SELLERKET
WHITE PAPER

Empowering Global Commerce with Blockchain

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1. Overview

Sellerket is a blockchain-based global e-commerce convergence platform created to connect sellers and influencers around the world into a single network and establish a new distribution culture. By applying its proprietary blockchain algorithm, A2E (Act to Earn/Product Sales to Earn), Sellerket aims to realize sustainable economic growth in the global e-commerce market and significantly contribute to the global market expansion of small and medium-sized enterprises and local economies. Through the reliability and efficiency of blockchain technology, Sellerket actively leads innovation and development in the global payment industry, minimizing intermediaries between sellers and consumers of products, regional specialties, and tourism products from around the world, while revitalizing regional economies in different countries to build a mutually beneficial economic ecosystem. By introducing blockchain technology into the global e-commerce market, Sellerket seeks to enhance transaction transparency, security, and efficiency.

2. Current Status of the E-commerce Market

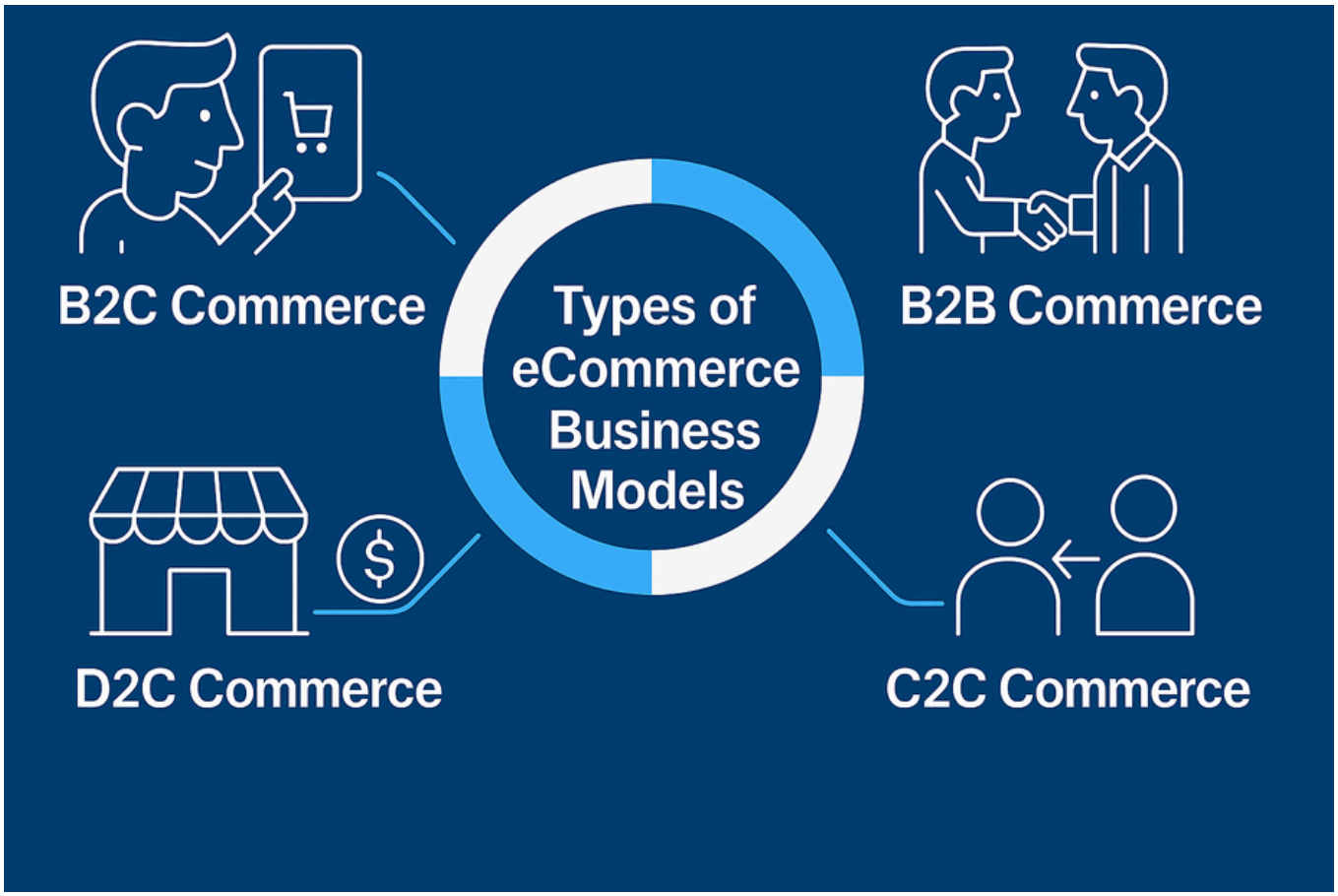
a. **What is e-commerce?**

i. Introduction to E-commerce

E-commerce encompasses all activities related to the buying and selling of goods and services via the Internet. This domain includes a diverse array of online business operations, such as retail shopping, banking, investing, and leasing, with transactions facilitated through various digital platforms, including websites, mobile applications, and social media channels. E-commerce has transformed traditional business practices by allowing transactions between consumers and businesses to occur without physical interaction. Furthermore, it plays a pivotal role in the contemporary global economy, offering advantages such as convenience, broad accessibility, and cost efficiency.

ii. E-commerce business models

E-commerce is predominantly executed through four models.



Business Model	Core Concept	Key Advantage	Main Challenges	Representative Examples
B2C (Business-to-Consumer)	Transactions between businesses and individual consumers	Wide customer reach, scalable sales, fast transactions	High competition, customer retention, logistics management	Amazon, Zara, Apple Online Store
B2B (Business-to-Business)	Transactions between businesses (e.g., wholesaler to retailer)	Large order volumes, long-term contracts, stable revenue	Complex negotiations, longer sales cycles, high dependency on partners	Alibaba, Salesforce, Oracle
D2C (Direct-to-Consumer)	Manufacturers sell directly to consumers, bypassing retailers	Greater control over brand and pricing, higher profit margins	Requires own marketing and logistics infrastructure	Glossier, Nike (own website), Warby Parker
C2C (Consumer-to-Consumer)	Transactions between individual consumers	Low entry barriers, peer-to-peer exchange, niche markets	Quality control, trust and safety issues, platform dependency	eBay, Craigslist, Facebook Marketplace

b. Current status of the e-commerce market

i. Global E-commerce Market Status

In 2021, the global e-commerce market was valued at approximately $775.05 billion, and it is expected to reach $3.286 trillion by 2031. This represents a compound annual growth rate (CAGR) of 17.4% during the forecast period.

The Asia-Pacific region is leading the growth of the e-commerce market, driven by the increasing penetration of smartphones and the internet, as well as rising consumer awareness and preference for online shopping.

In the global e-commerce market, the best-selling category has been beauty and health products, with an average consumer spending of $3.02 per person.

As the e-commerce market continues to expand, domestic and international companies are actively increasing their investments. In particular, major Chinese e-commerce companies have recorded an average annual growth rate of 41% over the past five years, strengthening their influence in the global market.

