

## **Abstract**

Yoozbit is an online, decentralized and block-chain based network of E-Commerce where each user can have their own free private account. Upon joining Yoozbit, the user will be provided with the technical requirements of E-Commerce within a network. Also, by applying the intelligent algorithms of Yoozbit on its decentralized network, more growth possibility will be awaiting the businesses. Yoozbit runs on its own unique economic ecosystem with the use of Block chain and “YoozCoin” as its private token and holds the requirements to join the global market. This token is based on ERC-20 standard and Ethereum platform. Using Yooz, users from all around the world can have access to Yoozbit’s network advantages and its recent E-commerce ecosystem potentials. It also needs to be mentioned that in order to solve issues such as “Trust in Electronic Contracts”, Yoozbit network is taking advantages of block-chain technology by using Ethereum smart contracts and YZC.

## **What is Yoozbit?**

Right now, there are many websites dealing with services and product sales, all of which are trying to present their unique products or services in an easier and more reachable way. Yet there are also websites which have not restricted their businesses to only one kind of service or product, where the user is provided with many links to other websites with different contents for sale. We are all familiar with such websites and may have used their products at some points. But internet users, with its entrance to a new world of technology, have no longer any will to spend a lot of time to log-in as a natural or legal user in order to use the website’s products.

Yoozbit is a new generation of portals based on web, namely fourth generation of web portals which offers full technical E-commerce capabilities for the huge internet network. This portal will provide multilateral engagement for users and businessmen from all over the world without any restriction. Yoozbit is actually a bridge from the real world and current network of internet to a new structure of online world.

Our team, focusing on E-commerce and digital marketing, has created a market place where each user can have his/her own private market and meanwhile

maintains full interaction with markets of the same type. In Yoozbit, the owners of ordinary businesses can present their business online and too all the world and make use of its many advantages and then connect to their co-workers, yet, by finding potential customers, expand their business. Other users can work in this portal as professionals and act as a marketer for other businesses. E-commerce and digital marketing is a bright future and Yoozbit is after simplifying it for all the users.

Yoozbit in the first phase will run on Iran start-up ecosystem basis and investing in Yoozbit is actually investing in a new ecosystem which certainly has many room for further developments. However, the innovations in the area of digital marketing done by Yoozbit team, made it possible for Yoozbit to enhance its regulations in pace with the capabilities and will of the users, but to be more compatible with Iranian business needs, Yoozbit has utilized an Iranian ecosystem. This has given us the opportunity to cover all traditional and modern businesses in retail or wholesale level and turn them into E-commerce with high developing potential.

Another important feature of Yoozbit which is considered as a turning point in Iran market is supporting Iran common currencies along with digital currencies such as Bit Coin, Ethereum, Tether and most important of all Yooz as the first Iranian cryptocurrency. Business, advertising and networking services of Yoozbit is only available to Yooz holders so that it can be promised to the investors that by investing in Yooz, they are the digital owners of Yoozbit.

## **Problems and Their Solutions**

There are still many businesses in Iran which are run and managed by traditional methods and even those who have leaned toward advertising and marketing are using these powerful tools in an old manner. Of course these professions are at their peak profitability but with the advent of new methods of sales and digital marketing, all those carriers have no choice but to join in and keep in pace with the flow of power. Yoozbit is one platform by which each users can offer their businesses with the use of the most recent and simple marketing methods throughout the world. Such exhibition will be smart, secure and integrated.

Yoozbit has sorted out the problem of dealing with a scattered, costly, technical and hard process when having an online business.

On the other hand, being scattered and not having a proper foundation for E-commerce has led to a poor improvement in this area and that is why the owners of businesses are still insisting on their own old way of managing, not trusting the newly found models which in some cases are well-secured as well. Now, Yoozbit, upon building a good and smart foundation and with the use of modern technologies like internet, artificial intelligence, block chain, internet of things, big data and etc. which are known throughout the world as the future of all E-commerce businesses, has stepped in so that it can open a secure gate to E-commerce for the owners of businesses through benefiting from an independent economic system with high security.

Yoozbit has come up with a plan of “majority online” to improve internet-based businesses and also turning the traditional ones into online jobs on a fixed and large base to solve the problem of scattered tools and digital marketing ideas.

Yoozbit team has made a precise study of E-commerce and digital marketing. By having online marketing tools and presenting useful and new ideas in this area and putting them all on the same floor, Yoozbit has implemented its own plan for an electronic business platform and made it available, in the simplest way possible, to all its users. This way, individuals can use Yoozbit without having any knowledge or expensive tools of digital marketing and start their own online business easily and without even knowing, they can improve their carrier by E-commerce algorithms and the artificial intelligence of Yoozbit. Whether these businesses are small or large, old or modern, all will be placed inside Yoozbit network.

Another problem for E-commerce is digital marketers not being organized. Therefore, Yoozbit has tried to introduce marketing as a service and a functional tool for the owners of businesses through providing a modern and at the same time simple system which is called hybrid marketing. This way, each user interested in marketing can simply and with regards to his or her own abilities and suitable environment, work as a marketer for the existing businesses in Yoozbit network.

On the other hand, the lack of inside class communications along with the lack of mutual relationship between global market and Iran start-up ecosystem are two decaying factors of Iran E-commerce. Yoozbit has removed the distance between managers of businesses in the same class by gathering all jobs and carriers with the

same target market in an open and flexible environment where users can define and develop the regulations themselves.

### **YoozCoin (YZC) and Investment**

Yooz as a token has been created and developed based on Ethereum block-chain and ERC-20 standard. According to our economic team prospect, this coin, with a total number of 21 million stock shares, can cover all the trades in Yoozbit portal. Hence, a plan to transfer Yooz to users and investors has been outlined and will be released accordingly. Among first transference of Yooz, we can point to ICO project through which Yooz token will be available to potential investors who can use it for the services provided in Yoozbit portal for their businesses and also hold Yoozbit digital stock shares as a secure and profitable investment.

Yooz will be listed in authorized currency exchanges after the ICO and gathering capitals and investors and users can trade it afterward. Furthermore, Yooz by benefiting from block chain technology, a very popular technology of the time in the world, has been able to create its own private economic system and with the development of this ecosystem according to the needs of Yoozbit market and its users, has shown a great deal of flexibility.

Since the Value of Yooz is rapidly growing, the owners of its tokens are investors whom by exchanging their money with Yooz will find a guaranteed increase of their capital along with supporting a newly found technology in Iran.

Yoozbit is lunched in Iran with the support of Semnan University Science and Technology Park and works under the regulations of Iran. As a result, after the transference of Yooz to the investors, it will maintain the requirements to be on Iran stock market. In other words, Yooz can connect global digital currency markets to Iran stock market.

All these features has caused Yooz to gain increasing value in a high potential system which offers many possibilities to its owners. This lights up the hope for a bright future of E-commerce and digital marketing in Iran which can be a very powerful communication route to global market in the near future.