



W3C: A Payment Gateway and Merchant Settlement Services for Instant, Secured Global Payments

Abstract

W3C is a cryptography-based digital coin and payment gateway introduced to the market in 2017 to serve as a fully functional currency and alternative to cash and brick-and-mortar banking payment system. W3C expects to gain significant international market share through a retail e-commerce delivery platform, coin trading and bulk remittance activity. Offering both a currency and a set of payment solutions, the platform will introduce a complete cryptocurrency ecosystem that includes:

- (1) The W3Coin
- (2) Trading Opportunities
- (3) A W3C Wallet
- (4) Peer-to-peer Exchange
- (5) Remittances
- (5) Secure Transaction
- (6) Merchant Services
- (7) Loyalty Rewards
- (8) W3Coin Payment Card

Like paper currency, W3Coins will be maintained by ERC-20 technology with a total supply of 200 billion coins in circulation globally. Unlike money issued by governments, only a finite number of W3Coins will be issued, limiting risks of inflation. W3C offers counterfeit protection through the fact that cryptocurrencies are not tied to any particular country or central bank and are completely secure in both their storage and exchange platform. The

cryptocoin's value will depend on its usability, demand and supply. These issues will be addressed and covered later in this document.

Purchasing W3Coins will enable users to become part of a global network of W3C traders, merchants and Independent Marketing Partners (IMPs). W3Coins can be traded and used to make payments and transfer money to and from any part of the world.

W3C's Ethereum-based cryptocurrency and payment gateway will set a new industry standard by storing Know-Your-Customer information, running every minute and will be tailored to customer and merchant needs. W3Coins will have an expected 200 billion in circulation globally.

This paper explores the three major components of the W3C platform including:

- 1) The W3C ecosystem overview
- 2) Coin supply and allocation
- 3) The initial market delivery mechanism

1. Introduction

Offering both a currency and a set of payment solutions, W3C intends to introduce a complete cryptocurrency ecosystem that includes:

- (1) Cryptocurrency-secured coins
- (2) A self-funded and self-governed platform with global reach

(2) A complete payment gateway with instant transaction settlement.

(4) Retail and bulk remittances with special low-cost transaction fees.

(5) A direct B2C, M2C and B2B e-commerce shopping and trading platform to facilitate early adoption and cryptocurrency market dominance in the travel industry as an entree into the cryptocurrency industry.

1.2 Technical Overview

Technical components of the W3C platform will include:

- Whisper/Swarm
- Secured Server
- Secured Ledger
- Private Keys
- Security implementation that secures the database and blocks
- Commercial APIs
- All other needed technical components that required to secure and become the best in crypto industry.

1.2 The W3Coin

About the W3C Coin:

Coin name: W3C

Total coin supply: 200 billion

Public allocation: 75%

Initial coin supply (ICO): 2.5%

Holdback allocation: 15%

Reserve allocation: 7.5%

W3C value: \$0.01 per W3C

Public symbol: W3C

Decimal places: 18

Transaction time: 16 Seconds

Time between block: 14 seconds

Smart contract token: ERC-20 Ethereum Token (Standard as all exchanges have capabilities to deal with ERC-20 for the purpose of trading/exchanges)

Reserve token: 15 billion W3Coins are being held in reserve for use in an emergency or recession period or in any market circumstances that would warrant dissemination into the market.

1.3 Payment Gateway Services

W3C will develop its own transaction service that includes:

- Settle in less than five seconds;
- Globally scalable, handling thousands of transactions simultaneously;
- No fee for market makers and providers

1.4 Merchant Services

W3C will provide its own proprietary payment gateway solutions for providers and marketing partners to buy and sell their products and services. Using its unique independent marketing partner model, the company will develop its first tier of merchant activity through its partnership with sister-company, Xceltrip LLC, a digital travel company for hotel bookings and air ticketing online.

Expected to formally announce its launch on November 11, 2017, W3C will leverage its partnership program with xceltrip.com to stimulate market growth and build its global B2C marketplace. Xceltrip.com will operate exclusively on the W3C Merchant Platform featuring a hotel property listing campaign launched in cross-promotion with the introduction of the W3C-based network travel agent partnership with an already existing base of suppliers that will instantly be converted to the W3C platform.

Users will have the ability to use W3Coins to book airfare and hotel nights and then instantly trade, sell or exchange the coin with other cryptocurrencies including Bitcoin, Ethereum, and Ripple. W3Coin value can also be converted to a W3C Payment Card and loyalty rewards for transactions within the W3C network.

