

WhitePaperV1.0

Concept Summary

Individual beliefs are changing as the times advance, so more and more people are demanding greater and higher spiritual expectations. With the continued maturation of the online shopping industry and the consistent rise of the user scale of shopping websites, this transaction data will grow exponentially, triggering a massive wave of online purchasing. There is a considerable rise in terms of visual effect and purchasing mentality, and customers' demands for online shopping will remain consistent. In the history of e-commerce, this is a qualitative shift and a quantum leap. After the evolution of traditional store shopping to online shopping, the 3D virtual mall shopping mode will soon take its position as a new retail mode. Based on substantial development area, the virtual city mall "mall.live" has a promising future, crowds within the industry have been concerned and supportive of the avant-garde and innovative viewpoint, consumers can be fully reflected in shopping mall entertainment and leisure activities, as well as shopping sensory impacts, allowing customers to enjoy games, entertainment, and leisure, and a genuine shopping experience, as well as meeting new people and participating in social activities.

mall.live is a meta-verse virtual mall that caters to customers all around the world, using the entire Internet as our potential customer base. The market opportunity is enormous. The long-term objective of the 3D mall "mall.live" is to help most ecommerce enterprises with innovative market thinking in order to accomplish ecommerce transformation. Although the current virtual 3D mall e-commerce business is still modest, the market demand and potential are enormous, and breakthrough advancement is projected in the near future. The 3D mall "mall.live" will undoubtedly play an important role in the development of an e-commerce platform and the realization of the transition from traditional to new economy. With the advancement of Internet and technological applications, as well as logistics and payment systems, foreseeably, 3D mall e-commerce will overtake other Internet popularization applications, it will undoubtedly have an impact on the lives and economic behavior of thousands of households, and it is becoming an increasingly essential sort of social business activity.

Operating Mode

mall.live is an Internet-based virtual retail environment and virtual space where users may immerse themselves in a holistic meta-verse universe that integrates business economy, entertainment and leisure, social activities, and workplace mode. It adopts the B2B2C e-commerce model, allowing users to move around in a 3D virtual world and undertake interactive activities. It completely virtualizes the retail browsing, selection, and payment processes, providing users with an immersive experience. Simultaneously, it will provide digital administration, clear commodity categorization, quick search, a full blockchain financial system, and a dependable security system to assure the legitimacy, integrity, and secrecy of shopping.

Through a 3D virtual community, users may connect with other users, visit various stores, enter and exit stores, browse in stores, select products, and pay for transactions via the virtual mall. To suit the display demands of varied items, 3D models, animations, and images will be implanted. Clothing and cosmetics, which takes up a big share of internet purchases, may be tried on in the 3D virtual mall, through the pre-set body size of the user's virtual character, the matching of clothing, body, facial makeup will be fully displayed. The use of the B2B2C ecommerce model will diversifies commodity sources and serves a variety of demands. We are all aware that one of the most essential roles of the community is to help users discover a sense of belonging in the broad network, everyone desires a

platform where they can perform to their utmost capacity, just as in real life, the community's adhesion helps the accumulation of network users and the community's expansion. On the basis of offering additional drive to community functions, the 3D meta-verse virtual mall also unleashes the attractiveness of items and shopping settings, enhancing user's visual experience. It is relatively safe and secure to use blockchain as the underlying technology in the 3D meta-verse online mall for things like payment, shipping, and post-sales support. User engagement will also be improved in the meta-verse virtual community environment.

The retail business has long been one of the most profitable conventional industries due to the high share of internet purchasing, the number of physical stores continues to grow, as does the number of competing brands, resulting in increased expenses and decreasing profits. The introduction of the virtual mall "mall.live" will allow anyone to easily run their own businesses without the need for costly store rents. The virtual land resources in mall.live are limited in quantity, users can rent, purchase, or sell them. All of this will be accomplished through the use of blockchain NFTs (non-fungible tokens) to facilitate transactions and contract ownership. After renting or acquiring the land, the user will have the right to use/own it and establish a store on it.