Technological advancements such as Augmented Reality (AR) and Virtual Reality (VR) are changing consumer purchasing behavior, which is having a positive impact on the growth of the e-commerce market.

ii. Trends and changes in the new e-commerce landscape

The e-commerce market is rapidly growing due to technological advancements and shifts in consumer behavior. By 2025, global e-commerce sales are projected to reach approximately $6.86 trillion, marking an 8.37% increase compared to the previous year.

In particular, mobile commerce (m-commerce) is expected to account for 77% of total e-commerce sales, driven by the increasing smartphone penetration and the advancement of mobile payment systems.
Additionally, the number of online shoppers is expected to increase from 271 million in 2024 to 311 million in 2025, representing approximately 34% of the global population.

E-commerce has recently evolved beyond simple online shopping, shifting toward experience-based, communication-driven, and personalized models. Below are three emerging e-commerce trends and how they are transforming the market:

1. Live Commerce

Definition:

A sales method where products are introduced via real-time video streaming, allowing live interaction with viewers to drive purchases.

Key Shifts:

- Builds trust in products through live Q&A and real-time demonstrations
- Becomes content-driven through influencers and celebrities → Encourages purchases based on fandom
- Expanded globally from China to Korea, the U.S., and more; adopted by major platforms

(e.g., Naver Shopping Live, Amazon Live)

2. Social Commerce

Definition:

A sales and promotional approach using **social media platforms** *(Instagram, TikTok, YouTube, etc.).*

Key Shifts:

- User-generated content and word-of-mouth sharing directly lead to sales
-
- Rapid growth of commerce based on short-form video content like Reels and Shorts
- In-platform payment systems shorten the path to purchase

(e.g., Instagram Checkout, TikTok Shop)

3. Immersive & Emerging Commerce

Definition:

A model that integrates technologies such as AR, VR, AI, and Web3 to create immersive shopping experiences or entirely new forms of commerce.

Key Shifts:

- Offers store-like experiences through AR/VR fitting rooms and 3D product viewers
- Enhances personalization with AI-driven recommendations and chatbot consultations
- Experiments with Web3 commerce including NFTs and digital goods
- Shows potential for metaverse commerce (e.g., ZEPETO virtual shopping malls)

c. Problems and Solutions

i. Problems of Traditional E-commerce

Traditional e-commerce primarily relies on static images and text-based product information, which makes real-time communication with consumers difficult and limits the ability to provide personalized experiences.

Consumers often have to make purchasing decisions without a clear sense of the product's actual usage, size, or texture, resulting in lower trust in products and higher return rates. Additionally, this one-way flow of information can be monotonous for users, leading to lower conversion rates.

In today's highly competitive e-commerce environment, there is a high customer churn rate, and differentiating between brands has become increasingly difficult.

ii. The role of live commerce in e-commerce

To address these challenges, live commerce has emerged as a powerful alternative. It uses real-time video streaming to present products and enables direct interaction with consumers, which enhances both trust and engagement.

Key Benefits Of Live Commerce:

- Real-Time Interaction
- Live Product Demonstrations
- Immediate Purchase Triggers
- Personalized Shopping Experiences
- Enhanced Credibility And Trust

Live commerce began in China in 2016 and expanded rapidly, especially during the COVID-19 pandemic in 2020. This model features live interaction, influencer-driven content, and encourages impulse buying, all while allowing intuitive, mobile-centric communication with consumers.

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iii. Problems in the global e-commerce industry

The global e-commerce industry is facing a range of issues. First, the increasing dominance of large platform companies makes it difficult for small and medium-sized sellers to compete fairly. This reduces market diversity and limits consumer choices.

Furthermore, the rise of cross-border shopping has led to serious problems in product quality control and consumer protection. Particularly, products purchased from overseas are often difficult to return or exchange, resulting in increased consumer dissatisfaction and significantly affecting brand trust.

Although e-commerce platforms collect vast amounts of consumer data, data security and personal information protection remain persistent concerns that can seriously undermine consumer confidence.

There are also challenges in the logistics system, such as increased burden on delivery infrastructure, long international shipping times, and high costs. The environmental impact of these operations is also a growing concern.

Lastly, despite the rapid growth of the e-commerce industry, policies and regulations have not kept pace, which hinders market transparency and fairness, posing potential disadvantages for both consumers and sellers.

iv. Key issues of global payment systems

Global payment systems face several major problems:

- Currency conversion and exchange rate fluctuations – the use of different national currencies can cause pricing discrepancies and losses due to exchange rate differences between payment and settlement times.

- Payment method and localization issues – preferences vary by country (e.g., credit card, PayPal, local apps), making certain methods inaccessible in some regions.

- High transaction fees – international transactions often suffer from reduced profitability due to high fees and multiple intermediaries that charge overlapping costs.

- Slow transaction speeds and fraud risks – cross-border payments can take a long time, delaying revenue settlement and affecting cash flow. Fraud, chargebacks, and complex refund procedures also add to the risks of global transactions.

v. Solutions through blockchain adoption

The e-commerce and live commerce industries face many core challenges:

- Market monopoly by large platforms limits fair competition for small sellers, reducing diversity and restricting consumer choice.

- The growth of cross-border shopping increases issues related to product quality control and return/exchange difficulties.

- Technically, global payment systems show limitations such as currency risks, high fees, slow settlements, and fraud/security vulnerabilities.

- Additional concerns include data privacy, logistics bottlenecks, environmental impact, and insufficient regulation, all of which threaten the industry's sustainability.

To address these challenges, blockchain technology offers innovative solutions:

- Enables transparent, secure, and decentralized transactions
- Reduces reliance on intermediaries
- Simplifies cross-border payments through stablecoins and smart contracts
- Strengthens trust with product traceability and automated dispute resolution

Blockchain ensures:

- Immutability and tamper-resistance of data
- Transparent visibility
- Stable distributed storage

These capabilities make it an ideal technology for delivering verified product information on authenticity, quality, and history directly to consumers.

3. Sellerket Solution

a. What is a Sellerket?

i. Current state of Sellerket

Sellerket is a web2-based live commerce platform that markets and sells corporate products, specialty items, and tourism offerings from various countries to consumers worldwide (D2C), leveraging a global influencer network. It establishes a commerce platform that utilizes social networking services and an ecosystem focused on influencers, thereby maximizing profits by eliminating intermediaries and facilitating the global expansion of local brands. Through this approach, Sellerket seeks to invigorate the local economy, forge direct connections between consumers and influencers, and cultivate a borderless global marketplace.

Sellerket engages in a diverse array of enterprises, including the management of global marketing campaigns focused on influencers, a social media-based direct-to-consumer commerce platform, the sale of international tourism products, the distribution of local specialties and corporate goods, the provision of AI-driven customized products, and a global influencer education initiative. Notably, by offering influencers personal branding and revenue generation opportunities, we empower them to thrive on the global stage. Simultaneously, we provide consumers with the chance to experience the cultures and products of various nations, thereby striving to achieve authentic global commerce.

