

ziggie

The Most Rewarding Consumer Experience on The Planet.



z-coin
whitepaper

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Executive Summary

ziggie is a first-of-its-kind online platform that simultaneously increases the purchasing power of consumers and the profitability of sustainable business, helping Brands and Social Impact Organizations (SIOs) alike strengthen their brand identities and increase sales volume. ziggie connects sustainability-minded consumers with a broad assortment of certified sustainable brands and SIOs, building a multi-party community where every member works to benefit themselves, ziggie, and the planet.

This community of buyers and sellers (and charitable organizations) receives blockchain-based z-coin tokens for sustainable actions on the ziggie platform. In particular, consumers will receive z-coin on ziggie purchases, providing increased value that helps to wipe out any price differential with less sustainable competitor products and, in so doing, increases the likelihood of further on-platform shopping. The token structure creates incentives both for consumers to make purchases from ziggie-certified brands, and for the brands to conduct their business as sustainably as possible.

This makes it more rewarding to be a socially conscious consumer and reverses the current incentives for business to avoid sustainable behavior. Consumers are consistently frustrated by vague or inaccurate claims by allegedly "sustainable" brands, while truly sustainable brands often gain little attention for their actions while surrounded by a field of pretenders. With a comprehensive system of audits for member brands, ziggie gives ethical consumers peace of mind, while offering businesses increased recognition for their sustainable investments.

The z-coin economy will offer an array of other benefits detailed later in this document, both for spending and for holding of the token. With z-coin, ziggie will introduce the currency of sustainable business, and the mechanism by which sustainable brands finally achieve value parity with their less ethical competitors.

The z-coin economy is modeled off research into the psychology of coupons and more traditional forms of consumer rewards. This research shows that coupons are far more widely used, year over year (93% increase between 2014 and 2019), and that rewards greatly increase perceived value. The z-coin economy is designed to take advantage of these observed trends, more powerfully than any platform up to now.

The first generation of ziggie.com marketplace launched in Q2 2018, and already showcases 80+ sustainable brands and 12 major impact organizations. ziggie's existing growth strategy is capable of reliably scaling the business to 300 brands and 50 impact organizations, and the new z-coin rewards economy can make this growth occur more rapidly.

"Ziggie captures the Zeitgeist of our times, a global shift towards consumption of sustainable goods and services."

Background

It seems almost petty to bring up the cost of sustainable consumer goods in the context of global climate change — but ziggie was founded on the insight that, in reality, it's one of the most important points we could possibly address. A switch to sustainable purchasing habits could put a major dent in global carbon emissions, but not if it remains a niche corner of the market. The biggest impediment to this is the widespread and largely true belief that sustainable goods cost more than unethically-produced alternatives. As just a single example, waste in the global garment industry leads to roughly one garbage truck's worth of clothes being burned or sent to a landfill every second.¹

The ziggie.com marketplace has already been successful in catering to sustainability-focused consumers, with 80+ brands and 12 impact organizations already onboard. It hasn't been particularly hard, either; according to one recent global survey², 81% of consumers strongly wish that the products they buy could come from companies that help improve the environment. This feeling was almost identical in magnitude across both gender and generational gaps, leading 73% to claim they would happily change their consumption habits to reduce their impact on the environments³. This trend has become evident to manufacturers; before 2013, only 20% of S&P 500 companies⁴ chose to disclose their Environmental, Social & Governance (ESG) information, but by 2018 this figure changed to 85%⁵.

There is clearly a broad demand for sustainable goods, especially among millennials, who suffer under depressed inflation-adjusted wages relative to their forebears. According to their own statements, these millennials want to purchase sustainable goods, but many simply do not have the funds. By providing better pricing for sustainable goods, ziggie will finally spur demand for sustainable products the realistic way: through improved value to the consumer. This increased demand will in turn allow a wider array of manufacturers to cater to the sustainable market. The success ziggie has already enjoyed is largely due to our success in reducing the amount of work it takes this sustainability-minded market to access sustainability-friendly brands.

But like all other modern cohabitants of the Earth, we wanted to know how we could do more. To that end, we're building the first truly sustainable retail economy.

"For the first time since the green revolution began, we are making sustainable goods more affordable to consumers across the social and economic spectrum. "

¹ One garbage truck of textiles wasted every second, Ellen Macarthur Foundation (2017)

² Sustainable shoppers buy the change they wish to see in the world, Nielsen (2018).

³ Unpacking the sustainability landscape, Nielsen (2018).

⁴ A multi-industry stock group of large capital US-based companies.

⁵ Sustainable shoppers buy the change they wish to see in the world, Nielsen (2018).



