ZCNOX

White Paper

NO 1 CRYPTO MARKET PLACE IN AFRICA

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E-COMMERCE BUSINESS IN AFRICA

Introduction:

Building an ecommerce business takes more than just choosing a brand name, writing product listings and stating to sell products online. Building a system of ecommerce business is quite a sophisticated problem. The internet makes online businesses more accessible than ever, and ecommerce is one exciting avenue for success. Although it can be tremendously difficult to know how to start ecommerce business that will actually do well enough to generate revenue. In order to stand a chance of becoming successful in e-commerce business, one should know and have a platform that promotes a product in lights of trends and specificity of a particular market. Despite the difficulties involved in online selling and buying, with an easy-to-use online store builder, any seller will be able to create their own storefront to sell their goods, while making use of the platforms wide range of features for a minimal fee. Our services offers great opportunities for entrepreneurs, small scale manufacturers, family businesses and a whole lot of businesses. The development of new technologies such as smart contracts, crypto currency payments, multiplatform integration and comprehensive twenty-four hour customer support, has posed a difficult challenge in the market, and the market does not have solution which would combine an advanced system of e-commerce and these new technologies.

Our mission is to offer such a solution to business.

Zcnox is a market place platform designed to allow anyone to create an online store that will make good use of the most advanced technologies in the e-commerce field, including the option to pay for goods with crypto currencies and ZNC tokens. Our mission is to connect producers all over Africa and supply business with the necessary tools for launching of one of a kind merchandise to the global market with minimal transaction fees and without any financial boarders, intermediaries or annoying bureaucratic routine. We will bring producers together from all over Africa in order to create our own economical eco-system that will take e-commerce to a whole new level.

E-Commerce in Africa

Target Audience:

The recent economic growth rate in Africa and the rising population in youth has contributed to the reason why there are more entrepreneurs who are looking for potential business opportunities. The typical strategy is to introduce new companies by creating foreign business models on the continent. But for e-commerce start-ups, it's not that easy. This is as a result of some major challenges confronting online buying and selling in Africa. The reality of internet business in Africa deviates from what is obtainable in western word.

Major Problems Facing Sellers/Business Owners in Africa.

1. Set up cost and advertisement

Building a system of e-commerce business is quite a sophisticated problem. The company has to spend a lot of resources on creating of a team and channels of distribution. In addition, one should know how to promote a product in light of trends and specificity of a particular market.

2. Mistrust of online shopping

Most wealthy Africans have yet to embrace the idea of online shopping, this is as a result of online fraud. There are lot of issues concerning online shopping in the recent years and lots of people are becoming more skeptical about patronizing online sellers simply because they are afraid of losing their money without getting what they paid for. This has contributed immensely to the reason why e-commerce especially in Africa is gradually diminishing

3. Fragmented markets

Africa has a diverse population with different cultures, politics, and economics. As a result, country-specific eCommerce companies have opened up. Across Africa, there is a duplication of resources which affects the economy negatively. Making cross border payments, dealing with tariffs and taxes, and meeting various country-specific legal requirements makes it difficult for countries to operate within the region, outside their own country.

4. People prefer to pay with cash

Africans are accustomed to using cash. It's more familiar and tangible than digital payments, which are fairly new on the scene. However, CoD (cash-on-delivery) in eCommerce is more expensive and involves a high level of risk. A

delivery driver is responsible for the company's cash, and is more prone to becoming a victim of theft. CoD also makes it easier for customers to decline the delivery and refuse to pay, putting the cost of the delivery and return of the merchandise on the merchant, without any gain..

5. Delivery logistics

In some ways, Africa's transportation and delivery system is not equipped to deal with the booming eCommerce industry. Many African roads are not paved, and the terrain is often difficult for travel. This has created obstacles for eCommerce merchants seeking viable delivery options.

6. Lack of understanding of ecommerce platform

An average African cannot shop conveniently on top ecommerce site like Amazon, Alibaba, Jumia and Konga because of complex user interface.

