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Our white paper is an authoritative report or guide that informs readers concisely about the complex issue and also presents the philosophy of our project.

It is meant to help readers understand the project and also in decision making.

Dear reader, you are free to contact us on any of our social network or via email for questions, suggestions or recommendations.

Sincerely,
EASTADS Team



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Introduction	3
Project Review	4
Eastads Project	5-6
Problem and Solution	7
Our Token	10-11
Road Map	12
Conclusion	13



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Introduction

The world is changing fast with improved technologies, new and improved systems, new and improved trade and means/method to trade. Commercial activities and ways to engage in them are continuously been developed. Most trades happen on the internet, most deals are done on the internet and markets are now made on the internet.

Crypto currencies as one of the major aspect of modern development has changed or improved most of the traditional systems of processes or events ever since it surfaced.

One of the notable reasons for blockchain existence is to be a form of money and means of payment.

 Blockchain is open for business.

If cryptocurrency is designed to be a means of payment, what is being bought with it? Noticeably, only but few merchants accept crypto payments in the world. And in Africa, the number is highly negligible.

The reason why such a disruptive tech has low real life use is due to trust issues emanating from lack of proper awareness, volatility of market and lack of proper real case use.

Sadly in Africa, Bitcoin was introduced as a Ponzi scheme to many and ever since the Russian MMM Ponzi crashed, Bitcoin and cryptocurrencies had a setback in Africa and this made potential investors to view Crypto as Ponzi or scam. This has directly damped the scalability of cryptocurrencies and reduced new money inflow into cryptocurrencies.

There came the need to implement systems that will solve trust issues in cryptocurrency use in Africa while at same time using blockchain to solve problems involved with such system.

Problem associated with market trades in Nigeria and African states are not far-fetched from unprofitable trades, limited market, lack of infrastructure and harsh economy for commerce.

More also, if cryptocurrencies should disrupt traditional industries, it must be used for its original purpose which is- for business, for payments and price options.

E-commerce is the kind of industry needed to solve scalability and trust issues in cryptocurrencies.



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Project Review

 Cryptocurrencies need Africa as much as Africa needs cryptocurrencies and blockchain.

 The growth of domestic e-Commerce and the emerging middle class pave the way for international retailers in Africa

Africa boasts over 1 billion potential customers, coupled with a growing middle class, African retail investors are starting to take note. There is a slow steady shift towards online trade, with several retail start-ups successfully entering the market.

Africa's online marketplace, Jumia, is leading the charge, receiving investment from Goldman Sachs, as well as prominent French, South African, and German companies.

In Nigeria, Jumia makes thousands of daily deliveries. In 2015, the first nine months generated €206 million. A year on year increase of 265%. It is one of the largest e-commerce enterprises operating in [Africa](#), all of which are seeking to tap into the continent's growing consumer market.

McKinsey Global Institute projected that e-commerce will be worth \$75 billion in Africa's leading economies by 2025.

There are challenges ahead for African e-commerce and cross-border e-commerce faces severe economy barriers, inadequate infrastructure, underdeveloped logistics and difficulties surrounding international banking transactions. More African countries do not have official addresses and this can result in poorly finding customers. Low credit card penetration in a number of regions and customers anxiety over fraud, means that cash on delivery is preferred in many African countries..

Fairly looking at these issues, blockchain is the solution to unavailability of credit cards and underdeveloped logistics and difficulties surrounding international bank transactions. Logistics network with blockchain powered e-commerce will help spread the blockchain technology across African borders.

The positive returns for cryptocurrency is nothing but more trust, more usage, high scale and inflow of new money.



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Eastads Project

 Blockchain is for business; blockchain is for mass adoption.

Explainer video



Eastads Marketplace:

A marketplace powered by blockchain payments and price options in BTC, ECR, ETN and Local currency.

Nigerian marketplace

Eastads Nigeria is a startup Nigerian full-hybrid marketplace with blockchain payments, price options in crypto and Fiat. Contact has been made to include Electroneum payments to the marketplace as soon as Electroneum makes it possible for us to. Our aim is to disrupt the old system of buying and selling by creating a channel for true use of cryptocurrencies. And also with effective marketing and rewards schemes this project will frontier the first breakthrough of blockchain in Nigeria.

