

**BLOCKCHAIN
E-COMMERCE?
THE NEXT BLUE OCEAN**

MIKE MICHELINI



红海 red sea

蓝海 blue sea

THE NOW: 'WEB2'



**Business name &
address**



**Mobile or
telephone number**



**Chargeable credit
card & valid bank
account**



Tax information
[What does this
mean?](#)

Legal name

[What is a legal name?](#)

Lia Luisa Castillo

Seller agreement

I have read and accepted the terms and conditions of the [Amazon Services Business Solutions Agreement](#)

If you are an international seller, read [this important information](#)

YOU ARE A USER.



A chessboard with pieces is shown in the foreground, with a robot arm visible in the background. The text "YOU ARE A PAWN." is overlaid on the image.

YOU ARE A PAWN.

A chessboard is shown from a high-angle perspective, with a person's hand visible in the background. The chessboard has a checkered pattern and several pieces are placed on it. The text "YOU ARE A PAWN." is overlaid in the center of the image.

**YOU
ARE
A PAWN.**



kdp.amazon.com/en_US/terminated



[Your Account](#)



[Bookshelf](#)

[Reports](#)

[Community](#)

[Marketing](#)

This account has been closed

If you believe your account was closed in error, please [Contact Us](#)



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KDP Select

Earn more money and reach new readers

KDP Com

Connect w and follow

Instagram

Error

Your account has been disabled for violating our terms. Learn how you may be able to restore your account.

To download the data you've shared on Instagram, log in to [instagram.com](https://www.instagram.com) on a browser instead of the app.

Cancel

Learn More

 Continue as

Don't have an account? [Sign Up](#)

help.instagram.com

My Instagram Account Was Deactivated

If you believe your account was deactivated by mistake, please provide the following information so we can investigate.

Please only submit this form if your account was deactivated for not following Instagram's [Community Guidelines](#) and you believe this was a mistake. If you can't access your account for a different reason, please return to the [Help Center](#) to find the appropriate place to report your issue.

Full name

Your email

Email address listed on your Instagram account

Your Instagram Username

[ex: If the link to your Instagram account is [instagram.com/\[username\]](https://www.instagram.com/username) please enter "username" here]

Your mobile number

Please let us know why you're appealing the decision to permanently deactivate this account:

Send



Your account has been permanently disabled because it didn't follow our [Community Guidelines](#). This decision can't be reversed either because we've already reviewed it, or because 180 days have passed since your account was disabled. [Learn more about why we disable accounts in our Community Guidelines.](#)

