



ORIGAMI
Network

Origami Network

Whitepaper v1.2

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<http://ori.network>

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I. Executive Summary

Today's evolving blockchain technology allows companies to run marketplaces (B2C or B2B) for faster and cheaper than ever. But there are still problems with the current atmosphere. For one, the speed and cost by which online marketplaces are developed and run can be improved. Secondly, at this moment in time escrow payments are still very expensive and far from accepting crypto-currency as payments. Lastly, the review process for online marketplaces contain several major flaws that must be addressed before marketplaces can be truly decentralized.

Origami Network is an all-in-one decentralized marketplace platform that solves several existing problems related to online marketplace development and maintenance, escrow payments, and reviews.

The Origami Network has a working product and several customers already on board benefitting from its technology. The Origami Network is based on three self-sufficient platforms:

- Origami Marketplace
- Origami Payment, and
- Origami Review.

These complementary platforms can be used in a modularized fashion or together.

The Origami Network is the only Blockchain-Powered global solution that builds decentralized online marketplaces faster and easier than current models allow, while also utilizing blockchain-based escrow payments and improving review systems. The result is faster, easier, cheaper, and more reliable marketplace experiences for both consumer and business owner.

You can follow our project on: <https://ori.network>.

II. What is the Origami Network?

The *Origami Network* is a “full-stack” blockchain-enabled marketplace solution based on several self-sufficient products.

- **Origami Marketplace**

This is the easiest way for a business to create its online marketplace. Origami Marketplace is an all-in-one platform for buying and selling goods or/and services online.

- **Origami Payment**

Origami Payment is a decentralized payment system powered by the Ethereum blockchain and ORI, an ERC20 compatible token. This payment system enhances the buying/selling process with decentralized escrow for secure payments, third-party dispute resolution, and very low transaction costs.

Origami Payment can be integrated into new or existing marketplaces and can also be used in marketplaces that don't directly handle payments yet. Origami Payment is designed specifically for P2P marketplace transactions where trust between the buyer and seller might be limited.

This payment solution helps both e-commerce and/or online marketplace businesses to add a decentralized payment with escrow on the blockchain. We will give to our customers an escrow payment service with very low fees compared to other classic systems without blockchain and smart contracts.

Origami payment will accept Bitcoin, Ethereum and Origami tokens initially, as well as other crypto currencies in the future.

Using the power of the **Ethereum smart contracts** technology, escrow payment management is automatized, and no third-party is needed to control the flow of money. The result is lower fees than any other escrow system.

- **Origami Review**

User reviews have a dramatic impact on the level of trust on marketplaces.

Research proves that one negative review from a buyer, whether justified or not, correlates with an average decrease of the growth of a specific seller's weekly sales from +5% to -8%.

The fact that reviews hold such power and are largely unregulated provides incentive for both sellers and buyers to manipulate reviews, post fake reviews, delete negative reviews, or post negative reviews on their competitors' pages.

This is a **major challenge of marketplaces as they scale** akin to the 5-star problem Uber drivers encounter—skewing results until they are unreliable as metrics of actual service or product.

Origami Review will solve this major problem with a blockchain-powered review system.

Every review is authenticated, and solely users who have conducted a prior transaction can post reviews. They do this by signing with their own private key before posting their review.

A smart contract from Origami Review will then authorize the reviews from buyers, solving the review problems that all marketplaces have as they scale.

Origami Reviews will decentralized reviews management and improve the reputation management system of sellers on any marketplaces.