The Sustainable Value Gap

Take two pairs of jeans. One of the pairs of jeans took thousands of gallons of fresh water to produce, with most of the runoff draining into local sewers and eventually the local water table; the other pair requires only a few litres of water to make, and most of this runoff is recycled. Data clearly shows that consumers of all income levels and national origins vastly prefer the pair that doesn't inflict harm on the environment and its most vulnerable populations, but this wish is often stymied by the simple difference in price. The best intentions in the world tend to end at even a small value differential.

More than this, there exists for many sustainable products a gap in perceived value, which goes beyond the difference in raw price. Much of this derives from hassle, and the extra work associated with seeking out ethically produced products. It also derives from a lack of consumer trust in corporate claims of sustainable behavior, meaning that any extra perceived value added by sustainable practices is tuned down by simple skepticism. This functionally widens the value gap, or at least keeps it at its maximum width.

With our new blockchain-based economy, we at ziggie believe we can help to close it.



Closing the Value Gap

Our existing approach has been to gather and curate sustainable brands and organizations under one roof, acting as an efficient, worry-free shopping destination for sustainable consumers. We have also closed the value gap by enabling all marketplace customers to donate up to 10% of their purchase to a cause of their choice, effectively lowering the cost of the purchase through a "bonus transaction" that does not require double-dipping into their wallets. Rather than a simple 5-10% discount on the purchase, ziggie has created an opportunity for the customer to engage further in sustainability and in the ziggie value proposition. However, with a bit of ambition and technological know-how, we can take the idea even further.

We propose a blockchain-based economy that works in opposition to the value-gap, increasing both the real and abstract value of a sustainable purchase. It can bring sustainable goods into, not price parity, but value parity, with unethically produced goods. In so doing, it has an opportunity to create a new, truly sustainable consumer culture.

If an ethically produced pair of jeans costs \$20 more than unethically produced alternative, our proposed token ecosystem can send some of this value differential back to the consumer. Some of this value comes in the form of fungible monetary value, some in additional platform utility, some in psychological rewards, and some in the emotional benefit of supporting the cause of sustainability. The ziggie marketplace already allows customers to donate 10% of their purchases to the organization of their choice, and providing this has proven to be attractive to our seller Brands in exchange for access to the ziggie platform. With the new z-coin economy, ziggie will recoup greater value for an investment that has already proven effective, and improve an already-positive value proposition for Brands.

These mechanisms will also benefit ziggie's growing network of partner impact organizations. ziggie-accredited organizations see increased income from a growing base of users who are comfortable giving through the platform, and who trust the platform's accreditation process to ensure their charity is well-spent. Impact organizations can also use the ziggie digital economy to their benefit, directly recouping more income or reinvesting accumulated platform value as bonuses for supporters. In either case, ziggie's new digital economy will work for them, as well.

This is all based on an all-new digital currency called z-coin, which acts as the store of value and the medium of exchange within the platform. The mechanics of this platform are laid out in full in the "Blockchain" and "Token Economics" sections of this document. By confining increased value to z-coin, rather than straight-out discounts, ziggie can beat the minimum sales price set with large retailers like Amazon; the differential is spent in z-coin rather than fiat currency, meaning that the fiat price can be maintained while increasing customer satisfaction.

ziggie will also provide increased value by increasing consumer confidence in a brand or organization's claims to sustainable conduct. That's because ziggie's new blockchain platform allows a more secure, transparent process of claim verification and auditing. Brands with the ziggie seal of approval will see instant returns in decreased customer friction, enjoying access to a group of consumers who are increasingly willing to silo their shopping within the ziggie platform — and thanks to ziggie's narrow value gap, they will also be increasingly able to do so.

Key Advantages

ziggie's new blockchain-based economic system is not just an attempt to increase the revenue potential of the platform. Instead, ziggie is a bid to improve and expand sustainable consumption, bringing it within the value range of a wider array of consumers. Reforming the process of mass consumption can only occur if all stakeholders see a benefit in doing so. Simply stated, our mission is to make it easy and rewarding for consumers to make sustainable choices.

With that in mind, the new ziggie platform is designed to provide distinct advantages to each of its three major user groups. Additional details on the specifics of z-coin use can be found in the "Token Economics" section.

Advocates

Advocates are consumers and philanthropists both big and small. They are the beginning of the retail value chain, and it's their perceptions that dictate the width of the value gap. As a result, it's absolutely critical to maximize their investment in the platform, and the perceived extra value they receive from its use. Advocates receive z-coin rewards for purchases, donations, referrals of new advocates, and certain on-platform actions that either promote sustainability or help strengthen the ziggie community. These rewards can be applied to offset the cost of future purchases, gifted to impact organizations, reinvested in the ziggie brand auditing process, and more. In addition, Advocates will have access to services including referrals for solar power installation, green insurance, paint services using non-VOC paint, and more.

