Purchasa

Executive Summary

Since Bitcoins inception in 2009, cryptocurrency has revolutionized peer-to-peer transactions, offering an ecosystem for users to engage directly with each other. This innovation has led to reduced transaction costs and efficient cross-border payment solutions. However, until now, the predominant use of cryptocurrency has been confined largely to the realm of decentralized finance.

Purchasa addresses this gap in the market.

Operating as both a web3 SocialFi marketplace and a decentralized global payment solution, Purchasa empowers merchants not only to sell products and services online but also to leverage blockchain technology for secure, transparent transactions.

Purchasa simplifies the integration of cryptocurrency and fiat currency payments, ensuring a seamless and secure shopping experience. By tackling the challenges in the cryptocurrency market, Purchasa aims to transform digital commerce and set a new standard for digital-age business.

What is the blockchain?

Blockchain is a distributed database that allows a network of computers to reach consensus on the state of its records. It is a decentralized system that allows multiple parties to record, verify, and share transactions without the need for a central authority.

At its core, a blockchain is a data structure that consists of a chain of blocks, each containing a list of transactions. These blocks are linked and secured using cryptography, and each block contains a unique code, called a "hash," that distinguishes it from every other block in the chain.

One of the key features of blockchain technology is its ability to provide a secure and transparent record of transactions. Because blockchains are decentralized and distributed, it is virtually impossible for a single entity to alter the data stored on the chain without the consensus of the network.

In addition to providing a secure and transparent record of transactions, blockchain technology also has the potential to significantly reduce transaction costs of currency conversion for international payments and central entity fees.

Blockchain's application as a payment solution is transforming the way transactions are conducted, offering a secure, transparent, and truly connected method for the exchange of goods and services in the global market.

What is a smart contract?

A smart contract is a self-executing contract with the terms of the agreement between buyer and seller being directly written into lines of code. The code and the agreements contained therein are stored and replicated on a blockchain network.

They streamline financial transactions by automating processes such as payments and settlements. This automation reduces transaction times and costs, making financial interactions more efficient. Smart contracts in web3 also enhance trust and security, as the contract terms are immutable once deployed on the blockchain, ensuring that all parties adhere to the agreed-upon terms.

In the context of commerce, smart contracts can be used to facilitate the exchange of cryptocurrency or other assets, such as selling of digital products, goods and services.

The Current Problem

While cryptocurrency provides lower fees and borderless flexibility by enabling merchants to sell to anyone worldwide, it still faces challenges that impede its broader adoption for purchasing goods and services. These challenges include:

Volatility: The significant price fluctuations of cryptocurrencies present a risk for merchants in terms of the value of payments received.

Complexity: The technical aspects of cryptocurrencies can be intimidating, especially for those not familiar with digital finance, deterring consumer adoption.

In the realm of digital marketing, small business owners and entrepreneurs encounter distinct challenges:

Lack of Expertise: Effective online marketing requires specialized knowledge in areas like audience targeting and content creation, which many business owners may lack. This means that merchants need to get out of their zone of genius and learn new skills which can detract them away from their core competencies.

Resource Constraints: Marketing efforts can be demanding in terms of time and resources, which are often limited for small business owners.

High Costs: Outsourcing marketing activities can be costly, posing a significant challenge for businesses with restricted budgets.

Our Solution

Purchasa is at the forefront of creating a web3 social commerce marketplace and global payment solution, specifically designed to facilitate deeper and more meaningful connections between merchants and customers. Our platform is not just about integrating cryptocurrency into digital commerce; it's a comprehensive vision aimed at revolutionizing the way merchants engage with their audience.

Central to our mission is the mass adoption of cryptocurrency in digital commerce.

We recognize the challenges — volatility, complexity, and the need for global access — and are committed to addressing them. However, our aspirations go beyond merely solving these issues. At Purchasa, we are dedicated to building a trusted brand synonymous with exceptional user experience and intuitive design. Our focus is on empowering merchants, helping them enhance their visibility, increase revenue, and drive sales, thereby enabling their businesses to scale effectively in the digital age.

