

Whitepaper

Etao is a free marketplace, anyone can buy/sell on the marketplace, no fees for both sides. We built the APP based on feedback systems. Both buyer and seller have feedback ratings.

Background

As in business in e-commerce and as seller on Amazon.com for many years, we know how important decentralized e-commerce can be. Amazon.com could suspend any seller as any time, and same for all other e-commerce platform. As such we decided to build ETao as decentralized e-commerce platform.

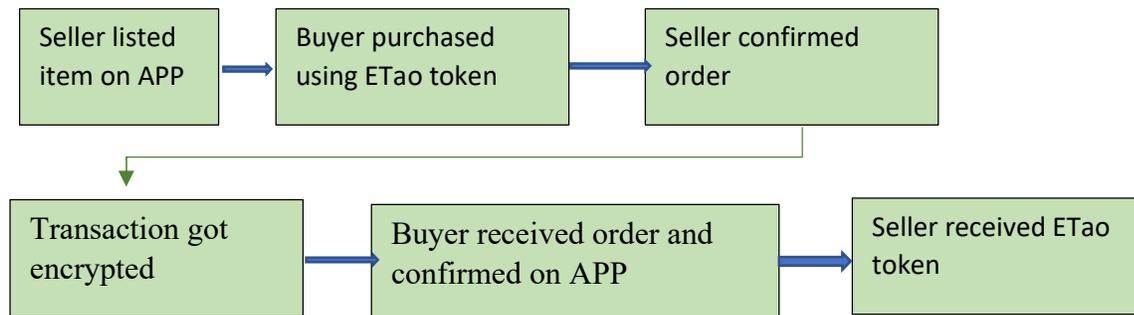
How ETao works?

Compare to Amazon/eBay etc, ETao is first decentralized and encrypted marketplace. Not like Amazon.com where sellers can be suspended any time, Etao offers decentralized transactions and platform. For buyer, ETao offers encrypted and secured transaction. Each transaction will be encrypted and deleted after completed, and no one can track them anymore.

A innovation feedback system on ETao

On ETao Both buyer and seller have feedback ratings, not just seller. Why? check the user flow as below.

- Seller listed item on ETao APP
- Buyer purchased the item from APP and made payment using ETao tokens
- Seller confirmed the order
- Transaction got encrypted by APP and Payment of ETao tokens are on Hold.
- Buyer received order and confirmed, ETao tokens then transferred to seller in full.



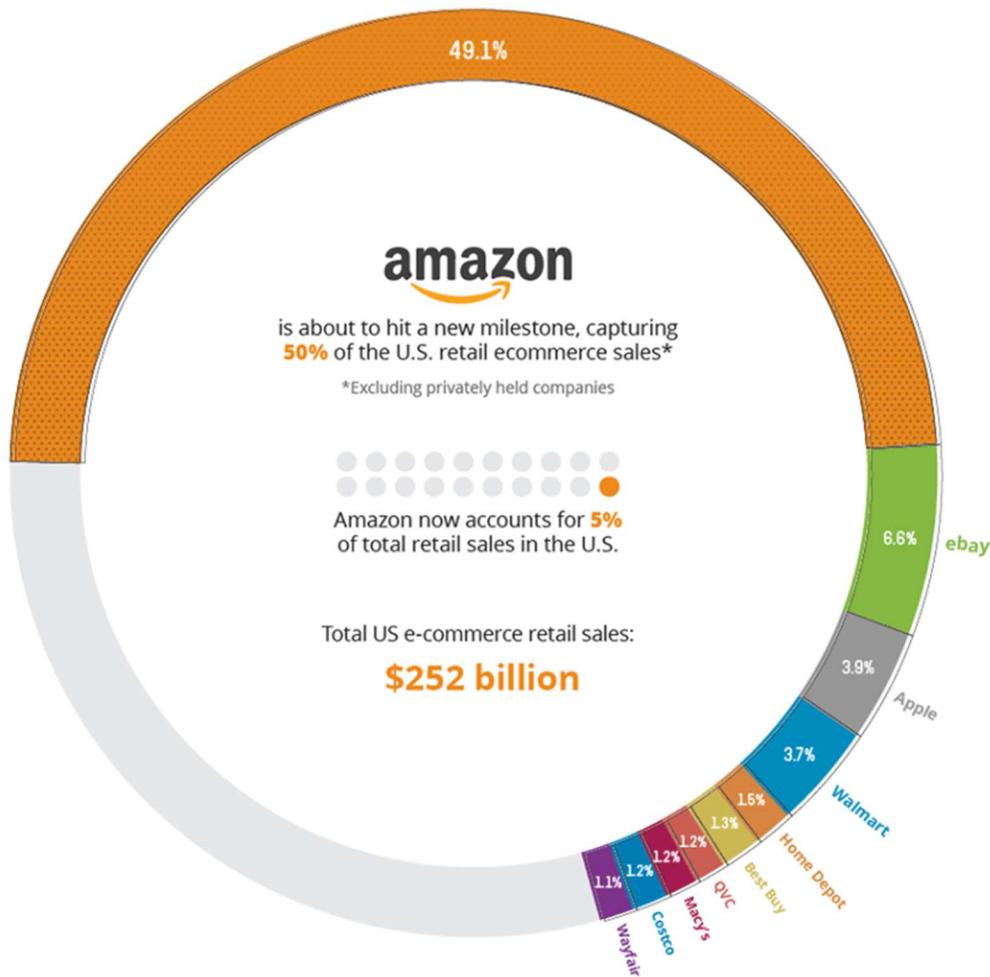
What if the buyer did not confirm the delivery? In that case the ETao tokens on hold will be destroyed after 14 days.