Advocates also receive several less tangible advantages that will nonetheless be just as powerful at driving their behavior. In particular, Advocates who use the ziggie platform extensively will be able to make more frequent sustainable purchases without increasing their budget, and while spending less time searching through all of ziggie's many aggregated Brands. With slowly built, widespread trust in the ziggie certification process, each purchase also produces a greater psychological reward. Much of this derives from pride at having made a choice that benefits others, but also derives from the z-coin reward, which makes direct positive feedback from a purchase immediate and meaningful.

And Advocate's overall behavior on-platform will be summarized by their Advocate Rating, which falls into one of several discreet tiers. Each tier will be associated with rewards and the highest tiers have a greater multiple of rewards over the previous tier. This will help to provide extra incentive to spend regularly on the ziggie platform and provide extra real and perceived rewards to ziggie's most loyal customers.

In all, ziggie not only makes ethical consumption quick and easy, it also turns sustainable shopping into a more financially sustainable prospect for a much wider array of potential customers.

Brands

The biggest and most important advantage to ziggie's Brand partners is simple access to the platform's unique, and uniquely invested, base of customers. Brands must submit to verification of any claims to sustainable conduct, and receive a list of verified ethical and sustainable practices. This helps with one of ziggie's core value propositions for Brands: improved Brand awareness and increased positive mindshare through both verified certification and increased visibility via the platform.

In return for this, Brands can then enjoy the enthusiasm of ziggie's customers, who are driven by strong financial and psychological incentives. They can promote these verified sustainable practices through their advertising both on- and off-platform.

Brands can also use z-coin to pay their platform fees, access value-added services, promote their products, or reward loyal customers. When z-coin is expanded to secondary markets after launch, Brands may also sell z-coin to recoup direct monetary value. Still, one major goal of the token economy is to provide Brands with meaningful enough advantages to promote on-platform spending.

The overall goal of ziggie, however, is to close the value gap for consumers, and in doing so stimulate the sustainable economy. The fundamental advantage to Brands in all of this is to acquire increased transaction volumes, and to retain existing ones through inherent rewards and increased margins.

Key Advantages

Impact Organizations

The centrality of Impact Organizations within the ziggie business model has always been one of our most defining features, one that set our ecosystem apart from any other would-be competitor. With the introduction of blockchain features, their place in ziggie's economy and identity will become even more important. We believe they and their causes could benefit greatly, as a result.

Each Impact Organization will have a ziggie profile page where they can accept donations, share updates, and keep the community informed about their activities. They will be encouraged by ziggie to let Advocates see how their donations are being spent, with analytics provided to illustrate the positive impact such transparency can have on overall donation volumes.

Like Brands, Impact Organizations can use z-coin to purchase on-platform services from advertising to unique user rewards, or they can sell them for a simple infusion of bonus cash. Organizations can develop partnerships with Brands to easily sell branded "merch", or to include an optional donation button in the check-out process for that Brand's products. z-coin also provides a low-friction currency in which to solicit donations, and a means for Impact Organizations to receive automatic, subscription-like z-coin donations from Advocates and Brands. These can be set up to empty the wallet into the wallet of an Impact Organization at the end of each month.

Profit Model

ziggie's role in the retail chain is that of aggregator and service provider to Brands and Impact Organizations, providing an innovative customer experience and marketing services in return for a higher-than-average commission. With the introduction of z-coin, this pitch becomes even stronger, combining ziggie's existing strengths with increased consumer engagement.

z-coin also makes ziggie more stable than ever, helping to improve the loyalty of our already committed base of sustainability-minded Advocates. The individual rise and fall of styles, brands, and even causes has a lesser effect on ziggie compared to the average sustainable retailer.

Successful sales on ziggie are charged at a commission rate of 25%-30%, providing ziggie with more than enough margin to meet profit expectations. This is as much as 3x-5x above competitors. Our new digital economy will only further strengthen this value to Brands, bringing ziggie's already profitable model onto even more secure footing. Brands also pay a subscription fee that covers the base costs ziggie incurs by listing the Brand.

Impact Organizations, however, should pay no fee for their important work, and as such ziggie will hold 100% of Advocate donations for a short time (preliminarily, 3 months) to generate profits from interest. A percentage of these profits can be added to the donation in the form of z-coin.

In all, ziggie's newly added z-coin economy will only augment and expand the success that the ziggie marketplace already enjoys. It will increase transaction volume by attracting new customers and provoking more spending from ziggie's tens of thousands of existing users. This will help to scale both the Brand and the Advocate community, benefiting them and sustainability in general.