Current Deficiency of Online Shopping and E-Commerce

There are many deficiencies in the area of online shopping and e-commerce at the moment. The most evident is that internet buying is separated from the actual world, which reduces the enjoyment. Real-world shopping is awash in merchandise, and the pleasure derived from on-site purchasing will dwindle or vanish. Communication, body language, and facial expressions will all be present during on-site purchasing. Secondly, there is a contrast between the actual item and what you buy. Many items purchased online do not match what you saw online or what the merchant claimed it to be. For example, a piece of apparel is purchased that purports to fit but does not. Furthermore, there is a lengthy wait. Although online purchasing is convenient, with the advancement of technology, better reform and evolution may be accomplished.

The Charm of the Meta-verse Virtual Mall

The Internet is a virtual environment that can normally provide browsers with simple-to-transmit items such as text, data, photos, and sounds. However, we are living in an era of customer experience. Any product or technique of expression that may provide the spectator with a rich experience will increase its market opportunity.

After merging traditional e-shopping commerce's mode with 3D mode, consumer's lives will become more humanized and life-oriented as a result of this 3D e-commerce purchasing habit. In the B2B2C2C experiential shopping environment built by 3D Internet, consumers can accomplish the mental process in its entirety through "visiting a shop" —> "visiting a store" —> "an immersive shopping experience thought a trip to a brand's counter" —> "the immersive product experience has left an impression on me" —> "I'd like to purchase". Typically, traditional shopping websites search for items based on linked web pages. Some of the processes are easy, while others are complex. They all have one thing in common: they are uninteresting and lack human touch. To buy something online, a person must first click the mouse, then see a web page, then click the mouse again and visit another web page. There is no expression of personality without a process, and buying behavior without a process homogenizes everyone. A person with a unique personality originally is now only a character-based ID sign on a standard retail website, every person and every thing is obliterated in pursuit of lifeless text and images. Consumers with specific buying goals may benefit from this programming approach to shopping, however, consumers with specific purchase intentions make up fewer than

one-third of all shoppers, according to data. As a result, three-dimensional virtualization of eCommerce will undoubtedly become a market trend in the future. It recreates the authentic shopping experience and immerses consumers. At the same time dedicated to reflecting individualized services, allowing each user to express themselves. Updated concepts and business models that are embraced by users will be incorporated at every point during the development of the 3D meta-verse virtual mall.

Project Implication

The 3D meta-verse virtual mall is more than just a web3.0 site (web3.0 is developed on the basis of web2.0 and can better reflect the utility of the internet, it is an Internet method for achieving a balanced distribution of value, it achieves a functional internet mode that intelligently communicate between human to human and human to robots), Furthermore, it is an innovative e-commerce system created by combining both concepts of social commerce and e-commerce. As the name implies, social commerce is a people-centered commercial activity, it provides a variety of potential business types and concepts with humanization as the research focus.

In an online world whereby possibilities are more diversified than real life, shopping behavior should not just be a straightforward transaction interaction between consumers and sellers, it should also be more immersive and stimulating than real life. The demands projected to e-commerce based on a psychological study of personal purchasing that focuses through the experiencing process, using the network's benefits to compensate for the flaws of online buying, incorporate traditional e-commerce with the dynamism of human interaction, resulting e-commerce generating valuable chain system that grows and increases. In this context, the mall.live 3D meta-verse virtual mall was created, it's a metaverse virtual mall that incorporates online shopping, business display, blockchain technology, cryptocurrency payment, information distribution and marketing, and entertainment engagement, increasing user's buying interests and pleasures significantly.

Project Overview

mall.live is a virtual retail environment and virtual area that is accessible over the Internet, It provides users with the opportunity to immerse themselves in a full meta-verse environment that integrates business economics, entertainment and leisure, social activities, and office models, it implements the B2B2C e-commerce model, allowing users to move around in a 3D virtual world and undertake interactive activities, the shopping procedure, including exploring, choosing, and paying, is completely virtualized, providing customers with an immersive experience. Simultaneously, it will provide digital administration, clear commodity categorization, quick search, a full blockchain financial system, and a dependable security system to assure the legitimacy, integrity, and secrecy of shopping.

E-commerce Market Data Analysis

According to the latest statistics released by WeAreSocial and Hootsuite, the meta-verse virtual mall's market potential worth and trend surpassed 4.66 billion people globally in January 2021.

