

BitStash Marketplace Whitepaper

The BitStash Marketplace is disrupting the \$5.8 trillion dollar commerce industry one transaction at a time. Providing a decentralized marketplace and cryptocurrency for buyers and sellers. STASH aims to provide a solution to our current inflation problems within commerce.

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Executive Summary

Why, What, How: In finance, there is a natural supply and demand that occurs within commerce. However, overtime the supply curve has been growing at an unprecedented rate. This is what we commonly reference as “inflation”. The reason STASH was created, is to have a cryptocurrency used for transactions that is free from tax and fees that can be utilized anywhere in the world without any restrictions. Fiat currency is the primary form by which nearly 99% of the population uses to complete transactions or induce trade.

STASH can be used as a primary form of payment not only on the BitStash Marketplace, but also integrated to various vendor and supplier websites, eCommerce platforms and soon in-store to accept STASH as a form of payment. We believe overtime STASH will begin to stabilize being used for millions of transactions on a daily basis. Also in this regard, STASH will become a symbol of value. As STASH begins to gain adoption within commerce, we believe the limited supply in nature will provide a reverse effect to our current inflation model.

Overview: BitStash has several products that are being developed to bring cryptocurrency to commerce. The primary product of development has been the STASH token, which is used to facilitate transactions for products, goods and services. Another product that has been developed is the BitStash Marketplace; this is a decentralized platform where users can buy or sell products using STASH. Additionally, BitStash (STASH) is actively developing payment solutions and plugins for businesses and organizations to start accepting STASH or crypto as a form of payment, bridging the gap between commerce and crypto.

Problem: One of the biggest and most predominant issues within commerce and finance is consumers can't buy anything for a penny or even a dollar in most cases. Many years ago, Fiat currency was more valuable and had a limited amount to go around. As the years progress, we see many individuals not only selling, but also buying goods or services while having a difficult time saving (Fiat) money. This is solely caused by our current inflation model.

Solution: Our intention is not to replace Fiat currency, however, we aim to provide a unique approach to creating an ecosystem unattached to the current inflationary model. As we all know, Fiat currency is the foundational currency in which our society operates on a daily basis. BitStash (STASH) provides a reliable, stable and tax-exempt cryptocurrency to enable seamless transactions. A limited supply currency hosting safer transactions in an ecosystem that allows the token holders to have full control of their finances at all times. A limited supply currency in which there is no third party requiring permission to interact with STASH.

Token Economics: The following is related to the STASH token economics. (ICO Finished.)

- Total Supply: 6,000,000,000 STASH
- ICO Price: 0.00000015 ETH - 0.00000025 ETH
- Available to Community: 2,800,000,000 STASH (46.6%)

Privacy: Our members privacy is of the utmost importance. Any information collected by the BitStash Marketplace will not be shared with anyone. We take pride in keeping our users information safe, secure and private. Keep in mind that the payment solutions we create only capture your ETH address and provide proof of payment. Any personal information is not shared or collected by any STASH payment solution or provider. All information is publicly visible via the Ethereum blockchain.

Opportunity: The BitStash Marketplace and STASH token have created a huge opportunity for those already using cryptocurrency as well as those who do not own or know about crypto. STASH is creating products and solutions for existing or newly founded businesses to start accepting cryptocurrency on their website and in-store. There are millions of businesses that want an easy way to accept crypto while maintaining value in relation to the products or services being sold for cryptocurrency. They do not want to be concerned with mining, staking, or any other trends in the industry. Companies that want to accept cryptocurrency need an easy, secure and reliable way to conduct transactions. STASH has proven to be the solution.

Mission: Our mission is provide the highest level of security available to commerce. Introducing new users to the world of blockchain and exactly what the technology is capable of. By creating a real use case for cryptocurrency and enabling billions of people all around the world the to buy or sell products with cryptocurrency, which helps reverse the traditional inflation model.

Disclaimer - This project is a work in progress and is subject to significant change. With that said, any changes are meant to improve the project for our community. All figures are brought as examples and are used for for explanation purposes only. While we make every effort to ensure that all information in this whitepaper is correct, the information herein may be out of date, incomplete, inconsistent, and/or inaccurate and in no way implies a contractual relationship. The material is not professional, financial or investment advice.