We envision Purchasa as a secure, reliable ecosystem where merchants can thrive. Our approach involves not only providing a safe environment for business operations but also pioneering web3 shopping experiences. These experiences are designed to challenge and redefine traditional business models, offering innovative ways for merchants to connect with a global audience, leveraging the inherent flexibility of cryptocurrency transactions.

In summary, Purchasa aims to be more than just a marketplace or a payment solution; it's a gateway to a new era of digital commerce, where transactions are seamless, businesses are empowered, and customer connections are strengthened through the innovative use of technology.

Addressing Cryptocurrency Volatility

Cryptocurrency volatility is a major hurdle in its wider adoption for retail transactions. The unpredictable nature of most cryptocurrencies' value poses a challenge for merchants in terms of revenue predictability.

To combat this, Purchasa introduces solutions focused on mitigating these volatility risks. A key strategy is the adoption of stablecoins, which are cryptocurrencies pegged to more stable assets like fiat currencies. This allows merchants to leverage cryptocurrency benefits, such as transaction speed and security, without the typical volatility concerns.

In addition to stablecoins, Purchasa also supports merchants willing to accept more volatile digital assets such as Ethereum and Polygon Matic. By offering a range of cryptocurrency options, we enable merchants to choose according to their risk appetite and customer preferences.

Purchasa's approach is to provide versatile, secure, and cost-effective cryptocurrency transaction solutions for merchants, encouraging broader adoption in the retail industry by addressing the critical issue of volatility.

Purchasa Marketplace

The Purchasa Marketplace is a hybrid web3-FIAT SocialFi platform built to empower merchants in connecting with shoppers, creating deeper, more meaningful connections and providing more flexible ways to sell.

At launch, our focus is on facilitating courses, communities, jobs, networking opportunities, and productivity tools, with plans to expand into a wider array of merchant services.

Key features of the Purchasa Marketplace include:

Increased Merchant Visibility: Our platform simplifies promotion for merchants. They can showcase their products and services effortlessly, enhancing visibility and reaching a broader customer base without needing a specialized team or in-depth knowledge of online sales.

Enhanced Trust: We prioritize consumer confidence by offering comprehensive insights into businesses. This transparency fosters trust in the purchasing process, reassuring customers about their buying decisions.

Flexible Payment Options: Recognizing the diversity in transaction preferences, Purchasa Marketplace supports both cryptocurrency and local currency payments. This flexibility caters to the varied needs of merchants and consumers alike, accommodating different transaction styles.

Rewards for Engagement: Users on our platform are rewarded with our native utility token, $PCA, for their active engagement and participation. This not only fosters a sense of community but also encourages consistent use of the Purchasa ecosystem.

The Purchasa Marketplace aims to redefine e-commerce by offering a robust platform that assists merchants in effectively selling their offerings and provides consumers with a trustworthy and flexible shopping experience. Our goal is to drive the widespread adoption of our platform, gradually expanding our services to encompass a comprehensive range of merchant needs, thereby establishing a new standard in social commerce.

Purchasa Pay

Purchasa introduces Purchasa PAY, a global payment solution designed to cater to the evolving needs of the digital marketplace.

PAY is an integral component of Purchasa's ecosystem, engineered to facilitate seamless and efficient transactions across borders. For launch, PAY is being used within the marketplace; Our vision is to expand its capabilities, ultimately allowing any e-commerce platform to effortlessly integrate digital asset transactions at checkout.

At the core of PAY's functionality are smart contracts, ensuring wallet-to-wallet payments handle payments without Purchasa ever touching funds within the transaction process. This setup enhances transaction security and preserves the autonomy of funds.

Additionally, PAY incorporates an escrow system within its smart contracts, providing a secure mechanism for refunds. This feature allows merchants to define and implement their own refund policies for each product or service, enhancing customer trust and satisfaction.

