

The Rewards Plus Solution Guide

Version 0.0.6

Acronyms

TGE	Token Generation Event
ICO	Initial Coin Offering
WTM	WTech Makers Pvt Ltd.
VC	Venture Capital

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1. About REWARDS+

The REWARDS+ is a crypto token developed on decentralized Solana blockchain network. The Rewards+ are assets with value. They can typically be earned, transferred, traded, bought, and sold, and they're stored in Solana wallets. It is a custom-made virtual currency token or a denomination of a cryptocurrency, it allows the holder to use it for investment or economic purposes. The Rewards+ token is mainly used as loyalty points. It's sponsored by the retailer, it's a special incentive as a way to attract and retain customers.

It's a Join-To-Earn, Shop-To-Earn and Pay-To-Earn Crypto Loyalty Platform Designed by WTMakers.

REWARDS+ is a Solana Program Library (SPL) Token, which is the core of the REWARDSPLUS ecosystem. The users will be rewarded with REWARDS+ token on their REWARDSPLUS wallet app where they can hold or exchange with BTC, ETH, XRP or USDT.

The WTMakers provides a simple and easy way to earn Rewards+ crypto tokens, these are the indigenous minted SPL tokens on Solana blockchain network. Everyone who signs up the program via the Rewards+ mobile app or web page can earn Rewards+ tokens. There are various ways to earn Rewards+ without investing money.



F 1.0 Customer View

The Rewards+ is designed to be used as a valuable asset in many commerce, in the beginning it is purposefully focused for e-commerce platform. It's like cashback and loyalty points in traditional business, with Rewards+, the user can use WTMakers RewardsPlus mobile app to do payment and shopping online.

One important existence of Rewards+ is to contribute a portion of its business benefit towards the social charity and climate protection.

The Rewards+ is targeted to be made tradable in various crypto exchanges. The user can invest in staking of Rewards+. The Rewards+ token is a strict utility token in any jurisdiction and cannot be considered as a security.

2. About WTMAKERS

The WTMAKERS is a technology enabling IT firm, It was started the journey in August 2017. The mission was started with two core members of the company. The foundation is established and supported with additional two core persons and then till now the four-member group operating the business. The WTMakers is committed to implement its own indigenous products in digital payment space. It's innovative formula, agile approach of development allows it's partners getting real business advantages by saving time, increasing sales, reducing costs, and enhancing customer loyalty.

3. About Rewards+ Business Model

In a very simple way, the Rewards+ is a digital asset that is made to be used in loyalty program that is offered by the retailers.

The WTMAKERS facilitate the loyalty program via Rewards+ crypto tokens by using Solana network. The relationship between these three entities looks like below picture.



F. 3.1 Entity Relationship

When the users use REWARDSPLUS app for Shopping at our partners Brands or stores, the partners pay REWARDSPLUS sales commission from X% to Y% of the total value. The WTMAKERS share some of this commission back to the users in REWARDS+ tokens and keep some as revenue as described in F. 3.1 picture.

4. Disclaimers

The www.rewardsplus.io, including but not limited to the overall project, website, smart contracts, and software app ("REWARDSPLUS") as presented in this conceptual paper is not currently an active licensed or exempted financial or payment service of any kind and in any jurisdiction, although it might be in the future, subject to appropriate requirements and approval. Any financial or payment services terminology used in this whitepaper, on the www.rewardsplus.io website, or within the app is intended only as a basic reference, without any effective or legal meaning of the same terms in a regulated and or traditional financial environment. The REWARDS+ token is a strict utility token in any jurisdiction and cannot be considered as a security or otherwise, a regulated token of any kind. It is not in any way e-money and or fiat or asset-backed stable-coin, whether global or limited in scope. This whitepaper is not a contract or a contractual agreement of any kind, it is not an invitation or offer to invest in REWARDS+ or acquire or use its tokens in any way with any expectation of profit. Any user of REWARDSPLUS declares to have received appropriate technical, administrative, and legal advice before and after reading this whitepaper, the REWARDSPLUS Website, and using any part of the REWARDSPLUS App (including its token). The user accepts that there is an inherently high risk in acquiring or using any kind of blockchain and/or crypto-token, platform, software, interface and acknowledges with a full disclaimer for any of the persons or entities mentioned within this whitepaper, that there can be any kind of damage suffered, including total loss.

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5. How does REWARDSPLUS works

To understand how REWARDSPLUS works, first we need to know What Is a loyalty Program and Rewards?

