



Uni-Retail Platform

Whitepaper

January 2018



The First
AI-driven Retail Public Blockchain

Retail + AI + Blockchain

“

URP seeks to create a New Retail system to reconstruct the Supply-Business-Customer connection.

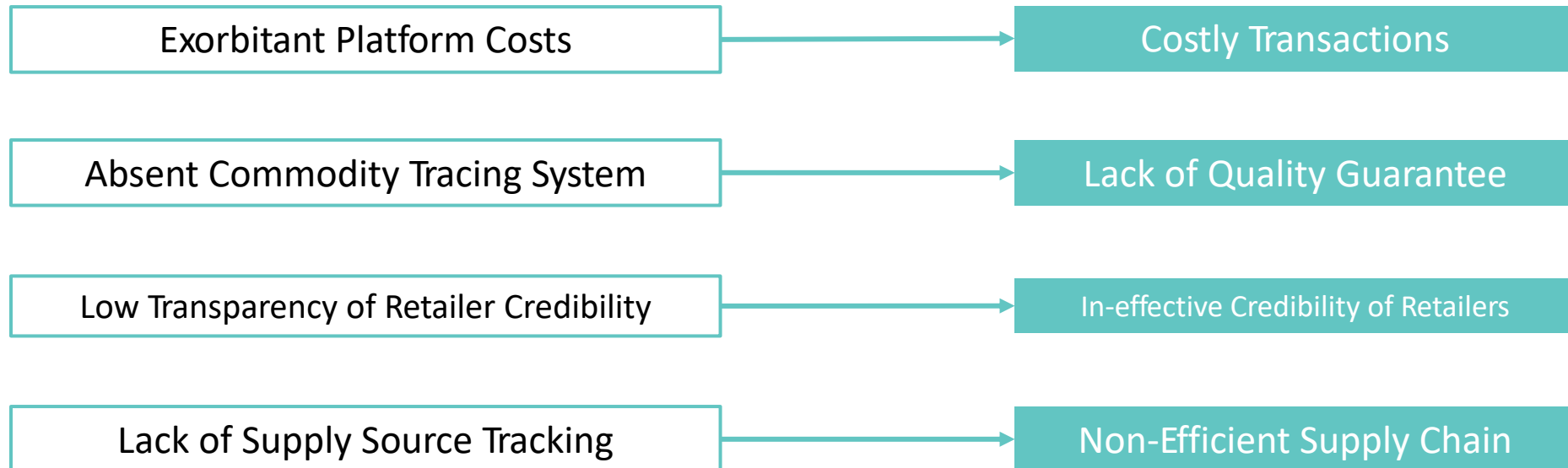
We are building a decentralized retail platform with blockchain technology, providing **RETAILERS** with efficient connection to suppliers and achieving advanced equilibrium among parties of the retail industry.

The platform utilizes Artificial Intelligence to lower the cost of customer acquisition and provide high quality customer services.

