



PRODUCTSHARE SHARECASH

Litepaper 1.1

PRODUCTSHARE: A Community-Governed Online Payments Protocol and Marketplace Platform That Maximizes Public Benefit, Profitability and Social Impact of Retail E-Commerce.

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ABSTRACT

This paper describes a blockchain-enabled implementation of a business infrastructure and an electronic payments platform that embodies the principles of Conscious Capitalism [4] as they apply to Electronic Commerce (E-Commerce) and Online Retail Marketplaces. Conscious Capitalism defines businesses as organizations that have a purpose beyond just profitability. Within this model, businesses exist for the purpose of improving the lives of all Stakeholders equally. Stakeholders are defined as the people directly affected by the business, including employees, customers, shareholders/owners, suppliers, vendors, and the community/society at large. When a company practices Stakeholder integration, no single stakeholder group is more important than another [2].

On the basis of this definition, our paper describes a decentralized-able electronic ordering/payments protocol, called PRODUCTSHARE (PS). The use case of this protocol, herein referred to as Product-sharing, utilize smart-contract technology to programmatically distribute value in real time among the transaction participants (i.e. from customers to vendors) and share profits among the Stakeholder groups per the above definition. The PS Protocol automatically rewards participants with significant cash back rewards for sharing their purchases with their social networks at the time of order completion, so that when their social connections buy the same products the cashback reward is triggered. Current payment protocols do not allow for such robust profit sharing, and lack transparency between participants, and thus the paper presents a new and more reliable model of a functional Stablecoin. Industry standard Stablecoin implementations lack the ability to issue, trade, and redeem digital tokens, with an audit updating in real time. The PS Protocol utilizes a self-auditing Stablecoin called ShareCash (Symbol: <\$ Ticker: PSC) to pay out cash back rewards and split remaining profits from the sale of a product or service equally and in real time among three Stakeholder groups: 1) Customer Community 2) Co-Creator Collective and 3) Charitable Causes.

Finally, a practical implementation of a governance model for a business organization on the basis of the PS Protocol is presented as an implementation of a Decentralized Autonomous Organization (DAO) model to automate organizational governance, decision-making and fundraising. This paper describes an improved model of a Public Benefit Corporation, the PRODUCTSHARE DAO (PS DAO) and the structure for its governance using a blockchain-enabled governance/utility token, hereinafter referred to as StakeShare (Symbol: <\$ Ticker: PSS) . As part of the initial offering of PSS to the customers community we describe an Initial Decentralized Offering (IDO) of PSS for the purpose of raising the capital required for building a decentralized profit-sharing and fundraising protocol called ProductStake (herein referred to as Product-staking or P-STAKE) and the ProductStake.com Platform. Product-staking automates the scaling of digital product promotion and consequently the scaling of their sales volume by allowing PSS token holders to invest in the success of individual products or services by lending/supplying the cash liquidity needed for their promotion in exchange for a share of the profit proportional to the amount of liquidity supplied in the form of ShareCash.

1 EXECUTIVE SUMMARY

1.1 THE PRODUCTSHARE E-COMMERCE PROTOCOL

Productshare is an e-commerce protocol that automatically rewards its participants with a minimum 50% cash back when they share links to the products they have purchased and those Product-shares (i.e. Shared Links) are used by their friends or family to buy the same items.



Figure 1: PS PROTOCOL USER FLOW DIAGRAM

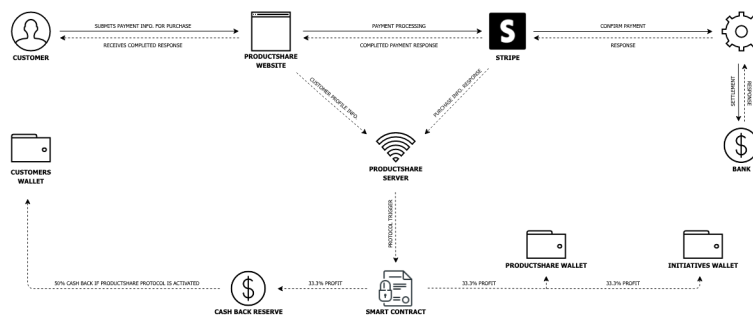


Figure 2: PS PROTOCOL SYSTEM DIAGRAM

1.2 THE PRODUCTSHARE ORGANIZATION

iPRODUCTSHARE Inc. is a Public Benefit Corporation (PBC) that oversees the creation and operation of applications, smart contracts and services that comprise of the Productshare Protocol.