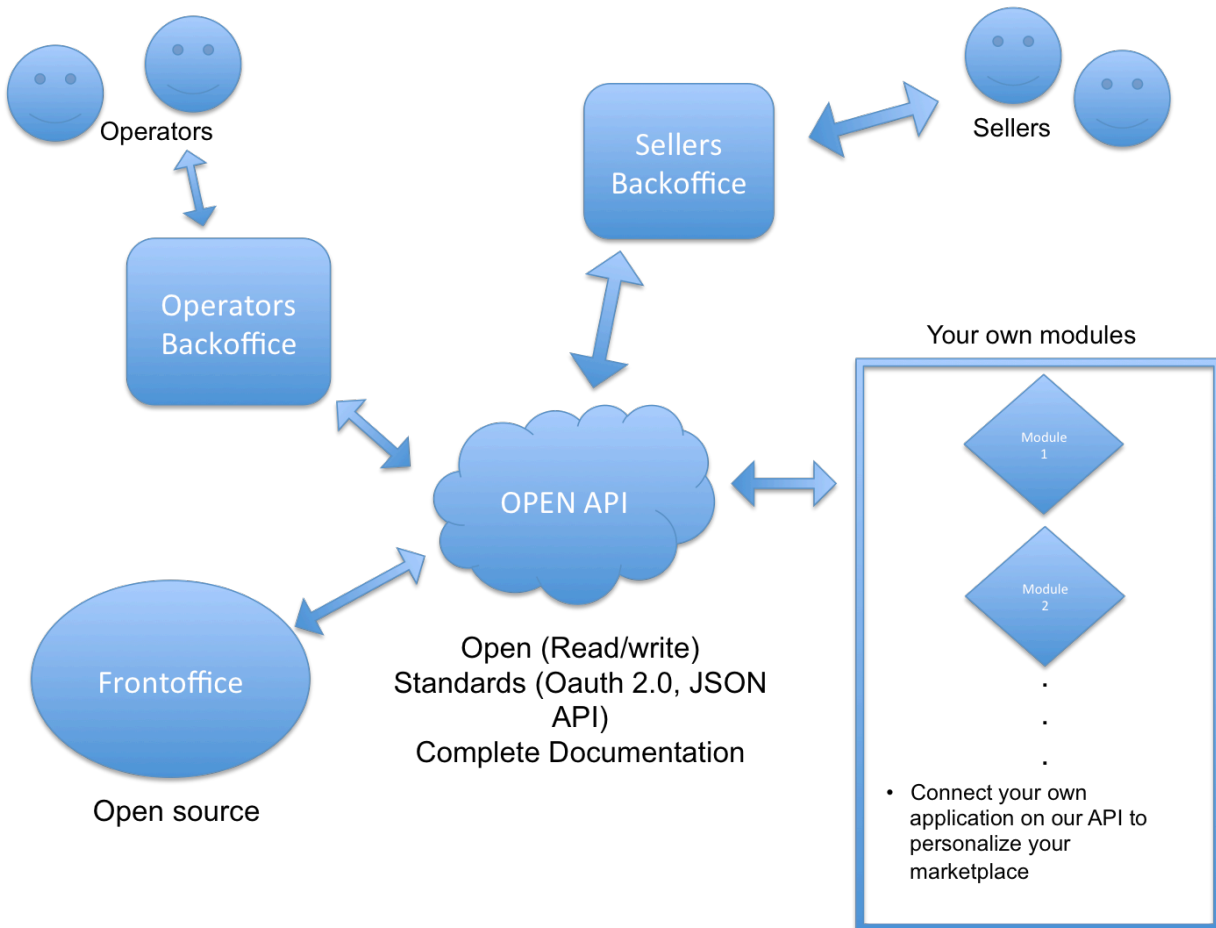
1. Origami Marketplace

i. What is it?

Origami Marketplace is the easiest all-in-one way to create a beautiful online marketplace.

Our solution is based on 4 modules:

- The core API: RESTFUL API
- Front-office: Open-source
- An administration portal for sellers
- An administration portal for operators



ii. Origami Marketplace features

Below are the main features of Origami Marketplace.

Front-office	Catalog (products or services)	List of products or services
		Product/service information
		Catalog for each sellers
		Faceted browsing
		Search engine
	Buying process	Multi-vendor basket
		Customer login
		Shipping and invoicing
		Promotions
		Order recap
	Multi languages	Multi languages
	Customer accounts	Sign up / log in
		Order tracking and history
After-sales		

Sellers backoffice	Catalog management	Adding/editing products/services
		Products/services feeds
		Offers and storage management
	Shipping management	Carriers management
		Tracking information management
		Shipping costs management
	Order management	Orders management
		Products/services return management
	Data management	Catalog export
		Order information export
		Customer information export
	After-sales management	After-sales management
	Indicators	Dashboard and KPI
		Customer satisfaction
	Commercial management	Coupons management

Operator backoffice	Configuration	Parameters management
		Carrier management (Express, normal...)
	Users management	Users and roles management
	After-sales service	Vendors / buyers
		Notifications system
	Payments and invoices	Payment management
		Taxes management
	Sellers management	Vendor access management
		Orders management
	Vendors	Vendor rating
	PIM	Categories management
		Properties management
		Variations management
		Products/services validation
	Accounting management	Invoicing management
		Accounting management
Commissions and subscriptions management		
Dashboard	Dashboard	
	Order indicators	
	KPI	
	Sellers and products rating	

API features	Data	Import/export
		Connection to feeds
	Web hooks	Connection to alerting systems (Texts, emails, slack..)
	Multi-sellers	A product can be sold by several sellers
	Payments	Escrow payments
		Escrow payments on the blockchain with Origami Payment
Security	HTTPS + OAuth 2.0	

iii. Origami Marketplace pricing

Here is the pricing. **Note that set-up fees for Origami Marketplace are non-existent.**

