Shping




# SHPING COIN WHITEPAPER

2022

VERSION 2.0 SEPTEMBER

This document is a technical whitepaper setting out the current and future developments of the Shping Platform by Authenticateit Pty Ltd (Authenticateit) and its utility token Shping coin managed by Shping Pty Ltd (Shping Co). References in this paper to “Shping" are to the brand owned by Authenticateit, which operates the Shping Platform unless otherwise stated. This paper only provides information and is not a statement of future intent. Neither Authenticateit nor Shping Pty Ltd makes any warranties or representations as to the successful development or implementation of such technologies and innovations or achievement of any other activities noted in the paper and disclaims any warranties implied by law or otherwise, to the extent permitted by law. No person is entitled to rely on the contents of this paper or any inferences drawn from it, including any interactions with Authenticateit, Shping Pty Ltd or the technologies mentioned in this paper. Authenticateit and Shping Pty Ltd disclaim all liability for any loss or damage of whatsoever kind (whether foreseeable or not) which may arise from any person acting on any information and opinions relating to Authenticateit, Shping, the Shping Platform, the issue of Shping Coins or any other information contained in this paper or any information which is made available in connection with any further enquiries, notwithstanding any negligence, default or lack of care.

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# Abstract

*The world loves to shop.* Few activities satisfy our most primitive hunter and gatherer instincts as much as the act of shopping for that perfect purchase. Shopping is part of our everyday habits and a popular pastime that generates trillions of dollars for the global economy annually.

The mobile age has irrevocably changed our shopping habits forever. Today, we hunt and gather information in the palm of our hands - searching for information and seeking reviews and approvals before and after we take the product to the checkout counter.

While most of the retail innovation caters to online shopping, most of our purchases are still made in brick-and-mortar stores where both brands and consumers are entirely disconnected from one another.

*Shping has created a direct channel of communication for brands and consumers that takes the entire shopping experience to the next level.*

This innovative shopper marketing and brand protection platform enhances the path-to-purchase at every stage of the product journey, even after the customer has left the store. The Shping App enables shoppers to access a product's digital identity made up of trusted data from industry authorities, retailers, brands and crowdsourcing. Instant live pricing information from neighbouring stores and product reviews integrated with proprietary Shping **Smart Shopping Lists** mapping each product to the best available deal, or special, helps consumers make a smarter, more informed purchase decision and maximise their saving.

Shping is an innovative self-service shopper marketing platform. Similarly that digital advertising platforms are used to influence sales online. Shping allows brands and retailers to market to consumers before, during and after shopping in-store. However, unlike other advertising platforms, Shping enables brands and retailers to channel their marketing budgets into rewarding the consumer directly for their attention and engagement instead of overpaying for less effective strategies from the media giants with low ROI and high budget wastage. That is a win for businesses and an even bigger win for the customers who are already purchasing or want to learn more about their products.

*Shping Coin enables brands, retailers and associated organisations to utilise this powerful platform to influence and reward consumers for making smarter, safer shopping choices.*

Shping is revolutionising the way we shop. As more and more consumers and organisations discover the benefit of the Shping platform, we see Shping Coin evolving into a universal token of reward.

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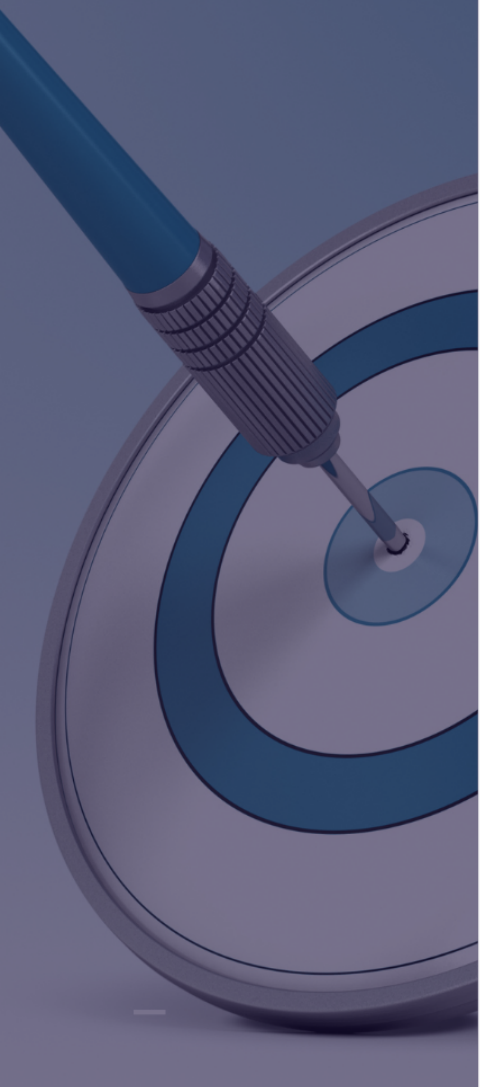
# 1.0 Objectives

***In Shping Coin, we aim to evolve into a universal token of reward that enables brands, retailers and associated organisations to discover and reward consumers directly for their loyalty and invaluable feedback.***



*Our goals are powered by four interlocking strategic pillars that Shping aims to achieve simultaneously.*

*1. Creating a digital identity for each retail product marked with a GS1 barcode.*

*2. Through user-generated analytics, interlinking related datasets across user demographics, purchase behaviour, product attributes, industry bodies and brands to create the world's largest product database.*

*3. Empowering consumers with the most accessible way to vital information to enhance their shopping experience while facilitating direct brand engagement as part of day-to-day shopping activity.*

*4. Enabling brands, retailers and associated organisations to divert their marketing spend away from intermediates (social media, Adwords) to rewarding consumers directly for their product interest, interaction and purchases. A customer-driven channel of communication creates a new medium enabling smarter shopping decisions for consumers and the ability for brands to influence consumer decisions at the most critical points of the purchasing journey with a practical and high ROI marketing platform.*

***Shping Coin is a universal token of reward that ensures continual, sustainable engagement of all stakeholders of the Shping ecosystem.***

