



REQUITIX (RQX)

Trusted Token & Confidence System

White Paper

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Powered by Requitix/Ethereum

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Executive summary

Requitix delivers a superior value proposition to any merchant in the ecommerce space and gives back to them what the traditional banking environment has been skimming for decades. A revenue stream that legitimately belongs to business owners as part of their complete customer relationship along with trusted reviews, scammer/spammer protection and zero chargebacks, all through smart contracts via the Ethereum blockchain with Requitix.

The modern merchant needs a favorable payment solution that rewards their efforts in completing a transaction with their customers, not a system that cuts unnecessarily into their profits. A system with nearly instant settlement times, one that expands their reach into a rapidly emerging new customer base and a system that rewards them for accepting the digital currencies that many forward-thinking modern consumers demand – All at a much lower cost.

To demonstrate this improved Token and payment model, we have established the Requitix Token (RQX) combined with a trust assurance model (the Requitix Confidence System) used for daily transactions on existing, proven and profitable businesses, as our proof-of-concept.

Since 2002, the Requitix team and its Advisors have built and run hundreds of successful, active dating websites. This \$4-billion dollar a year industry segment is a worldwide phenomenon that regularly taps tens of millions of consumers a day. These consumers actively subscribe and pay for monthly memberships to dating sites with traditional payment methods – And that is why we chose this vertical as the perfect proof-of-concept platform to demonstrate Requitix.

The global ecommerce marketplace matured past the \$1.9-trillion in 2016 and is projected to increase to over \$4-trillion by 2020. With 1.5-billion consumers using ecommerce and expected to rise above 2 billion in 2020 – The need for a proven and better merchant solution is obvious.

Here's how: The proof-of-concept is an actual working and profitable settlement engine. The Requitix Crowdsale will support the rapid deployment into the broader ecommerce marketplace. Motivation for merchants to use Requitix goes far beyond the processing benefits. Features like improved customer profile analytics, scammer/spammer protections, and a review module for both the customer and the merchant, are key elements of the RQX Confidence System. And with an easy to deploy plug-in, combined with superior settlement and merchant fraud protections, Requitix becomes the preferred payment gateway solution.

Mission Statement:

Requitix has taken on the mission to deliver a superior payment processing solution that minimizes fraudulent actions by both the consumer and the merchant, by use of proven Ethereum blockchain technology combined with analytics to stop scammers, spammers and chargebacks for ecommerce site owners, while lowering the transaction fees from on average of 3 to 9% down to just one-half of a percent.

That's zero-point-5 percent! - (0.5%) - That's unheard of.

Our mission objectives are:

- Leverage the power of Ethereum to create a **Token of Trust** that delivers a better payment method for both the consumer and the merchant.
- Deliver a significantly faster and far less costly payment processing model.
- Give merchants access to the \$10 trillion-dollar global ecommerce marketplace.
- Vastly expand the availability and access to the multibillion-dollar Ethereum world that is the future of ecommerce and global retail payments.
- Give the consumer and the merchant a decentralized payment solution with the protections of trusted reviews, zero chargebacks, scammer and spammer protection along with the lowest transaction fees ever.
- Improve system availability and consumer data protections by eliminating the reliance on out dated, single retailer-centric and owned data stores.
- Earn, cherish and protect the trust and confidence of every Requitix user and give something back at every level of our existence – today and tomorrow.

Proof of Concept – Then well beyond...

Requitix acceptance in the proof-of-concept phase demonstrates utility and highlights how Requitix carries initial market value prior to any Crowdsale. The Requitix plugin was first used on ZugNug.com as our proof of concept and is being implemented in some of our partner sites after it has proven to be an effective solution during our proof-of-concept phase.