Pricing / Month Billed every 6 months	Pricing / Month Billed monthly (+15%)	Transactions per month
500 €	573.85 €	Up to 500
990 €	1 138.5 €	Up to 1 000
1 990 €	2 289 €	Up to 2 500
2 990 €	3 439 €	Up to 4 000
3 990 €	4 589 €	Up to 6 000
4 990 €	5 739 €	Up to 10 000
5 990 €	6 889 €	Up to 15 000
On quotation	On quotation	> 25 000

iv. Existing Customers

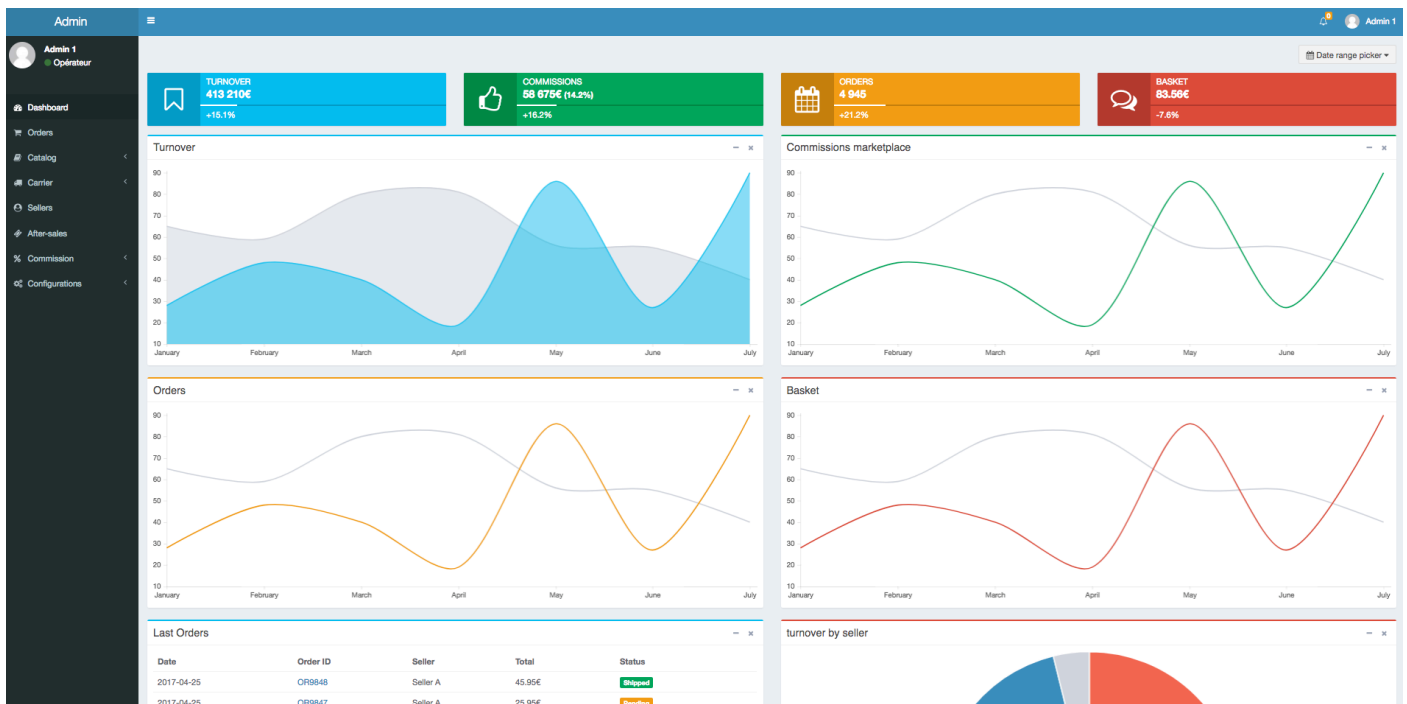
Three companies in France and Belgium have already implemented origami Marketplace.

- <http://commentseruiner.com>
- <http://minismoi.com>
- <http://lapinblanc.coop>
- Commerce de Wallonie

Below are a series of screenshots to show how the back office for the operators and sellers appears in Origami Marketplace.

Dashboard

This is the dashboard for the administrators in Origami Marketplace.



Order details

This is an example of an order details on Origami Marketplace.

The screenshot displays the 'Order details' page in the Origami Marketplace Admin interface. The page is organized into several sections:

- Header:** 'Admin' with a user profile 'Admin 1 Opérateur'.
- Summary Cards:** Four cards at the top showing key metrics: DATE (11/14/17), TOTAL TTC (53,50 €), SHIPPING COST (3,60 €), and PRODUCT (1).
- Order Information:** A table listing order details for 'Order n°25' from 'Boutique de Vincent', including date, reference, state (Waiting for payment), carrier, commission, and tracking.
- Addresses and Customer:** Three boxes for 'Shipping address', 'Invoicing address', and 'Customer', all for 'Julien Bruite'.
- Products Table:** A table showing the order's contents.
- Summary and Actions:** A 'Total' summary table and an 'Actions' section with buttons for 'Accept payment', 'Cancel order', and 'Print'.
- Documents:** A section for 'Documents' with links for 'Invoice' and 'Shipping doc'.