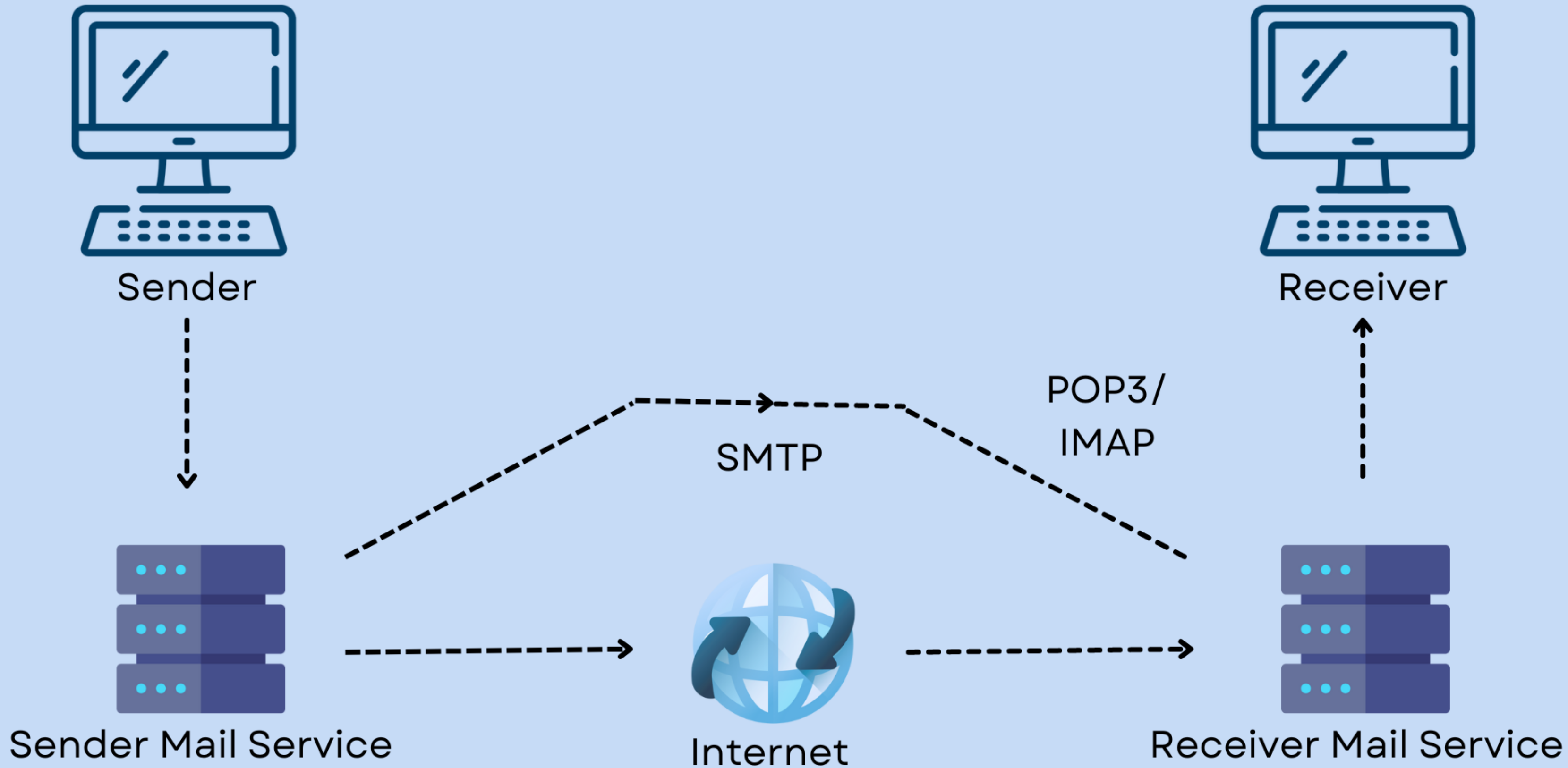


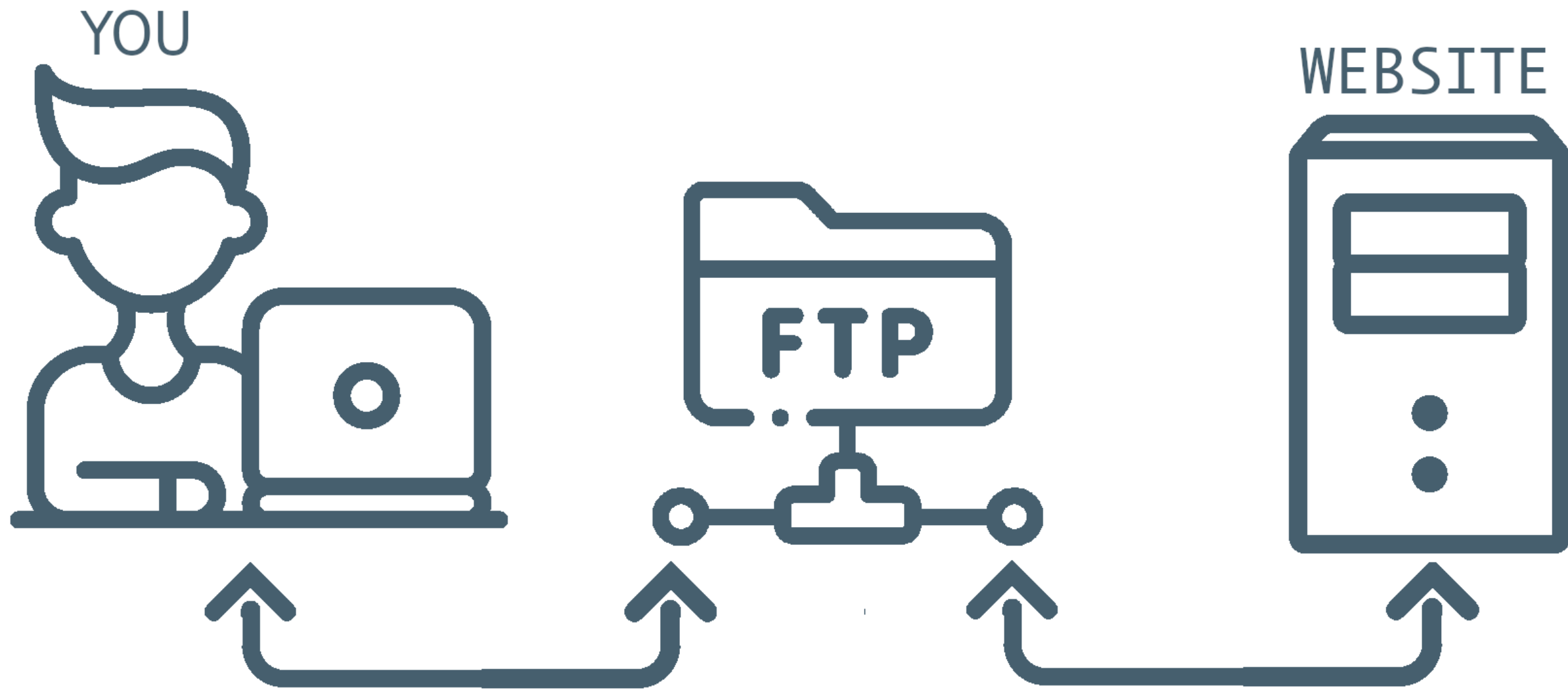


IS THERE ANY HOPE?

PROTOCOL

A person is silhouetted against a bright, hazy sky in a vast, cracked desert landscape. The person is standing on a cracked, dry earth surface, and their shadow is cast long and dark on the ground. The background features rolling sand dunes and jagged rock formations under a bright, low sun, creating a warm, golden glow. The word "PROTOCOL" is overlaid in large, bold, black capital letters across the center of the image.





Download File
Upload Files
Delete Files
Rename File
...etc...

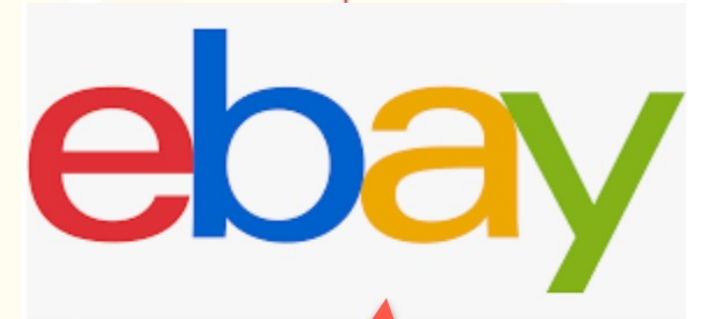
An underwater scene featuring a diver in the foreground and a vibrant coral reef in the background. The water is clear and blue, with sunlight filtering through from above. The diver is wearing a mask and a tank, and is positioned in the lower left quadrant. The coral reef is diverse and colorful, with various species of coral and sea anemones. The overall atmosphere is serene and natural.

ECOMMERCE PROTOCOL

buyer seller



buyer seller buyer seller buyer seller buyer seller



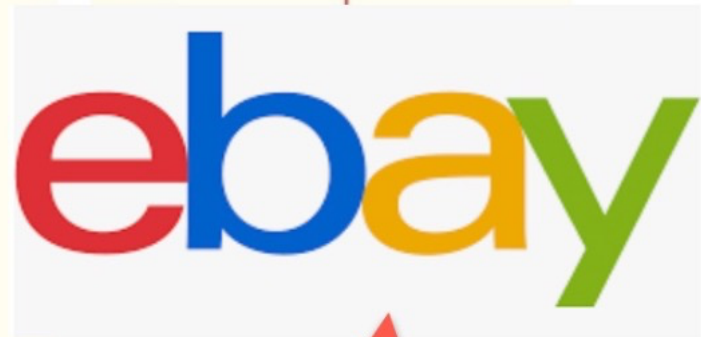
A dramatic scene from a video game. A large, red, scaly dragon is breathing a stream of fire from its mouth. The fire is bright orange and yellow, with sparks falling. In the foreground, two characters are visible: one standing on the left, looking towards the dragon, and another crouching on the right. The ground is rocky and uneven. The overall scene is set in a dark, atmospheric environment.

BANNED ON AMAZON?



buyer seller

buyer seller buyer seller buyer seller



Ecommerce Protocol

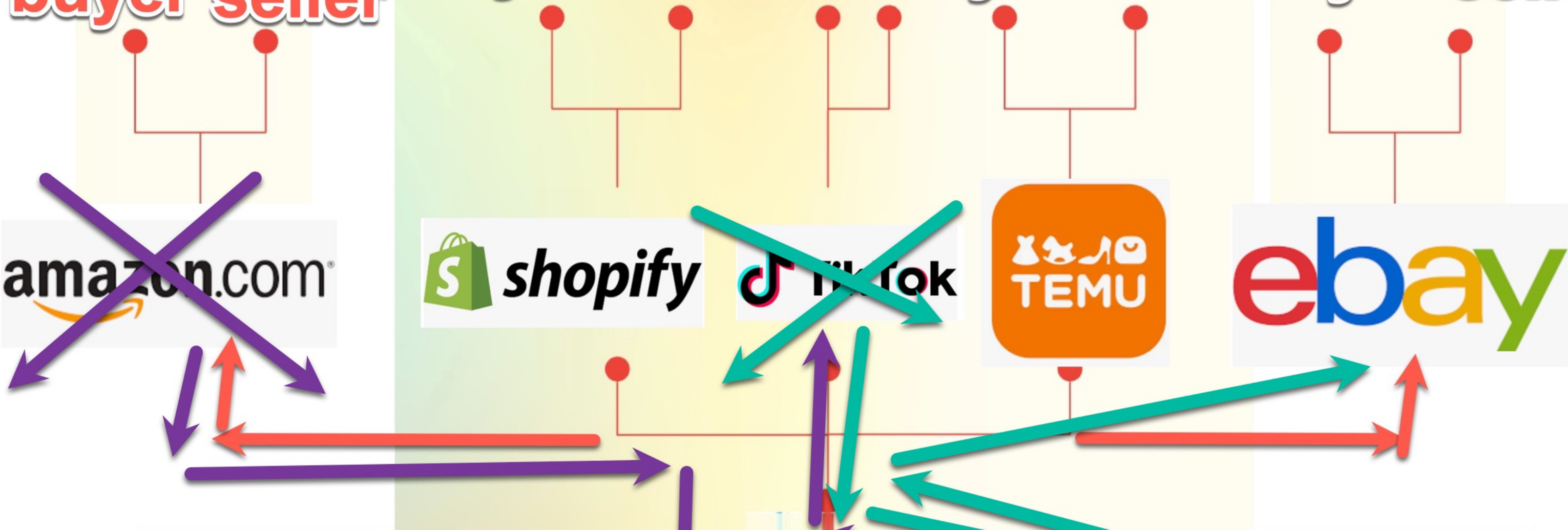
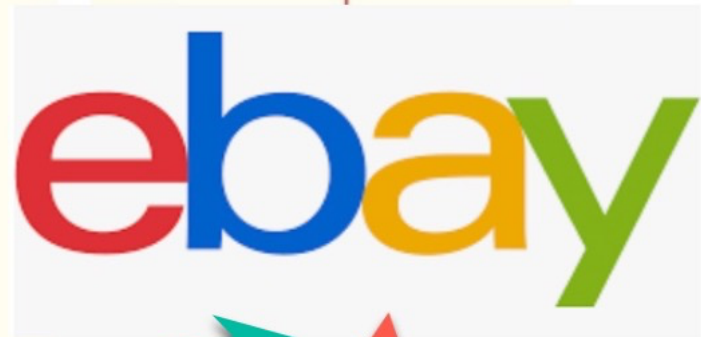
(holding the: transaction data, usernames, product data)

A desert landscape with sand dunes and a forest of tall, thin trees under a hazy sky. The scene is bathed in a warm, golden light, suggesting a sunset or sunrise. The sand dunes are smooth and undulating, leading the eye towards a dense line of tall, thin trees in the distance. The sky is filled with soft, wispy clouds, and the overall atmosphere is serene and somewhat ethereal.

