



**Onessus**

Global Economic Engine Protocol  
WHITE PAPER

## **Abstract**

The Onessus Economic Engine is an all in one economy, bringing market capabilities and access to the people on a global level. With the implementation of the Reputation Based Organization System (RBOS), Decentralized Smart Escrow (DSE), and no limit marketplace, we are solving security bias exploitation, scalability and bottleneck issues for individuals, businesses and emergent markets.

We are creating a safe, unbiased ecosystem, while simultaneously deploying this functionality within a marketplace where quite literally any legal good or service may coexist.

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## Introduction

Every year, over \$2 trillion is spent globally across a various number of e-Commerce platforms. With a number of emerging and existing markets expanding their reach to the internet, this growth trend will continue. The more that the online commerce market expands and evolves, the more that the current issues at hand grow proportionately.

The current technology and infrastructure of the system of finance widely adopted by society today was not created with online commerce, security, and equality in mind in its entirety. Thus, creating a vacuum as a byproduct, with substantial architecture flaws that allow tens of billions of dollars to be stolen every year.

Having a team with decades of business and software development experience, dealing with hundreds of clients from many different areas of the business spectrum, we know what consumers and businesses need and how to utilize that knowledge to usher in the future of online commerce, and security. With the introduction of Blockchain technology we are now presented, for the first time ever, with the opportunity to develop a payment gateway and marketplace protocol that will revolutionize the way we buy and sell online at a fundamental level.

## Market & Industry

### Onessus Vs. The Current System

In the world of finance today, the existing systems that dominate society are built with one primary factor in mind. That is, providing a huge financial incentive to the groups that run these systems. This has brought our world into a fundamentally insecure and biased market ecosystem. Before the introduction of Blockchain technology, an unbiased transaction ecosystem had never before been possible within the current financial paradigm.

Bitcoin has succeeded in creating a decentralized commodity, that is cryptographically secured and out of reach from governments and regulators. However, Bitcoin does not fare well

as a currency in and of itself. Not only does it have a low threshold of scale and speed, but it is also biased towards merchants and has low buying power. Once funds have been received through bitcoin, there are no refunds. Effectively leaving a gap for fraudulent merchants to exploit consumers with no repercussion. Every existing payment gateway is biased or easily exploitable, and no existing company or Blockchain startup has made it their primary focus to tackle this issue in its totality.

## **Market Problems & Solutions**

### **1. Decentralized Smart Escrow (DSE)**

#### **Problem**

eCommerce fraud is the primary problem that we are aiming to solve with the Economic Engine. As of today, in the year 2017, eCommerce fraud is a problem which results in \$200 billion lost annually. This issue consists primarily of scams, credit card chargebacks, PayPal chargebacks, and other exploitable byproducts of the current biased transaction ecosystem widely used by society today. This problem continues to grow adjacent to annual global online spending. An alarmingly scarce number of projects are even addressing this issue in its entirety and the ones that are have not solved this issue in a manner in which the market is able to accept it on a mainstream scale due to flawed models.

#### **Solution**

We are tackling this problem with the implementation of our Decentralized Smart Escrow. Users can leverage this user friendly component by selecting an escrow agent for a low fee upon sending or requesting funds from another user. With this system users can select an escrow agent of their choice to guide and protect their transactions. Each escrow agent will have a reputation history from all of the past jobs they've took part in, where any user looking to hire said agent may vet them. Additionally, the search algorithm for the escrow browser will rank agents by reputation and jobs completed, always keeping the cream of the crop at the top of the search results in the browser. eCommerce fraud should not be something that consumers and businesses just have to "deal with". We envision a future where this problem is miniscule or non-existent.

## 1.1 Stalemate Transactions

### **Problem**

In order to finalize or cancel a transaction that has already began, all parties involved must agree that the transaction is complete or that it should be cancelled and the money refunded to the buyer. When all parties do not agree, a stalemate arises and the funds are held in escrow until a resolution is made.

### **Solution**

If a stalemate arises between the two parties, then it is the appointed escrow agent's job to decide who is to receive the funds. Once the decision is submitted, both transacting parties have the opportunity to file a dispute. Filing a dispute is an action that we will take very seriously and will result in consequences for the individual(s) at fault. Once a dispute is filed, all parties involved have the opportunity to submit proof. We heavily encourage our users to record proof of any transaction they are involved with in order to protect themselves and their hard earned reputations in the case of disputes. A staff member will review the transaction and any files submitted for review, then will make the final decision. There are two scenarios which may unfold in the case of a stalemate dispute...

1. The decision is made with solid proof of an unjust or just stalemate resolution. In this case if the individual filing the dispute is at fault he will receive a "Lost Dispute" flag. Letting other potential users that interact with this individual that he may be a troublemaker. On the other hand if solid proof is submitted showing the escrow agent and the other transacting party to be at fault, they will both receive collusion flags on their reputation. Collusion flags are a sign to never do business with said individual, and will not be issued lightly.

2. The decision is made with unclear proof of a stalemate resolution. The staff member involved will make the best decision based on the information provided. In this case no flags or reputation impediments will be issued.

## 2. Reputation Based Organization System (RBOS)

### **Problem**

Independent contractors that work within global sharing economy platforms such as Uber/Airbnb lack the ability to scale within all existing platforms of this business archetype. Meaning that the number 1 Uber driver in the world is receiving roughly the same income as most average Uber users. There is essentially a quick financial plateau and no incentive to grow your reputation, as being an independent contractor there is a limit to the amount of work you can take on alone.