Our Solution ZCNOX

Setting up an online shop is easier said done. It requires a lot of effort, time and money to put together a team & develop a website from search. While there are plenty of e-market place constructor solutions with a ready to use interface and cutting edge e-commerce technology, they either require you to have a basic understanding of programming languages or constant support from them.

Zcnox platform is designed to allow anyone to create an online store of their in just 10 minutes, and also make good use of the most advanced technologies in the e-commerce industry. Zcnox helps businesses streamline their sales processes for the new digital economy by using smart contracts and enabling payments in various cryptocurrencies.

What problems does it solve?

Payment:

Currently, payment is one of the biggest problems in this industry because of low transparency, involvement of intermediaries & high fees. It's a hassle for both buyers & sellers. Zcnox's platform process payment directly without the involvement of middlemen using any currency of your choice set against the

cryptocurrency price determined by the seller. Furthermore, integrated smart contracts makes transactions extremely fast & secure. The smart contract ensures that the money goes to the seller when & only when the buyer confirm the delivery. So the buyers makes the payment once their order arrives, which makes it convenient for both parties and increases trustworthiness.
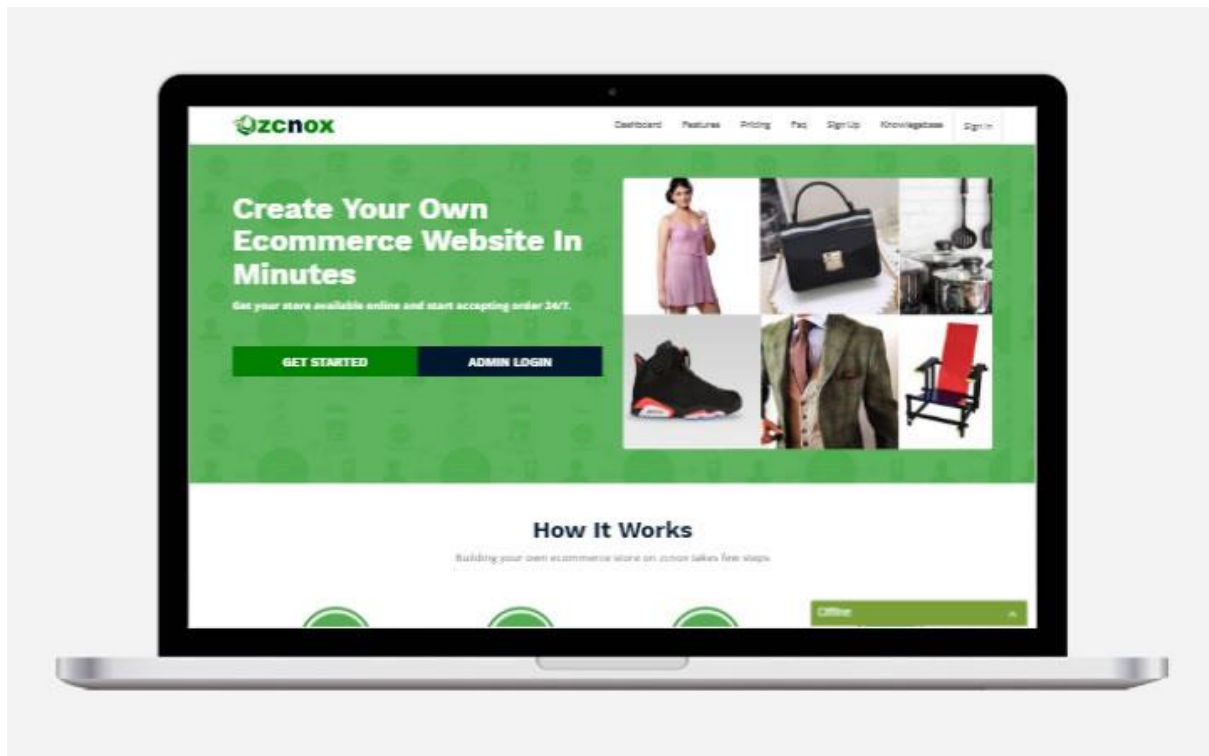
Delivery:

Delivery has been the major problem facing ecommerce in African for a very long time. With our zcnox delivery system, you get your product delivered to your doorstep without any delay. You can cancel your order and get full payment if products not delivered or delayed. We will adopt crowdsource delivery option. Our representatives will be everywhere across Africa

Main Advantages of the zcnox platform:

- Tools for customer's communication & financial reporting
- ZNC token payment for goods and the platform services at special price
- Access to all international markets.
- Low fees
- Provision of a unique online Business store with Necessary tools to all sellers.
- Extensive and easy-to-use service.
- Low transaction cost.
- Advertising support of your business.
- Detailed sales Analysis.