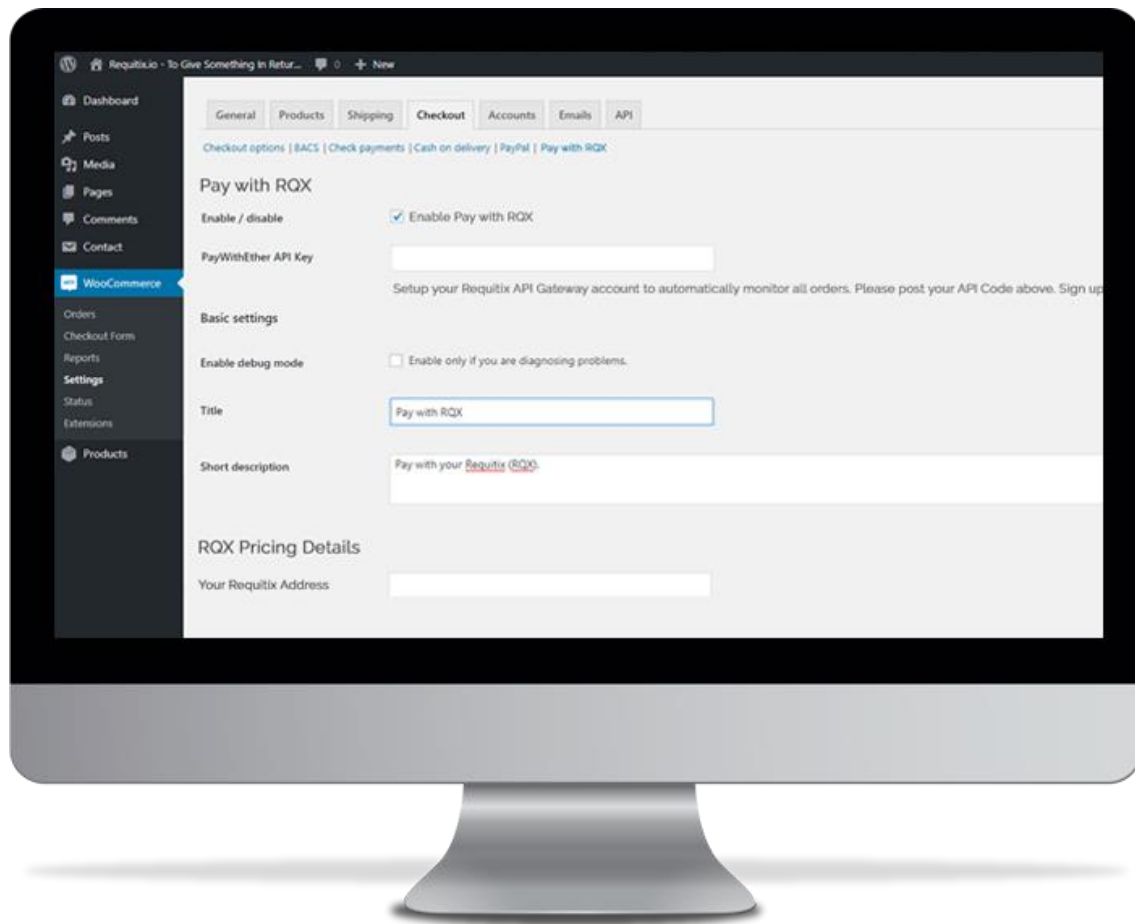
- ZugNug.com - RQX PoC (Proof of Concept)
- reviews.requitix.io - RQX Trusted Reviews (Confidence System PoC)
- PassionsNetwork.com
- NicheAdNetwork.com
- AdvanDate.com
- MultusDating.com
- 420Singles.com
- ProPressDating.com
- DateCountry.com
- and many more.

Moving forward - Immediately

It is important to note, that with a value exceeding \$4 Billion in the online dating market, combined with our 15 years of successful and profitable experience in this space, the online dating market made the most logical launch platform for Requitix. And with dating revenues worldwide projected to grow 5% year-over-year through 2020, we have every intention of remaining as a key solution provider in that market space – But, Requitix is built for far more.

Equally important - With the Proof of Concept working capital as a continuum, we have already moved forward into penetrating the larger, \$2 Trillion-dollar ecommerce space. As a precursor to the next phase of Requitix expansion into the greater ecommerce sphere, Requitix will secure its place as an add-on to the WooCommerce shopping cart plugin for WordPress, with more development and acceptance already underway including Joomla, Drupal, Magento and other popular CMS platforms.