Table of Contents

- Executive Summary** **1**

- Market Overview** **5**
 - Differences Between Traditional Commerce & eCommerce 6
 - eCommerce Overview 7
 - Brick & Mortar Overview 8
 - Financial Overview 9
 - Supply & Demand 10

- BitStash (STASH) Solutions** **11**
 - BitStash Marketplace Platform 12
 - eCommerce Payment Plugins 13
 - In-Store Payment Solutions 14
 - Mobile “Tap to Pay” App Solutions 15

- STASH Token** **16**
 - STASH Token Economy 17
 - Token Allocation 18
 - Token Utility 18
 - Why STASH Token 19

- BitStash (STASH) Roadmap** **20**
 - Estimated Development Time & Projections 20

- Disclaimer** **21**
 - Legal & Regulatory 21

- References / Credit** **22**

Market Overview

By definition, “Commerce normally refers to the macroeconomic purchase and sale of goods and services by large organizations at scale. The sale or purchase of a single item by a consumer is defined as a transaction, while commerce refers to all transactions related to the purchase and sale of that item in an economy. Most commerce is conducted internationally and represents the buying and selling of goods between nations.” [\[1\]](#)

The STASH token can be used for both eCommerce platforms and in Traditional Brick & Mortar Commerce. Our primary focus will be on the advancement of both eCommerce and Traditional Commerce. There is a huge demand for both vendors and consumers to save on each transaction that is conducted in-store or online. About 90% of all transaction costs are passed onto the vendor with the consumer unaware of the extra cost running an online or in-store business. These transaction fees are relatively small at 1 - 3.5% per transaction. However, running an in-store business or eCommerce site that is producing more than 100k a month can run a yearly cost of about \$10,000 - \$42,000 just to accept payment for services or products sold online or in-store.

This extra expense could be used to grow the company or organization faster, hire more workers, pay for rent, marketing & advertising, etc. As we further break down earnings year after year based on inflation, the company should expect a 10% yearly growth to stay in business.

Otherwise, the business could be at risk of running out of capital. Take a moment to review the differences between Traditional Commerce & eCommerce below.

Differences Between Traditional Commerce & eCommerce

Traditional Commerce	eCommerce
Heavy dependency on information exchange from person to person.	Information sharing is made easy via electronic communication channels making little dependency on person to person information exchange.
Communication/ transaction are done in synchronous way. Manual intervention is required for each communication or transaction.	Communication or transaction can be done in asynchronous way. Electronics system automatically handles when to pass communication to required person or do the transactions.
It is difficult to establish and maintain standard practices in traditional commerce.	A uniform strategy can be easily established and maintain in e-commerce.
Communications of business depends upon individual skills.	In eCommerce or Electronic Market, there is no human intervention.
Unavailability of a uniform platform as traditional commerce depends heavily on personal communication.	eCommerce website provides user a platform where all information is available at one place.
No uniform platform for information sharing as it depends heavily on personal communication.	eCommerce provides a universal platform to support commercial / business activities across the globe.

[\[2\]](#)

eCommerce Overview

As we can see from the diagram above there are some huge benefits to running an eCommerce business opposed to having an in-store or Traditional Commerce business. On the other hand, eCommerce businesses are not free from day to day struggles and still require some finesse to acquire customers or to get what is called the “flywheel” to start naturally. There are plenty of extremely successful eCommerce platforms we can learn from. For example, Amazon, eBay, Catch, MyDeal, Etsy, Alibaba, GraysOnline, Tmall, JD.com are industry leaders. All of these eCommerce platforms and Marketplaces have several things in common however, the most important thing that each of these organizations share is they are all consumer obsessed. This obsession drives their development further and provides a continued advancement of services.



Above we can see the worldwide eCommerce revenue on average per shopper online. [\[3\]](#)

Brick & Mortar Overview

While running an eCommerce platform may have its inherent benefits, Brick & Mortar or In-Store locations are necessary and will always be around to provide “instant” satisfaction or exchange for products, services, and goods. Imagine how strange it would be to have your Starbucks coffee delivered rather than being able to grab it when you want it or while it's still hot. Brick & Mortar businesses might change year after year and automation may be around the corner, but for the most part, these traditional places of commerce are here to stay for the time being.