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ii. Blockchain-based Sellerket

"A World Connected by Trust" – A Global Commerce Ecosystem Built on Blockchain, Influencers, and Vendors"

Sellerket aspires to transcend Web2, evolving into a sophisticated Web3 commerce platform that unites influencers, sellers, and local businesses globally through blockchain-based payments, product authentication, and history management. It aims to distribute national specialties and tourism resources to the international market. This platform integrates a token economy, NFT authentication, and DAO (decentralized autonomous organization) governance to establish a hybrid system, proposing a novel commerce environment focused on users and communities.

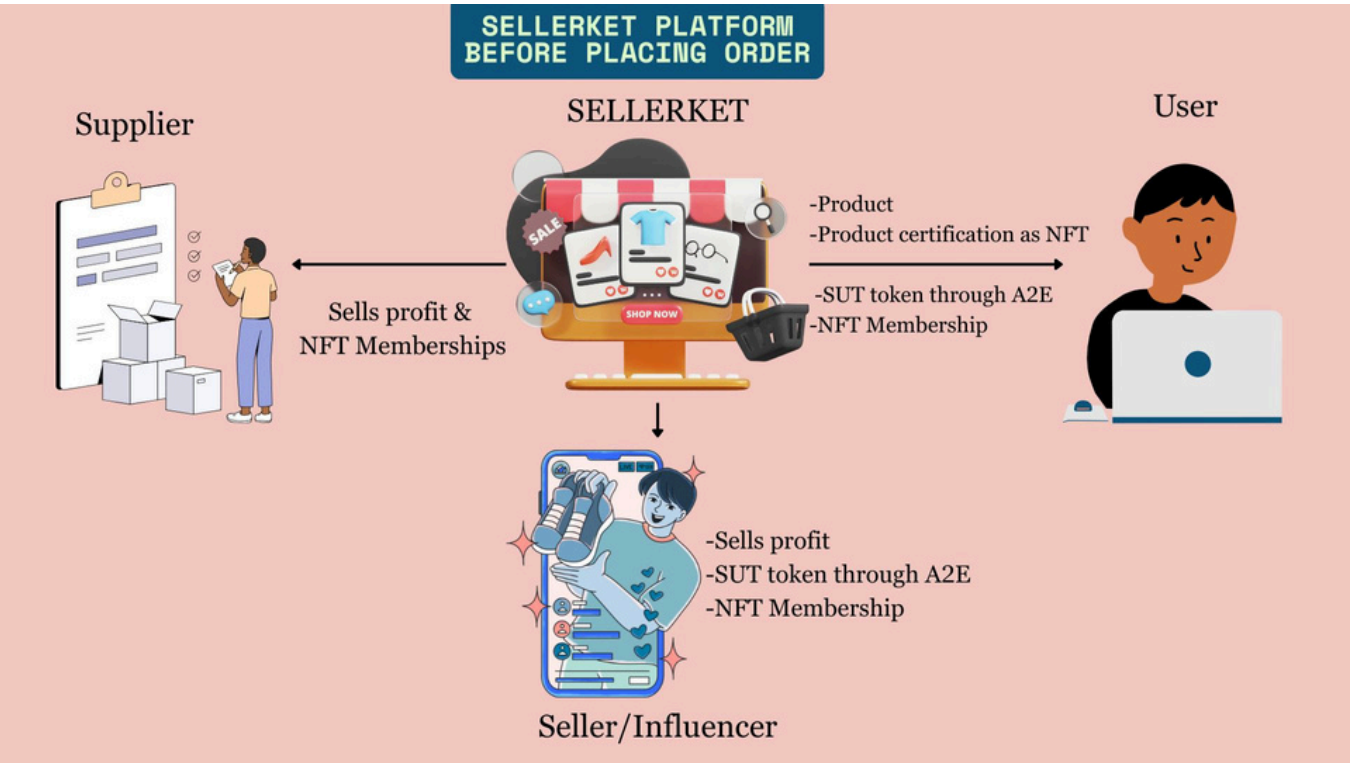
The initial issue identified by the blockchain-based Selleckt is the inadequate compensation structure for contributors. On current platforms, consumer and seller activities—such as purchases, reviews, recommendations, and sharing—offer minimal rewards despite their significant contributions to the platform's growth.

Consequently, Selleck implemented a reward system based on A2E (Act to Earn) principles to evaluate these activities and automatically compensate participants with SUT (Sellerket Underlying Token) tokens according to their accumulated scores. Additionally, upon meeting specific criteria, participants are awarded NFT grades and DAO participation rights, which provide enhanced roles and benefits within the platform.

Product authentication and trust concerns were significant challenges that Sellerket aimed to resolve. Generally, consumers find it challenging to verify the authenticity of a product directly, leading to trust issues stemming from insufficient information during after-sales service or exchange and return processes. To tackle this, Sellerket implemented an NFT-based authentication and history management system. All data from the production, distribution, and consumption phases of a product is documented on the blockchain, enabling consumers to verify a product's authenticity and seamlessly access its history and after-sales service through the NFT certificate automatically issued upon purchase.

The monopolization of profits and policies by existing platforms, coupled with their reluctance to share authority with users and sellers, was a significant issue that Sellerket aimed to address. Sellerket implemented a DAO-based community operation model, enabling participation in proposals, voting, and policy decisions through NFT membership tiers and long-term SUT holdings. This approach empowers the community to make crucial decisions, including modifications to commission rates, the execution of DAO campaigns, and adjustments to reward rates, while ensuring that fair rewards are redistributed to contributors from the DAO fund.

Finally, Sellerket has developed solutions to mitigate payment, language, cultural, and trust barriers encountered when entering the global market. It accommodates various payment methods, including cards, SUT and Polygon-based smart contracts, along with MATIC and USDT, integrated into the payment system. Trust issues across borders are addressed through transaction histories recorded on the blockchain and NFT authentication. Language and exchange rates are automatically converted, while cultural barriers are diminished through partnerships with local influencers in each country, proposing a novel model for global commerce.



b. Introduction to the Sellerket token

The Sellerket platform adopts a single token framework centered on the Sellerket Utility Token (SUT). SUT functions as the fundamental token for transactions, rewards, and participation within the Sellerket ecosystem.

i. Token Framework

- **Utility Token – SUT (Sellerket Utility Token)**

SUT serves as the primary token utilized for payments, rewards, and ecosystem interactions on the Sellerket platform.

Users (sellers and consumers) can acquire or utilize **SUT** through the following activities:

- As a method of payment in the sale or purchase of products
- Compensation for contributions including writing reviews, sharing content, and engaging in promotional activities
- Digital asset transactions, including the acquisition of NFTs and the registration of electronic certificates
- Paying fees or requesting discounts

SUT fosters high liquidity and rapid turnover tailored for trading, while also maintaining scarcity through a burn structure applied during fee deductions.

ii. Circulation and Utilization of SUT

SUT is generated and circulated through user interactions and platform activities. It is distributed as rewards via the A2E (Act to Earn) algorithm and consumed through various use cases such as payments, NFT issuance, and service fees. The continuous cycle of issuance, usage, and partial burning ensures both liquidity and sustainable scarcity within the ecosystem.

DAO Participation Requirements

DAO participation within the Sellerket ecosystem requires both qualitative and quantitative commitments.