In parallel, the marketing team will explore brick-and-mortar opportunities, which are huge.



Refining the Requitix interface and mobile experience is extraordinarily important to us, and our core passion is around the user experience, touch, feel and presence of using RQX daily. Knowing this, it is important to realize that the images in the proof-of-concept and this document, will be ever changing and improving – This is intentional, and a great thing!

Requitix Resolves

With the explosive growth in ecommerce, four major problems surfaced in the digital world and it affected the online dating space the same way, which is why we chose this vertical for our proof-of-concept - Use and acceptance of RQX resolves these challenges through the Blockchain via Smart Contracts – RQX resolves these common challenges for ANY merchant.

1. **Chargebacks:** Every ecommerce site owner knows that at any given time, someone can issue a chargeback for the credit card or PayPal transaction that comes in. Using Requitix will eliminate chargebacks 100% of the time.

2. **Scams/Fraud:** As experienced by anyone in ecommerce, dating site owners will tell you that combating scammers and spammers is an everyday occurrence. By using the Requitix solution, every member that registers on your site will be scanned through the blockchain via our smart contract and the Requitix analytics database to ensure that the people joining your site or building a profile, are not known scammers or spammers. Stop them before they strike, with Requitix.
3. **Trusted Reviews:** Building trust is difficult, and is centrally governed by big marketplaces. Due to the inability to transfer trust from one centralized service to another, the customer is forced to establish a relationship with each merchant separately. Fraudsters leverage this to their advantage as merchant history is not recorded, so there is no ability to block fraudulent buyers or merchants. Huge efforts and advertising budgets are needed to create trust if a merchant is not part of a centralized marketplace – The Requitix **Confidence System** builds trust with use.
4. **Expensive and long payment process:** In our years working at the top Banks, we struggled to reduce the number of steps it takes to settle transactions. Merchants regularly switched institutions to try to reduce the numbers of fees they paid. But, they usually found the same delays in settlement, with fees still ranging from 2% to 6% or more. Because of the antiquated banking systems, any add-ons for mobile payments or “modern solutions” resulted in even more fees. Then there are the fees and risks of chargeback fees, typically over \$25 per event. Moreover, existing payment gateways rarely offer an integrated solution for merchants to add payment methods to their website, point of sale terminals or anything regarding digital payments.