Why do sellers Need Zcnox?

Easy Integration and Affordable

Sellers can create their own independent ecommerce site within 30minutes without any codding experience at low cost

Inbuilt Inventory Management System

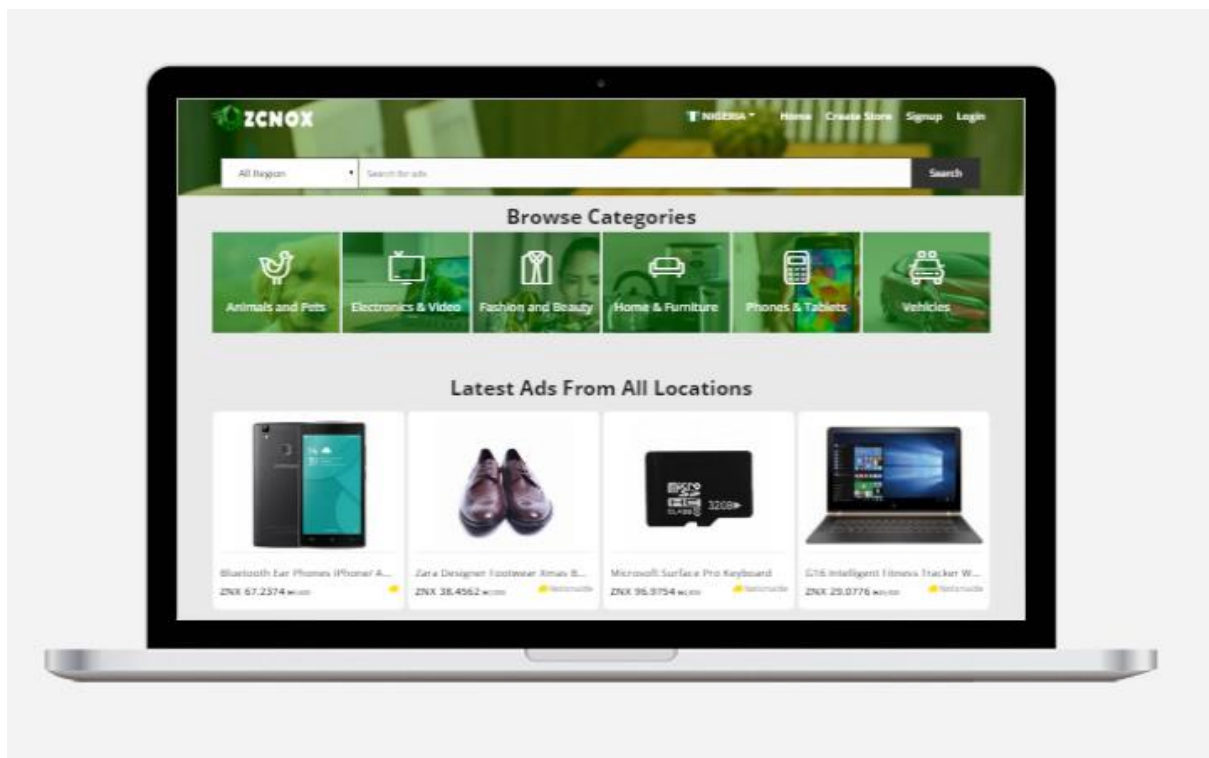Sellers can easily tracked all the products in the stock and also manage daily transaction

Free Marketing Tools

Sellers can list their top products on Zcnox Marketplace and get people to buy their products. No spending on paid advert.

