

BRADI

Bank and Market eCommerce peer to peer fully decentralized with blockchain technology

Powered by Token BRD - The cryptomeo inata for BRADI

One World | A vision | An application | A bank

An application to buy, sell and pay for retail and services. An efficient payment system that is globally reliable

[www.bradi.com.br](http://www.bradi.com.br)

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As stated in the white paper created by the founder of Bitcoin, known under the name of Satoshi Nakamoto, the vision behind Bitcoin's creation was to offer a purely peer-to-peer version of electronic money that would allow for the sending of payments directly from one part to another without going through a financial institution. Bitcoin has been almost a decade since its inception and has seen the evolution of several cryptocurrencies down the road. Currently, there are more than 1000 crypto-coins available in the market, with a combined market value of \$ 130 billion. Although the average daily volume of encrypted coins is approximately US \$ 3 billion and should exceed

the world's most liquid stocks - Apple (\$ 4 billion a day), it serves simply as an alternative asset class, which is bought for investment and trading purposes. The original idea behind the criptomoeda was lost, which should serve as an alternative means of value exchange, eliminating the cost of mediation of financial institutions, thereby mitigating transaction costs. In the last 12 months, the BRADI team has been developing a concept to bridge the gap between criptomoeda and retail. To do this, we model a revolutionary way that uses crypto-currency directly to make purchases for consumer products. Our ultimate goal is to enable consumers and businesses to harness the power of criptomoeda in their everyday lives without having thorough knowledge about blockchain or any encryption technology. BRADI is a blockchain-based system that rewards users for crypto-currency rather than fiduciary money.

The first phase of our system revolves around a friendly, front-end interface that is similar to services like Venmo, Square or PayPal. Many small businesses around the world prefer to just accept money, which puts them at high risk. However, in an increasingly penniless society, refusing to accept digital and card payments can be problematic. In a nutshell, BRADI believes that money-only companies can benefit by adopting criptomoeda as a new form of money, since crypto-coins have many of the same

properties, particularly privacy, resistance to censorship, and fungibility. In order to bring digital payments to a world that uses blockchain-based technology on some traditional bank rails, BRADI expects to save significant transaction fees for consumers on all purchases.

In phase I, we intend to promote our platform across multiple geographies incrementally, with the intention of eventually bringing together a global community of buyers and sellers who can globally trade using a unified and recognized payment system called BRADI token. Our decentralized market aims to create a unique platform for diverse products, from high quality brands to locally produced products (which form the epitome of cultural diversity). Our vision unites the world in a market where anyone can buy and sell products. To achieve this vision and global growth with total transparency and accountability, the key to success lies in the incorporation of blockchain technology. Our blockchain implementation is not limited to simply decentralizing our databases or tokenizing the product to raise funds. In fact, our goal is to leverage security, transparency, accountability, and the community-driven approach of blockchain to reach our ultimate goal. In this white paper, we will further define the various modules of our product. In addition to being a single market for a diverse range of products, we also aim to change the oligopolistic structure, giving smaller suppliers an opportunity to collaborate using BRADI tokens as a payment system to eliminate heavy transaction costs.

## INTRODUCTION

### WHAT IS BRADI?

BRADI is a revolutionary approach to retail banking and commerce. It is built on an ecosystem of P2P-connected nodes with no servers for transaction authentication, ensuring a completely decentralized back-end built on blockchain technology. BRADI leverages web 2.0 to allow users to interact and exchange value directly, eliminating the need for intermediaries, which in turn eliminate fees, overhead restrictions, and delays inherent in the transaction and settlement.

BRADI's vision is to make crypto-coins become mainstream and reach widespread adoption, allowing everyone to pay using encryption for retail and services in this Blockchain Era. The goal is to do this by providing a seamless user experience, without the need for a learning curve, while maintaining the security, transparency and usability of the cryptomaned. BRADI will allow users to purchase retail products, consumers and professional services using BRADI tokens, which is an inherent cryptocurrency that powers the BRADI platform. Community power will help consumers make verified purchases and save approximately 40-60% on the transaction costs of products and services they love and use in

everyday life!

We understand that speculation is not enough and participation is what gives long-term sustainability to the currency. Thus, our entire focus is on solutions for consumers and companies, rewarding them for using cryptomidea in their everyday lives. The BRADI platform is a simple way for the masses to experience crypto-currencies without having to understand their overly complicated protocols.