The specific purpose of PRODUCTSHARE is to share profit generated from product sales on the platform equally between our team of Co-Creators, Customers and Charitable Initiatives that share our mission to co-create a more abundant and harmonious world. The PRODUCTSHARE shopping platform is the first implementation of the Productshare Protocol, and is the world's first socially conscious e-commerce marketplace.

Table 1: THE COLLECTIVE OF PRODUCTSHARE CO-CREATORS

THE COLLECTIVE OF PRODUCTSHARE CO-CREATORS

Anton Polski
CEO



Devoted Yogi and a passionate technology entrepreneur, Anton began building companies in 2005 while studying Comp-Sci at the University of Waterloo. Anton is a firm believer that the combination of conscious capitalism and blockchain-driven decentralization of finance will eliminate most of socio-economic inequalities.

Tim Williams
COO



Tim has spent the last fifteen years working with online start-ups, mainly in the arenas of technology, retail and entertainment. Tim is passionate about working with individuals across various departments within organizations, streamlining operations and helping to nurture talent.

Jose Herrera
CTO



Jose is a software engineer specialized in full stack development, distributed computing, blockchain engineering, and cryptography/cybersecurity. He has proven success in taking projects from requirements to production, and has a passion for Fintech and cryptocurrency.

Li Jin
Senior Software Engineer



Li is an experienced software developer, who knows his way around Shopify and other ecommerce platforms. He can quickly build amazing web applications with React and can take any design to make it a reality in record time. In his spare time he plays basketball and soccer in his hometown of Changchun city.

Brandon Burstein
Director of Marketing



Brandon has been working in marketing communications since 2014. He's been working in marketing + advertising since 2016. Brandon is passionate about design, branding, marketing, and recently became involved in the cryptocurrency space in 2018.

Continued on next page

 Continuation of THE COLLECTIVE OF PRODUCTSHARE CO-CREATORS 1

Jarred Bronstein
Product Marketing Manager



Jarred is an Actor and Entertainer with over 10 years of experience in Film, TV, and Social Media, his passion for educating via new media has piqued his interest in the Crypto world. Having hosted numerous Youtube channels, Jarred has amassed tens of millions of subscribers.

Ali Ahmed
Head of Design



Hailing from Karachi, Pakistan, Ali is a 20 year veteran of graphic design. A specialist in all forms of visual media, Ali's prime role is to design and communicate Productshare's brand and ethos through his graphics and images.

Ryan Fields
VP Fashion Marketing



Founder and CEO of clothing brand, RareForm Style. Ryan received nationwide exposure resulting from RareForm's successful Dragon Den's Pitch. Ryan is a digital marketing and dropshipping expert with proven track record in fashion related consumerism.

 End of THE COLLECTIVE OF PRODUCTSHARE CO-CREATORS Table

1.3 HOW TO PRODUCT-SHARE

To participate in the protocol or simply to Product-share, means to purchase one or more products from the PRODUCTSHARE Marketplace and share the links to the purchased products on social media. The first time someone buys the same item using your product-share link (ie by clicking the product link you shared), the protocol rewards you automatically with a minimum 50% cash back for that specific product. Cashback reward funds are transferred immediately to your PS wallet and can be instantly withdrawn to any US debit card or Paypal account.

1.4 HOW IS IT POSSIBLE TO PAY OUT 100% CASH BACK REWARDS AND STILL BE PROFITABLE?

The Productshare Protocol makes it possible to pay out significant cash back rewards by reserving one third (33.33%) of all profit generated to be paid out to customers in the form of cashback rewards. Cashback reserves are accumulated over time with 33.33% of the profit margin transferred immediately upon completion of a product sale to a dedicated bank account or a multi-signature secured blockchain wallet.

The Productshare Protocol is envisioned as a completely decentralized service. Although some of its aspects are currently centralized, the long-term goal is to implement the protocol as a 100% trustless protocol that deterministically pays out cash back rewards to eligible users. Cash back rewards are automatically triggered upon the first time someone makes a purchase from a user's Product-share link.

