

## Offline Retail Needs a Makeover

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Traditional brick-and-mortar retail is a \$25 trillion industry, capturing at least 90% of all retail spending. Despite that, it has several disadvantages to e-commerce. Consider the value wasted in offline marketing. (How often do we really pay attention to mail fliers?) And in-person cryptocurrency payments are still inconvenient, despite crypto being on the rise.

Just like online retail, however, it produces a huge amount of extremely valuable consumer-generated data. Valuable enough that online giants like Amazon are buying out brick-and-mortar shops. But offline-only merchants often have a hard time collecting and effectively using this data. More importantly, when the data is used, the process is usually opaque to consumers and gives them little value in return.

“ What if consumers were incentivized to share data on all of their transactions, and marketers could access all of the data through a consolidated database?  
**That's the power of Carry.**

## Own Your Own Data

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Currently, all big business players own a bit of the data landscape. Credit Card companies, banks, merchants and point-of-sale software businesses: Each knows a few different pieces of information about each of our transactions. But no one has a complete picture of all the data. A lot of value is being improperly distributed, and a lot of people are losing out.

Even worse, we, the consumers, do not own this data. We have no control over it. We are at their mercy. We often don't even understand when our data is being monetized. Do you read the fine print for every brand that you give your money to? Costco's privacy statement is nearly 3,500 words long, and Apple's iTunes terms and conditions page is twice that!

## Carry: A Blockchain For The Offline World

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Carry is a protocol that powers the next generation of apps for offline retail. At its heart is an incentive mechanism that drives consumers to Carry merchant stores. The whole system is geared toward enabling consumers, merchants and advertisers alike. The Carry Protocol offers:



Crypto-enabled payment terminals for offline businesses.  
(10,000+ terminals in place tracking \$2 Billion in real spending offline, thanks to Carry's key partner company, Spoqa.)



Branded tokens for offline brands and shops—the “loyalty points” of the future



A wallet API for payments that enables consumers to manage their own privacy and optionally monetize their transaction data.

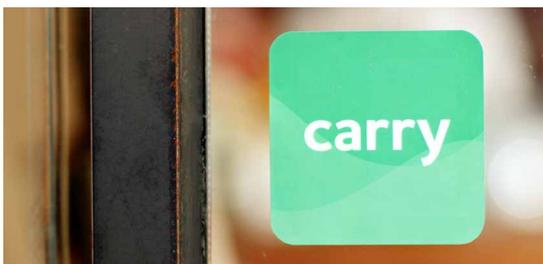


A targeted advertising system based on the opt-in transaction data blockchain.

## CRE, Pronounced “Carry”

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While the system offers branded tokens for merchants to use as consumer incentives, the main token in the Carry System is CRE. It can be used in a variety of ways. Consumers can use it as currency to pay merchants for goods and services within the Carry ecosystem. Merchants use it to access a host of services from the Carry System, such as creating custom branded tokens, or programmable smart contracts. Consumers will primarily receive CRE from 3rd party advertisers, as payment for accessing the consumers’ transaction data blockchains. And as promised, selling data is an option that can be withheld by the consumer, at their discretion. The data is also anonymous, as it is associated with one or more wallet addresses, rather than your real name.



## Blockchain Without The Hassle

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Let's say a businesslady named Anna wants to grab a coffee on her lunch break. She goes to Crypto Coffee, a local Carry network cafe, and orders a latte. She has the option of paying with cash, credit, or any major cryptocurrency. Anna chooses to pay with credit, but uses some of the CRE she has accumulated to pay for a portion of the cost. The entire transaction is performed with her phone, by scanning a QR code on the tablet in front of her. A portion of the CRE she spent is also converted into Crypto Coffee branded tokens, which Anna can use toward purchasing another coffee within one month.

On her way out the door, Anna opens her wallet app and turns “advertising mode” on. This anonymously shares her transaction data with all advertisers in the area. (In fact, data sharing would still work if she had chosen to pay with cash!) Based on purchase behavior alone, Anna can be identified as a middle-to-high-income working woman in Seoul. She receives an advertising message from a local pop-up fashion store, along with \$5 worth of CRE in compensation for being targeted. She decides to check it out later.

## Brought To You By Spoqa

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The Carry protocol is operated by the co-founders of Spoqa, South Korea's largest brick-and-mortar rewards platform. The team has seven years experience growing a business from zero to 15 million customers, with rewards enabled for \$2 Billion in transactions annually. Spoqa has \$10 million in funding and has expanded from Korea into Japan. The Carry Protocol has already drawn support from cryptocurrency heavy hitters like **Hashed** (early angel investors in ICON). This could help take both Carry and Spoqa beyond their base in Asia to the rest of the world.

Most importantly, Spoqa already has customer-facing tablets installed in 10,000 stores across Korea, for use with their Dodo Point loyalty service. The Carry Service will be launched on these tablets with an effortless update that won't take merchants more than a few minutes to complete. We are literally set to roll out overnight. Offline crypto couldn't be made any easier.



## Our Team

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### Grant Sohn, Co-Founder

Spoqa, Co-CEO  
Rocket Internet  
McKinsey & Company  
Stanford Economics



### Richard Choi, Co-Founder

Spoqa Co-CEO  
SK Group  
MS Cornell  
BS JHU Engineering



### Swen Mun, Technical Lead

Spoqa CTO, (20+ engineers)  
Full stack programmer  
Database protection  
and encryption expert

## Rolling Out Across Korea

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Korea is ideal as Carry's first market. When crypto payments go mainstream, it will happen in Korea first. Some of the largest crypto exchanges in the world are based in South Korea, a country where people are eager to adopt new technologies. Even the government is now in support of cryptotrading, making it a staple that is here to stay.

In addition, launching any kind of technology is optimal in South Korea. The nation boasts the fastest Internet and highest mobile penetration in the world. The Seoul metropolitan area alone is home to more than 25.6 million residents, one of the densest urban populations on Earth. Korean people are setting tech trends for the rest of the world. They're ready to bring cryptocurrency out of the market fringes and into the spotlight.

## TOKEN SALE DETAILS

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Token name:	Carry (CRE)
Total token amount:	10,000,000,000
Crowd sale amount:	4,000,000,000
Token price:	To be announced
Accepting currency:	ETH
Pre-sale starts:	June
Pre-sale bonus:	15%
Public sale period:	July (subject to change)

## CONTACT US

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