Products Table:

Products	Price	Qty	Qty left	Total
Produit Vincent 1 P1834943585	49,90 €	1	25	49,90 €

Powered by Origami Marketplace Version 1.0.0 local

Commissions management

Admins can manage their commission profiles on their marketplace.

The screenshot shows the 'Commission profil' management interface. It is divided into three main sections: 'General features', 'Main rules', and 'Profil rules'. The 'General features' section includes fields for 'Name profil' (set to 'New coms'), 'Fees profile name parent' (set to 'Default commissions'), and a checked 'Is default profile' checkbox. The 'Main rules' section contains a table with columns for 'name', 'Type of ressources', 'Concerned ressources', 'Rules', and 'override by'. The table lists 'General rules' with specific commission rates for 'total_products_tax_inc', 'shipping_flat_fees', and 'order_line_qty'. The 'Profil rules' section contains a table with columns for 'name', 'Type de ressource concernée', 'Ressource concernée', and 'Règles', listing 'Mug pusheen' and 'By default' with their respective commission rules. Navigation buttons for 'Back' and 'Edit' are visible at the bottom.

General features

Name profil: New coms

Fees profile name parent: Default commissions

Is default profile:

Main rules

name	Type of ressources	Concerned ressources	Rules	override by
General rules	General rule	-	10.0000 % of commission on the total_products_tax_inc 0.2500 € of commission on the shipping_flat_fees 0.1000 € of commission on the order_line_qty	by default

10 par page

Profil rules

name	Type de ressource concernée	Ressource concernée	Règles
Mug pusheen	products	7	20.0000 % of commission on the total_products_tax_inc
By default	General rule	-	0.1000 € de commission sur les order_line_qty

10 par page

Powered by [Orinami Marketplace](#) Version 1.0.0 local

Events management

Here is the events manager of Origami Marketplace.

The screenshot shows the 'Events' management page in the Origami Marketplace Admin interface. The page has a dark sidebar on the left with navigation options like Dashboard, Orders, Catalog, Carrier, Sellers, After-sales, Commission, Configurations, Users, Sellers, Catalog, Payment, Shopping cart software, Générale, Taxes, Email templates, and Events. The main content area is titled 'Events' and contains a table with the following data:

Nom	Action	Parameters	
seller.registration	mail	{"email":"","subject":"Nouveau Vendeur"}	
password.reset	mail	{"email":"","subject":"Reinitialisation de mot de passe"}	
order.deliver	mail	{"email":"","subject":"Comment s'est passee votre commande?"}	
configuration.update	callurl	{"url":"[conf:scs_api_url]?key=[conf:scs_api_token]&method=sync-config"}	
seller.activate	callurl	{"url":"[conf:scs_api_url]?key=[conf:scs_api_token]&method=activate-seller&id=[seller-id]"}	
seller.deactivate	callurl	{"url":"[conf:scs_api_url]?key=[conf:scs_api_token]&method=deactivate-seller&id=[seller-id]"}	
seller.update	callurl	{"url":"[conf:scs_api_url]?key=[conf:scs_api_token]&method=update-seller&id=[seller-id]"}	
shipping.offer.store	callurl	{"url":"[conf:scs_api_url]?key=[conf:scs_api_token]&method=update-shipping&id=[shipping-offer-id]"}	
shipping.offer.update	callurl	{"url":"[conf:scs_api_url]?key=[conf:scs_api_token]&method=update-shipping&id=[shipping-offer-id]"}	
shipping.offer.destroy	callurl	{"url":"[conf:scs_api_url]?key=[conf:scs_api_token]&method=delete-shipping&id=[shipping-offer-id]"}	

At the bottom of the table, there is a pagination control showing '10 by page' and a page indicator '1' out of 3 pages.

Powered by Origami Marketplace Version 1.0.0 local

Product or service details

This is an example of a product details page.

The screenshot shows an admin interface for editing a product. The page title is "This is a product" with a reference ID "ref: P195574312 / ***** (1)". The interface includes a sidebar menu with options like Dashboard, Orders, Catalog, Seller, Attributes, Commission, and Configurations. The main content area is divided into several sections:

- Activated:** A toggle switch set to "Yes".
- General informations:** A form with fields for Name (This is a product), Original ref (P195574312), Ref (PRODUCT_REF), EAN13, and UPC.
- Short description:** A rich text editor with a toolbar and the text "This is a short description".
- Complete description:** A rich text editor with a toolbar and the text "This is a complete description".

At the bottom left, there is a "Back" button, and at the bottom right, there is a "Save" button. The footer of the page indicates "Version 1.0.0 local".