African Marketplace

This is the final product of Eastads Project. A pan African marketplace powered by blockchain payments and price options. **After this project goes live, we will import the sales/items on the Nigerian marketplace into the pan African marketplace.**

Our Marketplace model: Our proposed marketplace model is a hybrid system comprising of P2P and A2P integrations. A marketplace that conglomerates all forms of commercial activities. Be it buying, selling,



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advertising, business and services, etc. A marketplace where digital items and crypto currencies can be traded. A place where Nigerians can exchange their crypto currency for products they need. A platform that is modern and can attract international sellers & Buyers. A platform active on social media to help individuals reach their market faster.

Eastads Blockchain logistics network

To further disrupt the system, we will launch our logistics company. This platform will deliver goods and services from our marketplace and will enable us commence our buyer rewards program. We will obtain license for international shipping as we will also use the company for our African Marketplace. This is the awareness project.

Eastads Exchange

Our exchange model will be slightly different from the conventional exchange as our original plan is to provide Fiat-Crypto solution to buy & sell of Eastads Credits (ECR).

Therefore, the NGN exchange will be a **FIAT-ECR** exchange. Shall we at any time decide to add more cryptocurrencies to our exchange, or should we decide to make changes to the design architecture, it will be conveyed to the community.

This exchange will be centralized, registered and will make use of cold wallets to ensure security of funds.

Basic Process of buy and sell involves-

Sell:

1. Seller funds the cold wallet and creates a sell order.
2. Buyer accepts sell order and purchase with Credit/Debit card.
3. The online escrow agent sends Fiat to Seller and sends Coin to buyer.

Buy:

1. Buyer funds the wallet and creates a buy order.
2. Seller accepts buy order and sends Coin to cold wallet.
3. The online escrow agent sends Fiat to Seller and sends Coin to buyer.

Similar to what we are developing is the Kryptono P2P system - <https://kryptono.exchange/k/accounts/p2p>. But instead of having the USD/Crypto P2P, we shall have Fiat/ECR P2P. Local currencies to be integrated will be African currencies.



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Problems and solution



While our project solves scalability and trust issues, our marketplace model and market scheme solves problems with system of trade and market in Africa.

Problems

Cryptocurrencies in Africa and at large have unsolved scalability and trust issues which has dented the potentiality of the technology in Africa.

The scalability issue and distrust of cryptocurrencies in African states was largely spurred by Russian Bitcoin Ponzi schemes that marred the potentiality of the tech to investors and potential users across Africa. And also due to the fact that there is no real use of the technology in day to day activity.

A good observation shows that Nigeria, South Africa and Kenya don not fall below top 30 crypto investing countries in the world. But there are only but few merchants who accept cryptocurrencies as mode of payments in the entire continent all thanks to trust issues and cloud of questions that surround blockchain technology.

People don't trust what they don't use, they can't use what they don't understand. And the future looks bleak if we cannot use cryptocurrencies for real time buying and selling in Africa which has lots of investors in the tech.

There came the need to re-strategize on a system that should solve trust issues in cryptocurrency use in Africa while at same time create more awareness of blockchain technology. Such system would open new doors to the usage, acceptance and investment in blockchain and flood the cryptocurrency industry with new money from Africa.

Solution

Our solution to scalability and trust issues in cryptocurrency use in Africa is the introduction of e-commerce backed with blockchain payments and Price options. A project of its kind in Africa, creating trust and awareness while at same time transforming traditional buying and selling with reliable e-commerce scheme backed with blockchain payments and price options.

Why we are using e-commerce.

E-commerce in Africa is a trillion dollar industry boasting of over 100 million online buying and selling every month. If cryptocurrencies should make impact and disrupt a traditional system, it must be used in a system that boasts of huge figures in capitalization and user base. Such industry must have reserved space for blockchain payments and price options.

Using our own model of e-commerce backed with blockchain and tested marketing schemes, we aim to disrupt the traditional buying and selling in Africa.

By introducing other projects like Blockchain logistics network and a Fiat crypto-exchange that enhances the utility of blockchain in a market setting, cryptocurrencies will finally have real use and ground breaking entrance into the market in Africa.



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Main advantages of the Eastads:

- Extensive and easy-to-use service
- Low fees
- Low transaction costs
- Detailed sales analysis
- Advertising support of your business
- Payment in popular cryptocurrencies (BTC, ECR, ETN etc.);
- Wider market
- Faster trades
- Swift payments.
- Paving the way for international retailers in Africa.

Comparative advantages of leading marketplace platforms in Nigeria:

<i>Comparison criterion</i>	Jiji	OLX	Konga	SME Markethub	Deal day	Mobofree	Eastads
<i>Globality</i>	x	x	x	x	x	x	✓
<i>Cryptocurrency payment available</i>	x	x	x	x	x	x	✓
<i>P2P integration</i>	✓	✓	x	x	x	x	✓
<i>A2P integration</i>	x	x	✓	✓	x	x	✓

Comparative advantages of leading e-commerce platforms in Africa.