The reward funds are instantly transferred by smart contract from the Cashback Rewards Reserve Account directly to the customer's wallet. Based on historical performance data we expect that approximately 7% of all sales will trigger a cash back reward.

1.5 THE FEASIBILITY OF PRODUCTSHARING

The products offered on the Productshare Platform must conform to the minimal pricing model parameters that make their sale financially feasible. In order for a product to be offered on the platform, its profit margin (ie the difference between its retail and wholesale price) must be sufficiently high enough to ensure that one third of the profit is enough to cover the cash back rewards.

The average profit margin of products offered on the platform is 20%, of which (based on data collected from real-world experiments), one third of the total margin (ie 6.6% of the retail price) ends up being paid out in cash back rewards. The remaining two thirds of the margin provides sufficient capital to cover operational costs and leave enough profit to continually expand into a highly profitable and sustainable business organization.

1.5.1 THE PRODUCTSHARE STATISTICAL MODEL

The performance of the Productshare protocol on the Facebook platform can be accurately forecasted using a consistent statistical model derived from publicly known and verifiable Key Performance Indicators (KPIs) such as the average Click Through Rate (CTR), the average Purchase Conversion Rate (PCR) of product landing pages, and the standard performance metrics of the Facebook algorithm.

The average user on Facebook has 200 friends of which 35% (70 people) see their posts based on the Facebook news feed algorithm. When a user Product-shares (i.e. makes a purchase and posts a product-share on their timeline), it will be seen by an average of 70 people. From those 70 users, 5% (3.5 people) will click on the link and only 2.1% (0.077 people) of those who click will make a purchase.

This means that for every 1 sale there will be a total of 0.077 referred sales. So from a total of 1.077 sales, the equivalent dollar value of 0.077 sales will be paid out in cash back rewards, resulting in the average payment of $(0.077/1.077 = 0.0658)$ 6.6% of the retail sales price as a reward.

1.6 THE PRODUCTSHARE ONLINE MARKETPLACE

WWW.PRODUCTSHARE.SHOP is a community-curated shopping platform that shares all profit equally with its customers as a reward for buying and sharing products they love. The products offered on the Productshare Platform are hand curated by community-elected representatives and must conform to the values inspired by Conscious Capitalism.

1. MADE WITH LOVE IN DEMOCRATIC COUNTRIES BY GOOD COMPANIES AND BRANDS THAT STRIVE TO MAKE A SOCIAL IMPACT, PAY FAIR WAGES AND EMPOWER THEIR WORKERS
2. CREATED VIA SUSTAINABLE AND ENVIRONMENTALLY FRIENDLY MANUFACTURING PROCESSES
3. MADE FROM RECYCLED OR ECOLOGICALLY FRIENDLY MATERIALS (OR IN THE CASE OF PACKAGED FOODS, ORGANIC AND GMO FREE INGREDIENTS)
4. HIGHEST POSSIBLE PRODUCT QUALITY, PROVEN TO BE RELIABLE, LOVED AND RECOMMENDED BY EXISTING CUSTOMERS

1.6.1 THE PRODUCTSHARE DROPSHIPPING API

Productshare is designed to operate as a dropshipping marketplace and thus will carry no inventory. Productshare outsources all product shipments to the vendor or a specialized shipping company that handles warehouse operations via a customized Dropshipping API. When a sale is made on the Productshare platform, the full retail price is captured from the customer through our credit card or cryptocurrency payment processor and simultaneously the corresponding order is placed with the vendor by transferring the wholesale purchase price of the product via the Company credit card or ACH bank transfer.

1.7 THE PURPOSE AND MISSION OF PRODUCTSHARE

The Purpose of Productshare is to inspire living in the mindset of infinite abundance by enabling more people to lead healthier, happier and more harmonious lives. We will fulfil our purpose through the Creation of PRODUCTSHARE PBC, a Public Benefit Corporation that completely reimagines electronic commerce as an Impact Economy guided by the values of Conscious Capitalism.