2. Origami Payment

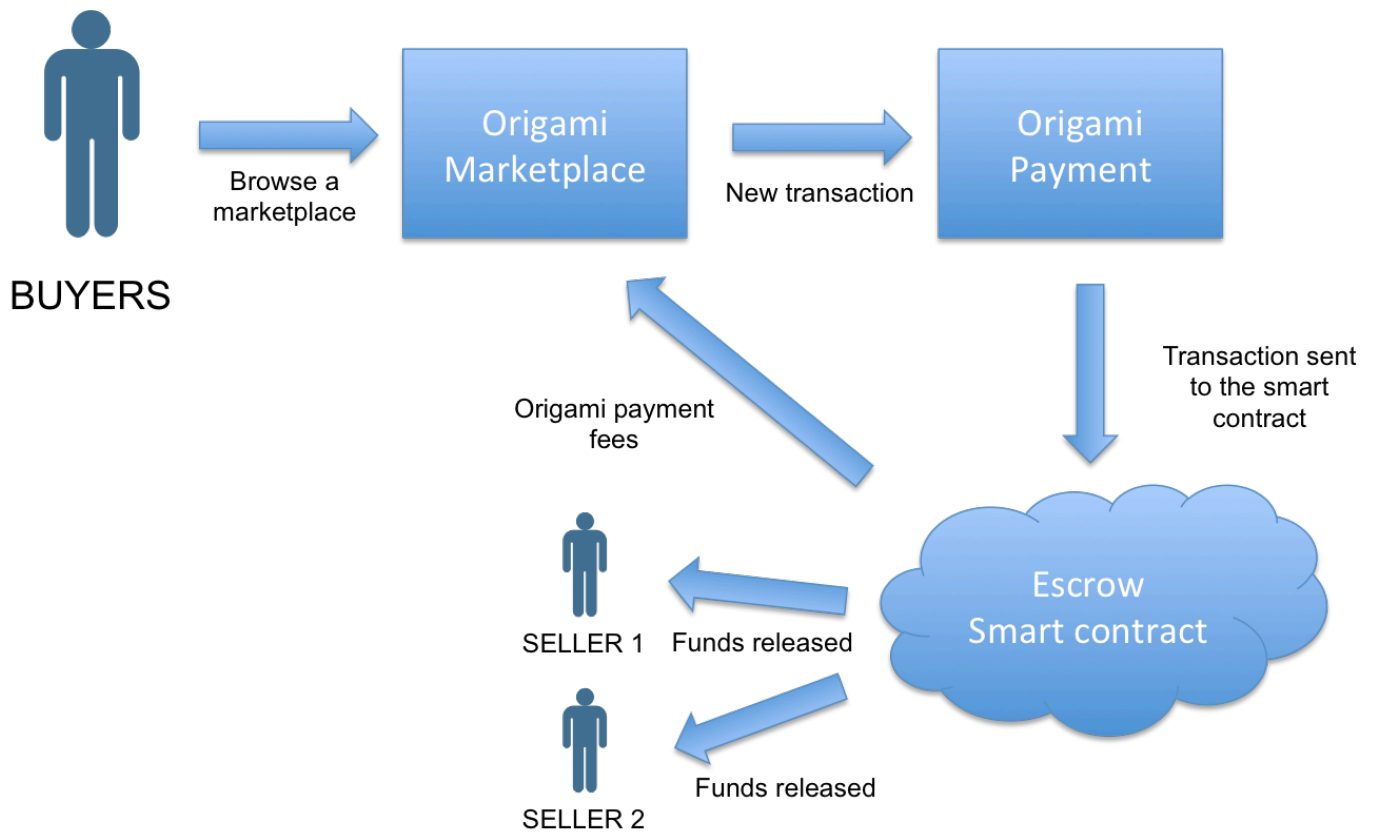
i. What is it?

Origami Payment is a payment solution that provides secure escrow payments using smart contracts, without relying on a third party to control the flow of funds. Our payment solution provides an easy-to-use app and a secure and easy to integrate API.

Crypto currencies are the future and it is our belief that users might often choose to pay with a crypto currency instead of the fiat. Origami payment will accept Bitcoin, Ethereum and Origami tokens (BTC, ETH, ORI), and eventually other crypto currencies, as well.

By providing more advanced escrow payment terms, Origami Payment simplifies international payments and escrow payments while replacing payment systems such as Mangopay or Stripe.

ii. Origami Payment features



Origami Payment brings **security**, **simplicity** and **scalability** to escrow payments.

- Payment information is never shared
- No third-party like Stripe or Mangopay needed—providers simply charge between 1% and 7% of the amounts sent, reducing cost significantly.

Origami Payment API

Our API covers the operational cycle needed for an online marketplace, including

- pay-in and pay-out transactions and wallet statements and
- agile escrow rules and payments upon delivery.

Most countries require a banking license to handle money on behalf of third parties. Marketplaces cannot afford to break legal and regulatory requirements and Origami Payment is the perfect partner that allows you to concentrate on your core business.

Our API also provides the tools necessary to easily integrate Ethereum-powered payments into nearly every e-commerce solution available.

