

WHITEPAPER

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TAGARIA

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Executive Summary

TAGARIA was established in 2022 and aims to be the market leader for an e-commerce hub with over 20,000 active technique programs targeted to generate annual store revenue in excess of \$2.3 billion by 2027. The company will benefit from a global network of strategic partners, including technology and logistics giants such as Aliexpress, Alibaba, Klarna and DHL.

The current commerce industry is witnessing an unprecedented centralization of economic power by leading technology giants such as Alibaba, Amazon, Facebook and Apple (GAFA). Amazon tops 55% of all product searches. Globally, more than 4 million merchants use Amazon Marketplace and core services as a sales channel.

Centralization of trade is a real threat to online and offline merchants alike. Merchants can be banned and any services invalidated, be it commerce or advertisements by monopoly forces akin to Amazon and others.

We aspire to work as a team, that's why we don't consider you as an investor only we aspire to make you a partner and an opinion holder in this project and for this will be sharing in the profits for the investors who continue to work with us. That is why investment plans are developed for you, which we will publish after studying them completely in the future.

This vicious circle of centralization of power must be broken.

TAGARIA, with its growing commercial base, is uniquely positioned to lead the industry to a sustainable alternative to Amazon, based on open source software powered by the blockchain technology. We firmly believe that merchants need to be empowered in order to provide the best products and services to consumers.

For the above reasons and many others, we present Tagaria - a decentralized electronic trading market. Tagaria underpins the decentralized market of the future, which is ultimately governed by smart contracts, with no decision-making unit other than the market owners themselves. Members (token holders) propose rules and regulations that - upon approval - can be programmed into smart contracts, so that transparency, trust and sustainability are ensured.

The project will be implemented by a team of professionals with many years of experience in large-scale e-commerce projects, supported by a multidisciplinary advisory team.

INTRODUCTION

TAGARIA - a market leader

Tajaria is the market leader for e-commerce centers, and it will bring huge profits to its owners and participants. The company differs from others in many advantages.

Based on open source software, Tagaria is building a thriving merchant ecosystem that allows the use of industry-leading integrations for essential e-commerce services such as:

- *Pay*
- *Hospitality*
- *Real estate*
- *marketing*
- *logistics*
- *legal*
- *Create content*
- *NFT . Marketplace*
- *Profit Sharing*
- *Other services*



THE VISION

Tagaria vision is to become the decentralized marketplace of the future, governed by smart contracts, and without a decision-making entity other than stakeholders.

Members (token holders) will define rules and regulations, and program them into smart contracts, ensuring transparency, trust and sustainability.

*A functional part of the proposed market can be published the next day
12 Months. The presented milestones will then lead to the complete decentralization of the system. The advancement of blockchain technology will accelerate the transition to full decentralization, which will be managed by an organization aligned with Tagaria's vision.*

The goal is to start building the future of e-commerce today, without negatively impacting performance or user experience. This can only be achieved through careful analysis of all components of the decentralized market and a successful transition to the blockchain environment.

And a commercial vision that aims to establish an NFT store and to be the first company of this type to enter the world of metaverse.

THE CHALLENGE

The world is witnessing an unprecedented centralization of economic power by leading tech companies such as Google, Amazon, Facebook and Apple (GAFA). Presently, an astonishing 83% of all product searches start with either Amazon or Google or Alibaba. Every second book in the United States is sold via Amazon, who also controls the e-commerce infrastructure: globally more than 4 million merchants use the Amazon marketplace and underlying services as sales channel. This market dominating position allows Amazon to dictate prices and terms and conditions to use their services, factually subordinating merchants across the globe.

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Furthermore, the four tech giants are continuing to spread to virtually every aspect of our daily lives, increasing their market power even further. While the convenience is beneficial for the consumer, objectivity is held back by adverse selection processes driven by the data pool of these companies.

Apple alone has accumulated 261 billion US Dollars in cash reserves, an amount greater than the expected gross domestic product of countries like Finland in 2017. In addition, the immense cash reserves of the four tech giants intensify the centralization dynamic: competition can simply be acquired or copied (e.g.

Facebook copying services from Snap, Inc. leading to a 50% decrease in company valuation of Snap within one year), thus accumulating more power in adjacent industries.