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# 2.0 The Market Opportunity

***The following market conditions have inspired the development of the Shping Platform.***

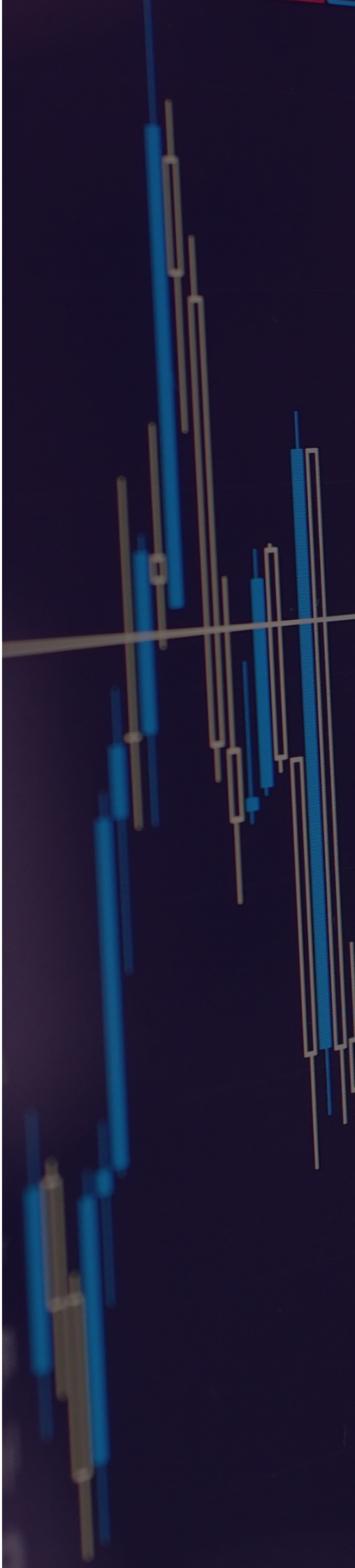
## 2.1 The Rise of Omnichannel Shopping Experiences

According to Australian Census data[1], eCommerce sales accounted for just 14.5% of total retail sales in 2022. This indicates that as pervasive as e-commerce feels, most shopping experiences will still occur in physical retail environments in the short term.

Despite the growth of e-commerce channels, the mobile-internet revolution has not made brick-and-mortar retail stores obsolete. On the contrary, customers seem to be using mobile devices to enhance their in-store shopping experiences in increasingly more significant numbers.

A recent consumer survey conducted by Airship on mobile consumer usage showed that younger consumers, especially millennials, are much more likely to use their smartphones in-store to do these various activities. For instance, 75% of millennials are likely to use a retailer's app in-store, compared to just 46% of boomers.

As a result, retailers and brands are creating unique and exciting in-store activations to entice customers to share their shopping experiences on social media or subscribe to owned-marketing channels and apps to help sustain the brand's reach. As the competition for consumers grows, with the introduction of cookie information visibility for brands being banned, the omnichannel sales approach is expected to become a more prolific feature of the future retail experience.



## 2.2 The information-on-demand paradox

Consumers today demand more details from the brands and products they purchase in a world of increasing choices. Being aware of this, brands are interested in providing more information about themselves and products to influence consumer choices, resulting in an exponential growth of direct response, content, and mobile marketing.

While the internet has made a range of product data available to everyone, this helpful information is spread so broadly across many different channels that consumers are often unaware of it, cannot find it, or mistrust the source of information and ignore it. Mobile applications have become an increasingly efficient self-service channel to satisfy consumer appetite for more information, consideration, and services. However, the cost of creating these systems and ensuring adoption is out of reach for many brands and retailers. Accordingly, this is where the opportunity exists for Shping. The Shping Platform, through a partnership with GS1 organisation, leverages Global Trade Item Number (GTIN) printed on most of the products in the form of EAN barcode in order to create a digital product identity which is then linked to a plurality of products attributes and related information from a variety of trusted sources to ensure that customers continuously and quickly access any product's information by simply scanning a GS1 product barcode with the free Shping App. Moreover, by this scan, the interaction with the consumer creates value for the brand.

## 2.3 The growth of "self-service" advertising and marketing

The introduction of Web 3 has seen the internet has democratised advertising media buying forever to cater for each specific user. Digital advertising has evolved to become dynamic, automated and programmatically coordinated, booked and scheduled through sophisticated self-service advertising management systems such as Google Adwords, Facebook Advertising and many trading desks.

While increasingly powerful consumer mobile technology has opened brands up to new possibilities to reach consumers, these advertising solutions are often complex and costly to implement. They are typically unfit to influence purchase behaviour in immediate retail situations directly.

There are many marketing platforms geared towards influencing e-commerce sales, yet, there is no pervasive, self-service equivalent to reach consumers for the majority of purchase occasions which still happen in-store. This creates an opportunity to deploy a simpler, more flexible self-service mobile marketing model.

## 2.4 The changing shape of loyalty programs

Globalisation has increased competition for brands locally and internationally. As a result, brands seek more opportunities to add customers to their loyalty programs to assist with customer retention and improve their sales performance.

***Customers understand the value exchange of these loyalty programs and are subscribing in healthy volumes to access exclusive offers, discounts, and rewards offered by their favourite brands.***

For example, there are 3.3 billion loyalty memberships in the U.S. 90 percent of US companies have some loyalty program, 84 percent of loyalty program members have made a redemption from the program, and 18 percent of consumers engage with every loyalty program that they are a member and 65 percent of consumers engage with less than half of the loyalty programs which they belong. The average consumer belongs to 14.8 loyalty programs but is only active in 6.7 of them. This creates an opportunity for a single sign-in mobile loyalty platform that all brands and retailers can easily adopt, and which is more convenient for consumers to use across multiple stores. Shping has designed and implemented a loyalty card management system to solve this issue for brands and consumers.

