

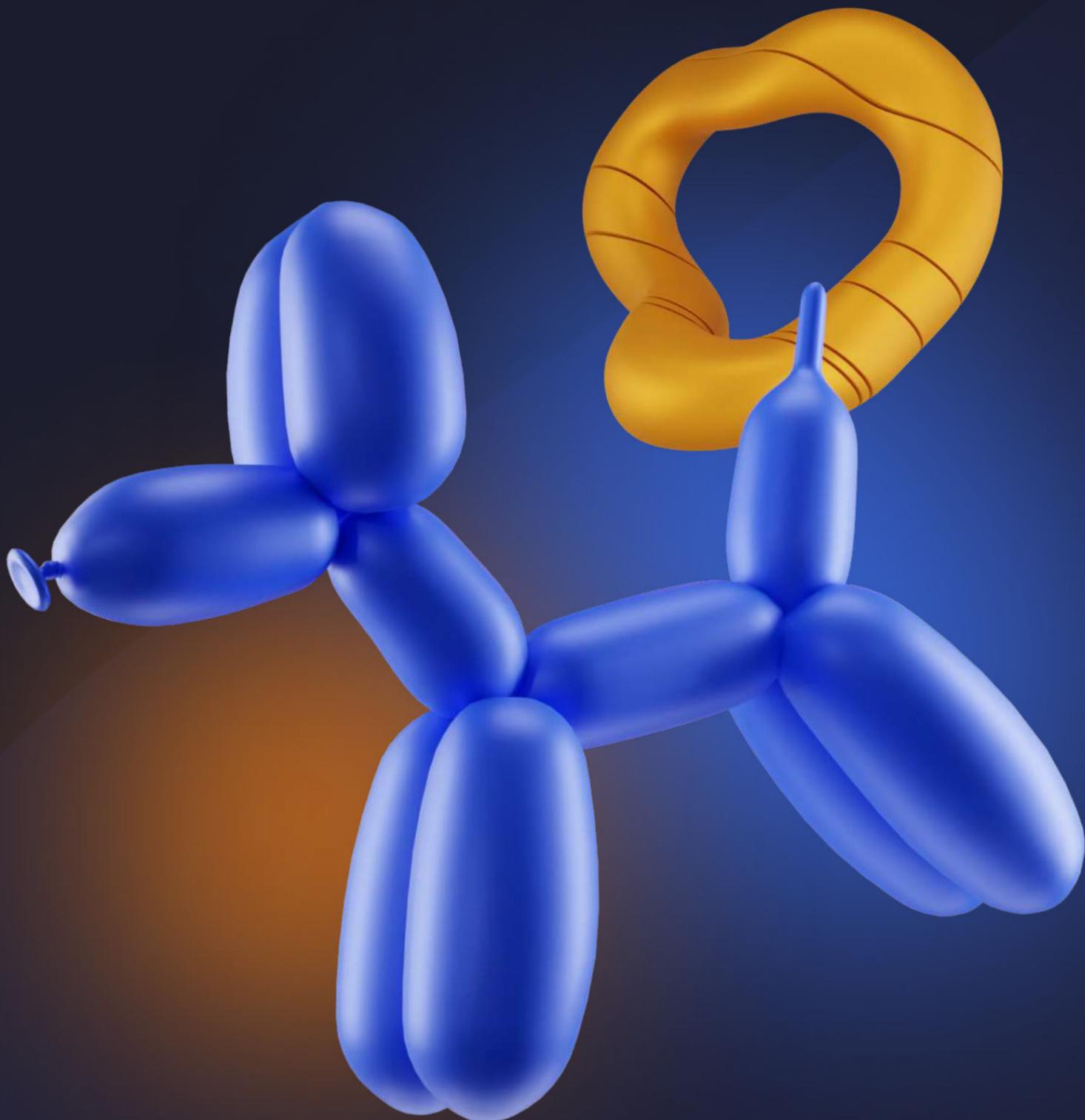


Barter
Smartplace

BARTER SMARTPLACE

Ecosystem of decentralized applications
for tokenized real-world assets

WHITE PAPER, V.3



2023, september

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TERMINOLOGY

RWA -

(real-world assets) - assets that exist in the physical world and are represented on the blockchain

DApps -

decentralized applications

Phygital -

a term that combines two concepts: physical and digital. The concept of representing physical assets in the virtual world

Barter -

a blockchain application ecosystem

Smartplace -

a decentralized NFT marketplace

Wallet -

a digital wallet

P2P -

peer-to-peer trading system without intermediaries

OTC -

over-the-counter trading without the involvement of an exchange

Barter (BRTR) -

the native token of the ecosystem with economic value

Staking -

a method of rewarding long-term holding of BRTR

Stake -

the amount of tokens held in a pool for staking

Stakers -

owners of BRTR who receive rewards for holding tokens in the long term

Smart contract -

algorithm executed by computer programs with distributed ledgers

Web3 -

a new concept of the Internet with blockchain-based economy and tokens

DAO -

decentralized autonomous organization

Tokenization -

the process of creating a token as digital property (or passport) for any object

INTRODUCTION

We would like to draw attention to the fact that the cryptocurrency market is not just about speculative trading of bitcoins, tokens and stablecoins. Of course, the crypto industry is far from mature and is still primarily about digital assets and speculative trading on exchanges. At the same time, in order to buy something with cryptocurrency, you first have to convert digital assets into local fiat currency. For the crypto market to reach the next level of mass adoption, an infrastructure is needed that allows cryptocurrencies to be exchanged for real-world assets and everyday goods and services.

We predict that the RWA trend will bring new value to the development of the NFT and DeFi markets. During the 2021-2022 NFT hype, non-fungible tokens were primarily associated with digital art. NFT values and trading volumes were largely artificially inflated due to the large amount of digital art. To date, 99% of NFT marketplaces have been reluctant to deal with real assets due to the legal complexities and numerous technical layers involved. Only now is the potential for tokenizing real assets being fully realized by the crypto community.



Major players in the market are showing active interest in tokenizing real assets. For example, in July 2023, the Avalanche Foundation announced a new initiative called Avalanche Vista, which will allocate up to \$50 million for the development of infrastructure for working with RWA.

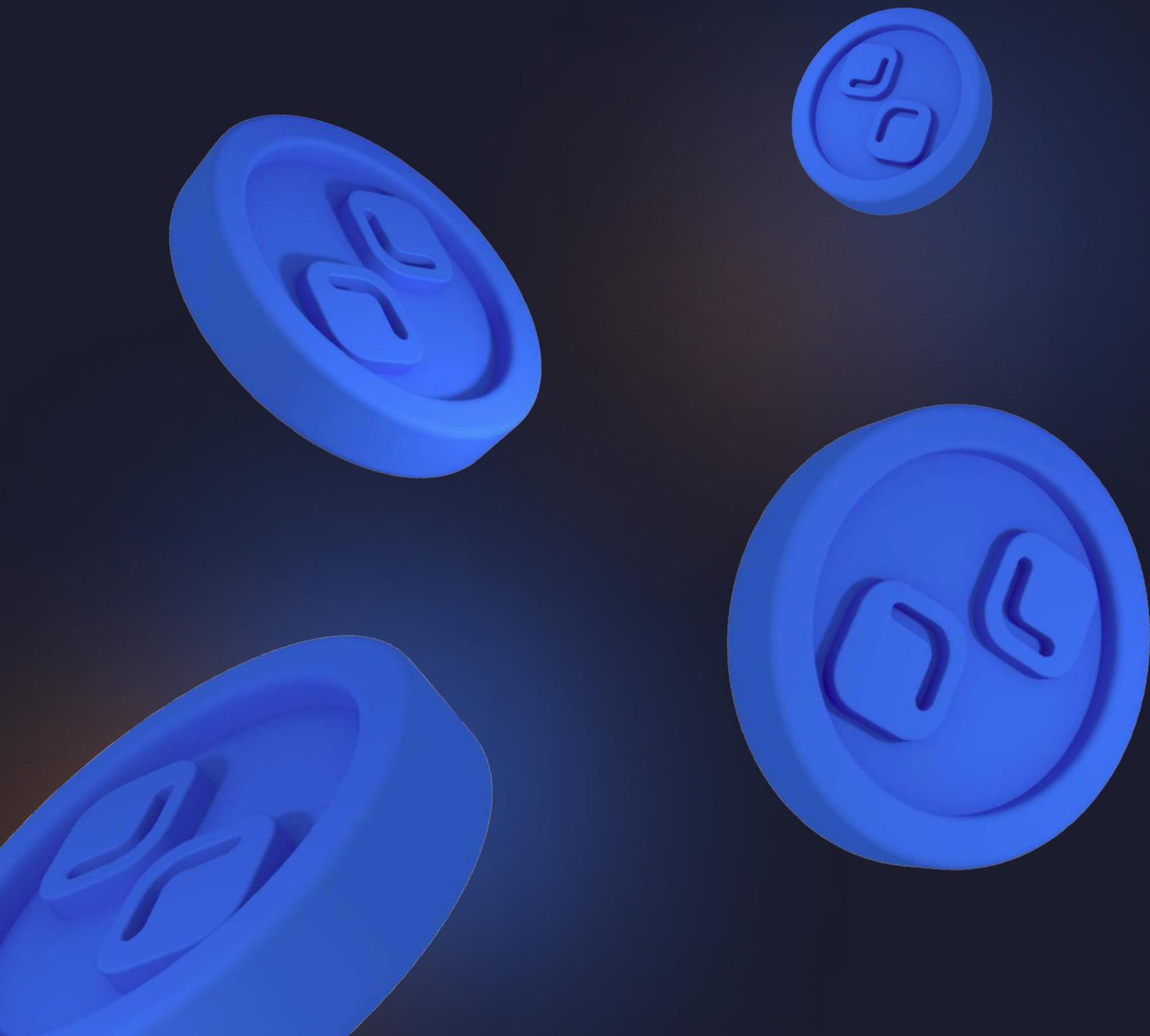
According to a report by the Boston Consulting Group from August 2022, the RWA market is expected to reach \$4 to \$16 trillion by 2030. According to a survey by Celent in 2022, 91% of institutional investors expressed interest in investing in tokenized assets, including RWA. Larry Fink, CEO of BlackRock (which currently manages assets worth \$10 trillion), says that tokenization is "The Next Generation For Markets".