BANNED ON TIKTOK?

buyer seller

buyer seller buyer seller buyer seller



A dramatic landscape with a volcano erupting in the background, a person silhouetted in the foreground, and a large glowing arch of light in the sky. The scene is filled with vibrant orange, red, and yellow hues, suggesting a sunset or a volcanic eruption. The text is centered in the middle of the image.

**WHERE DOES THE DATA
GO?**

buyer seller

buyer seller buyer seller buyer seller

CREATE account,
Make a Listing,
Get Customers

amazon.com

shopify

TikTok

TEMU

ebay

Ecommerce Protocol

(holding the:
transaction data,
usernames,
product data)



QUESTION:

WILL WEB2 ECOMM PLATFORMS

JOIN A PROTOCOL?

TELEPHONE TRUST TO DISSOLVE, GIVING UP WESTERN UNION CONTROL

Wilson Gratified by Company's Course; Will Help to Build Up Country's Business

THE WHITE HOUSE, WASHINGTON, D. C., Dec. 19, 1913.

My Dear Mr. Attorney General:—

Thank you for letting me see the letter from the American Telegraph and Telephone Company. It is very gratifying that the company should thus volunteer to adjust its business to the conditions of competition.

I gain the impression more and more from week to week that the business men of the country are sincerely desirous of conforming with the law, and it is very gratifying, indeed, to have occasion, as in this instance, to deal with them in complete frankness and to be able to show them that all we desire is an opportunity to co-operate with them. So long as we are dealt with in this spirit, we can help to build up the business of the country upon sound and permanent lines.

Cordially and sincerely yours, **WOODROW WILSON.**

Hon. James C. McReynolds,
The Attorney General.

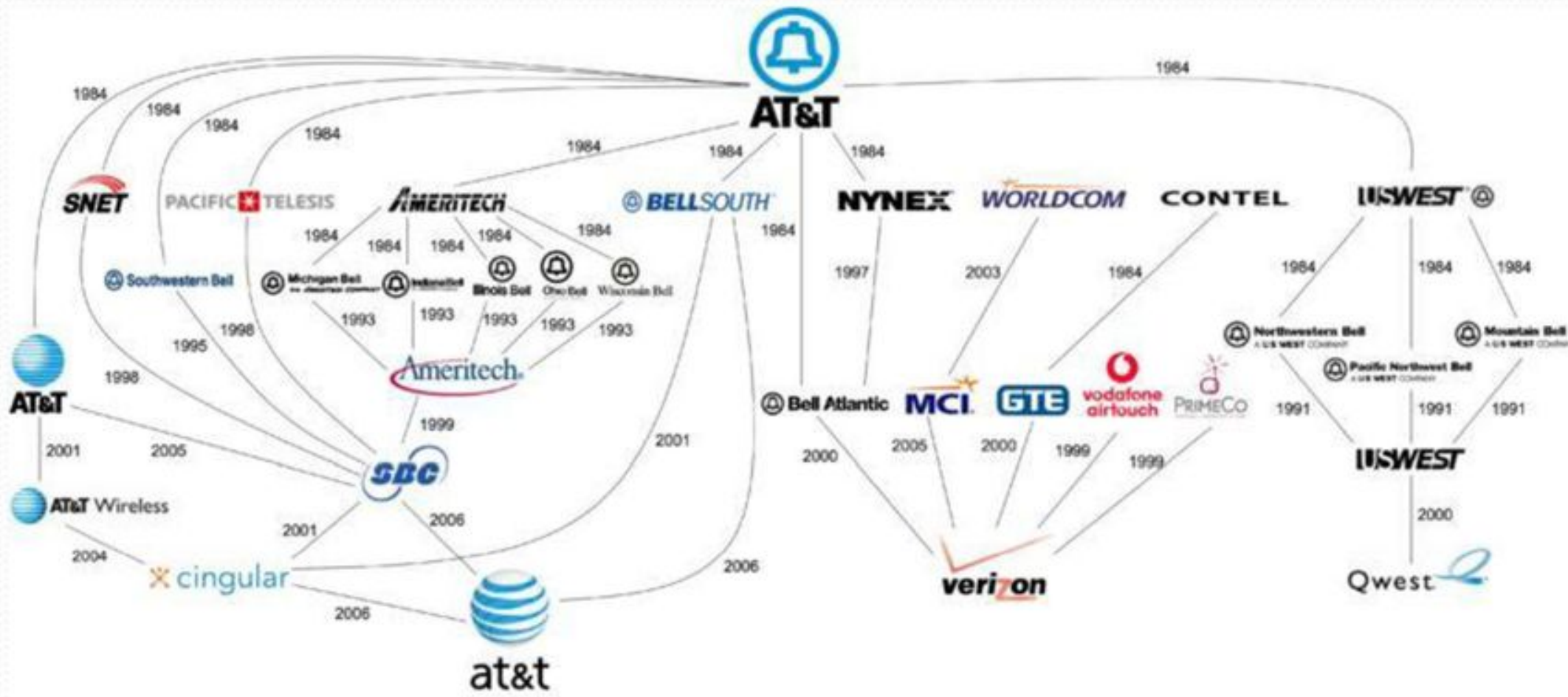
Government Accepts
an Offer of Com-
plete Separation.

VICTORY WITHOUT SUIT

Pleases Wilson, Who Sees in It
a Step Toward Building Up
Business on Sound Basis.

