways to do so, is omnipresence. Customers increasingly expect omnichannel experience from shops and brands simply because customers themselves regularly use a variety of platforms. The strategy requires merchant to list on marketplaces and to be present on social media platforms. This is a challenging task which requires significant resources.

Another serious issue is a lack of relevant data and analytics, stemming from e-commerce market fragmentation, with each marketplace living on its own life and keeping all data to themselves. While there is a number of various studies and reports on e-commerce, they are not always clear, useful or relevant for merchants to act upon.

Solution

Presently Trimpo provides a platform for merchants to manage their products and sales on two global marketplaces, eBay and Amazon, on Yandex.Market, as well as on the social network VK. Merchants list their products, indicate their sales conditions (e.g. delivery, payment), receive messages and feedback from users in their personal accounts at trimpo.org. Trimpo constantly improves its service, helping more merchants to expand their business and adding more online marketplaces to the platform.

Trimpo Marketplace will be launched soon with payments on Trimpo blockchain. This will allow merchants to benefit from low commission and customers from lower costs. This also prepares the participants for the future of e-commerce — blockchain marketplaces. Trimpo will develop trust based relationships within the marketplace ecosystem. Our marketplace will provide value added services to suppliers, enable them to post their product information and find merchants easily, work with merchants on preferential terms, making use of the safety and transparency of Trimpo's blockchain platform.

Trimpo will create a Big Data subsystem with analytics, ranging from stats and trends to specific recommendations for the full range of e-commerce businesses.



Tremendous growth of e-commerce

E-commerce revenues are expected to double by 2021, with a growing share of sales made on marketplaces.



Trade globalization

Marketplaces allow merchants to sell globally, regardless of customers whereabouts.



Reducing transaction costs

Trimpo offers to merchants a 2% fee, significantly lower compared to other marketplaces (e.g. eBay and Amazon — 15%).



Everyone can use Trimpo: merchants, customers & suppliers

Developed ecosystem will create great experience for everyone involved.



Trimpo is present at each stage

No matter your role on the market — Trimpo can provide the necessary support.



Everybody earns with Trimpo: from delivery services to CPA & CPC agencies

Trimpo ecosystem offers companies opportunities to provide their services to a quickly growing number of Trimpo users.



Global analytics of all trends for any product

Big Data bank will provide users with analytics on the whole spectrum of e-commerce industry.



A real possibility of buying products with cryptocurrency

On Trimpo blockchain-based marketplace customers will be able to shop with cryptocurrencies.



Token Sale

Total Supply
500,000,000

Token Price
1 TRIMPO = 0.0025 ETH

Token Ticker
TRIMPO

Token usage: merchant fees, access to supplier pricelists, purchases on Trimpo marketplace, cashbacks.

Pre-Sale

15.05.2018 - 15.07.2018

Main Sale

15.08.2018 - 01.11.2018

Token Distribution

60% — Token Sale, sold to investors during Pre-Sale and Main Sale

10% — Team, will be unlocked gradually upon reaching goals stated in the Roadmap, first part will be unlocked only one year after the Main Sale

20% — Trimpo Fund, necessary for the functioning of Trimpo ecosystem, the Fund will only be unlocked before the launch of Trimpo Marketplace. Trimpo is the Fund holder. Fund's tokens will be used for Trimpo Marketplace customers cashbacks. Fund will be replenished upon receipt of tokens from merchants, who will pay commissions on products sold on Trimpo Marketplace.

5% — Advisors and bounty program

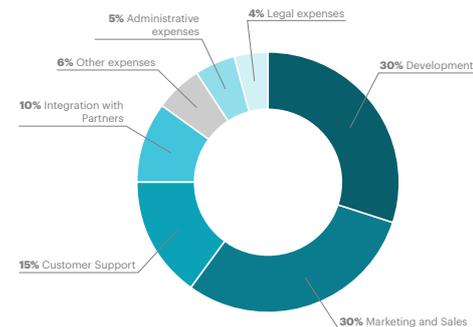
5% — Early investors

This distribution is optimal for achieving project goals, and takes into consideration investor interests.



Allocation of funds

in the event of token sale reaching soft cap



Team



Alexander Terentyev — CEO

7+ years in e-commerce. Recently launched a SaaS company which provides services in the broadcasting industry. Previously with eBay, Wikimart, RBK Group.



Vladimir Suprunovich — Product development / Technical lead

7+ years in Java development. Previously with Alfa-Bank and RBK Group.



Anatoly Shishkin — Product development / Blockchain lead

Over 8 years in UI development. 4+ years in e-commerce. Previously with Wikimart, GeoIT, Research and technical center based in Amur State University.



Anton Krugovov — Business development

Experienced venture capital professional, currently working with Invention Bridge VC. Significant experience in B2B; president of a hardware manufacturing company.



Vladislav Voytsekhovich — Business development

20+ years in the banking and e-payments industry. Previously with Sberbank, ICICI Bank and Cyberplat.



Eugenia Malneva — Project administrator

5+ years in Office Administration and Project Support.



Valeriy Pastushenko — Head Of Infrastructure

10+ years in System Administration and IT Infrastructure; previously with Doctor Web and CloudDC.