5.1. What is Loyalty Program

Loyalty programs, sponsored by retailers and other businesses, offer rewards, discounts, and other special incentives as a way to attract and retain customers. They are designed to encourage repeat business, offering people a reward for store/brand loyalty (hence the name). Typically, the more often a customer patronizes the merchant—and the more they spend—the greater their rewards.

KEY TAKEAWAYS

- Loyalty programs are offered by retailers and other corporations as a way to attract and retain customers.
- Loyalty programs offer rewards, discounts, or other special incentives and are designed as a reward for a customer's repeat business.
- Loyalty programs benefit companies not only by developing customer loyalty but by providing crucial information on how customers are spending and what products or types of offers are most appealing.
- While companies like Starbucks make great use of loyalty programs, some retailers such as Costco and Amazon rely instead on annual memberships.

5.2. How a Loyalty Program Works

Loyalty program incentives vary. Typical incentives include:

- advance notice of/early access to new products
- early access to sales
- free merchandise or enhanced services
- special services, like free or expedited shipping
- members-only discounts

To join a loyalty program—also known as a rewards program or points program—customers typically register their personal information with the company and are given a unique identifier, such as a numerical ID or membership card. They use that identifier when making a purchase.

5.3. Purpose of a Loyalty Program

Loyalty programs provide two key functions: They reward customers for their repeated patronage, and they provide the issuing company with a wealth of consumer information and data. While companies can evaluate anonymous purchases, the use of a loyalty program offers additional details on the type of products that may be purchased together, and whether certain incentives are more effective than others.

Loyalty programs particularly apply to high-volume businesses that thrive on return customers. And since it's more expensive to acquire a new customer than to sell to an existing one, the prospect of creating a loyal following is fundamental to adding value. When appropriately executed, repeat customers will help recruit new ones at a fraction of the cost of traditional marketing methods.

When these programs are integrated into the customer's everyday routine, they can cultivate true brand loyalty. Often, customers get invested in the program—and they will stick to a hotel, store, restaurant, credit card, or airline because of points or rewards they've accrued in its loyalty program, more than anything else.

Loyalty Program Example: -

Loyalty programs, like everything else, have joined the Digital Age. Interestingly, they are incorporating tech not just as a means of purchase things to get rewards, but as a source of rewards themselves: urging patrons to text or Instagram photos for points, or offering a discount if you shop via the merchant's new app.

The Starbucks (SBUX) Rewards program remains the default case study of how a brand can retain customers through interactive offers. The app operates much like any other rewards program, in that customers earn points (called "stars") to use for future coffee purchases. It differentiates itself from other loyalty systems by providing customers a convenient way to order ahead, pay in-store and even access exclusive music playlists. For the most part, the app solidifies Starbucks as a basic necessity for every coffee drinker. If you add funds via the app onto your digital rewards card, you'll "earn Stars twice as fast," Starbucks says.

5.4. How Rewards plus benefits to the user?

One of the most recognized promotional mechanisms today, rewards promotions benefit consumers and businesses alike. As per our reward program the retailers give REWARDS+ crypto tokens to their customer on every product purchase. The user can utilize these REWARDS+ tokens for en-cashing to money, utilize in our own online shop

The user receives REWARDS+ crypto tokens and then rewards program is when a company gives out incentives in order to encourage a particular behavior.

The referring advocate who is sending the referral should also be given a reward in exchange for telling their friend.

Their reward should be in the form of loyalty points, not a straight discount

Adding these two changes will incentivize your customers to make referrals, since there is now a benefit to them and not just to their friends. Having their reward in the form of points instead of a discount will then motivate them to perform other earning activities to increase that points balance, which in turn should help their next purchase be even larger than if it had been the original plain discount.

A referral customer rewards program that benefits the sender and the receiver is the best way to use referrals to generate new, low cost-per-acquisition sales for your business, all without having to spend as much on the increasingly expensive acquisition through ads.

The far most benefit is contribution to the society, WTMakers committed to spend a portion of its income in charity work, it could be in **International NGOs, Animal Charities, Health Charities, Education Charities and Environmental Charities**

5.5. The reward points Settlement

5.5.1 One Time Earning

It's a three-party settlement. The incentives, discounts or cashbacks on purchase is given by the merchant or retailers to the buyer. The incentives depend on the customer profile, merchant profile

etc. However, in the end the merchant or retailers provides an amount of money for the product or service purchase, that amount is settled between the merchant and the loyalty company. Then based on the criteria the loyalty firm i.e WTMakers buy Rewards+ and allocates to the buyer.