TO THROW OPEN TRUNK LINES

AT&T Before and After the Break-up





**ABUNDANCE: REWARDS,
INCENTIVES, COMMUNITY**





USING DEFI, NFT TECH FOR ECOMMERCE

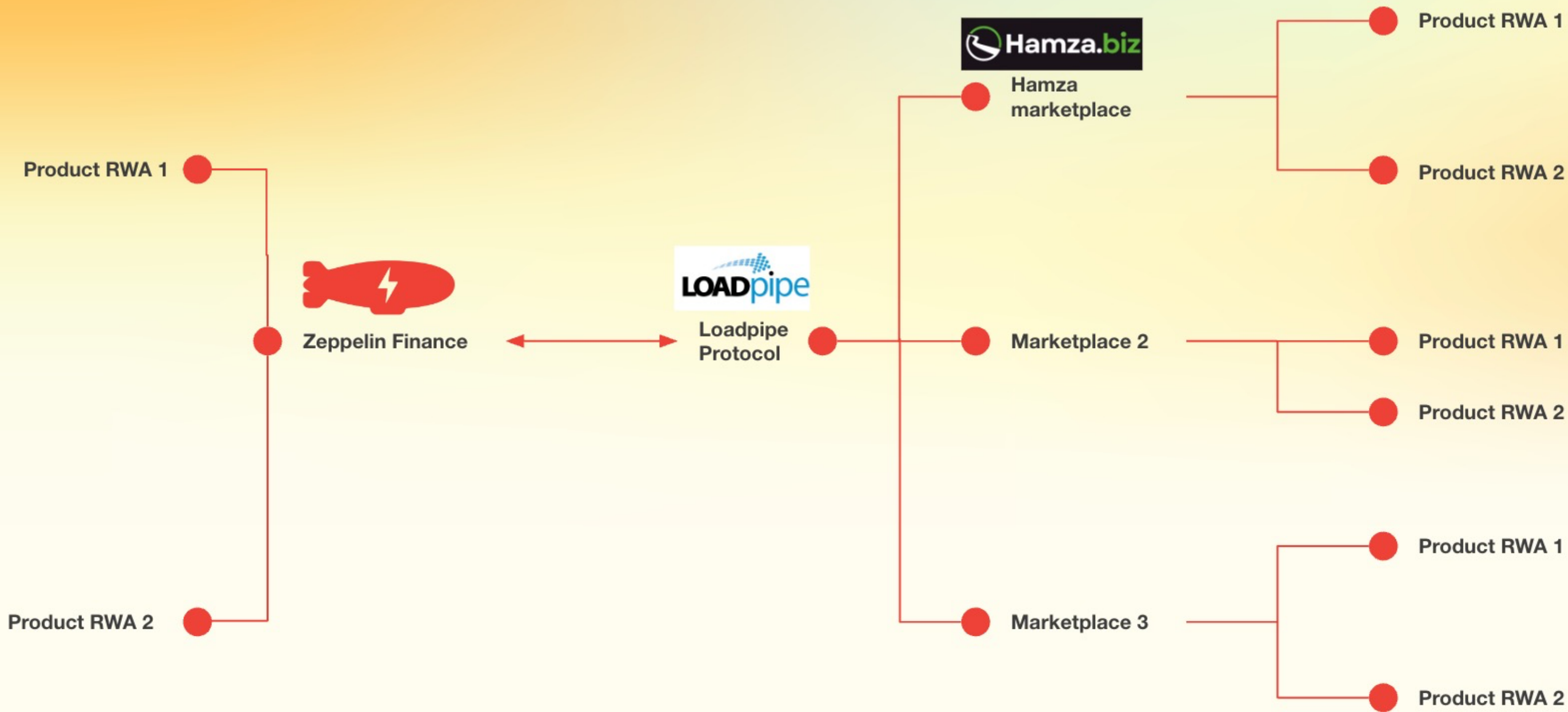
INSTEAD OF MONKEY PICTURES, WE USE IT FOR PHYSICAL PRODUCTS

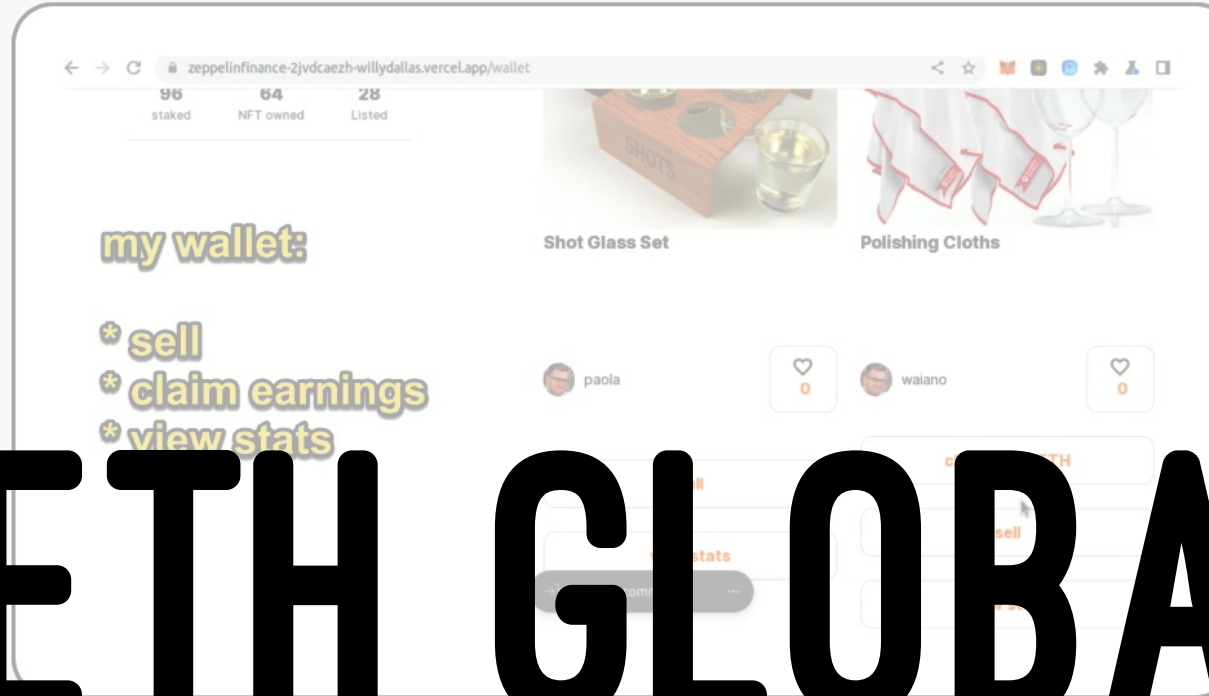
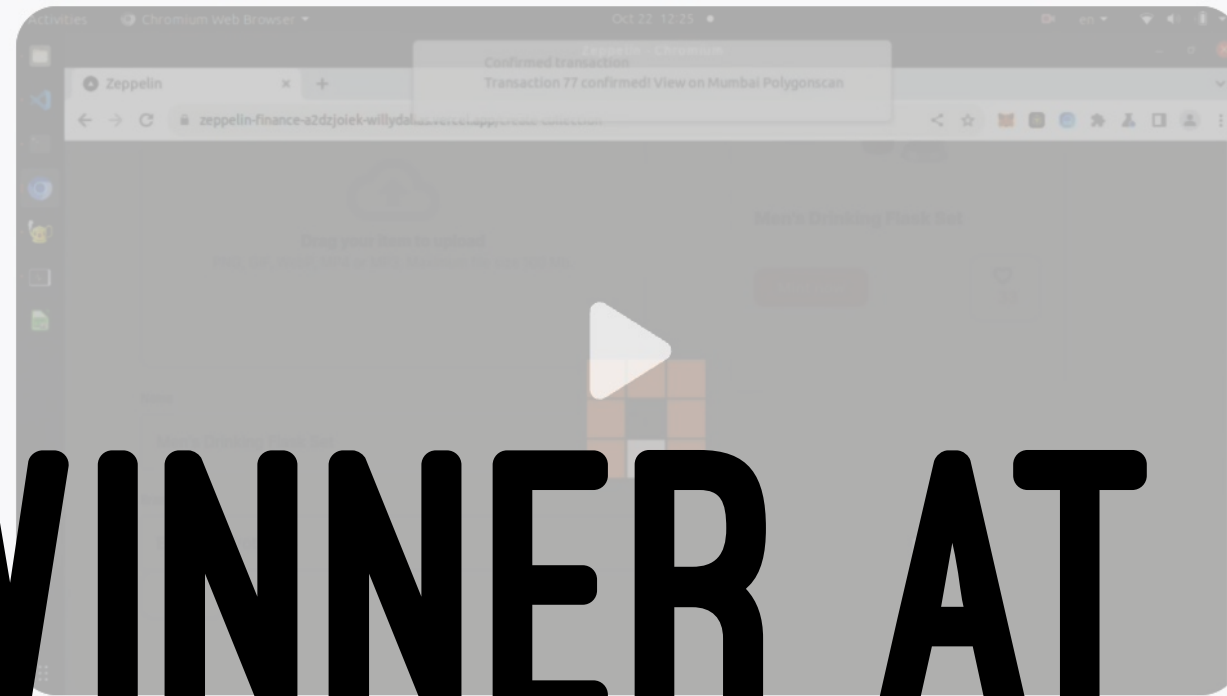




**JOIN US
IN THIS NEW WORLD**

Ecosystem





WINNER AT ETH GLOBAL HACKATHON

ZeppelinFinance

Defi NFT financing RWA platform for ecommerce businesses to empower the community to support their growth while also winning and growing together.

Live Demo

Source Code

Project Description

With the Zeppelin Finance RWA NFT platform, ecommerce businesses can empower the community to support their growth while also winning and growing together.

This is what web3 is all about, and with Zeppelin Finance, we provide the tools and platform to tap into that powerful force.

ZeppelinFinance

WINNER OF

- Polygon — Best Use of zkEVM
- Tableland — Prize Pool
- Scroll — Pool Prize

ACCEPT OUR GIFT



THANKS!

SLIDES: MIKESBLOG.COM/

LOADPIPE

APPENDIX

The background is a complex, futuristic scene with a teal and blue color palette. It features various mechanical and organic-looking structures, including large circular lights and intricate piping. The overall atmosphere is one of advanced technology and digital space.

WEB3 PROMISE

YOU OWN YOUR WALLET AND IDENTITY AND CONTENT.