The tokenization of physical assets is part of the phygital trend. The main idea of phygital is to combine the advantages of the physical (such as the ability to feel the product, get advice from a salesperson) with the convenience and innovation of digital technologies (such as convenient online ordering, personalised recommendations, geo-location, increased security, etc.). NFT technology opens up many new possibilities: receiving royalties from the resale of real art objects, simplifying fractional ownership of real estate, or even a loyalty system based on rewarding customers for physical activity.

Barter Smartplace offers its own convenient and unique web3 applications for the decentralized financial economy, the RWA market, NFT trading and metaverses. The trading platform combines digital and physical assets for barter, sales and auctions. Liquid tokens and digital currencies (stablecoins) from different countries are used for settlements between buyers and sellers, enabling smooth international trade. NFTs will be used to mark digital and physical goods, assigning ownership of tokens to users.

By 2030, blockchain technologies will contribute to a \$1.7 trillion growth in the global economy, and investor interest in this direction remains consistently high. At the same time, it is predicted that the RWA market will reach a volume of \$15 trillion and the cryptocurrency market will exceed a market capitalisation of \$3 trillion, with a significant portion of this volume expected to be seen in the Barter Smartplace ecosystem.



MISSION

Our mission is to make buying real-world assets with cryptocurrency as accessible as using cash. We strive to create opportunities for cryptocurrency holders to trade real assets using smart contracts.

We are developing our project in the paradigm of Web3's core values. We believe in the right of people to have full control over their data, digital assets and financial resources. This shift towards decentralization is particularly relevant in the context of NFT trading platforms, where users store their assets in personal, non-custodial Web3 wallets.

As the name of our project implies, barter transactions are our key feature. Barter transactions are more advantageous when assets are tokenized using NFTs. We implement the possibility of direct exchange of real assets for digital assets and vice versa, combining assets from the virtual and physical worlds within one trading system.



In Nick Szabo's article "Shelling Out: The Origins of Money" one of the early developers of Bitcoin, barter transactions are given special attention as the oldest form of exchange of goods between interested parties, and the problems are highlighted:

"Barter requires a coincidence of interests. Alice grows some pecans and wants some apples; Bob grows apples and want some pecans. They just happen to have their orchards near each other, and Alice just happens to trust Bob enough to wait between pecan harvest time and apple harvest time. Assuming all these conditions are met, barter works pretty well.. [...] If Alice and Bob didn't trust each other, and couldn't find a third party to be a middleman or enforce a contract, they'd also be out of luck [...]"



Barter Smartplace provides the necessary infrastructure for finding and matching barter deals in the digital space, enabling the exchange of digital and physical assets on an international level.

GOALS

The main goal is to create the largest market for tokenized real assets that can be bought and sold for cryptocurrencies using smart contracts on an international scale.

1

Firstly, this will optimize real-world business processes using the capabilities of the digital space. The tokenization of physical assets simplifies the exchange of ownership, fractional ownership transactions and has great potential in the transport and property rental sectors.

2

Second, we are bridging the digital and physical worlds. The crypto market enables the buying, selling and exchange of mainly digital assets for cryptocurrencies, as there is insufficient infrastructure for trading real assets.

Blockchain technology has already proven its resilience and reliability, despite the skepticism of traditional market skeptics. However, the crypto industry is still in a nascent state, mainly due to the fact that the majority of market activity is short-term speculative in nature and the majority of users are traders on centralized exchanges.

One of the reasons for this state of affairs is the lack of sufficient online services that would allow cryptocurrencies to be exchanged for real assets. This is due to both legal complexities and technical limitations. In addition, only 10% of the total crypto audience has experience with web3 wallets and DApps.

In order to make blockchain technology more practical in the real economy, it is necessary to actively work on the development of infrastructure projects for cryptocurrency holders. This is where our idea comes in - to create a blockchain ecosystem that combines the benefits of cryptocurrencies and real-world assets.

As part of our ecosystem, we have already developed a decentralized NFT marketplace for exchanging digital and real assets, the world's first decentralized peer-to-peer exchange for fiat currencies and tokens, and a Telegram wallet for free microtransactions. Our plans include the implementation of a convenient mobile application and our own blockchain adapted for the registration of tokenized assets.



On our NFT marketplace, people buy and sell not only digital assets and art, but also physical clothing, consumer goods, precious metal coins, and even cars and real estate, using stablecoins and other liquid tokens in transactions.



OBJECTIVES



- Attract sellers to engage in cross-border trading of various types of assets for digital currencies, including real estate, transportation, precious metals and stones, company shares, art, services and other assets
- Make the benefits of blockchain technologies and cryptocurrencies more accessible to a mass audience of internet users
- Demonstrate the practical application of NFT technology in the real world, beyond the trading of digital images
- Create more opportunities to implement innovative phygital solutions made possible by marking physical assets with NFTs
- Increase the number of tokenized real-world assets (RWA)
- Create and maintain a decentralized registry (blockchain) for tokenized rights to real-world assets (RWA)
- Enhance the Web3 application ecosystem for cryptocurrency owners with superior service in the international market

SPECULATION WITH CRYPTO AND NFT

The cryptocurrency, DeFi and NFT markets are still young and, despite their growing popularity, have many unresolved issues. Prior to the emergence of NFT marketplaces, the typical user in the cryptocurrency market was seen as an exchange trader, engaging in buying and selling transactions and holding cryptocurrencies for the long term. The NFT market has introduced various algorithms for buyer-seller interactions, such as sales, various auctions, bartering, collateralisation and lending. However, trading digital art through NFTs lost its demand by 2023, as the value and trading volume of such assets fell by more than 90% in just two years, with some even losing their value completely.

With the emergence of neural networks in 2022-2023, the NFT market quickly became oversaturated with projects (NFT collections) pursuing short-term ideas aimed solely at quick enrichment through the sale of pseudo-art. Currently, cryptocurrency trading is driven by users' investment interests, while the NFT market is associated with the resale of images at high prices. Digital assets make it easier to test transaction processes as there is no need to physically deliver goods to the buyer.

LIMITATIONS OF CENTRALIZED PAYMENT SYSTEMS

In the current era of political turmoil, citizens of many countries are facing unforeseen sanctions and restrictions. This manifests itself in limited access to traditional international payment systems such as SWIFT, SEPA, Mastercard, Visa, PayPal, as well as custodial services and even centralized cryptocurrency exchanges. As a result, people are increasingly looking for platforms that do not restrict cross-border transfer capabilities even under sanctions, and where ownership and control of funds is truly decentralized and free.

LIMITATIONS OF CENTRALIZED PAYMENT SYSTEMS

Parallel imports are often used to circumvent sanctions restrictions. This practice is often used to avoid price discrimination and to take advantage of price differences between countries. In addition, parallel imports may involve the sale of goods without the manufacturer's consent, which can lead to potential quality problems and counterfeiting. In addition, the increased number of intermediaries in the supply chain and additional currency conversions add costs to the end consumer of goods.



Traditional OTC and P2P exchanges operate in an analogue mode or connect to centralized exchanges to access additional liquidity from partners. Centralized exchanges require users to first deposit funds into their company's account in order to exchange the desired asset. Many cryptocurrency buyers and sellers are reluctant to do this due to the high risk of transaction blocking by banks, as well as the low level of trust in the cryptocurrency exchange itself as a custodian of the funds involved in the transaction. As the practice of the crypto market shows, even giant centralized exchanges can shut down overnight.

RWA ARE UNDERREPRESENTED IN WEB3

The tokenization of real-world assets in 2023 has become a new trend, although there are still very few platforms ready to offer the possibility of exchanging RWAs for cryptocurrencies. Users are not fully aware of the importance of paying attention to this sector. The tokenization of real-world assets is a new concept, and there are knowledge gaps that need to be filled before RWA and phygital directions become clear to the mass user. For many cryptocurrency holders, trading on DEX still seems complicated, and purchasing real assets through smart contracts raises concerns and many questions about the legal aspects of such transactions.

One of the main reasons hindering the process of tokenizing real-world assets is the lack of an appropriate legal framework in most countries. As tokenisation requires a transition from traditional financial instruments to new blockchain technology, existing legal and regulatory systems are often not adapted to work with such an infrastructure. As a result, many NFT marketplace developers are afraid to deal with physical assets.

Another characteristic problem is the lack of standardization and interoperability. Different platforms and blockchain solutions have different protocols and standards, making it difficult to exchange assets between different systems. This can limit the scalability and efficiency of the market. To overcome this problem, it is necessary to establish connections between different blockchains using blockchain bridges.

It is expected that the tokenization of real-world assets will become one of the priority growth points in the cryptocurrency and NFT market in 2023-2024, and will remain a leading driver of blockchain market development in the future. Crypto enthusiasts have savings that they sometimes want to spend directly on real assets, without additional conversion into fiat currencies.



RWA TOKENIZATION

The tokenization of real-world assets for cryptocurrency transactions can help reduce financial costs, allowing consumers to purchase goods at their true value without incurring fees.

Modern technologies allow real-world assets to be digitized and assigned characteristics in a distributed ledger that correspond to real-world assets: owner identification data, additional metadata identifying the value and ownership rights of the digital object with the real-world asset.

The obvious benefit of tokenizing real-world assets is the ability to sell or exchange digital representations of physical assets (ownership rights) without the need for physical transfer. This can be particularly useful for large or cumbersome assets such as real estate and vehicles. Our platform also specializes in barter transactions, allowing physical assets to be exchanged for digital ones.

Currently, there are already tokenized fiat currencies and metals (USDT, PAXG) that can be traded by holding a token of such an asset. For example, a fiat currency token is pegged 1:1 to the value of the fiat currency, while a metal token is pegged to the value of a specific weight, e.g. 1 token equals the value of 1 gram, ounce or other weight.

There are also collectibles that have a digital copy with a unique token that has the same value as the actual valuable asset - the collectible. In such cases, 1 token represents the value of the item and is unique.

Ownership of a token means ownership of the asset to the holder whose wallet contains that NFT. The token represents the digitized right to a physical or digital asset.

All data about tokenized assets and currencies is stored in a blockchain, which is resistant to malicious modification and/or deletion by third parties because the ledger is controlled by multiple servers that have authentic copies. In order to change or delete information in this ledger, a consensus must be reached among the key servers that record new information in the data registry.

RWA TOKENIZATION

By bringing together heterogeneous digital assets in an ecosystem, the opportunity arises to exchange them instantly and at minimal cost, obtaining a legally binding contract for the transaction recorded in the ledger, along with a digital copy of the contract. This is the vision of our project.