At first the user must register itself for the loyalty program. Once the user register it receives 500 REARDS+ tokens. This utility token is developed by WTMakers on Solana network. The WTMakers creates the wallet account for all its customers in free of cost, that means the account or crypto wallet fees would be borne by WTMakers. Then as a joining bonus WTMakers allocates 1000 REWARDS+ to the new user. The user receives immediately 50% of total allocated REWARDS+ on the spot while user signs up, then the remaining 50% receives after completion of KYC.

WTMakers provides a referral program where it allocates 1000 REWARDS+ to the referrer. The referrer receives immediately 50% of total allocated REWARDS+ while referee signs up, then the remaining 50% receives on referee's KYC completion.

5.5.2 Transactions based earnings

Model 1:

On every purchase the customer gets a discount amount from the retailers or Merchants. The retailers only pays for the reward amount. Then WTMakers facilitate the Rewards+ platform to buy the Rewards+ the total amount after the gas fees is been utilized to buy Rewards+

e.g Merchant gives X amount as discount or cashback to customers.

Then WTMakers allocates m% funds out of X for purchasing REWARDS+ and n% for its own commission and maintenance of the fund and wallet for the user.

Model 2:

In case of cashback program, WTMakers agrees to pay some percentage of total cashback amount to the customer and then use the remaining amount for allocating the REWARDS+ to the customer.

5.5.3 Future Earning program.

Typically, any referral program and points program go hand-in-hand, largely because of the increased impact that combining points with referrals brings. On its own, a points program can be as simple or as complex as you want it to be. The level of complexity varies depending on the types and number of earning and redeeming actions you want to provide for your customers.

At its core, a points rewards program involves customers performing an activity, earn points for completing that activity, and then after a certain number of points are earned, they can be cashed in for a reward.

5.5.3.1 Examples of earning actions:

- Customer account creation
- Points per dollar spent on purchases
- Social engagement, following, or sharing
- Newsletter sign-ups
- Leaving a product or business review

5.5.3.2 Examples of redemption rewards:

- Percentage discounts off purchases
- Dollar amount discounts off purchases
- Free products

- Free shipping

There are dozens of ways you can motivate your customers to engage with your brand. Many of the more complex or unique earning and redeeming actions are possible thanks to integrations between loyalty platforms and the other apps in your ecommerce tech stack. By integration the technology you use together, you supercharge them all and help create more rewarding, delightful customer experiences.

5.5.3.3 *VIP Program*

Combining the best of referral and points together, along with the psychological principle of gamification brings you to a VIP program, which is essentially a points rewards program with the added feature of member tiers.

As loyalty members engage more and more with your program, they hit different “thresholds” that move them from one tier into a new one. As they move into the new tier, they are rewarded with additional or increased benefits compared to the previous tier, such as:

- Increased point-for-purchase multiples (2 points per \$1 vs 1 point per \$1)
- Welcome points
- Early access to sales
- Exclusive products
- Behind the scenes insights
- Etc.

There really is no limit to the kinds of benefits you can offer your customers as they engage and demonstrate more and more loyalty to your brand as they move up the ranks of your tiers. The key is to ensure that the points needed to get to the next tiers are high enough to be challenging (ensuring that you are not giving away too much for too little) but low enough that they are still achievable.

With the right combination of exclusivity and motivation, you can make engaging with your brand, fun, exciting, and rewarding for everyone from your first-time customers to your life-long brand advocates.

5.5.3.4 *Conclusion*

At their core, all well-configured reward programs are designed to enhance the total customer experience and create long-term repeat customers because of the value they create.

No matter what kind of customer loyalty program you are interested in setting up, the goal is for each interaction with your program to either create value for your customers or to generate value for your business. If you take the time to make as rewarding of an experience as possible, you do both, and continuously motivate customers to engage, advocate, and come back to your store to make purchases again and again.

The merchant settlement takes place once in EOD.

The merchant makes one fund transfer for all the transactions of the day until the cutoff time. The transaction file contains all the individual transactions, customer profiles.