E-commerce plugins

Our customers will be able to use our future available plugins and add Ethereum-powered payments to any of the most popular e-commerce solutions.



3. Origami Reviews

i. What is it?

As mentioned earlier in this white paper, research proves that one negative review from a buyer (justified or not) correlates with an average decrease of the growth of a specific seller's weekly sales from +5% to -8%.

The largely unregulated nature of reviews, when combined with their importance to success of a marketplace, makes this area ripe for abuse from both buyers and sellers.

Origami Review will solve this major problem with a blockchain-powered review system.

Any review will be authenticated, and solely users who had actually been through a prior transaction would be able to post reviews by signing reviews with their own private key before posting them.

Origami Review will check the shipment tracking code on the carrier of the order APIs using Chainlink. **Chainlink easily connects the Origami Review smart contracts and critical external data from carriers.**

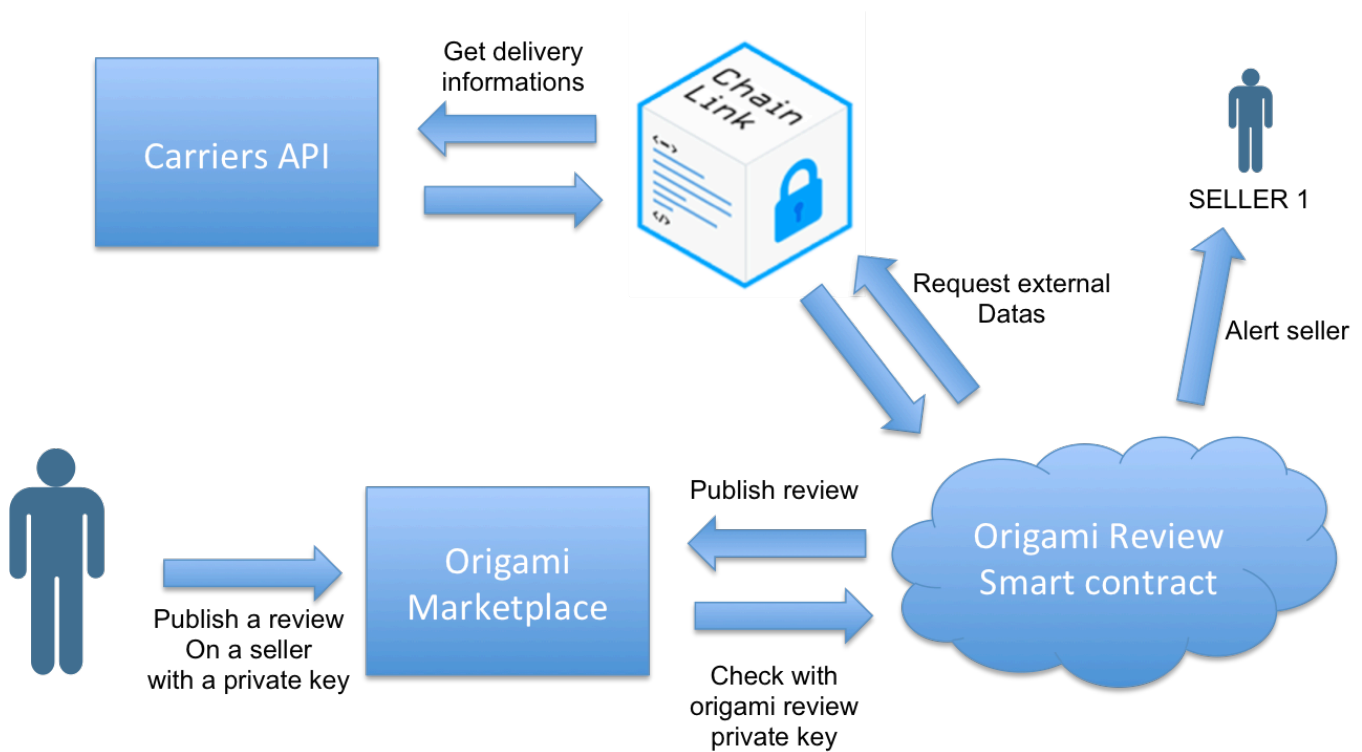
A smart contract from Origami Review will then authorize the reviews from buyers. This will solve the review problems that all marketplaces have as they scale.

