
INNOVATIVE TECHNOLOGY PROTOCOL

\$ITP



WHITE PAPER


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Introducing Innovative Technology Protocol:

The world's first E-commerce platform to buy/sell products using cryptocurrency. Innovative Technology Protocol (ITP), built on its own blockchain, has been developed with the explicit intention of gaining mass adoption via the billions of smartphone users. **It launches via a token sale on April 27th** and represents a unique opportunity with unique features which



has never been introduced before implementing the unique features of E-commerce platform to buy/sell products using cryptocurrencies.

The cryptocurrency market, once so clearly dominated by Bitcoin, has become fractured and catalysed by the introduction of new thinking and new technology. Innovative Technology Protocol (ITP) represents another vast leap forward; it offers owners both the benefits of existing cryptocurrency usage and technology, as well as an interesting opportunity to be an early adopter of a possibly significantly disruptive new technology. Where previously cryptocurrency usage has been almost entirely the domain of speculators and the tech-savvy, Innovative Technology Protocol is set to become the first digital coin to enter into the usage of online shopping platforms where we can buy or sell products using cryptocurrencies which is common usage due to its groundbreaking ease-of-use for the ordinary mobile user.

Innovative Technology Protocol is a complementary currency that has been developed to allow anyone, regardless of technical ability, easy access to a cryptocurrency.

- ITP - More accessible and more understandable for the average person Even though ITP utilizes a tried and tested blockchain it has been developed to have some unique features which make it far more accessible for the average person.
- Breaking down the barriers to cryptocurrency entry Current cryptocurrencies are new (relatively!) and exciting, but beyond the reach of your everyday person. To access cryptocurrencies you have to make or buy a G.P.U. mining rig or send copies of your passport and personal documents to a website that you have probably never heard of.
- ITP has all the great security and anonymity of the leading crypto coins but it's controlled by a free, easy to install app, which gives instant access to ITP with no card details or ID.

- The ITP app also lets you manage your wallet and send or receive ITP in a secure way.
- It takes up very little bandwidth, so doesn't cost much to run on 3G or 4G data.

Summary

What is ready to go live immediately after the token sale crowdsale?

We are developing on daily basis, and some developments to go live are:

- Blockchain (the underlying technology behind all cryptocurrencies)
- Access to \$ITP website (allows access to ITP with zero tech knowledge)
- Development of mobile application.
- Store ITP in Offline Wallet (allows a completely secure, unhackable, offline wallet to be created)
- Windows wallet
- Staking on various exchanges after listing.

These items are enough for us to launch the user friendly, more accessible cryptocurrency, ITP and gain traction, but we are operating an ITP token sale for a more ambitious plan



ITP Long Term Goals

The scope of our long term goals is largely defined by the tokens sold in the crowdfunding token sale. With that in mind we have developed a development and marketing strategy for every crowdfunding token sale outcome.

1. Tokens Sold: \$0 - \$5m

Technical Development

Continue with our current development pace. Integrate our ITP API with a number of virtual goods sellers to start accepting ITP.

Marketing

The marketing team will effectively promote the \$ITP over social media such as twitter and telegram to attract a wider range of audience to this new platform of online shopping. Using the funds market ITP as a standalone cryptocurrency to mobile

phone users. Engage with thought leaders and stakeholders in the E-COMMERCE industry and develop relationships. Social media campaign, there is a huge amount that can be done on social media to promote ITP and its special money-making mining feature, particularly as the demographic most likely to use social media is most likely to be into online shopping. We have produced an explainer video for the online shopping community which is already launched in the official Twitter account.

2. Tokens Sold: \$5 - \$25m

Technical Development

Increase the full time team to allow a dedicated team to start work on the ITP Virtual Currency Exchange. Use funds to develop and release a significant enhancement to the ITP app to make it easy to send ITP to someone just by knowing their mobile phone number. Once you have verified your own mobile number via SMS you will be able to send and receive ITP with a name or contact number.

Marketing

Partner with E-COMMERCE industry leaders to integrate The ITP Virtual Currency Exchange. Develop viral marketing campaigns to on-board online users. Use the funds market ITP as a standalone cryptocurrency to mobile phone users. Engage with thought leaders and stakeholders in the E-commerce industry and develop relationships. Capitalize on ITP's Ease of use. Go where the people already are, make it effortless to get it and use it, make it integral to our target market's existing activities/destinations including different apps and social medias.

3. Tokens Sold: \$25 - \$50m

Technical Development

We are introducing the world's first ever online shopping platform using co-operating with peoples various demands on the platform is necessary. Building a well developed website and mobile apps is absolutely necessary for the user to shop

online through these portals which can be easily operated and well understood by the user. Develop GUI based wallets and miners for Windows and Mac.

Translating

Raising this level of funds makes it worth translating and marketing in multiple languages. Our initial targeted languages are listed as Standard German, Spanish, French and Italian.