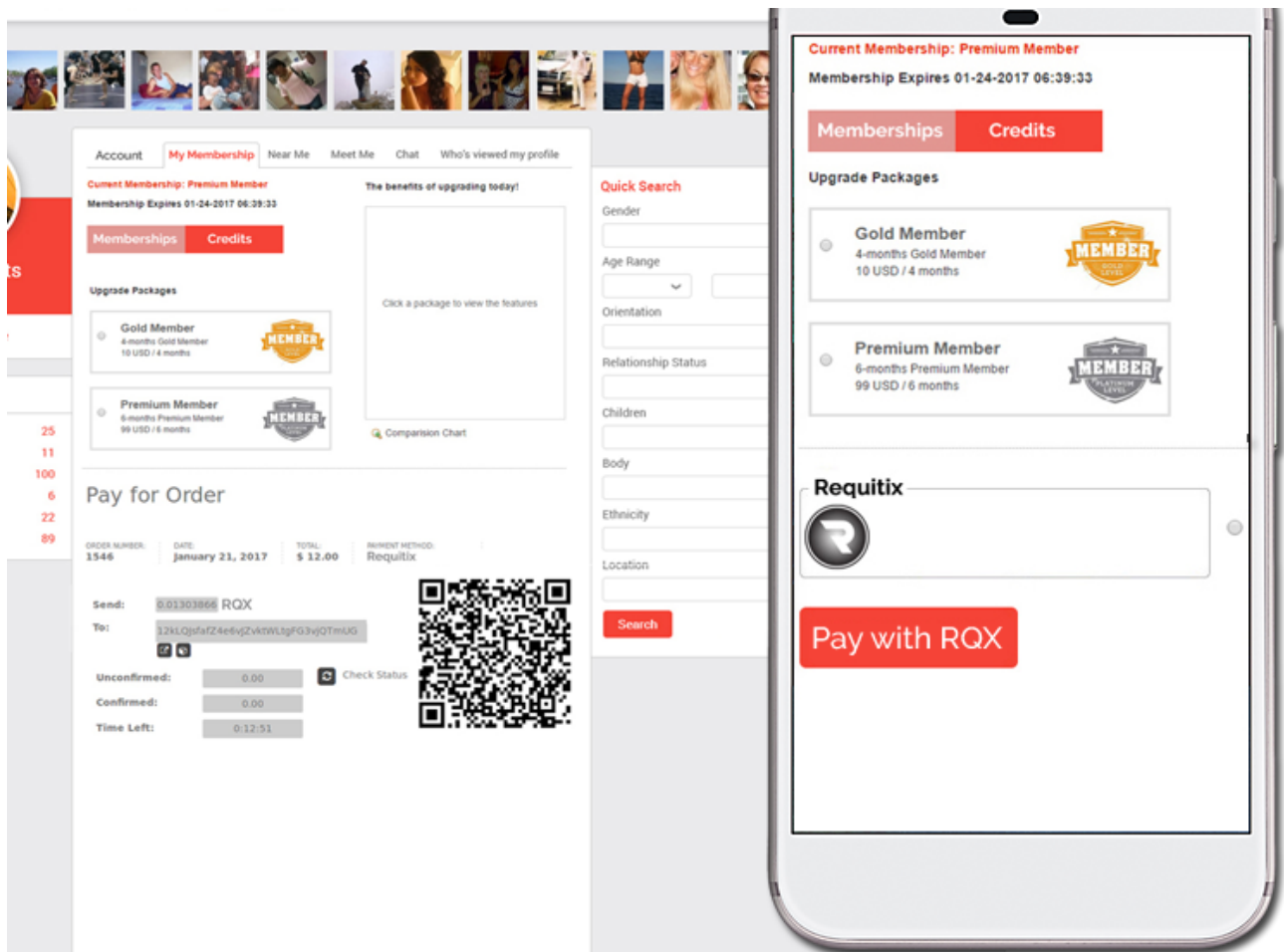
Confidence System

Requitix provides a decentralized confidence system that solves the flawed single-site method used by early ecommerce providers like ebay and Amazon. Buyer and merchant ratings do not carry over from one of these sites to the other. Requitix solves for this, invokes confidence with every transaction, and seamlessly adds mobile payment processing, maximizing the cryptocurrency and blockchain benefits.

