

RAMP

REWARDS

Redefining the loyalty rewards and marketing industry through blockchain technology. Created by retailers, for retailers



Executive Summary

Our mission is to create a loyalty rewards network that is meaningful, valuable, and global for retailers and customers alike. To achieve this, we are building RAMP Rewards, a Retail Marketplace and loyalty network that leverages blockchain technology to better reflect the utility that a modern loyalty rewards network should provide. The RAMP Retail Marketplace creates a direct medium through which retailers can communicate with customers and increases the quality and quantity of customer information available by incentivising customers through RAMP Dollars. RAMP Dollars are a stablecoin cryptocurrency that can be used within the RAMP loyalty network and Retail Marketplace. These RAMP dollars





The end result is a loyalty rewards network that is a significant advancement on traditional loyalty rewards systems

have substantially more utility value than traditional reward points and can be used to purchase products on the Marketplace, exchanged for New Zealand Dollars or other cryptocurrencies, donated to charity or gifted to friends and family.

The end result is a loyalty rewards network that is a significant advancement on traditional loyalty rewards systems. Our business model and Retail Marketplace also help solve some of the problems that have faced previous blockchain-based loyalty rewards systems. This is done through leveraging New Zealand's uniquely centralised payment infrastructure to test our proof of concept, combined with our team's deep retail industry expertise. The end result is a product that gets to the heart of retailer and consumer pain points. RAMP Rewards is created by retailers, for retailers.





Contents

Executive Summary

05 Background: Loyalty Rewards and Legacy Systems

08 The Relevance of Blockchain Technology

10 Solution Overview

12 Value Proposition

14 How it works

19 User Journeys

21 Business Landscape

21 Business Plan

22 Initial New Zealand Expansion

24 Consolidation of Marketplace

25 International Expansion

26 Project Roadmap

27 Competitor Analysis

28 RAMP Technical Architecture

29 Transparency and Trust

30 Securing Customer Data

30 Reward Dollar Distribution

32 RAMP Cryptoeconomic Model

45 RAMP Security Token

49 Team

51 Legal Disclaimer



Background: Loyalty Rewards and Legacy Systems

67% of customers spend more and more frequently at retailers with loyalty programs

Why Loyalty Rewards Matter

Frequent flyer points, cash-back rewards, or coffee-cards from your local café. Whatever variation chosen, it's clear that reward and loyalty programs are an important tool to drive business sales and visibility. Retailers can use these programs to attract new customers but perhaps equally as important, they can be used as a powerful customer retention tool. According to a recent Nielsen Report 67% of consumers spend more, and more frequently, at retailers with loyalty programs¹.

Globally, the size of the loyalty program market is estimated to be **USD \$6.9 billion** by 2023 and forecast to grow at an annual growth rate of **20.8%** over the next five years². The prospects for this industry continue to be strong.

¹ <https://www.nielsen.com/content/dam/niensenglobal/de/docs/Nielsen%20Global%20Retail%20Loyalty-Sentiment%20Report%20FINAL.pdf>

² <https://www.alliedmarketresearch.com/loyalty-management-market>



The Problem

Despite these positive prospects, the current landscape for loyalty based systems is full of legacy systems that are outdated, inefficient, and serve neither the best interests of the customer or retailer. At the current state:



And despite the billions spent each year on loyalty programs and schemes, **48 trillion reward points are lying idle in members accounts** with an estimated value of USD \$360 billion³. This inefficiency and waste can be attributed to the following:

There is currently no executed technological solution that makes retail rewards schemes seamless for both the retailer and the customer.

Specifically, the problems with current systems can be tied to the following:

- Rewards points are siloed and have low utility.** Once earned, these points have no value outside of the customer's account and are only redeemable in a small ecosystem. Customers cannot gift, donate or exchange their points to potentially interested parties such as charities, friends or family. This means they're left idle and unused in customer accounts.
- Proliferation of individual loyalty programs.** Nearly every retailer now has some variation of a loyalty program. US consumers alone have an estimated 3.8 billion individual loyalty program memberships⁴.

³ Loylogic White Paper <https://www.loylogic.com/track-of-success/papers>

⁴ 2017 Colloquy Loyalty Census



This makes it confusing for consumers to determine which programs are actually valuable and makes it difficult for retailers, particularly smaller retailers, to differentiate themselves and generate customer loyalty.

3. **Retailers are saddled with liabilities.** Loyalty points constitute a promise to give customers discounts or even free items. These unused points are consequently left as liabilities on the books of retailers. Retailers currently have no idea when these points might be redeemed and at what rate, causing them financial uncertainty.
4. **A lack of accurate consumer data.** There doesn't currently exist a medium, specific for retail, which properly incentivises customers to share more information about themselves in a secure way and that allows retailers to directly engage with customers based on their interests. Consequently, retailers receive generic and low value customer information which feeds into generic advertisements that have little value to both parties.

Customers don't want to be continually adding more and more loyalty programs and cards to their wallets.

Consumers don't want to be continually adding more and more loyalty programs and cards to their wallets. It's confusing, it reduces the perceived value of these points and retailers' individual loyalty programs become watered down and unable to be differentiated.

Loyalty Networks: Solving the Vertical Loyalty Solution Problem

To solve the problem of too many individual loyalty programs some legacy rewards systems have created joint loyalty programs where consumers can generate universal points that can be redeemed across a network of retailers. This increases the liquidity of these points and consequently, the value of them to customers.

Retailers also benefit from this network effect; they don't need to invest large sums in creating and maintaining their own loyalty programs and can gain a competitive advantage in their industries if their competitors are not part of these networks. A key example of this is the largest loyalty network in New Zealand and Australia. In New Zealand alone an estimated 75% of all households are active members of this loyalty network. These households are able to use their points

⁵ https://www.sas.com/fi_fi/customers/loyalty-new-zealand.html



in this network with over 50 major brands in the country, lending them a far greater utility value than individual loyalty programs.

The problem with current loyalty rewards networks is that points have close to zero value outside of the network and are individual; they cannot be shared with friends and family or donated to charities and other worthy causes. For retailers, they still present an unknown liability that can be on their books for years without redemption. These programs have also still been unable to solve the problem of a lack of personalised customer data for retailers.

The Relevance of Blockchain Technology

To overcome these challenges, blockchain based rewards systems have been developed during recent years. Blockchain technology is well placed to disrupt this industry for the following reasons:

1. Reducing System Management Costs



The presence of smart contracts on blockchain networks allows for the reduction of system management costs. Many of the processes that previously would have required human permissioning and approvals can be automated in a blockchain-based loyalty system. The automation of this process also reduces costs associated with human error and fraud.

The reduction of system management costs also has the added benefit of reducing the minimum points requirements customers need to redeem points. This incentivises customers to make more redemption transactions, helping to increase their perceived value of the given loyalty program. This will help improve customer retention for the retailer in charge of the loyalty rewards program.

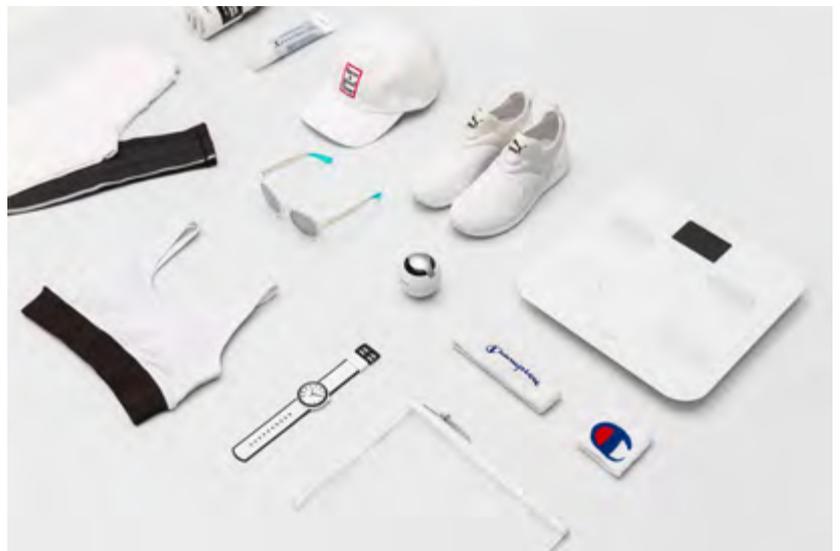
⁶ <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/financial-services/us-fsi-making-blockchain-real-for-loyalty-rewards-programs.pdf>



2. Real-Time Processing

One of the issues with legacy loyalty rewards systems is that points often take extended periods of time to be credited to customers' accounts. A key reason for this is logistical; often there is a lack of coordination between a loyalty rewards program issuer (e.g. the credit card company that records a transaction has taken place) and a loyalty rewards program provider, who needs the credit card company to notify them that the transaction has taken place so they can credit points to a member's account⁷.

Blockchain solves this problem by enabling transactions to be recorded and accessed by multiple stakeholders involved in the process in near real time. The only delay involves waiting for new blocks to be mined and for transactions to be included in these new blocks. This allows the loyalty rewards program provider to more quickly credit points to customer accounts. This is important - customers expect seamless and instant access to their rewards. Allowing them to do this immediately increases the chance of a positive customer experience and consequently, enhances loyalty to the retailer.