For online and offline merchants alike, the market position of Amazon is a real threat, as long as the dependence of merchants on Amazon remains unchanged. Merchants selling via Amazon can be blocked and driven out of business, successful products can be sold directly by Amazon and prices for advertising to drive traffic to one's products can be dictated.

While the online share of retail trade is constantly growing, the power of Amazon will increase along with the trend. From a merchant perspective (third party sellers), Amazon has consistently raised fees on warehousing and storage costs, as well as shipping fees. These increases typically occur twice a year, and have had a tremendously negative effect on the margins of third-party sellers by continually transferring additional expenses onto third party sellers, while more margins are achieved by Amazon.

In Germany for example, the share of online sales has increased from 11,6% in 2015 to 15,1% in 2017 and a continuation of this trend is expected. This vicious circle of centralization power must be broken.

THE SOLUTION

Decentralization Power to the Merchants.

Tajaria wants to develop an integrated e-commerce solution not only here, but we aspire to embody this on the ground. You will need to work even harder in order to constantly improve this open source software to meet the needs of merchants. As of today, it is very flexible and available as a self-hosted version and a cloud version.

With its growing business base of more than 25,000 active online stores, it is uniquely positioned to lead the industry into a sustainable alternative to Amazon, based on open source software powered by blockchain technology. We firmly believe in the necessity of empowering merchants in order to provide the best products and the best services to consumers.

The best alternative is a decentralized and regulated market which in the future will be controlled by the traders themselves. Decisions regarding features and services as well as cost structures and fees will not be imposed on merchants. Instead, they will decide among themselves in a decentralized autonomous organization (DAO).

The concept of business alliance serves as a strong foundation for building an organizational structure to define the market. Traders from all over the world become members of this alliance and thus participate in the decision-making process, simply by owning the trading tokens.

Members are empowered to contribute to the development of the market ecosystem. The trade alliance initially authorizes Tajaria Services AG as a service provider to implement non-guaranteed decisions.

Tajaria Technic Services AG's responsibilities include, among others:

*market maintenance
development of new store software features; Selection and qualification of strategic partnerships*

By embracing our vision of a regulated, decentralized marketplace, merchants continue to remain independent, enabling them to run their online stores locally, while ensuring access to traffic and consumer demand through deep market integrations, and membership in a worldwide merchant alliance.

The integrated interface allows Tagaria merchants to list their products in the market, as compared to shopping from Google. In the future, this will be a platform-agnostic e-commerce solution to allow any merchant to list their products, regardless of which software solution is available. Indeed, we invite and encourage software providers around the world to join our cause and support their customers by connecting to this decentralized regulated marketplace.

GOVERNANCE STRUCTURE

The governance structure is one of the first features of the structure of the fully decentralized marketplace comprises a three party model consisting of the merchant alliance, the council and the merchant alliance service provider (Tagaria Services AG)

Merchant Alliance

Merchants become members of the merchant alliance by acquiring and holding tokens



Council

The council is comprised of key stakeholders who are ultimately responsible for the successful development, maintenance and future development of the marketplace. Members include the initiators of the project, merchants, consumer advisors and crypto experts.

Members of Tagaria group form the core of the council and hold the majority of the seats in order to realize their vision of a decentralized organized marketplace. While the Tagaria representatives are permanent members, the other stakeholder are term members proposed and elected by the merchant alliance. The election of term members follows the Proposals & Voting routines of Tagaria Technique. Term members are elected for terms, e.g. 5 years. This setup ensures sustainability and reliance as well as innovation and state of the art ideas for the development of the marketplace.

The board's primary responsibility is to ensure that their long-term interests are aligned with those of the merchants. Therefore, in the initial stages, the Board has the discretion to approve or reject the proposals of the Dealer Alliance if they conflict with the long-term interest of the market as a whole. Option to cancel trade alliance suggestions

It will cease to exist, once the market is run and a successful long-term plan is in place.