There are various industries that only offer services in-person or in-store that could also benefit from a payment solution such as STASH. Providing store owners and service providers with a custom QR Code that would allow for instant and seamless transactions in STASH. As the network evolves and continued development takes place, we aim to provide additional solutions including a “Tap to Pay” payment solution, Point of Sale system, or integrations to existing point of sale systems already being used at these locations.

Some industries of interest that we are exploring solutions for include the following:

General Merchandise, Clothing & Apparel, Food & Farm Products, Service Professionals, Entertainment Industries, Concerts & Events, Bars & Clubs, Cannabis & Medical Marijuana, B2B Businesses, Consultants, Delivery Services, Hardware Stores, Restaurants, and other industries. All of these industries could benefit by using STASH as a form of payment for their products, goods or services.

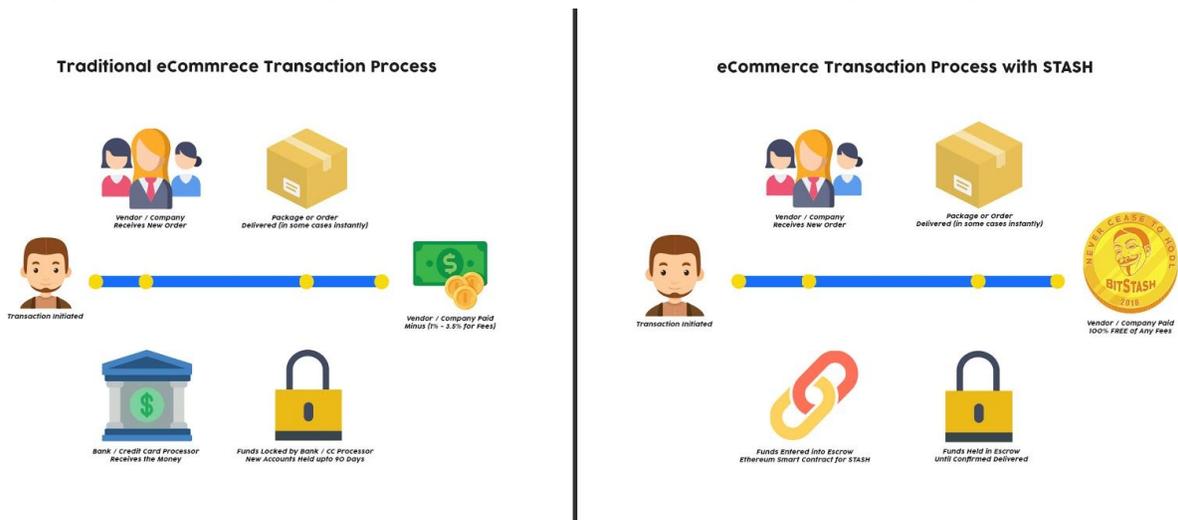
Financial Overview

Running a barebones marketplace or eCommerce platform doesn't take much funding to have everything up and running. Servers nowadays are very inexpensive and can be setup on various platforms to get started right away. However, just because a barebones setup might be able to turn a profit, it probably wouldn't be a staple in the industry. To have a real impact in Commerce or eCommerce, companies need to be set apart from the pack, have solid inventory, unbeatable pricing, partnerships with manufacturers, an easy to use platform, quality customer service and a team of driven individuals to keep things moving forward.

General Expenses for Operating a Fully Rounded Marketplace (Yearly):

- **Servers:** \$50 - \$12,500+
- **Team & Support:** \$0 - \$85,000+
- **Office Space:** \$0 - \$24,000+
- **Credit Card Processor:** \$1 - \$45,000+
- **Inventory Storage:** \$0 - \$12,000+
- **Partnerships & Integrations:** \$0 - \$150,000+
- **Marketing & Advertising:** \$0 - \$50,000+
- **Private Label Products:** \$0 - \$20,000+

