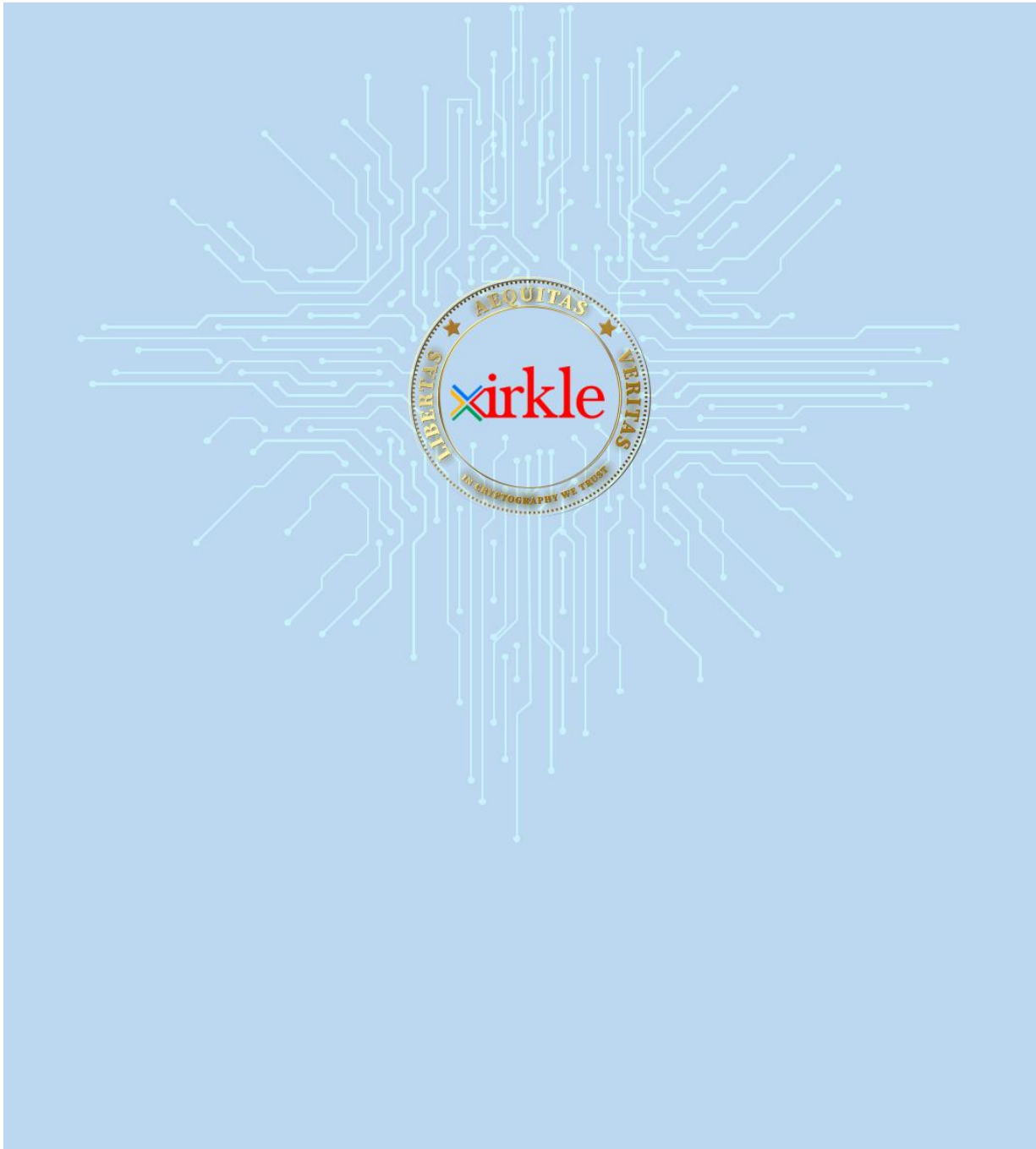


# Xirkle's Official White Paper

V0.88

Believe in Good





## Abstract

In a 2016-2017 ecommerce studies, Baymard Institute\* concluded that the average shopping cart abandonment rate was 69.23% across 37 different studies. It revealed that most online customers abandoned their shopping carts because of extra high fees (S&H), shopping cart complexity, and account creation requirements. When we combined these elements, it represents a challenging experience for online customers and a loss of revenue for businesses. To curtail those recurring issues, a crypto coin called Xirkle (XIR) will be introduced to customers as an optional form of payment for products and/or services, which acts as a mechanism to incentivize and tokenize their shopping experience. Those findings allowed Xirkle to identify five methods for the acquisition and retention of customers, while increasing customer loyalty and reducing rate of attrition or churn rate. In this analysis, we'll look at the following five methods: tokenized loyalty reward points system, tokenized ecommerce store, tokenized fractional rewards on non-zero balance, tokenized account sign-up & referrals, and proactive end-to-end shopping incentives (i.e. cart alerts, soft email).