Ultimately, W3C's network will expand beyond the initial partnership with xceltrip.com to all online providers in any industry or business sector that has online payment capabilities.

W3C also expects to reach those who have not yet engaged in online purchasing models by reaching individuals and business providers who currently have no or limited access to basic financial services such as a chequing account. These users will also be able to participate fully in the W3C ecosystem, to buy, acquire, trade and sell W3Coins, possibly as their first interaction with currency exchange.

1.4 API

W3C provides payment solution APIs (application programming interfaces) to all kinds of digital and fiat currencies for immediate conversion.

2. Supply and Distribution

2.1 Total Supply

Total W3C supply will include 200 billion W3C to be available in the following tranches:

- Token allocation for public: 150 billion
- Token allocation for ICO: 5 billion
- Reserve token allocation: 15 billion
- Token allocation for company: 30 billion

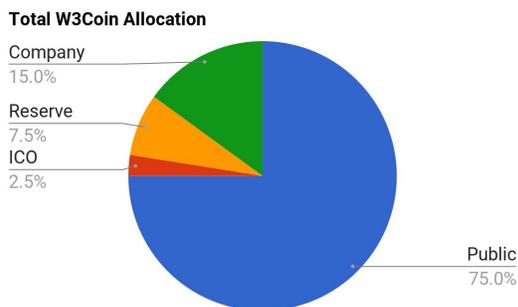


Diagram 1: W3C Coin Allocation

2.2 Company Ownership

Venture capital firms and private investors will retain five percent of the total currency supply. Five percent of the total supply will be distributed immediately to network market makers increasing over time to 10 percent.

All retained token supplies are paid and fully tradable immediately. A small portion of supply will be distributed free to create market makers across the globe with the purpose of building the W3C community within the blockchain network.

2.3 Distribution

W3C will offer a unique model of distribution with the target of creating a larger opportunity for community or network ownership and participation. Most initial coin offerings include a model of:

- 33% public allocation initial ICO
- 35% allocation to company / founders
- 32% held for future use

Allocation of ICO (Traditional)

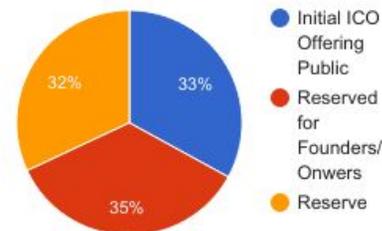


Diagram 2: Traditional Allocation

W3C intends instead to offer a model that will increase network participation:

- 75% Allocation to Public
- 15% Allocation to Company
- 7.5% Reserve
- 2.5% ICO

For the initial ICO offering, 2.5 percent of the public offering will be released at the initial ICO.

W3C intends to release an additional 10 percent of total founder shares (over 3-4 years) in six month intervals.

A 7.5 percent reserve allocation will be used at the company's discretion as needed.

All retained token supply will be fully paid and tradable at anytime. A small portion of supply has been distributed at no cost to create market makers across the globe with the purpose of increasing W3C community within the blockchain network.

3. Unique Market Offering

What sets W3C apart from other coin offerings is its holistic trading and e-commerce ecosystem. Through the intersection of its three key offerings, the W3Coin, the cryptocurrency payment gateway and exchange platform (through its introductory partnering e-commerce marketplace), W3C creates the best possible climate to achieve early adoption and high coin-value and opportunities for independent marketing partners (IMPs) to offer value in a newly possible global exchange marketplace.

The complete W3C ecosystem provides a sustainable model of commerce and exchange inside and out of the W3C payment gateway. Suppliers, merchants and IMPs can all participate in the exchange inside the W3C gateway and merchant ecommerce platform. While payments are made inside the platform using the W3Coin, transactions can instantly be converted to any other currency for an additional fee.

The model allows all participants to move money instantly within and outside of the system and for W3C's payment network to ultimately remain currency agnostic while encouraging the use and ownership of the W3C coin.

3.1 Independent Marketing Partners (IMP)

The travel industry has experienced irrevocable changes to the role the travel agent in the delivery supply chain with the development of sites like Kayak and Priceline. The traditional travel agent and agency have also lost such significant market share. Encouragingly, the first W3C marketplace offers new opportunity to both create new opportunities for income and wealth with a no-up-front investment while opening the door to thousands of small business partners through earning W3C coins as Independent Marketing Partners (IMPs).