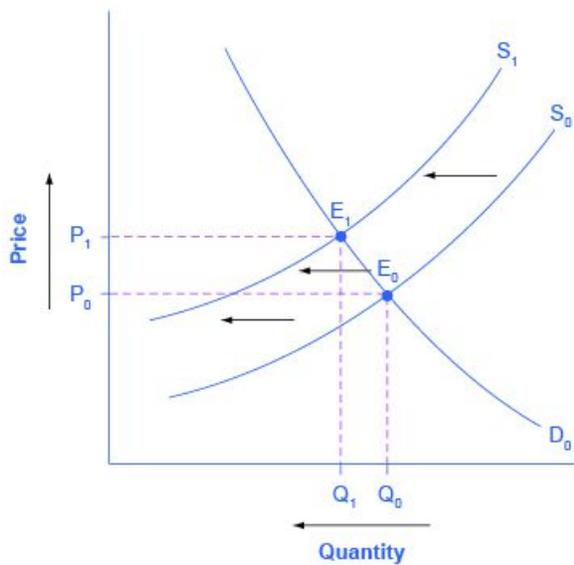
Note: These are general expenses and do not signify a requirement to be a successful marketplace or eCommerce platform. The above example is in a range and expected increase.



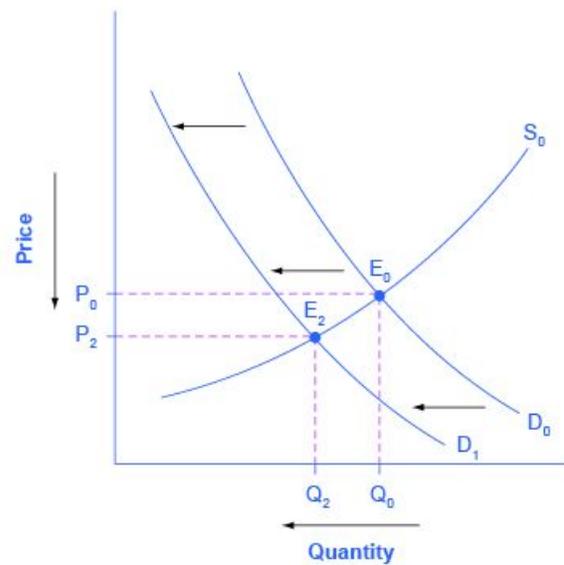
Above we can see the difference in Traditional eCommerce payment vs payment with STASH.

Supply & Demand

The supply or quantity demanded is in exact relation to any given items price. This is true across the board for just about everything in life we put a price on. Lower the amount available with a high demand will produce an item with a higher price. Alternatively, an item that has a large amount available with a low demand will induce a lower item price. The graph below shows market equilibrium experiencing a shift in supply and a shift in demand.



(a) Shift in supply



(b) Shift in demand

[4]

The STASH token is a cryptocurrency with a limited supply, there is only 6,000,000,000 STASH available and no more will ever be created. To put this in perspective, this is less than the entire world population currently. STASH is a cryptocurrency that is used to facilitate any transaction worldwide in a matter of seconds 100% free of any fees. BitStash believes that this new form of payment will create a significant market demand and a use case for billions of people anywhere in the world. With this change, we also believe we can reverse the inevitable inflation and reduced value by most traditional Fiat currencies.

BitStash (STASH) Solutions

We are currently creating solutions in which STASH can be used in the developing world without restrictions. We encourage third party development on STASH as we start to roll out our planned solutions for STASH. BitStash is a community based project and is driven by our community support and development. As both Commerce and eCommerce develop, we are seeing a demand for new technology and better solutions to enter the marketplace. Just as Google, Apple, Square and others have started to develop this space to interact seamlessly in our daily lives. STASH aims to bridge the gap that cryptocurrency is lacking in terms of development into better payment technology and adaptability. STASH is proposing a new way to conduct transactions through the use of Mobile Applications, Blockchain, IoT, NFC and other means of communication. The first initiative is to create a marketplace solution that can be used by anyone anywhere in the world to purchase products, services, or goods via the STASH token. This is considered our flagship solution to show the success of both our consumers and vendors on the marketplace.

As development progresses in relation to our Roadmap and Estimated Development Time, more solutions will begin to be rolled out as planned. Currently, BitStash is working on completing the development of our in-house eCommerce Payment Solution and aims to have our first set of Payment Solutions to be live by Summer 2019. Additionally, BitStash plans to have the official mobile application launched soon. Users will be able to store STASH on their mobile phones and complete payment in select stores via QR codes before rolling out the “Tap to Pay” mobile and in-store payment solutions with STASH.