The main figures are:

- Population: The world's population is 7.83 billion as of the beginning of 2021. According to the United Nations, this figure is now expanding at a 1% yearly pace, implying that the entire world population has risen by more than 80 million people since the beginning of 2020.
- Internet: In January 2021, 4.66 billion individuals worldwide accessed the Internet, a 316 million or 7.3 percent rise over the same month the previous year. The current global Internet

penetration rate is 59.5 percent. However, because Covid-19 has had a considerable influence on reported internet user counts, the true numbers may be bigger.

Global e-commerce revenues are expected to reach \$4.891 trillion in 2021. This statistic is up 14.3 percent from previous year as the global e-commerce sector continues to rise year after year. As the number of Internet users worldwide surpasses 4.6 billion in 2021, international e-commerce will begin a new phase of expansion.

Meta-verse online virtual mall does not need to be concerned about market capacity due to the rapid expansion of the e-commerce business. 3D virtual, as the predecessor of web3.0, propels e-commerce forward once again. This is a technology-driven business strategy that brings functionalities previously only exclusively available in online gaming to the retail sector and may include the multimedia shopping paradigm. Of course, this system evolves, and there is still room and opportunity for improvement, but it will undoubtedly become the dominant business model in the future.

Market Opportunities in Meta-verse Mall

Virtual retail malls that completely correspond to the entire meta-verse concept have yet to emerge on the Internet, and just a few 2D malls are in trial operation. It has not achieved a sufficient level in terms of product modeling and other features. The true 3D online mall is entirely 3D, with certain breakthroughs in realism and contrast, encompassing the shopping environment and different supporting technologies, as well as some innovations in consumer interaction.

Competitions of Meta-verse Virtual Mall

As previously mentioned, typical shopping sites share a similar trait in which they are uninteresting and lack human touch. There will be no process without the expression of personality, and purchasing behavior without a process homogenizes everyone. Each item is replaced by a text representation that lacks liveliness. The establishment of a meta-verse online virtual mall ought to be a long-term development trend in the future. Not only does it enhance the completeness of data, images, and sound, but it also captures consumer psychology. As a result, three-dimensionalization of e-commerce and the development of the meta-verse online virtual mall should be a long-term growth trend. Its appearance has completely replaced the previous two-dimensional e-commerce platform's monotonous, dull, complex, and obsolete operation with colorful, three-dimensional, intuitive, and rich content.

Google Earth allows users to see the planet and cities from above, while Google Sky allows them to "travel in space." And a meta-verse built on the basis of an actual city life and capable of traveling on actual city streets may better suit the real demands of e-commerce, commercial applications, leisure and entertainment, and tourism in imaginary nations. The meta-verse network virtual mall is a genuine meta-verse world established on the Internet that may serve as an e-commerce platform for B2C, B2B, and C2C transactions in metropolitan areas.

Individuals may experience the pleasure of shopping by strolling through the meta-verse online virtual mall, watching people come and go on the urban streets, seeing the blue sky and the rise and fall of white clouds, completely experiencing the prosperity of real and dream-like cities. The city's rush and bustle, as well as its impotence. The cultural and period aspects of the meta-verse's genesis city, as well as storefront features and merchant promotional activities can all be felt through the leisurely roaming experience. The meta-verse network virtual mall will provide a vivid customer addressing reference, dependable credit description, and cost-effective advertising and promotion release

environment. In this approach, eCommerce may find a more humanistic development path, making B2C, C2C, and B2B more accessible.

E-commerce terms that mimic reality have revolutionary significance, particularly for B2C. Because urban malls are all ground based, each retailer is stationed in the mall area according to their branding positioning, which is fundamentally different from how generic internet malls operate. Customers have the option of choosing their preferred items among many merchants' counters, and many customers have their own brand preferences and devotion. The virtual mall-based e-commerce system can replicate actual shopping. While visiting the mall, customers may browse a variety of commodities information. The goods are shown on the counters of various brands, which is a unique technique of showing goods that is not found in regular online malls. It emphasizes the functioning features of metropolitan malls, demonstrating a high level of humanization and liveliness for online shoppers looking to purchase.