The Barter Smartplace platform, the first in the decentralized trading market, has made it possible to use NFTs to mark RWA and implement a barter trading protocol. NFT technology is used on the Barter Smartplace platform to mark physical assets and confirm ownership. When ownership of a real asset is represented as an NFT, it becomes possible to purchase physical goods with tokens and cryptocurrencies. On our marketplace you can already find footwear, clothing, transportation, mining equipment and even real estate. The delivery of physical goods is handled by logistics partners worldwide.



The years 2021-2022 have had a significant impact on the popularization of NFT standards and their applications. NFTs are increasingly being used in the digital arts because digital goods do not require physical delivery from point A to point B, except for the movement of tokens in the platform's smart contracts between users. Because of the strong association of NFTs with digital art, many people think that NFTs are only about images. In reality, NFT standards can also be applied in the physical world to mark products and track their origin and movement.



A popular way to freely buy and sell assets and cryptocurrencies abroad is through **peer-to-peer (P2P) networks**. P2P services allow two parties to connect directly and exchange assets. These can be platforms that allow people to buy and sell goods and services directly to each other, as well as exchanges that facilitate the exchange of cryptocurrencies, fiat money and company shares.

Over-the-counter (OTC) trading — is another method by which people can freely acquire assets abroad under sanctions restrictions. OTC trading refers to the buying and selling of assets directly between two parties, without the need for an exchange or other intermediary. In the context of our ecosystem, we primarily refer to OTC trading of cryptocurrencies: the direct buying and selling of cryptocurrencies between two parties without the need for a centralized intermediary.

OTC trading of cryptocurrencies is often used by institutional investors and high net worth individuals who wish to trade large volumes of cryptocurrencies without the spread of an exchange and to avoid certain inconvenient restrictions.

WEB3 ECOSYSTEM

We develop web3 applications and smart contract trading systems with a focus on decentralization, where each participant in a transaction (smart contract) controls and manages its own assets. The platform and the company or operator are not able to utilize the deposit funds in smart contracts during, before and after trades.

Trading on Smartplace does not require funding a separate company account, it is enough to have digital assets in your personal web3 wallet and connect it to the platform. With this approach, the client is confident that their savings are safe and they don't need to trust the company to top up an intermediary account. There is also no time threshold of a few days for transferring funds and no commission for bank or other transfers. To create NFTs and publish adverts, make purchases and other barter transactions, all one needs to do is to have tokens on his blockchain wallet and sign a consent to connect it to his Smartplace account.



Thus, Barter Smartplace has the following unique advantages:

- exchange of cryptocurrencies for real world assets;
- international trade without sanctions restrictions;
- bartering property rights without money;
- trading of real and digital assets;
- multiple blockchains and digital currencies;
- platform operator does not hold or manage funds.

TOKENIZATION TECHNOLOGIES

The following token standards are used to tokenize assets on the Barter Smartplace trading platform, using the Ethereum blockchain as an example:

ERC-20 token, which has a set of rules that must be followed to interact with other tokens on the network. It is used to tokenize liquid currencies and metals used in transactions, such as stablecoins.

1

ERC-721

token, which has unique characteristics of a real or digital asset and exists in a singular form, such as a car or a painting.

∞

ERC-1155

token, which has multiple identical copies of the same item and is often used for fractional ownership of an asset, such as for real estate investors.

BLOCKCHAINS AND PROTOCOLS

As of August 2023, the Barter Smartplace platform supports two EVM blockchains: Binance and Velas, and is also integrated with the HP Network blockchain bridge for NFTs. The next networks to be integrated are Ethereum and Polygon, opening up Barter Smartplace's capabilities to the majority of the crypto market's audience.

BINANCE

The BNB chain (also known as BSC) is the blockchain of the largest cryptocurrency exchange, Binance, which launched in September 2020. We launched the first version of the NFT marketplace on the BNB chain in April 2021. It was created to support the development of decentralized applications (dApps) and smart contracts. BSC is built on top of the Binance chain and is compatible with the Ethereum Virtual Machine (EVM). This means that developers can use the same tools and programming languages they use on Ethereum to create DApps on BSC.

BSC has attractive benefits:



BSC can process up to 100 transactions per second, which is much faster than Ethereum;



Transaction fees on BSC are many times lower than on Ethereum, making it more accessible to new users and application developers.

VELAS

Velas is a blockchain that was launched in 2019. It is designed to be fast, secure, and scalable, with a focus on supporting enterprise-level applications. Velas uses a unique consensus algorithm called "Artificial Intuition" (AI).

The strengths of Velas are:



- It can process up to 30,000 transactions per second, which is much faster than most other EVM blockchains;
- It is highly scalable, meaning it can support a large number of users and applications simultaneously without sacrificing performance
- It has a unique consensus algorithm called Artificial Intuition (AI), which is designed to be more secure than traditional consensus algorithms

XP NETWORK

We use the XP Network blockchain bridge as a bridge to transfer NFTs between blockchains.

XP Network is a powerful blockchain bridge and ecosystem that enables the seamless transfer of NFTs and other digital assets between different blockchain networks while preserving the original token metadata.

It has the following advantages:



- Supports more blockchains than any other NFT bridge, making it the most comprehensive and feature-rich in the industry;
- The NFT bridge connects popular blockchains into one ecosystem. It allows NFTs to move seamlessly between different networks, ensuring interoperability, extending the reach and utility of these digital assets;
- The available service enables fast and cost-effective transfer of NFTs between blockchains. Users can efficiently and cost-effectively move their assets to other blockchains, reducing transaction fees and increasing accessibility to NFTs for a wider range of participants.

BARTER SMARTPLACE

Barter Smartplace is a decentralized marketplace for the exchange of digital and physical assets. It supports, but is not limited to, the exchange of tokens using the ERC-20, ERC-721 and ERC-1155 standards in EVM blockchains.

The Barter Trading Protocol is a unique innovation in the world of decentralized trading and was first created by our company in 2020. From the very beginning, we have focused on the tokenization of real-world assets using NFTs. On our marketplace, it is possible to exchange RWA for digital assets and vice versa, as well as purchase goods with cryptocurrency.

On our NFT marketplace, users have the opportunity to select unique products from suppliers around the world and pay in various cryptocurrencies. The platform allows any seller to open their own crypto store in the web space, sell goods and services worldwide using NFTs, and receive advertising support to promote their stores and products. The marketplace has been operating since March 2021.

The current functionality provides the following opportunities:



Issuing NFTs for real and digital assets



Trading cryptocurrencies, digital and real assets



Creating orders for over-the-counter trading of ERC-20 tokens



Conducting barter exchanges of NFTs without money

The program has state registration and is designed for the exchange of digital and real property assets using smart contract technologies in blockchain networks. The program has an NFT marketplace architecture. Application area: digital barter trade, international e-commerce; OTC trading of currencies, resources, assets. Functions: marking of real and digital property assets by issuing unique tokens (NFT) in blockchain registries; barter, auction and direct trade of digital and real assets in the form of tokens; buyer-seller messenger; creation of ads from one or more heterogeneous assets; creation of ads in the form of barter offer to find counter requests for equal exchange; connection of user's personal decentralized (web3) wallet to the Program to work on smart contract protocols.

BARTER SMARTPLACE

The exchange of assets on Smartplace requires pre-tokenisation to create a virtual asset (NFT) that is applied on the platform as a digital property right. Once the virtual token is created, you can place this NFT on Smartplace by creating an ad to sell or exchange it for cryptocurrencies or other assets, or auction it; you can wait for counter offers or send your offers to barter with other sellers.

BARTER P2P

The Barter ecosystem includes a decentralized P2P exchange - a unique project of the company. It is a decentralized P2P experiment, where the platform operator does not store client funds for the duration of the transaction, and the administrator only has the ability to unlock tokens for the buyer or seller in the event of a dispute.

The seller lock cryptocurrencies from his wallet into a P2P smart contract (like an escrow account). The buyer receives the cryptocurrency after the seller confirms the receipt of the money in the bank account.



On this exchange, users can buy or sell tokens using Metamask or other web3 wallets with fiat currencies on bank cards.



The transaction is guaranteed by a secure system of smart contracts with the administrator in case of disputes.

● The P2P exchange has been operating since January 2023 and is in an evolving state, attracting liquidity providers.



BARTER P2P

Decentralized P2P trading has become relevant in the face of blocking and user restrictions even on centralized crypto exchanges.

Barter P2P complements the NFT marketplace for trading RWA for cryptocurrencies with the ability to buy or sell crypto for fiat currencies of different countries. Buyers of assets on the NFT marketplace are compelled to purchase cryptocurrencies in order to participate in international transactions, making financial transactions without the involvement of banks and other intermediaries. Sellers who receive cryptocurrencies and tokens from the sale of their assets can exchange them into their local currency using Barter P2P. In such a transaction process, all participants interact directly with each other through smart contract protocols, while funds and assets are held in a personal wallet with no access to third parties.

As such, Barter P2P is an integral part of the ecosystem, bringing users of the decentralized Web3 space closer to real-world assets.

BARTER WALLET BOT

Telegram bot Barter Wallet Bot as a crypto-wallet for microtransactions inside the Telegram messenger was created at the stage of pre-sale of BRTR tokens to make it easier for new users to get them. On the internal P2P exchange you can exchange BRTR for the cryptocurrencies BUSD, ETH, BTC, DOGE, BNB, VLX, BRTR, BRUB.

Barter Wallet Bot allows you to make free transactions between users of the Telegram messenger. In addition to the internal exchange, several games are available for BRTR and DOGE tokens to entertain users. There is a profitable affiliate program.

- The service has been operating since June 2020.



BARTER WALLET



Barter Wallet is a convenient mobile non-custodial wallet for the economy of decentralized finance. Application for three platforms: Android, iOS and browser extension. Key features include management of tokenized real and digital assets: tokens, cryptocurrencies; hybrid exchange for exchanging cryptocurrencies; income from providing liquidity to DEX; integrated NFT marketplace for purchasing digital and real assets with worldwide delivery.

Barter Wallet allows you to freely manage your funds and valuable assets. The functionality includes the best solutions: a non-custodial wallet for managing cryptocurrencies and tokenized assets (digital rights), an NFT marketplace for exchanging digital and real assets, a decentralized P2P exchange for buying and selling cryptocurrencies and tokens from a bank account.

The wallet is used to store, send, buy and sell cryptocurrencies, including BTC, ETH, BRTR, USDT. Thanks to the built-in browser, you can easily connect to any blockchain applications from this wallet to use their services, such as Web3 applications of the Barter Smartplace ecosystem and other decentralized services.