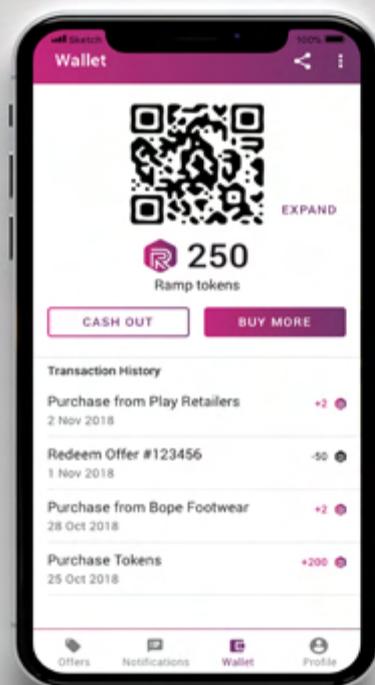


⁷<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/financial-services/us-fsi-making-blockchain-real-for-loyalty-rewards-programs.pdf>



Solution Overview

To help solve the problems with legacy loyalty systems for both customers and retailers RAMP is creating a blockchain-powered Retail Marketplace and loyalty rewards network. Customers receive RAMP Dollars by purchasing goods and services from retailers in the RAMP network and through their engagement with the RAMP Retail Marketplace. Retailers issue customers RAMP Dollars for their purchases, and also compensate customers via the Retail Marketplace for participating in market research surveys, for giving feedback about products, and for providing their spending data for the retailer to analyse.





RAMP Dollars will be stablecoins with a fixed value to the New Zealand Dollar (NZD). Unlike with current loyalty systems, RAMP Dollars are designed to be shareable and transferable for customers. They can donate their RAMP Dollars to charity, can exchange them for cash, share with friends and family, or use them to purchase products on the RAMP Retail Marketplace. These features are made possible through the use of a blockchain and give RAMP Rewards a much greater utility value than what other existing loyalty systems offer.

Customers are therefore much more likely to demand RAMP Rewards from retailers as RAMP Dollars give them substantially greater options than existing loyalty points. For retailers RAMP Rewards will not only attract a greater number of customers and average spend but also gives them access to high quality data via the RAMP Retail Marketplace. Better quality data is made available through the incentives that exist for customers in the RAMP ecosystem, and the compensation they receive through the RAMP Dollar.





Value Proposition

To help illustrate the need for RAMP Rewards, it's important to understand the current state for customers and retailers using traditional reward systems:

Current State for Customers

- Loyalty points aren't shareable and most have limited utility value
- Difficult to translate the real money value of points
- Have to carry around a card for each loyalty program
- Receive spam mail from retailers that doesn't appeal to them

Future State with RAMP

- RAMP Dollars can be shared with charities, family and friends and have a multiplicity of different uses
- Customers can see money value of their tokens in NZD alongside their token balance
- No extra cards - customers use their existing debit or credit cards
- Incentivised with RAMP Dollars to provide better information to the RAMP retail marketplace and consequently, receive more personalised and relevant offers





86% of respondents reported that cryptocurrency rewards were more appealing than their favourite loyalty program

Why the use of cryptocurrency tokens as rewards for customers?

As aforementioned, cryptocurrency has a number of unique characteristics that differentiate it and make it superior to traditional loyalty points. In addition to it having a substantial advantage in utility value, unlike loyalty points cryptocurrency tokens do not expire, and are not at risk of systemic devaluation⁸.

Cryptocurrency rewards are also more likely to appeal to customers, particularly millennials. In a recent trial of a cryptocurrency reward system at the University of New South Wales in Sydney 86% of respondents reported that cryptocurrency rewards were more appealing than their favourite loyalty program with 11% stating that they were just as appealing⁹. Not only this but in the same study nearly 60% of respondents reported that they spent more money during the same period.

Current State for Retailers

- Loyalty points sit as liabilities on the books for years and cost has to be written off over time
- Proliferation of individual loyalty programs mean that many retailers find it expensive to stand-out and attract customers
- Consumer engagement is low, unpersonalized spam EDMs lead to low open and conversion rates
- Current blockchain-based loyalty programs require retailers to upgrade software or buy new hardware in order to achieve POS integration

Future State with RAMP

- No liability as retailer pays for rewards upfront leading to increased financial certainty and efficiency
- Low setup and maintenance costs combined with increased customer numbers and spend by being part of a loyalty rewards network
- Ability to run targeted and customised marketing campaigns and receive real time feedback from customers
- No need for POS integration. RAMP's entry market is New Zealand, which has a centralised payment processing infrastructure. This allows RAMP to approach over 70% of the retail market with no POS integration required. This ensures a simple, cost free joining process for retailers in NZ.

⁸ https://scfab.github.io/2018/assets/papers/fab18_submission_05.pdf

⁹ Ibid



How it works

RAMP Rewards is a new, direct, and efficient medium of communication between retailers and customers. There are two main aspects to consider: the Retail Marketplace and the universal loyalty rewards program.





Retail Market Place

Customers access this through a mobile app that contains a wallet to hold RAMP Dollars and a personalised news feed for consumers with offers and deals. The Marketplace will have a gamified and social atmosphere to encourage customers to be daily users.

Retailers access this Retail Marketplace via a web-based management portal. Here they can manage their accounts, manage and conduct marketing campaigns, communicate socially with customers about products and offers, and sell overstocked and end-of-line (EOL) products.

Universal Loyalty Network

In the RAMP loyalty network, customers earn RAMP Dollars by purchasing products at registered RAMP retailers. These RAMP Dollars are allocated to customers by RAMP based on pre-agreed distribution rates between the retailer and RAMP. Typically, this will amount to 2% of transactional value, meaning that for every \$100 NZD spent by customers they will receive \$2 worth of RAMP Dollars. These tokens can be used on the RAMP Retail Marketplace in addition to other previously mentioned uses.

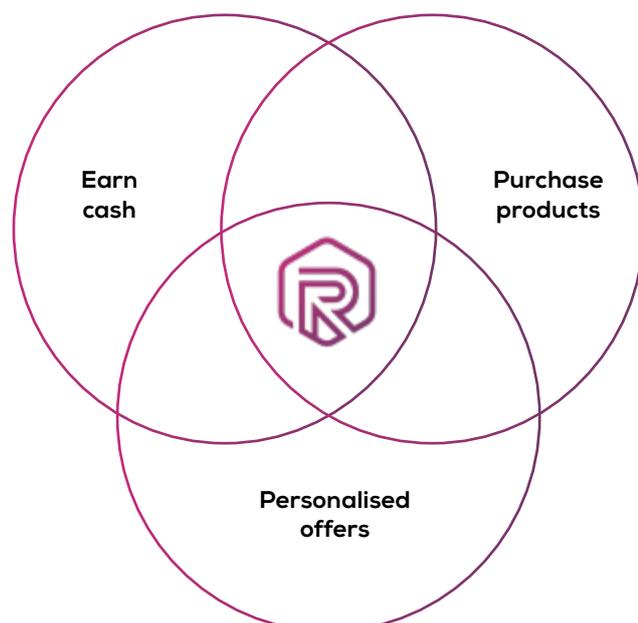
The RAMP Retail Marketplace and the Universal Loyalty Network are closely interlinked and help to optimise each other. When customers and retailers create a RAMP Rewards membership account, they automatically receive access to both aspects. Both of these rely on adoption from two key parties: the customer and the retailer.



Customers

Customers lay at the heart of the RAMP Rewards ecosystem. Customers have the option of completing the following actions in the ecosystem:

- Linking social media accounts and adding personal data to their account profile. Sharing a greater quantity of data increases the amount a customer can be rewarded with RAMP Dollars for their data. Customers are incentivised to ensure that this data is accurate because it benefits them by receiving more personalised offers from retailers
- Engaging with the retailer. On the Retail Marketplace customers can opt to receive offers to complete market surveys and to give social feedback on a potential new products from a retailer (likes and comments on retailer posts). The retailer specifies the amount of RAMP Dollars a customer receives for each engagement or interaction
- Purchasing products from registered RAMP retailers. Customers do not need a specific RAMP loyalty card; instead they register their existing debit or credit cards under their RAMP account and receive RAMP Dollars. These tokens are earned in addition to their existing rewards points (e.g. frequent flyer points)





As mentioned, customers receive RAMP Dollars from completing actions in the ecosystem. These tokens have far greater utility value than traditional loyalty points. A greater number of uses and liquidity increases the value of these tokens and demand for them. RAMP Dollars can be:

- Used on the RAMP Retail Marketplace to purchase products and services from dozens of retailers
- Exchanged for New Zealand Dollars on the RAMP platform or for other cryptocurrencies on cryptocurrency exchanges
- Donated to RAMP partnered charities so that these charities can benefit
- Gifted to friends and family. This may be useful if a group of people are saving up for something or as a present to celebrate a special occasion