BitStash Marketplace Platform

The BitStash Marketplace is currently live in Alpha / Beta testing and can be used to buy or sell products, services, or goods in the available categories. The marketplace is our flagship location to primarily test and see the results that can be obtained by using our payment solutions. At the time of writing, there is currently 1,500+ products that can be purchased with the STASH token / cryptocurrency. New products are being added on a regular basis as BitStash is acquiring vendors naturally. Once our partnership milestone is reached, BitStash will start partnering with select brands on the marketplace to offer more products at better prices in the near future.

Each transaction on the BitStash Marketplace is sent into an Escrow Smart Contract, which can only be released by the purchaser. This record of events is captured within our payment solution and passed along to the vendor as a new transaction / order. Once the vendor has completed delivery and supplied tracking information (if applicable) and received by the purchaser, funds are then released to the appropriate party.

Just like any marketplace, the BitStash Marketplace aims to be a safe and secure place to conduct transactions while purchasing products. We have created an in-depth terms and conditions agreement for both vendors and consumers as well as having a well versed return policy for missing or damaged products.

After initially launching the BitStash Marketplace and going live with the Alpha / Beta platform, we have acquired over two thousand new accounts in just a few days after the launch. Already, we are able to see the demand for purchasing products with Cryptocurrency begin to trend.

eCommerce Payment Plugins

In addition to the BitStash Marketplace, we are developing payment solutions required to facilitate eCommerce payments on our platform and others. As mentioned, the BitStash Marketplace is a flagship eCommerce platform to show exactly how a business can operate 100% entirely with STASH.

Updated eCommerce Payment Solution Interface (being tested and developed). The below image is an example of the user interface for making payments in STASH and will regularly be updated.



The image on the left shows what a customer will see after entering in their shipping and contact information.

It will tally up the order total, shipping cost and any other fees eCommerce owners can set. In addition to that the price in STASH is calculated in real time based on the current trading price of STASH. The payment solution also checks to ensure that MetaMask has been installed to easily transact or send STASH to complete payment. Alternatively you can also pay with

STASH via third party wallets that you can include transaction data (easiest and recommended method is with MetaMask). Currently, STASH is focused on developing these payment solutions for various platforms. Solutions for the following are being explored; WordPress / WooCommerce, Shopify, Magento, OpenCart and other eCommerce platforms. Allowing for a completely fee-less payment solution to be integrated onto millions of eCommerce stores.

In-Store Payment Solutions

Having in-store payment options with STASH will be a significant accomplishment for everyone, especially those holding STASH as there will soon be an additional use case. The method in which vendors and consumers will transact with each other will be 100% on the blockchain and every transaction captured will be act as a record of purchase when a transaction is being completed between the vendor and consumer.

All vendors that are a part of the BitStash ecosystem will be required to submit an application to be a part of the network within the BitStash Marketplace. On the application, we will collect their ETH address which will be used as payment for goods or services purchased as well as sending STASH that has been received for each transaction. In order for vendors to receive STASH, they will be supplied with a QR code that can be scanned and used for a fast transactions utilizing STASH.

STASH is currently compatible with 33 different wallet providers and will soon be compatible with just about any cryptocurrency wallet. Some of our wallet providers include; Trust Wallet, Ledger Nano S, MyEtherWallet, Trezor, Edge, MetaMask, Lykke Wallet, Enjin Wallet, IAME Wallet, MoonWallet, Ellipal, Balance and imToken wallet just to name a few. All users will be able to store their STASH tokens via any of our compatible wallets to use for making purchases from any vendor that is integrated with STASH. By BitStash enabling in-store payment solutions, we will have the opportunity to greatly increase awareness of BitStash Marketplace making STASH a well recognized form of value exchange for goods. Our initial target to launch the in-store payment solutions will be within the United States and will expand to other countries.

Mobile “Tap to Pay” App Solutions

As Traditional commerce and eCommerce progress into a more technically advanced era, Tap to Pay features will have greater demand. Allowing all users to have a frictionless experience upon checkout utilizing the STASH Token Tap to Pay feature. Ultimately, this will replace the need for consumers to hold paper money (Fiat currencies) or credit and debit cards. Instead, all you will need is your mobile phone and an internet connection. The innovation of NFC (Near Field Communication) will assist in enabling current and future holders of STASH tokens to perform faster and safer transactions by using “Tap to Pay” solutions.