Thanks to the integration with Barter P2P, users can instantly purchase the cryptocurrency of interest from their bank card. The transaction takes place between interested parties, with Barter Wallet and Barter P2P acting as an interface and smart contract that allows you to connect buyers and sellers and agree on the terms of the transaction in a decentralized manner.

Physical and digital assets appear as non-fungible tokens (NFTs). You can purchase unique assets directly from your Barter Wallet by opening the internal Barter Smartplace marketplace. You can also manage your assets and post ads on Smartplace to sell for crypto or exchange assets with other sellers without cash.



BARTER WALLET

The free disposal of cryptocurrencies, digital assets and their purchase with fiat money are the main features to meet the direct needs of the application as a blockchain wallet, respecting the values of Web3.

Every asset owner, whether it's utility tokens, collections or stablecoins, needs to regularly exchange existing assets not only between cryptocurrencies, but also to purchase real assets and everyday services.

Barter Wallet includes a hybrid exchange for cryptocurrency exchange and conversion, consisting of an automated liquidity protocol (AMM DEX) and a centralized exchange, and is integrated with Smartplace to find over-the-counter (OTC) trades for high-volume assets at a single cost.

Hybrid Exchange. Today, the best way to trade incompatible coins and tokens, as well as the place to buy cryptocurrency with fiat money, remains centralized exchanges and P2P services due to their high liquidity and best prices. Meanwhile, decentralized exchanges (DEXs) are excellent trading tools for interoperable tokens, which eliminates the need to send tokens to an exchange for exchange only to make the transaction again to return what was received, and this method requires significantly more time and money than a DEX that allows you to connect a wallet and exchange the token by paying only a gas transaction to complete the exchange. We combine the best of centralization to provide our users with the most convenient place to trade liquid crypto assets, while providing decentralization capabilities where needed.

BRUB

The tokenized rouble Barter RUB (BRUB) was successfully tested in October 2022 in the Barter Wallet Bot crypto-wallet with free transactions and an internal P2P exchanger, as well as on the NFT marketplace Barter Smartplace for buying and selling digital goods. The demand for a rouble stablecoin has been confirmed, at least for a broad audience in Russia and the CIS.

Dollar stablecoins such as USDT, USDC are already used on a daily basis in the decentralized trading market, not only for speculative trading, but also for payment for services and goods. Many international companies pay their employees in stablecoins because traditional transactions may not be possible. Payment trends in crypto are increasing monthly.

The US dollar stablecoin is the most popular tokenized fiat currency in the cryptocurrency markets due to its dominance in global money circulation. However, we see that 2022 has become fatal for the dollar, euro, pound and franc. State alliances are increasingly talking about switching settlements with partner countries to national currencies, or talking about creating a basket of currencies of alliance members. The largest resource exporters are beginning to abandon the dollar as the global unit of account and are offering to sell their goods, services, and resources in their own national currencies. This move undoubtedly strengthens the currencies of countries that are rich in resources, goods, and production that are only available to buying partners under certain conditions for the national currency. In any case, it is easier for sellers to quote prices for their goods and services in their local currency, the value of which is tied to the domestic economy.

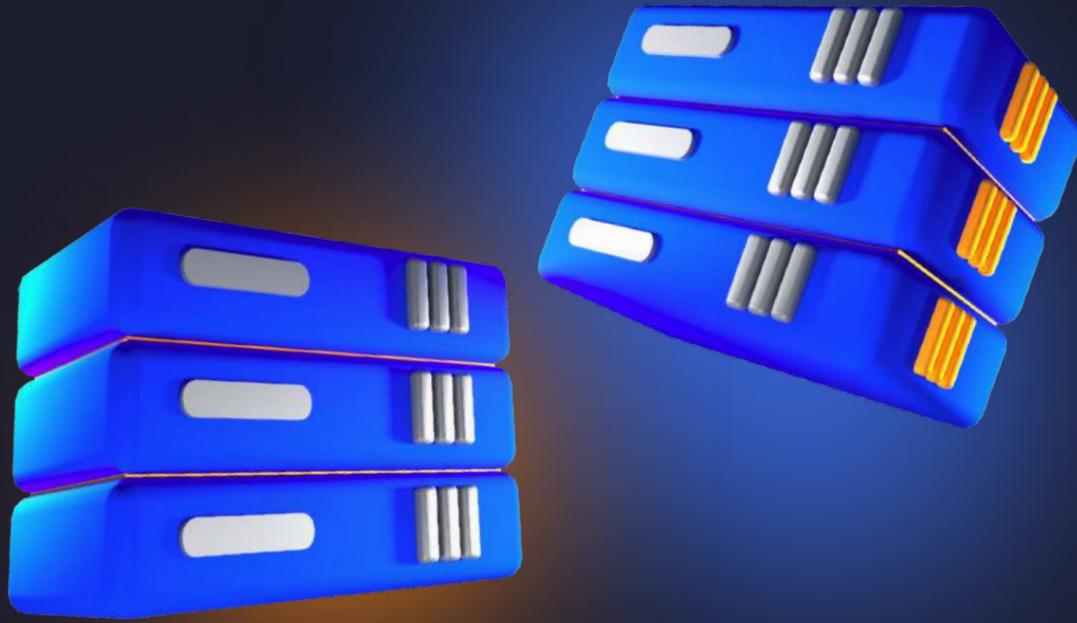
In the future, BRUB should be added to the largest crypto exchanges as a basis for trading pairs with tokens and cryptocurrencies and can be easily used for cross-border trade in Russia with any other country, bypassing SWIFT/SEPA, VISA/MasterCard. Despite the sanctions restrictions, in 2022 Russia strengthened its position in foreign trade and took 10th place in the world ranking with exports of goods up to \$591 billion. You can call this the total acceptable market coverage for BRUB.

We understand that with the arrival of central bank digital currencies (CBDC) on public blockchains, private stablecoins will be less competitive. But we couldn't help but check the demand for digital rubles in the CIS community, which was confirmed by success.

● The development is planned to be completed in 2024.



BARTER BLOCKCHAIN



We want to create our own Barter blockchain, whose native currency will be the BRTR token as a gas payment for transactions. The intended consensus will be D-PoS, where the 50 validators with the largest balances will receive rewards for participating in the consensus to sign transactions, as well as additional rewards from the staking pool. The blockchain is planned to be EVM compliant for ease of use.

The main feature of our blockchain is the adaptation of a decentralized registry for storing information about tokenized assets in the form of NFTs created on Smartplace. This will create the largest decentralized registry of digital ownership of real and digital assets.

Having our own blockchain will reduce transaction costs for our company as well as reduce fees for users. In addition, the Barter blockchain will be connected to other popular blockchains using blockchain bridges (such as the XP Network), allowing NFTs to be transferred from the Barter network to another and vice versa, while preserving the original metadata of the tokenized assets.

- The development of the Barter blockchain is planned to start in 2024, this will be one of the most difficult tasks of the company, by solving which we will create the most liquid market for digital rights to real assets.

BARTER TOKEN PARAMETERS [BRTR]

Barter [BRTR] is the native token of the Barter Smartplace ecosystem
with economic value



Main token standard:

ERC-20

Token name:

Barter

Blockchain:

Ethereum

Decimals:

8

Ticker:

BRTR

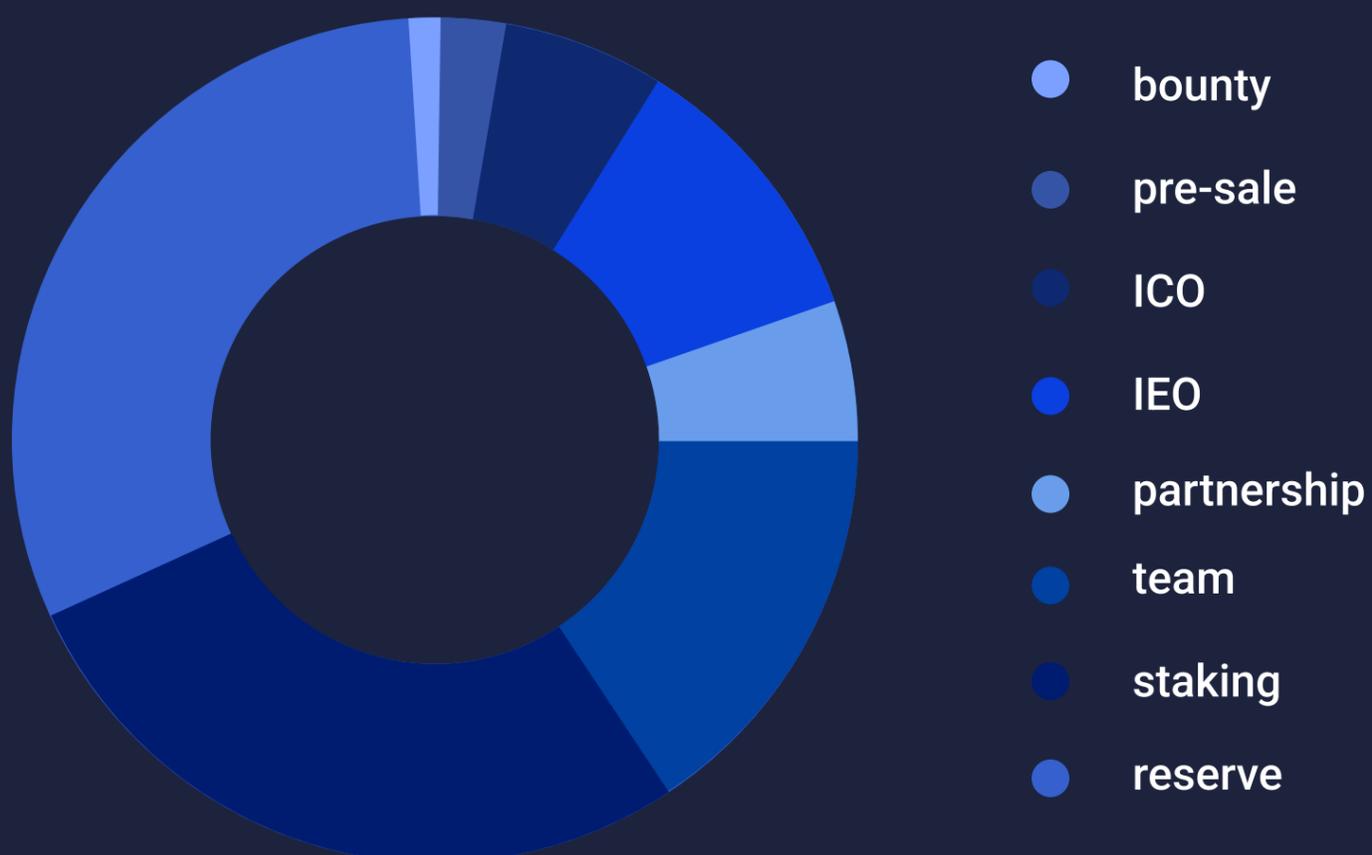
The maximum issue is limited:

100 million units

**No taxes or fees on transactions
and exchanges**

TOKEN DISTRIBUTION

	BRTR	Доли
TOTAL	100 000 000	100,00%
Bounty	500 000	0,50%
Pre-sale	2 000 000	2,00%
ICO	5 000 000	5,00%
IEO	10 000 000	10,00%
Partnership	5 000 000	5,00%
Team	10 000 000	10,00%
Staking	32 500 000	32,50%
Reserve	35 000 000	35,00%



TOKEN DISTRIBUTION

1. Bounty. In 2020, 0.5% was issued to reward the community for completing tasks as part of a bounty campaign, which was aimed at testing our application prototypes and marketing activity on social networks. 500 000 BRTR were successfully distributed to more than 1000 volunteers. Thanks to this marketing campaign, we gained our first audience and filled the information space about our project by publishing blog articles, making video reviews about the project and the platform, and receiving the first reviews about our work from users and clients.

