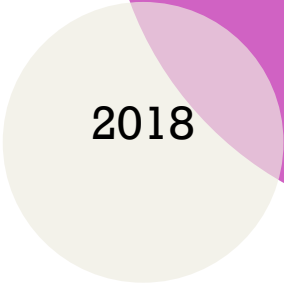




Ripple Cash
Coin
(RCC)



OUR WHITEPAPER



2018

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Ripple Cash Coin (RCC)

ABSTRACT

Ripple Cash Coin (RCC) stands for Social market. Ripple Cash Coin is a blockchain based social marketplace that supports the community by offering rewards in a form of a cryptocurrency for its users by interacting socially with various features inside the platform. Ripple Cash Coin includes generally known features and concepts from traditional social media platforms and utilizes the blockchain technology to incentivize its users to socially contribute to Ripple Cash Coin future.

Ripple Cash Coin is developed as a marketplace where users can securely and reliably trade with each other in a decentralized platform. The platform encourages users to engage in cooperation to provide members of the Ripple Cash Coin Community a comfort of a secure and fast platform to trade with their desired items. The Ripple Cash Coin Rewarding System guarantees that every user who contributes to the creation of the value is rewarded by Ripple Cash Coin. RCC is a cryptographic token which is utilized inside the community for rewarding and thus facilitates the organic growth of the dropshipping community throughout the world.

Ripple Cash Coin (RCC)

Tab 2

INTRODUCTION

From the early days of history, trading has been a social phenomenon. Historically, people have assembled into the marketplaces and bazaars in order to exchange pleasantries and trade with items that were imported from the different parts of the world. Today, the situation has changed remarkably.

Majority of the C2C-trade happens in internet platforms, such as Ebay, which offers its users a "one-stop-shop" platform to list items for sale around the globe and buy them in a similar manner. However, the contemporary platforms have deviated from the traditional trading as the people are hidden behind the anonymous usernames without creating any other value than the one which derives from the transaction itself. Thus, the social aspect has deviated from trading already a long ago. The lack of social interaction between the users removes an important element, something which has been a natural part of trading and exchange since the beginning of the economic activity between human beings.

This is where Ripple Cash Coin stands out from the crowd. The idea behind the Ripple Cash Coin is that; it will be widely used by customers to shop at Alibaba and pay using this cryptocurrency to drop shipping sellers online.

Ripple Cash Coin (RCC)

Tab 3

The idea is to bring the crypto benefit to maximum users and bring in a change in their shopping experience.

Users are encouraged to engage in these actions by getting a reward in Ripple Cash Coin (RCC) as a compensation for the user's contribution to the social capital of the community.

Thus, Ripple Cash Coin provides environment that guarantees a fair distribution of wealth for the members of the community. Ripple Cash Coin is the world's first marketplace that will reward its users for aiding the process of drop shipping. By incentivizing users to engage in such actions, Ripple Cash Coin will facilitate recycling and take the drop shipping economy to the next level. One of our core values is a clean environment and we believe that it is absolutely necessary to change our consumption habits in the western world by allocating resources more efficiently.

The fundamental unit of account on the Ripple Cash Coin platform is the Tokens, a cryptocurrency designed to be used as a rewarding mechanism to users engaging in actions which benefit the users and the community as a whole. We believe that cryptocurrency, such as RCC, can be mainstreamed efficiently by providing a functional and user-friendly platform with possibility to earn by contributing to the social capital of the community.

Our goal is to be the internet's largest marketplace where the benefits of the decentralized platform is utilized efficiently for your shopping needs, thus expanding the RCC as a method of compensation simultaneously.

Ripple Cash Coin (RCC)

Tab 4

PAYMENT FACILITATION

Ripple Cash Coin offers its users various payment methods inside the platform, such as fiat currency, Bitcoin and few major altcoins. As the community grows, the acceptance of the RCC will be increased, thus leading to a global phenomenon of utilizing it as a method of payment for shopping needs in the contributions towards the social capital by the users. This is also the goal of the community in the long-term as it benefits the drop shipping community in various different ways, namely by decreasing transaction costs and promoting efficiency inside the drop shipping community.