Origami Reviews will decentralized reviews management and organize the reputation management of sellers on any marketplaces.

ii. Origami Review features

Origami Review will:

- Create a global network of trust
- Increase trust on each of the platform individually



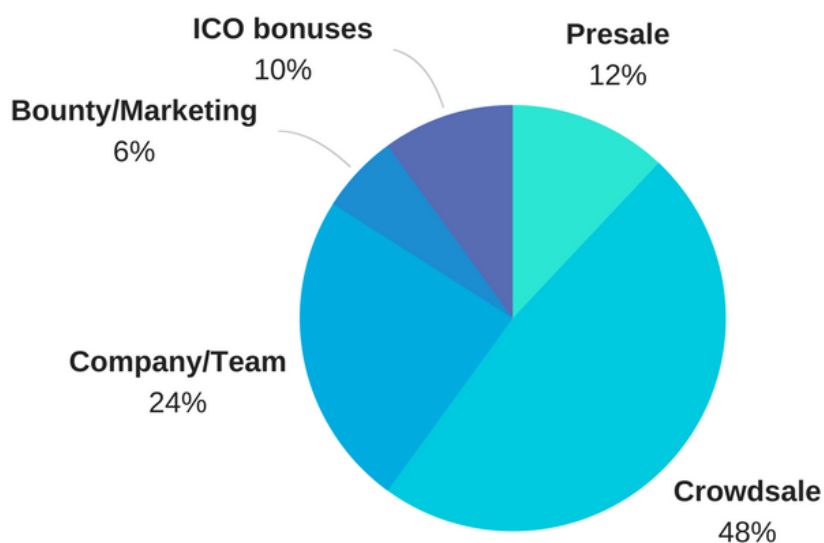
The paradigm shift associated with mass adoption of Origami marketplace would see sellers go from having separate identities and reputations across multiple platforms to sellers having a single identity that is owned, controlled, and stored—immutable—in the blockchain.

III. What is the Origami Network Token?

The Origami Network token will also be the first useable ERC20 token on our platform and the only form of payment where the fee of 0.8% to 1% does not apply.

4. Token distribution

Tokens distribution

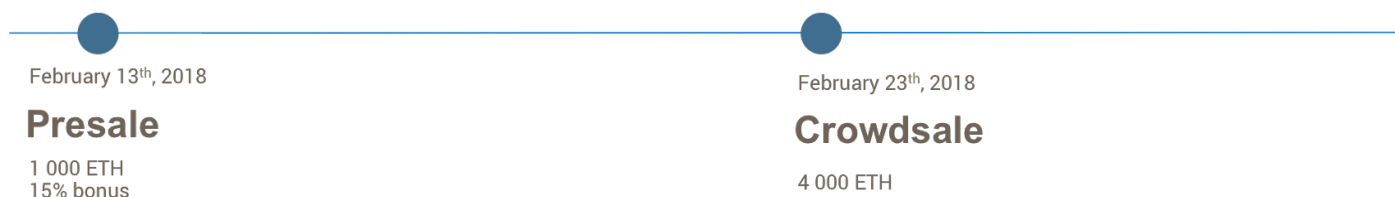


- **ICO:** 60% - 30M tokens
- **Bounty:** 6% - 3M tokens
- **Company / Bonuses of the Presale and Crowdsale and early investors:** 34% - 17M tokens

The hard cap of the Origami ICO is 5.000 ETH. Fifty millions tokens are in existence, of which 30.000.000 (60%) will be sold during our ICO, 3.000.000 (6%) will be set aside for our bounty campaign and 17.000.000 (34%) will be used for the bonuses delivered in the Presale and Crowdsale (see our github for more details). The remaining tokens will be held by the company for product development, marketing and legal fees. Unsold tokens will be burned.

iii. The Presale

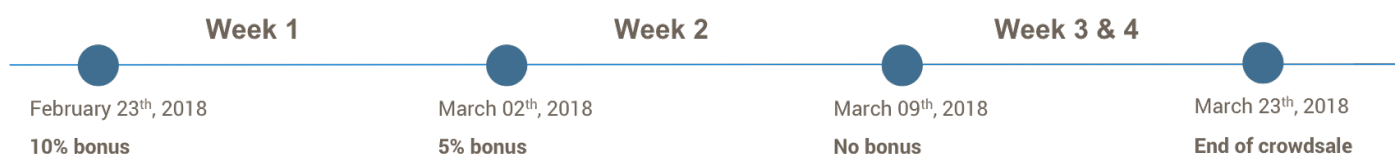
The Presale will run during 7 days from February 13th, 2018 to February 20th, 2018. **The minimum contribution for the Presale is 0.5 ETH.**