## MISSION STATEMENT

Bitcoin corroborated that value can be exchanged outside the current financial system and is technologically resistant to counterfeiting via blockchain. However, this has been inherently strong enough to trigger a technological revolution, motivating entrepreneurs to build a better system, their extremely high volatility and technical complexity prevent many users due to this, it is accepted almost nowhere, including physical businesses and online. Financial institutions shy away from bitcoin and are struggling to create their own private blockchains to imitate Bitcoin while maintaining control.

At BRADI, we plan to use a diligent identification of Know-Your-Customer (KYC) and a crypto-currency payment platform. Built on Distributed Ledger technology, our KYC procedure provides a consensus on the identity of individuals and companies at the highest level of confidence, bringing a new level of ease and simplicity to the process of integrating new customers into companies and financial institutions, ensuring compliance regulatory standards. Identity, while a rather abstract concept, is certainly a crucial element for all kinds of interconnected entities. Identity is what brings confidence to social life. We also propose to distribute crypto-coins through Payment Proofs at the top of the blockchain ethereum. Thus, we can resurrect Nakamoto's original vision for bitcoin, to make crypto-currency a traditional alternative to exchange value in a safe and reliable environment. Thus, by leveraging an incentive to buy, the cryptomaniac can achieve mass adoption.

## MARKET PERSPECTIVE

E-commerce includes Internet retail, online shopping, and direct sales. Reports prepared by a variety of market research have shown significant growth in this market in recent years. The Internet has revolutionized the way people find and buy service providers. Online marketing applications like Magazine luiza, Buscape, American Stores, Amazon, eBay, Flipkart, Instacart and Grub allow consumers to find and buy products in just a few clicks. This omnipresence of high-speed Internet, coupled with

mobile applications at the

of the fingers, has created a new era - the "e-Commerce economy" - generating billions of dollars worth of brands.

The following statistic provides information on retail e-commerce sales starting in 2014, with numbers projected for the next 4 years. By 2016, retail e-commerce sales totaled \$ 1.86 trillion, and e-retail revenue is expected to grow to \$ 4.48 trillion by 2021. Online shopping is one of the most popular online activities in the world, but usage varies by region. In 2016, it is estimated that 19% of all retail sales in China occurred via the internet, but in Japan the share was only 6.7%. Desktops are still the most popular device for online shopping, but mobile devices, especially smartphones, are catching on.

## CURRENT PROBLEMS

The e-commerce boom is certainly changing the way consumers shop, it comes with its own set of issues that customers still need to face when shopping online, such as:

### FRAUDULENT SELLERS AND SUB-PAR PRODUCTS

A common issue with e-commerce sites is the lack of assurance of product quality and reputation of suppliers. Ratings are skewed using fake accounts and therefore are not always reliable and all search does not guarantee a quality product. In addition, fraudulent sellers who intentionally mislead customers to increase sales are the main reason for faulty / sub-par products being sold online.

### DIGITAL PAYMENT FAILURES

The failure of digital payments and the intrusion of transactions is a widespread problem regardless of whether the customer is paying with a credit / debit card, a liquid bank or one of several existing digital wallets. These hacks cost more than \$ 445 billion a year. A failure to connect to the Internet or a technical failure usually results in the amount being debited from the customer account without being credited to the vendor, due to the centralized nature of the servers and



load balancers in the current infrastructure. Recovering this amount comes with its own delays where you need to inform the website and then wait about 7 to 10 days before the amount is repaid to your bank accounts.

#### ADDITIONAL EXPENSES

How many times has it happened that you have seen a lot in one product and when you are one click to buy, you realize an additional transaction fee. This is common in all e-commerce sites that charge a significant amount of processing fee. This rate varies from 0.5 to 3% for some suppliers. Given that the size of the US e-commerce market will reach \$ 1 trillion over the next decade, the total cost of the transaction would be \$ 5-30 billion annually.

#### LACK OF SECURITY

Lack of cyber security is another major concern on the Internet today. E-commerce sites record important customer data such as name, phone number, address, and bank details. If these sites do not implement strict cyber security measures, your data risks being placed in the wrong hands, which can wreak havoc on your bank account.