2. Pre-sale. The starting point for the development of the project was a round of pre-sale of tokens, which was successfully completed in the amount of \$20 thousand. BRTR tokens were sold at a price of \$0.01 each, so 2 million BRTR tokens, or 2% of the maximum issue, were issued and sold to investors. The funds raised were invested in the development of the website, the Barter Wallet Bot, a prototype of the Barter Wallet mobile wallet and a prototype of the already launched NFT marketplace Barter Smartplace.

3. ICO. The first two stages of issuance for Bounty and pre-sale were conducted on the Ethereum test network. With new sponsors attracted to the project, tokens were issued on the main Ethereum network with an additional issue of 5 million BRTR to continue raising funds to support the development of the project until it reaches self-sufficiency. BRTR tokens in this round were offered at different prices ranging from \$0.01 to \$0.06 depending on the purchase volume. We managed to attract more than \$100 thousand, which was invested in the company to increase the number of employees, develop and launch the Barter Smartplace digital platform, pay for marketing services and advertising publications in well-known media, and list on new exchanges.

4. IEO. To address the need for additional liquidity for BRTR tokens, procedures for adding trading pairs to centralized and decentralized exchanges must be considered. This is one of the best ways to increase market influence and attract the attention of a new audience of users and traders. Listing on an exchange is often accompanied by mandatory allocation of a certain pool of the project's tokens to ensure liquidity of supply and demand, as well as to create marketing activities for exchange users in order to increase trading volume and the number of token holders. Exchange listings are subject to 10 million BRTR or 10% of the maximum issue, which may be increased by a reserve, team or partner share in the event of a lucrative listing offer. The BRTR token paired with USDT was first listed on the centralized exchange on May 21, 2021 and continues to trade. We regularly review opportunities with DAO participants and discuss prospects for listing on new exchanges. The current number of tokens in circulation is 17.5 million, or 17.5%.

TOKEN DISTRIBUTION

5. Partnership. Ambassadors, influencers, bloggers and media personalities. Only 5 leaders in the development of the NFT community can earn 1 million BRTR in 1 year. A pool of 5 million BRTR, or 5% of the maximum issue, will be set aside for partners. Tokens from the pool will be issued after the partner completes all agreements under the partnership agreement. Those who understand the value of blockchain technologies and want to participate in the development of the Web3 economy can become our partners. Engage product vendors and help them sell assets through our platform. Create educational materials and give lectures, popularize the Barter Smartplace ecosystem. Do anything that will increase the value of our project and earn money.

6. Team. To reward dedicated and long-term team members, there is a pool of 10 million BRTR or 10% of the maximum issue. The distribution of tokens for the team will be done every 180 days by 1% from the moment the IEO stage is fully completed, for a total period of about 5 years - 10 times. The permission to distribute tokens to the team will be approved by a vote in the DAO.

7. Staking. In order to encourage the long-term accumulation and retention of BRTR tokens, a pool has been created to distribute rewards. The functionality of this application is confirmed by a two-year test period of centralized staking through the Barter Wallet Bot. This provided an incentive to hold up to 80% of the circulating tokens for the long term in order to receive passive income in BRTR tokens. Users can not only exchange earned tokens for USDT on the exchange, but also buy tokenized real-world assets on Smartplace, such as paintings, cold crypto wallets, clothing, accessories, silver coins and other branded items, including renting a hotel room for a vacation at sea - these are real cases of trading for BRTR tokens.

32.5% of the maximum issue or 32.5 million BRTR tokens will be issued and locked into a special smart contract for staking. This token pool will distribute 1% of the remaining tokens to the top 50 stakers in proportion to their stakes. It is predicted that over 12 years, the volume of tokens in circulation will increase by 24% of the issuance, or more than 24 million tokens, due to staking.

TOKEN DISTRIBUTION

Table of the average token distribution between stakers using the example of months

Table 1 (2 years, 1-8 months)

	1 month	2 month	3 month	4 month	5 month	6 month	7 month	8 month
Circulation	17500000	17825000	18146750	18465282,5	18780629,68	19092823,38	19401806,14	197077876,19
Reserves	32500000	32175000	31853250	31534717,5	31219370,33	30907176,62	30598104,86	30292123,81
Allocation	1,00%	1,00%	1,00%	1,00%	1,00%	1,00%	1,00%	1,00%
For 50 stakers	325000	321750,00	318532,50	315347,18	312193,70	309071,77	305981,05	302921,24
1/50 validator	6500	6435,00	6370,65	6306,94	6243,87	6181,44	6119,62	6058,42

Table 2 (4 years, 25-32 months)

	25 month	26 month	27 month	28 month	29 month	30 month	31 month	32 month
Circulation	23965460,42	24220805,825	24473597,76	24723861,78	24971623,16	25216906,93	25459737,86	25700140,48
Reserves	25534539,58	25279194,18	25026402,24	24776138,22	24528376,84	24283093,07	24040262,14	23799859,52
Allocation	1,00%	1,00%	1,00%	1,00%	1,00%	1,00%	1,00%	1,00%
For 50 stakers	257924,64	255345,3958	252791,9418	250264,0224	247761,3822	245283,7684	242830,9307	240402,6214
1/50 validator	5158,49	5106,907916	5055,838837	5005,280448	4955,227644	4905,675368	4856,618614	4808,052428

Table 3 (6 years, 49-56 months)

	49 month	50 month	51 month	52 month	53 month	54 month	55 month	56 month
Circulation	29235424,66	29438070,42	29638689,71	29837302,82	30033929,79	30228590,49	30421304,58	30612091,54
Reserves	20264575,34	20061929,58	19861310,29	19662697,18	19466070,21	19271409,51	19078695,42	18887908,46
Allocation	1,00%	1,00%	1,00%	1,00%	1,00%	1,00%	1,00%	1,00%
For 50 stakers	204692,6802	202645,7534	200619,2958	198613,1029	196626,9718	194660,7021	192714,0951	190786,9542
1/50 validator	4093,853603	4052,915067	4012,385917	3972,262058	3932,539437	3893,214043	3854,281902	3815,739083

Table 4 (8 years, 73-80 months)

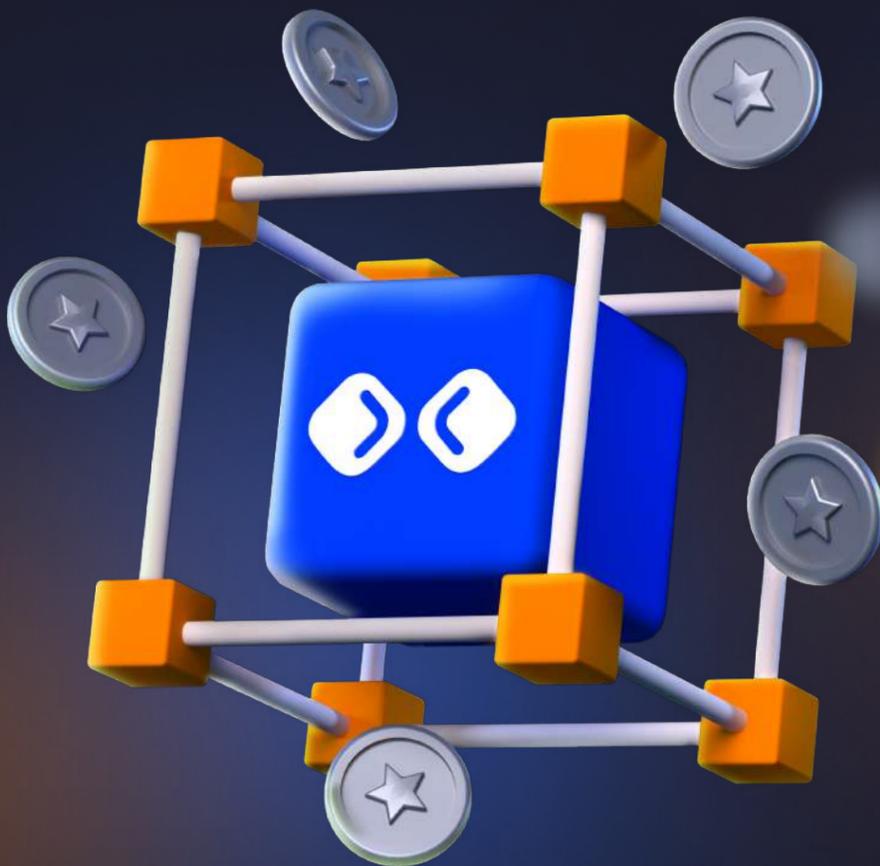
	73 month	74 month	75 month	76 month	77 month	78 month	79 month	80 month
Circulation	33417743,56	33578566,13	33737780,46	33895402,66	134051448,63	34205934,15	34358874,8	34510286,06
Reserves	16082256,44	15921433,87	15762219,54	15604597,34	15448551,37	15294065,85	15141125,2	14989713,94
Allocation	1,00%	1,00%	1,00%	1,00%	1,00%	1,00%	1,00%	1,00%
For 50 stakers	162447,0347	160822,5644	159214,3387	157622,1954	156045,9734	154485,5137	152940,6585	151411,252
1/50 validator	3248,940695	3216,451288	3184,286775	3152,443907	3120,919468	3089,710273	3058,813171	3028,225039

TOKEN DISTRIBUTION

7. Staking. Any owner of BRTR who holds at least 50 000 tokens on a smart contract for staking and is among the TOP 50 largest stakers on the 1st day of each month can become a staker. Tokens will be locked for a period of 30 days with monthly payments. The 30 day countdown to the first payment will start from the moment the first 50 participants join the Staking Smart Contract. Profits will be accumulated in a Staking Smart Contract and can be either reinvested or withdrawn to a wallet no later than 90 days from the date of accrual. Unclaimed winnings are returned to the general reward pool.