For each merchant, three-dimensionalization of e-commerce establishes shopping malls and unique shopping guidance functionalities, this function can only be displayed by relying on the 3D Internet, it supply shopping advisor services to any corporation in need, increasing sales and revenues by attracting clients via the internet. It may also coordinate a series of commercial actions in the meta-verse virtual mall, such as business opening and promotion. Merchants may use their platform to broadcast information and engage promotional activities, allowing the Internet to conveniently discover when the merchants will start operations, customers can move from the network to the mall storefront that replicates reality to learn about available promotions and how to get to the virtual store counter.

For B2B, the 3D Internet can develop network simulations of physical stores, services, and supply chains for retail firms, allowing customers to completely comprehend and build trust. In the commercial world, there are numerous items of the same type and quality. Businesses will have an online image identification consistent with their own brand and true potency if they create their own distinctive virtual mall shop gateway, the most essential factor is to build trust through the Internet and complete the entire process of visiting experience, sample selection, and project transaction to actually allowing consumers to make contact through the Internet meta-verse. This is more feasible than any other advertising approach for e-commerce.

E-commerce Market Data Trend Analysis

The global e-commerce industry is predicted to reach US\$4.891 trillion in 2021, and it is likely to continue to rise in the future years, demonstrating that crossborder e-commerce is becoming the most profitable option for online merchants. Only 13.6 percent of revenues came from internet shopping two years ago. Today, online sales are predicted to reach 19.5 percent in 2021, and e-commerce market share will grow by 45.8 percent in two years, to 21.8 percent in 2024, a rise of 8.2 percentage points in just five years. Global retail sales will continue to rise, holding a larger part of the retail sector. Online retail sales will hit \$6.39 trillion, according to eMarketer, with e-commerce accounting for 21.8 percent of overall retail sales.

Despite the retail industry's challenging year in 2020, eMarketer's coverage of ecommerce has grown by double digits. While retail sales in the United States declined by 3.4 percent, Latin America had phenomenal growth (36.7 percent). In 2020, the Argentine e-commerce industry had increased by 79 percent, while Singapore's grew by 71.1 percent. According to a recent Deloitte report, 90 percent of organizations are increasing their supply chain resilience investments. A strong supply chain does not only allows e-commerce businesses to operate more flexibly, but it also helps businesses scale and

expand into new areas. All of the foregoing facts, reports, and trends point to only one conclusion: e-commerce globalization is the way to go.

Introduction of mall.live - META-COMMERCE

- mall.live is a meta-verse virtual shopping mall developed with blockchain as the underlying technology
- This system integrates e-commerce into the blockchain technology with the structure of a virtual community, it combines leisure and entertainment, games, virtual community, work environment, and meta-verse live interaction, creating a never before seen and brand new version of e-commerce.
- Users can participate in the virtual world as their own personalized 3D image, making it easier to identify each user easily, so that users can interact among each other to obtain a realistic virtual networking experience. This platform directly reflects the user's behavior, thus making the 3D virtual meta-verse world more intuitive.
- The user will participate in the virtual life with a customized 3D image, which will make it easier for the user to identify with the virtual image, and at the same time, it can perform on-site interaction of multiple people, to obtain a more realistic virtual interpersonal network experience. User's freedom of behavior will facilitate this platform's direct reflection of the user's own persona, thus making the 3D virtual meta-verse world more intuitional and expressive than any other applications on the internet.

Retail pattern of the meta-verse virtual shopping mall

- The retail pattern of the meta-verse virtual shopping mall integrates both real life retail products and virtual products in the virtual world which is known as NFT.
- mall.live is an e-commerce platform that provides shopping services for both virtual and reality goods. This will promote and enhance the participation of both online and offline retail community to the blockchain and crypto world in order to experience the system that brings revolutionary innovation. Currently, sections in which cryptocurrency can be put into practical use is very limited, for example, purchasing NFT. This system will drive the expansion of the applications of cryptocurrency, and introduces it to more transaction. Users will be able to purchase using cryptocurrency, resulting the infinite expansion application scope of cryptocurrency.
- Transactions of retails in the meta-verse shopping mall (physical product and NFT), is mainly supported by two different background operating systems, both conduct transactions with digital currency with blockchain as the underlying technology, the difference is that the physical retail products will be shelved, sold, and delivered by a revised e-commerce software system - BaaS (Blockchain as a Service), while sales of virtual product - NFT will be completed by ownership transition using BEP-721.
- mall.live is a meta-verse virtual version of the real commercial retail world selling both real-life physical products and virtual world product - NTF. Users will experience both real and virtual life in a meta-verse world, gradually obtaining a balance between the two without any sense of incongruity. This is also the world's first meta-verse mall platform that integrates both physical and virtual products, highlighting the convenience of life enhance by technology, and at the same time broadening knowledge and contact of the substantial benefits and positive changes brought to us by the blockchain technology.