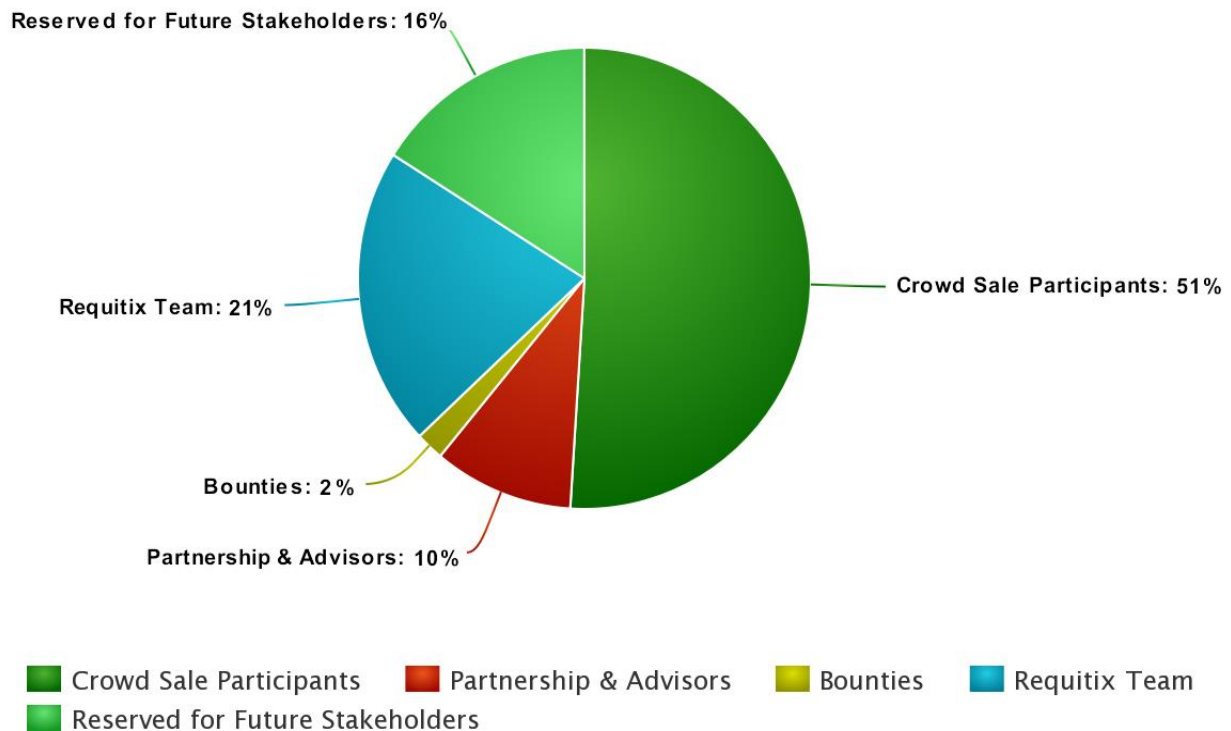
1. **Shared confidence and recognition:** With every transaction on Requitix, time stamps when sent and received, wallet addresses, sale conditions and other data points are saved to the blockchain. This forms the foundation of the Requitix confidence model built with the proven Ethereum blockchain.

2. **Ethereum Blockchain:** The beauty of this solution is that customers and merchants will be able to resolve disputes together, settle claims, rate one another, and have these reputations shared across the Ethereum sphere. This is the decentralized premise and structure that the modern cryptocurrency is based on. With RQX, a respected confidence system is available to everyone – Not just on one site, like on Amazon today, where only an Amazon user can see reviews and reputations.

3. **Mobile Ready:** More than 35% of online shopping carts are abandoned because the customer felt the retailer or website was requiring or collecting too much personal information. With Requitix, using RQX tokens from your smartphone is all you need. Customers can shop with confidence and merchants can now accept payments using RQX with all the benefits discussed, and find it easy and better than taking credit cards.



Token Allocation Summary



Crowdsale Participants (51%)

51% of all tokens will be distributed during the Presale and Crowdsale. Resources raised in those distributions will be locked and become transferable monthly or to be traded (if needed) to cover Requitix expenses for at least two years, possibly more.

Bounties (2%)

2% of the tokens are allocated for bounty campaigns to help us spread the word about Requitix via social media channels including Bitcointalk.org, Facebook, Twitter, blog articles, press releases and more.

Partnerships and Advisory (10%)

10% of the tokens are allocated for presale partners and advisors.

Core Team (21%)

21% of Requitix tokens created will be allocated to the Requitix Core Team: founders, early backers and the development team for a long-term alignment of interests.

Reserve for Future Stakeholders (16%)

To attract superior talent (own the market) and to allow for possible capital needs of the future, 16% of the tokens will be reserved for future stakeholders. This decision was based on the study of similar projects and recognized industry knowledge. This stakeholder reserve will be locked via smart contract for 12 months. It will only be used if there is a need or opportunity to accelerate the growth of the company. This reserve can be used for strategic partnerships to encourage the adoption of the Requitix Platform and the responsible provision of capital to compensate for unforeseen devaluation of ETH.

Strategy and Marketing

Strategy

We will leverage our **existing and profitable**, well established presence in the online dating business segment, to accelerate Requitix use and acceptance through a proof-of-concept. This will quickly be followed by expansion into the broader online retail and service payment markets.

Since 2002, we have been successful in running multiple dating websites, as well as marketing, licensing and selling white-label dating software to entrepreneurs that want to start a unique dating site, and **doing so profitably**. This stability and established presence, demonstrates the capability and seasoned acumen needed to launch our Crowdsale.