### **Solution**

With the Reputation Based Organization System users now have a true incentive to work hard in their line of work, as we have added the luxury of scalability within The Economic Engine. Independent contractors can now work to build a very high reputation and trust, and now expand that hard earned reputation with the ability to hire individuals as employees. These employees will receive jobs through the reputation built by the organization owner, siphoning any jobs that the organization owner cannot take on his or her self autonomously to the employees within the organization. Commission splits will be created by the organization owner upon hiring any employee and automatically executed by smart contracts within the blockchain as soon as any job or sale is finalized by said employee within the organization. Thus, making The Economic Engine a much more ideal platform for any businesses or contractors to work from. Additionally, The search engine algorithm that ranks organizations within the Economic Engine sorts all organizations, placing those with the highest reputation and most completed jobs at the top. Not to mention the fees within the engine are much lower than the alternatives, making this platform also ideal for customers who are looking for the best quality services at the lowest prices.

## 2.2 Collusion Protection

### **Problem**

With the addition of the capability of using an escrow agent to protect transactions, arises the potential problem of collusion. Creating the risk of users initiating transactions with specific escrow agents in order to exploit the third party with no intention of upholding their side of the bargain. This is a problem that was imperative for us to address in order for us to carry out our vision for The Economic Engine to be the most secure, unbiased transaction ecosystem in existence.

### **Solution**

This is an issue that our team has put a lot of energy towards, and that led us to implement the following system. To protect against collusion we have added a collusion flagging system. If a user falls victim to collusion they may gather evidence and open a dispute. Both users may submit their proof and it will be reviewed by an Onessus staff member. The staff member will then review the proof, and will have access to group chat dialogue that took place between all parties within the transaction. Thus, deciding if collusion is in fact occurring. If collusion is declared to be present within the transaction, the colluding parties will receive a flag on their profile, effectively ruining their earned reputation. All of our users will be advised to never do business with anyone with a collusion flag on their account. Unfortunately, this is as far as we can intervene relative to collusion post-transaction as we cannot enforce any sort of chargebacks. All completed transactions are final as is the nature of Blockchain, we will implore our users to be very reputation conscious and only do business with users they deem trustworthy. We take collusion reporting very seriously and it should only be done with absolute confidence that you can prove that an instance of collusion has occurred within your transaction. Otherwise, opening yourself up for the chance of a false collusion report flag. If a user falsely reports another user for collusion he or she will receive a false collusion report flag in their reputation, signaling other users not to do business with this person. Collusion reports can only be submitted once a transaction has been finalized. We ultimately expect to receive many more stalemate transaction reports than collusion reports.



## 3. No Limit Marketplace

### **Problem**

The swift growth of emerging markets such as the global sharing economy market, digital assets and currencies as well as others have resulted in a gap in marketplaces inherently limiting the ability of potential market participants to exchange their assets or services at their convenience. Forcing virtually every emerging market to create a niche marketplace exclusively predicated on such market. We don't believe this should be the case, we believe that the future of online commerce is for all online marketplaces to coexist within one platform.

### **Solution**

We have created the first true no limit marketplace. Enabling all business archetypes from independent contracting, to the sale of digital & physical goods, loans, gambling etc.. to all exist within The Economic Engine, with the only limit being that transactions are within legal guidelines of each transacting party's jurisdiction. This implementation will not only give a home to existing markets, but also markets that desperately need one, as well as any markets that emerge in the future.

## 3.1 Buying & Spending Cryptocurrency Streamlined

### **Problem**

The barrier of entry for the cryptocurrency market is far too high for the average consumer to get involved in using them for transactions. Right now these currencies are used far more as an asset or investment rather than a currency, this is inhibiting the adoption of Blockchain technology on a mainstream level. As of now the primary method of using Bitcoin or other crypto is as follows...

1. Find a trustworthy exchange to purchase bitcoin from, the majority of which ask you to verify your identity, and connect your bank account to use their services.
2. Buy the bitcoin and transfer them from the exchange to your preferred wallet.
3. Send the bitcoin to the provider of the good or service you want.

**Time Wasted: 90 minutes - 4 hours (relative to the cryptocurrency being used)**

## **Solution**

With the no limit marketplace, users will be able to buy and spend our Void token all within one platform, exponentially lowering the barrier of entry.

# **Economic Engine & Technical Architecture**

## **Use Cases**

There are a plethora of decentralized marketplaces and payment gateways being released leveraging Blockchain technology. The Onessus Economic Engine will be able to host the majority of these services being offered by other companies with equal security and functionality. Our vision for the future of cryptoeconomies is not to have niche marketplaces & services, but rather to have a true all in one no limit marketplace that will reduce the barrier of entry for consumers and businesses as they can participate in virtually any existing market all under one roof. This novel approach to online commerce will create a much more consumer centric environment. Below are some of the primary use cases of our platforms, as well as some niche companies with value propositions that can all be achieved within our single engine. Keep in mind that our platform being virtually limitless, we will expect new use cases to be added as the community realizes the potential of the economic engine.