Tokenomics

What is $PCA

As the utility token for the Purchasa ecosystem, $PCA provides a wide range of benefits for merchants, consumers and web3 shoppers, promoting active cryptocurrency participation across all Purchasa products.

Some of the ways in which $PCA enhances the user experience within the Purchasa ecosystem include:

1. 0% Transaction fees: When a merchant accepts $PCA on Purchasa they will never get charged a transaction fee.
2. Access to exclusive features: $PCA holders may be eligible for access to exclusive features and services within the Purchasa ecosystem.
3. Lower advertising costs for merchants: $PCA can be used to pay for advertising on the Purchasa platform, offering merchants a cost-effective way to reach their target audience.

$PCA is a key component of the Purchasa ecosystem, offering users a range of benefits and advantages that help to enhance their experience and drive adoption of the platform.
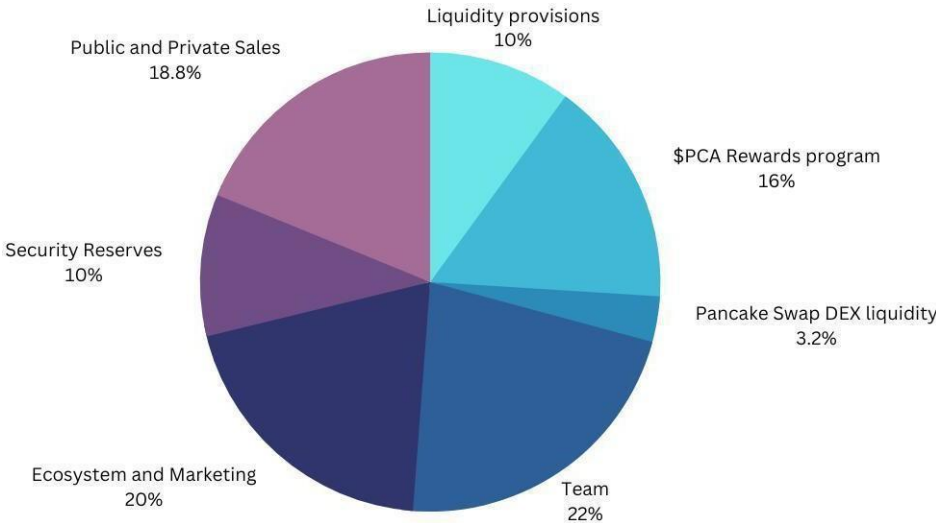
Token Supply

$PCA is a digital asset with a **fixed total supply of 250,000,000 tokens**. This maximum supply is established in the smart contract through the absence of a mint function, which means that **no additional $PCA tokens can be minted**. This feature serves several important purposes:

1. Inflation prevention: By limiting the total supply of $PCA tokens, Purchasa can prevent inflation and maintain the value of the asset over time.
2. Security: The absence of a mint function makes it impossible for $PCA tokens to be created through hacks or fraud, which helps to enhance the security of the asset.

Overall, the fixed total supply of $PCA tokens is an important feature that helps to protect the value and security of the asset. By ensuring that the supply of $PCA remains constant, Purchasa can help to create a stable and reliable ecosystem for merchants, consumers, and investors.

$PCA token has been distributed as follows:

- Liquidity provisions 10%
- $PCA Rewards program 16%
- Pancake Swap DEX liquidity 3.2%
- Team 22%
- Ecosystem and Marketing 20%
- Security Reserves 10%
- Public and Private Sales 18.8%

$PCA is currently available on PancakeSwap: https://pancakeswap.finance/swap?outputCurrency=0xe700BA35998faD8e669e3CCa7b3A350F1FDcACF8

Price chart can be found at: https://www.coingecko.com/en/coins/purchasa

For more information on Purchasa join our Telegram community: https://t.me/PurchasaMain

Follow Twitter for ecosystem updates and news: https://twitter.com/purchasaglobal

Explore the marketplace to shop in crypto: https://www.purchasa.com

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