Get Potential Buyers all over Africa

Buyers don't have to wait till product delivery before making payment for purchased goods on Zcnox. However sellers only receive the payment after the product has been delivered to the buyer.

Why do buyers Need Zcnox?

Convenient and Simple Search for goods you need:

Zcnox offers the buyers an extensive catalog of items sold in across the platform with fine-turned filters and categories, making the finding of the things you want to buy a simple experience

Buying what you need from anywhere in Africa:

Our platform will host millions of unique tailor-made items created by small scale manufacturers that you will not be able to buy in any large-scale online stores.

Guaranteed Quality:

We assume the responsibility of ensuring high quality service and guarantee that the seller will send the buyer the exact items as described and outlined in the product description.
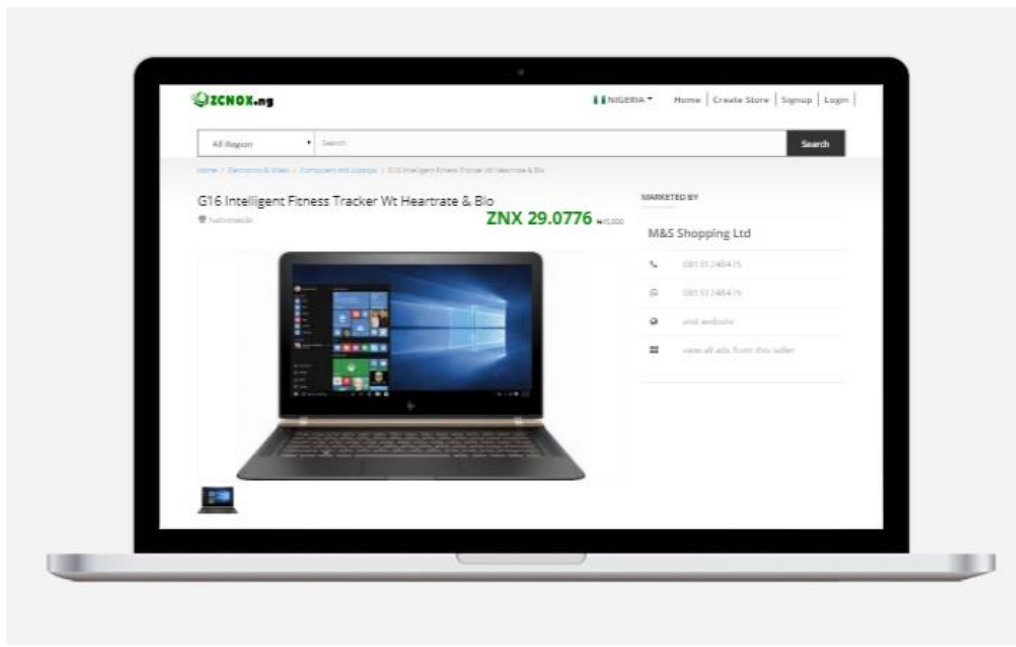
Safe & smart contract deals: This ensures that the money goes into the sellers account only after the item has reached its destination, this also increases trustworthiness between seller and buyers

ZNC TOKENS:

Uses of ZNC TOKENS these are not stocks, goods or investment, ZNC is the token use on the internal market place operations. Items around the world can be bought using cryptocurrency and ZNC tokens. ZNC are deeply integrated into the system to ensure maximum trade flow. Millions of various items are made available to the cryptocurrency community. The Zcnox seller functionality and new store slots are unlocked exclusively by payment made in ZNC TOKENS.

USE OF ZNC TOKENS

1. **Promotion services**.
   Zcnox will offer online shop a wide range of services {prioritizing in search result, rating system and appearance on the main page} allowing to attract more buyers. All these services can be paid for with ZNC tokens.

2. **Internal Transactions Of The Members.**
   To make promotion of good in the global market more convenient we will create an integrated freelance exchange where you will be able to get services of localization, prepared items description, photos and videos at a fixed price. Besides, the payment are made with ZNC token and no fee is changed. If the payment is made outside the platform, the member will lose their opportunity to resolve potential disputes in zcnox arbitration, as well as price and quality guarantee.