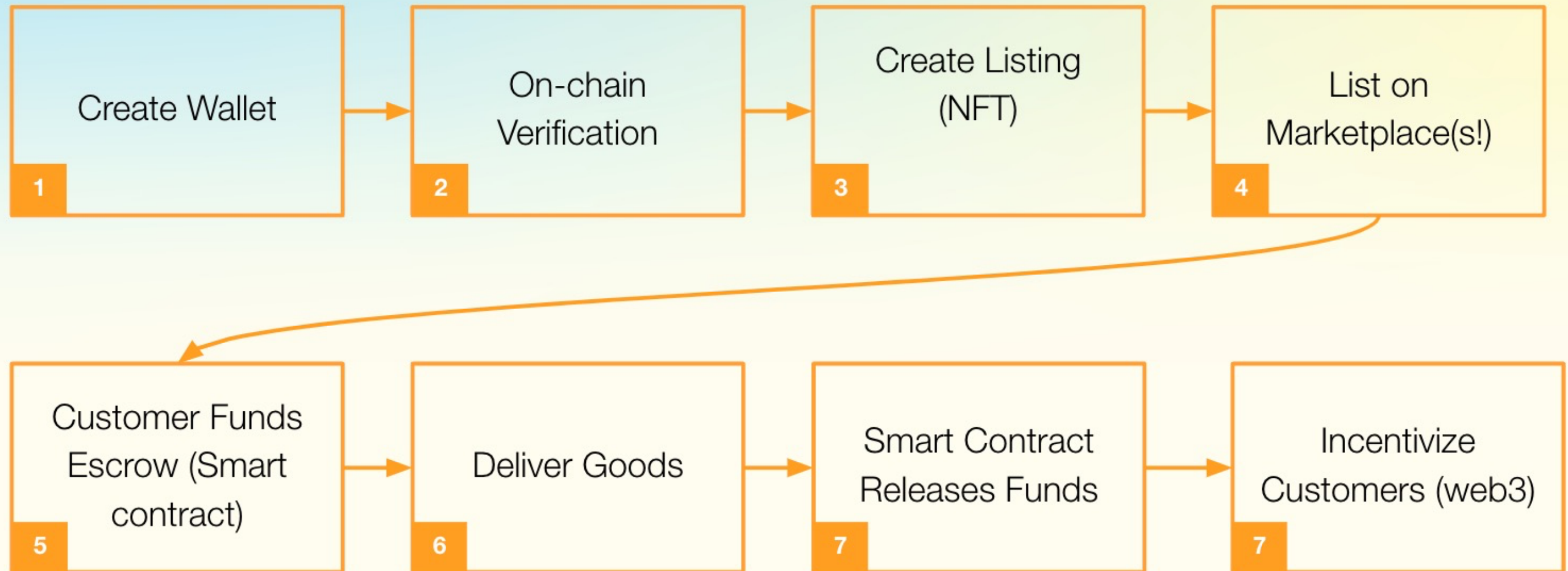
PUBLIC LEDGER

BECAUSE PUBLIC. TRUST IS OPEN



**BUT HOW FOR E-
COMMERCE?**

Flow - Seller side



A desert landscape with sand dunes under a clear sky. In the foreground, there is a large pile of mechanical parts, including gears and bearings, on the left. A stack of metal discs is on the left side. A single coin lies on the cracked, dry ground in the center. The text "CREATE A WALLET" is overlaid in the center in a bold, black, sans-serif font.

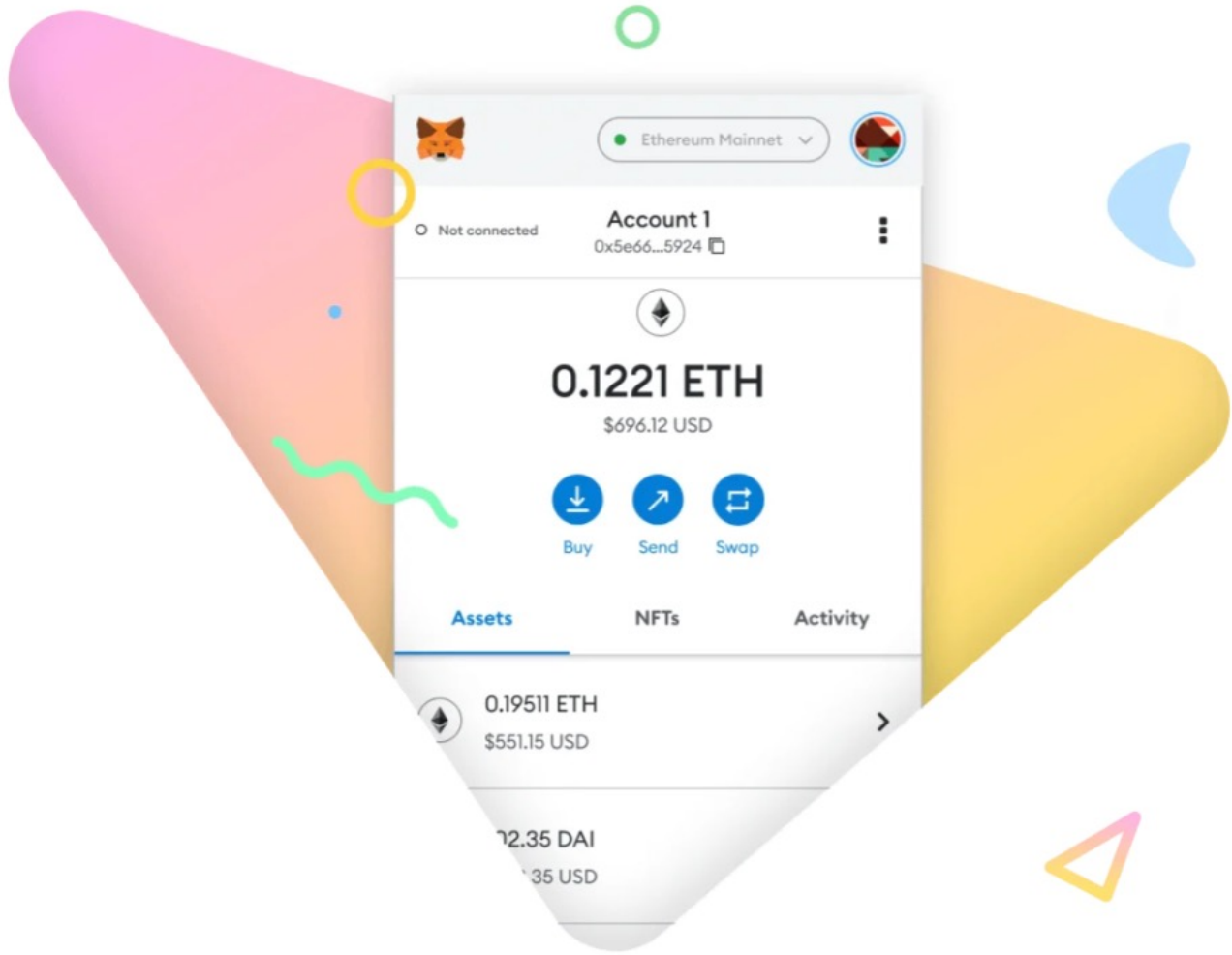
CREATE A WALLET



A crypto wallet & gateway to blockchain apps

Start exploring blockchain applications in seconds. Trusted by over 100 million users worldwide.

Connect MetaMask Portfolio



A dramatic landscape featuring a volcano erupting with a massive plume of orange and yellow lava. In the foreground, a person is silhouetted against the lava flow, standing on a rocky outcrop. The background shows jagged, dark mountains under a hazy sky. The overall scene is fiery and intense.

CREATE A LISTING (NFT)

Step 1: Create a new NFT

Upload a Product Image

But each one takes a different approach and makes different tradeoffs.



Drag your item to upload

PNG, GIF, WebP, MP4 or MP3. Maximum file size 100 Mb.