The duties and responsibilities of the Council include, but are not limited to: monitoring the global e-commerce market:

- *Define and monitor market strategy.*
- *Defining the initial rules of the merchant alliance (as part of the market launch);*
- *Make it as a payment method.*
- *Our NFT Store.*
- *To be a partner in the business alliance.*
- *Recommend new market features and improvements.*
- *Token management, including allocating, collecting, and distributing tokens;*
- *Re-adjusting the general strategy to achieve the long-term sustainability of the project.*
- *Ensure that all decisions are taken in a democratic manner.*

Service Provider

Tagaria Services AG will be the mandated merchant alliance service provider who services the marketplace and executes its decisions.

Tasks and responsibility of the service provider include, but are not limited to;

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- developing, updating and servicing the marketplace software and infrastructure;***
- partner selection, qualification and onboarding in accordance with alliance statutes; and***
- finance and controlling (as organizational function).***

The merchant service provider will be remunerated by the merchant alliance for the services rendered on their behalf. The payment will be conducted in Tagaria tokens throughout the transition period of 2 years according to the Token Allocation.

In order to assure a quick start of the project after the Token Generation Event (TGE), Tagaria acts as the council. Decisions of the merchant alliance are specific recommendations, but do not have a binding character. A council as described and depicted above will be initiated at a later stage of the project.

MARKETPLACE

The marketplace will be the common sales channel of the merchant alliance. It will be developed by Tagaria based on open source software. Each member of the alliance is allowed to sell products through the marketplace, in addition to their own offline or online store.

Tagaria aims to build a business base of more than 25,000 active online and offline stores, with a total annual revenue of over 2.3 billion.

US dollars per year. This ensures that products are available to consumers and drives valuable traffic to merchants from the start.

Thus, the market will offer solutions to the most common weaknesses of the traders. It offers alternatives that can only be accessed through major platforms like Amazon, thus avoiding threats to merchant viability.

Marketing & Traffic Generation

One of the biggest challenges for online merchants is the generation of traffic as a basis to generate sales.

A merchant will generate sales if he fulfills one of the following conditions:

a. offers a competitively priced product; and/or

b. offers a unique product;

Successful merchants meet both criteria. However, if the awareness of a merchant's offer is not given, meeting both criteria is futile. Therefore, the third and most important criteria to generate sales is visibility, which is measured by unique visitors.

There are many ways to generate traffic:

- *Search engine optimization (SEO) to draw more traffic through search engines*
- *Search engine advertising (Pay per Click) such as Google Adwords*
- *Advertisements on websites through services such as Google*
- *AdSense*
- *Social Media Campaigns*
- *API generated traffic*
- *Traditional offline advertising*

In general, generating traffic is very expensive as competition is high. So some factors will positively influence the generation of traffic:

- 1. a very large product catalogue. The more products you have and the more you can submit to search engines and price comparison sites, the higher will be the probability to generate traffic;**
- 2. unique content**
- 3. high customer ratings and a growing and happy customer base.**

The Tagaria marketplace will focus on generating traffic through the above mentioned components. By bundling the product catalogue of all merchants onto one site, by having the greatest offers and the products with most demand, Tagaria Technique's marketplace will generate relevant traffic fast. Further, Tagaria will partner with traffic suppliers on a win-win basis.

Traffic will be deep and relevant and convert into sales for merchants, which after all is the primary goal: the generations of sales to the merchants of the merchant alliance.

Additionally, Tagaria plans to incentivize established traffic sources with token allocation to provide for traffic that allows order generation at a cost below approximately 2% of the average basket value. Further, plans are in place to incentivize the consumer by providing tokens to orders with a basket value above a certain value, e.g. above 100 USD. These tokens facilitate transactions for goods at a possible discount. The marketplace plans to allocate 10% of the total number of tokens to Marketing and traffic supporting activities.

Competition

Some of the biggest marketplaces globally fulfil the role of both platform and merchants, thus entering into competition with their own client base. Due to their market power, these marketplaces drive merchants out of business when copying successful products and undercutting prices.

Ratings

Tagaria recognizes the importance of trusted ratings as part of consumers' buying decisions. At the same time, it is important for merchants to receive additional information about consumers (e.g. return quota). It is therefore planned to implement a mutual rating system that is based on real purchases only (please refer to —Loyalty and Reward System||). Rating of both buyers and merchants will be incentivized with token rewards and the average weight of their rating will be based on the credibility and past ratings of the buyer/merchant.