- **NFT Requirement**: Participants must hold an NFT of a designated tier to access proposal submission and voting rights.
- **SUT Holding Requirement**: Participants must hold a minimum of **0.05% of the total SUT supply** (or a fixed threshold defined by the DAO) for at least 30 consecutive days.
- **Voting Weight**: Higher NFT tiers and longer SUT holding periods provide proportionally greater voting power.

This dual requirement ensures that governance authority rests with long-term contributors and committed ecosystem members, while preventing speculative or short-term participants from disproportionately influencing decision-making.

Why a Single Token Model?

A unified token structure with NFT membership and long-term SUT holdings ensures fairness, stability, and sustainable governance.

c. A2E (Act to Earn/Product Sales Revenue) algorithm

The foundation of the Sellerket platform is the A2E (Act to Earn) algorithm, which provides rewards and compensation to customers, advertisers, product suppliers, sellers , and influencers utilizing the platform's services through SUT tokens or other goods as payment.

The A2E algorithm functions off-chain while being bridged and interconnected with the on-chain. This ensures the most transparent method of relationship proof, where the proof mechanism operates in conjunction with customer activities and the Sellerket alliance.

The A2E algorithm is primarily utilized by companies globally engaged in the supply or procurement of products and the payment of advertising fees within the Sellerket platform

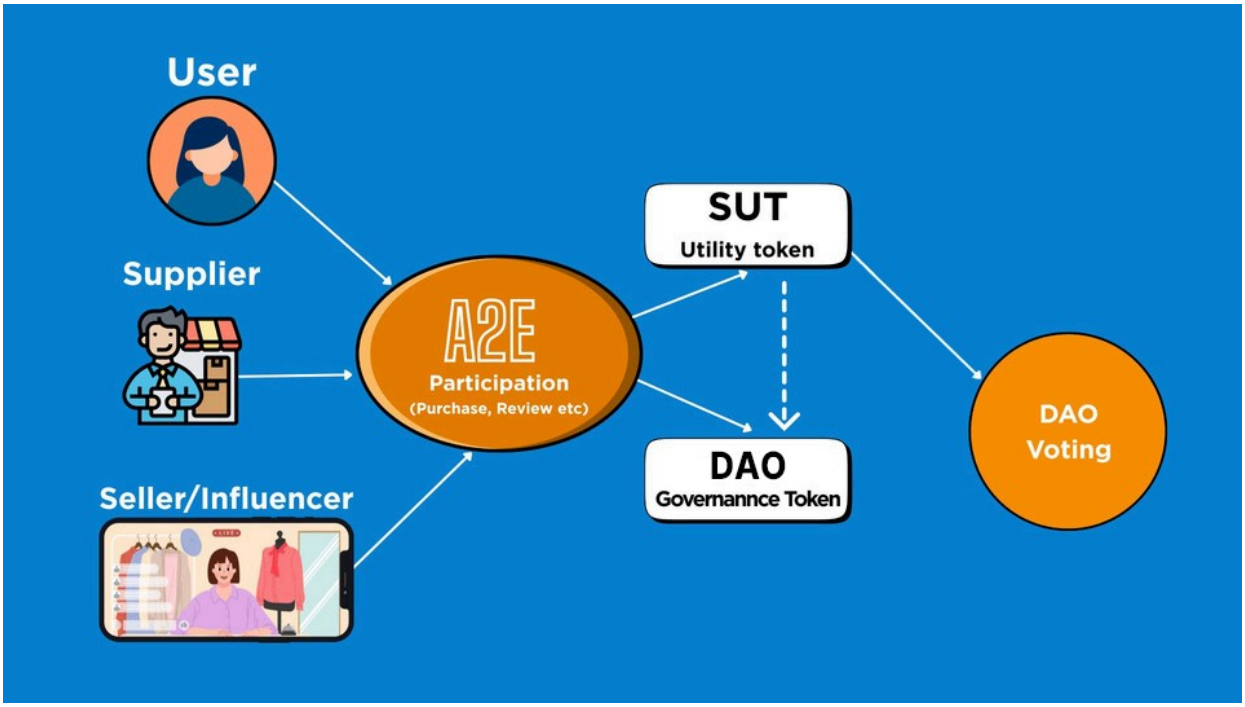
This includes sellers of products, influencers responsible for corporate promotion, and consumers. Furthermore, private customers who participate in membership programs available exclusively to a select number of members are also considered integral to the A2E algorithm.

In the future, governments, corporations, and research institutions will also be integrated into the product certification and quality history management system.

The primary objective of A2E is:

1. Attract a greater number of users by offering rewarding experiences to customers, influencers, sellers, and SUT token holders who acquire products through the Sellerket platform.
2. We will enhance the appeal of participation and fortify active collaborations with companies that offer products for sale on the Sellerket platform, as well as with governments and organizations seeking corporate promotion through influencers.
3. By overseeing the certification and history of products available on the platform, we promote the involvement of governments, certification agencies, and companies that supply products globally.
4. Furthermore, we will elevate our brand image by engaging in proactive communication with dedicated advocates of the Sellerket project, including both supporters and significant holders of SUT tokens.

d. The Sellerket ecosystem



Components	Explanation
SUT (Sellerket Utility Token)	Utility token utilized as the fundamental unit of A2E-based rewards, payments, and ecosystem participation.
Polygon Smart Contract Framework	Blockchain technology serves as a foundational framework for global payment and transaction trust.
A2E Algorithm	Incentive mechanism that computes automatic rewards based on user contribution data.
DAO Governance Framework	A governance model where participation and voting are enabled through NFT membership tiers and long-term SUT holdings.
NFT Verification System	A distinctive NFT issuance system that authenticates the legitimacy and provenance of a product.

e. Sellerket DAO consensus structure

Sellerket DAO (Decentralized Autonomous Organization) is a community-driven governance framework that decentralizes the fundamental policies and operational decisions of the Sellerket platform. Within t his structure, the Smart Voting Council undertakes the following responsibilities through an automated voting system, encompassing the registration of proposals to the execution of results:

Sellerket DAO aspires to a horizontal structure, ensuring that all participants possess equal rights. Key policies are implemented through smart contracts, resulting in a fully decentralized digital democracy framework.
Participation in the DAO is permitted for individuals who fulfill the following criteria:

- Holders of NFTs at a specified tier, representing premium membership on the Sellket platform.
- Holders who retain SUT tokens for an extended duration and actively contribute to the ecosystem

f. Sellerket NFT

i. NFT for Sellerket members

The Sellerket platform's NFT premium system is an exclusive service available to VIP members. Premium services are extended to influencers with more than 1 million subscribers, sellers achieving over 50 million won in single broadcast sales, and premium membership clients.
NFT is a technology that authenticates ownership of membership. It verifies service utilization through NFT data recorded in a distributed ledger and ensures ownership via a unique private key and identification image for each individual. The NFT authentication server processes information at every stage of the ownership transaction, while the service provider transmits the data entered through the user terminal to the server. Subsequently, this information is recorded in the blockchain ledger to prevent forgery and falsification of membership services, thereby enhancing reliability. Membership customers can receive physical NFT cards and enjoy various benefits, with each card guaranteed to be unique and non-duplicative.