#### BANCO BITCOIN E EMPRESTIMO

BRADI will have a bank platform for bitcoin, litcoin, ethereum, and 3 more crypto-coins, any people and company, 'can open an account with us, from anywhere in the world, we will have a line of loan for people who use the their crypto-coins on our platform.

#### A VISION FOR THE FUTURE

BRADI is filling a major gap in the industry by facilitating the value proposition offered to e-commerce consumers who can leverage the platform to purchase goods with a significantly lower transaction cost on a global platform operating on a single token model, driven by the innate cryptomoeda of BRADI O BRADI Token.

The site and mobile app will allow users to use their accounts and access them from any location. The platform will have a detailed description of each product along with user reviews. Users will be rewarded for providing product reviews and only registered buyers will be able to review a particular product. This would ensure genuine reviews and allow buyers to make informed decisions.

Post ICO, the project will seek to establish several hubs located on a global scale to

facilitate platform growth and traction. The use of local advisors and ambassadors is a key component of the growth plan, and a decentralized approach will create a higher rate of user adherence. Localized resources can also be exploited to facilitate different cultural nuances and variations in business approaches. Our vision is to be an international platform with global goals and objectives, maintaining local communications and adapting them to sensitivities.

The BRADI differentiation factor is its monetization model, which is based on the growth rate of BRADI Tokens, rather than charging consumers transaction fees. As the use of BRADI Token increases, its cost increases, ensuring greater return to BRADI and driving revenue further, providing low-cost support services to the ever-expanding markets that will require full financial support system to facilitate monetary transactions.

BRADI will separate itself from the crowd as the only company to offer a decentralized e-commerce market, built with blockchain technology, with the opportunity to be the first to market, monetize and scale to scale through its own buyer and seller community .

BRADI, although one of the first to adopt the blockchain approach to its market, still faces competition from several highly funded and valued companies such as Amazon, which is a stock market giant with a market capitalization of over US \$ 475 billion. However, being a pioneer in the implementation of the market-oriented blockchain platform, BRADI will strengthen itself in considerable business, considering the value proposition it brings to buyers and sellers without compromising the overall quality of our services.

Although BRADI is very similar in structure to Amazon and eBay, there is still a big difference in how the business model and monetization structure work because other companies charge commissions on

every transaction made on their platform and this will be a big differential, such as BRADI. will provide services, without commissions, in a decentralized manner, using blockchain technology.

## TECHNOLOGY PILE

We are using the Ethereum-based ERC20 smart contracts for our project offer and ICO campaign because this platform allows us to create a secure solution quickly, with few resources and no loss of quality.

## BLOCKCHAIN AND INTELLIGENT CONTRACT IMPLEMENTATION

Blockchain technology is playing a vital role in shaping the e-commerce industry, which has changed dramatically over the last decade and is poised to evolve over the next few years. BRADI's ability to help any company build its own online marketplace by using smart contracts and enabling payments on R-Tokens results from the block-based backend system that supports BRADI. BRADI offers users a complete and comprehensive combination of e-commerce services - such as smart contracts, crypto-currency payments, and integration with third-party services and 24x7 support - all at once.

The BRADI platform is designed in such a way that anyone can create an online store in 10 minutes and also make good use of the most advanced technologies in the e-commerce industry. BRADI's blockchain-based back-end platform will serve as a mechanism for our platform to accommodate the market and as a gateway to include outsourced developers in order to increase competition and eliminate the prevailing oligopolistic structure in the market. In order for someone (whether a service provider, customer, or third-party intermediary) to confirm a service on our platform (ie write information in the database), BRADI Tokens would be required, which would act as a fuel to drive the backend of our system through any user application.

## PAYMENT SYSTEM

Payments today create many problems for buyers and sellers, mainly due to less transparency, involvement of intermediaries and high fees. The BRADI platform processes payments directly, without intermediaries, using any currency of your choice against the BRADI Token's encryption price. Integrated smart contracts make transactions extremely fast and secure.

The smart contract ensures that the money goes to the seller when and only when the buyer confirms the delivery. Thus, the buyer makes payment when the order arrives, which makes it more convenient for both parties and increases reliability. BRADI also allows companies to collect data on consumers. It provides the mechanisms needed to track customer activity simply and elegantly.