Near Field Communication allows for the simple exchange of data between two smart devices through the action of physical touch. All that is required is an initiator and the target for the transmission of data between the devices to take place. Once the mobile device is placed within 4 centimeters of the target, the initiator will generate a radio frequency field to the target. The target instantly receives the radio frequency field and all of the transactional data that is contained within. BitStash “Tap to Pay” will work hand in hand with our BitStash Mobile Application. The BitStash Mobile Application will need to be opened to allow access to the target. In the BitStash Application, users will be able to view their STASH Token balances as well as past and pending transaction history. Utilizing the BitStash “Tap to Pay” solution as a vendor, they will have the ability to view analytical data in terms of insights and additional details through the vendor dashboard. The dashboard can be accessed by logging in with the username and password that was set up during the vendor application process. Upon completion of the transaction, the consumer will receive a push notification in real time notifying them of their purchase. Along with an inclusive record of the purchased items for future reference / returns.

STASH Token

The STASH token was created on May 7th, 2018. Since the inception of STASH, a lot has evolved in terms of what exactly the purpose or use for STASH would be. To this day, the primary use of STASH is for conducting transactions within the BitStash Marketplace and on the blockchain. These transactions can be used for products, goods, services, or anything that someone is willing to purchase. The total supply of STASH is limited to a finite number of only 6,000,000,000 STASH, additionally there will be no more tokens created. STASH by design, is a decentralized currency where there is no one central point of control or manipulation which allows for a fair, free and open currency for anyone anywhere in the world to use or be apart of.

STASH is not a statement, however an additional option to our digital lives. A new normal where users can effortlessly send or receive cryptocurrency on a daily basis for anything that can be imagined. BitStash is enabling the developing world, the opportunity to use alternative currencies as well as the already developed world to have the same opportunities and benefits of being able to transact with cryptocurrency alternative to Fiat currencies.

Within the next few years as the development of STASH continues, several solutions will be created and presented to the public bridging the gap between digital currency, physical products and services. By doing so, BitStash Marketplace and the STASH token will be establishing a more trustworthy ecosystem for vendors and consumers. Merchants across the globe will benefit from having a simplistic and easy to use mechanism for receiving border-less payments in cryptocurrency and more specifically, STASH.

STASH Token Economy

BitStash (STASH) is creating an economy fueled and driven by the community. Like many other token economies, STASH can be used as a method of systematic reinforcement, for example bad actors are punished where as positive activity is rewarded. In a decentralized eco-system or economy, there needs to be an active community interacting with each other on various mediums that the STASH token is integrated with. In order to get new users or members to be a part of STASH, we are developing an incentive program where new users can earn a small portion of STASH just for joining via airdrops, completing tasks or taking part in bounty programs. Additionally, STASH is also creating alternative methods in which users can be rewarded for being active and using the platform.

The primary focus for BitStash (STASH) is to integrate the STASH cryptocurrency into the daily lives of users worldwide. This includes commerce, trade, bills, employment, insurance and various other areas that can all start incorporating the use of STASH within their pre-existing platforms. BitStash is all about automation, the products and solutions being developed will be 100% automated and will not require any human intervention for verification.

We envision a future where just as we have evolved in the past from using clay coins to paper money, we have created a revolutionary cryptocurrency that anyone around the world can trust and ensure its inherent value. At the same time being insusceptible to theft. That is virtual, light, untraceable, fast, easily exchangeable into any currency and that can be used to purchase both tangible and digital products. This is the future and BitStash (STASH) is doing everything it can to make this a reality for billions of people all around the world.

Token Allocation

The supply of STASH is fixed to 6,000,000,000 STASH. The following diagrams and graphs indicate the percentage and amount that has been allocated to the respective categories.

Additionally tokens currently not circulating in supply are locked until November 2019.



Token Utility

The STASH Token is used for daily transactions between vendors and consumers. Currently the STASH token is used mainly via our online flagship marketplace, the BitStash Marketplace. Within the upcoming years, the BitStash team will be providing additional solutions to further enable business owners, service providers, wholesalers, retailers and more to accept STASH. Any developer can easily install plugins created by BitStash allowing for integration onto various types of eCommerce platforms to start receiving STASH as a form of payment. All transactions on the BitStash Marketplace will first go through our secure escrow provided by smart contracts. STASH can also be used for collecting embedded data within each transaction to show reference as proof of purchase or serve as a record of sale. This data can be used for various things such as reporting expenses for items purchased, or even to create monthly statements. These are just a few of the utilities being implemented out of a wide array that we have found already for STASH.