The Seal of Approval

The ziggie Seal of Approval is one of the platform's most important features. Without it, the basic cynicism of modern consumer culture could undermine ziggie's appeal; the most impressive claims in the world are meaningless, if nobody believes them.

As a result, ziggie has put significant time into developing a means of verifying the claims of sustainable companies, ensuring that Advocates can shop through the ziggie marketplace with total confidence. To this end, we have derived a system that can allay user fears and allow them to feel real satisfaction at an act they know helped to improve the state of the Earth and its inhabitants.

The Seal of Approval will be represented with a visual icon, prominently displayed on the Brand and Impact Organization pages on ziggie.com. Ongoing certification will be subject to passage of all randomized in-person audits, which will be carried out on a minimum of 10% of all ziggie certified parties, each year. Certified parties will be listed in a secured, transparent way via the blockchain, allowing Advocates to check that an off-platform claim to ziggie certification is genuine.



The Seal of Approval

Verification

Ziggie will employ a number of international partner organizations to carry out physical checks of each of a Brand's major claims to sustainability. These verified Brand and Organization features will include, but are not limited to:

General (required for listing on ziggie platform):

- No child labor used in the production and distribution of our goods
- No animal cruelty in securing or testing our products

Pre-Production (environment and design):

- Fewer pesticides and other chemicals in production
- Less waste in raw materials processing
- Less waste in longevity of product
- Upcycling of waste/materials
- Reduced carbon footprint (shipping, alternative power sources)
- No dumping of dyes and other harmful chemicals
- Recycling of dyes and other industrial chemicals
- Limited packaging
- Certified organic
- Non-GMO

Production (labor):

- Fair labor practices
- Health benefits
- Training programs
- Opportunities for advancement
- U.S.A.-produced
- Locally produced (in labor-friendly territories)

Production (community and distribution):

- Special Programs
- Cultural Preservation
- Lower Carbon Footprint

The Governance Center

To maintain the reputation of the ziggie platform and that of the Brands themselves, ziggie will maintain a "Governance Center" for management of Advocate, Brand, and Impact Organization claims. For example, an Advocate can post questions to verify that a Brand is in fact sustainable. All on-platform partnerships (ad embedding, etc) will be transparently listed here. ziggie can request an audit at any time from any Brand or Impact Organization, but the Governance Center often motivates audits by bringing legitimate concerns to the attention of the ziggie community.

The Blockchain

Blockchain is one of the most revolutionary technologies of the last decade, and it's only going to have a bigger impact in the coming one. With that in mind, ziggie will use this powerful new tool to grow its business, and with it the sustainable retail space as a whole.

Why Blockchain?

Much of the z-coin utility could be replicated with a simple points system, but without the blockchain to allow these points to hold real value, they could never truly close the value gap. Traditional rewards points either deliver little real value or act as a form of discount or cash-back from the retailer, draining the space of much-needed revenue. z-coin can provide positive incentives throughout value chain, from inception through shopping, check-out, and even the post-purchase customer journey.

A digital economy can help to close the value gap by creating a system of real value exchange. This not only allows z-coin to carry meaningful utility and monetary value, but to do so without putting an onerous financial burden on ziggie itself. Properly designed and maintained, this economy can increase the overall attractiveness of ziggie, in perpetuity, with little ongoing expenditure.

The transparency offered by blockchain tech, in particular with respect to verification of Brand and Impact Organization claims to sustainable conduct, is just the beginning of a larger turn toward transparency in sustainable business. We will be at the forefront of this movement, starting with the release of the new z-coin economy but also expanding this over time to facilitate verification and transparency across the sustainability community. The ability to use real value in the rewards economy allows the introduction of micro-reinforcement of sustainable behavior, helping to drive customers more powerfully than ever before.

A traditional rewards points system would not have been able to provide for all of these features, nor could they allow future expansion into highly relevant areas like supply chain tracking, data sovereignty and digital advertising and marketing. We firmly believe that this is the only way to close the value gap between sustainable and conventional consumer goods.

The Energy Problem

Blockchain technology has many amazing possibilities, including with respect to sustainable business — but there is a glaring problem with blockchains like the famous Bitcoin blockchain: they can consume environmentally devastating amounts of electricity. They do this to run the algorithm that keeps the whole system secure and in agreement while coordinating thousands of independent hosts, many of whom are at odds with one another.

As such, ziggie's new coin economy must find a way to sidestep this issue, or risk creating many of the problems we aim to solve. Thankfully, a solution exists in the form of the permissioned blockchain. When only authorized parties can help to host the blockchain, as opposed to thousands of largely anonymous members of the crowd, blockchain platforms can be run without excessive energy consumption.