As such, both buyer and seller feedbacks are important. As a buyer, you should check seller feedback to be a trusted seller. As seller, you should check buyer feedback as well to make sure you will get paid.

A Secured marketplace!

When buyer placed order, buyer name, email and phone number all encrypted. Seller can not see full names and numbers. Any email /phone calls between buyer and seller are encrypted. And after the transaction is completed, all transaction data will be deleted and no one can track it.

 eCommerce Empire 



Amazon Ecommerce Shars

Amazon controlled more than 50% ecommerce market, which makes it very centralized . ETao App is first decentralized ecommerce APP and free for everyone to use.

For Sellers, why use ETao?

ETao is free, no transaction fee or commission fee as Amazon.com. As such sellers can improve their margins.

For buyers, why use ETao?

ETao is the first secured and encrypted marketplace. After buyer placed order, buyer name, buyer's information will be encrypted. Even more, after the transaction is completed, all transaction date will be deleted and no one can track it.

Sounds good, what about buyer and seller protections?

Since ETao is decentralized, buyer and seller need to choose the transaction carefully. That's why we build feedback system for both buyer and seller. Both buyer and seller have 1-5 star ratings. Buyer and seller can give each other rating. For both buyer and seller, make sure you check the other party's ratings.

What's ETao token?

ETao token is payment used on ETao APP, it provides scalable, secure and instant transactions using sidechains based on an adapted implementation of Plasma framework for asset security and a decentralized network of Proof-of-Stake (PoS) validators. In short, it allows anyone to create scalable DApps while ensuring a superior user experience in a secure and decentralized manner. It has a working implementation for Ethereum on Ropsten Testnet. ETao intends to support other blockchains in the future which will enable it to provide interoperability features alongside offering scalability to existing public blockchains. it is based on L2 and free, no gas fee and no transaction fee.

One example for ETao token on transaction

- A seller named Joe decided to sell a shoe for one ETao token
- Joe listed the item on ETao just as sell on eBay, only different the currency used is ETao.
- A buyer named Mary purchased the item and paid by ETao.
- Joe delivered the shoe to Mary. Mary confirmed on the APP.
- Joe received ETao on ETao APP and balance can be checked on his ETao wallet on the ETao APP.

ETao token burns

As the How ETao works section, seller got paid by ETao token only after buyer confirmed on ETao. If buyer did not confirm after 14 days, ETao token will be burned. As such we estimate every year 3-5% ETao tokens will be burned. It will also increase ETao token values every year.

ETao Token

Total Supply	100,000,000,000
Founders Hold	10%
Crowdsales	40%

ETao Value

Since Etao value changes with market, one may wonder how the price works on ETao App. When seller confirms order, seller can choose lock the ETao value. For example, Joe sold a shoe for one Etao token which worth \$1 at order day, 3 days later when Joe received the ETao token it only worths \$0.5, since Joe chose Lock the Etao value at order day, Joe will be paid for \$1 worth ETao tokens.

Etao Wallet

The **Etao** development team is working on building an easy-to-use Plasma wallet mobile app, integrated with **Etao APP**, to ensure secure storage of **Etao tokens**. Users can store **Etao token inside the APP, or withdraw/deposit Etao tokens**.

User flow for ETao token and wallet on ETao APP

- User purchase or deposits ETao token on the mainchain (currently implemented with Ethereum blockchain only)
- Once deposited, tokens get confirmed on the mainchain, the corresponding tokens will get reflected on the ETaoAPP.
- The user can now transfer tokens to anyone they want instantly with zero fees. Matic chain has faster blocks (approximately 1 second or less). That way, the transfer will be done almost instantly.
- Once a user is ready, they can withdraw remaining tokens from the App to their wallet on mainchain.