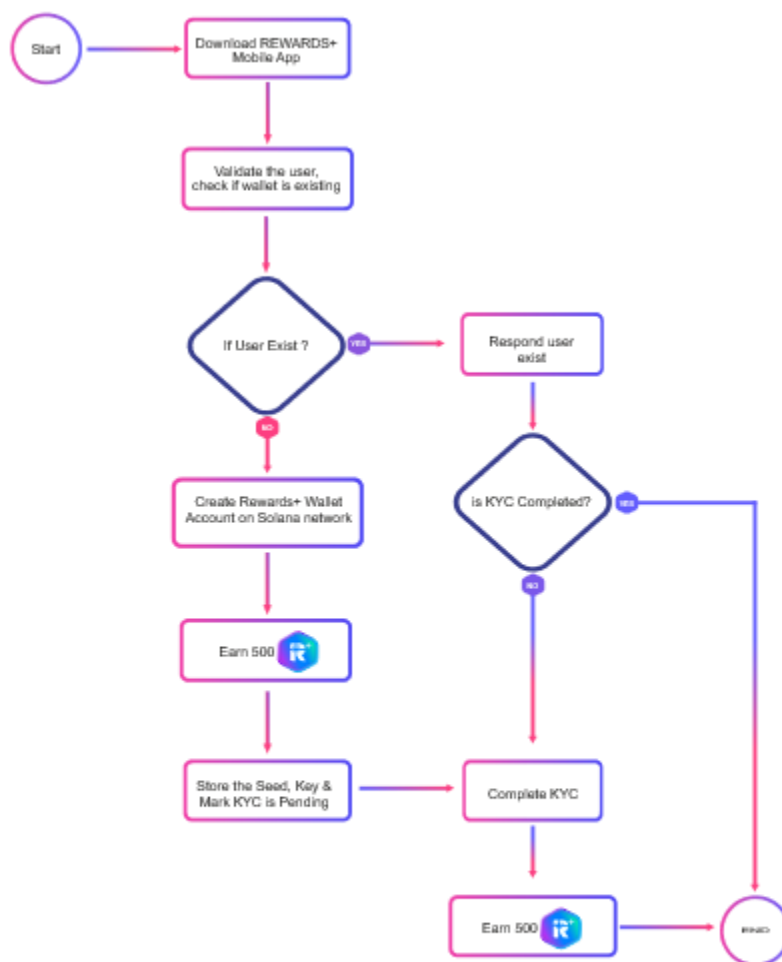
6. The Business Cases

6.1 Join-To-Earn

A user downloads the app from Google or Apple Appstore, then the user registers him/herself with all account details. This step triggers the wallet account creation with WTMakers. The WTMakers is a software crypto wallet management company that manage the user wallet account. The WTMakers checks if the account is already exist, if exists then it prompts with error “User <username> already exists” otherwise it creates the account. As a joining bonus the WTMakers allocates 500 REWARDS+ immediately to the user new wallet account. These initial token offering are passive tokens, until the user complete KYC the user can’t use those tokens for any kind of transactions.

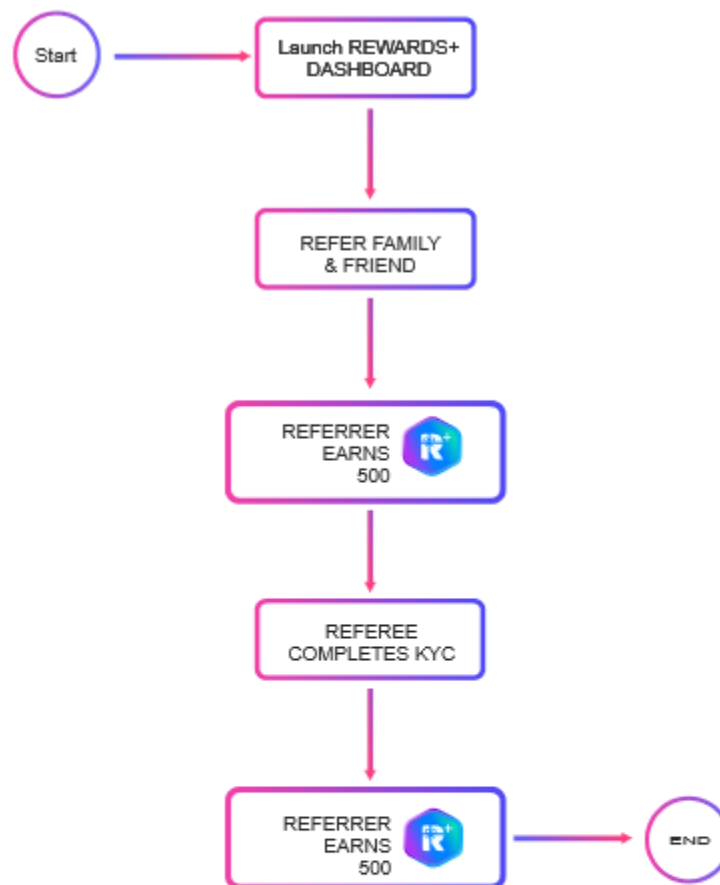
Then there is a 15 days of onboarding period, within this initial 15 days the WTMakers expects the user must complete the KYC process. Once the user completes the KYC process then WTMakers top-up 500 REWARDS+ additionally.