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PROBLEM STATEMENT

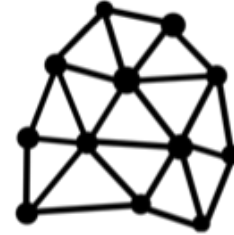
Centralized Retail System



SOLUTION



Top Experts from fields of
AI, Blockchain and E-
commerce



Retail Public Blockchain with
decentralized framework



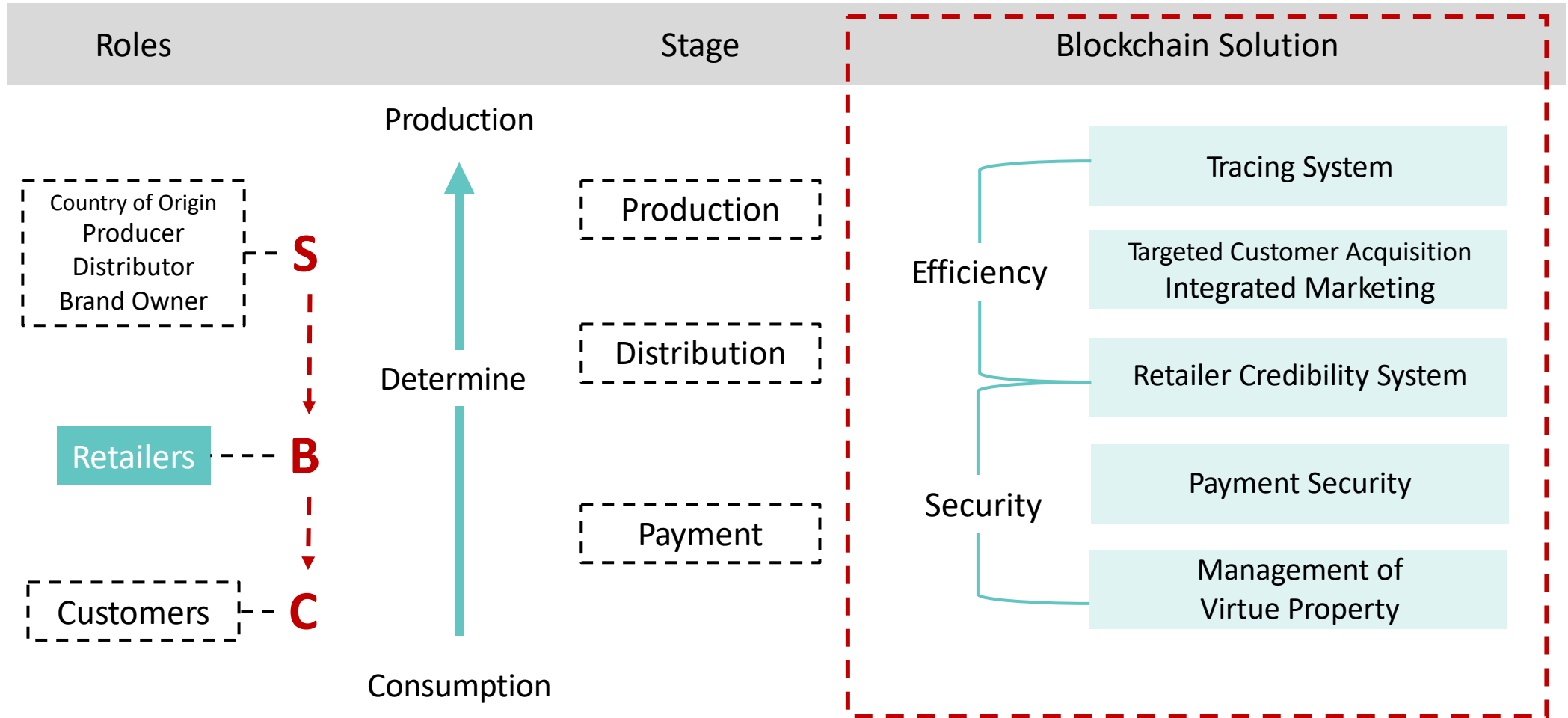
Solution to the problems of
transparency and
cooperation efficiency