## DATA BASE

We leverage Blockchain's power to deploy a decentralization ecosystem. To scale this decentralized database, we will start with traditional databases and be distributed across a set of innovations to add blockchain features such as decentralized control, immutability, and creation and movement of digital assets. We intend to inherit features of modern distributed databases: linear scheduling in throughput and capacity with number of nodes, a NoSQL query language with full features, efficient query and permission. To leverage corporate code for most of your code base, we want to compile it into an existing distributed database. Thus, contracts and certificates can be stored directly in the blockchain database. The permission system will allow open public configurations and the platform will complement Ethereum to support the ERC20 tokens scheme. We also intend to use decentralized file systems such as the InterPlanetary File System (IPFS) in the future.

## WARRANTY

Our platform uses the technology of intelligent contracts, with the blockchain of Ethereum, to problems associated with modern contractual processes. Ethereum is a fully decentralized system that includes the tools you need to create smart contracts, as well as your own Ether cryptomeda (ETH), which is required for these contracts to work. Smart contracts are digital algorithms, which describe a set of terms, which are automatically filled by the Ethereum network. The terms of the smart contract will be established before the deal is done. Then, its compliance is ensured by software code without human interference. Thus, smart contract technology represents an ideal tool for low-risk business: outlined and executed by program code, the contract between counterparties can be fulfilled or broken only according to terms originally established. Due to the technological specificities of the blockchain - the distributed database in which the smart contract is stored - any interference aimed at changing the terms of the agreement after its signature is practically impossible. Ethereum's intelligent contract functions as a "custodian," a kind of bank cell, where the terms of the agreement and the money (crypto-currency) are stored until the contract is fulfilled. In addition, the terms of the contract are available only to the counterparties themselves and, in the event of disputes, to the arbitrator. In addition, arbitrators resolve disputes without access to the counterparties' personal data.

## MAIN CHARACTERISTICS

### PRIVACY AND SECURITY

Blockchain is considered a "silver bullet" for security, since the technology is promising as a way to record financial transactions, control network communication and supply chains.

It distributes information around the world by computers, also known as nodes, which carry the chain record with them. The absence of a central storage system that stores data related to transactions, trades, sources, and activities avoids a single attack vector or tamper location.

They are not always software vulnerabilities, which can lead to a security problem, such as a data breach or a network compromise - even the supply chain may be missing. When a human error comes into play or an insider manipulates information or systems in the supply chain, blockchain can solve problems by automatically sharing any suspicious activity at the end of the line. When all participants know who is doing what and when, loose security, internal errors and threats can be traced and we hope they will be resolved before serious damage is caused.

This would not have been possible by using a single database or a traditional leader election protocol, whereby any member can change the data store at any time.

### INTELLIGENT CONTRACTS

Smart contracts can also come into play. These small pieces of code are stored on each node throughout the blockchain network and reinforce what actions can be performed.

These actions should achieve the same result when executed by computers connected to the blockchain. Because the participants can be sure of the events, who executed them and the logic connected to them, this inspires greater confidence in the 'contract' and in the systems, as well as that a result is correct.

For supply chain problems of hardware and software components and identity solutions, blockchain platforms look promising. Although the blockchain itself offers little in terms of detecting or defending threats in the manner of traditional cyber security solutions, it offers an infrastructure of transparency, event tracking, encryption, and the chance to improve data sharing and security sensors . solutions and deployments in the absence of corporate networks.

It is important not to jump in the head for technology implementation yet at a stage of childhood - we learned from the constant security issues that wholesale adoption of IoT devices without acceptable security showed.

However, in a time when trust in systems is paramount, we can still see the blockchain embedded in systems that deal with sensitive data and financial transactions, or control IoTs and mobile devices. The technology can also provide a reliable infrastructure for suppliers to better retain control of corporate networks, who does what in them, and as a means of dealing with weaknesses in security protocols.

Thus, the data can not be stolen or sold, because no one else besides the user has access to it. Data is distributed between nodes with redundancy and context-based dynamic encryption.

No fees and no restrictions.

For most users, products and services, it is free to buyers and sellers. No commissions, no fees. Organize local collection on BRADI online with the payment method of your choice, including BRADI tokens or other crypto-coins. Because your data is yours alone, we are not imposing any limitations and restrictions on items that can be bought and sold. The system is a community operated a democracy.

**FOCUSED USER EXPERIENCE.**

Simple, neat, efficient, beautiful. We have expert UX experts on our team. Our future roadmap includes super easy and easy to sell posts using computer vision algorithms already developed by us.