## 2.5 The increasing popularity of mobile payment platforms

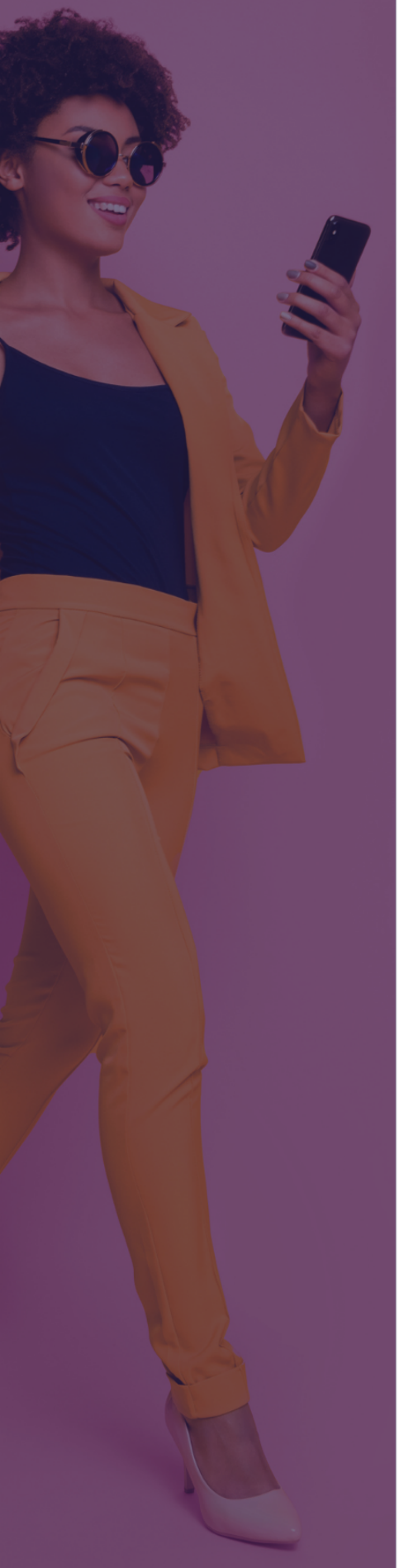
Consumers have long used mobile phones to provide information and research to make pre-store and in-store decisions. Today, mobile payments are common fixtures among retailers who have accommodated contactless payment systems compatible with Digital Wallet technology embedded into new smartphones.




The adoption of the Shping application by more and more shoppers presents an enormous opportunity for retailers to accept Shping as a form of payment to tap into the strong Shping community holding Shping coin.

1. https://www.abs.gov.au/articles/online-sales-june-2021-supplementary-covid-19-analysis





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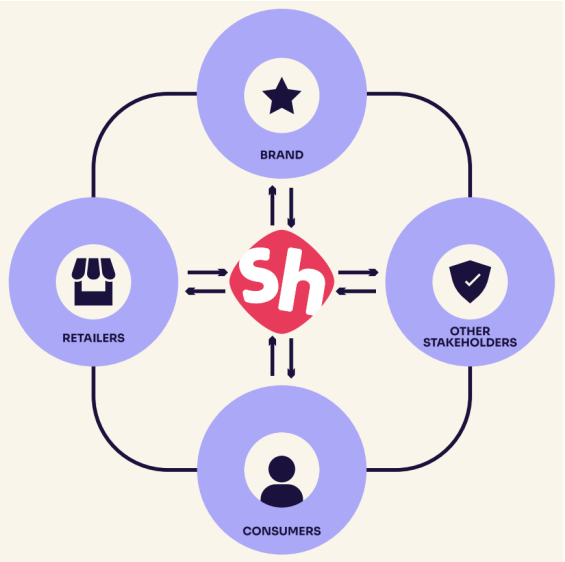
# 3.0 Introducing Shping

Shping is the brand of Authenticateit Pty Ltd (Authenticateit), which delivers and provides the Shping Platform. The Shping Platform connects brands, retailers, consumers, and other associated stakeholders like government institutions. Certification agencies (e.g. Organics Australia) and customs.

It is the first platform of its sort that delivers practical and simple communications between consumers and other stakeholders, making it a powerful resource to assist consumers with purchase decisions.




Central to the Shping ecosystem is a *Global Product Database* supported by many reputable, validated data sources such as GS1 (the organisation responsible for managing global barcode standards), brands certification bodies and app user contributors. Shping consolidates and distributes the information shared by these groups in the common pursuit of creating safer, more informed shopping decisions to benefit consumers and brands. The public interface to the Shping Platform is the Shping App - a smartphone application which acts as a mobile product search engine. The Shping App enables anyone to interact with a product to learn more about the product and its brand that produces it before, during and after making a purchase.

Shping is also a *marketing and consumer engagement platform* that enables participating brands and associated organisations to run activation campaigns directly with the audience to incentivise consumer interaction with their products. This becomes a sustainable mechanism for brands to maintain customer loyalty, provide rich product information and advertise product promotions to influence purchase decisions, and communicate with consumers regarding after-sales services such as warranty registration and product satisfaction surveys.

Soon, Shping also plans to enable retailers to use the Shping Platform to communicate to customers, encouraging them to visit the store and a host of other useful features *(see page 12)*. Brands, retailers and associated organisations acquire Shping Coins and allocate these to consumers as incentives to facilitate the desired engagements and actions they wish for consumers to take. Shping Coin fuels engagement incentivises information exchanges between parties, and powers the constant enrichment of information on the Shping Platform.

## 3.1 Features & benefits for consumers

### 3.1.1 Shping App



By scanning regular barcodes already on packs, the Shping App enables consumers to tap into Shping's Global Product Database to extract useful information to support their shopping choices. In exchange for scanning products and engaging with brands through the Shping Platform, consumers earn rewards from Shping Coins.

Brands provide the rewards; in the future, retailers will acquire Shping Coins to incentivise consumers to engage with their products. The number of Shping Coins provided as rewards to consumers may fluctuate based on their market value and index to local fiat currency. Shping will leverage its reserve to incentivise users to interact with non-partner brand products to maintain a consistent user experience and continue enriching its Global Product Database, helping map fields across different data sets.