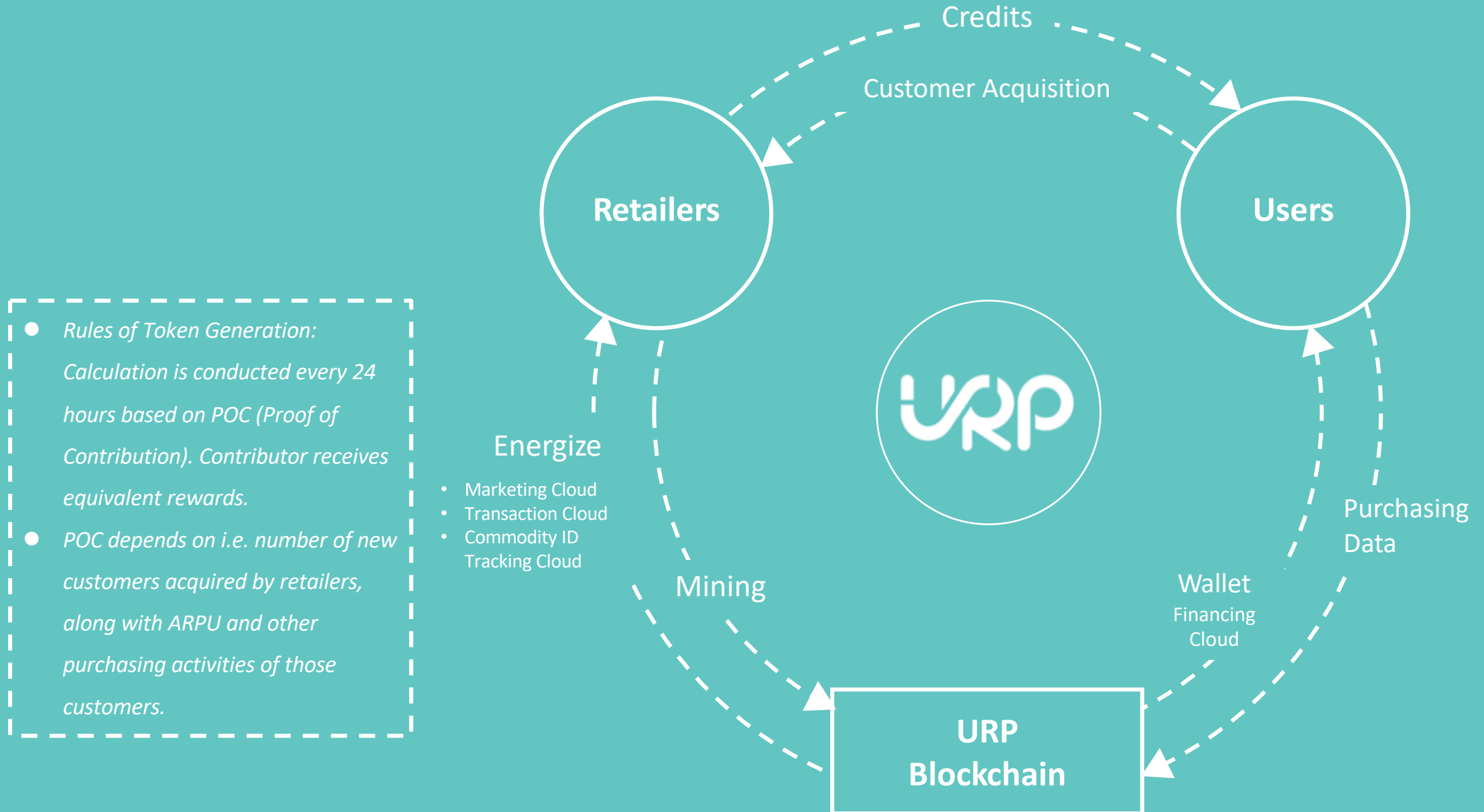
Eliminate Data Island
Energize retailers
Improve S2B2C Efficiency

SOLUTION

Improve S2B2C efficiency & Energize retailers

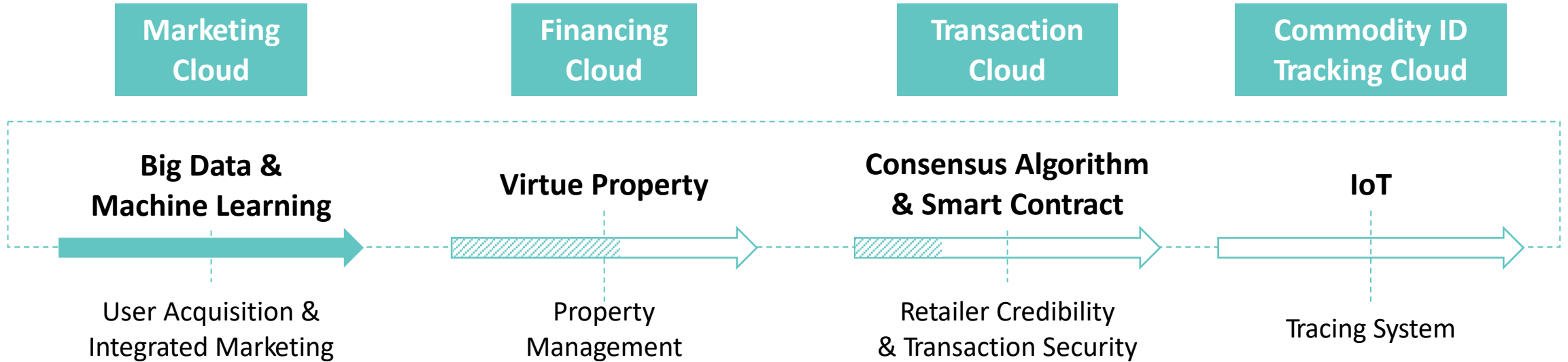


ECO-SYSTEM



ECO-SYSTEM

Developing Roadmap



Customer Acquisition

- Exponential growth of users through incentives

Services

- Marketing Automation reaching active targeted users & Customer Loyalty Management