Retailers

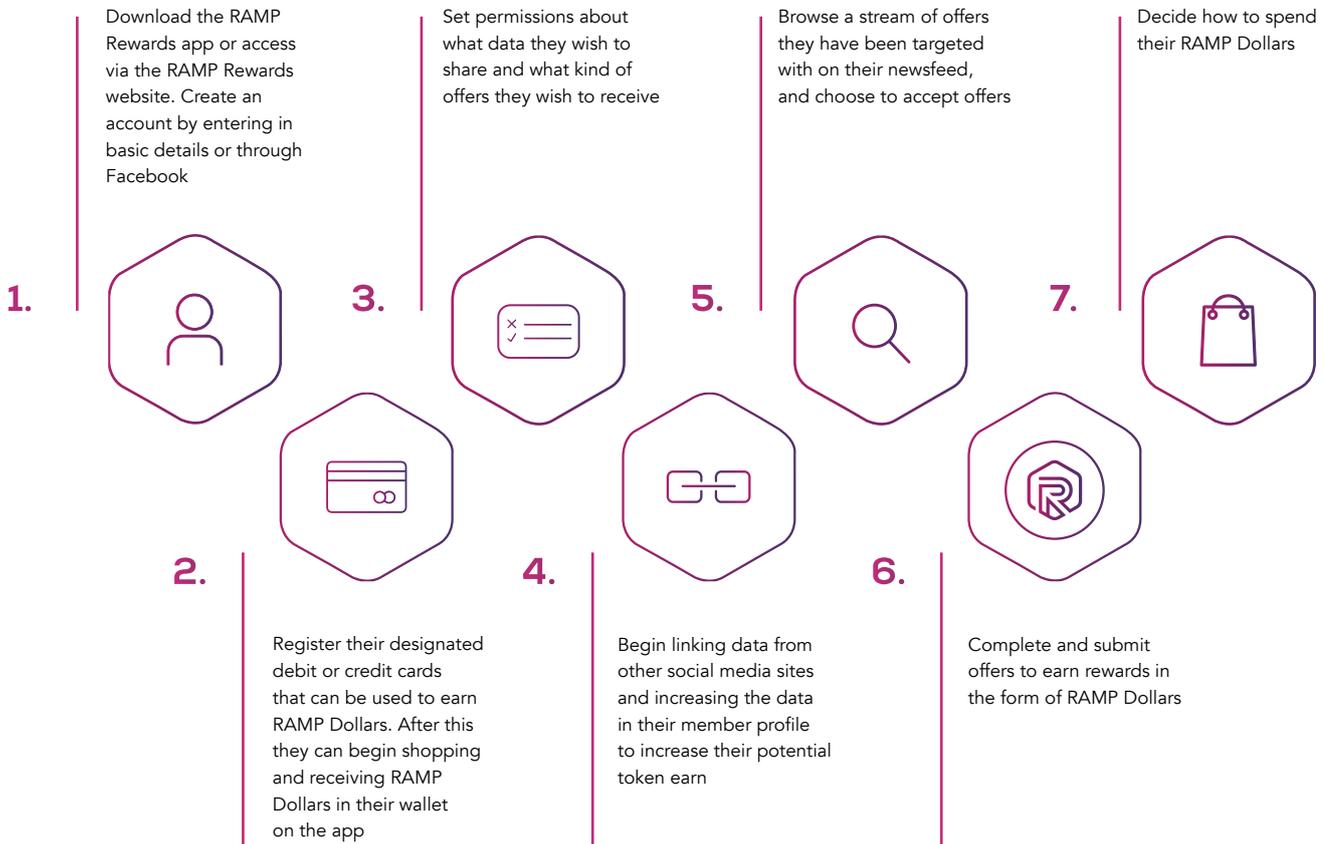
RAMP Rewards is designed to solve the pain points that retailers face with both traditional loyalty systems and newer blockchain-backed loyalty systems. Having a large quantity of retailers participate in a loyalty rewards system is essential, it gives consumers greater utility value for their points and helps support a healthy ecosystem. Retailers interact with the RAMP ecosystem in the following ways:

- Running marketing campaigns through the RAMP Retail Marketplace. Retailers will be able to specify customer demographics that they wish to target and then directly market products or offers towards them. For example, a retailer might pull data for customers that like ocean sports and then place an advertisement on the news feeds of customers who meet these requirements for end of line or aged stock.
- Engaging socially with the customer. On the Marketplace retailers will have the option of asking consumers for their opinions on future products (colour, general feel, hypothetical value to them). This engagement will appear on the customer newsfeed section in the RAMP Rewards app, and retailers will be able to incentivise customers to respond through giving RAMP Dollars
- Gathering market research data. Retailers also have a more formal and comprehensive method of receiving customer feedback. They are able to send out market research surveys via the Marketplace to customers that fit their target demographics
- Purchase consumer data sets from the Retail Marketplace. These data sets will be specifically tailored to retail categories to help make them specific and relevant for retailers. Due to the incentives that exist for customers to enter accurate data and keep their data updated, retailers on the Marketplace will have access to higher quality and more recent data sets than what currently exist in the market.
- Issuing RAMP Dollars to RAMP customers that purchase goods and services. These tokens are allocated to customers by RAMP based on pre-agreed distribution rates between the retailer and RAMP. Typically, this will amount to 2% of transactional value, meaning that for every \$100 NZD spent by customers, retailers will issue \$2 worth of RAMP Dollars



User Journeys

Customer





Retailer



Revenue Model

RAMP Rewards will earn income in the following ways:

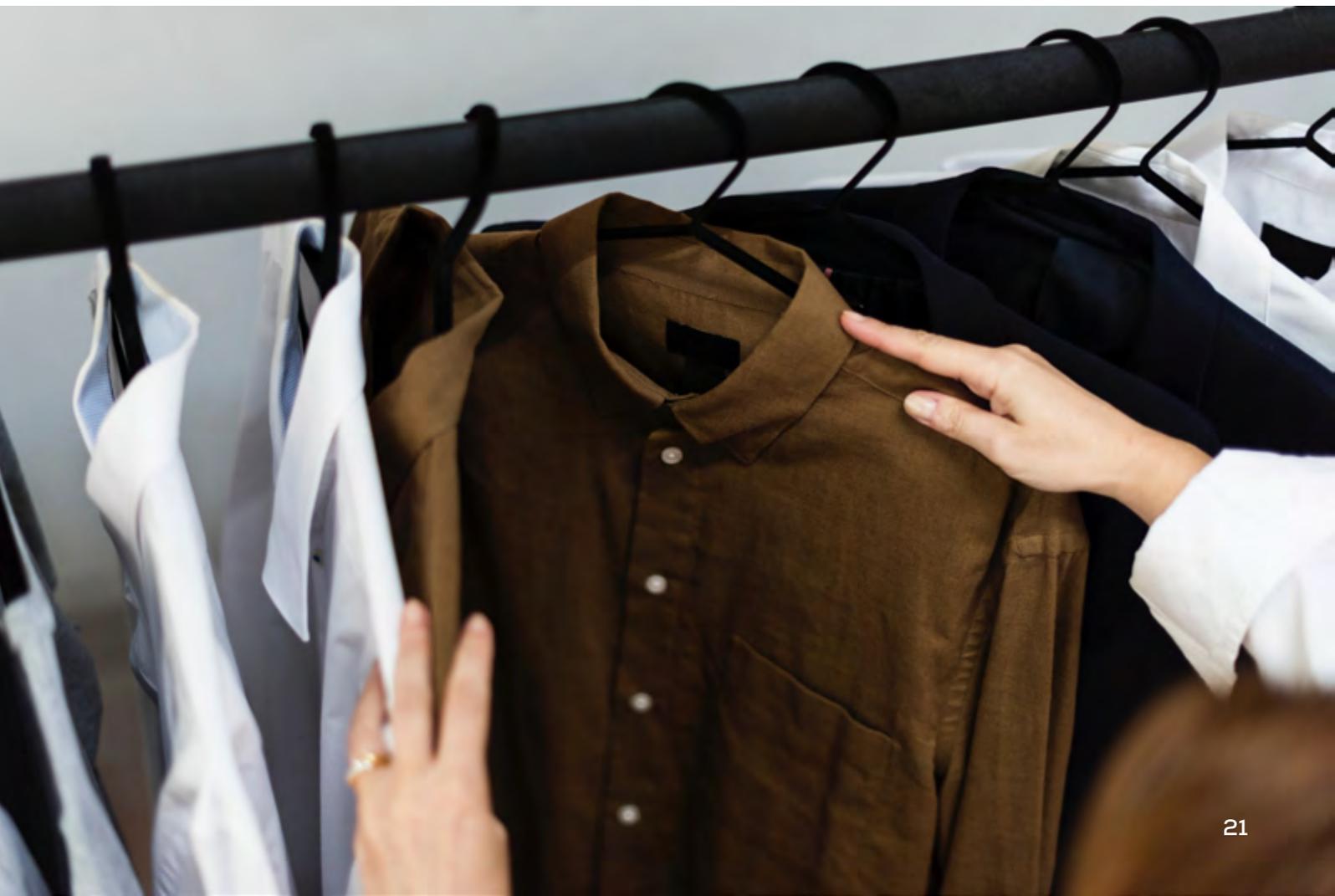
- 1. Token Issuing Fees**
Access to the RAMP Retail Marketplace is free for both customers and retailers. For retailers, RAMP will take a percentage of the rewards that they issue to customers.
- 2. Withdrawal Fees**
One of the unique aspects of RAMP Rewards is that customers exchange their RAMP Dollars for cash (such as New Zealand dollars). If they choose to do this, RAMP charges a fixed brokerage fee for this service.
- 3. Data Brokerage**
RAMP generates high quality data sets due to the built-in mechanisms for customers on its platform. After grouping these data sets into retail-specific categories and anonymising sensitive customer information, RAMP has the ability to sell these data sets to interested parties.



Business Landscape

Business Plan

Mainstream adoption from both consumers and retailers is key to the success of our loyalty network and retail marketplace. Consequently, we have developed clear and well-defined goals and mechanisms to achieve these targets. With a current total of 140 online retailers, we plan to gain a total of 500 online and 100 instore retailers, along with 680,000 customers in New Zealand and Australia within 3-5 years. To understand this and how we intend to reach this goal, our strategy can be broken down into a three pronged approach:





1. Initial Expansion into the New Zealand Marketplace

Rationale for beginning in New Zealand

New Zealand is a natural initial market to begin operations and grow into. It allows the RAMP team to prove the business case for RAMP Rewards. The key reason New Zealand has been chosen is due to New Zealand's unique payments infrastructure, which is limited to two key payment switches and four major banks that largely control the financial ecosystem. This is a useful starting point for RAMP as integration with one of the two payment switches would allow for instant access to the transactional data of millions of consumers.

Having RAMP integrated as a third party application on one of these switches would enable RAMP to issue rewards and show user spending without having to embed and integrate with every POS and bank in the country to access that data. This contrasts with previous blockchain-based loyalty systems who have expected retailers to update their software, or buy new hardware, to achieve POS integration with their solutions. To add to this New Zealand as a nation was the first in the world to have an EFTPOS digital payments system and today has one of the highest credit and debit card adoption rates in the world.