For example, after 30 days, the staking pool will distribute 325,000 BRTR to the top 50 stakers, for an average of 6,500 BRTR. After 12 years, this average monthly income will drop to 1600 BRTR for each staker, although it can be increased by increasing the stake size and remaining one of the largest. It is predicted that between 2.5 million and 10 million BRTR will join staking at launch, representing between 14% and 57% of the current token supply.

8. Reserve. Because the maximum number of BRTR tokens is limited, a reserve fund of 35 million tokens, or 35% of the maximum issuance, has been established to be used in the event of a market collapse or lack of external funding; when the product life cycle ends. The reserve fund was created to support the sustainable development of the project and tokens can only be issued in a certain amount by decision of the DAO. Used reserves will be repaid by repurchasing BRTR on the secondary market from the company's excess profits. If the reserve fund is not used, the maximum issue is limited to 65 million BRTR.





The DAO Club was formed primarily from among the main team members, the founders of the company and large holders of BRTR tokens. In 2022, the DAO voted that a staker with a volume of 100 000 BRTR or more can become a member of the closed community.

In the DAO community, project founders and investors discuss ideas for project development and make complex decisions at a collective level to efficiently distribute investment funds. Thanks to the close contact with the top officials of the project, DAO participants are the first to know information that can bring more profit than others who learn such news after some time through the official channels of the community.

- It is planned to distribute up to 50% of the profits from application fees in BRTR tokens to DAO participants as a reward for their active participation in the life and development of the Barter Smartplace ecosystem.

ECONOMIC VALUE OF BRTR

The demand for the BRTR token is directly related to the number of users in the ecosystem and their transaction activity in applications.

The company's main project is a marketplace for the exchange of digital and real assets. The main services paid for with BRTR tokens are the issuance of NFTs and the publication of advertisements. As more users create NFTs and publish listings with them on the platform, the demand for owning BRTR tokens increases. The increase in the cost of the BRTR token, and consequently the cost of the services for creating NFTs and publishing ads, is due to an increase in the volume of the audience on the marketplace.



For example, on the largest traditional marketplaces, the cost of placing an ad is \$3 on average, and more than 100 thousand ads are published daily. On Barter Smartplace, the cost of creating an NFT and publishing an ad is 10 BRTR per service, this is for one asset. If 100 thousand ads are published on Barter Smartplace per day, this will contribute to the daily demand to purchase up to 2 million BRTR. If the value of the BRTR token exceeds \$1, the cost of services for issuing NFTs and placing ads may be reduced by decision of the DAO. NFT minting and ad placement services are paid for because this measure rids the marketplace of spam ads and makes sellers' intentions serious and thoughtful.

In addition to paying for services with BRTR tokens, the list of which will grow as the application's functionality develops, many sellers are offering their goods in exchange for BRTR. Selling some digital and real-world assets for BRTR will allow you to accumulate tokens to pay fees instead of buying them with money on the secondary market.

There are several reasons that make RWA projects attractive for investment:

- RWA tokenization provides high security in trading processes and an effective investment environment for those investors who want to own profitable physical assets located in another region.
- Tokens can be used to issue different levels of rights to real assets, such as real estate rental or car sharing, and the owner can receive passive income.
- NFTs tied to RWA can provide rights to a share in a company, the right to receive a percentage of the company's income, a percentage (royalty) from the resale of assets, etc. This will significantly increase the liquidity of real assets by making them available to a wider range of investors.

With the development of the Internet of Things, anything can be tokenized, from household appliances to yachts, real estate, or even entire villages. All of these assets can be sold as NFTs on a digital cryptocurrency platform, transferring ownership and, if necessary, arranging for delivery of the goods to the buyer.

Barter Smartplace is a unique solution in the world of e-commerce because we have solved the problem of financial transactions using cryptocurrencies and smart contracts, and logistics partners deliver real assets to buyers anywhere in the world. We expect to see not only B2C sellers, but also B2B wholesalers.

GENERAL AUDIENCE

According to a [report](#) from [Crypto.com](#), the number of cryptocurrency owners worldwide exceeded 400 million in November 2022.



Depending on market conditions, the number of cryptocurrency owners in the world could reach 600-800 million by 2024.

- About 70% of cryptocurrency owners are men, but they make up 48% of the general population.

Cryptocurrency users are overwhelmingly millennials. In the U.S., millennials make up 57% of all cryptocurrency owners, even though they make up 30% of the general population.

According to a [Morning Consult](#) report, a plurality of cryptocurrency owners (42%) report an annual household income of less than \$50,000, and 40% of cryptocurrency owners are Generation X or older.

India has more cryptocurrency owners than any other country - over 100 million.

In the United States, crypto investors are disproportionately high-income individuals: those earning \$100,000 or more per year make up 25% of cryptocurrency owners, but only 15% of the average population.

According to [Binance Research](#), about 15% of people who decide to get involved in the crypto industry consider cryptocurrency income as their main source of income.

Among countries, owners in China are the most likely to invest with leverage (23%), and users in the Netherlands (only 3%) are the least likely to take on debt to invest in these digital assets.

According to [Chainalysis's](#) September 2022 data, Vietnam ranks first in the global cryptocurrency adoption index, with the Philippines and Ukraine rounding out the top three.

Furthermore, as of September 2023, the cryptocurrency market is valued at a total of \$1 trillion, with bitcoin accounting for approximately 48%, Ethereum for 18%, and USDT for over \$80 billion.

On Barter Smartplace, you can not only sell and exchange digital assets in the form of art objects; we specialize in tokenizing real-world assets and organizing their trade for digital currencies on an international level.

Sellers who wish to list their goods on Barter Smartplace receive special benefits from using the tokenization of real-world assets:

1

First, issuing NFTs increases the liquidity of real-world assets and facilitates international trading, as they can be traded on NFT marketplaces for liquid cryptocurrencies and stablecoins. There are many cryptocurrency owners in the market (\$1 trillion worth) who would like to spend their investment profits on real assets, but are unable to do so. The possibility of barter transactions should be mentioned again when it comes to exchanging digital assets for RWA.

2

Second, there is shared ownership of assets. Sellers can divide their assets into shares and sell them to multiple buyers, increasing their exposure to customers and increasing the seller's profit potential.

3

Third, it is how sellers benefit from the transparency and traceability of tokenized assets in the transaction process, as there is a guarantee of proof of the authenticity of goods to buyers through the blockchain and tokens. Using blockchain technology and NFTs to tokenize real-world assets provides these capabilities, which increases buyer confidence. Customers can be confident in the authenticity and movement history of the asset, which can stimulate demand and increase sales.

4

Fourth, tokenization of real-world assets is very convenient for renting real-world assets such as real estate and transportation. An NFT can represent the tokenized right of use or ownership. This is convenient when the same asset has different levels of rights.

BUYERS

One of the most common incentives for users to come to an NFT marketplace is the ability to buy digital assets and then sell them at a higher price. This motivation drove the market during the NFT hype for digital art, but continued development requires a foundation of real value. Therefore, our buyers need to think of NFTs as more than just a speculative tool.



Buying real assets for cryptocurrency is of great interest to people who have cryptocurrency savings and are interested in exchanging them for real assets with maximum benefit. In some countries, such transactions with real estate and cars already exist, but they are not carried out on digital platforms through smart contracts, but through direct transfer of funds from buyer to seller.

Tokenizing assets significantly speeds up the process of exchanging ownership. When assets are represented as tokens on a distributed ledger, they can be easily transferred between network participants using smart contract algorithms. This simplifies the process of exchanging ownership by eliminating the need to go through complex bureaucratic procedures to transfer ownership of real assets. Instead, participants can exchange tokens representing rights to assets. This method of trading significantly reduces the time required for real estate transactions, for example. In the future, NFT as a way to mark real assets will need to be integrated with government registries, which will simplify all legal issues in transferring ownership rights through smart contracts at an automated level.

Tokenization of physical assets makes fractional ownership more convenient. Therefore, the most prominent representatives of the target audience among buyers may be investors who want to invest in real estate, but do not have sufficient funds to purchase the entire property.

The tokenization of real-world assets is a key point when it comes to barter transactions, where a real asset is exchanged for a digital one. This possibility is one of the unique key advantages of our platform and allows you to find a partner to make a profitable exchange without money, paying each other only for logistics.

TOTAL ADDRESSABLE MARKET

According to [data](#) from [Triple-A Cryptocurrency Payment Gateway](#), which was last updated on May 16 and received on June 21, more than 420 million people today use cryptocurrencies around the world. Any user of cryptocurrencies is interested in being able to spend them on real assets without converting them into fiat funds.

According to [Coinmarketcap calculations](#), the total cryptocurrency market capitalization in September 2023 is about \$1 trillion.



Based on available sources, the total addressable market (TAM) for RWA (real world assets) in the crypto industry is expected to grow significantly. The [Boston Consulting Group](#) estimates that the blockchain RWA market could be worth between \$4 trillion and \$16 trillion by 2030.

Even at a valuation of \$16 trillion, tokenized assets still represent a small fraction of the world's total assets. Total assets are valued at US\$900 trillion, less than 1.8% excluding factoring. Considering the global increase in asset values in the future, it can be said that tokenized assets represent an addressable market that encompasses the entire global asset market. This is because anything that can be tokenized can be represented as RWA on the blockchain.

As for tokenization outside the RWA segment, there is also great potential for growth. In its March 2023 “Money, Tokens and Games” [report](#), [Citigroup](#) forecasts that the digital securities market will reach \$4-5 trillion by 2030.

In 2022, KKR and Hamilton Lane launched a tokenized private fund with Securitize, a fintech company specializing in tokenization. Franklin Templeton launched a tokenized money market fund on the Stellar blockchain in 2021, which had raised more than \$270 million as of April 2023, and expanded to the Polygon blockchain a few months later. By 2030, the total market coverage in the international arena could be up to 15 trillion.