## INTEGRATED BRD / BTC PORTFOLIO.

We believe that reducing the barrier to cryptographic user input to begin using encryption for transactions through a portfolio integration and user-friendly interface is a key adoption factor.

## SOCIAL COMMITMENT

The BRD ecosystem includes not only "Buy Now" listings, but also a variety of auctions - Silent, Regular and Dutch. Also includes online classified materials, Craigslist style. Exclusion of boundaries between regular e-commerce services and simplified classified services will cause BRADI to "go to" a variety of sales / purchasing / leasing workflows.

## BRADI Application

## APPLICATIONS CONCERNED FOR ADOPTION OF MASS

An application is free and simple is not enough, there needs to be innovation that solves problems and challenges. BRADI has a two-step approach to overcoming obstacles in the minds of consumers and businesses, providing incentives for cryptomade to become part of everyday life.

The sole purpose of this phase is to attract the masses, to capture their attention and to increase the consciousness of the criptomoda beyond the status of "underground". This will be done through two applications, one for consumers and one for businesses.

## PHASE 1 - INCENTIVES AND REWARDS

PHASE 1 is a gateway for the masses to adopt the cryptomechan in their daily lives through rewards. Consumers and businesses need to be encouraged to be open to incorporating cryptomechan into their lives. Our idea of rewards is not just a simple loyalty program; We have a strategic plan to create mass adoption.

### APPLICATION OF REWARDS TO THE CONSUMER

BRADI offers a retail incentive for the growing number of online shoppers. When consumers buy from some of their favorite online retailers, such as Walmart, Best Buy, JC Penny and even Petco, to name just a few, they will receive RPAY Rewards through the Discount Rewards Platform.

When people understand the benefits of buying with decentralized cryptocurrency, they'll find out why cryptomechan is so much more interesting than traditional money back. The BRADI application is a simple way for the masses to experience crypto-coins without this seeming too complicated. In other words, BRADI makes cryptomechan simple and fun to use.

The cryptomechan will no longer be limited to technology experts and advanced speculators. Everyone who buys through the BRADI Rewards application will automatically begin collecting the cryptomechan at a discount. This allows them to have a cryptomechan and also become a speculator. This is how it will be possible for the general population to easily become part of the crypto-coin community.

BRADI will launch the BRADI Discount Rewards Platform at the same time distribution begins.

### APPLICATION OF REWARDS OF BUSINESS SOLUTIONS / TRADERS

How do you make a company or a merchant want your product? Typically, you should offer something that will improve the business and help you grow loyal customers so that business can be more profitable.



## HOW DOES THE CRYPTOOURCING TECHNOLOGY HELP THE COMPANIES TO ADOPT CRYPTOOURCENCE?

The BRADI Business Solutions application will be offered for free. This will help guide companies to understand how they can benefit from the acceptance of crypto-coins. Companies will discover the importance and benefits of crypto-currency through our application. The Business Solutions application has 4 components within the application that will add tremendous value to any business.

The application is designed to help companies learn more about business development, branding, advertising and the advantages of cryptomade.

One of the components of this application is an intuitive learning platform with educational modules that are simple for companies to learn about crypto-coins. BRADI will reward companies by completing in-app courses with special advertising credits and, in some cases, even bonus currencies. This is a great way by which they can experience how consumers earn discount coins. This will encourage companies to start accepting and using crypto-coins. This benefits the business and its customers mutually.

Once customers and business owners have BRADI rewards, they will naturally want to know how they can sell, negotiate, and use those rewards.

### USE CASE- BRADI

#### TRANSACTIONING NO BRADI -

With BRADI, you can make P2P transactions and payments

#### RECHARGE ON BRADI -

BRADI Application is a unique window solution for recharging and paying for cell phone, electricity, DTH, GAS, LANDLINE / BROADBAND, DATA CARD, FEES, INSURANCE, LOAN, WATER etc.

TO BOOK IN BRADI-

One can easily book airline tickets, train tickets and bus tickets. Tickets for movies, gift cards, event tickets, etc.

TO BUY ON BRADI-

One can shop at retail from all over the world for Electronics, Fashions, Clothing, Shoes, Accessories, Supermarket, Stationery, Toys and Baby Products, Stationary, Car and Bicycle Accessories.