Another key reason for the initial business case to be based in New Zealand is due to the personal connections the RAMP team have with retailers in the country which have been developed over more than 20 years. These industry relationships are essential for retailer uptake of the RAMP solution. In addition, the regulatory environment in the country is stable and access to regulators is high, meaning any regulatory issues can be resolved face to face in discussions with regulatory bodies. This contrasts with other nations where this would be more difficult to achieve. This allows RAMP a unique opportunity to be able to build, test, and scale its solution.

Market Penetration Goals

Within the New Zealand market, the annual value of retailer transactions amounts to NZD \$148 billion split between in-store POS systems and online retailer stores. With alignment to our road map, our future strategic partnership with New Zealand's leading payment processor switch would provide



entry to over 70% of the market share. This 70% market share will then become our addressable target market. Based on the current environment indicators and forecasted variables, RAMP intends to gain steady growth rates to achieve a goal of 12% market penetration of RAMP's addressable target market by 2021. Our key retail industries for initial market penetration include; Grocery, Fuel & Vehicle, Furniture, Fashion, Technology, Outdoors, Travel, Insurance, Energy, Pets, Entertainment, Beauty & Health Care, Home Enhancements and, Education.

Uptake in New Zealand - Achieving Adoption

The New Zealand strategy for RAMP can be broken up into two key areas; customer and retailer.

Customer:

The customer-focused strategy relies on demonstrating a clear and tangible benefit to the customer and a range of targeted and customer-growth focused campaigns. RAMP is structuring its marketing efforts to gain customer traction in three key ways:

- The first is inbound lead generation and conversion. Customer traffic is driven from targeted advertisements on social media platforms. These advertisements are constructed to inform and educate a potential customer about the benefits of RAMP so that they come and try out the app. Sign up rewards also exist for new customers so that they can begin to explore the utility of RAMP Dollars the moment they register.
- The second is an outbound push to friends, family and colleagues from users of the RAMP ecosystem. Users may be companies and people who are a part of the RAMP ecosystem. These users are incentivized through RAMP Dollars to invite and get people on boarded into the ecosystem. New members and the user that invited them are rewarded with an amount of RAMP Dollars. An example of this type of onboarding is Uber's \$10 credit for a new user and for the existing user that invited them.
- The final source of traction is publicity from RAMP retailers themselves. Each time a retailer signs with RAMP they will be required to announce this partnership to their customer base, magnifying the volume of potential customers that RAMP is able to reach.

**Retailer:**

This strategy relies on proving the value proposition to retailers through data and insights. This will involve an outbound sales strategy which involves the RAMP sales team meeting with retailers to bring them on board as RAMP retailers. These efforts will be supported by hard data; sales teams will show prospective retailers the user data they could have access to with RAMP as well as comparing RAMP customer spending at RAMP retailers versus non-retailers.

In addition to this, retailers will be incentivised to sign up by being offered their first few months of access to the RAMP Retail Marketplace for free. During this period, they will be given a set number of RAMP Dollars that they can use to distribute to customers who purchase their products or to reward customers who complete market research surveys. Doing this allows retailers a low-cost method to understand the benefits of being a part of the RAMP network. In doing so, the idea is that at the end of their six month trial period they will be incentivised to continue with RAMP.

2. Consolidation of New Zealand Marketplace

How to incentivise consumers and retailers to remain active with RAMP Rewards?

Customer:

The key to retaining customers over the long run is to continue to prove to them the utility of RAMP Dollars, and that by participating they are able to earn rewards at zero cost to them. To do this, RAMP will look to continue adding partner retailers so that the utility of RAMP Dollars continues to increase over time. In addition, RAMP will continue to examine incentive options for customers for customers including the introduction of silver and gold membership levels for customers who are frequent users. Customers at these levels may receive greater perks and secret rewards in order to keep them engaged and frequently spending in the ecosystem.

Retailer:

RAMP is a double-sided marketplace bringing consumers and retailers together. Retailers will be incentivised to continue using RAMP due to the ability to access, engage with, and benefit from RAMP customers. Unlike other loyalty systems,



RAMP's unique selling point is that retailers will be able to measure the effectiveness of their marketing campaigns using the tools available on their membership portal. In this way they can see in a transparent manner whether the money they spend is meeting their desired revenue goals.

RAMP's business model is also designed in such a way that liabilities from issued RAMP Dollars are settled with RAMP at the end of each month. This creates more financial certainty and confidence for retailers in contrast with other systems.

3. Australia & International Expansion

As the concept is proven in New Zealand and the exact model and processes needed to operate efficiently are worked out, RAMP will expand into new countries. Australia is a key secondary market and will be launched immediately after New Zealand due to existing Australasian retailer relationships the RAMP team have there. Scandinavian countries are also being considered due to their similar financial infrastructure and payment solutions ecosystem to New Zealand.

Outside of these key countries, considerations for country selection will revolve around a couple of key factors. Primary among these is the concentration of transactional data through one or a few major payment switches in a given country. This is essential because by signing an agreement with a major payment switch, retailers can integrate with RAMP much more easily and cheaply.

RAMP will also be looking at key partners in different regions around the world that have pre-existing relationships with retailers and transactional data networks. These include distributor networks, enterprise sales organizations, white label terminal and POS providers, and companies that provide services that are commonly used by retailers. These partners will be appropriately incentivized to help RAMP scale quickly into these markets. Part of the strategy is also to focus on replication and process standardization so that there is a model and a market-ready strategy for key markets RAMP wants to expand into. This includes things like how localization is done, what integrations have to be made, and what data points RAMP must collect prior to moving into a new market.



Project Roadmap





Competitor Analysis

To help understand where RAMP Rewards fits in the market, it's important to break-down its competitive advantage against other competitors. Specifically, the contrast between RAMP and existing blockchain-based loyalty systems is important to emphasise.

Weaknesses of existing blockchain-based loyalty systems

Technical Complexity

Current solutions require too much technical understanding from both a customer and retailer perspective. Most expect end users to have knowledge of how to use private keys and to have their own cryptocurrency wallets. This limits the overall reach and potential market size of these solutions, as only users with pre-existing technical knowledge will be quickly incentivised to join.

Many solutions also require Point of Sale (POS) integration. This is often difficult and cost intensive for retailers as it requires new software upgrades or new POS hardware in order for retailers to be compatible. In addition to these costs retailers also incur staff training costs to educate them on new systems.

Lack of Retailer Utility

The majority of existing solutions don't offer market insights or relevant market data to retailers, instead focusing on generating more sales through token incentives for customers. And even when these solutions do generate data, they use it to communicate with customers via electronic digital marketing (email). Not only is this inefficient, but it doesn't give retailers a way to determine the return on their marketing investment.

Token Volatility

Existing market solutions rely on volatile tokens as their payment mechanism in the ecosystem. For customers this creates uncertainty; the dollar value of their tokens changes from day to day, making it unclear the true value of the tokens they are issued. These solutions also do not have philanthropy options to donate to charity, nor a market place to shop with updated offers specifically tailored to them as an individual.

Want to know more about our Market Strategy? Get in contact to see our Strategy Summary Doc

garth@ramprewards.io



RAMP Technical Architecture

The primary focus for RAMP is the UX/UI of its products. Everything is custom built to provide the best user experience for the end consumer with a seamless look and feel across the app and the marketplace. This is something that is too often disregarded by blockchain companies; user experience is often down the bottom of the list. We aim to change that through our customer centric technical approach.

RAMP has a modular technical architecture. It is designed and integrated in various layers to allow for upgrades to be made at any layer if a better tool or protocol emerges. The modular design also means modules can be disconnected, upgraded, and reconnected without the need for a full software revamp of the system to make small changes. This is particularly important in the blockchain space as upgrades and improvements happen on a daily basis, and these upgrades can have a significant impact on the efficiency and utility of a blockchain. Below is the outline of the architecture stack and of the various layers.





The RAMP ecosystem uses a stablecoin as the reward token. At present this is based on the Ethereum ERC20 standard. The choice to use an ERC20 solution was made to intentionally keep the technology stack as simple as possible using tried and battle tested standards. This token will be pegged to the currency used in the relevant country/region as the network grows. A series of back end RAMP systems and scripts will process incoming transaction data from our payment processing partners, anonymise any identifiable user data in this feed, categorize the incoming data, and commit it to a distributed and redundant database. This will be accessible by retailers for use in personalised marketing campaigns, reports, and more on the RAMP Retail Marketplace. All internal RAMP databases and systems will be secured, redundant, and distributed using either AWS, and/or Azure depending on system requirements. Customers will have access to a web application, as well as an Android or IOS app. This will allow them to manage their account, check their rewards balance, withdraw their RAMP Dollars for cash, donate their tokens to charity, gift their tokens to friends or family, or shop in the marketplace. Retailers will have access to a web based management portal where they can manage their account, change their reward percentage they wish to distribute to customers, manage marketing campaigns, run market research surveys, and purchase and view market insight data.