The Mission of PRODUCTSHARE (PS) is to share the profit from all e-commerce activities on the platform, equally and transparently, between 3 groups of PS Stakeholders:

1. COLLECTIVE OF CO-CREATORS
2. CUSTOMER COMMUNITY
3. CHARITABLE CAUSES

Table 2: PRODUCTSHARE STAKEHOLDERS

Stakeholder Group	Group Description	Profit Share Percentage
CO-CREATORS COLLECTIVE	This Stakeholder group includes anyone who takes part in the creation of the PS Platform and related products or services. This group consists primarily but is not limited to Company Founders, Employees, Contractors, Advisors, Investors, Suppliers and Strategic Corporate Partners.	33.33%
CUSTOMERS & COMMUNITY	This group of Stakeholders consists of all PS Platform users and the community they live in, which includes their friends, family, co-workers and anyone else in their extended social networks. Profit-sharing with this group inspires loyalty and builds lasting relationships inside the social environment in which PRODUCTSHARE operates.	33.33%
CHARITABLE CAUSES	The Charitable Causes Stakeholder group is a broad group of Stakeholders that includes the non-profit, non-government organizations (NGOs) and initiatives that align with the core mission of PRODUCTSHARE. They also include the Corporate Social Responsibility programs that enhance or positively contribute to society and the environment.	33.33%

1.7.1 WHY SHARE PROFIT?

Free enterprise should exist for reasons beyond just making a profit. The true purpose of business is to improve our lives and create value for all stakeholders and society at large. We share our profit to show the world that Product-sharing can transform online retail into a self-propelling force that unites the interests of both businesses and consumers.

1.7.2 PROFIT DISTRIBUTION

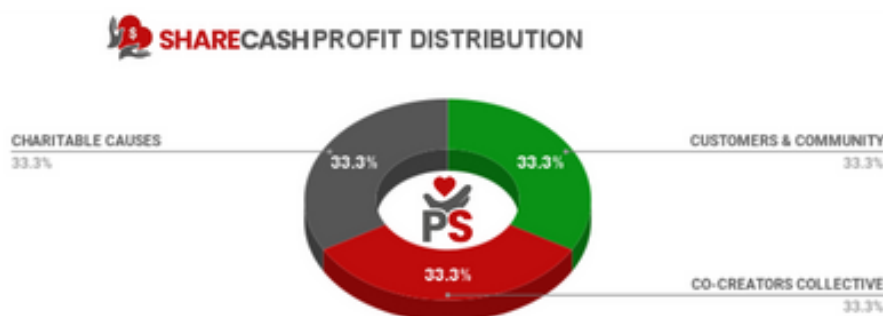


Figure 3: PS STAKEHOLDERS PROFIT DISTRIBUTION

1.8 THE SHARECASH TOKEN (PSC)

Table 3: SHARECASH TOKEN DEFINITION

Token Name	Token Symbol	Token Ticker	Token Website
ShareCash	<\$	PSC	www.productshare.cash

The purpose of PS Platform is to share the profit it generates equally between all of our Stakeholders (Co-creators, Customers and Causes). In order to fulfill our purpose, we are committed to provide our customers and the general public with full transparency of our financial operations thus ensuring the verifiability of product sales, the fairness of cashback reward payouts and the timing and accuracy of distribution of remaining profit to all Stakeholders.

To achieve this objective, PS is utilizing distributed ledger (ie blockchain) and smart contract technology to implement the foundational block of the protocol: The ShareCash Stablecoin (PSC, Symbol: <\$) a blockchain-enabled token with the value of <\$ 1 ShareCash equivalent to the value of \$ 1 United States Dollar (USD).

The number of ShareCash tokens in circulation will always equal to the dollar value of sales revenue cash reserves stored in a dedicated bank account. ShareCash will be used as the singular accounting unit for all PS transactions thus will empower our stakeholders to have indiscriminate and independent real-time access to the immutable digital ledger containing all historical and future transactions.

ShareCash enables the cash back rewards to be paid out, without any human involvement, by a smart contract directly to the customer's wallet. The customer may choose to use the ShareCash to make new purchases on the platform or withdraw it to their bank account or Paypal.

PRODUCTSHARE will provide a web interface for customers to withdraw their ShareCash rewards directly to their bank account or Paypal account.