Further, through Shping's App and Platform, consumers have access to an increasingly helpful resource, which enables consumers to:

→ *Get instant pricing information from most of the neighbouring stores to find the lowest price.*
→ *Look up a product's ingredients, including information relating to the product's nutritional value, origin and composition, in more detail*

→ *View exclusive information that brands share, such as videos, "making-of" documentaries, advertisements, product manuals and recipes;*

→ *Contribute details to the Global Product Database, especially for items that are not yet listed in the Shping product database or do not have sufficient records*

→ *Rate products for the benefit of other Shping users*
→ *Read and write product reviews*
→ *Participate in brand activation campaigns for additional rewards*
→ *Determine if a particular product has been recalled*
→ *View validated product certifications such as a sustainability certificate.*
→ *Verify a product's authenticity (if brands activate this feature)*
→ *Store a product receipt for warranty or return purposes.*

Shping App users are incentivised by brands, retailers and associated organisations to participate in specific actions by being rewarded with Shping Coins. As Shping grows in usage and popularity, it is expected that the list of available actions that will allow users to receive Shping Coins will also grow.

### 3.1.2 Shping Status

Shping App users can progress through six tiers of status designed to encourage app users to take advantage of all app functionality - Basic, Bronze, Silver, Gold, Platinum and Ambassador. Specific achievements and milestones trigger each status change as users become more active and frequent users of the Shping App *(see Table 3.1.2)*.

Table 3.1.2

**SHPING TIERS**

Shping

| May, 2022 | BASIC | BRONZE | SILVER | GOLD | PLATNIUM | AMBASSADOR |
|---|---|---|---|---|---|---|
| **REQUIREMENTS** | | | | | | |
| Scans per month | - | 5 | 30 | 40 | 50 | 60 |
| Uploaded receipts | - | 1 | 4 | 5 | 6 | 8 |
| Active days | - | 1 | 5 | 10 | 20 | 25 |
| Write a review (video) | - | - | - | 1 | 2 | 4 |
| Loyalty cards used | - | - | 1 | 2 | 3 | 4 |
| Shopping list receipt match | - | - | >20% | >30% | >50% | >80% |
| Receipts needing attention | - | - | <10 | <5 | 0 | 0 |
| Karma | - | - | - | >70 | >80 | >90 |

Numbers displayed are subject to change
Level of coin rewards are indexed to the price of the coin

### 3.1.3 Data integrity

User data verification has a three-step process to eliminate poor or incorrect data submissions. The first is artificial intelligence (AI) which could identify if the data supplied is incorrect or of poor quality. If the data is rejected, the contributors will be notified and educated on what they could do to improve their future submissions to be accepted.

The second data verification technique is to moderate any data that AI flagged for a secondary review. The Shping Data Excellence Team would perform a second-level verification which also contributes to the deep learning process of the AI to improve the auto-validation process continuously.

Thirdly, we have introduced a “Karma” system that incentivises users to be diligent when contributing data to the Shping platform to maintain Karma, as low Karma would not allow users to level up. Users are also rewarded with “Karma” points for accepted contributed information, buying sustainable products, following recycling instructions and more.

## 3.2 Features & benefits for brands

### 3.2.1 Shping Connect

The Shping Platform provides brands and marketers with a new and highly targeted channel to deliver valuable messages to consumers when interacting with their products using the Shping App. It also provides brands with access to valuable analytical data about these consumers.

Shping Connect is both a unicast and multicast communication platform for brands to program and automate messages to reach consumers at a granular level. Through this powerful channel, brands have access to a suite of valuable features, including:




## 3.3 Features & benefits for retailers

### 3.3.1 Shping Retail Module

Shping's Retail Module closes the loop between brands, the retail outlets that stock the products, and consumers. This module will assist retailers in establishing a direct channel with consumers, resulting in a cost-effective loyalty system and marketing tool that can be used to personalise and target marketing messages. The Shping Retail Module is currently in development, and Shping plans to deliver the module by the end of 2023.

Through the Shping Retail Module, retailers will have the opportunity to access the Shping Platform to influence foot traffic to their stores, mobilise flash sales on certain products, drive ongoing interest,

provide a loyalty program for their outlets, and even offer augmented reality experiences to make the shopping experience more fun. Some examples of Shping Retailer module features are:

→ *A managed loyalty program for their consumers*

→ *Accept Shping coin and other cryptocurrencies as payment options.*

→ *Offer personalised discounts based on shopping behaviour*

→ *Being included as a supplier in the Shping shopping list based on geolocation*

→ *Give a clear channel of communication with consumers*

Note: Retailers will only be permitted to use the platform to communicate with customers who shop at their store and opt-in to receive such communication.

### Features & benefits for the industry

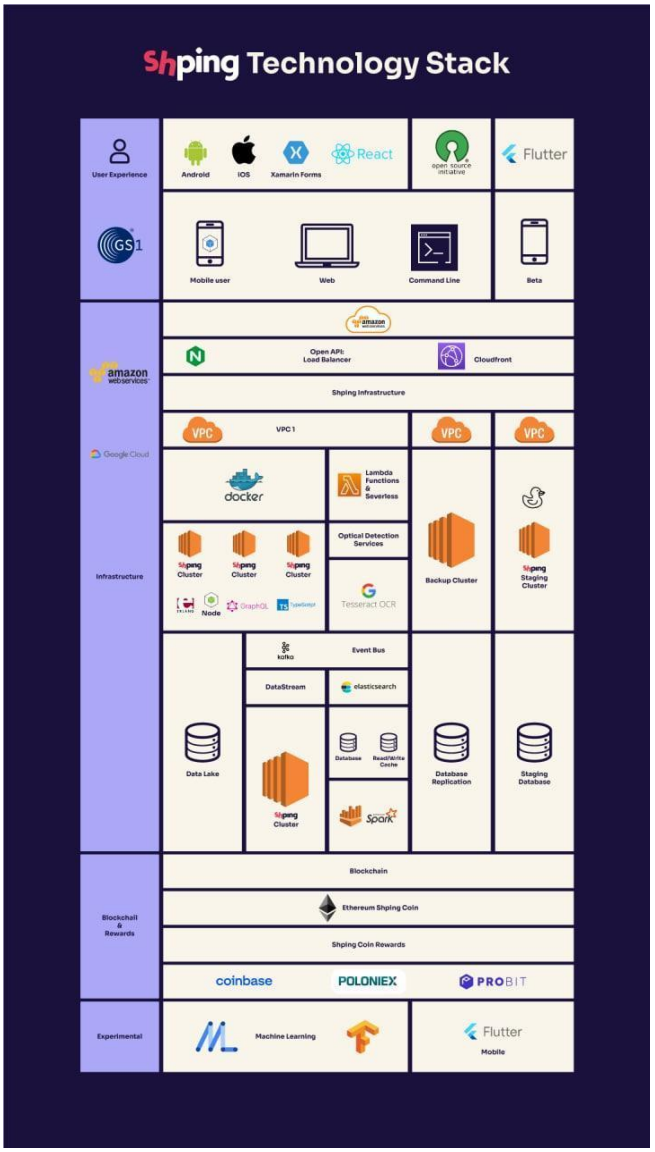
Many stakeholders, from manufacturers to certification authorities and customs officials, are benefiting from the Shping Platform. These benefits include:

→ *Auditing a product's chain of custody through the supply chain.*
→ *Identifying instances where certifications may be misused or counterfeited.*
→ Enabling certification bodies (e.g., Certified Organic Australian produce) to educate consumers on the benefits of buying certified products.

→ *Incentivising customers to purchase products with specific certification*

## 3.4 Technology Stack

Shping leverages the newest technology and frameworks to provide the most innovative solutions to deliver the Shping value proposition. See table (right) on Shping's current technology stack.



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# 4.0 How Shping works

## 4.1 Building a Global Product Database.

The Shping Ecosystem is built on product information provided by several data sources including consumers, brands, retailers, manufacturers, government-owned and independent certification bodies and agents acting within the supply chain. Shping collects information from these sources into a continuously updated, distributed product database (the Global Product Database). Using the Shping App, anyone can interact with a product via a barcode to access and contribute product information to a Global Product Database and facilitate smarter and safer buying choices through the Shping App.

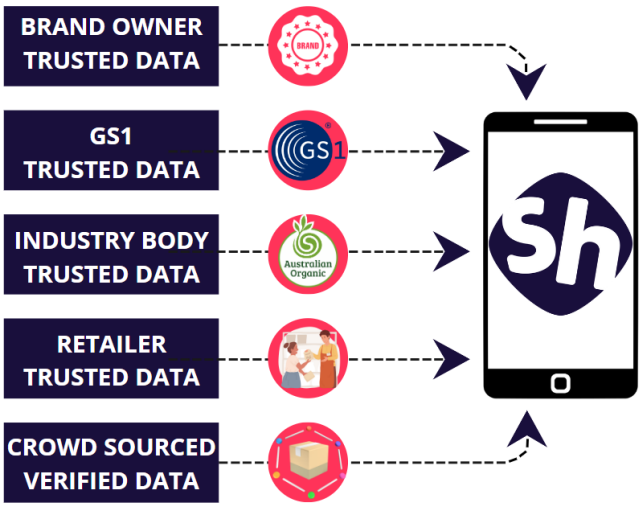



**Fig 4.1.1** *Shping's Global Product Database is continuously updated by trusted and validated sources, including the consumers themselves.*

Our socially engineered validation process ensures that trusted information will be continuously updated by brands, retailers and consumers, helping to make the world's largest Global Product Database trustworthy and accessible to all *(see Fig 4.1.1.)*. Shping supports all GS1 product identifiers, barcodes and datamatrix codes.

A common form of Global Trade Item Number (GTIN) is the code printed at the bottom of a traditional EAN barcode. Developed by GS1, GTINs identify tradeable items. These GTIN identifiers look up product information in a database, usually by carrying out a barcode scan. The unique nature and universality of GTINs make them helpful in establishing corresponding links between products listed in disparate databases. Serialized global trade item numbers (SGTIN) are uniquely applied codes, usually in the form of a datamatrix code. Manufacturers typically use them to help identify and track individual units. Unlike GTINs, SGTINs are only applied to an individual item rather than all items of the same product type.

SGTIN codes are expected to become a more prolific feature of products in the future as traceability compliance regulation is enforced in countries around the world. Origins trace - track and trace platform operated by Authenticateit Pty Ltd and interfaced to a Shping App offers serialisation for manufacturers to meet traceability compliance.

The Shping database architecture uses GTIN as the key index to allow it to link to other product-related data, including SGTIN data. By scanning GTIN and SGTIN barcodes, Shping users can reveal valuable information about products to help them feel safer about their product choices *(see figure 4.1.2)*.

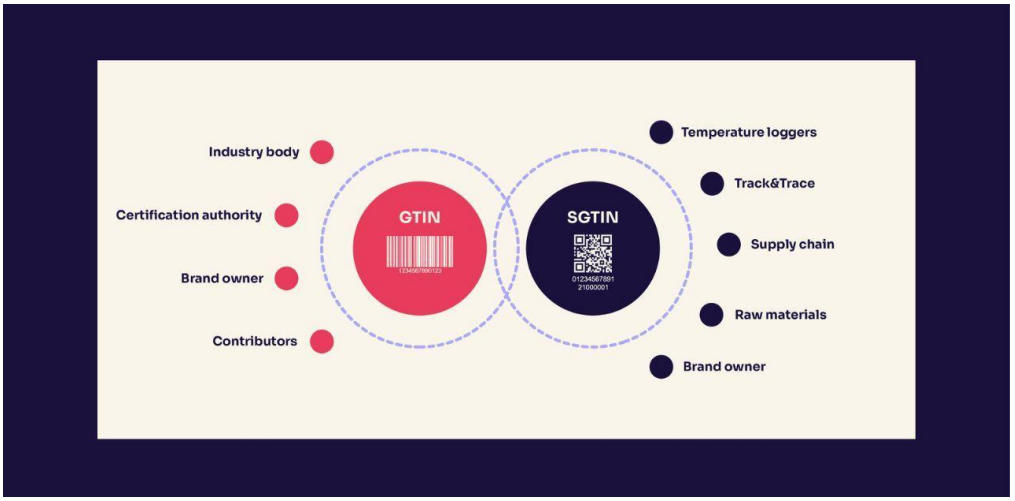



**Fig 4.1.2** *Shping links information from GTIN barcodes and SGTIN datamatrix to provide Shping users with access to a rich array of product information accessible through the Shping Platform.*

## 4.2 Trusted Data Sources

Shping has several data sources that feed into its Global Product Database, which Shping leverages to develop a unique, trusted and reliable source of valuable information.