Phased Approach:

Phase 1. Include and distribute Requitix across our already **proven and profitable** online dating software. We have existing partnerships with ZugNug.com, Boonex.com, AdvanDate.com, PassionsNetwork.com, NicheAdNetwork.com, MultusDating.com, ProPressDating.com, and **over 3000** niche market dating sites.

Requitix will be automatically distributed to more than 500 active dating sites that we own and operate or have partnerships with. The proposed token will be developed on Ethereum via smart contract. One **huge advantage** Requitix offers, will also propel and accelerate its acceptance and market penetration - The direct value to Merchants in the form of lower fees, fewer restrictions and **improved cash flow**.

With our payment gateway being built directly into dating software that many vendors already sell and support, this payment gateway will further validate our Token. Hundreds of thousands of people will be able to buy monthly memberships on thousands of existing dating sites with these tokens, thereby affording **RQX immediate market value – TODAY.**

This value delivers **confidence** – Which is exactly why we will have tokens available for pre-sale and Crowdsale.

Phase 2. Integration of scammer/spammer API and analytics integration:

- a) The smart contract will be built to talk to our existing server (Node) to handle much more than just reviews. Fully logging and flagging:
 - i. IP Addresses
 - ii. Usernames
 - iii. Email addresses
 - iv. Photo
 - v. Profile text

And all of this will be outlined in the smart contract, with all the benefits highlighted for consumers and merchants alike – Again, bringing confidence to the entire Requitix solution.

Phase 3. Broader market adoption:

- a) With millions of subscribers, on thousands of sites, already familiar with Requitix, social media will continue to be leveraged and the Requitix reputation will grow in acceptance organically to more merchants globally.
- b) Expansion of the Requitix brand and solution will occur through the increased exposure and the inherent trust that develops with peers (friends, followers and forums) discussing trusted merchants. Only Merchants accepting payments through Requitix will be guaranteed to be trustful by this decentralized reputation and trust program that is the Requitix Confidence System.
- c) Expansion into the larger brick-and-mortar is part of this later phase, due to the old habits of traditional Merchant systems. The plan to penetrate this legacy merchant space will be accomplished through partnerships with more modern card reader OEM's and current payment service providers, that have already broken away from older processing models.

Marketing

We have discovered through more than 20-years of online expertise and development, that marketing budgets can make or break an organization. It is keenly important to monitor, recognize and manage the marketing process to maximize your message and expand your broadcast, within an intelligent framework of planning and messaging.

Our Marketing Team has developed the strategy that allows Requitix to deliver our message of value and trust, by leveraging social media, reputation networks and industry channels that will propel the Requitix solution into the mainstream market it will support, serve and thrive in. And with our investments in Bounties and other viral marketing drivers, the confidence built into Requitix makes it the preferred ecommerce and Merchant servicer and utility.

Our marketing objectives and goals will be supplemented through organic promotion across the many well established social media outlets and profiles that have been seasoned over the past 10 years. These actions will be delivered and supported by the very same network utilizing the RQX token during the proof-of-concept phase – adding true credibility to Requitix.

Why Ethereum?

Recognition, momentum and expansion of Ethereum continues to be demonstrated by a Market Cap of \$27-billion averaging over \$500-million worth of Ether exchanged daily. Ethereum growth predictions are regularly surpassed, and even modest estimates for the next 12 to 18-months place it firmly ahead of nearly every other technical or financial solution available today.

Utilizing Ethereum as the platform for Requitix, also proves to be more stable and respected with its ability to run smart contracts on the blockchain, adding transparency to the entire transaction lifecycle. This is the primary advantage Ethereum has over others.

And the decentralized model of the Ethereum protocol, provides pure availability, by nearly eliminating the traditional risks of other Merchant systems. These are typically, viral or backdoor intrusions, host vulnerabilities, DDOS attacks, etc. And any breach of a Merchants system that compromises a customer's data or information creates long lasting brand damage.

Crowdsale Details

The Requitix Crowdsale and the corresponding token creation process will be organized around smart contracts running on Ethereum (ETH). Participants willing to support the development of the Requitix Program can do so by sending Ethereum Tokens to the designated address on the requitix.io website.