Following steps defines the user onboarding/Sign-Up process.



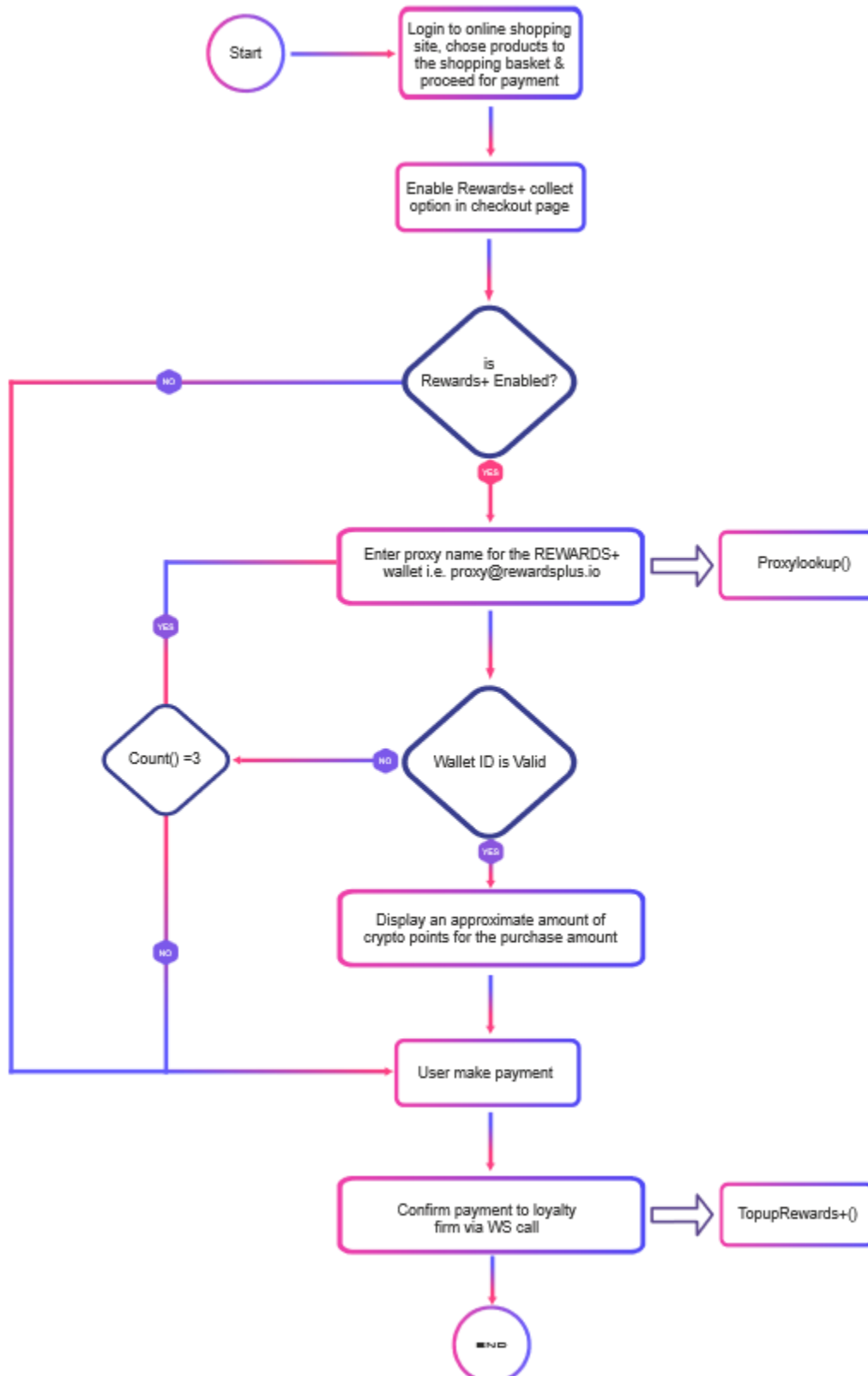
6.2 Refer-To-Earn

A user can refer friend or family as another user for WTMakers, at the same time the referrer can get 500 REWARDS+ token immediately. Once the Referee completes the KYC then the referrer gets another 500 REWARDS+.