Name



Men's Drinking Flask Set

Mint now

♡
33

zppelin-finance-a2dzjoiek-willydallas.vercel.app/create-collection

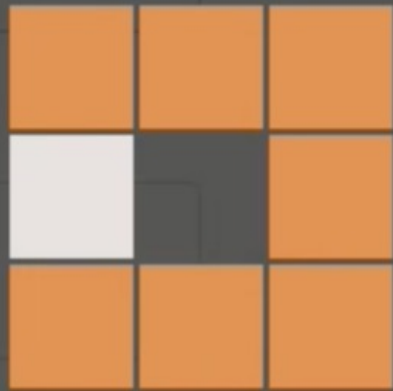


Drag your item to upload

PNG, GIF, WebP, MP4 or MP3. Maximum file size 100 Mb.

Men's Drinking F

Mint now



's Drinking Flask Set

libur Brothers

ct

Mumbai 2



Seller 1



0x39b...2Be9

https://zppelin-finance-a2dzjoiek-willydallas.vercel.app

0x39b...2Be9 : CONTRACT INTERACTION



\$0.00

DETAILS DATA HEX

Market >

Gas (estimated) ⓘ	\$0.02 0.0274344 MATIC
Likely in < 30 seconds	Max fee: 0.0274344 MATIC

Total	\$0.02 0.0274344 MATIC
Amount + gas fee	Max amount: 0.0274344 MATIC

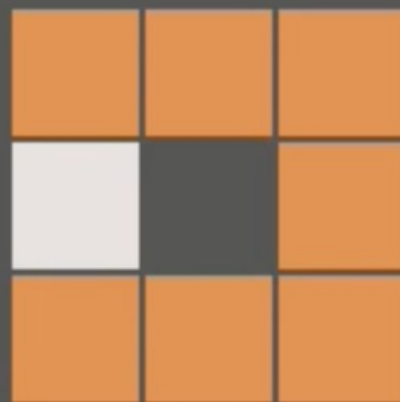
Reject

Confirm



create-collection

Store



Men's Drinking F

Mint now

MetaMask Notification



Mumbai 2

Balance

Seller 1

3.5548 MATIC



<https://zeppelin-finance-a2dzjoiek-willydallas.vercel.app>

Allow access to and transfer of all your Men's Drinking Flask Set?

This allows a third party to access and transfer the following NFTs without further notice until you revoke its access.

[Verify third-party details](#)

Market >

Gas (estimated) ⓘ

\$0.00

0.00060621 MATIC

Likely in < 30 seconds Max fee: 0.00060621 MATIC

[View full transaction details](#) ▼

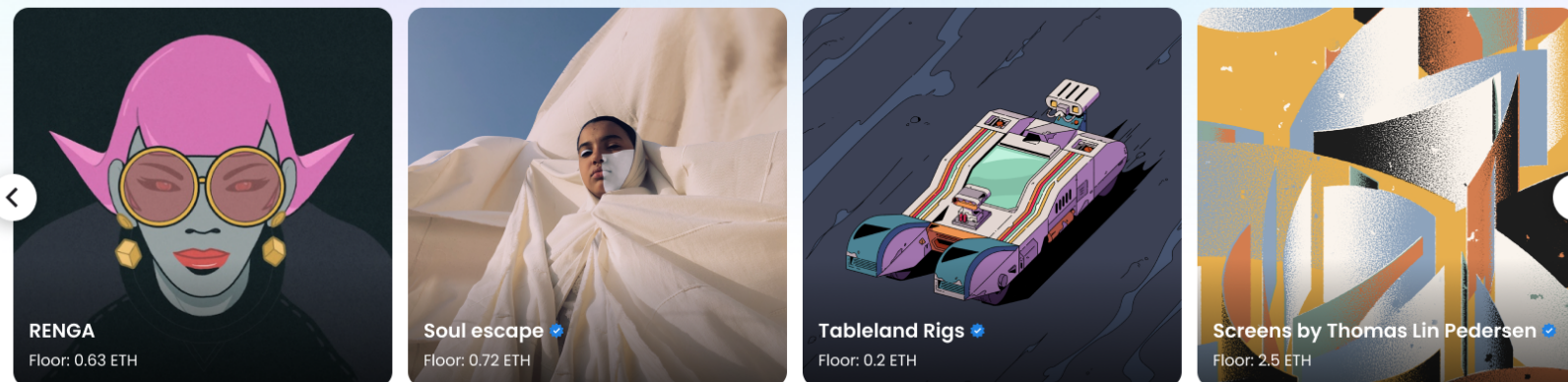
Reject

Confirm



LIST ON 'A' MARKETPLACE

Discover, collect, and sell NFTs



Top Trending

24h View all

COLLECTION	FLOOR PRICE	VOLUME	COLLECTION	FLOOR PRICE	VOLUME
1 Doodles	8.25 ETH	868 ETH +1,752%	6 Mutant Ape Yacht Club	12.55 ETH	277 ETH +45%
2 RENGA	0.67 ETH	520 ETH +1%	7 Project Yin Yang	0.07 ETH	211 ETH +6%
3 CryptoPunks	—	505 ETH +50K%	8 ENS: Ethereum Name Service	< 0.01 ETH	190 ETH -38%
4 Wolf Game - Genesis Land	0.33 ETH	326 ETH +2,462%	9 CLONE X - X TAKASHI MURAKAMI	5.65 ETH	171 ETH -7%
5 S4GENESIS	25.44 SOL	14K SOL —	10 RENGA Black Box	1.15 ETH	163 ETH -13%

New and notable





**CONNECT YOUR WALLET.
YOUR LISTING**



METAMASK

A crypto wallet & gateway to blockchain apps

Start exploring blockchain applications in seconds. Trusted by over 100 million users worldwide.