### **Decentralized Ride Sharing (Uber)**

#### **Competitors:**

- Lazooz

- Arcade City
- Darenta
- Cryder
- Dacsee

### **Decentralized House Rentals (AirBnB)**

#### **Competitors:**

- TheBeeToken
- CryptoCribs
- Rentberry

### **Decentralized eCommerce**

#### **Competitors:**

- Storiqa
- OpenBazaar
- Syscoin
- BitBay
- Kiosk
- Flipz
- StuffGoGo
- Babel
- Cybermiles

### **Decentralized Lending**

#### **Competitors:**

- Salt
- Ethlend
- Lendoit
- Karma

### **Decentralized Freelance**

#### **Competitors:**

- Blocklancer
- Coinlancer

- Rein

### **Decentralized Betting & Gambling**

#### **Competitors:**

- Wagerr
- Decent.bet
- EtherSport
- HEROcoin
- Gimli
- HuntBet

### **Decentralized Digital Asset Exchange**

#### **Competitors:**

- Dmarket
- Wax
- Gameflip

### **Decentralized Bounties**

#### **Competitors:**

- Bounties.network
- Bounty0x

### **Decentralized Uber For Everything**

#### **Competitors:**

- ConnectJob

### **Decentralized Uber For Everything w/ Decentralized Escrow**

#### **Competitors:**

- Opportunity

## **Cryptocurrency Exchange**

### **Competitors:**

- Binance
- Bittrex
- Kraken
- GDAX
- Cryptopia
- Cex.io
- Poloniex

## **Cryptocurrency Exchange that accepts Fiat**

### **Competitors:**

- Coinbase
- LocalBitcoins
- Paxful
- LocalEthereum
- Virwox

## **Decentralized Grocery Delivery**

### **Competitors:**

- INS.World

## **Cryptocurrency Payment Gateway**

### **Competitors:**

- UTrust
- Beluga Pay
- VISO
- eBit Payment

- Graft
- Truckcoin
- cPay
- STK

### **Marketplace Allowing Users to Buy Crypto w/ Fiat, Spend Crypto, and Sell Crypto to Fiat All Within One Marketplace**

**Competitors:** None

**Description:** The cryptosphere desperately needs this capability to reach mainstream adoption. Having a platform to buy, spend and sell crypto with fiat will dramatically decrease the barrier of entry for the average consumer and make for a simple experience for any non-technical user, increasing the utility of cryptocurrency and effectively bringing the technology closer to the mainstream.

### **Platform For Friendly Wagers**

**Competitors:**

- Provoco

**Description:** Many companies are releasing projects that allow users to bet on their favorite sports events or gamble with their favorite casino and card games. However, what about the people that want to bet on their son's football game with a Dad from the opposing team? What about two friends that want to bet who can eat a ghost pepper and withstand drinking milk for the longest? What about those that want to bet on who will win a match of their favorite video game? How do we create a trustless betting system that allows for friendly wagers such as these? Easy, with the decentralized escrow system users can now place fun bets like these and eliminate the need to trust anyone to pay you as any bets will be secured by smart contracts on the blockchain and community arbitrators!

### **Decentralized Pluggable Escrow & Payment Gateway**

**Competitors:** None

**Description:** A large issue with small and new businesses is establishing their trust as a brand, especially in industries where large budgets are common and trust is vital to customers. Since our system acts not only as a marketplace but also a payment gateway, users will be able to implement Onessus payment buttons within their website or app and leverage our decentralized

escrow system to eliminate the trust building phase of their business. Buyers and sellers will also be able to improve their reputation while using the pluggable escrow an payment gateway outside of the Void Market.

### **Decentralized Local P2P Food Delivery & Restaurant Service**

**Competitors:** None

**Description:** As the global sharing economy grows we are seeing the emergence of some very interesting markets with great utility. One of these is the food delivery and restaurant service market. Within the economic engine users will be able to start their own restaurant from home and deliver food to their community, effectively providing the ability to utilize the RBOS to create a worldwide or local restaurant franchise without ever buying a single building. Users that aren't interested in cooking may offer delivery services for food and misc items similar to Uber Eats or Postmates.

### **Decentralized P2P Moving, Pickup & Delivery Service**

**Competitors:** None

**Description:** This service could in theory be included as a ride sharing service, but we believe it deserved it's own focus as it is solving a different issue. Uhauls can be very expensive and not everyone has a pickup truck or a family member at their disposal to help them with moving or transporting large items. If someone were to need help moving to a new home or even if they spot a really good sale/free furniture but have no means of transportation to acquire it, they could find a trusted user to provide this specific service affordably within the Void marketplace.

## **Onessus Technical Architecture**

### **I. A High Level View**

#### **Transaction Request**

In order to initiate a transaction, a user must first request a transaction with a buyer or seller. Being that the economic engine acts as a marketplace as well as a payment gateway, the transaction isn't required to be initiated within the Void Market. Buyers and sellers can leverage

our platform outside of the Void Market by using payment buttons similar to PayPal. The initiator of the transaction must choose the party that they wish to transact with as well as the option to additionally select an escrow agent if they deem arbitration to be necessary. The initiator will then enter their price offer, as well as a description of the transaction for the parties involved to review. Once the initiator confirms the transaction, the party that has been requested to transact with will receive a notification to their computer or mobile device from which they can decide to approve or decline the transaction request under the proposed conditions. If approved, the appointed escrow agent will receive an escrow job request. A transaction fee of 0.5% will be charged to those transacting with VOID, and a transaction fee of 5% will be charged if other supported currencies are used. Fees are deducted from the transaction total.