NFT classification titles and characteristics

Level	Membership Name	Target	Sample Criteria	Key Advantages
LEVEL 1	**Bronze NFT**	Novice Seller/Consumer	Initiate an activity or conduct a fundamental transaction once.	General NFT product viewing rights and participation rights for review rewards.
LEVEL 2	**Silver NFT**	Engaged users	Over 10 cumulative transactions within a 30-day period.	5% reduction on fees, eligibility for general promotions
LEVEL 3	**Gold NFT**	Exceptional Contributor	Cumulative transaction amount of 5 million KRW or greater, accompanied by a review rating of 4.5 or above.	Eligible to participate in DAO voting and gain early access to NFT releases (requires meeting SUT holding criteria).
LEVEL 4	**Platinum NFT**	DAO Leaders and Brand Representatives		Reward prioritization, partner proposal entitlements, restricted NFT issuance
LEVEL 5	**Diamond NFT**	Top Seller/Contributor/Preferred Partner		All benefits, along with the automatic payment for the honorary NFT collection.

ii. NFTs for products

The brand and local specialty NFT certification platform offers authenticity verification and history tracking capabilities through NFTs for local specialties or limited edition brand products, in collaboration with local governments, agricultural cooperatives, and brand companies. NFTs for product warranties are issued to consumers, facilitating review submissions and encouraging repeat purchases. Furthermore, revenue can be generated through NFT transaction fees and local DAO (decentralized autonomous organization) operations. Notable examples include 'Jeju Tangerine NFT Certification', 'Fair Trade Coffee Origin NFT', and 'Brand Limited Edition Fashion NFT'.

4. Token Features and Benefits

a. SUT (Sellerket Utility Token)

Function	• Methods of transaction within the platform • Remuneration disbursement • Service Charge
Total supply	1,000,000,000
Token Symbol	SUT
Incinerator Framework	• Incinerating a segment of the product fees • Burning during the acquisition of NFTs
Primary Applications	• purchase • Review Incentives • Fee payment • NFT issuance • Incentive allocation, etc.
Supply Mechanism	Progressive distribution (activity-based allocation) in accordance with the A2E algorithm

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c. Integration of Web 2.0 and Web 3.0 payment systems

The Sellerket platform integrates both Web2 and Web3 payment systems to provide users with flexibility, convenience, and transparency.

i. Web2 Payment System

Item	Explanation
Credit or debit card	Visa, MasterCard, and integration of domestic and international payment gateways (e.g., Stripe, Toss, KakaoPay)
Convenient payment	Apple Pay, Samsung Pay, Payco, and similar services can be linked.
Bank transfer/cash receipt	API-enabled physical transaction settlement is feasible (supports corporate sales).

Even when payment is processed through Web2, tokenization and record management are automatically executed in the backend.

ii. Web3 Payment System

Item	Explanation
Cryptocurrency Transactions	Available for MATIC, USDT, ETH, SUT, and others (Polygon-based)
Token Payment	The option to acquire products directly via SUT within the platform.
Integration of NFT trading	You may acquire NFT-based products or utilize the NFT itself as a form of payment.

→ Integration of wallets for Web3 users
→ Direct payments enabled through smart contracts

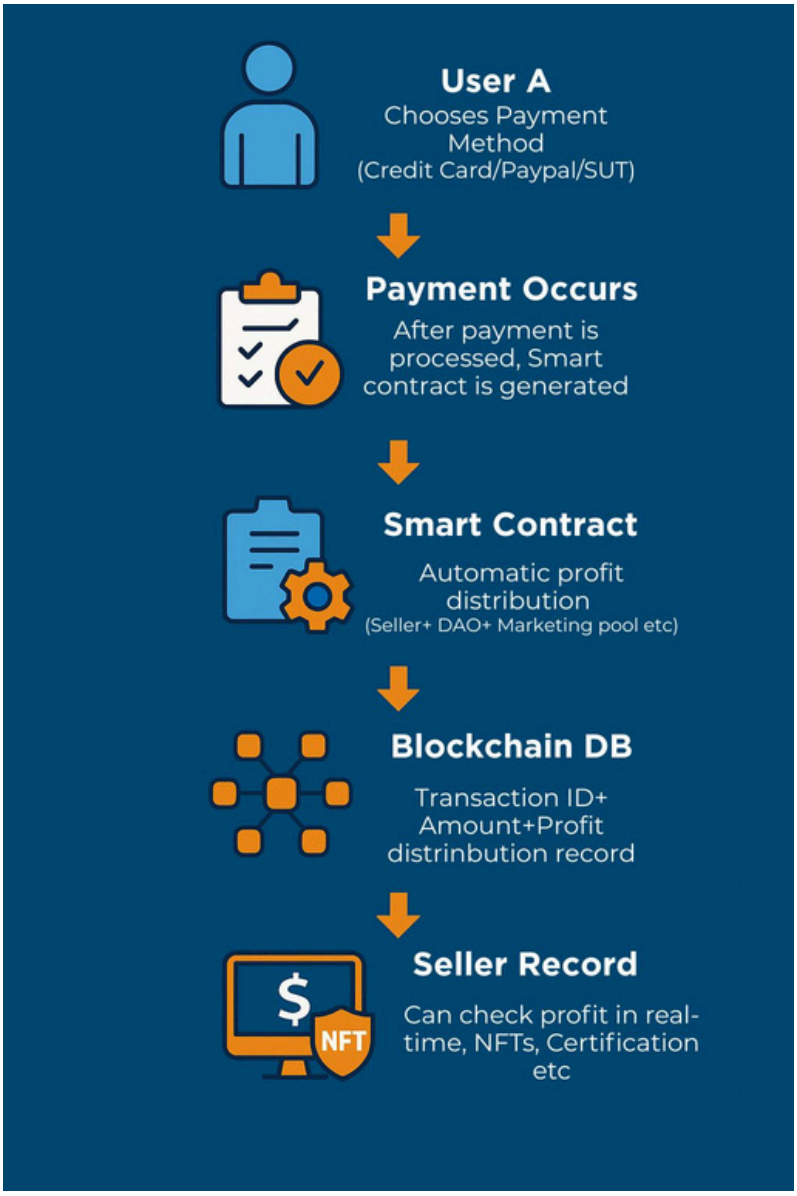
iii. Automated distribution framework (Intelligent Revenue Allocation)

Upon the occurrence of a payment, the smart contract autonomously allocates and documents it as follows:

Profit Objective	Sample allocation rate	Function Description
Seller	85~90%	Revenue from the sale of tangible goods
Influencer/Marketing Collaborator	3~5%	Tracking links, rewards contingent upon campaign performance
Platform Charge	5~10%	Operating and server expenses, among others.
DAO Fund	1~3%	For governance, community incentives, and ecosystem advancement (managed by NFT-tier members and long-term SUT holders)

Distributions are executed automatically by smart contracts on the Polygon blockchain, and transaction hashes can be accessed via block explorers or the Seller dashboard.