Permissioned blockchains also carry drastically lower transaction fees for token transfer processing, allowing the z-coin economy to function with the minimum impact on ziggie's overall margins.

As such, the z-coin economy will be based on a permissioned Ethereum blockchain.



z-coin

The z-coin token itself will be based on the ERC-20 smart contract standard. It will have an initial value of \$0.10, anchoring users' perceived value at this level until the later date at which the valuation changes with the coin's launch on secondary markets. This anchoring effect will help to make the effect of introducing this secondary trading mechanism more powerful.

Further information on the token and its many uses can be found in the Token Economics section of this document.

Token Economics

The token economics of ziggie are the rules of z-coin use and the core incentive structures that drive user behavior. The token economic model is one of the major factors that dictates the platform's eventual level of success. A sound economic model is imperative to ziggie's mission to grow sustainable consumption and begin a trend that could measurably affect the behavior of the global population.

The new ziggie system can be simply summarized as a z-coin-based rewards economy providing increased real and perceived value to all three of the major user groups: Advocates, Brands, and Impact Organizations. Having provided adequate token utility to Advocates, Brands and Impact Organizations, the core goal is to use this economy to dramatically lower the inherent friction of sustainable retail purchases. The economy is naturally circular, bringing z-coin back to the point of origin and allowing it to cycle through the platform as effectively as possible.

Having achieved this, the resulting spike in Advocate population and spending will naturally make the platform more desirable for Brands and Impact Organizations.

Token Dynamics

Demand for z-coin is initially supplied by ziggie, via the treasury, but it will eventually be tradeable on open markets via secondary trading services. Increased demand and overall platform utility will decrease available z-coin supply and positively affect the coin's desirability. As ziggie continues to scale and develop new platform features, z-coin will be in even more demand — though its true value still lies in simply narrowing the consumer value gap and increasing overall transaction volumes.

The initial source of z-coin is a single pre-minting event, producing one billion z-coin to be held in reserve until the platform's launch. To minimize early token volatility, z-coin will not be traded on external exchanges at launch, making

ziggie the sole initial provider of z-coin. To ensure the z-coins have verified value for use as a form of payment, ziggie will back each z-coin issued from this original billion coins with \$0.10 USD (one z-coin = \$0.10 USD) in an escrow account. This withdrawal and backing is only for coins sent into circulation, not the entirety of the original billion pre-minted coins. When z-coin becomes tradable on external exchanges, the value will be dictated by market dynamics.

Overall, ziggie's goal is to maximize the rate at which Brands and Impact Organizations choose to either send z-coin to loyal Advocates or spend it on platform utility, versus the rate at which they sell it to ziggie for its direct fiat value. For more information, see the Key Platform Metrics subsection, below.

For more information on the post-launch roll-out and development strategy for the token, see the Roadmap section of this document.

Stakeholder Incentives

Advocates

Advocates receive z-coin rewards for purchases, donations, referrals of new advocates, and certain on-platform actions that either promote sustainability or help strengthen the ziggie community. These rewards can be applied to offset the cost of purchases, gifted to impact organizations, reinvested in the ziggie brand auditing process, and more.

The level of rewards available depends on several aspects of the user's behavior, including the period of time spent as an active Advocate, their level of spending through the platform, their number of Advocate referrals, and the total number of positive reactions to their product reviews. Higher-tier Advocates receive a greater multiplier to any base z-coin rewards they receive on the platform, which in turn provides them greater utility and/or monetary value.

Token Economics

Brands

ziggie-certified Brands will receive a multi-factor ziggie score (for internal ziggie use only). This hidden score will be used to determine the Brand's publicly visible ziggie rank, which will show Advocates verified proof of sustainable behavior without creating too onerous a perceived hierarchy for Brands with lower-end rankings. By competing for a higher ziggie rank, Brands will enter a positive feedback loop that trends toward more sustainable practices. Lower-ranked Brands still receive added value from the platform, however; ziggie Brands and Organizations compete for the greatest gains, but should never experience losses relative to before the launch of z-coin.

This ranking is based on three weighted indices of positive Brand behavior.

- **Sustainability factor** - Overall level of sustainable action counts for 50% of the total ziggie rank.
- **Transaction factor** - Total transaction volume on the ziggie platform counts for 25% of the total ziggie rank.
- **Trust factor** - Verified product ratings, reviews, and positive user feedback count for 25% of the total ziggie rank.