### 4.2.1 Data from GS1 Local Members

Shping has partnered with GS1, a global, independent, non-profit organisation responsible for developing supply chain standards that enable organisations to store, transfer and exchange data and information smoothly and universally. Its most well-known standard is the barcode which was introduced in 1974 and has revolutionized data and supply chain management across the retail, healthcare, transport and logistics industries. GS1 tools help organisations exchange critical data - from manufacturing to the point of purchase - creating a common language that underpins systems and processes worldwide. At the core of GS1's trusted data is the National Product Catalogue, GS1's renowned product and item data synchronisation service. Since 2000, thousands of organisations have used the National Product Catalogue, including Shping.

### 4.2.2 Data from Certification Authorities

Certification Authorities are recognised accrediting bodies that can validate, audit, confirm and award endorsements to brands and products that meet the requirements of a particular standard. Common certifications represent safety, ingredient, sourcing and manufacturing standards.

### 4.2.3 Shping Partners

- → *Australian Certified Organic* (Australia's largest organic certification body)
- → *The National Farmers Federation (Australia)*
- → *Product of the Year (Australia)*

Our partnership with Certification Authorities enables Shping to integrate their certified data into the GTIN information accessed by the Shping App and platform, providing the consumer with additional, relevant information before, during and after purchasing a product.

### 4.2.4 Data from Recall Portals

Shping sources information from official Product Recall authorities worldwide to distribute product recall notices for products with specific batch numbers through the Shping Platform. The Shping App instantly notifies users who have scanned or purchased a product that is the subject of a product recall. This provides a fast way to prevent more purchases of defective products and aids in the rapid return of products to the point of purchase for a refund, exchange or service.




### 4.2.5 Crowdsourced Data

Shping incentivises users to contribute and verify available product information using the Shping App by rewarding them with Shping Coins. Additionally, every time a Shping App consumer scans a barcode which does not yet appear in the database or finds a discrepancy in the product information, consumers can earn bonus Shping Coins helping to add further a layer of trust and verification of data to the Global Product Database.

Shping App users can also contribute product reviews, pricing and upload purchase receipts, which brings a layer of helpful, real-world experience to the data available on the Global Product Database for other users to access.

As users can write product information to the Global Product Database, Shping has implemented a verification system to ensure that the information supplied is genuine. In cooperation with brands, manufacturers and other users, Shping collaborates to safeguard and verify the information contained in the database in a similar method to how Wikipedia works. Users who have demonstrated honest behaviour are assigned higher credibility and in-app Karma while being rewarded for their contribution. For more information, please see the Shping Status section on *page 11*.

## 4.3 Marketing & Consumer Incentive System

Shping's goal is to promote engagement between data sources so that users can access all of the helpful product information from a single interface to help them make safer and smarter product choices. Shping has developed an ERC20 compliant, Ethereum-based, smart contract operating the Shping Coin to encourage
this engagement. The Shping Coin, created by Shping Pty Ltd (Shping Co) and embedded in the core of the Shping Platform also governed by an agreement between Authenticateit and Shping Co.

Shping Coins are the reward that Shping App users may earn by interacting with products. Shping Coins will be paid to Shping App Users by brands, retailers, authorised associated organisations and Shping itself from their own Shping Coin reserves.

As the Shping App accesses its Global Product Database, which is continuously being enhanced by our data sources, users undoubtedly discover the benefits of the Shping App as a mobile search engine for products. Shping Coins simply accelerates usage and adoption of the Shping App by rewarding consumers for specific actions.

*Users can earn Shping Coins through the Shping App in many ways, including:*

- → *Scanning or looking up the product through the Shping App*
- → *Uploading receipts*
- → *Participation in brand activation campaigns*
- → *Rating products*
- → *Reviewing products (with text, video or photos)*
- → *Viewing product information, photo galleries, videos and advertisements*
- → *Completing missing information in the Global Product Database*
- → *Adding new products and information to the Global Product Database*
- → *Interacting with brands and retailers through the Shping App*
- → *Subscribing to the brand's social media accounts, e.g. Facebook, Twitter and Instagram*
- → *Registering products or activating warranties.*
- → *Buying products of participating partner brands.*

Earning Shping Coins is subject to the Terms & Conditions, including the Fair Usage Policy of the Shping App and brands' use of the Shping Connect - Brands module.

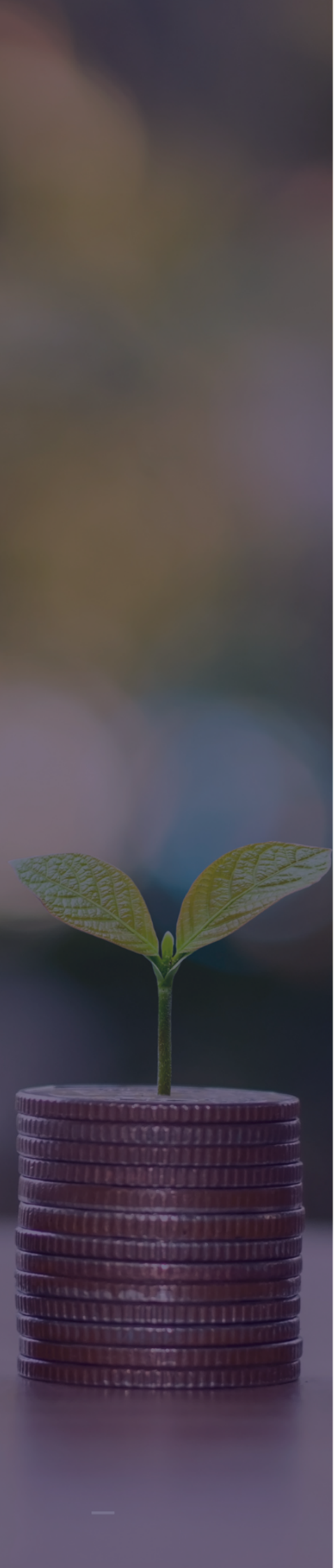
*All in-app rewards transactions are only conducted using Shping Coin.*

Brand owners, retailers and other authorised system participants can incentivise Shping App users with Shping Coins to view their product information.

