



Time foundation. Mall white paper v1.2

Mission vision

"TIME" foundation is committed to practicing the core value of blockchain, guiding the self revolution of production relationship in traditional business model with technology, optimizing the mode of commercial circulation, and returning the value of time to the public!

We will practice the characteristics of blockchain and create a decentralized and distributed commercial circulation service platform to realize the comprehensive integration of consensus makers' consumption, flow and production attributes, and let the public's value return to the public.

Historical background

At present, the world economic and political conflicts are becoming more and more serious. The root cause is that the emerging productivity has not been able to achieve explosive growth and meet the growing incremental demand. Therefore, the stock competition is becoming more and more fierce. The emerging technologies combined with 5g +, blockchain, big data and artificial intelligence provide the possibility of adjusting production relations, Around blockchain technology, time + is committed to using technology to promote the self transformation of production relations in traditional value industries, break the island presentation of consumption, circulation and production in individual natural persons, realize the scientific and reasonable social profit optimization of consumption as circulation and production, and finally build the commercial 3.0, which is the chain business model, after the traditional commerce and e-commerce micro business.

In the traditional production relations, commercial activities need to make a huge investment in human and material resources, and carry out cruel competition, so as to realize the so-called win-win listing. From the perspective of human nature, it does not conform to the law of human nature. Why do "I" throw away the family business and die a lifetime of success? "You" buy some "stocks" according to the rules, you want to "fair" win-win? In the emerging chain business model, all consumers are producers and sellers. The blockchain realizes the integration of personal value. By issuing the token, each participant is a contributor from the source, which is an ideal business model in line with the natural law.

Any commercial project, from the very beginning, "swindles" the participants to pay for its technology and ecology, is playing rogue!

The time + project mode adopts block technology, cooperates with licensed foundations in compliance, inverts the traditional business model, optimizes and changes, implements the advanced logic of listing first, then landing technology ecology and business ecology, and finally realizes the ideal production relationship model of common struggle and prosperity.

Business 1.0 traditional business

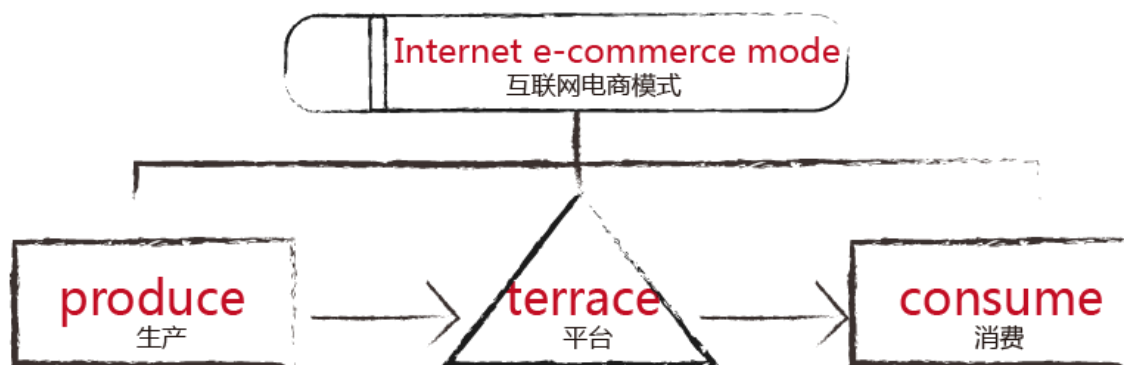
Traditional business model: Production - sales 1 - sales 2 Consumption;



Due to the constraints of means of production and productivity, for thousands of years, traditional commerce has been continuing with the mode of product production, circulation and sales, and terminal consumption. Its core logic is to use asymmetric information advantages and circulation channels to suppress the cost of production and supply as much as possible and improve the profit of terminal consumption to extract excess profits.

Commerce 2.0 E-commerce

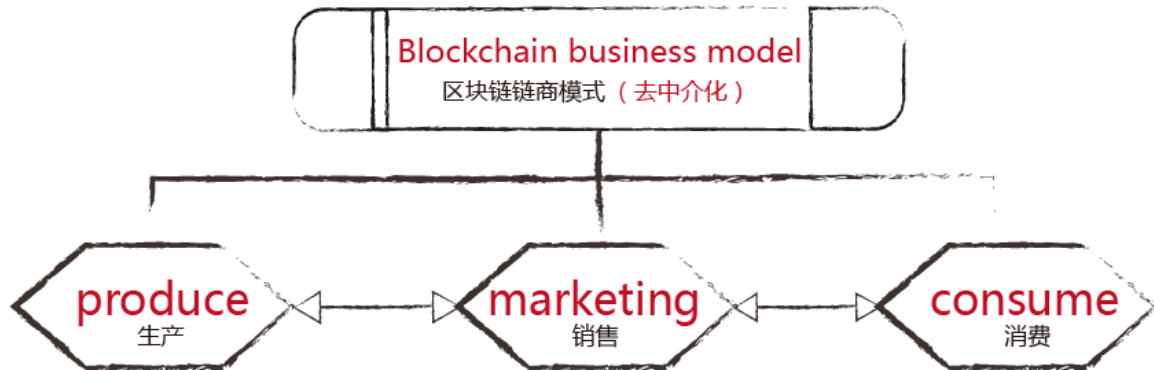
The mode of Internet e-commerce includes production, platform and consumption;



In the 21st century, due to the outbreak of the Internet industry revolution, the convenience of information access and the outbreak of productivity, the traditional business model has encountered great challenges. The tentacles of production can be more convenient and direct to the terminal, represented by "e-commerce" 2.0 mode is booming; its core logic is to innovate the traditional sales channels and create a huge flow platform through advanced technology and more convenient services, so as to realize the "penetration" and "collection" of traditional channels, and finally return to the essence of the intermediate layer to capture excess profits.