iv. Illustration of payment flow



d. Tokenomics

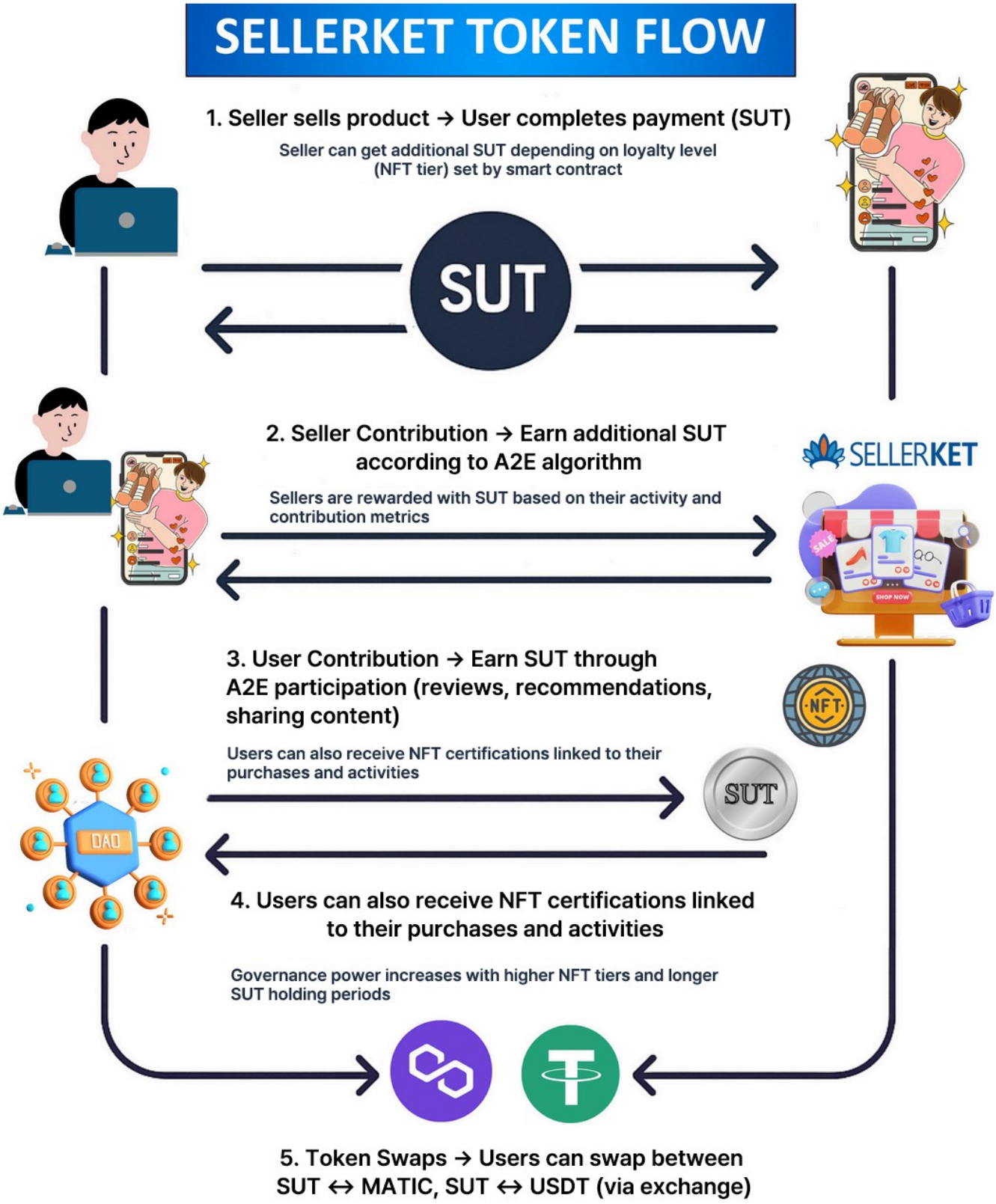
Sellerket's tokenomics are structured around five key axes: participation, contribution, reward, assetization, and governance.

This represents an economic framework that incentivizes individuals who engage in platform operations and contribute to the ecosystem's growth with tangible value, rather than merely functioning as a payment method.

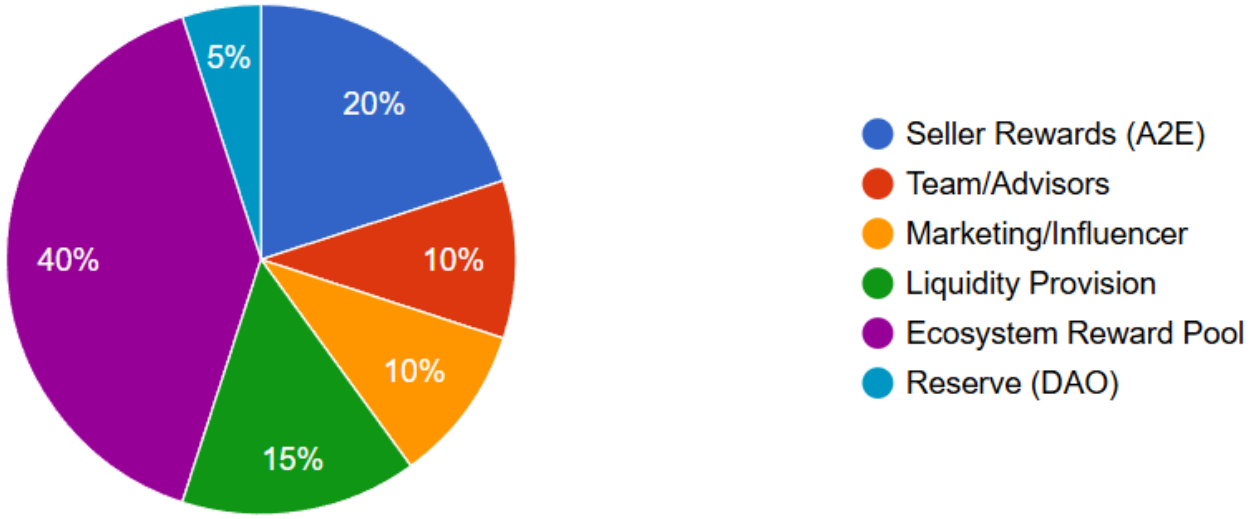
Core design objectives:

- Connecting ecosystem activities and token circulation (A2E)
- Mitigating inflation through supply control and circulation regulation.
- Transforming user contributions into tangible assets
- Achieving decentralized operation through DAO-based governance, supported by NFT membership tiers and long-term SUT holding

SELLERKET TOKENOMICS



SUT Token Allocation



5. Project Model

a. Sellerket 1.0

Sellerket 1.0 represents an initial iteration of a Web 3-based commerce ecosystem that links sellers, influencers, and consumers. It departs from the traditional intermediary platform model and adopts a decentralized economic framework wherein all participants contribute and share in the profits.

i. Essential Function Modules

a. Vendor function

- Register and modify products (images, descriptions, prices, etc.)
- Generate a distinctive trackable sales link for sharing on social media.
- Delivers a sales performance dashboard (A2E rewards integration)
- NFT-certified product issuance functionality (limited edition, regional specialty, etc.)

b. Consumer roles

- Search for and acquire products.
- Compose a review and upload images.
- Earn SUT rewards by providing reviews, sharing insights, and making recommendations.
- Confirm purchase history and authenticate NFT-based electronic certificate.