1.8.1 SHARECASH IMPLEMENTATION

PRODUCTSHARE (PS) ShareCash (<\$ PSC) is blockchain enabled unit of exchange within the PS ecosystem with the value of <\$ 1 PSC unit always equal to the value of \$ 1 United States Dollar (USD). Unlike industry standard stablecoin, like USDT Tether or USDC [3], the total number of ShareCash units issued is always a precise equivalent of the USD cash balance stored in a programmable Mercury bank account. This account is designed to only be accessible via smart contract and its balance to be verifiable in real-time via a Chainlink Oracle or a similar public oracle construct[5].

Withdrawals from this account are possible strictly by a smart-contract that is audited by third party and approved by the PS community. New funds can only be deposited by either Stripe ACH transfers, resulting from orders made on the PS Marketplace, or via Dwolla Payments API which initiate inbound transfers when customers use their debit cards to purchase ShareCash for buying or staking products on the PS Marketplace.

Similarly when customers wish to withdraw their PSC balance to their bank account, the smart contract burns the requested withdrawal amount of PSC tokens and then initiates the ACH Transfer to their account. In contrast to stablecoins the purpose of ShareCash is to provide transparency of all transactions in the PS ecosystem and to record them on a secured public ledger. All PS purchase transactions are therefore reflected in ShareCash regardless of the method of payment used.

ShareCash is minted when a new purchase is made. This means that the issued supply is always a precise representation of gross revenues of the PS Marketplace. The PS organization is the first corporate adopter of ShareCash and interacts with it in the same way as intended for any other PS customer. Instead of receiving fiat currency like traditional marketplaces, PS receives ShareCash in the company wallet. When it requires cash for operational expenses it must burn ShareCash, convert it to USD, and transfer it to the operational bank account.

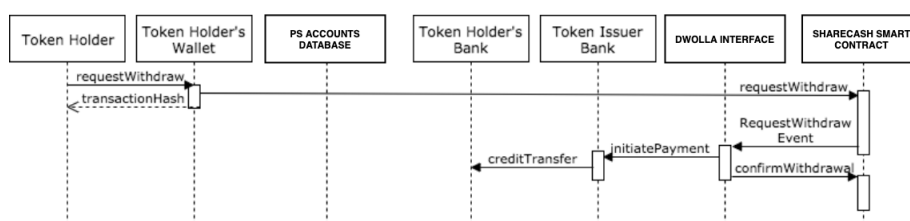


Figure 4: SHARECASH WITHDRAWAL USE CASE

1.9 THE STAKESHARE GOVERNANCE TOKEN (PSS)

The PRODUCTSHARE (PS) StakeShare (PSS) is designed to be the governance and value accrual token for the entire PS Ecosystem and suite of brands and products.

The primary objective of the PSS token is to pave the path to complete decentralization of the PS Platform and its two underlying Protocols: Product-sharing and Product-staking.

Table 4: STAKESHARE TOKEN DEFINITION

Token Name	Token Symbol	Token Ticker	Token Website
StakeShare	<S	PSS	www.productstake.com

1.9.1 THE PRODUCTSHARE DECENTRALIZED AUTONOMOUS ORGANIZATION (PS DAO) GOVERNANCE MODEL

The process of decentralization will begin with transforming the PS Marketplace to be community-owned according to the equal distribution of the PSS supply amongst the three Stakeholder groups as defined in this paper. The Shareholders of PRODUCTSHARE Inc. Public Benefit Corporation (PS PBC) will retain one third of the voting power with the remaining voting power equally distributed among the PS Customers Community and the Charitable Organizations Stakeholder group members. This will effectively achieve a majority (2/3rds) ownership by the Stakeholders who are independent of the centralized PS PBC and thus will ensure that future operations of the PS Platform are truly decentralized and Community-Governed.

The first phase of the progressive decentralization of the PS Platform will begin with the Initial Decentralized Offering (IDO) of the PSS Tokens on 2/22/22. Upon the start date of the IDO the total supply of <S 333,333,333 PSS will be minted and locked into three smart contracts dedicated to distributing these tokens to the three Stakeholder groups as defined in this paper and according to a community-approved set of rules for PSS tokens emissions and token amounts and their release schedule.