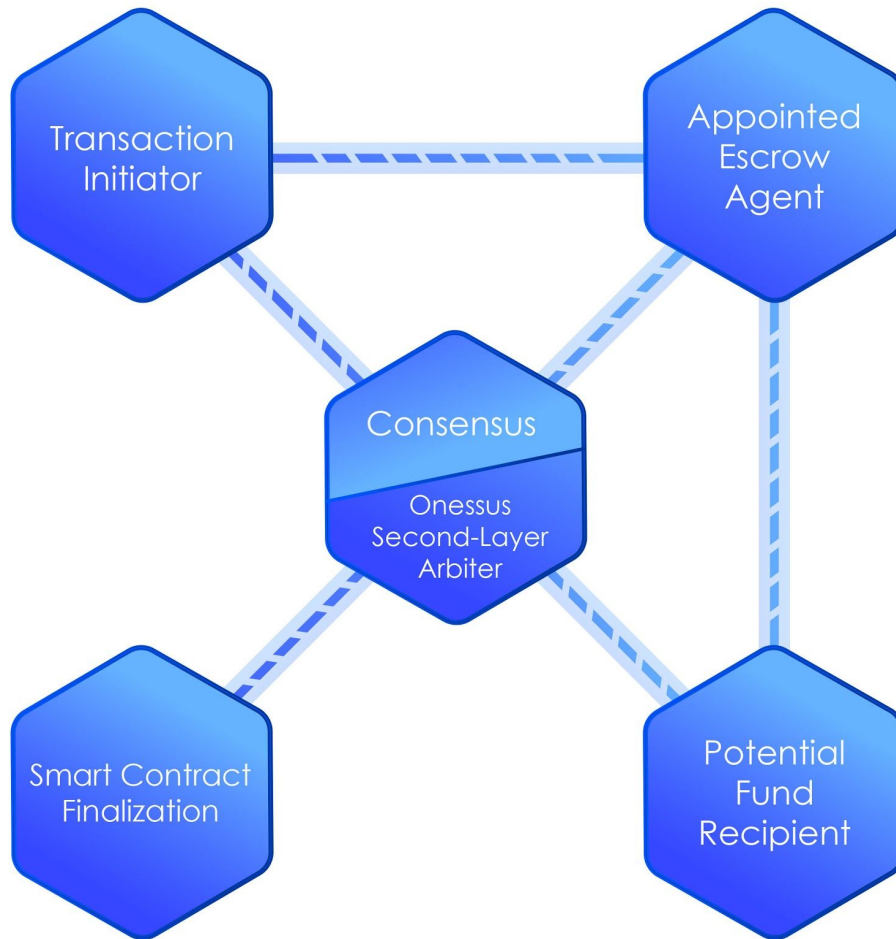
## **Escrow**

Upon receiving an escrow request, the appointed escrow agent may review the history of both transacting parties involved as well as the details of the transaction and decide whether or not to handle arbitration on said transaction. It is the escrow agent's job to provide a framework of conditions that the parties involved must follow. This framework will differ greatly relative to the complexity or lack thereof of the transaction being arbitrated. For example, supervising a grocery delivery job will require a different framework than supervising a software development project. The provided framework will also act as a reference for support in the case of a stalemate transaction or collusion.

## **Consensus**

When all three parties have confirmed consent to proceed with the transaction under the conditions specified by the appointed escrow agent, a smart contract will be deployed to the network. The transaction may only be concluded once the three parties involved have all reached consensus on the outcome of the transaction. In the scenario of full consensus being not being reached, any parties involved have the option to proceed to the second layer of arbitration as illustrated below.





## II. Identity

Identity is an imperative element of any system predicated on trust and reputation. We believe that there are already plenty of great projects addressing the issue of identity so instead of reinventing the wheel we will not be putting great focus on identity management within our platform, but rather leveraging platforms where the majority of individuals today have established their identity and portfolio in order to further streamline the user experience within the economic engine. The engine will natively allow users to confirm the following..

1. All parties on the network will undergo real-world identity verification. In order to achieve identity verification, Onessus will leverage 3rd party API's such as Trulioo. This is

done in order to prevent malicious actors from joining as escrow agents and intentionally drawing business towards themselves.

2. Onessus users have the option of joining the blockchain as either one or more of the following:
  - a. Escrow Agents
  - b. Merchants
  - c. Customers
3. Once a user joins the network, their identity will be etched into a publicly accessible list on the blockchain identifying their username, geographic location, role, transaction and dispute history, ratings and reviews

### **Phone Number & ID**

We are aware that some jurisdictions will have the confirmation of identity as a legal requirement to use our platform. User's phone number & ID will not be publicly visible to any user, but it will show the public whether or not this info has been verified by the Onessus support team on each user's profile. Having this info verified will also be helpful in the scenario where a transaction goes to court.

### **LinkedIn & Facebook**

Users will be able to link their Facebook or LinkedIn accounts to their account with Onessus. These accounts will be publicly visible to any visitors of a user's profile, and will act as a public identity or portfolio proof to any potential clients on top of the reputation built within our platform.

### **Bio**

The ability to create a public bio will be available for users to leverage in order to brief visitors on who they are, as well as for them to provide links to blogs, social media, or any other content hosting platforms to further prove identity. Of course any information in a bio is subject to being fraudulent information so it will be up to each individual to verify any information within the bio of a user's profile.

## **III. EOS Blockchain**

The Onessus Economic Engine will be built leveraging the EOS blockchain. EOS is a low

latency sequentially performing blockchain that can handle several thousand transactions per second. EOS leverages delegated proof of stake (DPOS) which makes it one of few blockchains that can meet the performance requirements of decentralized applications. DPOS is also resistant to forks in that block producers are heavily reprimanded if caught producing blocks on multiple chains. Furthermore, EOS lends itself to fast transaction confirmation and asynchronous Byzantine Fault Tolerance (the best kind of BFT). Not only will we be able to have faster transaction times than traditional blockchains, we will be able to leverage C++ -- a widely known programming language which has a very supportive online community -- to create a powerful decentralized solution on a promising blockchain. The benefit of using EOS is clear.