While we enable the use of many cryptographic currencies on a Ripple Cash Coin platform – we support the use of RCC as a payment and incentivize it by removing transaction costs from the transactions made with RCC.

RIPPLE CASH COIN (RCC) - TOKEN

Ripple Cash Coin are used to lubricate the drop shipping trade inside the platform and facilitate Ripple Cash Coin expansion around the globe. RCC functions as a digital currency in a rewarding mechanism for users who add value to the community by performing important functions, such as sharing or promoting an item for other users.

RCC ensures that the expansion of the Community is designed to be rapid and constant.

Ripple Cash Coin (RCC)

Tab 5

DEPOSIT, PAYMENTS AND WITHDRAW

User may deposit money to Ripple Cash Coin platform by any normal means, such as credit/debit card, Paypal, wire transfer etc. After the deposit, user may choose to be credited to the "Ripple Cash Coin account". Every payment inside the platform happens with cryptocurrencies. For the sake of the Community, Ripple Cash Coin will encourage users to use RCC as their chosen currency for shopping transactions.

Withdrawal is recommended to be made in cryptocurrencies, as then it can be made free of charge. The reason for using fiat money as a means of deposit is to facilitate the mainstreaming of the platform which increases the user base and thus spreads the use of the RCC from the early adopters to the majority.

RIPPLE CASH COIN SECURE PAYMENT

Ripple Cash Coin Secure Payment is an integrated escrow service which facilitates the payment process by holding the payment in a secured escrow account until the buyer has confirmed that a certain priority agreed event has occurred (i.e receipt of item). As a decentralized platform, Ripple Cash Coin will be able to minimize the transaction costs and provide a feasible way to engage even in high-value transactions in a safe manner.

Ripple Cash Coin (RCC)

Tab 6

An arbiter based system is used in Ripple Cash Coin, whereby arbiters act as trusted third-parties between buyers and sellers for a sale in the decentralized marketplace. An arbiter receives its compensation as a dynamic fee which is set in the offer that is sold. Ripple Cash Coin implements a rating mechanism, which allows to rate all of the three parties relating to the transaction. The arbiters are chosen after the final acceptance of the transaction, which is made by the buyer. Usually, the buyer and seller will agree on the arbiter before the acceptance in the private discussion.

In majority of the cases no dispute arises so arbiters are needed to perform their functions only in rare occasions. However, they play important role in securing that the parties in transaction fulfil their obligations in an agreed manner. If a seller does not ship goods, the arbiter returns the funds to the buyer. If the buyer does not release the payment for the seller despite it has received the goods as described, the arbiter releases funds to the seller. The feedback and rating system should preclude the community members from engaging in irrational behavior by providing a strong incentive for users act in a good manner as the good rating will increase the prospects of the future business. Escrow works with native payments in Ripple Cash Coin as well as external payments with RCC/BTC/Altcoins by signing transactions inside of the Ripple Cash Coin community and posting to the appropriate network once the escrow contract is complete.

Ripple Cash Coin (RCC)

Tab 7

REWARDING SYSTEM

Ripple Cash Coin utilizes the Ethereum blockchain to create comprehensive trading platform that leverages social capital and creates a community that aids social interaction between users. In the Ripple Cash Coin, the contribution to the social capital in terms of value creation is materialized through User Rewarding System (URS).

URS is based on Ripple Cash Coin (RCC), which is a ERC20 Token that is allocated inside the platform in relation to a user's contribution individually, thus making Ripple Cash Coin a "perfect meritocracy" – a model which excludes the need of third parties and provides the most efficient distribution of wealth.

The rewarding system in Ripple Cash Coin is by nature two-fold. First, it must be recognized that every time user adds value to the community it should be rewarded for its actions. Second, the compensation must be attributed in proportion of the value created. In Ripple Cash Coin, this becomes reality by providing environment that enables the exchange of social capital to Ripple Cash Coin in the course of a bargaining at the free markets. Thus, Ripple Cash Coin provides the ability and incentive for its users to engage in such conduct and the market mechanism ensures perfect pricing in the community.