TRADE IN BRADI MALL-

COMMUNITY

As BRADI Token is being used to buy, sell, trade, pay and trade in retail, and the BRADI service will be supported by the largest community of its users.

OUR MISSION WITH BRADI

BRADI's mission is twofold:

Be a safe, economical and privileged way to pay and transact through encryption

Make BRADI Mall a decentralized universal marketplace to make retail trade and services free and open to all.

## THE GREAT "VISION"

We want BRADI to become the smartest way to pay and conduct transactions for retail, commerce and services.

We want the process of participation to become increasingly simple and economical for people and we want our new economic model to spread because we believe it will help people improve the way they use their money and the things they can buy from it.

We want people to "earn more of their money" and "live the dream".

## THE GREAT OPPORTUNITY IN THE RETAIL INDUSTRY

The global retail sector is estimated to have achieved revenues of \$ 22.6 trillion in 2015 and should continue to rise to \$ 28 trillion by 2019, with an average annual growth rate of 3.8% since 2008.

The sector accounts for 31% of world GDP and employs billions of people around the world. Hyper and supermarkets account for 35% of direct retail sales, with the US and China ahead. E-commerce is expected to show a CAGR of 23% between 2012 and 2019 in revenue and 12% for e-consumers.

The share of mobile devices in e-commerce reaches 29% in some countries and is growing rapidly, but there is still room for growth, with desktops still accounting for most devices used for online shopping. In terms of market trends, consumer-specific behavior, such as excessive connectivity and the search for healthier lifestyles, is expected to shape the market in the coming years.

## THE GREAT IDEA

BRADI is a decentralized bank and application, not only focused on stopping the trade, but also on disrupting the retail industry, transactions and services, the way we trade goods and services and pay for it.

We are taking what may seem overly complicated for the masses, making the cryptomoeda simple to use and understand. In retail and in the service sector, consumers and businesses can be introduced to crypto-currency through rewards reserved to encourage them to start using crypto-coins in their daily lives.

The fact is, in the traditional retail trade, there is a strong emphasis on offering rebates, cash back and incentives for purchases at a specific store. We believe that this principle must also be true for the cryptomaniac. Our plan is a simple and unique strategy that will change the way people in general use crypto-coins in commerce.

We have a vision that goes beyond what the normal cryptomaniac user is accustomed to. Our vision is to take the essence of the encrypted currency and expose it to the world, presenting it which they have never seen before. We feel that the encrypted currency has become a cycle of projects trying to push the boundaries by having different ideas and technologies without thinking outside the box.

We have a different perspective and approach compared to other developers, we need to be aggressive, we need to be proactive and we need to make a real difference. We have a strategic plan that has never been implemented in cryptography before and we are confident that our vision will become a reality.

We believe that BRADI is an innovative project, extremely viable and necessary in the market.

## RETAIL AND TRANSACTION

### RETAIL AND TRANSACTION STATISTICS AND FACTS

The retail industry is responsible for displaying and selling new or used goods to consumers for personal or household consumption.

More recently, there has been an increase in convenience shopping, online trading and the growth of franchising.

The industry is characterized by a high degree of occasional, part-time and seasonal employment. It is estimated that more than half the adult population is currently working, or has worked at some point in their life, in the retail sector.

The global retail sector is becoming increasingly competitive, forcing companies to take an innovative approach to attracting consumers and encouraging long-term loyalty.

Department stores, for example, are stepping up consumer spending by replacing the more expensive branded products with cheaper branded products. There are many market segments that are fueling the growth of this industry. For example, the world's multi-retail industry, the specialized retail market (products encompassed in the specialized retail industry include computers and electronics, automotive retail, home furnishings retail, apparel retail and specialty stores), the convenience store industry and global e-commerce. The industry is expected to grow significantly in the coming years. Especially in emerging markets such as Latin America, the Middle East and Asia.

The global e-commerce industry is driven by the greater penetration of the Internet.

Source: statista.com

## PRESENTING THE BRADI MALL - A UNIVERSAL BAZAR

Sell anything. Pay zero fees. No middle man

Create a store. Sell what you want. Reach a new audience. Get paid in BRADI Token.

The BRADI Mall is a wonderful project that seeks to release the P2P business. It is an online space where the user can buy and sell their products in the categories listed.

WHAT IS BRADI MALL?