Buyer Protection

A strong argument for the usage of payment providers such as PayPal is their buyer protection plan. The protection plans protect consumers against fraudulent activities or damage during shipping. Most of these protection plans cover only the purchase of physical goods, but rarely services purchased online. A strategic partnership to extend consumer protection was signed to cover both physical and virtual purchases. Via the mentioned partnership, guaranteeing full coverage of all eligible payments is an option.

BigData

The current centralization of power is accelerated by the unbalanced availability of information. Marketplaces like Amazon collect tremendous amounts of information about the lifestyle, habits and other personal preferences regarding products and logistics of their clients. Amazon uses this know-how to strengthen their competitive advantage. Tagaria believes that information should be shared in order to improve the competitive positioning of many merchants as contrast to a single entity, such as Amazon. Therefore, information will be made available to the merchant alliance according to data protection laws. The EU General Data Protection Regulation (GDPR) will be taken into consideration to protect and empower all Buyers data privacy.

BUSINESS MODEL

The marketplace adapts proven revenue streamstaken from the business model of the underlying Tagaria Group. The revenue streams can be categorized according to:

- recurrence: marketplace sales fees in percent of shopping cart value; and*
- transactions: payment transactions in percent of shopping cart value.*

Both revenue streams are proven and widely established in the global e-commerce community. In order to boost the operations of the marketplace, the council charges merchants a competitive sales fee in percentage of the transaction value. Depending on the payment method of choice by the consumer, a fiat payment transaction fee in percentage of the transaction value applies. The payment of both fees is facilitated by merchants using TAT tokens. TAT tokens are friction-less and fully integrated in the Tagaria ecosystem and do not require an intermediary. Thus, TAT transactions are efficient and can be trusted. The TAT fees are deducted from the merchants wallet.

Additionally, the marketplace maintains various revenue share agreements with partners for promotion of products to the user base of the marketplace. A practical example includes consumer voucher integration on the post-checkout page of every transaction. Upon redemption of these vouchers by the consumer, a commission will be paid.

BLOCKCHAIN TECHNOLOGY

The initial use-case for blockchain technology will be for the merchant alliance membership as well as the governance structure of the marketplace. The following functions will be implemented in blockchain technology:

- profiles (merchant profile, customer profile, investors/token holder profile);*
- membership (in the merchant alliance, in the council); and*
- proposal handling and execution of decisions (e.g. on bud-gets).*

The advantage of blockchain technology is absolute transparency and immutability of records which prevent the risk of manipulation of individual records. The ability of smart contracts to execute predetermined actions based on the occurrence of pre-defined events, increases the predictability for participants in the ecosystem.

Consequently, the ecosystem builds trust and confidence with its stakeholders.

Voting and Execution of Decisions

Blockchain based voting and vote counting protect all participants against double voting or malicious counting and therefore builds trust in the results.

In traditional organizational forms, a decision once taken and approved, might still not be executed due to governance issues. Blockchain based smart contracts can ensure that a decision is executed. An example could be a new feature that should be developed. The smart contract will release the budgeted funds only if the required quota in the voting has been achieved. Another use case could be the aforementioned remuneration of members of the ecosystem, e.g. members of the council, which can only be released if their work is approved by the members of the merchant alliance via majority vote.

Tagaria will analyze and possibly migrate additional marketplace features onto blockchain technology in the future, but currently do not see the benefits. Storing e.g. product lists on a block-chain might result in a poor performance of the marketplace as a whole. Evolution of blockchain technology will be monitored closely. Future functionality under consideration is a blockchain based payment function and a blockchain based reward system (please refer to Reward System and Payment below).

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TOKEN ECONOMY

The Tagaria token economy has been developed in order to promote the inception of a new e-commerce ecosystem with added value. Use cases of the TAT token were thoroughly identified to create a thriving ecosystem with sustainable benefits for its participants. Therefore, the TAT token has been designed to facilitate the initiation or conclusion of a transaction for a good or service as well as a contribution on the Tagaria marketplace. The token has no claim on the issuer and is targeted at the main driving forces of the decentralized organized marketplace ecosystem:

- Merchants*
- Customers*
- Token Holders*
- Developer Community*

NFTS

TAGARIA also buy to create and buy an NFT buy and sell store with several technologies that will be programmed to make the market safe, fast and support big crypto.