Through the ziggie economy, investment in a high sustainability score will lead to higher aggregate transaction values, more customer reviews, increased revenue, and eventually an increased ability to invest even further in sustainability. Brands can put extra z-coin earned toward platform fees, providing a real monetary incentive to attain a high ranking, and helping to keep a steady stream of z-coin coming back to ziggie.

Brands can also choose to put z-coin toward platform utility like relative seeding in recommendations, rewards for loyal Advocates, or donations to relevant Impact Organizations on the platform. This helps them to build their brand identity and customer loyalty, potentially for no extra cost if they choose to purchase this utility solely with new z-coin value, in excess of their income prior to the launch of the z-coin economy.

Between payments in fiat and in easily-sold z-coin, no Brand will experience a net decrease in income from ziggie as a result of the launch of the z-coin economy.

Impact Organizations

Impact Organizations have an incentive to build a strong community on the ziggie platform because doing so provides access to unique sources of income. In particular, Impact Organizations will compete for donations of Advocates' accumulated z-coin — in particular, for users to automate donation of all accumulated z-coin at the end of each month.

Impact Organizations can then sell this z-coin on the secondary market or back to ziggie itself, increasing their overall income. However, many will also find that they receive better overall returns by investing some or all of their z-coin back into platform services. These services include wider on-platform ad distribution and more frequent embedding of donation button during check-out for related consumer products.

Key Platform Metrics

It's necessary to specify in advance a few basic metrics that can be used to assess platform growth and platform health. These are relative measures, rather than objective, but they can be helpful in quickly appraising complex platform behavior.

The reserve of z-coin held by ziggie can be divided into two buckets. The first is the original bucket, holding the remainder of the originally minted billion tokens, less those that have been withdrawn for distribution to Advocates and plus those sold to ziggie for their fiat value. These are coins that must be backed by an additional deposit into the escrow account, if they are to enter circulation. The second bucket is filled with z-coin that have been spent back to ziggie for platform utility, allowing ziggie, meaning that ziggie never released the escrow amount held against it. This allows ziggie to redistribute the coin to an Advocate again, without having to withdraw its fiat value again. Essentially, the second bucket contains coins which are "free" to use again, and which should be spend through entirely before any "costly" z-coin are pulled from the first bucket.

The ratio of new deposits to Bucket 2 vs Bucket 1 is a good indication of platform health — in principle, this represents the

Token Economics

ratio of use vs sale of the coin. The more times users redeem the coin for platform value per time that they sell the coin for the fiat value held in escrow against it, the more ziggie gets out of each z-coin in circulation. More utility redemptions vs sales also makes it cheaper for ziggie to support the same overall transaction volume with the same overall number of z-coin in circulation.

This ratio, of free-to-reuse z-coin income (u for 'used') to pay-to-reuse z-coin income (s for 'sold'), is called the Utility Rating (UR), such that:

$$UR = (u/s)$$

One of ziggie's core early goals for the platform is to maximize this UR rating. Doing so will minimize ziggie's costs, allowing the company to maintain a greater circulating balance of z-coin and thus stimulate platform use to the maximum extent.

The Platform Value (PV) of each z-coin is defined as the real value (v) of a z-coin — at launch, \$0.10 — plus the additional value offered by any platform re-use of the coin. So:

$$PV = v(1+(UR)) = v+vUR$$

Flipping this metric so it instead represents costs, we find the concept of Functional Cost (FC), which measures the average cost to ziggie of releasing a new z-coin into circulation, from either bucket. This requires the definition of the distribution variable (d), the rate at which ziggie releases z-coin into circulation from either bucket. FC is expressed as cents, and is always lower than z-coin's fiat value. The formula for FC is:

$$FC = v(1-(u/d)) = v-v(u/d)$$

The imperative for ziggie is therefore to maximize PV (Platform Value, or the average value of a z-coin given the number of z-coin redemptions per z-coin sale), and minimize FC (Functional Cost, or the average cost to ziggie of sending a z-coin into circulation from either bucket). If PV is high and FC is low, the platform should produce significant, sustainable monetary gains for all stakeholders.

Use Case



Let's track the journey of a z-coin through the ziggy platform.

ziggy

The journey begins. ziggy must distribute a z-coin in response to a purchase. A new z-coin is taken from the original pre-minted coins and sent to the Advocate's wallet.

The Advocate

The Advocate receives their z-coin, which is added to their personal balance. They consider several options, including gifting these z-coin to their favorite Impact Organization, but now they have enough z-coin to equal \$10 — they decide to make another purchase. The user makes this purchase, putting their z-coin toward the purchase price.