Brands and retailers can soon give Shping Coins as rewards for consumers who complete product-specific actions, thereby creating a powerful combined marketing and incentive tool. Brands can use Shping Coins to incentivise customers to engage, take action, or simply integrate Shping Coin as part of an in-built loyalty program. This reward model incentivises users to interact with brands and continually redeem and spend Shping Coin where appropriate.

*Brands funded Shping Coins are used to encourage Shping App downloads, activation and adoption.*

As we enter new markets before onboarding the critical mass of participating brands who take the ownership of funding rewards for interaction with their product, Shping will be using a reserve of Shping Coins to incentivise Shping App users to interact with those products that are not yet the participating brands - a non-partner brand. This ensures we create a consistently rewarding experience for the consumer from the outset and encourage usage while more brands and participating parties are onboarded. Shping Coins can be easily stored in any ERC20-compliant digital wallet. They can be transferred to wallets of integrated exchanges to be traded like any other digital currency.



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# 5.0 The Shping Coin Economy

Brands use Shping Coins, certification authorities and retailers to incentivise Shping App users to engage with their content - product information and participate in other pre and post-purchase activities through the App.




**Fig 5.1** *The Shping Coin Economy*

Interaction with partner brands (Brand X)

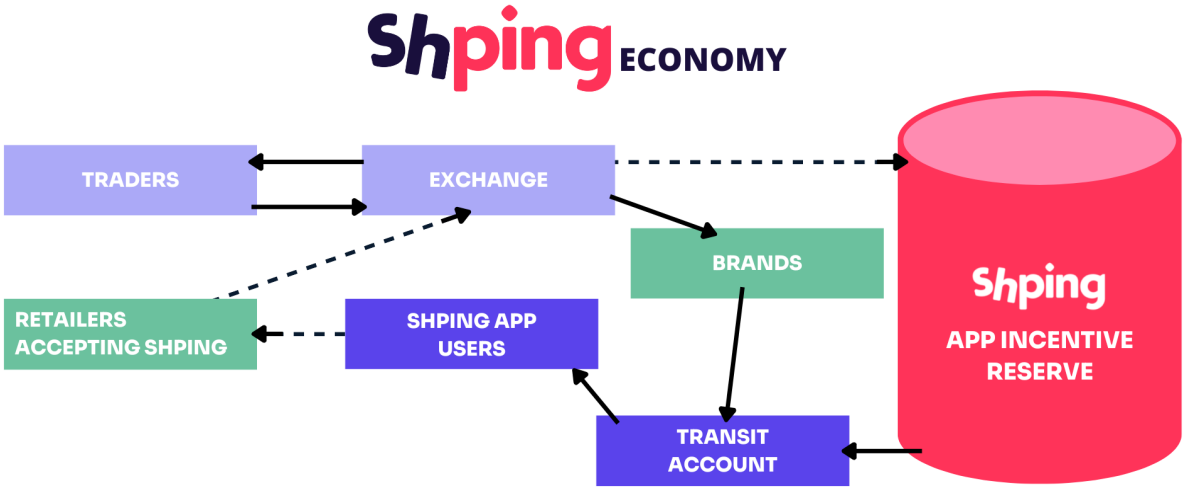
1. App users engage with brand content creating a direct communication channel

2-3 Brands directly reward consumers with Shping coin purchased through the exchange

Interaction with Non-partner brands (NPB)

App users engage with brand content

1. Since that particular brand is non-Partner brand, Shping is responsible for rewarding consumers directly with Shping Coin from the reserve.




Note: Dotted lines are represented in the diagram above as future state.

## 5.1 Shping Coin information for Brands

Shping facilitates the purchase of coins from the exchange on Brands' behalf, leveraging API integration.

This is a fully automated process and triggers by successful engagement by consumers. i.e.

1. App users write a product review concerning a brand's product.

2. Shping on the brand's behalf buys X number of Shping coins from the exchange equal to the value Brand wants to reward the consumer with.

3. Bought coins are transferred to an in-App wallet of the Consumer.

4. Brand is invoiced in local currency for the purchase made on its behalf.

## 5.2 Shping Coin information for Shping App Users

*The Shping App shows its users the amount of Shping Coins they have earned, and lets them transfer their Shping Coins from the Transit Account to an integrated exchange wallet (such as the Coinbase wallet). Shping Coins can also be redeemed via the cash out option, where Shping sells Coins, which are converted to local currency and are deposited to the nominated bank account.*

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# 6.0 Current and future states of Shping

## 6.1 Shping Current State

Shping headquarters are located in Melbourne, with services only offered in Australia. However, soon, Shping will be rolling out its services to other territories.

The Shping application has accumulated 330,000 downloads, with the next milestone hitting the 1 million downloads mark. The app has released version 2.0, which sees additional features and an upgrade to our UX and UI to aid retention and usability. Learning and enhancing is an ongoing process, with about one new release monthly.

***Ongoing projects***

→ Continued business development in Australia.

→ Continued development of the Shping App.

→ Continued development of our Global Product Database.

→ Continued marketing to encourage Shping App downloads.

→ Development of Shping store partnership and payments system (payment transfer engine) – API for accepting Shping Coin as a form of payment.

→ Shping contribution verification module will allow Shping to verify the authenticity of data entered into the Global Product Database.