As described, purchasing Requitix Tokens (RQX) will be available at the rate of 1200 RQX per 1 ETH. **Note:** During our limited pre-sale, an incentive rate of 2000 RQX for every 1 ETH is being offered.

Rules:

- The accepted currency during the Crowdsale is Ethereum (ETH).
- The amounts noted are subject to change before the Token creation event.
- The Token Crowdsale period will last 46 days, unless the Hard Cap is reached sooner.
- If the Hard Cap is reached before the end of 46 days, additional contributions will be accepted for 72 hours to allow contributors that may have missed the very short window for RQX creation, to participate.
- Once a Requitix (RQX) is purchased the purchaser will be issued their RQX token immediately via our smart contract, thus eliminating the need, fees and costs of an escrow service.

Token Distribution

RQX Created Per Ethereum Pre-Sale	2000 RQX
RQX Created Per Ethereum Crowdsale	1200 RQX
Soft Cap	3000 ETH
Hard Cap	50,000 ETH
Maximum Number of Tokens Generated	60,000,000
% of Tokens Generated to Requitix Team	21%
% of Tokens Generated for Bounty Program	2%
% of Tokens Generated to Partners and Advisors	10%
% of Tokens Generated to Crowdsale Participants	51%
Date of Pre-Sale Start	10/16/17
Date of Pre-Sale End	10/31/17
Date of Crowdsale Start	11/1/17
Date of Crowdsale End	11/30/17 or when hard cap is reached.
Additional Time If Hard Cap Is Reached	72h

Bounty Programs

Social Media

Twitter

For every Twitter Retweet or Mention, you will receive:

- 200 RQX for those with more than 100 followers on your Twitter account.
- 450 RQX for under 1000 followers on your Twitter account
- 600 RQX for 1000 or more followers on your Twitter account.

Facebook

- Post Likes: 150 RQX
- Comments over 40 characters: 150 RQX: Public shares of any post: 250 RQX

Google Plus

- Post Likes: 150 RQX
- Comments over 40 characters: 150 RQX Public shares of any post: 250 RQX

Blogging

Well-known bloggers interested in earning RQX are encouraged to register for the blog bounty. Simply write a post about Requitix in any language, with at least 1500 characters and containing 1 link to requitix.io and you will receive 800 RQX. It can be your blog or personal page, for example Facebook or LinkedIn pages. All bloggers must be approved by the Requitix team. Simply contact us to get started.

BitCoinTalk

Upload the Requitix Signature and Avatar provided by us and write at least 10 related posts per week and receive 450 RQX.

Rules:

There will be no spamming whatsoever. Anyone who spams will have their accounts deleted without transferring any Requitix. All bounties will be paid within 30 days after the crowdfunding phase. You must have an ERC20 compatible wallet to join any RQX bounty programs. You must contact our office to register for the Bounties beforehand. No preregistration work will be rewarded.

Reference Links

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Up-to-date Ethereum value - <https://ethereumprice.org/>

Smart Contracts - <http://solidity.readthedocs.io/en/develop/introduction-to-smart-contracts.html>

Developer terms - <https://dappsforbeginners.wordpress.com/tutorials/introduction-to-development-on-ethereum/>

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Ecommerce data: <http://www.businessinsider.com/national-retail-federation-estimates-8-12-us-e-commerce-growth-in-2017-2017-2>

US Census Bureau Ecommerce data: https://www.census.gov/retail/mrts/www/data/pdf/ec_current.pdf

Omnichannel approach: <http://www.goldmansachs.com/our-thinking/podcasts/episodes/06-16-2017-elsesser-posnett.html?mediaIndex=1&autoplay=true&cid=sch-pd-google-elsesserposnettpodcast65-searchad-201706--&mkwid=k5znmdTh>

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Traditional payment method: <http://blog.unibulmerchantservices.com/submission-clearing-and-settlement-of-credit-card-transactions/>

ERC20 Token Standard: <https://themerkle.com/what-is-the-erc20-ethereum-token-standard/>