The BRADI Mall is a decentralized online marketplace for buying and selling goods and services online. When running an application on your device (PC / Tab / Mobile), you can connect directly to other users in the BRADI Mall network and negotiate with them. The network is not controlled by a company or organization. The BRADI Mall is a decentralized peer-to-peer network, which means there are no listing fees and the market is resistant to censorship.

Goods and services are purchased and sold at BRADI Mall using the BRADI Token, a decentralized and censorship-resistant digital cryptome. Transaction fees on the BRADI Token network are economical.

BRADI, BRADI Token and BRADI Mall together make online trading more economical and free than ever.

Right now, online trading means using centralized services. eBay, Amazon, Alibaba and others have restrictive policies and charge fees to list and sell merchandise. These are just acceptable forms of payment that cost money to buyers and sellers, such as Paypal / Alipay credit cards. They require personal information, which can lead to it being stolen or even sold to third parties for advertising or worse. Buyers and sellers are not always free to trade goods and services among themselves, as companies and governments censor entire categories of commerce.

The BRADI Mall is a different approach to bank and online trading. It puts the power back into the hands of users. Instead of buyers and sellers going through a centralized service, the BRADI Mall connects you directly. As there is no one in the middle of the transactions, there are no fees, no one can censor transactions and you reveal only the personal information you choose.

POSSIBILITIES WITH BRADI MALL -

At the BRADI Mall, you can

- Create an online store for users to sell products to BRADI Token.
- Connect these stores directly to each other in a global network.

- Users can browse individual stores and search products across the network
- A buyer connects directly and buys the good from the merchant using the BRADI token.
- BRADI Token payments can be made through deposit to protect traders and buyers during trade

#### BRADI MALL WILL ALLOW

- An online marketplace that is:
- Scalable for millions of stores
- Free of intermediaries and their fees
- Without a central control point or fault
- frictionless trade

#### WITH BRADI MALL, THE WORLD WILL BE FREE OF THE FOLLOWING PROBLEMS -

- Hosting an online store
- Easy to implement
- Install and run

- Fees
- Eliminates listing-related fees on a platform
- Significantly reduces BRADI token payment rates (ie, fractions of a penny)
- Settlement of disputes + Create a market for dispute resolution

NOTE: BRADI Mall will provide the entire ecosystem to support your store. It will have integrated cryptographic portfolios; the user does not need to know what the bitcoin or R Token is to start using it. BRADI has internal currency (BRADI Token) to enable huge internal bandwidth, no transaction fees and much more

#### PRESENTING BRADI TOKEN

BRADI is supported by the BRADI Token (BRD), a blockchain-based crypto-currency designed to deliver extremely fast, secure, and near zero cost payments to anyone in the world. It is designed to overcome known inefficiencies within banks and traditional financial institutions. BRD is developed with the belief that everyone must be able to initiate fully secure private and anonymous transactions through the BRADI platform.

#### Emission Model

The BRD helps establish a ubiquitous blockchain-based economy with an innate currency to ensure seamless transactions around the world. The capital needed to develop and launch this platform will be secured through a BRD crowdfunding campaign via Initial Coin Offering (also called ICO).

The BRD issue will be classified into three sections - pre-ICO, ICO (Phase I) and ICO (Phase II).



The distribution of the ICO in two phases ensures that the funds are being allocated in an appropriate manner and the corresponding results are being achieved for the same. This will ensure a controlled deployment of funds, according to various product designs and features

are presented to the community. A focus on planning is critical, rather than focusing purely on capital collection.

There will be a total of 900,000,000,000,000 non-mineralized BRD tokens available in the ecosystem.

#### DETAILS OF THE ICO

OBJECTIVES TO BE FOLLOWED HAVE BEEN DEVELOPED THE MODEL OF ISSUE:

BRADI will have a total of 900,000,000,000,000 BRD.

Early adopters will receive the tokens at a discount.

BRDs will be used as input tokens and product tokens for the Trusted platform.

There will be a 2 year lock-in period for tokens allocated to management

Market forces and supply and demand will dictate the amount of BRD required per transaction.

All funds will be accepted in ETH.

#### DISTRIBUTIONS OF TOKENS

Community BRADI Token - 20%

Promoters - 10%

Directors - 5%

Reward and Referral Program - 5%

Note: Terms may change due to unforeseen circumstances. Also, due to regulatory issues, we can not talk about an investment.