By: O. Tom Chhuong  
tom@xirkle.com

**Disclaimer:** **This information does not represent investment or financial advice.** The information in this document is subject to change or update without notice and should not be construed as a commitment by Xirkle, LLC. This document and parts thereof must not be reproduced or copied without Xirkle's written permission, and contents thereof must not be imparted to a third party nor be used for any unauthorized purpose. Moreover, any data points within this white paper are considered forward looking statements and/or action items; there may be conditions beyond our control within our industry that may impact its actual implementation.



- Cover
- Abstract on Customer Loyalty & Tokenized Systems
- Table of Content
- Introduction to the Birth of Bitcoin
- What is Xirkle (XIR) Coin?
- Use Case #1: Using XIR to Acquire & Retain Customers
- Use Case #2: Using XIR to Reduce Shopping Cart Abandonment
- Xirkle's Roadmap for 2017 & 2018
- Approximated Distribution of Funding
- Legal

**Attention!** Xirkle (XIR) is currently available for purchase on [Stellar DEX](#). Click here to [create a free account](#) on StellarTerm.com and/or buy [XIR coin](#) now.

**FYI:** Unless you have an active account with Stellar DEX, you will need to buy and send Stellar Lumens (XLM) to your new account on StellarTerm in order to buy XIR.

You can also buy XLM on [Changelly.com](#) with your credit card, and then, transfer it from Changelly to StellarTerm.

\*Baymard Institute reference: <https://baymard.com/lists/cart-abandonment-rate>

\*\*Wall Street Journal: <https://blogs.wsj.com/corporate-intelligence/2014/08/05/an-expensive-hack-attack-targets-148-million-breach/>

\*\*\*Yotpo: <https://www.yotpo.com/blog/10-ways-to-improve-customer-retention/>



"Money is a form of non-programmable Bitcoin that people used to use before they invented computers and cryptography." Ryan X. Charles (20 Dec 2014)

## Introduction

In an ecommerce environment, all customers are required to use legacy form of payments such as credit cards, bank or ATM debit cards, and alternatives such as PayPal. These legacy systems act as a good payment gateway for the initial purchase; however, it limits the customer from exploring other viable options, which may be more secure and private.

Customers need certainty. With the strong rise of hackers and constant nation-to-nation hacking campaigns, there isn't an interconnected computer network that is truly secured and/or reliable.

\*\*\* Case in point: Target's \$148 million data breach in 2013

## THE WALL STREET JOURNAL.

CORPORATE INTELLIGENCE

### An Expensive Hack Attack: Target's \$148 Million Breach

By Tom Gara

Aug 5, 2014 1:34 pm ET

The massive breach of Target's computer systems in late 2013 was a costly one: Financial institutions alone spent more than \$200 million in response to the hack, replacing millions of credit cards whose data had been compromised, while the company's Chief Information Officer and CEO both left their posts in its wake.

And today, another sign of the hack's full cost: Target says its coming second-quarter

Ad close

The people are resilient and it is business as usual. However, there surely must be a better way to conduct ecommerce without the hassle of legacy payment systems such as credit cards.

During the midst of the financial crisis of 2008, an unknown person released Bitcoin on October 31, 2008. The cryptography community embraced this "Peer-to-Peer Electronic Cash System" and released it to the world in the winter of January 2009.

This new financial paradigm was introduced to the world as **Bitcoin**. We now have the power to ensure our financial security, privacy, and liberty of choice on a peer-to-peer payment network.

Bitcoin is powered by the people, thereby its true value exists in the community. With this new financial paradigm, there's no single point of failure via hacking because it's secured, private, and decentralized. This trustless network leverages a distributed and opened ledger for transaction verification. By leveraging this ledger and a digital wallet, a customer could send crypto coins to a participating merchant for a desired product or service. Or send a crypto coin to a friend, family, or anyone else with a digital wallet.