From the <S 111,111,111 PSS allocated to the Customer Community, <S 66,666,666 PSS will be sold in exchange for ShareCash to the public during the IDO while the remaining <S 55,555,555 PSS will be emitted over time via the community-governed smart contract to platform users as incentive for participating in ProductSharing and ProductStaking protocols. PSS Tokens allocated to the Charitable Causes Stakeholder Group will be locked into a smart contract that allows all Stakeholders to vote on granting them to specific Non-profit initiatives and organizations based on proposals that may be introduced by any individual member of the Customer Community or the Co-Creator Collective Stakeholder groups.

PSS tokens allocated to the Co-Creators Collective members will be distributed immediately to the Shareholders of the PRODUCTSHARE Inc. Public Benefit Corporation (PS PBC) and locked into a 3 year vesting period via smart contract to ensure that these tokens cannot be sold or transferred. This will also ensure that the Co-creator Collective members retain at least 1/3rd of the voting power until the process of decentralization is fully completed and is successful.

These tokens will be released to all Shareholders of PS PBC which includes Founders, Employees, Advisors and Investors according to their pro-rata ownership in PS PBC over a 36 month period to ensure each can sustainably benefit from the abundance generated by the PS platform. As the value of PSS grows, they will also continue to have an increasing incentive to further expand and maintain the PS Ecosystem.

The PS PBC will oversee the release and development of the PS platform protocols and

Table 5: STAKESHARE PRESALE PHASES

StakeShare Initial Token Offering					
PHASE #	PSS PRICE (PSC)	TOKENS OFFERED (PSS)	PROCEEDS (PSC)	PROCEEDS BURNED (PSC)	VALUE (USD)
1	<\$ 0.22	<\$ 33,333,333	<\$ 7,333,333	<\$ 333,333	\$ 7,000,000
2	<\$ 0.33	<\$ 22,222,222	<\$ 7,333,333	<\$ 333,333	\$ 7,000,000
3	<\$ 0.44	<\$ 11,111,111	<\$ 4,888,889	<\$ 888,888	\$ 4,000,001

safeguarding of certain intangible assets pertaining to the project, such as trademarks and copyrights. This will remain until the community is established enough to maintain these protocols in a completely decentralized manner and the PS Platform can be governed and operated entirely as the PRODUCTSHARE Decentralized Autonomous Organization (PS DAO)[1].

PS PBC will continue to be the primary service provider contracted by PS DAO to maintain the PS Platform and serve the PSS holders, who are the beneficiaries of the PS Platform and govern how it operates.

PSS holders will be able to create and vote on proposals to govern the two underlying protocols, ProductSharing and ProductStaking. This may include: selection and pricing of new products, voting on certain economic parameters such as retail pricing of products, cashback percentage rates on a per product basis as well as amounts of PSS incentives and emission rates of the undistributed PSS tokens that are still locked by smart contracts.

The PSS holders will also vote on entering new strategic partnerships as well as which Charitable Organizations or Initiatives will receive grants and the amount and frequency of such charitable investments or contributions.

1.10 THE PRODUCTSTAKE PROTOCOL DEFINITION

The Productstake protocol is a profit sharing protocol that allows PS Customers and Stakeholder to share in the success of individual products that are sold on the PS Platform.

The protocol works similarly to yield farming products like PancakeSwap on the Binance Smart Chain, Uswap on the Tron Blockchain or Orca on the Solana Blockchain.

The Productshare business model is based on selling individual products via customized landing pages. At the beginning of each week, each product is assigned a marketing budget which is then used to purchase internet traffic from various advertising platforms such as Facebook, Instagram, Google, and Bing. The complete list of platforms can be found in Appendix B. The purchased advertising media results in a predictable amount of visitors and thus the number of sales can be easily forecasted as it is linearly related to the size of the marketing budget.

The Productshare statistical model is relatively constant as it relates to the various sources of traffic, so the profit generated can be estimated accurately as a function of the marketing

budget and thus provide a low-risk opportunity for the community to generate a stable amount of profit by taking a stake of the marketing budget.

As part of the ProductStake protocol, ShareCash token holders will be able to stake in the marketing of individual products that participate in the protocol.

Prior to the start of the week, users will be able to stake their ShareCash tokens on a product of their choice. They will be able to select these products based on all of the previous historical data, such as CTR, CTP and number of sales that are verifiably stored on the ShareCash blockchain, since every transaction is recorded on the ShareCash ledger.

