

ZIGGER.IO

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Abstract

Bitcoin is a unique currency and there are several benefits for users to pay and receive payment in Bitcoin. However, many Bitcoin holders cannot spend their coins directly without exchanging it for their local currency first. Bitcoin is hardly used in most local markets worldwide, and in many developing countries it is nonexistent. Zigger.io is developing a platform that will solve this problem. The platform will bring together seller of all goods and services that accept Bitcoin and connect them directly with buyers, both locally and internationally. Bitcoin users will be able to purchase goods and services for their daily needs with Bitcoin freely. This document shows how zigger.io plans to solve the problem. And it provides a complete analysis of the solution proffered on how users of Bitcoin will be able to spend their coins directly among themselves as a normal currency without any restrictions.

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Introduction

Zigger.io is a global and decentralized peer-to-peer marketplace that aims to bring buyers and sellers of every imaginable legal goods and services together.

Online marketplaces that succeed, spend time and a lot of effort in bringing value to their sellers and buyers. They achieve this by not just focusing on the underlying features and technology of the platform, but by building an enduring community through a relationship that is not only transactional, but also social.

In the past few years, no other type of investment has gained major grounds and profits like cryptocurrencies. Bitcoin alone has risen over 500% in 2017. Cryptocurrencies are transferred via blockchain technology, and enables ordinary people to send and receive payments among themselves without any third party like banks and centralized e-wallets payment processors. Users can send payments locally and internationally, faster and cheaper, regardless of where the receiver resides.

The growing popularity of the blockchain technology could mean that the bureaucracy and high fees that financial institutions charge will soon be a thing of the past. They could become obsolete as people can now send payments worldwide from the comfort of their homes, and on mobile devices without going through a bank.

Zigger.io is being launched so that Bitcoin holders can spend their coins directly without needing to convert them into FIAT- currency issued by government issued currency. All trading activities on the Zigger.io platform will be conducted using Bitcoin and Zigger token (ZGR).

Zigger.io will not only help its users match demand and supply, but it will also disrupt the need for industry middle men, whose sole purpose is to make a profit and as a result drive prices higher. When buyers and sellers connect with each other directly, there is no need for middle men. Consequently, goods and services become cheaper.

There is also a social element to zigger.io. This will ensure that users are engaged positively, to keep them coming back, aside from the convenience of being able to

trade with Bitcoin and other major cryptocurrencies. Research shows that enabling access to buyers and sellers isn't enough to be a winning marketplace, therefore, zigger.io will create an exceptional user experience for its customers.

For the purpose of the ICO, an Ethereum based token called Zigger Token (ZGR) will be created. It will also be used for trades between buyers and sellers on the zigger.io platform alongside Bitcoin, and distributed to investors in the crowd-sale.

Background

In the current era, as far as technology is concerned, the blockchain may be the single, and most important invention of our generation. Increasing popularity and the current hype surrounding Bitcoin means there will be increased adoption, but few options to spend and trade with Bitcoins directly, especially when it comes online international trade.

At the moment, in most local communities worldwide, people are not able to spend their bitcoins directly in their local shops. This is due to several reason such as;

- Low Bitcoin adoption rate
- Resistance to new technology
- Lack of knowledge on how spending and receiving Bitcoin works
- Lack of funds to buy the appropriate devices.
- Government regulation

These and other issues makes it very difficult for Bitcoin users to spend their Bitcoins in their day to day activities. According to research, Bitcoin users would like to be able to use the currency to buy diary products, fresh vegetables, fruits, meat and other food products that expire quickly and have a short shelf live.

The biggest challenge most users of Bitcoin are currently facing is identifying other users within the same locality. Buyers don't know where they can spend their coins

locally, and sellers willing to accept Bitcoin payments find it difficult getting the word out to buyers that they accept Bitcoin.

If this problem is solved, it would be much easier for buyers to locate sellers and vice – versa. Zigger.io will provide a platform for people that want to spend their Bitcoin without needing to convert it into their local currency to do so. On the Zigger.io platform, users can search for buyers and sellers, both locally and internationally, to see who is available to provide a particular service or goods for Bitcoin.

There are online shops that accept Bitcoin already. Using the zigger.io website, these shops and services providers can easily advertise their product and services to pop up on the Zigger map, and make it easier for the public to be aware of the fact that they accept Bitcoin payments.