3. **Payment Services For External Stores.**
   Any external store can start using the ZNC token payment system and count on increase buyers, demand, service of the highest quality and system guarantees.

4. **Exchange for goods and services on Zcnox Marketplace.**
   ZNC token will be the major currency on zcnox platform. This will enable customers to buy from any part of Africa without currency exchange issue. There will be option to pay your local currency.
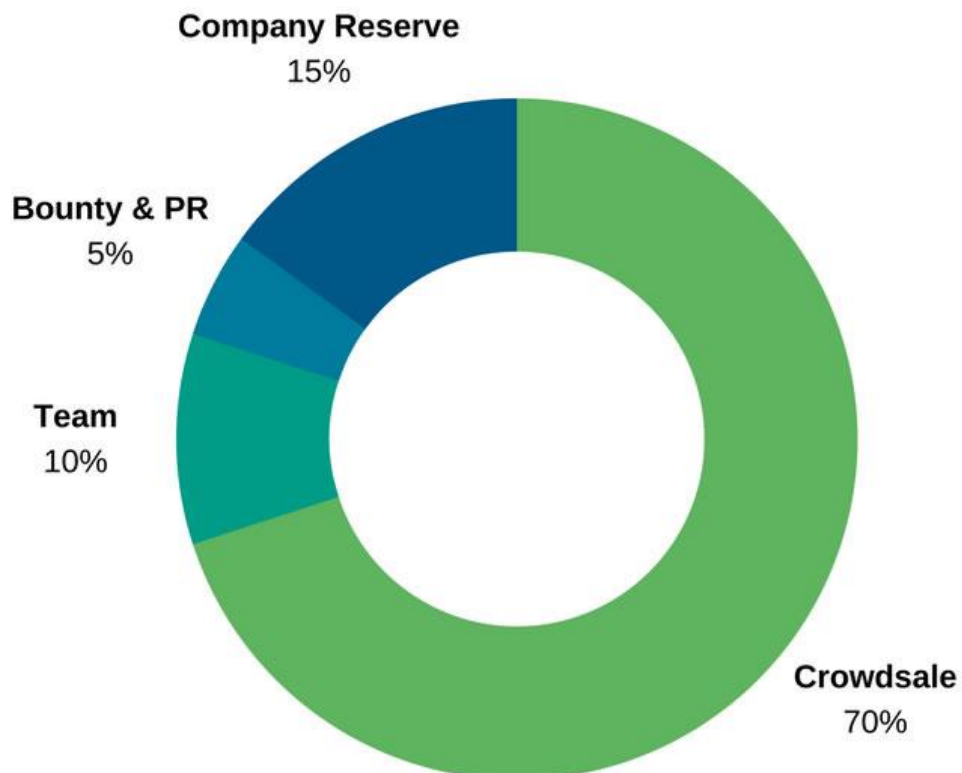
Token Distribution

Company Reserve : 3,000,000 ZNC (15%) locked till platform launched

Crowdesale: 14,000,000 ZNC (70%)

Bounty : 1,000,000 ZNC (5%)