#### **IV. Transaction Protocol**

1. Transaction Parameters contract
  1. Participating parties (i.e. transacting parties and escrow agent) each sign a terms and agreements contract stipulating the agreed upon terms of their transaction. The terms and agreement contract must specify an value amount that the escrow contract is allowed to transfer on behalf of the transacting parties.
2. Escrow agent creation contract
  1. The transactions are then sent to an escrow factory where an escrow contract is generated. The escrow contract transfers funds to itself from the accounts of the transacting parties.
  2. The escrow holds the funds until the end of the transaction lifecycle. In the case of a dispute, the escrow agent will perform conflict mediation and decide where the funds belong.

#### **V. User Flow**

The Onessus application will consist of a web-application and browser-wallet-plugin. The web app will communicate directly with the Onessus blockchain via the Onessus API which will be built on top of the EOS blockchain.

- a. API Calls
  - i. All Users
    1. New users can register onto the platform as a merchant, buyer, or escrow (or any combination of the latter). In order to be able to use the application, all users will have to undergo a KYC process.

2. A seller can add a product or service to his or her personal store (along with product details i.e. price, category etc.). This can occur on the seller's personal website or directly on the Onessus marketplace.
- ii. Buyer
    1. View products and services on Onessus platform
    2. Initiate buy order
      - a. View available escrows
        - i. Choose escrow
      - b. Create a terms contract by interacting with a terms contract generating contract. The buyer and seller must make sure that all necessary parameters are encoded in the terms contract. The buyer first signs off on the terms contract and then sends to the seller for the seller's signature.
      - c. Seller signs terms contract and sends back to buyer. Buyer sends to escrow. Escrow signs and sends to escrow factory.
      - d. Escrow factory checks all the valid signatures then -- upon validating the necessary prerequisite signatures -- transfers the staked money from the seller (or a risk assuming counterparty) and the seller.
- iii. Escrow
    1. The escrow agent will interact directly with the smart contract that defines the transaction that both parties have initiated (Described in Part II Step D above). In this manner, the escrow agent is an Oracle that has the power to make decisions about the future state of the smart contract. The smart contract is programmed to expect the escrow agent to give it feedback about the transaction (i.e. whether it was successful or failed). Upon success, the smart contract will self-execute and relinquish the funds to the seller or service provider, and upon failure, the contract will either withhold the funds for a later time or return the funds to the original buyer.

## VI. Possible Resulting Scenarios and Their Solutions

1. Frictionless Transaction no need for conflict resolution
  - a. Both parties send a a transaction call to the escrow contract indicating that the order was completed successfully. The escrow contract sends the funds from itself to the seller then notifies the escrow agent that all is well. The contract is then retired.
2. Transaction conflict requires mediation (resolution reached)
  - a. One of or both the seller and buyer send a transaction to the escrow contract indicating dissatisfaction with the transaction. The escrow contract notifies the escrow agent who then intermediates between the two parties. The escrow agent uses various outside resources to generate as much valid information as possible (e.g. UPS tracking history, photographs, etc.) The escrow agent does his best to help the parties come to agreement. If agreement occurs, then all of the parties agree to updated terms contract, sign the terms contract, send the terms contract to the escrow contract, and the escrow agent then calls a transfer function within the terms escrow contract thereby relinquishing the funds in the newly agreed upon matter.
3. Transaction conflict requires mediation to escalate to new or higher escrow.

This step occurs if a conflict could not be resolved (i.e. the parties did not come to a full consensus on a resolution). In this case, the escrow agent is forced to pass the management responsibilities to a new escrow agent with higher authority to assess the situation.

## Competitive Analysis

The cryptocurrency space is constantly being introduced with new projects, at an increasingly rapid rate. The Economic Engine is unique due to the fact that it encompasses the majority of the use cases from many other projects and houses them under one roof, maintaining the benefits of leveraging Blockchain technology, while also increasing business scalability and security for all transacting parties.

We believe the future of online commerce will no longer be single purpose niche marketplaces, but a mega-marketplace that can serve as a perfect conduit for all legal business archetypes to coexist. Inherently, also creating a channel for the inevitable new alternative

markets to arise such as sharing economy markets, and digital items trading/betting.

Considering the scope of this project, there are a number of markets we are competing with. Being that our main focus is solving the problem of eCommerce fraud on a global economic scale however, this analysis will be solely touching on projects that are attempting to solve this issue.

## PaySafeEscrow.com

### *Pros*

- Useful for transactions above \$800.

### *Cons*

- Requires users to connect their bank account to send or receive funds.
- Inherently, with banks being the only method of payment, users have to wait days to begin and conclude a transaction.
- The minimum transaction amount is \$200 dollars with an outrageous minimum fee of \$100, making this platform only a viable payment method when spending \$800 or more relative to the fees of other platforms.

## Escrow.com

### *Pros*

- Useful for transactions above \$200.

## *Cons*

- Flat fee of \$25, even if a customer spends \$30 he/she will be charged an extra \$25. Thus, making this system less scalable and raising the barrier for entry.
- The majority of consumer goods, and a large portion of contracting work is priced at \$100 or less. A 25% fee is very high, effectively limiting the use cases of this platform.

## **Syscoin**

### *Pros*

- Marketplace, escrow, and cryptocurrency all built and sustained on the Blockchain.
- 100% uptime for the marketplace, being that it is sustained by the Blockchain rather than a server.

### *Cons*

- Escrow agents are limited to a payment of .5% commission on each transaction. Meaning, in order to earn \$500 as an escrow agent you would have to escrowed at least \$100,000. Making it an unappealing business model to potential escrow agents.
- There is no escrow browser. Thus, raising the barrier of entry for users and making fraud protection a challenge by forcing users to find an escrow agent with a reputation on Syscoin on their own.
- They have no working mobile marketplace.
- Decentralized marketplace will hinder this platform from reaching a mainstream user base, customers will simply not want to purchase their groceries or necessities from the same marketplace contraband and other illicit goods are being purchased.