Transparency and Trust

RAMP will initially use the Ethereum ERC20 standard for both its ecosystem stablecoin and investor security token. However, this is subject to evaluation with the possibility of migrating to a different blockchain in the future if a better alternative emerges. This may also include shifting to our own internally developed blockchain as mass adoption increases. The decision to use a stablecoin as the reward token is based on multiple reasons, the two most important being:

- A stable dollar value of the token avoids confusion with average everyday customers. If the token value was volatile and changed frequently these customers may become confused or upset
- To allow RAMP to burn tokens located in wallets that may lose access to (due to a lost device, forgotten password, etc.), and re-issue (mint) new tokens to the customer's new wallet when they recover their wallet on a new device. This means end users don't need to have knowledge of private keys and recovery seed phrases, and means that RAMP does not need to hold private keys on behalf of customers. This ensures that their funds (and personal data) is kept safely for them



Securing Customer Data

Customer data will be stored on a centralised internal database managed by the RAMP technical team, however all personal data will be encrypted using the end user's key. This allows only them access to their data. In the event that the user loses access to their wallet (lost device or unrecoverable account), the user's old data will be deleted, and they will be required to re-enter their personal data, which will then also be encrypted using their new key. Code examples of this concept can be seen here:

- <https://ethereum.stackexchange.com/questions/3092/how-to-encrypt-a-message-with-the-public-key-of-an-ethereum-address>
- <https://ethereum.stackexchange.com/questions/18143/how-to-use-private-key-to-encrypt-message>

Reward Token Distribution & Transaction Automation

RAMP is not trying to reinvent the wheel in terms of the technology stack, blockchain tech, or retail rewards as an overall concept. Instead, RAMP intends to take existing inefficient processes and use the right combination of technology and an improved business model to operate in a manner that allows users to own their data, while being rewarded for allowing access to some of their data. This then allows retailers to conduct more effective and measurable marketing campaigns and send customers relevant sale and discount offers. This contrasts with existing marketing models that use email spam and other blanket electronic marketing that have very low conversion rates.

RAMP's use of blockchain as part of the solution is fundamental to overcoming the shortcomings of existing closed and private retail rewards ecosystems. The primary focus of RAMP is in keeping things exceptionally simple, not only from the customer/retailer interface and interaction side, but also for the underlying technology stack. This achieves several goals:



- Ease of use by everyday people without needing any specialised technical knowledge of the technology underpinning the ecosystem. This is what is needed to drive mass adoption of blockchain as a useful technology. This is similar in principle to people using the Internet today. None of these people understand TCP/IP, and most don't even know what it is, however they all use the Internet every single day with ease.
- Gives retailers a marketing tool with measurable success, and ROI in terms of spend, as well as giving them the opportunity to recover their spend through efficient use of the marketplace.

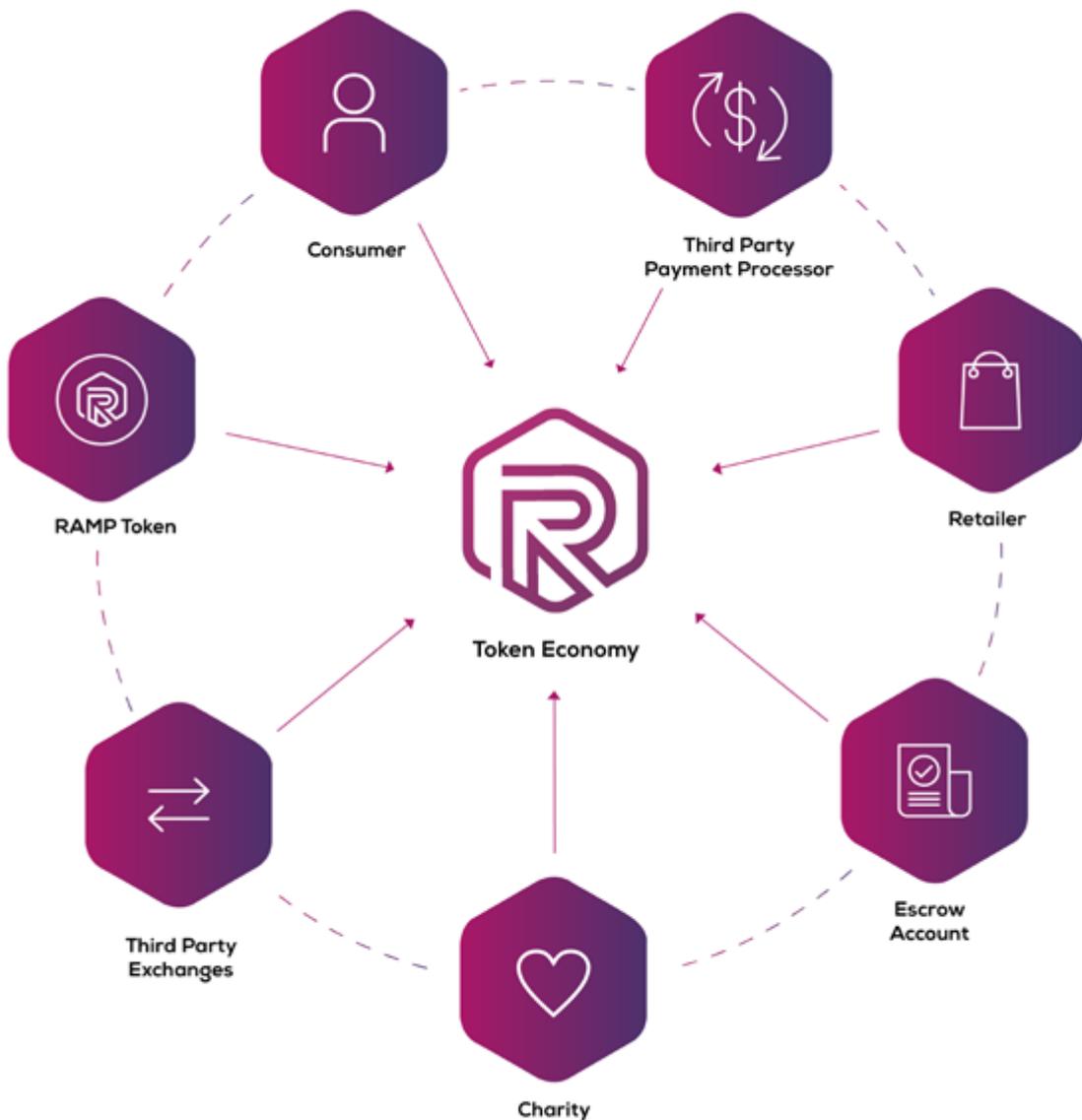
Batching Transactions

Transactions on the Ethereum chain to distribute or move reward tokens between users will be batched together, and run periodically on a schedule (roughly every 10 minutes). Ethereum gas fees for these transactions will be paid for by RAMP, and funded using a buy/sell spread on each transaction, and are abstracted from both users and retailers to facilitate ease of use, and to drive mass adoption without in-depth technical knowledge.





Cryptoeconomic Model





Executive Summary

The RAMP platform supports an economy that enables our customers to earn rewards from their day to day purchasing habits. This is done to maximise the value customers receive from spending as well as to enhance customer spending data for RAMP. The RAMP economy is designed to incentivize customers to spend their disposable income at partner retailers to maximise their earning potential via the rewards system.

Economic activity is transacted using the RAMP Dollar, a “stablecoin” serving as the basis for an incentive rewards system. The RAMP Dollar leverages the technology of a programmable cryptocurrency in order to facilitate algorithmic tuning of behavioral incentives, provide full transparency about payments, and serves as an additional interest revenue stream for RAMP as a company, while still enabling customers to receive fiat upon request to pay for needed goods and services. The Token Economy Flow Diagram (Exhibit 1, p43) outlines key transaction flows for the eight core elements for the economic design. The use cases of the economy and the eight core elements of the economic design are described on the following page.

Note that as the platform is still under development, any specific element of the economy described below is subject to change prior to or after initial launch.





RAMP

RAMP is the corporation managing the RAMP platform and its economic ecosystem for all users. This platform is an ecosystem that allows a direct communication and rewarding pathway between retailers and customers.

RAMP issues RAMP Dollars based on member spending which is directly billed to each retailer based on underlying transactional data. Once billed, retailers pay RAMP for every token issued to customers of the ecosystem. RAMP receives fiat (based on this billing) and will deduct a transaction fee for the conversion of fiat to a cryptocurrency ("RAMP Dollar"). The remaining fiat will then be held in an escrow-like account, as an investment to generate interest income, which is retained by RAMP. The amount held in escrow will directly reconcile at a ratio of 1:1 (RAMP Dollar to NZD in New Zealand) to RAMP dollars held by members within the ecosystem.

In order for members to utilise their RAMP Dollars outside the ecosystem, RAMP also supports the conversion from RAMP Dollar back to fiat, allowing the member to "cash out" the fiat from the ecosystem, again taking a transaction fee.

RAMP also facilitates the donation of RAMP Dollars to selected charities by customers. RAMP will convert the RAMP Dollars to fiat and facilitate payment to authenticated charity bank accounts.

Customers

RAMP customers are the core of the economy, their engagement of transacting with partnered retailers provides a fundamental element of success of the platform. With ever increasing volume of trading, valuable data for specific and targeted marketing opportunities increase as well as increasing retailer incentives for partnering with RAMP. This reward-based economy provides a mechanism for customers to maximise the value for money with every purchase made as with an increasing retailer base, the associated rewards will also increase.

Customers establish individual accounts, provide their personal data, connect a debit or credit card, and respond to offers for their engagement. Personal data is securely stored, with each customer's data being fully anonymised and only specific transaction codes with the third-party payment processor will be utilised. This will allow for RAMP to distribute rewards directly to each customer as well as maintaining customer privacy.



Customers can be distributed RAMP Dollar rewards in 3 ways:

1. Monetizing engagement, by undertaking tasks such as filling our surveys, interacting with the platform, or liking/sharing media campaigns. This will be directly rewarded with RAMP Dollars for revenue earned for these tasks or proportionately from the marketing strategy budget.
2. Monetizing transactions recorded, by transacting at partnered retailers a unique customer code will be reconciled between RAMP and the third-party payment processor. RAMP Dollars will then be distributed based on service agreements with the specific retailers traded at.
3. Retailer Airdrops, with partnered retailers within the RAMP ecosystem, an aggressive marketing campaign may include increasing the RAMP Dollar distribution formula or to provide “free” tokens to consumers within the ecosystem who transact at their stores.