c. Influencer role

Real-time performance analysis
Analysis of marketing contributions and compensation disbursement
NFT membership issuance feature (offering fan rewards and access to exclusive content)

d. DAO integration capability

Develop proposals and engage in voting (for NFT-tier members and long-term SUT holders). Opinions may be articulated concerning platform policy. An automated reward system is applied upon proposal adoption, distributed through SUT and NFT incentives.

ii. Technical Composition

Module	explanation
Frontend	React-based single-page application / Web3 wallet integration (MetaMask, etc.)
Backend	Node.js and Express with IPFS image storage integration
Blockchain	Smart contract utilizing the Polygon mainnet, developed in Solidity.
Token System	SUT-based single token framework for transactions, rewards, and DAO participation (via NFT tiers and long-term holdings)
NFT Framework	Premium NFTs utilized for authentication, evaluation, membership, and digital certificates.
A2E algorithm	User behavior → Evaluation → Automated rewards associated with smart contracts

iii. Variations of Sellerket 1.0

item	Current commerce	Sellerket 1.0
Profit allocation	Platform-centric	Participant-focused (seller, consumer, influencer)
Transparency	Internal data confidentiality	Blockchain-enabled comprehensive transparency
Reviews/Recommendations	No remuneration or points	Real Value Token Incentives
Trust Authentication	Basic evaluation framework	NFT-driven real-time identity verification
Policy Determination	Central Operator	DAO Voting and Proposal Framework

b. Project revenue model

i. Revenue derived from transaction fees (fundamental framework)

- A specific percentage of SUT or card payments generated from the sale of seller products is retained as platform revenue.
- Commission rate: 5-10% (Seller tier/NFT holdings)

ii. Fees for NFT issuance and marketplace transactions

Premium NFT issuance charge	Revenue generation through the issuance of paid NFTs, including product authentication, tour vouchers, and memberships.
NFT transaction costs	2-5% of platform revenue is generated when users engage in secondary transactions.
Brand NFT Partnership Model	Ensure revenue through premium brand NFT issuance agency or licensing fees.

iii. Revenue generated by the DAO platform

- DAO proposal registration fee (paid in SUT)
- Distributing a portion of the performance profits from the executed business following the allocation of the DAO fund (e.g., DAO campaign).
- Selling NFTs for marketing and voting purposes within the DAO (Limited Edition Reward NFTs)

iv. Revenue from B2B solution sales

- NFT Authentication API → Provision to brands, local governments, farms, and distributors
- DAO community operation tool → Offered to public institutions, brands, universities, and similar entities.
- White Label Commerce → Generate revenue by establishing a local DAO-style commerce platform

v. Content/Marketing Integration Revenue

- Influencer video, review content, transaction fees for NFT-based digital goods
- Creator DAO Linked Content Paid Subscription Revenue (Premium Access)
- Advertising revenue distribution achievable through NFT-based media DAO design.

vi. Revenue from Education and Certification

- Web3 commerce, DAO management, NFT issuance educational program management
- Issuance of the official NFT certificate to the graduate → Completed
- Facilitate paid conversion by connecting to DAO participation and proposal level criteria.

e. Customer expansion strategy

i. B2C: Comprehensive User Acquisition Strategy

- SNS-based A2E framework: Linking consumer reviews, sharing, and recommendation activities to rewards → Encouraging voluntary engagement
- NFT authenticity verification → Ensuring consumer confidence → Captivating clientele of luxury brands and premium products
- Inducing a sense of belonging through commercial engagement and policy participation.

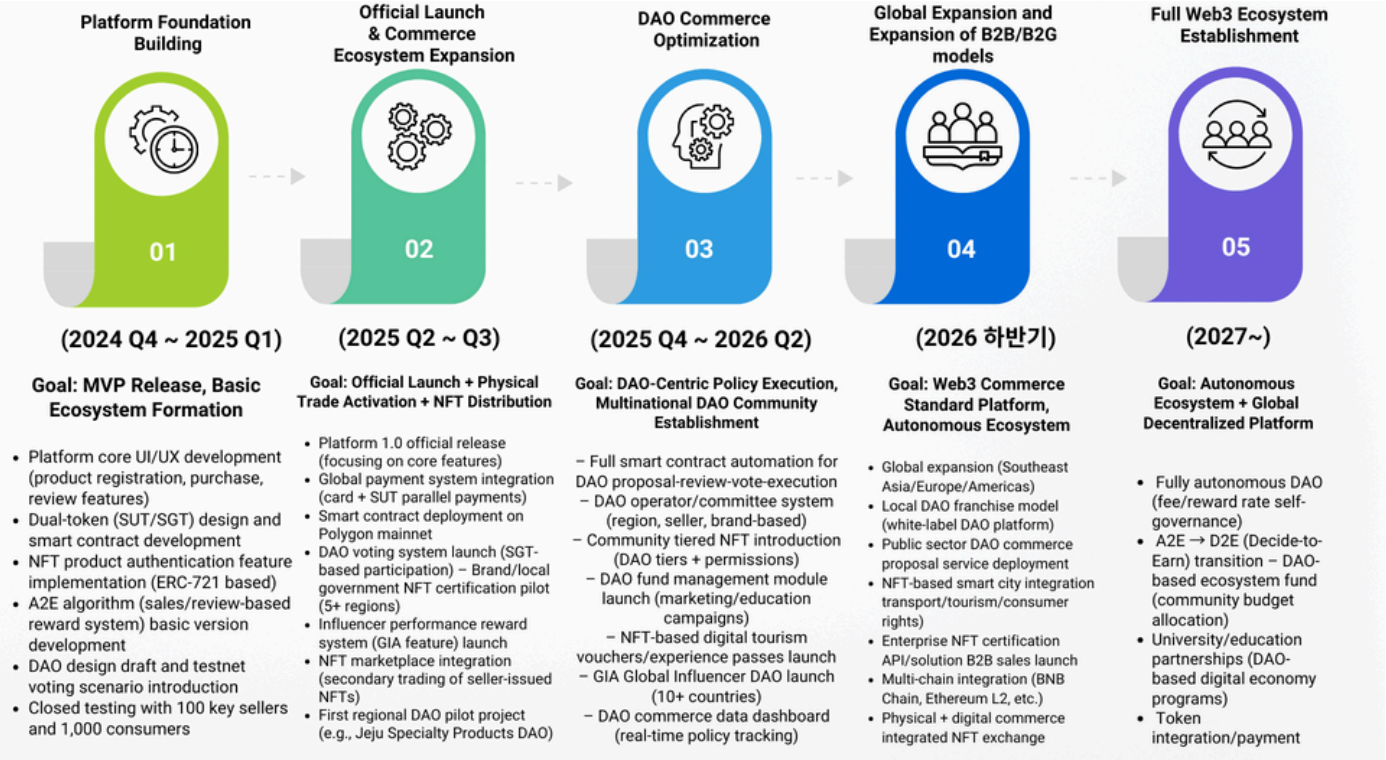
ii. B2B: Strategy for Expanding Brand and Influencer Partnerships

- Offering an API for NFT authentication solutions tailored for brands.
- NFT introductory training and content marketing support package for small and medium-sized enterprises and local vendors.
- Securing global content distribution channels through the 'GIA Alliance' targeting influencers.