Token value is USD 1.

#### MODEL OF ISSUE

The BRD helps establish a ubiquitous blockchain-based economy with an innate currency to ensure seamless transactions around the world.

The capital needed to develop and launch this platform will be secured through a BRD crowdfunding campaign via Initial Coin Offering (also called ICO). The BRD issue will be classified into three sections - pre-ICO, ICO (Phase I) and ICO (Phase II)

The distribution of the ICO in two phases ensures that the funds are being allocated in an appropriate manner and the corresponding results are being achieved for the same.

This will ensure a controlled distribution of funds as various projects and product features are presented to the community. A focus on planning is critical, rather than focusing purely on capital collection. There will be a total of 90 million non-mineralized BRD tokens available in the ecosystem.

The following is the distribution of these tokens:

PRE ICO + ICO-I

Technical sheet for sale - 30000000

Promoters - 10%: - 3000000

Directors - 5%: - 1500000

Reward and Reference Program - 5%: - 1500000

Total: - 36000000

ICO-II

Technical sheet for sale - 45000000

Promoters - 10%: - 4500000

Directors - 5%: - 2250000

Reward and Referral Program - 5%: - 2250000

Total: - 54000000

Total token: - 90000000

Note: The unsold token will be recorded in the ICO and ICO Phase I distribution.

SCRIPT

THE BUSINESS

Incorporated BRADI Technologies (SG) Pte. Ltd

BRADI for Transactions

Payment gateway to our partners

Additional Offices in Other Countries on Demand

BRADI for Retail

BRADI for services

PLATFORM DEVELOPMENT

Public BRADI test launch

BRADI tokens document

BRADI Token First Protocol Updates

## TOKEN ECONOMICS

BRADI will be a token sold to the general public. A person does not need to be a crypto-currency expert or need to know how it works to take advantage of our economic model. In addition, customers do not even need to know that BRADI Token is a crypto-currency. We hope it will act as a bridge for people who are not yet aware of the power of this incredible technology and contribute to its dissemination.

Our vision is to make BRADI a daily part of its holder because it will be accepted as a medium of exchange by retailers and service providers in our platform, which will be a one stop shop for all buyers. In addition, we will encourage this process by broadly favoring suppliers who choose to accept BRD as a means of payment. For other providers, our embedded payment processor will help convert the BRD into fiduciary currency and vice versa.

Thus, the value of BRD will be determined by the size of the market that supports it, as more people become aware of our Value Proposition. The increase in the value of R Token will also positively affect the cost of participation for the events, since it is calculated as a fraction of the retail price of the product in any exploit or encrypted currency.

This implies that a person who has bought say 100 BRADI Tokens at \$ 0.33, having the amount increased to \$ 3.30, can add 10 times more events with the same amount of coins.

Thus, we see a linear relationship between the adoption in the BRADI market as a platform and the price increase in the BRD as a crypto-currency.

## OFFER OF OFFICE AND FUNDS

As a consequence of the above considerations, our business model makes fund administration via deposit highly impractical and a potential source of great suffering for our managers, our market and

therefore a potential threat to the survival of our business of considerable proportions. .

As the value of the BRADI token will be determined by supply and demand, being in short supply on our side will result in our inability to cope with the unpredictable closing rate of events, and therefore in our need to sell as many BRD symbols and as soon as possible. This will inevitably cause a disproportion between Supply and Demand, with catastrophic consequences on the value of our Tokens that will result in huge losses for Token Holders.

On the other hand, being able to control funds will enable us to properly manage the rate at which BRADI Tokens are sold and thus create the healthier environment for them to increase in value as our customer base expands and demand increases along with closing rate of events.

This has enormous positive implications for both investors and customers.

We firmly believe that all business relations must be based on mutual consensus and, most important, on trust; so if you are unwilling or unable to trust our board of directors for the economically sound management of the funds, we encourage you not to invest in our business.

## CONCLUSION

This project is designed to improve the way people view, understand and use crypto-coins in their daily lives to pay for retail and services. BRADI is the gateway to crypto-coins because of the innovative and simple to understand platform. Consumers and businesses around the world have the opportunity to discover how they can benefit from cryptomade. Our intention is to build a solid network and robust platform that can be easily adopted by all. Our goal is to create a new era of encryption and we are grateful to all those who are our partners on this journey.