## **BitBay**

## *Pros*

- Marketplace, collateral based escrow system, and cryptocurrency all built and sustained within the Blockchain.
- No fees.
- Anonymous Marketplace.
- Haven for black market activity.

## *Cons*

- Escrow system forces sellers to stake a collateral equal to the item that the buyer is purchasing. Drastically raising the barrier of entry for new businesses and opens a new range of issues when dealing with customers.
- Charging 0 fees will be a challenging business model to maintain a top quality product in the long run.
- Decentralized marketplace will hinder this platform from reaching a mainstream user base, customers will simply not want to purchase their groceries or necessities from the same marketplace contraband and other illicit goods are being purchased.

## **Opportunity**

### *Pros*

- MVP Created.
- Decentralized escrow.
- Knowledge sharing system, similar to Wikipedia.
- Established community within legal niche market.
- Currently the closest project in the world to The Onessus Economic Engine in regards to functionality.

### *Cons*



- Not user friendly.
- No competitive analysis within whitepaper. Shows they may have limited knowledge on others within the space, in order to stay on the leading edge of innovation a company must be aware of their competitors.
- Token has heavy inflation.
- No solutions to stalemate transactions or collusion.
- Lacks the business scalability that our RBOS provides.
- Platform built on Ethereum makes the project subject to high fees and transaction scalability bottlenecks. Making the platform currently unfit for commercial, global use.

## **Factom, Storiqa & Similar Projects VS The Onessus Economic Engine**

The models upon which these projects mitigate fraud are unique and will work in theory. However, these platforms are limited to targeting the same markets as well established e-commerce giants such as Amazon or eBay. Whereas our engine covers and exponentially greater number of markets and focuses more on emerging markets and markets that are the most in need of fraud mitigation. Amazon and eBay are currently two of the most trusted online marketplaces today, and are not in need of a revolution. It is our belief that the solutions proposed by these projects are not lucrative enough to truly compete with the existing online retail giants.