- LIVE token will be used as the platform's exclusive digital currency in mall.live. LIVE token will be accepted and supported on various different mainstream cryptocurrency exchanging platform.
- LIVE token plays an extremely important role in the ecosystem as it will be use to perform and complete all transaction in the system.

Currency - LIVE token

- mall.live operates on blockchain technology, which enables retail businesses to sell their products and services on a completely new platform.
- Digital development has increasingly became the backbone of the global market, and the meta-verse is very accommodating to the field of encryption.
- LIVE token is the transaction medium of mall.live, users can earn and use LIVE token through the economic system, such as purchasing NFT and virtual property/real estate, or spending on games in the virtual world.

Property / Asset model

- Before merchants and users starts selling products (physical product and NFT) and services, they will first be required to purchase Tierra (mall.live's property) using LIVE token (mall.live's currency), then proceed to build or construct their own shop according to personal preference. A built-in template will be provided by the system, very easily operated. An alternate choice will be to engage other users/players on the platform through P2P to obtain their services to built it for you. Products and goods will be displayed and sold through the envisioned background of the software after the construction is done.
- Tierra (Land) is a form of industry/asset in mall.live and it comes with limited quantity. Owned through BEP-721 smart contracts, users can buy, sell, transfer or rent the land. Tierra comes with relatively different sizes and values depending on different regions.
- Each and every land in the meta-verse is permanently valid, it can be resold multiple times, with its ownership proved by the blockchain contract.

Game mode

- Besides operations of retail businesses after obtaining ownership of Tierra (land), users can also design and create games through technically revised Godot Game Engine. To simplify, the game itself has no storyline, no limits. Players experience the fun by exploring and constructing. By playing, players can acquire assets by creating gameplay or in-game models and props for commercial purposes. Circulation of assets is transferable to cash thought the platform or the blockchain world

Entertainment and Leisure

- mall.live is a meta-verse virtual world that combines business and entertainment, entertainment activities includes but is not limited to : cultural landmarks, zoos and aquariums, museums, libraries, water activities, cruise and theme parks, leisure and games, central parks, sci-fi related attractions (sci-fi world, fantasy, fairy tales, interstellar scenes), natural attractions (international famous landmarks, adventure scenes, future world vision, tropical rain forest, underwater world scene), racing and multi-sport arena, outdoor activity center, drama club, music club, KTV, cinema, social activities center, game and entertainment center and Ocean21 restricted area - Casino entertainment city.

EcoSystem

mall.live holds a variety of concepts, each of which is indispensable:

- Live: the official mobile token of the platform, used for commodity, purchasing of land, resource trading, services, game and entertainment, and ticketing. LIVE token can be exchanged or earned through performing tasks, providing services, trading of goods, etc. LIVE token is created based on BEP-20 and can be exchanged and traded on common cryptocurrency exchanger.
- Tierra: the land. Users can only operate their business after purchasing/ obtaining Tierra. Each Tierra is one and only, in other word - NFT. There are a total of 100,100 Tierra currently in mall.live. Users can build stores by purchasing Tierra with LIVE tokens for commercial retails or services. Tierra will be known as a property/digital real estate in the mall.live meta-verse. Each piece of land is a unique NFT (BEP-721 recognized) on the Ethereum blockchain. Digital contents can also be built and published on Tierra. One Tierra = 15m x 15m and above.
- Mall: the shopping mall. Composed of multiple lands (Tierra), a large scale digital real estate property in the mall.live meta-verse. Tierra x Tierra comes in 4 different sizes (4x4, 8x8, 16x16 and 32x32). Each mall is a unique NFT (BEP-721 recognized) on the Binance Smart Chain. Users can use the land in the mall to build larger commerce sales or exhibit centers, curate games and publish digital contents.
- Island: a total of 100 islands of different sizes can be found on the mall.live map, it all goes by the names of 100 greatest scientist in human history in order to pay tribute to the contribution to the scientific community. Island will be sold as whole, which then can be transferred/sold or leased through blockchain smart contracts. It can be used to develop various projects and purposes.
- Resource: assets/resources, everything can be monetized and traded in mall.live will be called assets/resources. For example, applications or architects created by the user.