However, there are still issues with shipping certain products to certain countries. It could be the length of time the products take to arrive, custom fees, high shipping fees, good durability, etc. In cases like this, the best solution for the buyer is to find a seller for these products locally, and zigger.io will be providing them with a platform to do so.

Zigger Objectives & Features

Under the zigger.io brand we will develop and design a world class online marketplace for the Bitcoin community. Users will be able to search for their desired products and services, locate them and pay with Bitcoin. It will be a targeted platform for the merchants to avail the users of bitcoin with their products. Special features will be integrated on the platform to make it efficient for users to conduct business. These features include; site maps, mobile app maps etc that will enable users to easily locate sellers of their desired goods and services, which accept bitcoin.

These special features when integrated into the zigger.io app will attract more users to the platform. The zigger.io app will be an efficient tool to help increase the adoption of Bitcoin in local markets. The app will help the user estimate shipping time and fees, to enable the user gauge if it is worthwhile ordering the product within the time scale it will need to be delivered. This is especially so with perishable products with low expiry limits like vegetables, dairy products, fruits, etc.

Zigger.io will double as an e-commerce platform for online buying and selling of goods and services and also for localized commercial activities for Bitcoin users. We can see on other platforms where Bitcoin is used as a payment method for trade that they require better strategies to execute their concept to perfection. Zigger.io has a sound business plan to execute our strategies and maximize the full potential that the marketplace and platform offers.

Zigger.io will market the platform in such a way that it will serve a global customer base. International trade will be encouraged and in App resources made available to enable users achieve this. Localized trade with Bitcoin as the payment method will be boosted in different communities globally using our platform.

We will build a special map designed by the zigger.io team that will help facilitate easy access to goods and services that are sold with Bitcoin, in a bid to help promote the use of Bitcoin worldwide and in local community markets. It is our strong belief that after developing our platform, with all its special market place features, and if marketed properly, which we intend to do, it will increase trading in Bitcoin worldwide and it will no longer be necessary to convert Bitcoin into government issued currency before spending them. We believe that with time, a platform like zigger.io will make it easy to spend Bitcoin for our daily needs, especially for goods and services we cannot find easily online, but in our local

communities, just like any other Government issued currency, and also boost Bitcoin adoption.

Bitcoin is considered cheaper, safer and more convenient by users after they understand how it works. This is why zigger.io is focusing on the ease of using bitcoins in a localized setting for our daily transactions.

Following are some of the points reflecting the Zigger's strategy to facilitate bitcoin users:

Zigger's Community of Strategic Partners

A community of strategic partners will be created from all around the world in order to avail each and every good and service of life on the platform, With the help of this community a strategy will be developed which will help the developing countries to access the e-commerce tools and to create convenience for them to take part in global and local e-commerce.

This strategy will not only help these developing countries to access this efficient means of commerce but will also help traders in enhancing the borders of their market.

Marketing and advertising

A major tool for the success of any business or company is advertising. How much advertising a company engages in, often determines their level of success. Our marketing campaign will not be for the token sale only, and unlike many other platforms, we will continue advertising our brand whenever possible for the lifetime of the marketplace. For this reason, we here allocating a significant amount of the funds raised through the ICO to advertising.

The relentless advertising campaign will benefit the platform and its users greatly and also help the bitcoin community attain worldwide recognition, which in turn would lead to more adoption. The campaign would be designed in such a way that newcomers to cryptocurrency will find it easy to understand. Increased adoption also means that the price of bitcoins will keep on rising.

We also intend to help promote companies, private sellers and selected products to give them a boost on the platform as a reward for their loyalty. The more revenue a seller or company helps the platform generate, the higher their commission, advertisements and visibility in the marketplace.

Escrow and Disputes

Zigger.io will provide both buyers and sellers escrow services to ensure a safe trading environment for all users. Funds will be held in escrow on behalf of buyers until they receive their shipped products.

In instances where a seller ships a bad or wrong product to the buyer, channels are open for buyers to seek recourse by opening a dispute ticket against the seller. In cases like this zigger.io will act as an arbiter, and would work in tandem with local authorities to settle disputes. The escrow service will help protect buyers from bogus products and will empowers sellers to ship goods with confidence of getting paid.