# Airdrop

## Void Token Parameters

**Token Name:** Void

**Token Abbreviation:** VOID

**Max Supply:** 62.5 Billion

**Token Network:** EOS

**Emission Rate:** No new Void will ever be created post airdrop

## Token Airdrop Details

**Begins:** March 14, 2019

**Ends:** March 15, 2019

**Snapshot Date:** October 10, 2018

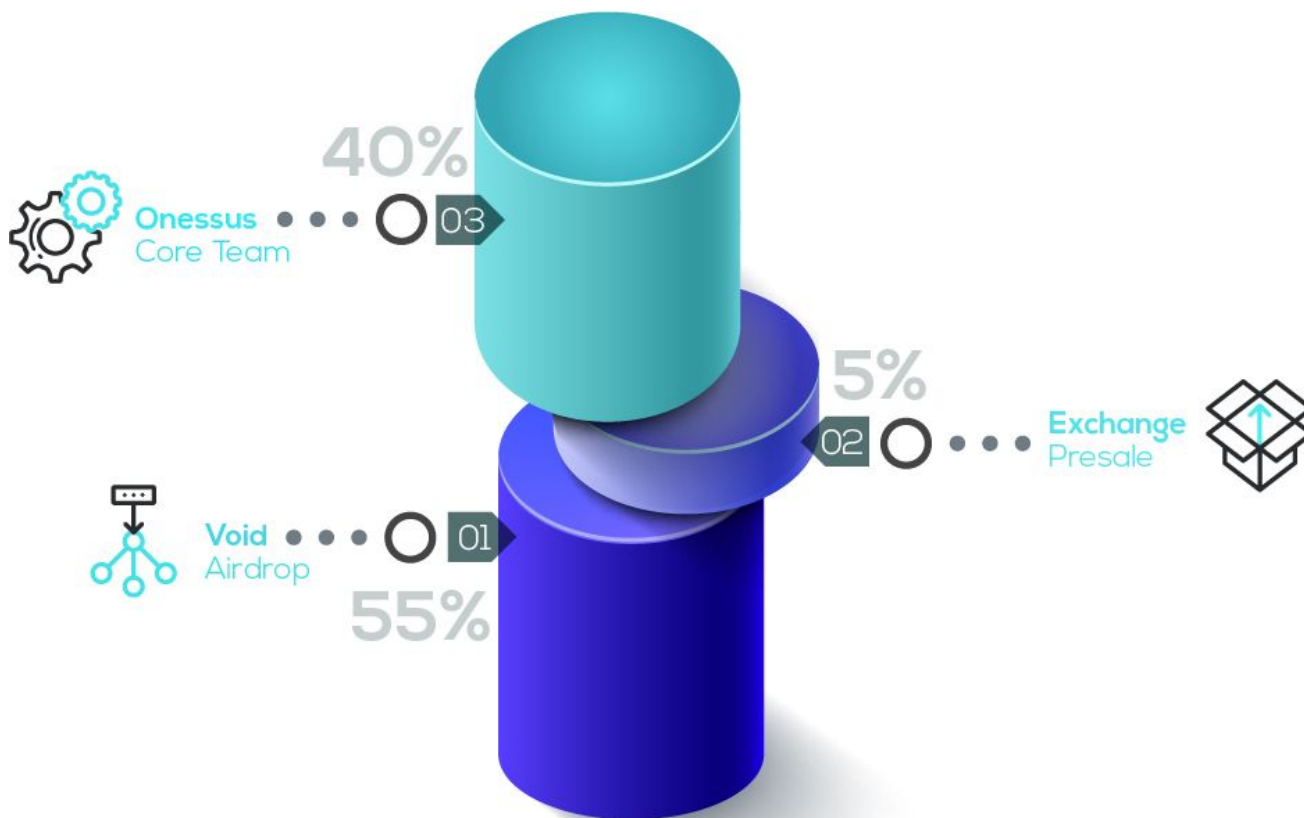
**Registration:** Not required

**(15% of Total Supply) 9,375,000,000 VOID in total will be airdropped to holders of 100+ EOS.**

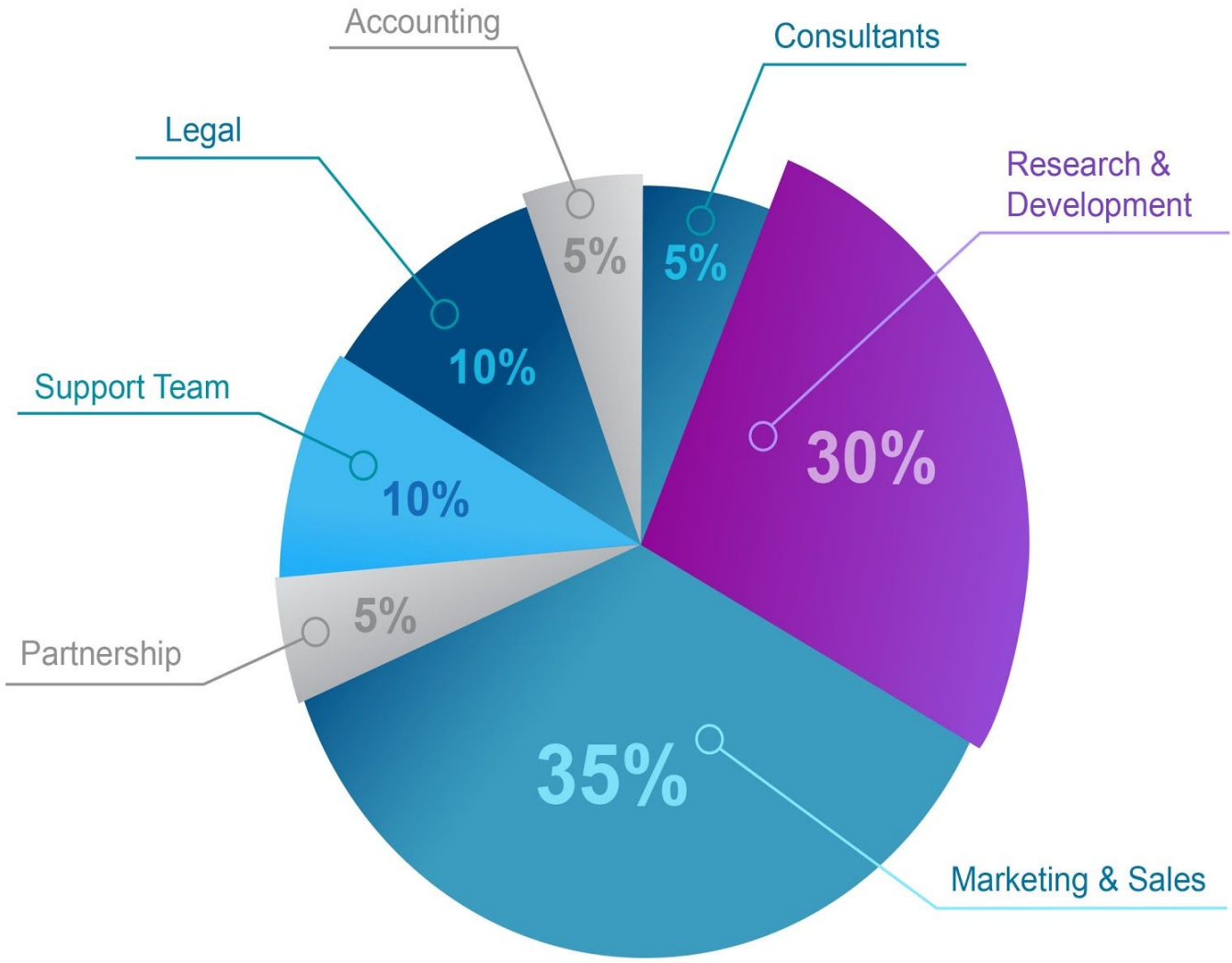
**Each qualifying wallet will receive roughly 300,000 VOID.**

**(40% of Total Supply) 25,000,000,000 VOID will be available to be claimed for free through our staking dapp until May 14, 2019.**

# Void Token Distribution



# Use of Funds



## 4.4 Target Markets

Global Sharing Economy: \$250B

Digital Advertising: \$230B

eCommerce Market: \$2T

Cryptocurrency Market: \$500B~

eSports Betting Market: \$8B

Virtual Goods Market: \$15B

Sports Betting Market: \$400B

## Business Projections

2019	2020	2021	2022	2023
Estimated Userbase Growth/Yr				
500K	5M	35M	120M	300M
Estimated Transaction Volume/Yr (USD)				
15M	150M	1B	3.6B	9B

# Roadmap

## ONESSUS ROAD MAP



\* DATES ARE SUBJECT TO CHANGE

# Globalization Plan

In order for us here at Onessus to fulfill our vision for The Economic Engine and become the world's standard for Blockchain economies and trade, globalization is a topic rightfully at the forefront of our marketing strategy. Upon release, The Economic Engine will be available worldwide. However, we will be initially concentrating our marketing efforts to English speaking countries, later strategically expanding localization to areas that have been very active in the global sharing economy, as well as leveraging the analytics of our platform's usage over time to observe which regions gravitate to our engine.