The Brand

The z-coin is transferred to the Brand's wallet and joins its balance, keeping the company's overall level of compensation equal to a larger credit card purchase without the use of z-coin. The Brand has a good flow of z-coin, and does not need to put this coin toward any preferential platform placement or to drum up consumer enthusiasm through prizes — but ziggy users always want companies to be more sustainable. As such, the Brand chooses to remit an amount of z-coin to an Impact Organization, earning them ziggy sustainability points toward their ranking, and potentially a new verified sustainable action, depending on the organization and the level of donation.



Use Case

The Impact Organization

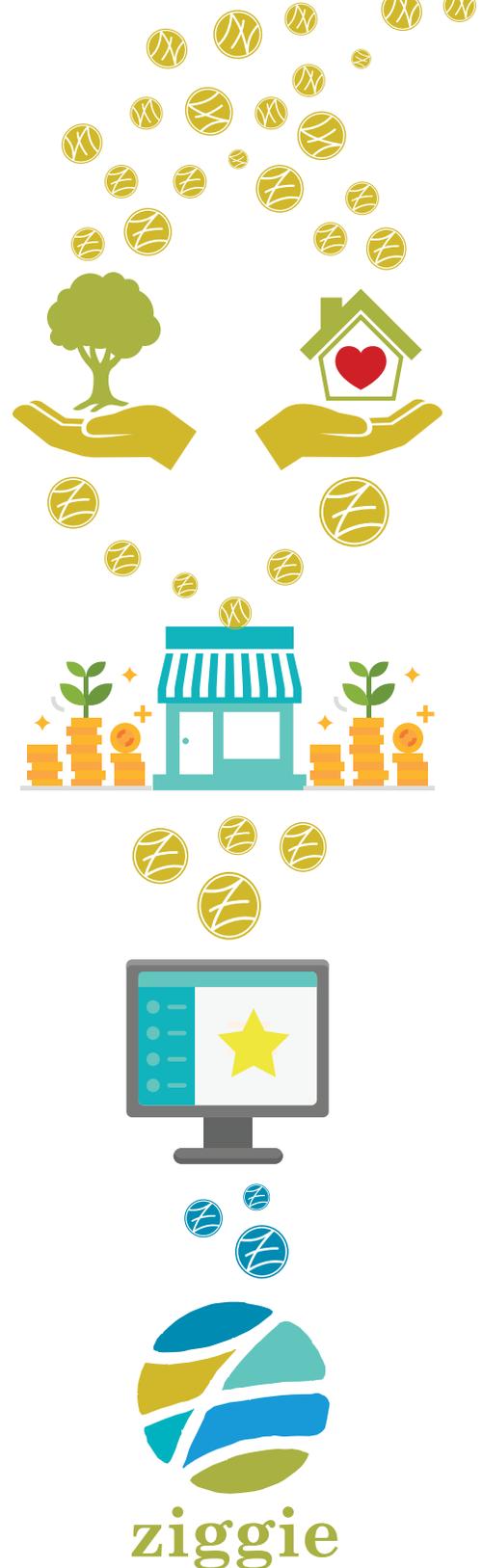
The z-coin is added to the Impact Organization's wallet. The Organization could simply sell the z-coin to increase their overall donation volume, but ziggie partners generally find that they get better return on z-coin investments made in the platform itself. The Organization decides to use the z-coin to pay the Brand to embed a prompt for an add-on donation during the ziggie check-out process for its products.

The Brand

The Brand has now received its own z-coin payment back from the Organization, but still receives credit for its original donation. The Brand has plenty of ziggie points, so it decides to invest extra z-coin in the platform. Most of the Brand's sales seem to be coming from links to similar items on individual product pages — not so many through the front page. To help raise its profile on the main portion of the platform, the Brand pays ziggie to receive a greater-than-normal ad frequency on the front page.

ziggie

The z-coin arrives back at ziggie, in return for platform utility rather than monetary payout. This means that ziggie can keep the money held in escrow against this z-coin, eventually putting the z-coin back into circulation without having to withdraw its real value into escrow again. Having already covered the z-coin, ziggie simply holds it in waiting for an Advocate's z-coin reward, then sends it.



Use Case

The Advocate

The Advocate receives the z-coin as a standard reward for a purchase and sees their updated balance while still in the check-out process. After the credit card transaction has already been processed, the platform prompts the Advocate with a request to donate \$5 in z-coin to a relevant Impact Organization before they go. Since this feels cheap after having received this value so easily, the Advocate gladly adds this charge on a whim.