“It might make sense just to get some in case it catches on. If enough people think the same way, that becomes a self-fulfilling prophecy.” [Satoshi Nakamoto](#), Bitcoin creator 1/17/2009

## What is the Xirkle (XIR) Token?

In our eco-system, Xirkle (XIR) is a non-security, market-driven digital proof-of-stake crypto coin, which was created exclusively for ecommerce transactions on [store.xirkle.com](https://store.xirkle.com). In general, the value of any coin and/or token are determined by those participating crypto exchanges and its users. Since it's not legal tender and not issued by any government, it technically has zero value. However, it represents a secured, trustless, and reliable way to conduct ecommerce transactions within our eco-system. XIR was created on a decentralized peer-to-peer (P2P) blockchain platform called [Stellar Lumens](#). The XIR coin has a limited and maximum supply of 88 million pre-mine coins and its value, if any, will be determined by the market and participating exchanges. Going forward, Xirkle (XIR) coins may serve as a generally accepted all-purpose crypto coin for daily usage via other websites, apps, and dapps and its corresponding digital products or services on community chat, social media, and online or offline payments. XIR will also serve as a transactional element within the Xirkle eco-systems and/or other digital channels.

Figure 1.0:



**Xirkle Explorer:** <https://stellar.expert/explorer/public/asset/XIR>



## Use Case #1: Using XIR to Acquire & Retain Customers

The Xirkle (XIR) coin is a secured and optional form of payment for the Xirkle store. On a high level, its primary function is to facilitate instant and trustless ecommerce transactions, while the system will reward customers for paying with the XIR coins and/or points instead of a credit card.

For clarity, Xirkle reward points are earned after each completed purchase; it's not XIR crypto coin. XIR crypto coins are currently available for sale on the [Stellar DEX](#) (decentralized exchange) and it will be available on other participating crypto coin exchanges and our Xirkle store.


The Xirkle loyalty reward points has been integrated into the Xirkle Store using a minimum viable product (MVP) methodology point system excluding the fractional XIR token element. Currently, those reward points allow online customers to earn automatic points on all current products and/or future products and services after a completed purchase. Those reward points could be used later to discount all products on Xirkle Store at checkout. After its release, Xirkle Store will also allow online customers to earn fractional XIR crypto coins on a monthly basis for simply storing XIR crypto coins and/or reward points in their shopping account. **Basically, Xirkle's loyalty reward points system will automatically reward online customers for signing up, referring friends and family, shopping on our store, and storing XIR crypto coins and/or reward points in their account.** Standard accounts on Xirkle Store are free. No purchase is required to receive the initial 10 XIR reward points for new accounts. One account per customer per address.

Figure 2.0: XIR Base Earning Ratio & Proof of Work for Reward Points

| Base Earning Ratio                    | Effective Value                             |
|---------------------------------------|---|
| Customers in the base tier must spend | Customers in the base tier earn             |
| \$20.0000                             | \$0.2000                                    |
| to earn one point.                    | in point value for every dollar they spend. |

In this base earnings ratio, a customer must spend \$20 to earn 1 XIR reward point, which is equivalent to \$0.20 USD. XIR reward points are calculated by the shopping cart to the nearest whole number and it's cumulative based upon one's total order excluding shipping & handling.

For example, Mary Jane purchased a Canon Ps Elph 360 shown below for \$267.99 on the Xirkle Store. She would earn 13 XIR reward points, which is equivalent to \$2.60 USD.

|   |   |
|---|---|
|  | <ul style="list-style-type: none"> <li>• Share Xirkle Store with friends and family, and earn 2 XIR reward points for signups.</li> <li>• Share Xirkle Store on Facebook &amp; Twitter, and earn 2 XIR reward points.</li> <li>• Sign-up with Xirkle Store, and earn 10 XIR reward points or \$2 (no purchase reqd.)</li> <li>• XIR reward points does not expire and has no limited on how much one can earn. XIR reward points are non-transferable, non-tradable and not redeemable for cash or store credit.</li> </ul> |
|---|---|





## Use Case #2: Using XIR to Reduce Shopping Cart Abandonment

With so many e-tailers on the internet, one would think that online shopping would be easier and more rewarding; however, this is not the case. In fact, most online customers will figuratively have to work very hard to find the best products and prices. Most online shoppers are faced with too many choices, which may lead to indecision and/or shopping cart abandonment. Even after the shopper has purchased their desired product or service, the overall customer service experience tends to erode over time. Consequently, the shopper may eventually leave and seek out other e-tailers because they want a better shopping experience.