Retailers

Retailers provide fiat currency to RAMP in exchange for partnering with the platform, customer purchasing data or for completed actions (e.g. responding to targeted advertising, completing a survey, or interacting with their social media).

Based on transactional data by Customers, RAMP will distribute RAMP Dollars to Customers based on specific distribution formulas (e.g. 2% of transactional value) within services agreement between Retailers and RAMP. RAMP will then bill on a monthly basis to Retailers for all tokens distributed on their behalf. This will provide a platform of direct rewarding to consumers purchasing at their retail / online outlets. Retailers also have the opportunity to purchase RAMP Dollars directly from RAMP to distribute for marketing campaigns such as “receive XXX tokens for every purchase over \$100”.

Retailers can also directly purchase fully anonymised purchasing data from RAMP to assist in specific marketing strategies. This provides them a direct link to Customer data to assist in their retail strategies.



RAMP Dollar

RAMP Dollar is a universal “stablecoin” token for use within the RAMP ecosystem, designed to provide a reward that has real value and provides transparency of rewards earned on the basis of Customer purchasing at specified partnered Retailers.

The initial concept of the RAMP platform merely sent fiat payments directly to external member accounts such as PayPal or provide Customers with gift cards at the partnered Retailers, but we believe that issuing the RAMP Dollar cryptocurrency is a more ideal future state for the platform, in order to:

- provide a currency equivalent that can be programmed against to better tune the behavioral economics incentives of the RAMP ecosystem, in service of maximizing the value of money for Customer purchases;
- facilitate automatic reporting of all payment transactions on a public blockchain, for the purposes of transparency, to engender trust;
- provide an additional revenue stream for the RAMP business itself, from holding fiat cash deposits for longer periods of time, while RAMP Customers hold RAMP Dollar.

When Customers transact with their authorised debit / credit card at partnered retailers, RAMP:

- will first receive the transactions from the third-party payment provider
- then calculate the amount of RAMP Dollars to be distributed based on specified distribution formulas (e.g. 2% of transaction value) after notionally deduction 10% of the transaction value for future commissions to be deducted
- then mints RAMP Dollars based on the calculation above and directly deposits the RAMP Dollar balance to the Customer’s account, which includes a compatible cryptocurrency wallet.

When RAMP receives fiat revenue from a Retailer due to Customer transactions during the month or Customers interacting within the platform, RAMP:

- first deducts commissions (notionally 10%) as a transaction free for conversion of fiat to RAMP Dollar that has been pre-distributed to Customers



- then as RAMP has already minted RAMP Dollars for the transactions made by Customers, the exact equal proportion to the fiat earned is deposited into the escrow-like account (from whence it is invested in low-risk investments (treasury bills or other bonds, certificates of deposit, etc.) that generate additional revenue for RAMP.

Customers may convert RAMP Dollars back to dollars within their RAMP account to “cash out” or to purchase goods within the RAMP marketplace. Customers may also transfer RAMP Dollars to one another.

The Use of Ethereum

The present design of the RAMP Dollar is based on the ERC-20 standard protocol. Ethereum is the main candidate for the development of RAMP Dollars due to its high adoption and testing with developers. In this decision to move forward with Ethereum there was a range of different platforms and options considered. Though Ethereum is expensive compared to others the tools and resources available for it drastically reduce development cycles needed for this project meaning the MVP stage can be built and tested with customers much faster than any other blockchain. The RAMP team will reassess the value prop of Ethereum vs other platforms closer to public application launch and also consider if creating our own public blockchain is the best way forward or not. The other key consideration that went into this decision was if Ethereum scaling protocols like Loom can be adopted or not. Alternatively, if sharding is successful we can expect to see a reduction in costs naturally without making big changes to the blockchain stack.

The Ethereum Value Proposition

1. Most commonly used public blockchain with the greatest number of token holders and wallet users.
2. Largest developer support and community meaning hiring blockchain talent is the most likely compared to other more niche platforms.
3. Public API's and standards which allow for a strong foundation to be built on.
4. Turning complete virtual machine meaning self executing smart contracts can be written with rules defined publicly (full transparency) with no further input needed from any external parties.



5. Constant developments and improvement, the Ethereum blockchain is being improved by thousands of developers on a daily basis creating new standards and better ways to use the public blockchain.
6. Security & decentralization, due to the large network of miners and token holders Ethereum is one of the most decentralized blockchains that currently exist meaning it also has one of the highest levels of security.

Ethereum does have some downsides as well such as the cost per transaction:

Averages can be variable depending on what's going on the ETH blockchain. E.g. ICO's /CryptoKitties and other events that may slow down the network.

- Currently at the time of writing (November 2018), \$0.011USD per transaction to send a safe transaction or in other words the current average transaction cost paid to ensure the transaction processes and doesn't get stuck in the unmined transaction pool.
- Currently, a fast (quick) transaction cost is \$0.19373USD.
- Currently, last 1500 Blocks highest was \$45.24USD. This gives you an idea of the range.

This however can be quite variable as this in October 2018:
(Update on Saturday 11:24am 13 October)

- Current Safe is \$0.01USD
- Current Fast is \$0.0846USD
- Current Last 1500 Blocks highest was \$10,265.72

References for data provided:

<https://ethgasstation.info/>

<https://bitinfocharts.com/comparison/ethereum-transactionfees.html>

Note however that, in order to reduce technological and regulatory complexity, the initial launch of the RAMP platform may use a ERC-20 token as an internal rewards point only, restricting the token to be removed from custodial wallets provided by RAMP. This will initially limit the usability to the internal market place opening up to the wider ecosystem at the earliest possible time.



Ethereum gas costs (transaction costs) are variable with historic data revealing a range of means. The range of means for gas costs were calculated to range from \$0.0001 USD to \$5.5 USD and though 95% of all transaction costs should fit inside this range gas costs aren't standard due to events in the network impacting the cost. It's also important to note that \$5.5 as the highest mean for gas costs we found isn't the ceiling of gas costs but an average meaning some transactions could have exceeded \$10,000 USD while others were \$0.00001 netting out to a mean of \$5.5. To reduce the impact of transaction costs the RAMP team will be looking at batching transactions together as well as allowing a degree of transaction processing time variability to optimise the transaction costs.



Third Party Payment Processor

Within the RAMP ecosystem, to identify and allocated RAMP Dollars to Customers the underlying data must be received by the Third Party Payment Processor. This data will include information based on the Customers transactions with partnered Retailers. This data would include the value of the transaction, whom the partnered Retailer is, and a unique identification code that is only communicated and utilised by RAMP for transactional reconciliations.

This unique code will directly reconcile with an individual Customer for the purpose of RAMP Dollar distributions. These codes will be securely stored by RAMP and the Third Party Payment Provider, emphasising that no distribution of these codes are permissible to ensure complete anonymised data of Customers.

RAMP will partner with a leading payment processor within New Zealand to ensure seamless integration with current point of sale systems to ensure that the RAMP rewards system is distributed nationally with minimum interruptions to Retailers and Customers.



Escrow Account

As described above the RAMP Dollar is a “stablecoin” backed directly to fiat (New Zealand dollar) on a 1:1 ratio. To make this possible RAMP will utilise an escrow-like account to hold fiat in trust for every RAMP Dollar minted for distribution. This account will also be utilised for liquidating tokens to be converted back into fiat based on Customer “cash out” requests.

To ensure feasible “cash out” times, a proportion of all fiat held within the escrow account must be maintained in fiat while the remaining balance will be invested on behalf of RAMP into low risk investment vehicles such as government bonds and term deposits. The proportion held in fiat initially shall amount to 25% of the entire account as this will cover any significant fiat movements or withdrawal requests. All amounts invested will require to be structured on a monthly maturing basis to ensure fiat liquidity when required. Below is an extract from the Reserve Bank of New Zealand (RBNZ) which indicates potential return rates of low risk investments.

Date	Six Month Term Deposit Rate	90 day Bank Bill Yields	1 Year Government Bond Yield	2 Year Government Bond Yield	5 Year Government Bond Yield
Oct-17	3.32%	1.94%	1.89%	2.06%	2.52%
Nov-17	3.32%	1.93%	1.86%	1.99%	2.42%
Dec-17	3.30%	1.88%	1.80%	1.92%	2.33%
Jan-18	3.30%	1.88%	1.79%	1.97%	2.42%
Feb-18	3.25%	1.91%	1.77%	1.88%	2.41%
Mar-18	3.28%	1.93%	1.76%	1.90%	2.38%
Apr-18	3.28%	2.01%	1.78%	1.92%	2.37%
May-18	3.25%	2.02%	1.79%	1.86%	2.32%
Jun-18	3.25%	2.01%	1.78%	1.88%	2.29%
Jul-18	3.25%	1.94%	1.77%	1.82%	2.14%
Aug-18	3.25%	1.91%	1.74%	1.72%	2.01%
Sep-18	3.25%	1.90%	1.71%	1.67%	1.93%
Oct-18	3.25%	1.89%	1.73%	1.78%	1.98%

Note: Rates listed above are weight average rates for the months listed.



Cryptocurrency Exchanges

As the RAMP Dollar is expected to be a Ethereum token, if and when we are able to establish a regulatory compliant way to do so, we will permit the token to be exported from a Customer's RAMP account, itself a Ethereum compatible wallet, to any external Ethereum compatible cryptocurrency wallet, and from there to be traded on the open market on any cryptocurrency exchange that chooses to list it, thus providing a full range of liquidity options for Customers that have the capacity to trade it outside of the platform.