Marketing

Use influencers leverage the celebrity status of the social media 'stars' who have hordes of fans who pay them to follow their lifestyle. Their use of currency winning and currency mining features will literally showcase the product and how it works to our key market of gamers. Use these adopters to influence the bulk of the bell curve.

4. Tokens Sold: \$50 - \$100m

Technical Development

Hire developers, designers and engineers with experience of integrating with the largest brands.

Translating

Raising this level of funds would enable us to translate into the 30 most predominant languages on the planet.

Marketing

Authority highlighting the security credentials of the currency will make it attractive to those who are still wary of purchasing online. Our marketing at this level will include some key endorsements. Aside from being endorsed by social media influencers, the security and convenience of ITP could be endorsed by global celebrities.

5. Tokens Sold: \$100 - \$150m

Technical Development

Ensure our blockchain development team is assembled from the finest minds in the industry, allowing us to take ITP forwards with upgrades and developments to meet future expectations and requirements.

Marketing

Encouraging takeup of everyday online usage, getting voucher apps like Groupon, Wowcher, TravelZoo and ecommerce sites like Amazon, Ali Baba and Taobao on board will bring the currency into the everyday domain for millions of consumers. Set up JV's and try to work with major websites, attempting to partner with the likes of Facebook and Google. Ensuring consumers know they can mine while they're surfing the web and earn valuable currency via their phone, desktop and laptops.

6. Tokens Sold: \$150m+

Technical Development

Enable ITP to be "whitelabelled" enabling other future coin token sales or creations to make use of it, whilst adding features or markets. This will enable ITP to capitalize on other people's ideas and help to prevent ITP being superseded.

Marketing Market

ITP globally as THE internet currency. Create a brand around ITP that allows it to be accepted in the same way as Paypal is accepted. Paypal is just a vehicle but millions of people choose to use Paypal even though their bankcard provides the exact same service. Take our marketing to places that have never been reached. Through global

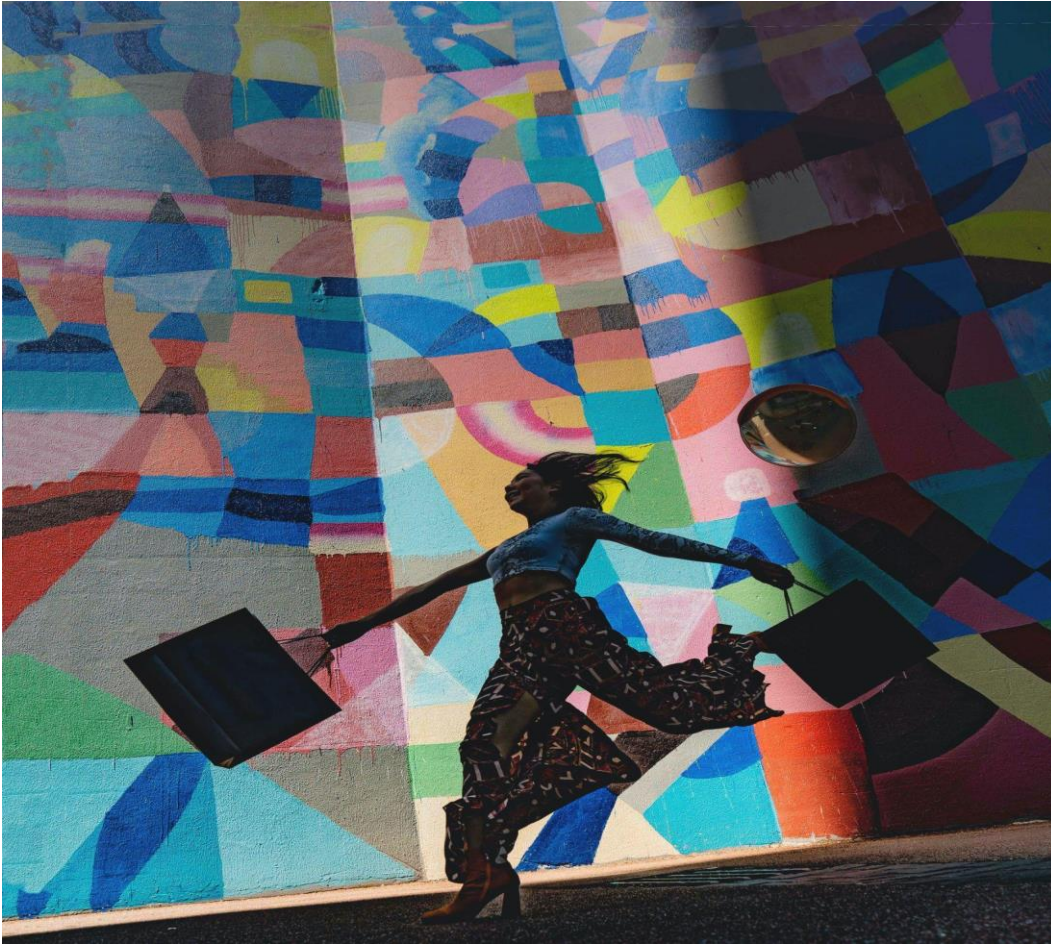
outreach, sponsorship and viral marketing we believe we can access millions of people who currently do not have a bank account, but do have a smartphone.