6.3 Shop-To-Earn

Once the user completes the KYC process then become a qualifier to purchase/sale/earn REWARDS+. The user earns REWARDS+ token on each purchase, this loyalty program provided by the merchant in associations with WTMakers.



6.4 Stake-To-Earn(future)

6.5 Trade-To-Earn(future)

6.6 Fly-To-Earn(future)

7. The REWARDS+ Tokonomics

The WTMAKERS has built a unified tokonomics for its REWARDS+ current or future distribution and ownership. This is considered to be the strength of its existing ecosystem. However, the platform is agnostic and WTMAKERS is committed to maintain a business value and balance between its partner, customer & itself.

7.1. The secret behind Rewards+ mint

Total supply of Rewards+ tokens is 100 billion

i.e., 100, 000, 000, 000

Crypto Token	REWARDS+
Blockchain	Solana
Token Type	Utility
Total Token Supply	100 billion (100, 000, 000, 000)

7.2. Token distribution

Following is a high-level distribution on variety phases and stake holders.

Public Sales: pre-launch sale, "lock drop" allocations that were open to public participation, Liquidity on exchanges

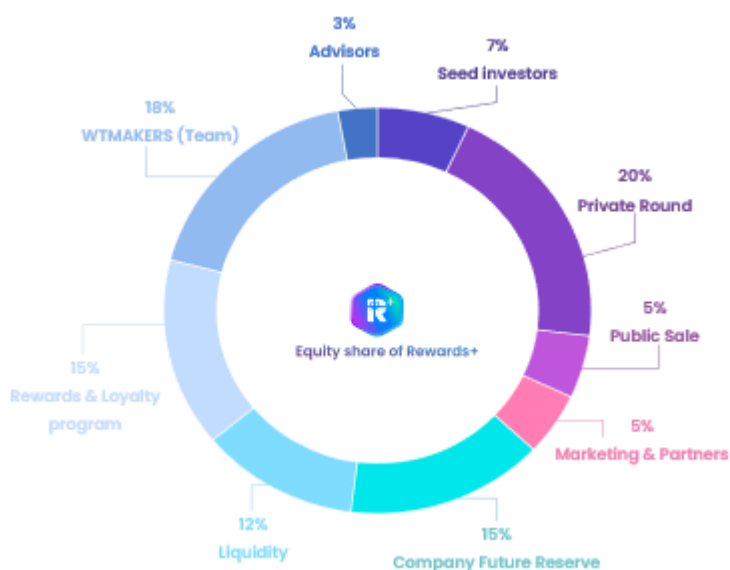
Investors: Invest for the initial establishment, SW development, infra setup, data centre setup, testnet

Insiders: team, company

Foundations & More: Influencers, Participations rewards

Loyalty/Rewards program: Actual use of the token

Distribution	Token %	Numbers of Tokens	Vesting Scheme
Seed Investor	7%	5,00,00,00,000	10% at the TGE, then 4 years vesting with 1 year cliff.
Private Round	20%	10,00,00,00,000	15% at the TGE, 3-month cliff, then 4.25% monthly
Public Round	5%	10,00,00,00,000	25% at TGE, 3 months cliff, then 25% monthly
Marketing & Partners	5%	7,00,00,00,000	2% Monthly in 4 years
Rewards & Loyalty	15%	15,00,00,00,000	2% Monthly in 4 years
Liquidity	12%	15,00,00,00,000	20% at TGE, 1 month cliff, then 5% monthly
Company Future Reserve	15%	15,00,00,00,000	1 year cliff, then monthly in 3 years
Team	18%	20,00,00,00,000	1 year cliff, then monthly in 3 years
Advisors	3%	3,00,00,00,000	1 year cliff, then monthly in 6 months



7 Project Roadmap

The WTMAKERS decided to start the journey with a small business case and then to make REWARDS+ a mass adoption across business segments it will continue delivering more features and solutions in favour of the business. We will start onboarding the investors and at the same time we will also take more and more users registered with Rewards+ . We would encourage multiple types of crypto influencers to work with us to increase our customer base.

The WTMAKERS onboard users through the REWARDS+ app then expand to the entire online shopping, in store shopping, so & so on.

Below are some of our main milestones, we target to achieve in next couple of years.