As a stablecoin fully backed by fiat, we expect market rates for the RAMP Dollar/NZD currency pair would remain close to 1:1, but also might trade lower than 1:1 on cryptocurrency markets given potential liquidation bottle neck scenarios within the RAMP platform (e.g. high volume is out requests), or higher than 1:1 given the high value of offerings on the market place by Retailers to Customers within the RAMP ecosystem.

For RAMP, there is benefit to open market trading and price volatility, as the company has the opportunity to profit when repurchasing RAMP Dollar from the open market at a price lower than \$0.01NZD, as well as from issuing further RAMP dollars on the open market when the price exceeds \$0.01NZD.

Charities

With the developing socio-economic environment, it is important to provide a platform for Customers to be able to directly donate to partnered charities on the RAMP platform. Allowing an effortless process for Customers to impact their direct communities or wider national projects. Within the RAMP platform, Customers will be able to select an option to directly donate to a selected charity, this will then initiate a process for RAMP to collect the donated RAMP Dollars and convert them into fiat via the escrow-like account. With the converted fiat RAMP will then process a payment to an authorised and verified bank account associated with each charity. This will ensure a direct payment method that is transparent with the utilisation of blockchain technology.



Transparency

RAMP will endeavour to build trust and be held accountable by Customers and Retailers alike by transparently reporting all financial transactions in the ecosystem publicly and immutably on a blockchain.

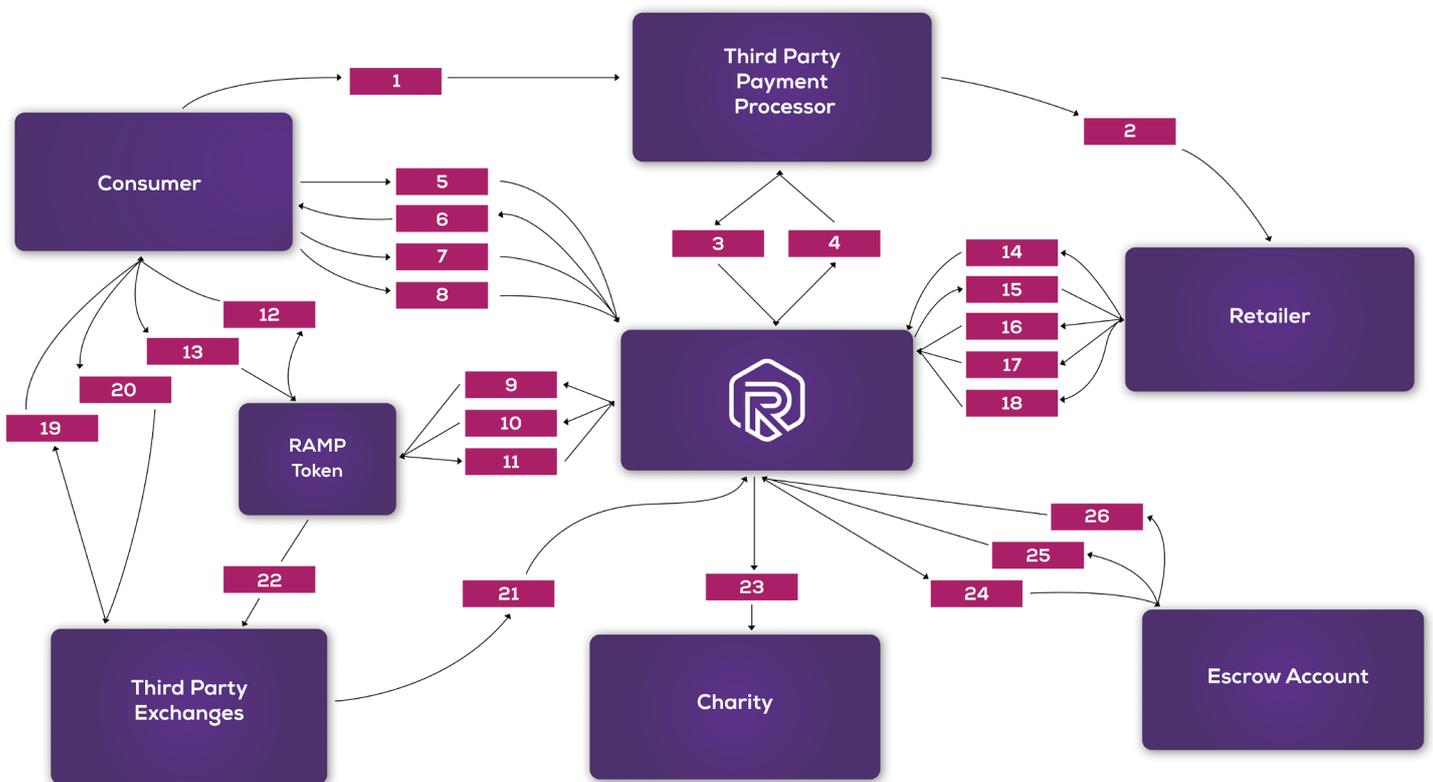
As each RAMP Customer's account includes an Ethereum wallet address to facilitate storing the RAMP Dollar, we can leverage the infrastructure of a blockchain technology to efficiently deliver on this transparency goal. The basis for this transparent ledger will be the unique transaction IDs referenced in the section on RAMP Dollar above. Note that we intend to implement this public transparency solution regardless of whether or not RAMP Dollar does in fact become a publicly exchangeable Ethereum-based token.

Customers and Retailers alike will be able to thus independently verify the payments being made to Customer accounts, without revealing the Customer's identity.





Exhibit 1 - Cryptoeconomic Flow Model & Key Transactions





Process #	Action/Task
1	Customer Purchase Action in fiat via connected/linked "card" which goes to third party payment processor
2	Third party payment processor then processes the transaction for payment to the retailer
3	Transactional data including how much, where, and who transacted is provided to RAMP
4	RAMP and third party has a services agreement for data receipt and transaction processing
5	Customer acquisition and user agreement with RAMP
6	Customer receives goods for purchases off the RAMP market place
7	User actions to earn rewards in RAMP such as platform feedback, increased user data, platform interaction
8	Customer Request for RAMP Dollar donation to selected charity or fiat "cash out"
9	RAMP mints/creates new RAMP Dollars based on user actions & airdrop requests by retailers
10	RAMP minting new RAMP dollars to sell on crypto currency exchanges if traded value exceeds \$1
11	Conversion of RAMP Dollar to Fiat
12	RAMP Reward RAMP Dollar distribution to Customer based on distribution formula for purchases & actions
13	Transfer of Customer RAMP Dollars for conversion to fiat
14	RAMP receives retailer data to reconcile transactional data from third party payment processor to ensure accuracy
15	RAMP bills retailers based on RAMP Dollars issued at market value of transactions
16	Fiat payment from retailer to RAMP for rewards system
17	Retailer purchases RAMP Dollars for distribution to Customers
18	Retailer lists goods for purchase on the RAMP market place
19	Transfer of RAMP Dollar to Customers wallet from external crypto currency exchanges
20	Customer withdrawing RAMP Dollar to open market crypto currency exchanges
21	RAMP rebuying RAMP Dollars off the open market exchanges if under priced
22	RAMP transferring RAMP Dollars to open market exchanges for liquidity if over priced
23	RAMP Distributes fiat to Charities based on Customer requests
24	Upon receipt of fiat from retailers, an equal proportion to RAMP Dollars distributed will be placed in escrow
25	Upon cash out or donation requests, fiat is withdrawn from escrow for distribution
26	Fiat held within escrow to be invested in low risk profile investment vehicles (TD's, govt bonds etc.) and returns distributed to RAMP



RAMP Security Token

Executive Summary

In 2018 the cryptocurrency market cap significantly decreased from a market valuation of \$583,514,000,000 USD (as at 1 January 2018) to \$203,351,396,480 USD (as at 31 October 2018). This represents a 65% decrease on market determined valuation of cryptocurrencies. Within the observable market, cryptocurrencies currently on offer are unable to be valued under tradition investment methodology due to no underlying intrinsic value. Based on this, the value cryptocurrencies openly traded on exchanges is heavily influenced by variables based on speculative investor decisions. Without fundamental valuation techniques, the cryptocurrency market will always be volatile and be based on speculation.

RAMP Investment Token

Unlike many cryptocurrencies traded, RAMP intends to create and issue a unique investment vehicle. Developed on the ERC-20 Ethereum protocol, RAMP will issue the RAMP Security Token. This will be an asset backed investment vehicle with intrinsic value that directly correlates to the success and performance of RAMP. This token is independent of the RAMP Dollar discussed in earlier sections of this report. This token is not fiat backed and does not integrate with the utility of the RAMP ecosystem. This is an investable vehicle with a volatile pricing valuation for investors to make potential gains in the future, as such this investment warrants individual due diligence.



Entitlement Rights

For investors holding this token, it will grant them dividend rights of transactional fees earned by RAMP within its ecosystem. This dividend is distributed in the form of RAMP Dollars, a stable token backed at a ratio of 1:1 with the New Zealand dollar. Initially holding this token within the RAMP platform will provide investors the right to dividend distribution on a monthly basis. Investors holding this token will proportionately be distributed the dividend based on the following formula.

$$\text{Token Dividend Right} = \frac{\text{Total transactional Fees} \times \text{Fee Distribution Rate}}{\text{Total Token Supply}} \times \text{Tokens Held}$$

In the second phase of this process, balances held on partnered exchanges will also be entitled to dividends based upon agreements between the exchange and RAMP as an entity.

Valuation Basis

With this token, fundamental valuation techniques used are based on traditional methodologies for the Net Present Value of the token taking into consideration discounted cash flow estimates and variable required rates of return.