According to a 2015 yotpo.com research study, returning shoppers spend 3x times more than one-time shoppers. The Xirkle Store will leverage this finding by using our reward points system to reward those returning shoppers with redeemable points, and after its release, allow customers to also earn monthly fractional XIR crypto coins, which are easily redeemable for discounts at checkout. All customers with an active non-zero token balance in Xirkle store account will receive fractional XIR coins even if they don't shop. In practice, Xirkle is rewarding customers to shop on our store with our reward points and fractional token loyalty system.

Customer retention is top of mind for the Xirkle store. With this in mind, we aim to provide great customer service, while providing reasonably priced consumer products and services. Our success is greatly dependent upon our customer's happiness and their willingness to return to our store.

With this said, our store has been tailored to help customers find products quickly. Plus, our no registration checkout process makes it even easier to checkout with our free 3-day shipping and handling. Guest checkout made easy.

Forgot to checkout with your shopping cart items? No worries! We'll send you an alert via email.

Figure 3.0: Returning Shoppers  
How much are returning shoppers really worth?



Figures courtesy of Yotpo's global user database of over 100,000 online businesses, March 2015.

Data Driven by



## Xirkle's Roadmap for 2017 & 2018

- Project Crypto Discussed crypto coin project with potential partners  
 • January 2017
- Draft an action plan Created an ecommerce draft to tokenize Xirkle.com  
 • February 2017
- Identify distributors Researched potential consumer products distributors  
 • March 2017
- Xirkle Store Built an ecommerce store with 25,000+ consumer products  
 • July 2017
- Xirkle (XIR) Token Created, configured, and tested ERC20 compliant smart contract  
 • August 2017
- Loyalty rewards Created, configured, and tested loyalty reward points system  
 • September 2017
- Crypto exchanges Submitted Xirkle (XIR) token to some crypto coin exchanges  
 • October 2017
- Sales & Marketing Evangelize Xirkle (XIR) token & partner with other communities  
 • November 2017
- Loyalty rewards Add natural & organic food and consumable distributors  
 • December 2017