SERVICEABLE AVAILABLE MARKET

There are many reasons why crypto enthusiasts often prefer to use stablecoins for real-world transactions. Compared to other cryptocurrencies, stablecoins are less volatile, and when compared to fiat currencies, they suffer less from sanctions restrictions on international transactions. According to a [US Federal Reserve report](#), more than 80% of trading volume on large centralized cryptocurrency exchanges includes stablecoins as part of the traded pair, illustrating this role as a medium of exchange.

Moreover, stablecoins themselves are often backed by real assets, such as fiat money, bonds, or even physical assets. Most crypto lending for the RWA segment is also done in stablecoins. Tokenized fiat currencies can be used in various industries and activities. They can be accepted as payment in online stores, restaurants, hotels, travel services and other businesses. Today, according to [Coinmarketcap](#), the total capitalization of the stablecoins USDT (over \$82 billion) and USDC (over \$26 billion) is over \$108 billion.

A good way to assess the Serviceable Available Market of the RWA segment is to pay attention to active crypto lending in sectors related to real assets. This metric is useful because it shows the actual demand for borrowing in the cryptocurrency market, which can be an indicator of the potential demand for tokenized real assets.

According to the analytical resource [rwa.xyz](#), we are dealing with the following figures:



Real estate

32,2 million



Cars

179,5 million



Carbon (market of carbon units)

39,5 million



TMC (Consumer)

189,8 million



Overall, using this methodology, the SAM for the RWA market in 2023 is \$450 million.



SERVICEABLE OBTAINABLE MARKET

In order to calculate the Serviceable Obtainable Market, it is necessary to calculate the capitalization of stablecoins in the blockchains that our platform uses, as well as in the blockchains that we plan to connect in the near future.

Currently supported blockchains:

	
USDT	\$3,379,997,906
Number of holders:	10,982,825
<hr/>	
USDC	\$428,999,999
Number of holders:	859,474
<hr/>	
Total on the BSC blockchain:	\$3,808,997,905
<hr/>	
Total number of stablecoin holders in BSC:	11,842,299

	
USDT	\$540,932
Number of holders:	4699
<hr/>	
USDC	\$282,221
Number of holders:	900
<hr/>	
Total on the Velas blockchain:	\$823,153
<hr/>	
Total number of stablecoin holders in Velas:	5599

Blockchains that will be integrated further:

	
USDT	\$39,025,187,376
Number of holders:	4,561,609
<hr/>	
USDC	\$24,204,452,806
Number of holders:	1,774,497
<hr/>	
Total in the Ethereum blockchain:	\$63,229,640,182
<hr/>	
Total number of stablecoin holders in Ethereum:	6,336,106

	
USDT	\$439,086,493
Number of holders:	2,482,283
<hr/>	
USDC	\$620,408,212
Number of holders:	1,918,115
<hr/>	
Total in the Polygon blockchain:	\$1,059,494,705
<hr/>	
Total number of stablecoin holders in Polygon:	4,400,398

Conclusion. Thus, the SOM size in monetary terms for measurement will be \$4 billion in September 2023 with the number of users over 10 million, and with the support of new users this volume will increase to \$70 billion and 20 million users.

TAM > \$1 trillion

SAM > \$100 billion

SOM > \$4 billion



OpenSea is one of the most popular NFT marketplaces where you can buy, sell and create NFTs. However, as of September 2022, OpenSea is not doing very well, with a 94% drop in NFT art trading volume.



Pros:

- Large selection: OpenSea offers a large selection of NFTs for purchase, including digital art, music, videos, and other digital goods;
- User-friendly interface: OpenSea has a user-friendly interface that makes it easy to view and search for NFTs;
- Low fees: OpenSea charges a 2.5% fee on all sales, which is lower than many other NFT marketplaces.



Shortcomings:

- Weak representation of RWA: To date, tokenized real assets are poorly represented on OpenSea;
- High gas fees: OpenSea runs on the Ethereum blockchain, which means users have to pay high gas fees to buy and sell NFTs;
- Limited interoperability: OpenSea is primarily designed for NFTs on the Ethereum blockchain, which limits its interoperability with other blockchains;
- Lack of regulation: The NFT market is largely unregulated, which means there are risks associated with buying and selling NFTs on OpenSea and other marketplaces.



RARIBLE

Rarible is an NFT marketplace that allows you to create, buy and sell NFT tokens in various categories such as art, photography, games, metaverse, music, memes and more.



Pros:

- Rarible offers a user-friendly interface that is easy to navigate;
- Rarible has a large and varied selection of NFTs available for purchase.



Shortcomings:

- Like OpenSea, RWA are virtually unrepresented on the platform;
- Some users have reported problems with customer support and platform responsiveness.

BLUR

Blur is an NFT trading platform that was launched in October 2022 and is positioned as an NFT trading platform for experienced traders. Blur is designed for faster NFT trades and real-time price feeds.

According to [Nansen.ai](#), Blur overtook OpenSea in terms of daily trading volume in February 2023. Here's how you can describe its key features below.





Pros:

- Fast performance and professional analytical tools;
- Blur does not charge a fee for trading;
- Blur is a truly decentralized protocol.



Shortcomings:

- Blur is designed for advanced traders and may not be suitable for beginners;
- There is no ability to conduct auctions;
- Blur only accepts Ethereum as a payment method, which may be inconvenient for users who prefer other cryptocurrencies or stablecoins.

TRADITIONAL E-COMMERCE PLATFORMS. E-BAY

eBay is an American e-commerce company that provides a platform for buying and selling a wide range of products online.



Pros:

- eBay has a dominant position in the market, which makes it easier for sellers to reach a wider audience;
- Variety of products: eBay offers buyers a wide range of products to choose from;



Pros:

- Customer reviews: eBay allows customers to leave reviews, which can help sellers build their reputation and attract more customers;
- Cost savings: eBay offers a variety of subscription plans that can help sellers save on fees and get more free listings;
- Easy to start selling: Setting up an eBay account and listing products is relatively easy and can be done quickly.



Shortcomings:

- Impossible to pay in cryptocurrency, although the company is considering the possibility in the future;
- Risk of lost packages: packages can get lost in transit, which can be frustrating for both buyers and sellers;
- Intra-site competition: There is a high level of competition on eBay, which can make it difficult for sellers to stand out;
- Fees: eBay charges fees for listing and selling items, which can reduce the seller's profit or increase the price for the buyer;
- Limited visibility: Unique product listings on eBay can make it difficult for buyers to notice.

AMAZON

Amazon is the world's largest online retailer and a renowned cloud services provider. It is a multinational technology company specializing in e-commerce, cloud computing, digital streaming, and artificial intelligence. Here are some of Amazon's advantages and disadvantages.





Pros:

- Amazon offers a wide variety of products and merchandise, allowing consumers to buy almost anything, including clothing, beauty products, gourmet foods, jewelry, books, movies, electronics, pet supplies, furniture, toys, garden supplies, and home supplies;
- Amazon has a powerful recommendation engine and a one-click Buy Now option that makes it easy for customers to purchase products;
- Amazon offers free shipping on Prime items, which is a significant benefit to customers;
- Amazon has a diversified business model, including online retail, third-party marketplaces, cloud services, and various other businesses;
- Amazon has a significant market share and is considered one of the most influential economic and cultural forces in the world.



Shortcomings:

- Amazon has come under fire for its treatment of workers, with reports of poor working conditions and low pay;
- Amazon has faced controversy over its impact on small businesses, with some accusing the company of anti-competitive practices;
- Amazon has been accused of using its market monopoly to undermine competitors and drive them out of business;
- Amazon has been criticized for its impact on the environment, with concerns raised about its carbon emissions and waste management practices.

Ozon is a leading e-commerce platform in Russia, offering a wide range of products in various categories, including clothing, electronics, books and home goods.



Pros:

- Ozon provides a platform for small and medium enterprises to start and develop their business in Russia, offering local entrepreneurs the opportunity to expand their reach and gain access to new customers;
- Ozon offers an extensive product portfolio of more than 196 million products in more than 20 categories, making it easy for customers to find what they need;
- Ozon has a developed logistics network that allows it to process hundreds of thousands of orders daily and provide fast delivery throughout Russia, the largest country in the world;
- Ozon offers a range of services that complement its core business, including Ozon Bank fintech products, Ozon.Travel service and express delivery through Ozon Fresh;
- Ozon is a well-established e-commerce platform with over 20 years of experience in the Russian market, making it a reliable option for customers.



Shortcomings:

- Ozon does not support cryptocurrency payments, which limits its ability to trade internationally;
- Ozon has been criticized for handling counterfeit products on its platform and has also raised concerns about the quality and authenticity of some products;
- Ozon has been accused of anti-competitive practices, with some small businesses claiming that the company's market dominance makes it difficult for them to compete;
- Ozon's logistics network, although well developed, is not without problems: some customers report problems with delivery times and damaged products.

Avito is a popular Russian online platform for posting advertisements for the sale and purchase of various goods and services.



Pros:

- Wide selection: On Avito you can find advertisements for the sale of various goods and services, from cars and real estate to household appliances and clothing;
- Ease of use: The Avito website has a simple and intuitive interface, which makes it convenient for users;
- Large number of ads: Avito has a large number of ads, which makes it easy to find the product or service you are looking for;
- Opportunity to find great deals: Thanks to the large number of ads on Avito, you can find great deals on used goods and save money.



Shortcomings:

- The impossibility to pay in cryptocurrency, which limits the possibilities of international trade, like all other traditional marketplaces;
- Inaccurate ads: Some users may post inaccurate ads, which can have negative consequences for buyers;
- Fraud: Some reports indicate problems with fraud on the Avito site. Users should be careful and verify sellers before making a purchase, which is almost impossible;
- Lack of accountability to customers: Some reviews indicate a lack of responsibility on the part of Avito to customers in resolving problems with seller fraud.



VELAS

Barter Smartplace in 2021 has received a grant from Velas. We are the first marketplace to be deployed on the Velas blockchain. This gives us three advantages at once:

- Low fees for users;
- Simplified user interaction with the blockchain;
- A wider range of work options for smart contracts.

Velas is a blockchain with high growth potential, as we at Barter Smartplace believe, as does the famous Italian sports car manufacturer [Ferrari](#).

Velas Network AG was the title sponsor of the Ferrari Esports series, as well as the Ferrari esports team, which plans to participate in F1 Esports.