Operation

- Our team is currently developing a Web3D meta-verse world that adopts 3D model and intergrades commercial retail and game entertainment in the system. Different from any other meta-verse projects currently on the market. The concept is intact. Infinite possibilities in the future meta world.

Benefits of combining blockchain and e-commerce

Although traditional e-commerce has spent the last decade or so developing its operating system, however, as time passes and the number of user groups grows, the system's flaws and weaknesses become apparent over time. The conventional e-commerce industry currently has a number of issues, such as:

1. Merchants' untrustworthiness is a big issue, and product quality is inconsistent.
2. Fraudulent data is common, and customers have a hard time distinguishing between authentic and fake purchase data.
3. User information is often disclosed, and it's hard to secure user's privacy.
4. The general market is obviously dominated by corporate businesses, with common e-commerce accounting for 97 percent of the market share.

5. The traditional system is becoming more challenging, and the success rate of mid-sized e-commerce businesses is decreasing.
6. Lack of product and service filtering, inferior services, as well as infringing and counterfeit goods, abound on market platforms.
7. Users' personal information is tracked by e-commerce platforms, from personal shopping patterns to surfing history on the internet, no privacy protection whatsoever.
8. Criminals exploit e-commerce platforms to deceive and defraud.

Traditional e-commerce and consumer's daily lives are inextricably linked, it has brought many convenient to our daily lives, we should pay attention to the drawbacks of these platforms, refine and reform. In the coming decade, the most optimal and significant development model will be one in which blockchain technology is incorporated with e-commerce.

As a new technology, blockchain offers a unique concentrated program, distributed database records, smart contract, immutable and traceable technical characteristics, all comes with a high degree of compatibility with e-commerce. The combination of blockchain and e-commerce has the potential to influence and initiate multi-dimension, multi-link, and multi-form.

Judging from the internet's consumer group as of today, the most popular application strategy for future development will be blockchain + e-commerce.

Combining e-commerce with blockchain technology

Despite the fact that this technology is relatively new, one of the main reasons why blockchain e-commerce systems will gain popularity in the future is that the advantages for both enterprises and customers are mutually beneficial.

The following are the advantages of the combination of e-commerce and blockchain technology:

1. Enhanced security. E-commerce merchants are concerned about data breaches and fraudulent transactions. According to the PriceWaterhouse Coopers 2020 Annual Global Economic Crime and Fraud Survey, In the last 24 months, 47% of businesses have suffered fraud, resulting in \$42 billion in damages. Multiple trustworthy parties can verify each other's identities using blockchain technology, this ensure that customer databases and CRM systems are as secure as possible.
2. Cost-cutting. One of the most significant benefits of blockchain technology is that it enables businesses to merge services such as payment processing, inventory management, product descriptions, and so on. The expense of acquiring and maintaining different systems is reduced as a result. There's no need to go via the banking system because cryptocurrencies like Bitcoin can be transmitted peer-to-peer quickly. This lowers the additional fees imposed by banks to transfer or acquire cash, as well as credit card processing fees. The innovative blockchain + e-commerce paradigm will further reduce transaction fees and globalize the industry through the usage of cryptocurrency.
3. Easier and faster transactions. There is no delay in processing payments or pending transactions since blockchain transactions are practically instantaneous and do not go

through traditional banks. Customers would be able to complete their orders faster since purchase transactions will be completed instantly.