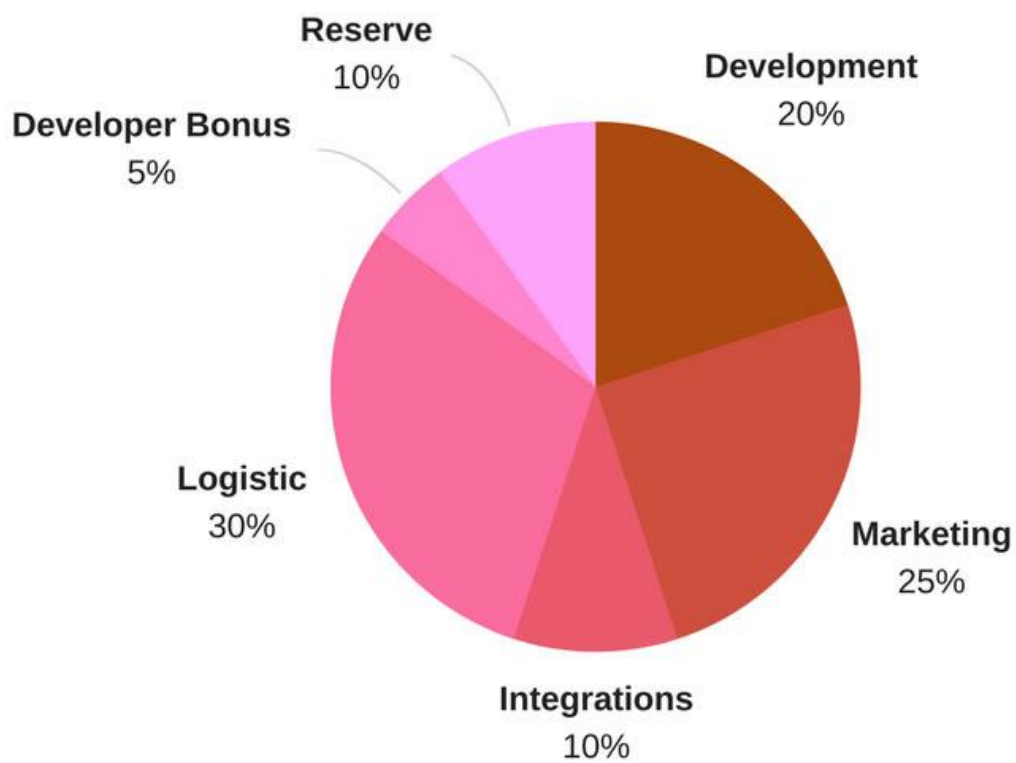Team : 2,000,000 ZNC (10%) locked till platform launched
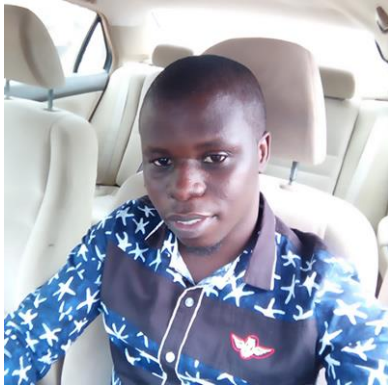
ICO FUND

Development:20%

Marketing: 25%

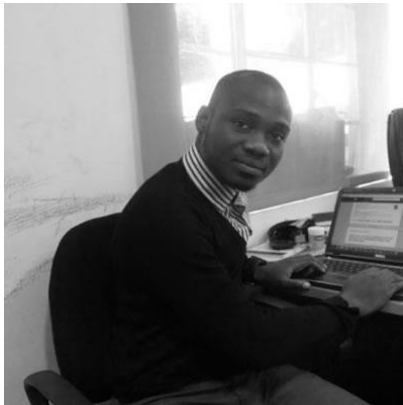Intergration: 10%

Logistic: 30%

Developer Bonus: 5%

THE TEAM

Abogunde Hakeem
Full Stack Developer

Vareba Duunebari Gospel
Backend Developer

Dauda Musideen
Software Developer

Leonard King
Graphic Designer

Saviour Wisdom
Content Writer/Digital Marketer

Falade Solomon
Jumia Consultant

ADVISORY BOARD

Ranganath. M
Co-Founder Bro4u.com

Krzysztof Karol Wozniak
Crypto-Investor/ Advisory MSCoin

ROAD MAP

JULY 2017
Idea Development

MARCH 2018
Team Building

APRIL 2018
Pre ICO & ICO STARTS

JULY 2018
Token Emission & Distribution, Listing ZNC On Coinmarketcap and Exchange

AUGUST 2018
Marketing / Partnership With Merchants in Nigeria, Ghana and other Africa countries

SEPTEMBER 2018
Product Demo launched on Testnet

DECEMBER 2018
Marketing, Partnership and Promo

JANUARY 2018

Representative in Nigeria,Ghana and other Africa countries

FEBUARY 2019

Zcnox Delivery Starts In Lagos and Abuja

MARCH - DECEMBER 2019

Business expansion to Ghana and other Africa countries