Connect MetaMask Portfolio



Mumbai 2
Seller 1

Balance

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\$0.00

0.00060621 MATIC

Likely in < 30 seconds Max fee: 0.00060621 MATIC

[View full transaction details](#) ▼

Reject

Confirm

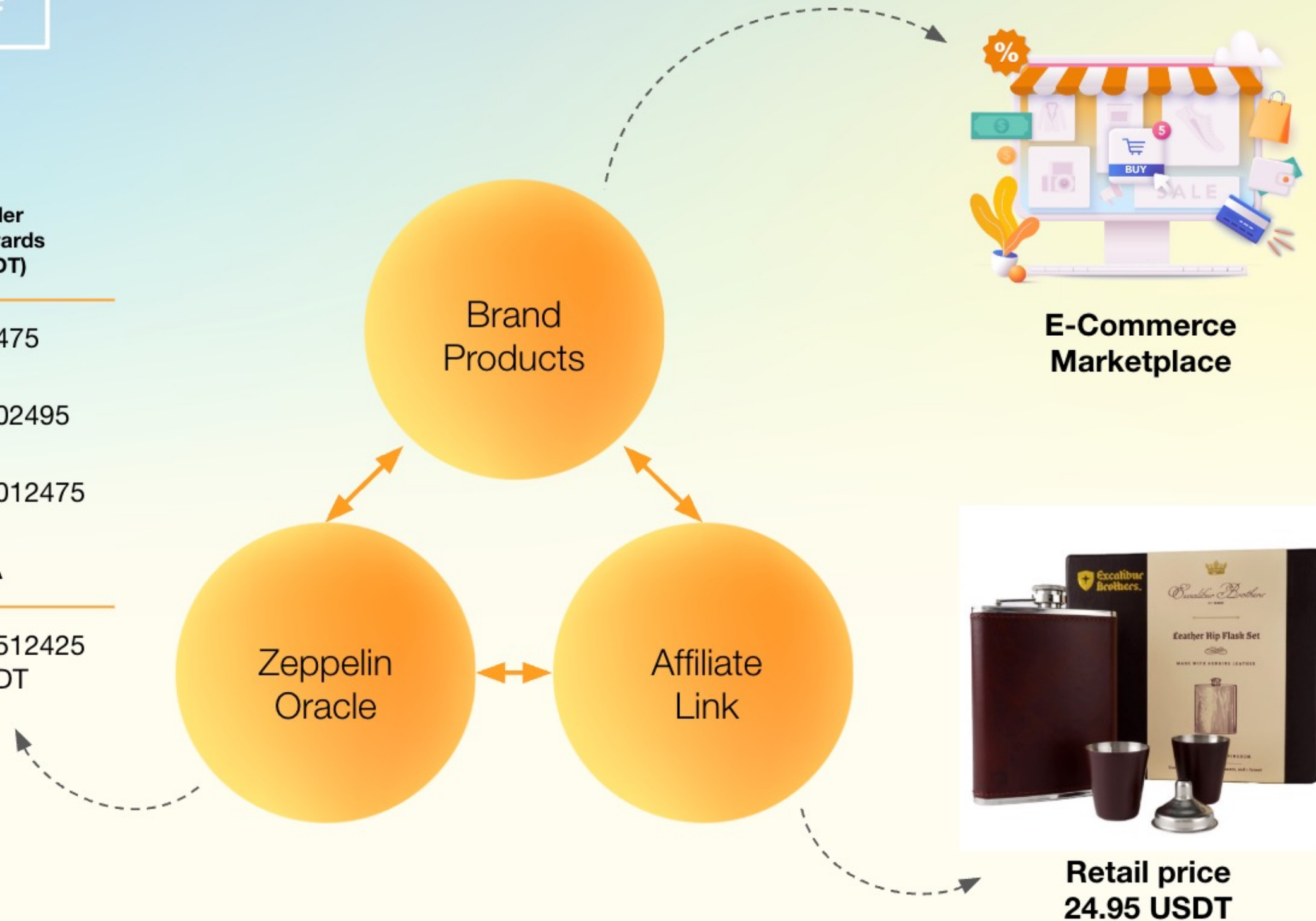
**CUSTOMERS BUY
VIA SMART CONTRACTS**



Example of a B2C sale

Policy	Policy Amount *	Total Rewards	#Holders Eligible	Holder Rewards (USDT)
Affiliate	5%	1.2475	1	1.2475
Royalty	1%	0.2495	100	0.002495
Fixed	0.5%	0.12475	100	0.0012475
Bonus	Later			N/A
Total				1.2512425 USDT

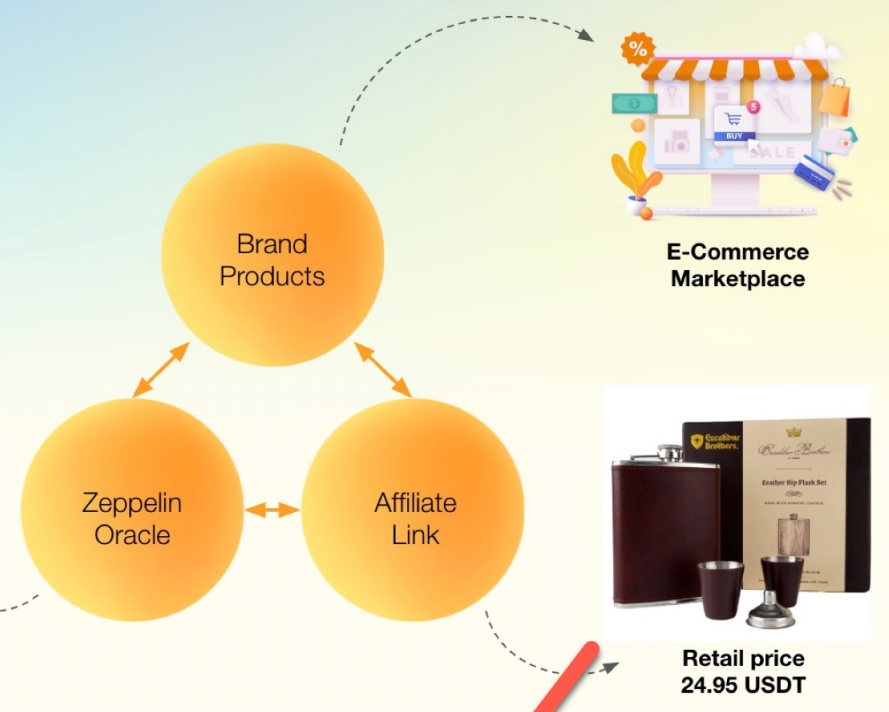
*of 24.95 USDT, holder is the affiliate



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Fixed	0.5%	0.12475	100	0.0012475
Bonus	Later			N/A
Total				1.2512425 USDT

*of 24.95 USDT, holder is the affiliate



PLUS tracking top performers for bonus pool payouts + gifts + recognition



**ABUNDANCE: REWARDS,
INCENTIVES, COMMUNITY**





IMAGINE:

SNAPSHOT FOR FIRST 100 CUSTOMERS, GET FREE COUPONS, GIFTS, NFTS, TOKENS.

The web3 allowlist platform

PREMINT is widely used by the world's top NFT artists, communities, brands, and celebrities to build allowlists for top NFT projects.

Get Started

Who's used PREMINT?

Artists



XCOPY



SnowFro



Beeple



Pak

Communities



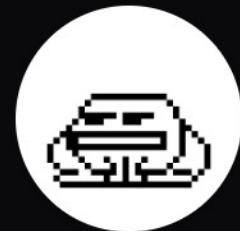
Moonbirds



CoolCats



PROOF



Gutterhead

Brands



GUCCI



LAGOSTE

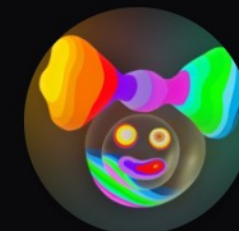


Ledger



Puma

Celebrities



SIA



Never Fear Truth



SHAQ



Mick Jagger

The background image shows a futuristic, dimly lit interior. The ceiling is a large, curved, metallic structure with a grid pattern, possibly a skylight or a complex lighting fixture. The walls and ceiling are covered in various plants and equipment, including what looks like a control panel with multiple screens and buttons. The overall atmosphere is mysterious and high-tech.

IMAGINE:

TOP CUSTOMERS RECEIVE LEADERBOARDS RECOGNITION + AWARDS

ROLLING 24H LEADERBOARD

Get to the top of the leaderboard to boost your points. Bids on top collections closer to the floor get more rewards.

Updates every 5 min.

POSITION	NAME	BOOST	LOYALTY	24H POINTS	TOTAL POINTS
437	YOU	1X	100%	23	172
1	8BC110	2.5X	100%	5,557	28,870
2	CBB0FE	2.5X	100%	5,066	25,017
3	9C8152	2.5X	100%	3,215	27,294
4	MACHIBIGBROTHER.ETH	2.5X	100%	3,156	36,164
5	36355C	2.5X	100%	2,817	5,516
6	4D417D	2.5X	100%	2,783	14,083
7	9A68CB	2.5X	100%	2,562	21,302
8	BB6101	2.5X	100%	2,513	8,172
9	MRGHOSTMINTFUN.ETH	2.5X	100%	2,166	10,590
10	5E1416	2.5X	100%	1,902	26,710