Credibility & Trust System

The system of credibility will be integrated in Zigger marketplace which will categorize the merchants on Zigger. This system will be there to reflect the trust value of each of them. A special strategy has been adopted by the team under which the verified users of Zigger will reward these credits of trust to the merchants after a successful deal. This system will make it convenient to identify the quality merchants. It will also benefit the platform in a way that the merchants will remain faithful to their clients in order to collect the trust credits.

Feedback is another important part of the marketplace and online community. Zigger.io will implement a robust feedback system on its platform to help users evaluate other user's reputations before committing to a trade. It is the best way of knowing if a buyer or seller you're dealing with is legitimate, and will pay on time or ship in a timely fashion.

Zigger Map

Zigger.io will design an online map specially made with localized markets in mind. There will be both mobile app and web versions of this map. We see this as an efficient way for local markets that accept bitcoin to locate each other and grow. This will also encourage newcomers with brick and mortar shops to accept bitcoin as a payment method for their goods and services. The map will come with several features, including the ability to locate local sellers, calculating shipping cost and estimating arrival times for packages. We strongly believe that merchants that don't already accept bitcoin would consider it when they see the benefits and increased use of bitcoin in their local markets.

Investors Revenue Model

We have deduced a sound business plan to ensure revenue for the zigger.io token sale investors:

- Zigger.io will charge 1% fees on every transaction.
- Every seller that maintains a storefront on the platform will be charged a fee. The fee depends on their membership package.
- Zigger.io will make revenue from online marketing services; whereby merchants will pay to promote their products on the platform.

Under the Investors Revenue Model, 80% of the total revenue generated by platform will be distributed among token holders. The dividends will be issued in ZGR coin, ensuring a continuous and definite demand of ZGR in the market. Increased demand would subsequently increase the value of the coin.

Zigger Coin

Zigger Coin (ZGR) is based on ERC20 Ethereum blockchain issued with ethereum smart contract. Under this contract 30,000,000 tokens minted which will be the fixed amount to be minted and after that no any other token will be created after that.

Out of the share of the developers and the amount of bounty participants, the remaining coins will be available for sale on the event of ICO. Any of the unsold coin will be burnt.

All of the Ethereum wallets which are compatible for ERC20 can be used for collecting and holding the Zigger Token i.e. MyEtherWaller, MetaMask, Mist, Parity and imToken.

Zigger token will also be used as payment currency for the Zigger platform to buy and sell different goods on the site. Marketplace subscriptions for merchants will be given at 25% discount if anyone will pay with ZGR Coin. This features of Zigger secures the investors' capital, who invest in Zigger ICO and ensures the profit of the investors.

Zigger platform has planned a revenue model for the investors under which 80% of the revenue from Zigger platform will be distributed on monthly base among the Zigger Token holders in ZGR currency which will maintain a continuous demand of the token in the market.

Zigger Token Crowdfund

A total of 28,350,000 ZGR tokens are available for sale in the period of ICO. The ICO period will start on 13th November 2017 at time 00.01 UTC and will end when all the coins, available for crowdfund, are sold or at 13th December 2017 (23.59 UTC) which is a period of 30 days. All of the unsold coins will be burnt after the ICO period.

The price of Zigger Coin during the ICO will be 600 ZGR per Ether with a bonus of early adopter, the details of which are:

- 1st 24 Hours Discount = 40% (13th Nov 2017)
- 1st Week Discount = 35%
- 2nd Week Discount = 25%
- 3rd Week Discount = 15%

The minimum goal of the ICO is 1000 Ether which is required for taking the start on the project. If an amount of less than 1000 Eth is collected then all the funds will be refunded to the respective addresses of the investors.

For the participation in the crowdfunding, the buyers required to send respective funds to the Zigger Crowdfund address from their ethereum wallet which are compatible for ERC20 token. The tokens will be distributed among the investors at the end of the ICO within a period of 7 days to their respective addresses. For that it is advised to not send your ether from the wallet hosted by any exchange.

Roadmap

The roadmap has been divided into 2 phases to make it easier for our readers to understand.

Phase-I: Project Preparation and Crowdfunding

Phase-II: Building and Setting up Zigger.io Platform

Phase-I;

Project Preparation and Crowdfunding



Phase-II; Building and Setting up zigger.io Platform



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