Why STASH Token

STASH is positioned to be the primary cryptocurrency used for transactions all over the world both online and in-store. Once our solutions have been released to the marketplace it's a clear choice that STASH will be the easiest, fastest, and most secure method in which to transact.

Unlike most popular cryptocurrencies STASH will be providing additional products or solutions to the ecosystem / network, aside from the already mentioned solutions above. These solutions might consist of directories showing which local stores or websites accepting STASH.

As time continues and demand for such solutions becomes relevant we will begin development in this area ensuring that BitStash (STASH) remains a clear choice when it comes to cryptocurrencies and overall ease of use.

By using the the STASH token for transactions you are creating a transaction record on the blockchain between both parties. No longer will you need to keep track all of your receipts or invoices when buying things as it is all stored for your reference on the blockchain.

100% FREE of any fees or taxes, when sending STASH to anyone it will only cost a small amount of wei which is required as gas on the Ethereum Blockchain to send ERC-20 tokens. In this regard, STASH is not charging any additional fees or taxes to host transactions on the network. As blockchain technology continues to grow STASH is also looking into creating its own chain removing all fees that are currently associated with STASH.

STASH is a cashless, cardless, trustless, and permissionless way to buy or sell anything.

BitStash (STASH) Roadmap

In the following section will reference the current roadmap for BitStash (STASH). It is important to keep in mind that the dates being displayed are projected completion dates and are subject to change. The dates have been set based on our current development rate and progress.

Estimated Development Time & Projections

- **December 2017 (Completed)**
BitStash (STASH) was Founded.
- **July 2018 (Completed)**
BitStash (STASH) ICO / Crowdsale & Release of STASH token.
- **September 2018 (Completed)**
Complete development & launch of the BitStash Marketplace.
- **January 2019 - Present (Started)**
Marketing and advertising of the BitStash Marketplace.
- **January 2019 - Present (Started)**
BitStash is currently searching for brand and product supplier partnerships.
- **Summer 2019 (In Progress)**
Development of first payment solution / plugin for eCommerce stores to accept STASH.
- **Spring 2020 (In Progress)**
In-store payment solutions provided by QR code.
- **Summer 2020 (In Progress)**
Release of the BitStash (STASH) mobile application for Android & iOS devices.
- **December 2020 (In Progress)**
Tap to Pay solutions integrated with the BitStash (STASH) mobile app for fast & easy payment in-store and online.
- **December 2021 (In Progress)**
Reach 2+ million in overall sales on the BitStash Marketplace.
- **December 2021 (In Progress)**
As development continues on BitStash (STASH) more solutions will be created.

Disclaimer

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Legal & Regulatory

This whitepaper shall not and cannot be construed as an invitation to enter into an investment. It does not constitute or relate in any way nor should it be considered as an offering of securities in any jurisdiction. This whitepaper does not include or contain any information or indication that may be considered as a recommendation or that might be used as a basis for any investment decision. STASH tokens are utility tokens which can be used only within the BitStash ecosystem and are not intended to be used as an investment. The offering of STASH tokens on a trading platform is enabled in order to allow the use of the STASH token and not for speculative purposes. The offering of STASH tokens on a trading platform does not change the legal qualification of the tokens, which remain a simple means for the use of the BitStash platform and are not a security.

BitStash Marketplace is not to be considered as an advisor in any legal, tax or financial matters. Any information within the whitepaper is provided for general information purposes

only and BitStash does not provide any warranty as to the accuracy and completeness of this information. BitStash is not a financial intermediary according to international law and is not required to obtain any authorization for AML purposes. Acquiring STASH tokens shall not grant any right or influence over the BitStash organization and / or governance to the purchasers.

Regulatory authorities are carefully scrutinizing businesses and operations associated with cryptocurrencies around the world. In that respect, regulatory measures, investigations or regulatory actions may impact BitStash's business and even limit or prevent it from developing its operations in the future. Any person undertaking to acquire STASH tokens must be aware of the BitStash business model. The whitepaper or Terms and Conditions may change or need to be modified because of new regulatory and / or compliance requirements ensuing from applicable laws in any jurisdictions.

References / Credit

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