→ Listing Shping Coin on more exchanges

## 6.2 Expansion Roadmap

Shping expects smooth scalability of operations due to our unique strategy to source information to populate our product database. With differentiated sources of product information, Shping will have access to millions of individual information providers.

Our current model is to generate critical mass within the Australian landscape to lay a strong foundation for expansion to other markets.





# 7.0 The Shping executive team




## Gennady Volchek

**Chief Executive Officer**

An innovator at heart, Gennady has successfully built several businesses throughout his career. At 18 years old, he became a publisher of ethnic newspapers in Australia. Gennady also started a telecommunications company - a pioneer of VOIP technology at the time, as well as a Satellite Pay TV business in Australia and New Zealand. Since 2017, Gennady has been the founder and CEO of Shping - a blockchain-based shopper marketing and rewards ecosystem.

## Sam White

**Chief Sales Officer**



Dynamic, qualified and success-driven sales and marketing professional with over 20 years of experience providing strategic leadership and management capabilities at the senior executive level, from managing both high profile international and domestic brands within food, alcohol, beverages, consumer healthcare (OTC), retail market and financial technology payments sectors in a B2B/B2C capacity to deliver profitable sales revenue and market share growth.



## Jared Denisov

**Chief Technical Officer**

Jared is an experienced developer with a solid theoretical and practical background in computer science - JavaScript (active developer, including frontend and backend), Elixir/Erlang (active developer), Golang (interested), AWS and GCP developer. He is managing an extensive team across continents for continual development of the new app version, Shping 2.0

## Tristan Boehm

**Chief Marketing Officer**



Tristan has an extensive history in marketing, coming from a General Manager position with adidas Combat sports and recently as a Marketing Manager for a top ASX listed company in JB Hi-Fi. Since joining the team at Shping, he has overseen our upcoming brand refresh while producing a new communication and reporting plan.

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# 8.0 Conclusion

Shping started as a mission to protect brands and consumers from counterfeit goods and has evolved into something much more robust, *more engaging and powerful* - the Shping Platform. We are now on the verge of a future where brands, retailers, authorities and consumers can work together to ensure that the available products are fit for purpose, richer in detail and safe.

In this whitepaper, we have explored how recent market and regulatory trends have pushed manufacturers and retailers to *improve transparency, traceability, protection and accountability for their supply chains*. We have also explored the changing consumer behaviours that influence choice and the desire for brands to play a more proactive role in influencing these choices before, during and after the purchase of consumer products.

Shping provides consumers, brands and associated organisations with an *innovative shopping experience*. We address the challenges of the new market systematically, sustainably and with the potential to scale for the betterment of consumers, brands, retailers and associated businesses.

***Central to our belief is a fundamental paradigm shift that directly rewards recipients of the communication for their vigilance, loyalty, engagement and attention to Shping Coin.***

Rather than bolstering the coffers of a handful of media giants, we expect to see the birth of *a global platform*, through Shping Coin, *that businesses can use to connect with millions of consumers*. A platform that connects *consumers, brands and businesses in mutually beneficial and exciting ways*. The future of shopping, we see, is incentivised and rewarded with Shping Coins. A future where it pays to shop smart and shop like a boss.

# 9.0 Appendix

## The History of Shping

Shping's founder, Gennady Volchek, became deeply interested in product safety and authenticity while attempting to purchase a safe, validated-genuine device-charger while on holiday and found the process untrustworthy and difficult.

*In 2012*, Mr Volchek founded Authenticateit to prevent the counterfeiting of products in the retail market. His original idea was to implement EPCIS industry standards into a cloud-based solution that could be offered to organisations as software as a software service (SAAS). The platform began by supporting a product management database with a complex list of barcodes/Serialised Global Trade Item Numbers (SGTIN) attached to specific products. The list was capable of storing additional information (in the form of text, image, or even video) about each product and had a unique marketing profile attached to it. Since the database was based on international GS1 standards (EAN-13), a user could receive all of this additional information from the database by scanning the barcode through the mobile application.

With the product database set up, AuthenticateIt was also able to issue serialized GTINs (SGTIN) to track individual products. Track & Trace allowed brands and users to track custody changes as the product moved through the supply chain. For manufacturers, this also meant that they could use the feature to manage the distribution of products in specific geographies.

*After two years* in development, Authenticateit launched a proof of concept pilot project with two Australian brands. Upon completing the proof of concept in late 2014, GS1 Australia published Authenticateit's case study as a successful example of an "end-to-end traceability deployment" using the GS1 standards.

For the first time, the Authenticateit solution made it feasible for businesses of any size to adopt the industry standards for traceability. As a result, GS1 Australia selected Authenticateit as a technology partner.

*From 2014 to 2015,* Authenticateit has implemented full traceability and serialisation solutions in over 20 businesses in different verticals, including dairy, meat, clothing, footwear, watch, wine and beer manufacturers.

AuthenticateIt added raw material management to the database. This allowed manufacturers to link materials and suppliers to each product. Any product using that material would automatically be issued a recall alert if one material was recalled. If any product was recalled, users were notified through the mobile application after interacting with it.

Authenticateit also partnered with the World Customs Organisation (WCO) and integrated its solution with the WCO's IPM platform, which saw the Authenticateit border protection features rolled out to 68 countries. Finally, Authenticateit developed several features that were focused on the end-users. These included the potential for a rewards program, socialisation, and reporting. The rewards program allowed brands to create campaigns that rewarded users with points for viewing product information. The socialization engine allowed for interaction and communication between brands and consumers. This also included a feature where users could register warranties for purchased products. The Reports Module allowed brands to access data regarding the products being authenticated and purchased by users.

*In 2016*, Authenticateit decided to bring all consumer engagement and marketing features under the umbrella of - Shping and rebrand track and trace offering to Origins Trace. Shping and Origins Trace offerings are being refined to build on Authenticateit's legacy and will maintain a continuing level of client service.

Shping has deployed a smart contract to ensure continued use and scale powered by a universal token of rewards - the Shping Coin. In contrast, Origins Trace continues evolving and enhancing its Track & Trace offering.