The company also aims to create more than 50,000 NFTs, through which it will be distributed to many investors, so that there will be many gifts after achieving the big goals. To create this large quantity, we need to design it separately so that it will be created in parts.

METAVVERSE

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Refer-a-friend Program

Tagaria creates a refer-a-friend program for buyers. Buyers will receive e.g. a 5% back in TAT tokens of the transaction value of purchases made by their friends.

This incentivizes buyers to share their purchases with their social network, which Tagaria will facilitate by simply enabling the sharing of a purchase on e.g. Face-book, Instagram, Twitter, Pinterest through links shown right after the checkout-page. This refer-a-friend program will help Tagaria to grow the ecosystem organically and the 5% the buyers receive incentivizes them to share.

Further, to increase the use of this program, gamification of the program with e.g. virtual badges is an appropriate tool. An example of such a gamification could be: The buyer receives a Tagaria Friend Badge with the first share, the 5th share gets the buyer the Tagaria Ambassador Badge, etc. Buyers can display their badges on a profile page or in the links they share showing their purchases. The higher level badges also give the buyers a slightly higher percentage of e.g. 6% from the transaction value back in TAT of their friends purchases (again to further incentivize usage by —super buyers||).



Access to Merchant Services

Tagaria has excellent partnerships with leading players in the e-commerce industry. Among them e.g. Klarna, a large payment service provider. Due to aggregated buying power, preferable conditions can be offered for using the merchant services.

Merchants who joined the alliance can access these services and profit from preferable rates. These services and preferable rates are listed below:

- working capital financing;*
- lower payment fees;*
- attractive marketing fees; and*
- preferable conditions for integrated partner services (e.g. seals of quality, shipping solutions and legal certificates, ERP integrations).*

Loyalty and Reward System

The loyalty and reward system is designed to increase the attractiveness of the marketplace product portfolio, while intensifying activity on the marketplace.

Rewards will be earned in TAT tokens.

Token flow for payment of service providers:

- 1. TAT tokens facilitate the payment for service providers to the Tagaria ecosystem.***
- 2. The council engages the Tagaria service provider to render a service and negotiates a price in TAT tokens.***
- 3. The service provider fulfils the task and invoices his services to the council.***
- 4. The council settles the invoice in TAT tokens and transfers the tokens to the service provider wallet.***

It is important to note that no claim can ever arise on the Council or the Issuer of the TAT TAT tokens and that under no circumstance will the Issuer of the TAT Tokens or the Council guarantee acceptance of the TAT tokens. The TAT tokens may facilitate the initiation or conclusion of transactions for the purchase of good or services but it is the Council's discretion as to whether the TAT tokens shall be accepted to initiate or conclude transactions as a means of payment for good or services.

Pricing Model

We are aware that the concept of a decentralized organized marketplace has different stakeholders with various interests. While participants might be interested in value creation which is reflected in an increase of the token price at public exchanges, Tagaria focuses on merchants who are interested in stability and sustainable operations on the marketplace.

As merchants pay for services of the marketplace in tokens, they are highly exposed to price increases due to a stronger public demand of TAT tokens. In order to limit the exposure for merchants, we implement a pricing function, which ensures stable prices within the ecosystem of the marketplace. The price of services on the marketplace in tokens is linked to the price development of tokens at a specific crypto exchange.

Additionally, we intend to implement a token buy back mechanism that is controlled by the merchant alliance. As soon as the marketplace generates profits, a portion of the profits can be allocated to acquire TAT tokens, in order to realize the Tagaria vision. Initially, the council will decide on the usage to execute the vision. Useful examples include e.g. investments in the development of the marketplace, the acquisition of companies adding value to the marketplace or the option to reduce the fee structure for a period of time.

The token buy back mechanism is a strong tool to create continuous demand on exchanges, creating volume and price development.