Wallet

- Palm-print-ID Tech for password management to improve user friendliness of cold / hot wallet

Finance

- Smart Financial Management

Mini app

- Online Merge Offline
- Legit & effective transaction submitted by nodes

POC

- Development of crypto chips
- IoT sensor tags
- Security & Authorization modules

FEATURES

- Decentralized Retail Platform
- Open & Infalsibility



Transaction Cost to approach zero

Implant RFID chips , traceable from producer to customer

Transparent retailer Credibility System

Retail + AI + Blockchain = New Retail

- Online Merge Offline

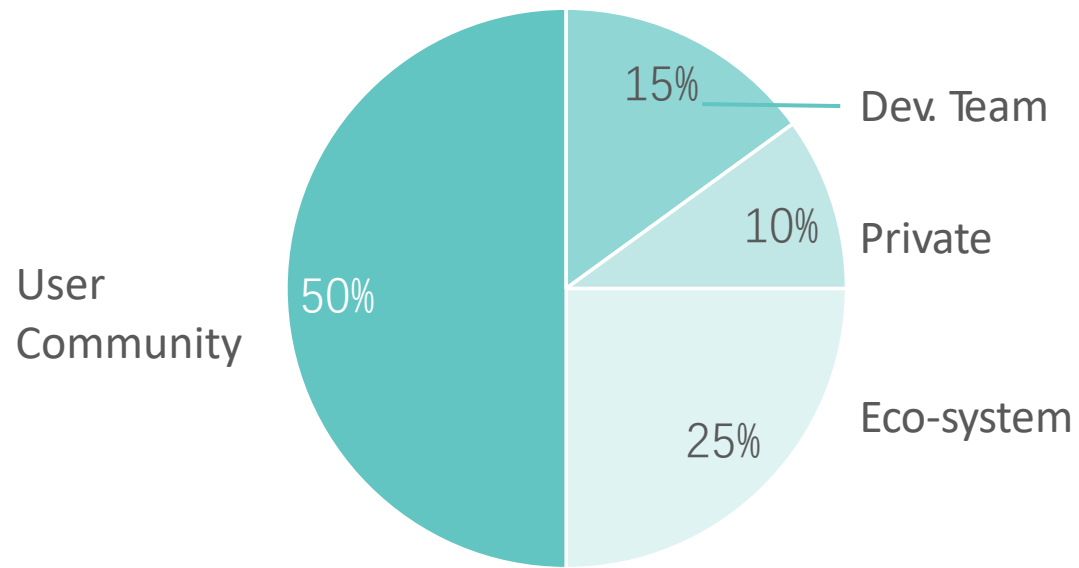
- Precision Marketing
- Customer Loyalty
- Customer Growth

- Public Blockchain Eco-system
- Tracing System
- Credibility System

TOKEN ALLOCATION

The URP chain has its own coins: **URCoin**

Total amount: **10 billion URCoin**



* Eco-system: for business cooperators in URP eco-system.

Minimum: 100ETH

EXCHANGE RATE

1 ETH=50,000 URCoin

DEVELOPMENT TIMELINE

10 Feb. 2018

Initial Coin Offering

March, 2018

To announce pilot cooperation

April 2018

**A. Main Chain Development
B. Cooperation Establishment**

June 2018

Beta Testing of POC system *in selected countries*

July 2018

Global Release



URCoin to be launched on main Exchanges
in March 2018.

ACADEMIC
COOPERATION



URP AI LAB
with UC Berkeley



URP Blockchain Lab
with HK Applied Science and
Technology Research Institute

BUSINESS
COOPERATION



MEDIA