## **a. Q1 2019 - Q3 2019**

**i.** Niche targeted marketing towards major English speaking regions such as North America, Europe, and Australia.

**ii.** Onessus support staff will consist of mostly English speaking individuals with general, non-niche knowledge, to assist users and act as second-layer arbitrators. We will hire support relative to the demand of our system and adjust accordingly.

## **b. Q4 2019 - Q1 2021**

**i.** Expansion of supported languages and marketing efforts targeted to China, Brazil, Mexico, and India. As a side note we will attempt to work with governments in each jurisdiction to counter money laundering and tax evasion, as well as dynamic compliance within our platform to suit each jurisdiction's legal framework. We are taking this practical approach to ensure the long term success of The Economic Engine.

**ii.** More staff will be hired to support these new regions of expansion. We will also begin hiring many more niche experts based on the activity and performance of our system.

## **c. Q2 2021 +**



i. Expansion will continue frequently until full global support is reached, or we reach our localization threshold. In either scenario marketing efforts will stay consistent and sustain maximum effectiveness relative to our marketing budget.

## Economics

### Value Proposition For Consumers

- Security & Comfort

We offer a truly unbiased and secure ecosystem for consumers and businesses. By using The Onessus Economic Engine, consumers will no longer have to worry about taking part in a system of finance that may result in infrastructure loopholes being exploited. Using the decentralized escrow browser, users will have full access to intermediaries with trusted reputations to protect and oversee the successful outcome of each transaction.

- One Stop Shop

The no limit marketplace allows for any type of good and service to be exchanged within our platform. Whether a user would want to buy groceries, the newest smartphone. Additionally users will have access to emergent markets such as digital items exchanging, betting, food delivery, dog walking, and other businesses that arise within the global sharing economy that is becoming so popular in today's world.

- High Quality Services

The Rep-Based Organization System provides an economy in which competition is rewarded and the most trusted and reputable merchants in any niche will inherently receive the most business. With the implementation of this system it pushes businesses to provide the absolute best quality services that they can provide, in order to maintain the competitive advantage they have over the competition. Thus, consumers will not have to deal with big brands providing mediocre quality services without consequence. Quality comes first within the Economic Engine.

- Low Fees

Having the expanded business model that we've created we now have the capability to

provide consumers with a transaction fee that is less than 10%, which is currently the average competitor's rate, while still maintaining enough revenue to hire a top-level team and implement the features we believe the platform needs. A flat fee of 0.5% will be charged on each transaction, and we will also provide customers with a cash-back reward system.

## **Value Proposition For Sellers**

- Security & Comfort

Never again will businesses and individuals will have to worry about credit card & PayPal chargebacks, as well as skeptical potential clients that aren't comfortable with sending payments via seller biased payment gateways such as Western Union and Bitcoin. The Decentralized Smart Escrow provides a unique solution to the massive exploitation occurring today.

- Viable No Limit Marketplace

No longer will individuals have to resort to selling digital assets on platforms such as Reddit and other social media due to the lack of a marketplace for their product or service. No longer will any entity that recognizes a demand in the market for a specific good or service that has no existing marketplace online have to go through the trouble of creating a website, brand, and building trust to get their product or service to the world. Using The Economic Engine, anyone that sees an unfulfilled demand in any market may create a new marketplace in minutes. The reputation built from any previous endeavors will be visible by potential clients within any new ventures, thus lowering the barrier of entry and increasing the utility of having a reputation on our platform.

- Incentivized Sales

Not only will we be heavily marketing in emergent markets with a high demand and low or unstable supply, bringing a lot of potential clients to businesses on our platform. We are also incentivizing sellers to transact through The Economic Engine to earn reputation to expand their businesses, which in unison with our no limit marketplace, will create some of the most diverse companies in the history of the internet.

## **Value Proposition For Escrow Agents**

- Income

We offer the opportunity for our escrow agents to make a real income through our platform, and even the potential to create an escrow service business and hire employees using the Rep-Based Organization system. Much like any other businesses within The Economic Engine, escrow agents can work to earn cryptocurrency and reputation as well to increase profit margins even more.

- Work From Home

The majority of transactions that take place within the engine will not need a physical, local escrow to oversee the transaction. This means that many escrow agents will have the ability to work from home, tap a few buttons on their phone and boom, generate an income and build reputation all from their couch.

- Name Your Price

Looking at Syscoin, one of the closest existing products to the Economic Engine, we can see their business model for escrow agents is very flawed. Escrow agents have to build their own reputation separate from the marketplace via forums, social media, and word of mouth, making it very challenging for two parties to find an intermediary they can both trust. Additionally, escrow agents have a locked commission of 1/2% on any transaction, meaning in order to make \$500 you would have to oversee \$100,000 worth of transactions. It is very obvious how this could never become a full time income, or business for escrow agents. With The Economic Engine we provide a much lower barrier of entry to make it easy to find a trusted escrow agent within our browser, and allow each escrow agent organization to name their price.

## **Value Proposition For Token Holders**

- Marketplace Tethered Value

The Void token will be the primary method of payment within the engine. Many cryptocurrencies will be accepted within our platform, however using our Void token will drastically reduce transaction fees. Therefore, the more the marketplace grows and the markets that desperately need transaction security find their way to our platform, the more the demand of VOID grows. The potential use cases of this engine are limitless, having a plethora of features that drastically improve the online commerce experience, only time will tell the creative ways in which our platform is utilized.

- App Usage

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We will be creating apps on top of the economic engine infrastructure, leveraging the product we've created to continue to bring more value to the community. Any apps, and products that we create in the future will all be using VOID, which may increase the demand for our token.