RCC will be designed to satisfy both of these underlying "community principles".

Ripple Cash Coin (RCC)

Tab
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THE PROBLEM OF TRADING

Trading is not free. States and interest groups have an impact on prices of products and commodities. A classic example is the daily consumption of oil, the price of which is determined by the OPEC. OPEC manipulates oil price by imposing import volumes, since their target is to keep the price on a specific level. There are also several beneficiary organizations for most of the raw materials and commodities. Even on a small scale, prices are determined incorrectly.

The institutions can underprice a certain commodity for marketing purposes, and conversely, overprice it for profit purposes. An actor who acts as a broker or an intermediary may not add any substantial value in the value chain of a particular product. For example, a carpet which is made as a handcraft in a certain country may have accumulated excess in its price which does not necessary reflect its value because of an inefficient chain of distribution.

The biggest problem is seen on the small scale production of developing countries. Craftsmen, farmers and raw material producers will only get a minority stake on the finished product. Attribution of value to the beginning of the chain has not been possible without the intermediaries. It is also possible that trade in goods at the state level is blocked by custom duties or embargoes. This multi-tiered arrangement has been necessary before the development of technology. Now technology allows to establish a free trade community, but the implementation must be done.

Ripple Cash Coin (RCC)

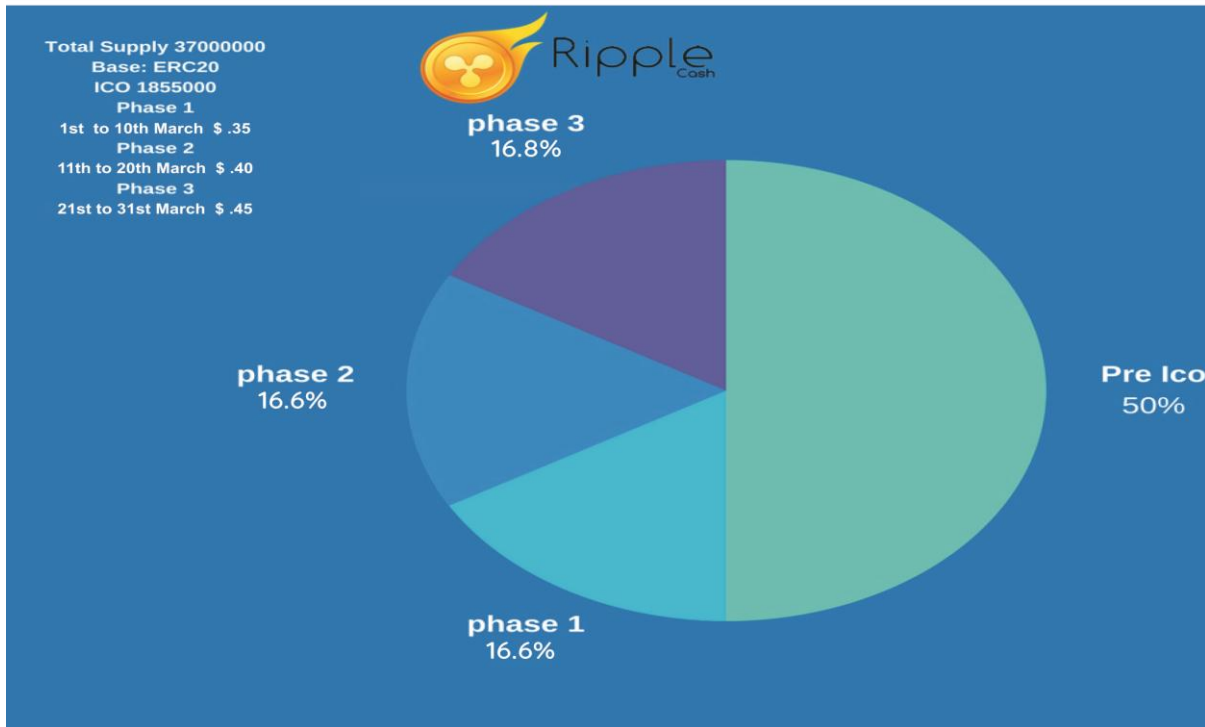
Tab 9

The winners of fixed prices are large organizations and dealerships dominating the sales interests. Currently, there are a lot of areas in the developing countries where people do not have access to basic banking services, thus increasing their chances to be left out from a just proportion of profits. We will ensure that Ripple Cash Coin is a perfect solution also in the developing countries. RCC will provide a rewarding mechanism that can be accessed from every part of the world with internet access.