ONLINE SHOPPING – OVERVIEW

Nowadays the lifestyle of the people is different. People feel uncomfortable and time



consuming going to crowded markets. So, E-Shopping is a boon as it saves a lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop Online. One of the most enticing factors about online shopping, particularly during the holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. Variety of goods are available online.



Online shopping is becoming increasingly popular for a variety of reasons. There are certainly outside factors such as increasing gas prices, difficulty in getting to traditional stores and hassles often associated with shopping malls and other traditional stores contribute to the increased interest in online shopping.

Consumers can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product he/she is no longer limited to asking friends and families because there are many product reviews on the web which give opinions of the existing users of the product.

Online shopping sites contain a wide variety of goods of both high quality and mild quality keeping in mind the level of people.

- There are no national and International Barriers.

- In online shopping the consumers will be in a demanding position and suppliers will not be in a commanding position.
- There are enormous employment opportunities in online shopping.

SWOT ANALYSIS

SWOT analysis is an analytical tool that serves to organize knowledge about the company and its product and the market it operates on. It involves identifying key factors for the success of the venture. It has two dimensions: due to the nature of the factor relative to the enterprise (internal, external) and its impact (positive, negative). Basically, it is assumed that external factors result from the environment and are independent and common to similar analyzed projects. Internal factors result from broadly understood resources assigned to a given project and can be influenced to some extent. From a two-dimensional combination, a SWOT matrix is created that has the following fields:

- **STRENGTHS** - internal and positive factors
- **WEAKNESSES** - internal and negative factors,
- **OPPORTUNITIES** - external and positive factors,
- **THREATS** - external and negative factors.

The weights are assigned to each of the factors, and each factor is then individually assessed for a given factor on a scale of 1 to 5. Such analysis for different projects allows them to be compared with each other on the basis of the four categories indicated above.

STRENGTHS				
<u>Lp</u>	<u>Factor</u>	<u>Factor Weight</u>	<u>Factor Value</u>	<u>Assessment</u>
1	Energy-efficient process of expanding ITP	0.25	4	1
2	Strong scientist and development team	0.25	5	1.25

3	Technology protected by patents	0.25	4	1
4	Prepared infrastructure for the production of ITP	0.25	5	1.25

<u>WEAKNESSES</u>				
<u>Lp</u>	<u>Factor</u>	<u>Factor Weight</u>	<u>Factor Value</u>	<u>Assessment</u>
1	Low level of implementation readiness	0.25	3	0.75
2	High price of the input material	0.25	4	1
3	High risk technologies and little commercial application	0.25	3	0.75
4	The early stage of the market	0.25	3	0.75


<u>OPPORTUNITIES</u>				
<u>Lp</u>	<u>Factor</u>	<u>Factor Weight</u>	<u>Factor Value</u>	<u>Assessment</u>
1	A chance to cooperate with a professional partner at the stage of fetal development	0.25	5	1.25
2	A wide spectrum of potential ITP applications	0.25	4	1

3	Positive prospects for the development of the market for ITP composites	0.25	3	0.75
4	The possibilities offered by the blockchain market	0.25	5	1.25

<u>THREATS</u>				
<u>Lp</u>	<u>Factor</u>	<u>Factor Weight</u>	<u>Factor Value</u>	<u>Assessment</u>
1	Harmfulness of ITP for the environment	0.25	4	1
2	Low supply of highly qualified employees in the industry	0.25	3	0.75
3	Competition from Chinese producers	0.25	5	1.25
4	A long period of boom in stock markets	0.25	2	0.5

The data collected in the above table indicate a clear advantage of graphene-based technologies. Both internal and external characteristics have a similar impact on the perception of the attractiveness of the project. One should note the advantage of positive features, which are mainly driven by:

- Strong scientist and development team
- Prepared infrastructure for the production of graphene
- A chance to cooperate with a professional partner at the stage of fetal development
- The possibilities offered by the blockchain market



These factors confirm the low level of risk of the project, especially in the face of the growing market and the growing graft on an industrial scale.

Marketing and Promotions:

The hugely planned marketing strategy has been made. The team has created accounts on social media like Twitter and Telegram. The marketing team has been continuously promoting Innovative Technology Protocol (\$ITP) on social media platforms. In twitter, the marketing team has continuously been active and engaging reaching out to a wider range of audience to grab attention on Innovative Technology Protocol (ITP) for marketing purposes.

As the main motto of this project is to serve the worst first and best Online shopping platform where the customers can buy or sell products using cryptocurrencies where involvement of banks is not required. This itself is something innovative for the coming future and the promotional team are already reaching out to a wider range of audience about this ideology which is unique in today's world.