Everyone that **registered on our website <https://ori.network>** before the 09th February 2018 and that received a validation email before the 09th February 2018 **will be eligible for the Presale Whitelist.**

iv. The Crowdsale

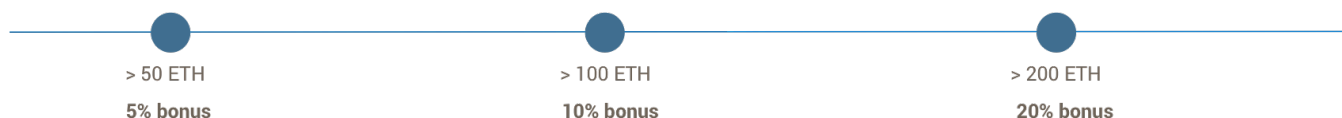
The crowdsale will run during **30 days from February 23th, 2018 to March 23th, 2018.** The **min contribution for the Presale is 0.1 ETH.**



v. ICO bonuses

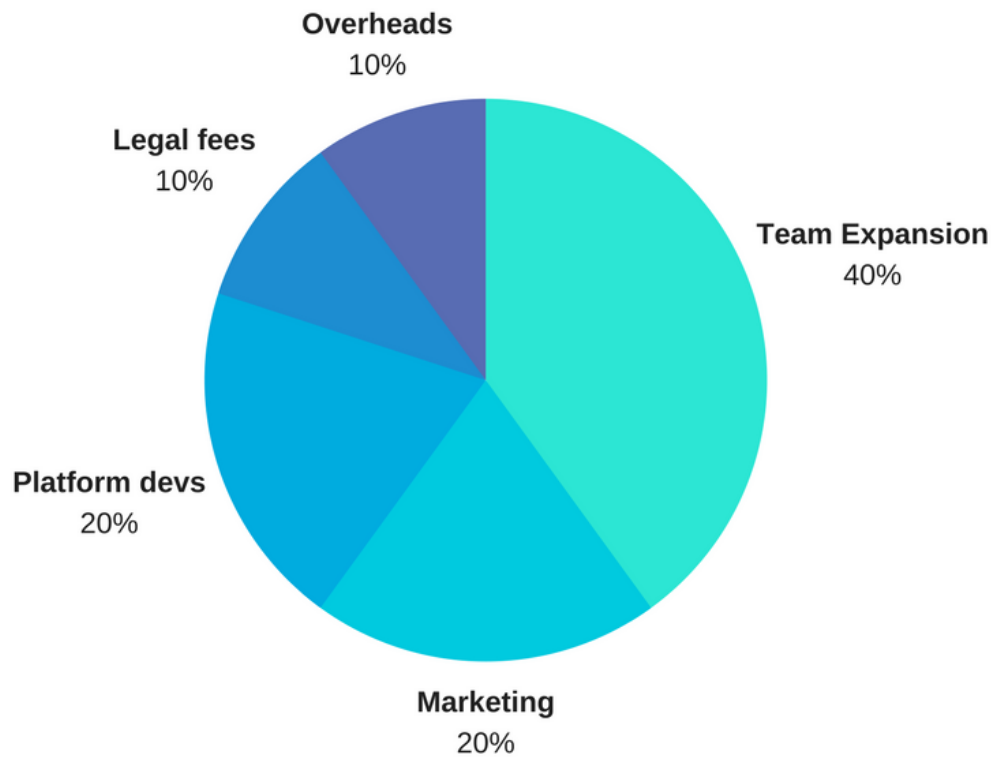
During our ICO investors will get bonuses if they invest more than 50 ETH. You can see below all the volume bonuses.

An investor will get **the maximum discount** depending on the amount he invested or the moment he invested.



5. Funds allocation

Funds allocation



IV. The core team

Bruitte Julien, Duquenoy Alexandre, and Pichon Vincent are veterans of software engineering banking and trading.

To learn more about the core team, please visit their LinkedIn profile:

- Bruitte Julien, CEO: [LinkedIn Profile](#)
- Duquenoy Alexandre, CMO: [LinkedIn Profile](#)
- Pichon Vincent, CTO: [LinkedIn Profile](#)

1. When did it start?

The Origami core team launched their first project together in January 2012 and—it was an online marketplace: <http://commentseruiner.com>.

They then launched a software development company, **Comptoir du Code** (<http://comptoirducode.com>) in January 2015 in the online commerce area, followed by their first e-commerce website **Cute Land** (<https://cute.land>).

2. Why Origami Network?

“We decided in the summer of 2016 that we could use, package and sell to other companies the marketplace technology we developed for our own marketplace CommentSeRuiner.com. We started to work on Origami Marketplace at the end of 2016 and launched it in April 2017.

But escrow payment is an expensive area (around 2% to 4% fees + flat fees per transaction), we want to add to our Origami Marketplace technology the possibility to have **a blockchain escrow payment with smart contract technology with low fees** (around 0.7% to 1% per transaction): This is Origami Payment.

Origami Network is a marketplace with escrow payments on the blockchain with smart contracts technology.”

3. Our partners

The Origami team have been part of the French accelerator **Euratechnologies** since 2013. **Euratechnologies** is home to over 100 startups, incubated and accelerated, as well as offices for several multinational companies.

They also are part of the French entrepreneurs network “**Reseau Entreprendre Nord**”.



Other investors of note:

CIC: Fourth largest bank in France. They are early investors in Origami Marketplace and invested in February 2017.

BPI France: They are early investors in Origami Marketplace and invested in February 2017.



V. Roadmap