iii. B2G: Strategy for Expanding Linkages with Public and Local Government

- Local branding + monetization + NFT authenticity certification + DAO community
- Connection with public initiatives such as tourism DAO, agriculture DAO, and youth entrepreneurship DAO
- Proposal for White Label Platform and NFT Infrastructure Provision for Public Institutions

6. Roadmap


Platform Foundation Building
01
(2024 Q4 ~ 2025 Q1)
Goal: MVP Release, Basic Ecosystem Formation
• Platform core UI/UX development (product registration, purchase, review features)
• Dual-token (SUT/SGT) design and smart contract development
• NFT product authentication feature implementation (ERC-721 based)
• A2E algorithm (sales/review-based reward system) basic version development
• DAO design draft and testnet voting scenario introduction
• Closed testing with 100 key sellers and 1,000 consumers
Official Launch & Commerce Ecosystem Expansion
02
(2025 Q2 ~ Q3)
Goal: Official Launch + Physical Trade Activation + NFT Distribution
• Platform 1.0 official release (focusing on core features)
• Global payment system integration (card + SUT parallel payments)
• Smart contract deployment on Polygon mainnet
• DAO voting system launch (SGT-based participation) – Brand/local government NFT certification pilot (5+ regions)
• Influencer performance reward system (GIA feature) launch
• NFT marketplace integration (secondary trading of seller-issued NFTs)
• First regional DAO pilot project (e.g., Jeju Specialty Products DAO)
DAO Commerce Optimization
03
(2025 Q4 ~ 2026 Q2)
Goal: DAO-Centric Policy Execution, Multinational DAO Community Establishment
– Full smart contract automation for DAO proposal-review-vote-execution
– DAO operator/committee system (region, seller, brand-based)
– Community tiered NFT introduction (DAO tiers + permissions)
– DAO fund management module launch (marketing/education campaigns)
– NFT-based digital tourism vouchers/experience passes launch
– GIA Global Influencer DAO launch (10+ countries)
– DAO commerce data dashboard (real-time policy tracking)
Global Expansion and Expansion of B2B/B2G models
04
(2026 하반기)
Goal: Web3 Commerce Standard Platform, Autonomous Ecosystem
• Global expansion (Southeast Asia/Europe/Americas)
• Local DAO franchise model (white-label DAO platform)
• Public sector DAO commerce proposal service deployment
• NFT-based smart city integration transport/tourism/consumer rights)
• Enterprise NFT certification API/solution B2B sales launch
• Multi-chain integration (BNB Chain, Ethereum L2, etc.)
• Physical + digital commerce integrated NFT exchange
Full Web3 Ecosystem Establishment
05
(2027~)
Goal: Autonomous Ecosystem + Global Decentralized Platform
• Fully autonomous DAO (fee/reward rate self-governance)
• A2E → D2E (Decide-to-Earn) transition – DAO-based ecosystem fund (community budget allocation)
• University/education partnerships (DAO-based digital economy programs)
• Token integration/payment

7. TEAM AND ADVISORS

CEO	Iksu Kim	Since 2000, Iksu Kim has built a dynamic career spanning logistics, aviation, and global e-commerce. He began with a logistics venture (csworld) in Korea and expanded into customer service, CRM, and DBM marketing until 2006. From 2007 onward, he managed airline operations in Korea and Thailand, including Pacific Pearl Airways, Oriental Thai Airlines, and PC Air, while also working as a leasing agent for SK Securities and COO of Asian Air. He co-managed Yangnam Air and Costa Airlines, and served as CEO of Nanjing Changtou Aviation Investment in China. From 2016 to 2018, he managed travel and charter flight services across Korea, Thailand, and China, and co-founded Srikonairline in Sri Lanka. Since 2018, he has overseen a global aircraft brokerage and sharing platform. In 2025, Iksu Kim launched Sellerket, a global influencer-driven e-commerce platform that connects cultures and brands through blockchain technology and influencer networks.
CBO	Qaiser Aqeel	Qaiser Aqeel is a seasoned business development and operations leader at Genesis IT Lab, a technology firm specializing in Web3, metaverse, NFT, AI/ML, and fintech solutions. With a strong background in building tech teams and scaling startups, Qaiser plays a pivotal role in steering the company's strategic initiatives and fostering innovation in emerging technologies.
CTO	Waqas Hakeem	Waqas Hakeem is a seasoned Senior Front-End Team Lead at Genesis IT Lab, bringing over seven years of experience in crafting responsive, high-performance web interfaces that prioritize user experience . Specializing in modern technologies such as React, Next.js, TypeScript, Material UI, and Tailwind CSS, he leads front-end development initiatives, ensuring the delivery of scalable and user-centric applications.
Product Manager	Shehroze Rao	Shehroze Rao is an experienced IT Project Manager with over seven years of expertise in leading more than 40 successful projects. Currently serving at Genesis IT Lab, he specializes in managing cross-functional teams and delivering technology solutions that align with business objectives. His professional background includes a strong foundation in project lifecycle management, client engagement, and digital transformation initiatives. Shehroze holds a degree from Oxford Brookes University and is known for his strategic leadership and results-driven approach in the IT services sector.

Developer	Rafiqur Rahman Priyam	Rafiqur Rahman Priyam is a software engineer and co-founder of Katriyam, a digital content and technology platform. With experience as a Senior Software Engineer at Brain Station 23 and past roles at IMCS Group, he is skilled in building innovative software solutions. Rafiqur is also the founder of Rongon Publications.
Developer	Ahnaf Abir	Ahnaf Abir is a frontend developer with over 2 years of professional experience in delivering production-grade projects. While specializing in frontend technologies, he also possesses strong backend development skills demonstrated through personal projects on GitHub. Passionate about transforming ideas into reality.
Developer	Siyam Uddin	Uddin Siyam is a backend developer and international student at Sejong University in South Korea, majoring in Computer Science and Engineering. He specializes in building scalable AI-driven applications using Java, Spring Boot, and DevOps practices. As the founder of Aibuddy, he focuses on integrating AI technologies into practical solutions.

8. DISCLAIMER

Sellerket is a blockchain- based global e-commerce convergence platform created to connect sellers and influencers around the world into a single network and establish a new distribution culture. By applying its proprietary blockchain algorithm, A2E (Act to Earn/Product Sales to Earn), Sellerket aims to realize sustainable economic growth in the global e-commerce market and significantly contribute to the global market expansion of small and medium- sized enterprises and local economies. Through the reliability and efficiency of blockchain technology, Sellerket actively leads innovation and development in the global payment industry, minimizing intermediaries between sellers and consumers of products, regional specialties, and tourism products from around the world, while revitalizing regional economies in different countries to build a mutually beneficial economic ecosystem. By introducing blockchain technology into the global e-commerce market, Sellerket seeks to enhance transaction transparency, security, and efficiency.

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- Certain countries may restrict the use or sale of digital assets. Access to Sellerket services may be limited based on local legal frameworks.
- Sellerket reserves the right to amend platform rules, token economics, governance structures, or policies without prior notice, in response to legal or strategic developments.

Thank You