4. Improved business procedures. Blockchains can store more than just transaction data. They can hold smart contracts (also known as smart assets or chain-code) that can be programmed to automate actions depending on operational settings and functionalities, such as automatic payments or inventory management. You may, for example, purchase a tangible item online and make a deposit using a blockchain-based cryptocurrency. You will receive a virtual contract as a receipt. If the merchandise does not arrive by the given delivery date, the blockchain system returns your money. The blockchain system will send your money to the merchant once you confirm receipt of the merchandise. The blockchain can also store digital records such as customer receipts and product warranty information, making it easier to verify ownership and warranty information, not only does it reduce the traditional paper records, improve efficiency, it also protect the environment by cutting unnecessary paper use. Most importantly it can also be used to prevent counterfeiting, authenticate product quality, guard copyright, and track real-time logistics.
5. Effectively reduce the cost and complexity of supply chain management. The use of blockchain in e-commerce supply chains allows companies to decrease the amount of paper work and physical labour involved in shipping. At each stage of the supply chain, bills of transit for merchandise will be published on the blockchain, reducing management time and costs and allowing logistics to be tracked, verification of product information and packaging weights become more manageable and controllable.
6. More choices for global consumers. Customers in underdeveloped nations have a difficult time finding a trustworthy banking system. They can access to a variety of e-commerce merchants using blockchain and cryptocurrencies, skipping banks and intermediaries. This is a growing paradigm of which the brand owners with a broad reach will venture.
7. Convenient rewards and referral schemes progress. Corporate brands can now conveniently issue and trade reward points, as well as collaborate with numerous websites and other brand alliances, courtesy to blockchain technology.
8. The problem of trust may primarily be solved by optimizing the interaction between the platform and merchants, or between merchants and consumers.
9. Users can trust the e-commerce platform established using the blockchain technology, early credit processing has lower operational expenses, It also contributes to the establishment of a healthier e-commerce ecological ecosystem, all credibility is based on data that cannot be tampered with and can be traced. To gain traffic, merchants do not need to pay a lot of money to raise the cost of advertising on the platform, cost-cutting measures will directly benefit customers by price reductions.
10. To build a healthy e-commerce platform with fair, equitable, and transparent administration. The transaction records and evaluations of all merchants and consumers are recorded using the blockchain's distributed accounting and smart contract technical features, preventing merchants or peers from maliciously swiping the screen, achieving a win-win situation for merchants and consumers.
11. Users will have control over transaction data. Consumers are responsible for their own consumption behavior and habits, individual data will not be misused by the platform via external methods, when blockchain is used in the sector of e-commerce, customers can acquire their own data and select what to do with it, significantly reducing the risk of data leakage.

Main underlying technology model of blockchain + e-commerce

BaaS(Blockchain as a Service), refers to the integration of the blockchain system into a cloud computing platform, it utilizes the advantages of cloud service infrastructure in terms of deployment and administration, also providing a comfortable and high-performing blockchain ecological environment for developers, as well as ecological support services, a blockchain-based open platform for company growth and operational assistance for developers. Device access, access control, service monitoring, and a blockchain platform are typically included in a comprehensive BaaS system. On top of delivering standard services, the BaaS platform also provides varied online configuration and coding functions based on the product and business characteristics of developers, it expands the functions created by developers, suits unique demands, and increases flexibility.

Building a peaceful business community has traditionally relied heavily on trust. With the lack of trust, there will be no cross-industry collaboration, let alone the possibility of transactions or collaborations, trust issues have now become a challenge that the e-commerce industry is unable to resolve, what can BaaS do in the face of such a major trust crisis?

BaaS comes with a feature known as the smart contract library. The smart contract library is essentially a service built by the BaaS to avoid the terms of approach from having a monopoly on resources. Without the requirement for a neutral third party, the transaction data is encoded into the code in digital form, making the transaction traceable and irrevocable.

For example, when a merchant's goods are placed on the shelves, the specification data of the product's qualities, color, quantity, and origin must be submitted into this contract, which cannot be altered or reversed, only products that meet a certain criteria are available for purchase, products that do not meet the said requirements will not be listed. Ascertaining that the items purchased by customers are compliant.

Merchants, platforms, organizations, and individuals can reestablish confidence in such an environment, preserve ecological harmony, and rebuild e-commerce trust mechanisms.

Of course, blockchain technology's charm isn't limited to resolving data and trust issues; it also has significant advantages in reducing platform operational costs, standardization, and rationalizing platform operations.

All in all, what we need to be clear of is that BaaS places a big emphasis on onboarding via robust resource integration and traffic, the upward growth of the platform ecosystem is aided by ensuring the safe movement of data. Consumers and merchants will no longer play conflicting roles, service-oriented multidimensional blockchain e-commerce system platform will be built with trust as the cornerstone.