The Impact Organization

The Impact Organization receives the z-coin as a direct return on its z-coin-based partnership with the Brand. However, the Impact Organization has pressing real-world goals to achieve, and as such eventually wants the value of its z-coin in the most widely spendable form. The Impact Organization decides to sell its z-coin balance back to ziggie for its pure fiat value.

ziggie

Upon receiving the z-coin as a sale, ziggie pays the Impact Organization from its escrow account and retains the z-coin. This coin is now back in the original pre-minted bucket, only able to reenter the economy if ziggie again withdraws its cash value to an escrow account to cover its use and possible sale. This minor expense is offset by the overall platform growth leading to increased transaction volume. As the platform grows, ziggie will find that it must again add new z-coin to power platform utility for these new consumers, and so the z-coin US dollars are once again withdrawn into escrow to cover the coin, and it is sent back into circulation to drive increased sustainable behavior in everyone, once again.



Marketing

The rollout of ziggie's new z-coin economy, and its many features, will begin with Brands before the development process has begun. It is crucial to build a pre-launch stable of Brands that have bought into the platform and had their sustainable claims certified.

Advocate marketing will focus both on existing ziggie customers, blockchain enthusiasts, and those who might otherwise have believed that sustainable goods were too expensive to consider. In particular, it will focus on the tech-savvy millennial audience that has embraced both blockchain and ziggie, already. However, part of growing the selection of Brands offered through ziggie is going to mean widening our demographics.

With that in mind, ziggie's marketing campaign will focus on appropriate media outlets, in particular the blockchain enthusiast media which is eager to promote innovative new ideas in the space. We will highlight our lack of a typical "ICO" round of digital currency fundraising, accurately positioning ziggie at the forefront of the transition away from cash-grab blockchain products towards stable, utility-based platforms.

Ziggie will offer an "air-drop"-like incentive to pre-existing ziggie customers and Brands, in the form of free z-coin at launch. This will help stimulate early platform use and immediate steady flow through the economy's main z-coin arteries.

Traditional media outlets, in particular traditional newspapers, will be of crucial importance to any wide, rapid acceptance of z-coin. It was the traditional media that created the perception that sustainable goods are unaffordable, after all; now, they can be part of the solution thanks to a ready-made series of news narratives combining some of the most hot-button topics today, including blockchain, sustainability, and a long-term trend upended by tech.

Social media channels for ziggie marketing efforts will include, but are not limited to: Facebook, Twitter, Telegram, Medium, and BitCoinTalk.

Roadmap

○ 2019 | Q4

350 participating brands

50 participating impact organizations

- Complete prioritized technology and incentive mechanisms mentioned in whitepaper.

○ 2020 | Q1

500 participating brands

60 participating impact organizations

- Pilot a supply chain tracking system with a few Brands. Product specifics are tracked from their origins all the way to point of sale.
- Pilot in-store tracking of purchases from ziggie certified Brands.

○ 2020 | Q2

700 participating brands

70 participating impact organizations

- Allow Advocates to create "sustainable" cause campaigns and contribute content to the platform and be rewarded for it.
- Slowly ratchet up sustainability standards to drive the whole industry towards better behavior
- List z-coin on various digital currency exchanges after token is widely used and in many digital wallets.

○ 2020 | Q3

850 participating brands

75 participating impact organizations

- Roll-out a supply-chain tracking program requiring brands to participate or lose their reputation/rank. Only brands participating are "ziggie" certified.
- Pilot ad-blocking tool and advertising platform (reward users who watch different Brand advertisements).

○ 2020 | Q3

900 participating brands

80 participating impact organizations

- Pilot a donation tracking system with a partner Organization. The tracking of funds can tackle bureaucracy, corruption and releasing funds.

Token Sale and Allocation

The details of the z-coin token launch have not yet been determined. Check back at ziggie.com for more updates.

Team



Craig Brod

CEO

Dr. Craig Brod received his PhD in Clinical and Organizational Psychology from the Saybrook Institute in 1988, and he's been working as an ethical entrepreneur ever since. Before ziggie, he has founded and/or led several sustainable retail businesses, including Imaginarium, Just Cause Inventors, and Respect Your Universe. With more than 25 years of experience in business and retail development, Craig is the perfect person to direct the overall vision of the project.



J. Bailey Heckel

COO

J. Bailey Heckel is a COO whose 25 years of experience providing focus and direction in the retail space. Coming out of major retail and fashion apparel operations like Teva and Lululemon Athletica, she brings a wealth of knowledge about how to integrate diverse aspect of modern retail operations. Her role is to find ziggie's best application of business strategy, tactical execution, technology, and talent.



Susie Park

CRO

Susie Park is an executive and strategist with more than 20 years in the retail business. Her time in the beauty and fashion apparel space was spent at major brands like Sephora and Lululemon Athletica. As CRO Susie is focused on bottom line outcomes, but her true passion lies with the sort of team-building ziggie will need to succeed in this ambitious new expansion.



ziggie



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