Commercial 3.0 chain merchants

Blockchain business model, production < - > Sales < - > consumption



In 2008, blockchain technology ignited by the vigorous development of digital currency and its core characteristics of disintermediation posed a congenital challenge to the classical business ecology. The core problem to be solved in the development and development of traditional commerce and e-commerce is always "trust", while blockchain technology is objectively The new chain business model, which is born for trust and disintermediation, breaks the isolated island of production, sales and consumption, realizes the perfect integration of producers, sellers and consumers, and realizes the traceability of value.

Time mall overview

Time mall is a chain business ecological model based on time ecology and initiated by time community. It is a new revolution of production relations based on real business logic.

Business logic

From the perspective of real business logic, whether a commodity can be sold is generally based on two common understandings: first, whether it has use value (including material demand and spiritual demand); second, whether the consideration is reasonable; and

whether these two points are agreed or not is essentially the core of commercial circulation: trust, which means trading, and not believing, trading failure.

In the commercial 1.0 era, the redundancy of consideration is usually caused by information barriers and channel barriers. The trust in transactions is generally passive trust based on the need to meet and compromise;

In the era of Commerce 2.0, the redundancy of consideration is generally caused by trust barriers and flow barriers, and the trust of transactions is partially satisfied. The consensus platform as a guarantee brings convenience to users, and the consideration is more transparent. However, with the development of centralized platform, the disadvantages of traffic monopoly and platform judgment become more and more serious, which is just a passive trust in another way;

In the era of Commerce 3.0, the new model based on blockchain technology and thinking logic has brought revolutionary changes in active trust. With the characteristics of disintermediation, it has brought the public the right of full choice of reasonable consideration and demand satisfaction for the first time, and has turned the commercial behavior of production, circulation and consumption into reality for the first time.

Time mall advantage comparison

contrast	Traditional business	online retailers	Chain quotient	explain
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<p>use value</p>	<p>True & false judge by yourself</p>	<p>True & false platform audit +User judgment</p>	<p>Technology ensures authenticity</p>	<p>Consumption outside the chain business can not guarantee the authenticity of its use value, while the chain business technology can ensure the fixed authenticity, regardless of whether it is true or false, it will be fixed by technology and can not be tampered with, which will infinitely eliminate the psychological drive of speculation and cheating</p>
<p>cost</p>	<p>Cost + information redundancy + channel redundancy + profit</p>	<p>Cost + traffic redundancy + trust redundancy</p>	<p>cost</p>	<p>Because of the disintermediation of blockchain, the redundant cost in the middle is naturally reduced</p>
<p>feedback</p>	<p>nothing</p>	<p>nothing</p>	<p>excitation</p>	<p>With the empowerment of token economy, the behavioral attributes of consumption, flow and production can be integrated, and the behavioral value will return to the actor himself</p>

Mall mode v1.0

1) The ecological nodes provide consensus assets to support the ecological value. Each time pass will have an equal right to deliver assets. At any time, it can exchange the equivalent consensus assets in the time & home community vault to ensure the basic value of the pass.

2) Under the decision of the community council, time eco operation center strictly selects the commodities with reasonable consideration and common use value to establish time mall based on consensus assets and current economic reality.

Time mall products must be based on blockchain traceable query to ensure authenticity;
The consideration of time mall must be lower than the market consensus price to ensure no redundancy;

3) Ecological users obtain time token through Igo or secondary market, obtain goods right of shopping mall through Igo flow guarantee or separate pledge, and obtain POW incentive through cargo right.

For example, if the purchase cost of 5L peanut oil is 130 yuan, the traditional commercial price is 150-170 yuan, and the price of time mall is 145 yuan;

Traditional commercial Pricing: cost + capital cost + channel cost + profit (20-40 yuan profit for seller + platform)

Time mall Pricing: cost + incentive (30% ecological feedback + 70% cargo right feedback, 4.5

yuan for ecological feedback pool and 10.5 yuan for cargo owner);

Among them, ecological feedback refers to the value feedback pool generated in the ecological development of time, and any user holding time token can participate in the feedback (except for the part of locking warehouse by the foundation); the goods right feedback refers to the incentive of goods rights obtained by users who participate in time eco Igo or pledge through ecological liquidity donation according to the order of participation.

Token economy

Blockchain 3.0 will be the era of token economy. Token is one of the most important roles in the era of blockchain 3.0. It will shoulder a series of functions such as value transmission, circulation, exchange and feedback. Based on token, blockchain 3.0 era will present a large-scale application of blockchain + token economy + industry. Time will realize a series of functions such as value feedback, ecological co construction, value circulation and so on.

1. Empowerment of cargo rights

Time mall builds a zero threshold value channel through its unique mode of goods right. Time mall will open the right to goods, and users can obtain the goods right of the platform source goods by pledging time currency.

When the platform sells the goods, the users who pledge the commodity rights will take 70% of the profits, and the rest of the profits will enter the ecological feedback pool. Meanwhile, the circulation certificates of the locked warehouse of the sold goods will continue to enter the cargo right queue.

2. Node self operation

The time community node owner can create a self operated shop on time e-commerce on the basis of community audit and pledge a certain time token, so as to obtain more ecological feedback based on their own POW behavior.

3. Defi governance

Time combines blockchain, token economy with all walks of life, and innovates the traditional benefit distribution mechanism and investment mechanism.

Through community consensus projects or assets, eco can be injected into the ecosystem through lgo, and the circulation pass can be used for operation or circulation in the secondary market, and users holding time token can get more ecological feedback. Time token system is committed to the mode of "consensus asset + pow", which makes the real value return to the actor himself.

Epilogue

The future has come, we agree together!

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TIME FOUNDATION LDT.
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