The vision of the Ripple Cash Coin is to provide a platform that sets up a true freedom of trade, without any redundant actors that do not increase any value in the chain of transactions. Ripple Cash Coin is the solution that drops out all of the unnecessary middlemen from the trading and starts a new era of free trade. Ripple Cash Coin will cut out the middlemen from the transaction process and provide liquidity for the community members around the globe. Currently the profits are not attributed correctly in the global trade and multinational corporations have been the largest beneficiaries from that. Profits should be aligned with the value creation in the production chain, thus eliminating any mismatching of profits between the actors.

Ripple Cash Coin (RCC)

Tab 10



RCC ICO

Ripple Cash Coin own cryptocurrency is the next step in Ripple Cash Coin strategy towards more efficient trading inside the community. The RCC will function in the heart of the rewarding mechanism that is the core expansion driver of the community.

Ripple Cash Coin (RCC)

This is an excellent and necessary addition to the growing vintage, art and valuable goods market. When creating a community's own cryptocurrency Ripple Cash Coin is able to track the history of the price of an item in a blockchain. With own cryptocurrency, the community establishes a free market for items and can track the real price chains in the everyday trade. Prices determined in the transactions are the most accurate market prices. This is the beginning of a new period of unrestricted trading with no intermediaries in the value chain.

In the future, community can monitor the price development of items. With price monitoring the community can also analyze over and under-production of goods, which establishes business opportunities and corrects the scarcity of goods based on a genuinely correct demand.

The Ripple Cash Coin is part of the innovation that has been already developed. RCC supplements the already existing infrastructure and creates a value nominator for the community. RCC is created for the need and it has a market.

THE MAINSTREAMING OF RIPPLE CASH COIN

We develop the RCC as a value nominator that could be accessed by all kinds of consumers. The features of the C-to-C trading in the Ripple Cash Coin platform and community rewarding system are excellent in attracting the general public for the daily RCC use. Ripple Cash Coin two-year goal is to reach tens of millions of consumers around the globe as its community members.

Ripple Cash Coin (RCC)

Tab 12

Early adopters and speculators are part of the RCC and are involved in building the pre-launch for the public masses. The common goal is to prevent and minimize exchange rate manipulation and to maintain liquidity.

THE RIPPLE CASH COIN NETWORK

Blockchain technology provides the ability to easily and securely create a decentralized network of users. However, our network promises capabilities beyond this, allowing any Ripple Cash Coin Market to federated with any other, reducing onboarding costs and bringing customers into shops organically.

The problem of a decentralized yet interoperable system has been tackled in the past by technologies, providing a system where anyone can run and own their own data whilst interacting with others on the network.

This approach has no reliance on the blockchain, and similar protocols will be designed and implemented inside of Ripple Cash Coin eCommerce and drop shipping offering. But still enable a federated marketplace where Ripple Cash Coin can be used for payment across different retailers and throughout the network.

Ripple Cash Coin (RCC)

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WHY RIPPLE CASH COIN

Our advanced system and feature set requires the revolutionary power of Blockchain Technology. We have decided to use our own chain, as the feature set needed is very specific and demands speed. Avoiding the bloat of ever-growing chains like Ethereum is key to the low fees and speedy transactions Ripple Cash Coin relies on.