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<i>Comparison criterion</i>	JUMIA	Konga	Kilimall	Takealot	Bidorby	Eastads
<i>Globality</i>	×	×	×	×	×	✓
<i>Cryptocurrency payment available</i>	×	×	×	×	×	✓
<i>P2P integration</i>	×	×	×	×	×	✓
<i>A2P integration</i>	✓	✓	✓	✓	✓	✓



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Our Token



Where passive tokens may someday lack market, market utilities will always have day to day demand.

Name: **Eastads Credits**

Symbol: **ECR**

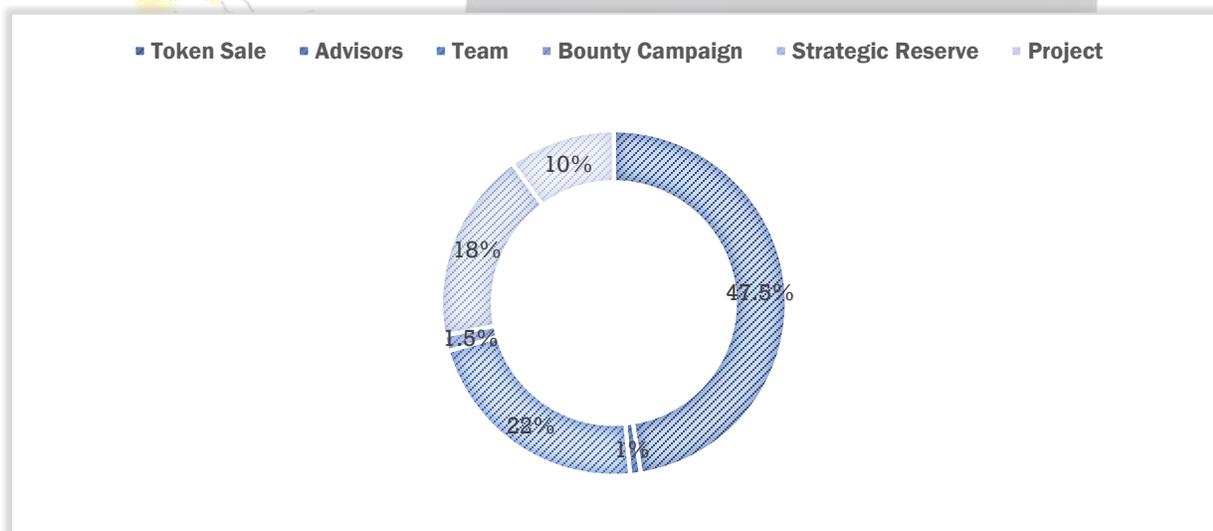
Type: **ERC20**

Supply: **700,000,000**

Final supply: **500,000,000** (In credits blockchain)

Contract Address: **0x99b09a9b9e9c26b3e65d84fcc9a1cd8acb289e25**

Distribution



TOKEN UTILITY:

- For direct p2p trade on Eastads
- As utility for our NGN fiat exchange.
- For direct payment of products
- For payment of our international logistics services
- For activation of merchants A2P account.



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- To activate monthly rewards: By the last week of every month, ECR will be bought back from the market by the company and disbursed to wallets activated for rewards. To achieve this, at the last week of every month, we will issue out a rewards form where users fill out their details and address. All accounts to be eligible for rewards drop must contain at least \$100 worth of ECR. The buyback will be pooled to holders who are eligible

Swap to Credits blockchain

Our ECR token will be swapped from Ether to Credits blockchain as soon as Credits goes live. The reason for this swap is not far-fetched from the fact that Credits is the fastest blockchain in the world. Boasting of over 700k transaction per seconds and doesn't require gas fees. The Credits blockchain is the ideal blockchain for a market token.

After this swap, we shall burn 200million of our token and the final supply becomes just 500million.



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Roadmap



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Conclusion:

Our African marketplace is the deal. This is our proposal to solve scalability and trust issues affecting cryptocurrency use in Africa at large. A project that will create awareness for blockchain while at same time open doors to new investments and money inflow into cryptocurrencies.

Eastads Credits, Bitcoin and Local currency will be the price and payments options in our Eastads Africa, where Eastads Credits remains the market utility token.

We do believe that utility tokens will outlive passive tokens and token backed by real firms will live long.

Whatever decision you take from reading our whitepaper, we request you do due diligence.

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