XP NETWORK

Building Web 3.0 is a complex and ambitious task that cannot be achieved without the help of reliable partners. Barter Smartplace's contribution is to provide the market with an NFT marketplace that allows tokenized real assets to be traded on an equal basis with digital assets. In order to attract the maximum number of users to the NFT marketplace, it is necessary to be able to integrate several different blockchains - and this is exactly what XP.Network does well.



XP.Network cooperates with a large number of platforms, among which you can find projects such as Tezos, Algorand, etc. It is important to note that XP.Network works closely with the Velas blockchain, which is also our partner.

VK

VK, the largest social network in the CIS, has launched a mini-app called VK NFT, which allows users to transfer their existing digital assets directly to their accounts.



All transactions with NFT tokens can be carried out within the VK NFT service without leaving the social networking platform. VKontakte plans to launch a full-fledged marketplace in the future, and NFT technology will be integrated into other products on the platform. Currently, the public VK NFT HUB has over 650,000 users.

We cooperate with the VK NFT community by publishing interviews and articles about drops. We help to develop the NFT community in the CIS market as one of the largest cryptocurrencies in the world.



RUNNING APPLICATIONS

Barter Smartplace is a decentralized marketplace for the exchange of digital and physical assets. It supports the exchange of ERC-20, ERC-721, ERC-1155 tokens in EVM blockchains, but is not limited to them.

The barter trading protocol is a unique novelty in the world of decentralized commerce and was first created by Barter Smartplace in 2019, complementing the existing types of popular exchanges: auctions and buying and selling.

The number of unique users is more than 1200 (September 2023) and this number is growing weekly.



MEDIA PRESENCE



Barter Smartplace has a fairly developed media resource. Our most important resource is the telegram channel <https://t.me/barterteam> - at the moment there are already more than 7,700 users from all over the globe.

The **VK** public with a Russian-speaking audience now has more than 2,400 users.

We are also represented on blogs and social networks such as [Twitter](#), [Medium](#), [VC](#), [Dzen](#) and many others.

Publications about the project were posted in primary sources such as [Bitcoin.com](#), [Decenter](#), [Maff](#) and other well-known media.

TOKENIZED CLOTHING

The placement of tokenized clothing from Covenant and the subsequent America-Russia transaction is the first RWA case on our marketplace. <https://covenant.com/>.

We are proud that our journey began with such an exquisite collection of clothing.

PRINTS FOR CLOTHES

Clothing itself is a great way to build bridges between the digital and physical world, as it does not involve legal complications. Additionally, clothing can be a convenient way to bring digital art to life, by placing digital art on a T-shirt, for example.

NFT CERTIFICATES FOR MARKETPLACES AND STORES

One of the most promising ways to enter the RWA market is through certificates on traditional e-commerce platforms such as Amazon, e-bay, Ozon.

We have experience in issuing similar certificates for Ozon, Sportmaster, Letual. Users like to exchange crypto for consumer goods without access to fiat and bank accounts.



RENTING A HOTEL ROOM

Why not rent a hotel room using cryptocurrency? Even this is possible on our marketplace! A cozy hotel with a swimming pool is located in the city of Yeisk on the shore of the Taganrog Bay on the third coast line of the Kamenka beach. This is a wonderful resort with its own beach, amusement park, dolphinarium, water park, aquarium and crocodile ranch. And all for local marketplace tokens - BRTR. One of the stakers used this service.

BRANDED GOODS

Branded items such as clothing, shopping bags, and souvenir coins can be a good choice as part of the RWA (real world assets) trend in the marketplace for several reasons. And yes, you can find branded items from Barter Smartplace on our marketplace.



REAL ART

On our marketplace it is easy to find not only digital art, but also real art. For example, pastel paintings, sculptures, 3D prints - absolutely any form of real art.

GOODS FOR CRYPTO ENTHUSIASTS

There are also certain types of goods that are particularly in demand among crypto enthusiasts: mining equipment, cold wallets, etc. The RWA trend in the cryptocurrency market is related to the growing interest in the use of blockchain technologies in the real world, including the management of financial assets and real estate. Mining hardware and cold crypto wallets can be used to support and invest in such projects.

REAL ESTATE



When the exchange of real estate for cryptocurrency becomes the norm, we can say that the task of integrating blockchain into the real world has been completed. You can even find tokenized real estate on our marketplace, such as apartments in Dubai and Moscow, plots of land and private houses.

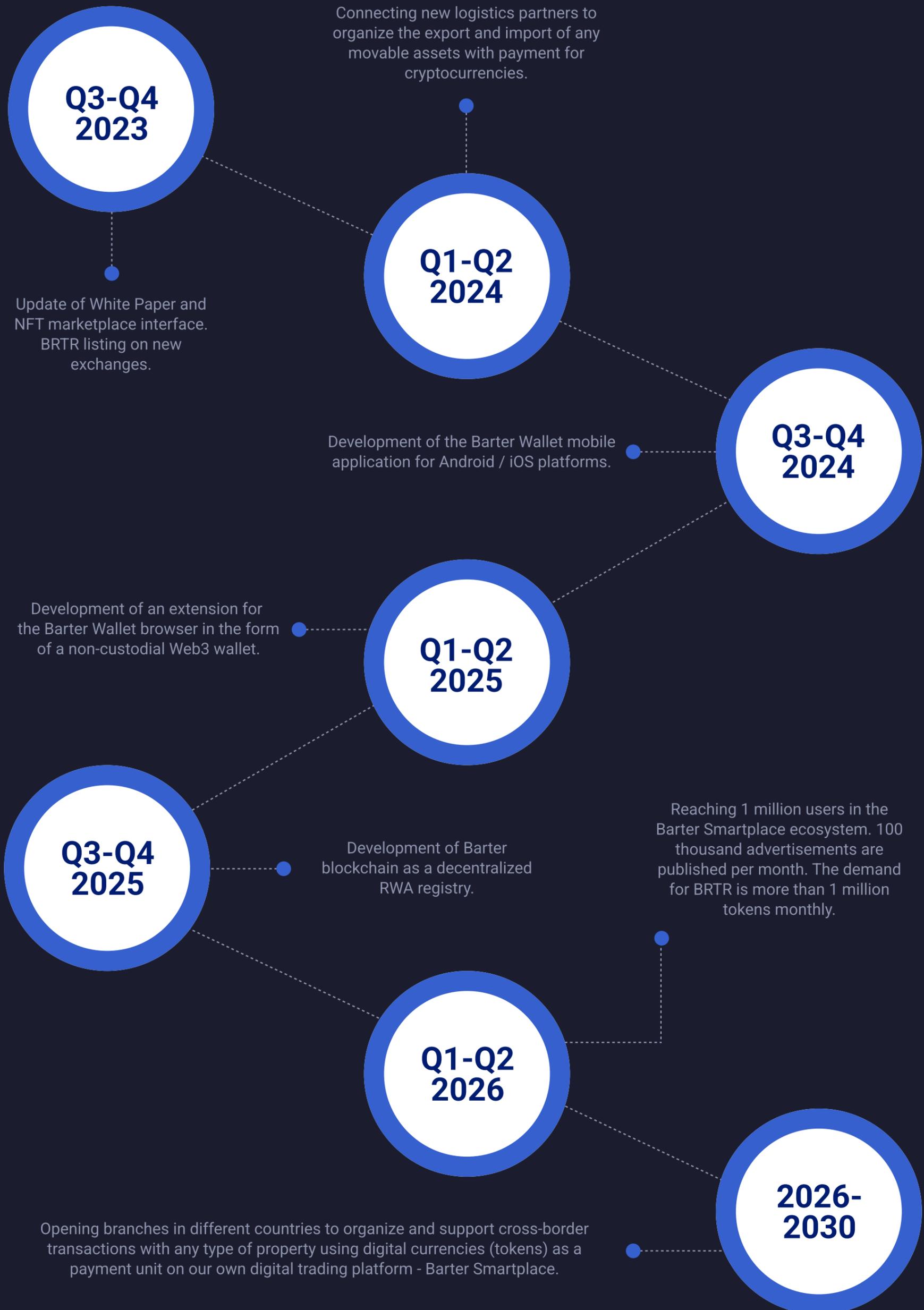
Real estate worth \$2 million has already been tokenized on our marketplace - mainly real estate in Dubai and Moscow.

CARS AND TRANSPORT

Our marketplace features motorcycles and cars that are not only sold for cryptocurrency, but also posted for the purpose of bartering for mining equipment, as was the case with one seller's Volkswagen Passat.



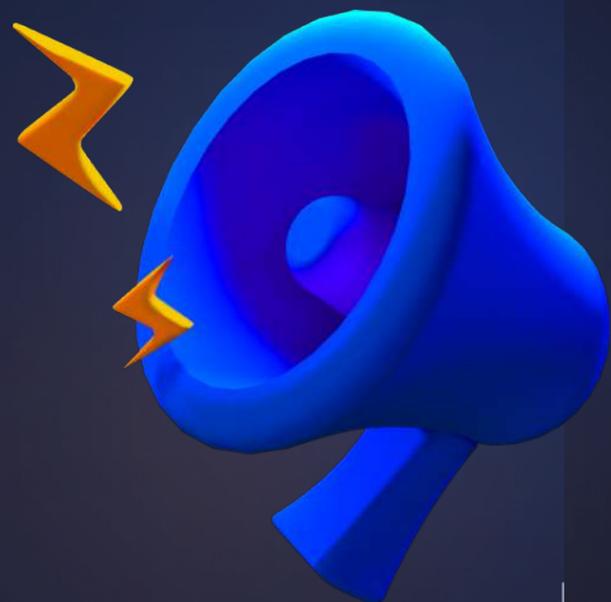
ROADMAP



CONCLUSION

The tokenization of real assets is a promising trend in the modern economy. In order for the market to fully understand the importance of the phygital segment, a developed technological infrastructure and legal framework is needed, while most platforms in the NFT and crypto industry continue to limit themselves to digital assets.

Our project is a pioneer in this field and we are willing to take risks. We have already done significant work in developing this area and will continue to do so. The Barter Smartplace ecosystem already has a functioning NFT marketplace, a P2P trading platform and a crypto wallet. Of course, we plan to add new features to improve user convenience and privacy.



Thanks to our partners and sellers, we have instances of exchanging digital assets for real ones, offering a wide range of goods, including clothing, art, transportation and real estate. We persistently strive to build bridges between the digital and real worlds and actively promote Web 3 values.

We believe that the tokenization of real assets will help democratize investing and bring trillions of dollars of real value to blockchains. As a result, the crypto market will finally become something more than just speculative trading.

[Watch us build decentralized commerce](#)

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