Utilising this technique, a token price range between \$0.57 USD and \$1.70 USD was determined. A mid-price of \$1.14 USD has been determined to be the initial sales price before early investor discounts.



Token Sale Details

Following the initial seed equity raise (See Investment Deck Summary) and RAMP Rewards being fully operational, Retail Cash Ltd plans an additional capital raise for further strategic growth and international expansion by means of a security token sale. This initial capital raise is a private SAFT round for the RAMP Security Token (RST) is scheduled for Q3 2020, with 7,900,000 tokens available for sale at a price of \$0.63USD. The price of \$0.63USD is at an early investor rate with a 45% discount. In Q1 2020 the main sale is scheduled at a price of \$1.14 per token. These tokens will be ERC20 protocol and issued in a smart-contract based TGE.

Type:



Symbol:



Protocol:



Supply:



Token Price

SAFT Round:



Soft Cap
\$1,500,000USD

Hard Cap
\$5,000,000USD



Main Sale:

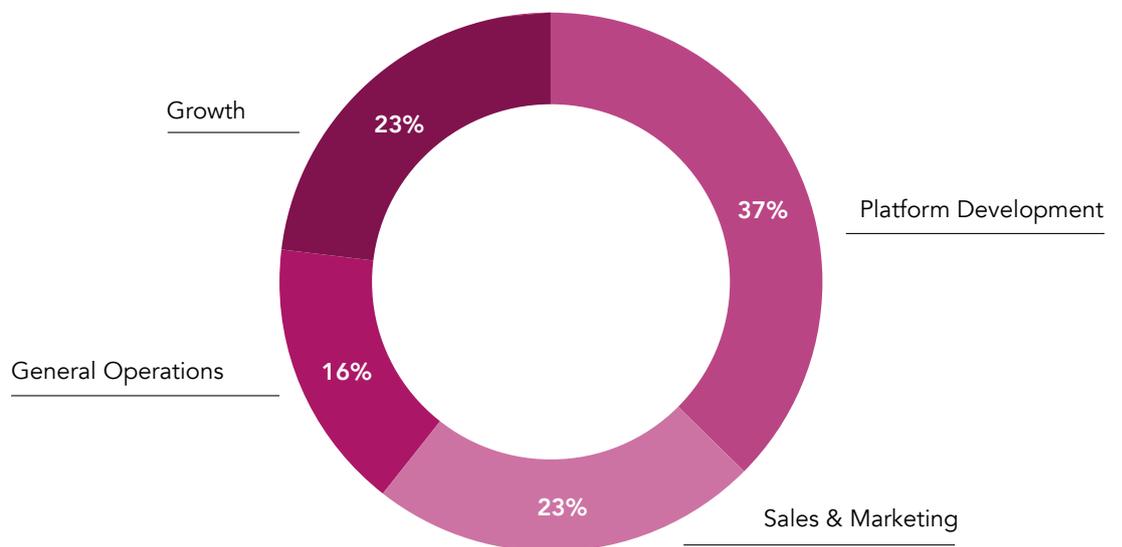


Soft Cap
\$5,000,000USD

Hard Cap
\$16,500,000USD

Proceeds from RAMP Security Token Sale

RST Tokens sold during the token sale will be used to fund the development and deployment of the RAMP rewards platform and ecosystem within New Zealand. The allocation of funds from the token sale is as follows (subject to full amounts being raised):





Our Team



Garth Brown (CEO)

Garth's collaborative leadership style has allowed him to build, develop, and manage market leading businesses across NZ, UK, and South Africa. By understanding the retail industry and how technology is changing customer expectations, Garth has proven how businesses can leverage the same technology to improve the overall customer journey and experiences through new products and initiatives. Success has been consistently proven through people development, ensuring great teams, profitable businesses, and engaged customers across all markets.



Duwane de Coning (CTO)

Duwane is an industry expert across diverse technology stacks, and specialises in decentralised and distributed systems. He loves working at the forefront of technology, and has extensive experience in hardware, electronics, high level business consulting, and software development. He combines his love and deep understanding of blockchain technology and Information Technology to help organisations plan, design, and implement solutions. He has more than 20 years of experience in Enterprise level Information Systems working for some of the largest corporations in New Zealand. He also has experience across architecture, design, implementation, integration, migration, administration, management, consultancy, and service coding languages.



Our Team



Chris Wong (Chief Strategy Officer)

Eighteen years of experience in innovation, product, marketing and delivery, combined with diverse leadership experience developed through strategic and general management payments, telecommunications and technology roles in the United Kingdom, Hungary and New Zealand.



Gerard Rolton (CFO)

Gerard is a NZ Chartered Accountant with significant international experience gained with senior roles with Big 4 accounting firms, investment banks and international legal firms. His business, Fusion Business Consultants Ltd specialises in utilising their extensive international networks whilst working with companies who are looking for growth funding, acquisition opportunities and business improvement. Most recently he has been working with disruptive technology companies and assisting on various ICO capital raises and TGE offers alongside other traditional market listings on the NZX and ASX



Legal Disclaimer

General Disclaimer

Investing in Token Generating Events (TGE) and other crypto-currency trading comes with inherent risk. For this reason we expect you to have the financial capabilities, experience and knowledge in order to assess the risk of and participate in our TGE.

Not financial advice or recommendation

You must conduct your own evaluation of the information set out in this whitepaper which is prepared and should be used only for informational purposes.

This White Paper is not a Product Disclosure Statement or equivalent formal registered offer document under the securities laws of any jurisdiction and, accordingly, does not contain all of the information or any independent review from any regulatory authority that such documents are required to have in law in order to support investment decisions.

We strongly recommend that you carry out your own research and seek independent professional finance advice before relying on or acting on any information presented. If you choose to rely on the information provide while making your investment decision, you do so entirely at your own risk.

Limitation of Liability

None of Ramp Rewards, Shareholders, or any of the respective directors, officers, trustees, partners, agents, advisors, employees or any other representative makes any warranty as to the accuracy of the information herein.

To the fullest extent permissible in law, Ramp Rewards expressly limits and shall accept no liability to any claim made by any person (natural or otherwise) or entity for any damages, loss or profits (including indirect or consequential losses) resulting from or arising out of reliance upon any information contained herein or any circumstances giving rise to any claim.

Compliance with FMCA

Ramp Rewards understands and acknowledges that it has certain obligations under the 'fair dealing' provisions of Part 2 the FMCA. These provisions prohibit Ramp from making (amongst other things) engaging in misleading and deceptive conduct and making false, deceptive and unsubstantiated claims. Similar provisions and prohibitions occur in the Fair Trading Act 1986, governing false and misleading conduct.

Accordingly, this whitepaper, together with our website and our Terms and Conditions are subject to our legislative obligations and are an integral part of our personal and business values to uphold all our promises and obligations.



Anti-Money Laundering and Counter Financing of Terrorists

Ramp Rewards will comply with any relevant regulations or laws that apply in New Zealand. Specifically, Ramp Reward will ensure compliance with Anti-Money Laundering and Counter Financing of Terrorists Act 2009 (AML Regulations) and the Financial Markets Conduct Act 2013 (FMCA).

Offer not open to certain investor classes

The information contained in this Whitepaper relates to the intention to offer both user tokens (commonly referred to as 'utility tokens' and used for the payment of goods and services) and security tokens (tokens that offer a financial return). The latter of the two tokens will likely meet the definition of "securities" under the securities laws of most jurisdictions because they are intended to provide an actual financial return to the holder.

Accordingly this offer is restricted to certain classes of investors by type, residence and sophistication. The information contained herein is under no circumstances to be construed as, an offer to sell or issue, or a solicitation of an offer to purchase or subscribe for, any securities to any retail investor in any jurisdiction.

Any person who submits an application to acquire tokens in this raise irrevocably and unconditionally represents and agrees (among other matters that are set out in the application agreement) that:

- A. the person is not a citizen or a resident of, and is not physically located in, the United States of America (USA), or of the People's Republic of China (PRC), nor a citizen or a resident of any country or jurisdiction in which the sale, purchase, disposal, acquisition, holding and/or trading of tokens issued pursuant to a TGE is not permitted by law, nor is the person located in a geographic area that is subject to the laws of any such country;
- B. if the person is in New Zealand, the person is a "wholesale investor" or "close business associate" under the Financial Markets Conduct Act 2013;
- C. if the person is not in New Zealand[, nor in the USA or the PRC,] the person is a "wholesale investor" or "sophisticated investor" (or the equivalent term) for the purposes of the securities laws in the applicable jurisdictions.

Risk factors to consider

As ascribed previously, investing and trading in crypto-currency comes with inherent that is within and outside of the control of Ramp. You should explore the following risk factors before making in investment in this offer. Internal risks inherent to Ramp include trading risk, platform development risk, network risk, as well as cyber security and disruption risk. Other risk factors include market risk, legal risk, regulatory prohibition, technology risk.



Next Steps

The litepaper and whitepaper, together with any Terms and conditions set out on our website, forms the basis of our relationship with you.

When you complete the signup process online, you will be asked to confirm that you have read and understood the information contained in our whitepaper. We will then send you further information requesting identity, confirmation of investor and residence status, in order to satisfy our obligations under AML and other legal regulations.

Once we are satisfied that you have met the relevant investor criteria, we will send you our offer documents electronically including the Terms of the Offer and whitepaper. Once you have satisfied yourself that you have read and understood the terms and agree to be bound to those terms, you will be invited to participate in the be provided with and a certain amount of TGE tokens. You will be able to exchange cash and/or tokens in exchange for Ramp security tokens.

You agree that the exchange of cash, coins and tokens will be governed by the Terms and Conditions set out in the offer. Shortly after the transaction occurs, an acknowledgement will be set to all participants outlining their holding.