With the release of the W3Coin, payment gateway and ecommerce co-system, W3C will partner with Xceltrip to deliver both a completely new W3C-backed ecommerce platform and a new opportunity in this model for IMPs to bring new merchants into the platform.

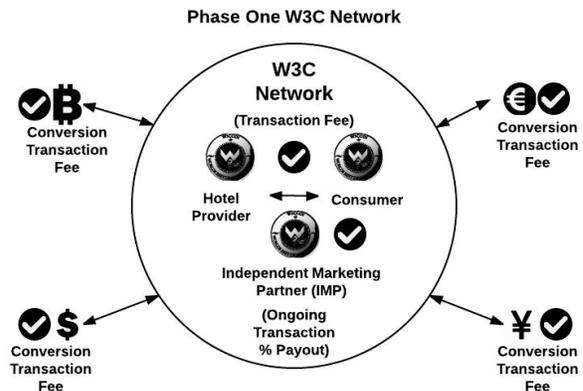


Diagram 4: Initial W3C Payment Network

3.2 How the IMP Revenue Model Creates Individual Income while Increasing the W3Coin Value

Through its relationships with its partner company Xceltrip, W3C has established relationships with more than 140,000 potential IMPs. These partners

have the opportunity to collectively bring thousands of new merchants to the W3C Platform while earning W3C ongoing revenue as a percentage of all sales generated from their network of merchants.

As we saw with the waterfall change in workforce climate with the birth of the gig economy, Uber quickly became the marketing partner of choice for the many people who were looking to join the ranks of independent contracting on their own schedule. W3C, along with its early market alliance with the Xceltrip platform, expects similar results for both its marketing partners as market makers and the expected byproduct of the increased value of the W3Coin.

W3C expects these market makers will enjoy the benefits of this new model of no-investment, ongoing revenue.

3.3 Travel Commerce Partnership as a Model for More to Come

The initial partnership and expansion of its merchant base and IMP network will serve only as the introductory model for other possible partnerships and commercial applications of the W3C ecosystem of coins, payment gateway and merchant platform. The refining of this process is expected to lead to broad expansion opportunity into other markets beyond the other markets and new channels for IMPs to participate in the model and continue to raise the visibility and value of the W3Coin.

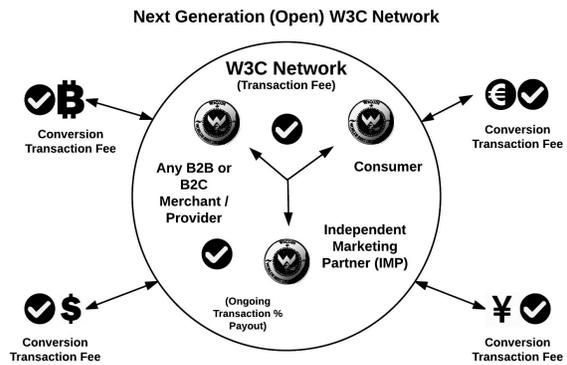


Diagram 5: Advanced W3C Payment Network

3.3 Other Expected Market Making Contributions

Hundreds of other market-makers will be adding value as W3C coin holders remain involved alongside the thousands of traders, buyers and marketers who will also continue to legitimize the coins through active trading. The commerce exchange will be only one way we expect to increase coin value through. Trade within the W3C platform along with exchanges through the API interface to other crypto and fiat currencies expect to generate additional increases in market value. Expecting to operate on exchanges like Poloniex platform, W3C will be open to the public for all buying and trading purposes. 160 billion available for trading once the coin goes live.

Because the current centralized system may appear to include many choices online, ultimately payments are managed and controlled by the individual banks and the powers that run through them, the opportunities for participating in the online travel experience may feel as though they are shared by all (travel agents and consumers alike can login and search and book travel).

4. Summary

While Bitcoin, the godfather of all cryptocurrency, continues to dominate the marketplace with its top market value, and Ripple stays strong as leading the way in payment system integration with the incumbents, and Ethereum's smart contract ecosystem offers great promise to its development community, W3C stands apart in its unique positioning to create a fully-functional currency and economic ecosystem for end-to-end

purchasing, buying, trading, selling and holding all within the native W3Coin platform.

With proper timing and marketing partner involvement, we expect to see W3C's end-to-end offering provide great opportunity for a real-world advancement and application of the real-world advancements made available to date by the cryptocurrency technologies and communities.

References

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