USING DEFI, NFT TECH FOR ECOMMERCE

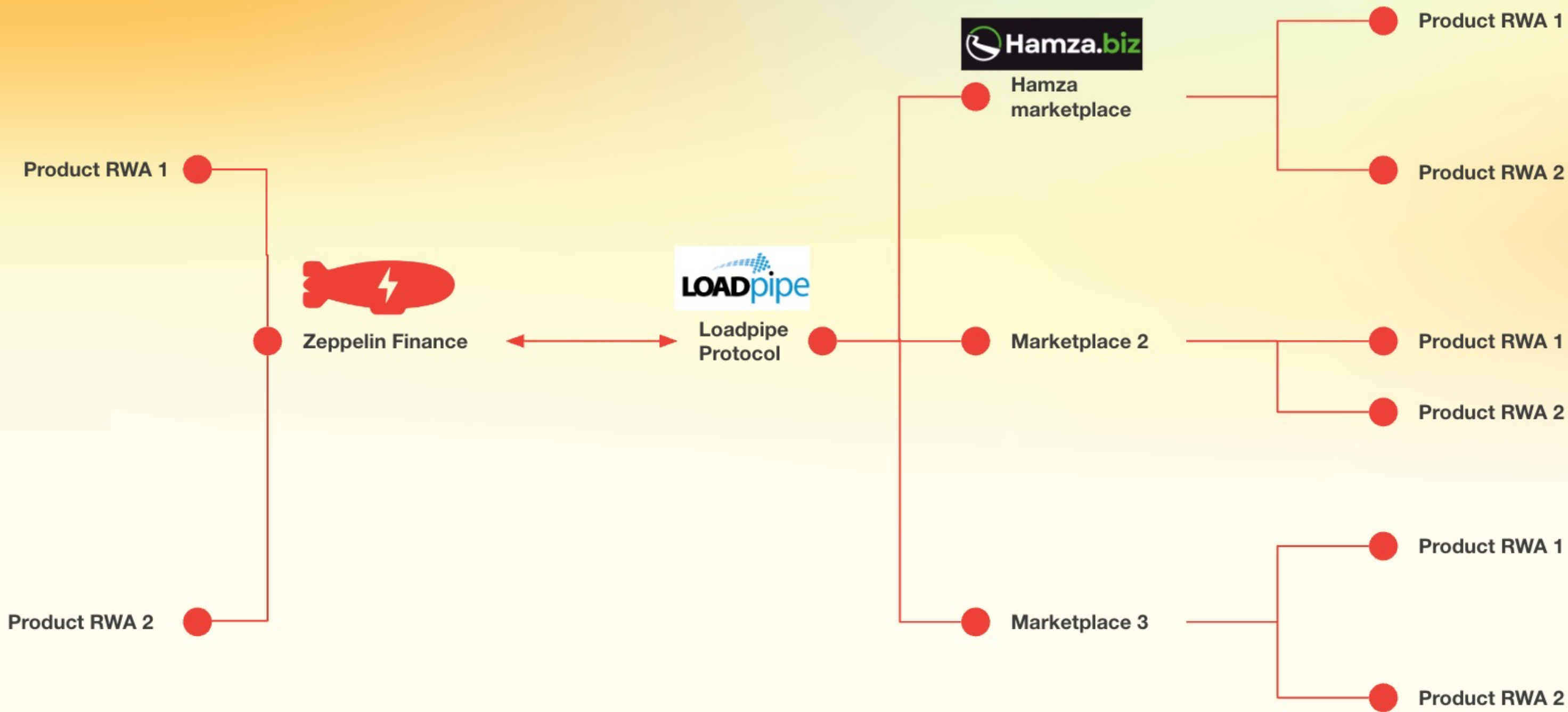
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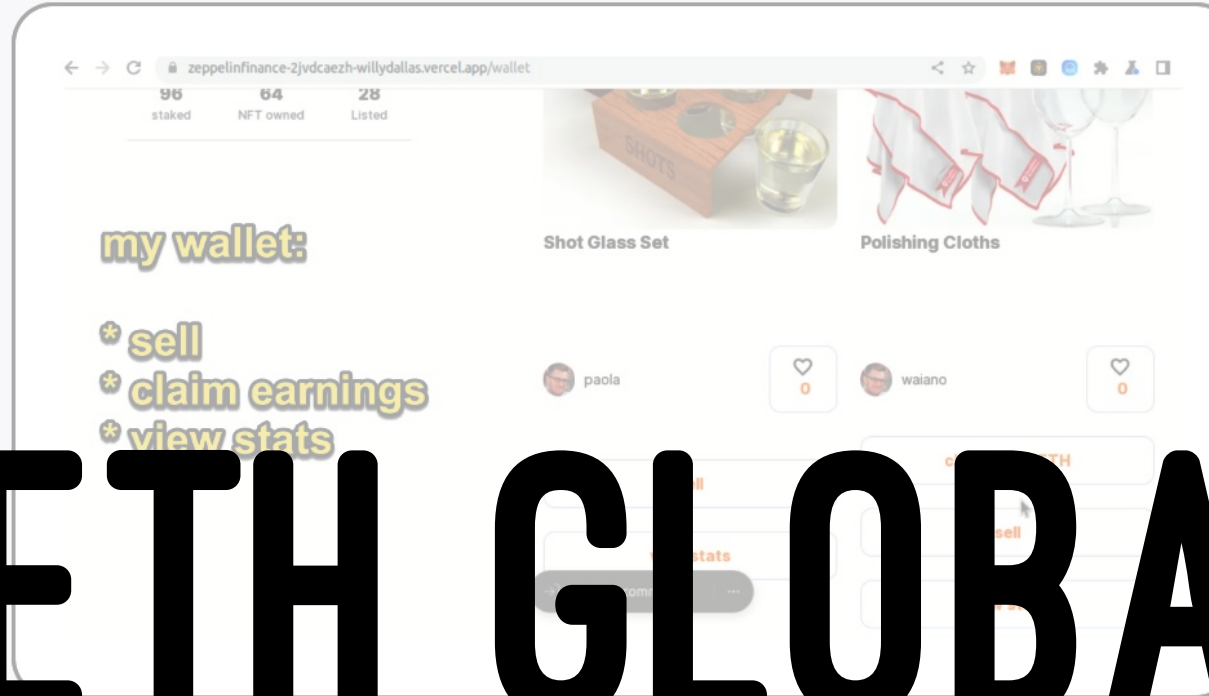
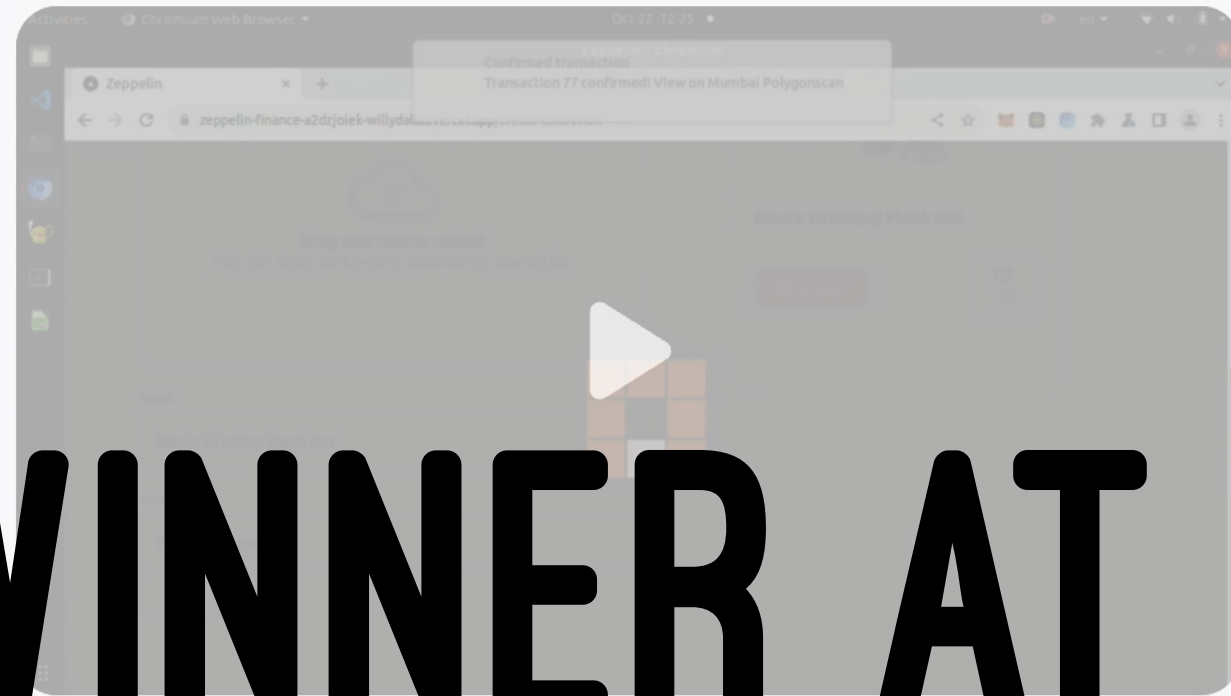




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WINNER OF ETH HACKATHON 2023

WINNER OF

- Polygon — Best Use of zkEVM
- Tableland — Prize Pool
- Scroll — Pool Prize

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ACCEPT OUR GIFT



THANKS!

SLIDES: MIKESBLOG.COM/

LOADPIPE