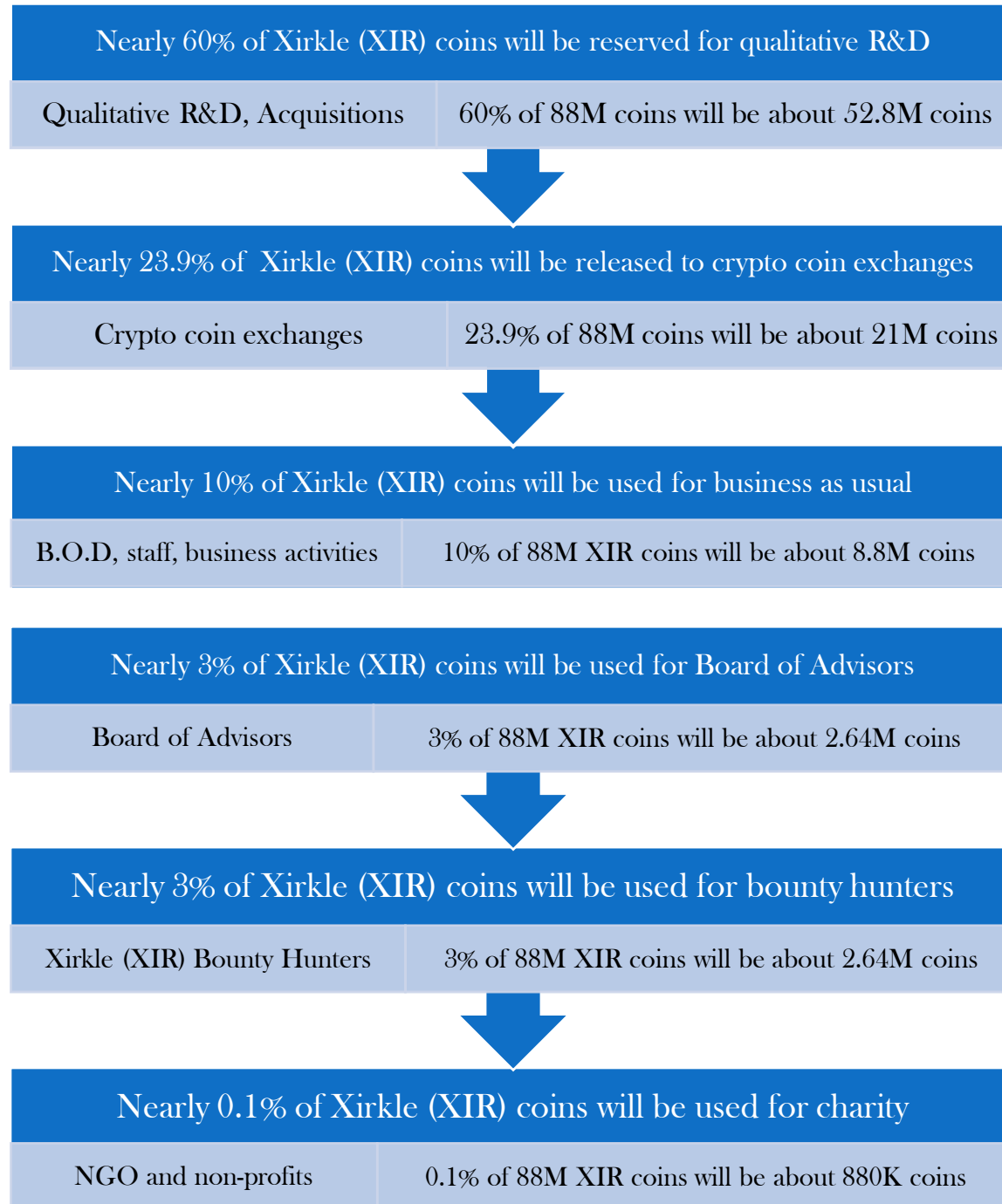
### Q1 & Q2 :2018

Early adopters of crypto coins will pave the way. For 2018, we will focus on building a community of customers that wants to adopt a new way of paying for products and/or services via Xirkle. Plus, we're working on a pre-paid debit card, a tokenized paid search advertising suite, and a blockchain agnostic app and/or hardware device to store your crypto coins. Stay tune for more!





## Approximated Distribution of Funding





## Legal

This whitepaper was developed for regular customers, potential investors, and crypto coin traders. If one is a non-accredited investor, it's highly recommended that one seeks the advice of a financial expert or someone with more experience in crypto coins.

Depending on one's location in the world, the [Xirkle store](#) and its corresponding XIR crypto coin may not be accessible across all devices. Xirkle cannot advise the user on this matter further.

In our structure and our platform, our team will aim to be transparent and flexible to suit different jurisdictions. Legal status of XIR coin: XIR coin – is not a security and is made only to be used within our platforms (i.e. ecommerce store, search engine, paid search advertising suite, social media community). XIR coins are non-refundable after the purchase. The coins are sold as intangible digital assets. It is not recommended to purchase XIR coins if do not have enough experience in the blockchain-based software and to use XIR coins for investment speculation.

All token holder(s) understands that this tokenized crypto coin is a new and relatively untested exchange medium. Token holder(s) therefore understands that token issuer cannot predict how the value of the tokenized value will change, the consumer demand for the token, technical difficulties in or modification to the peer-to-peer blockchain network, change of regulations, and all other obstacles that a peer-to-peer blockchain network might face. All token holder(s) affirmatively represents that he/she is a sophisticated blockchain users and therefore knowingly assumes all known and unknown risk of loss. All token holder(s) has no recourse whatsoever against token issuer for damages or liability suffered by token holder(s) due to the market condition or whatsoever causes beyond our control. **Since this loyalty reward system may be used by customers in different countries and states and its corresponding laws, it is void where prohibited by law.**

### Xirkle Coin Information & Where to Buy Xirkle (XIR)

- **Symbol:** XIR
- **Pre-sale Price:** \$0.88 XIR coins (XIR's actual price amount may vary on exchanges.)
- **Maximum Available Supply:** 88,000,000 coins
- **Tradable:** Yes (XIR is available on the Stellar Decentralized Exchange [Stellar DEX](#))

If you want to buy Xirkle (XIR) coins for your portfolio, please [create a free account on StellarTerm](#). After you've generated your account keypair (public & private), you must activate it by sending at least 5 lumens (XLM) to your Stellar public account. You can buy lumens (XLM) from a crypto coin exchange and send them to your Stellar public account. All Stellar public account starts with the upper-case letter "G". All Stellar private key starts with the upper-case letter "S". **Do not share your private key! Keep it safe.** If you lose your private key, it's lost forever. There's no private key recovery.