TOKEN GENERATION EVENT

Timeline

- Private sale
- IDO
- Public sale



\$0.001

\$0.004

\$0.008

Token information

- Token symbol
- Token classification
- Token platform
- Token standard
- Pre-sale bonus
- Token Price
- Token Supply
- Accepted Currencies
- Minimum investment

TAT

Utility token

BSC

BEP-20

10%

200,000,000 TAT

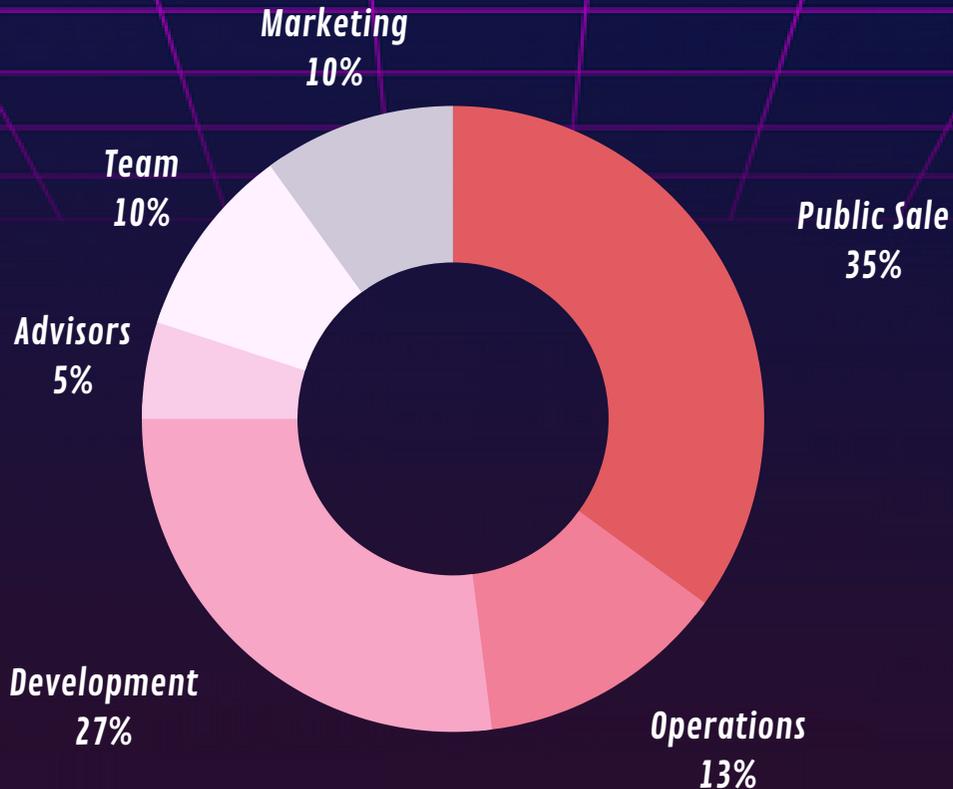
BNB

\$10 DOLLAR



Distrubution

The generated tokens will be distributed among the following categories. Tokens reserved for the team and advisors are vested over a period of two years:



Roadmap

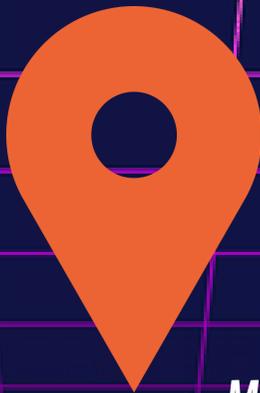
Phase 1 :

- Website Launch
- Contract Creation
- Audit
- Whitepaper Release
- Private Sale
- Store Online
- Public Presale
- Pancakeswap Launch

Phase 2 :

- Marketing
- CoinMarketCap Listing
- CoinGecko Listing
- 500 NFT
- Community Expansion
- 1st Offline store
- 1st Exchange Listing
- TAGARIA share profit





Phase 3 :

- **More Marketing**
- **2nd Exchange Listing**
- **CEX Listing**
- **1500 NFT**
- **Raffle System for Ecommerce**
- **Improve TAT Ecommerce from feedback of users**
- **2st Store In Reality**

Phase 4 :

- **More Marketing**
- **3st Exchange Listing**
- **build a Store On Decentraland**
- **Integrate Walmart & Aliexpress**
- **Research & Integrate New Stores**
- **Second Project (Decentralized Exchanges)**
- **RoadmapExpansion Be Announced**

After reviewing the project, you can now choose if you really want to be a part of it.

note:

This white paper is subject to change on some points before the official launch of the currency

The changes we can make will benefit the project