WHAT MAKES BAOBAB DIFFERENT

Existing decentralized marketplaces specializing in crypto payments have been rolled out in the past few months, including OpenBazaar and Bit-Bay. BitBay utilizes the decentralized nature of the blockchain to store all store data, causing an ever-growing chain of data that quickly becomes obsolete (gjsteele71 2017). Meanwhile OpenBazaar requires peer networking similar to the BitTorrent protocol, meaning if a user closes their local client, their store also becomes unavailable (OpenBazaar 2015). This strategy provides security and privacy, but brings along with it several disadvantages. The major being ease of entry for customers and retailers. Both require a specialized client that must be downloaded, as well as synchronizing the entire chain and running a full node. These pitfalls are solved through Ripple Cash Coin by providing a traditional server hosted, web accessible PaaS that can be installed on anything by anyone. The removal of this key barrier provides Ripple Cash Coin with a distinct advantage.

Ripple Cash Coin (RCC)

THE SHOPPER

As with any business venture, the customer comes first. How the Ripple Cash Coin Market eCommerce platform addresses this, and provides a seamless high-quality experience to all users is through our powerful blockchain technology. Unlike most cryptocurrency offerings, we avoid the concept of addresses and hide them behind user-friendly and user-defined IDs (RCC) that are “create once - use anywhere.” The term ‘use anywhere’ refers to the interoperable network that each Market will create, allowing a shopper to utilize their contact information throughout the system without needing to make a new account on each store and setting up their personal information. This system will not only allow shoppers to spend more time getting the products they are interested in, but also provide them with a marketplace selling various goods.

THE RETAILER

Our software works similarly to other eCommerce platforms such as Alibaba, minus the startup cost, while putting the hosting, software and customization in the retailers hands. This decentralized philosophy ensures privacy and security, while making no compromises on ease of use or functionality.

Ripple Cash Coin (RCC)

Tab 15

To keep this guarantee, we will offer builds and one click installation methods that will automatically configure and deploy your shop on a variety of different hosting platforms and operating systems.

From the retailer's point of view, our software offering and blockchain solution simultaneously reduces costs and provides a better platform than existing solutions.

ACQUIRING RIPPLE CASH COIN

Following the ICO period and the release of our Blockchain, we hope to have support from the major exchanges to facilitate purchasing of Ripple Cash Coin.

From here, the customer must transfer their coins to their personal wallet, hosted as a browser extension or a full-fledged desktop node. This is necessary to utilize the Ripple Cash Coin system. The Ripple Cash Coin Market provides to simplify blockchain technology for the everyday user.

Ripple Cash Coin (RCC)

Ripple Cash Coin began as a project since we wanted to create a unique and innovative platform for second hand commerce as a response to the market situation where the old platforms which stem already from the 1990's are leaking vast number of users to localized Facebook Groups. Thus, we reasoned that this phenomenon happens for a reason, which we concluded to be the need for a more interactive platform with social features, such as the concepts from the traditional social media.

The Ripple Cash Coin enables the digital item to recover payment information and realization of the social capital. For the first time in history, this reveals the genuine data on trading trends and simultaneously monetizes the social contributions of the users. When information is stored in this way, the community benefits from the perfectly accurate prices on a free market. A price that is not determined by institutional pricing or by intermediary commissions. Just a genuine price.

Ripple Cash Coin is not an investment product and will not be considered as such. Do not expect increase in value with this token and you should be prepared for the depreciation.

Nevertheless, we do our best to develop the community and Ripple Cash Coin:

Ripple Cash Coin (RCC)

Tab 17

SUMMARY & ONE PAGER

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Ripple Cash Coin (RCC)

Tab
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- RCC complements a good business model and it is indispensable for the service set to be world-class.
- The value may rise when the c2c marketplace becomes more common.
- The largest adoption of the RCC comes from its introduction to a drop shipping market for ordinary consumers.
- Compared to other cryptographic tokens, Ripple Cash Coin has a significant and probable strategy to acquire a large number of customers (new customer to a Cryptocoin community) to raise RCC market size.
- The more ETH the community collects in the ICO - the faster it expands and spreads.

Ripple Cash Coin is established as the change is inevitable and the future is in our hands. Ripple Cash Coin is already developed to an advanced stage as the platform is already in closed BETA (Testflight version) so the implementation of the blockchain based features will be the revolutionary part of the Ripple Cash Coin and the solution for the problem that the global trading and drop shipping communities are currently in need to remove the obstacles from trading and bartering.