For the duration of the 7 day period the staked ShareCash tokens remain locked and the cash equivalent is used to purchase advertising media by the PS community elected product marketing managers. The revenue and profit generated from sales is recorded in real time and at the end of the 7 day period is split proportionally between the staking participants on a per product basis.

1.11 THE PRODUCTSTAKE.COM PLATFORM

PRODUCTSTAKE.COM is a product staking platform that fuels the marketing of products sold on PRODUCTSHARE.SHOP.

ProductStake works similar to blockchain yield farming products where users can provide liquidity for a particular blockchain asset in exchange for a reward.

PRODUCTSTAKE.COM lists products offered on ProductShare along with their historical and real-time sales data. This allows the public to easily select products based on their past performance and invest in their marketing to receive a share of the profits generated from their sales. The staking process works by locking an amount of USD in the form of ShareCash tokens for a minimum 72 hours to receive a percentage of profit equal to the size of your share of the staked budget.

The staked budget is managed by the PRODUCTSHARE campaign managers who distribute it amongst major Ad platforms like Google Adwords, Facebook and Twitter. The staked budget is always returned to Stakers, minus a 2% staking fee even if no profit has been generated.

The sales are recorded on the blockchain in real time and a portion of the sale is transferred to the product stakers immediately in ShareCash USD tokens which can be converted to fiat USD.

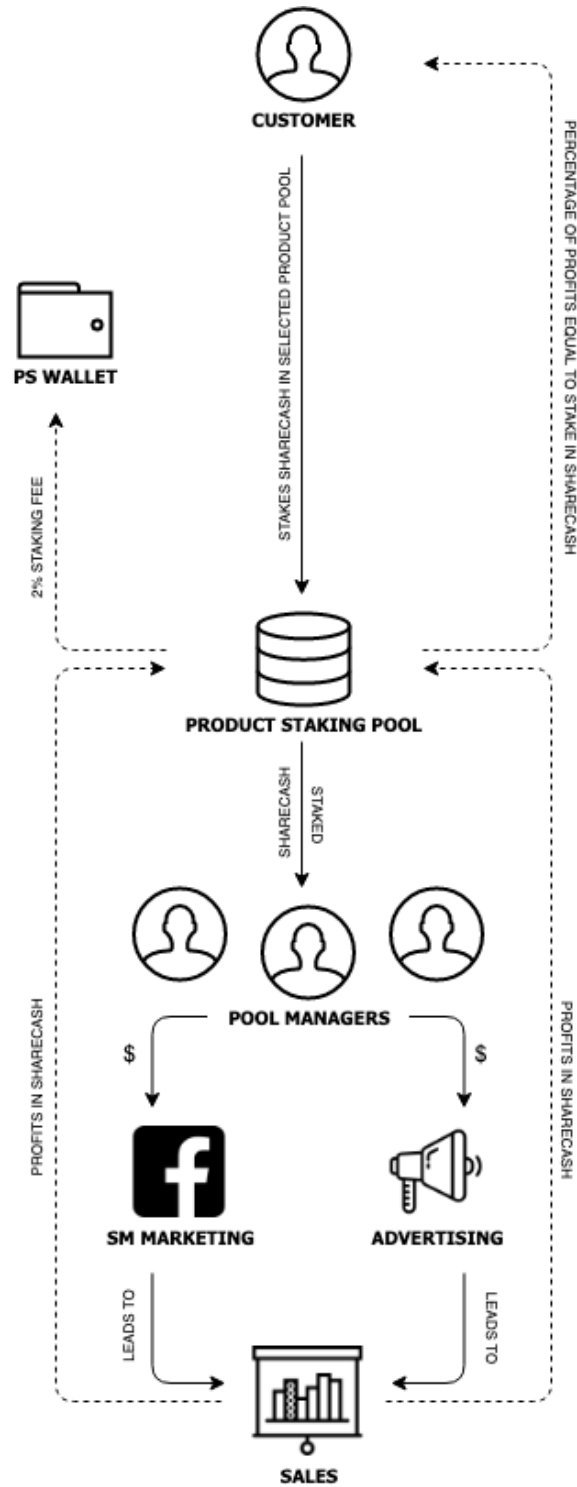


Figure 5: PRODUCTSTAKING PROTOCOL SYSTEM DIAGRAM

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