









**Web 3.0 Unified Commerce Network** solution for  
retailers to never lose a customer, increase  
retention while reducing the cost of operations!

# Customer dissatisfaction



**Hannah Reynolds**  
4 reviews GB

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11 Mar 2022

**This website is terrible**

This website is terrible - I have a full basket but cant get off the delivery page at check out. How can this be a good business strategy if people cant check out!

 Useful  Share 

Real life customer problems!

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# The Problem

E-commerce cart Abandonment is **70%** in most industries!

There are **3** main identified causes:

1. An account is required (**24%**)
2. Checkout process is too long (**18%**)
3. Websites are untrustworthy (**17%**)

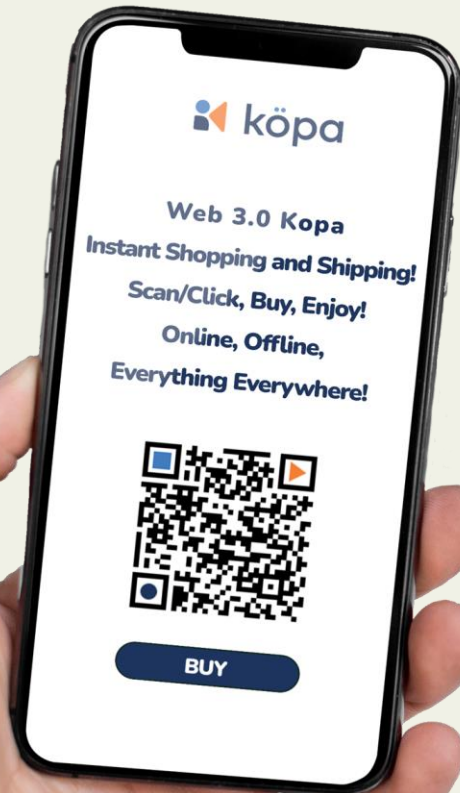


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# The Solution – Simplified UX

We spent more than 80,000 hours in development, invested more than a million euros and made this screen!

**This screen is the best two-click smartphone buying experience.**



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# The Solution – Unified Commerce

The **KÖPA** application can be connected to all major points of sales and payment institutions, so you have a **merchant's offer, VAT, customs duty, payment and delivery** in one place.

**Wherever there is a QR code, it's a point of sale:**

1. An online store via deeplink, billboard, magazine, flyer, physical store, code scanning
2. Unique interactive omnichannel, phygital experience for users
3. We are directly connected with the merchant's warehouse
4. Speed and automation means up to 60% less basket abandonment before purchase

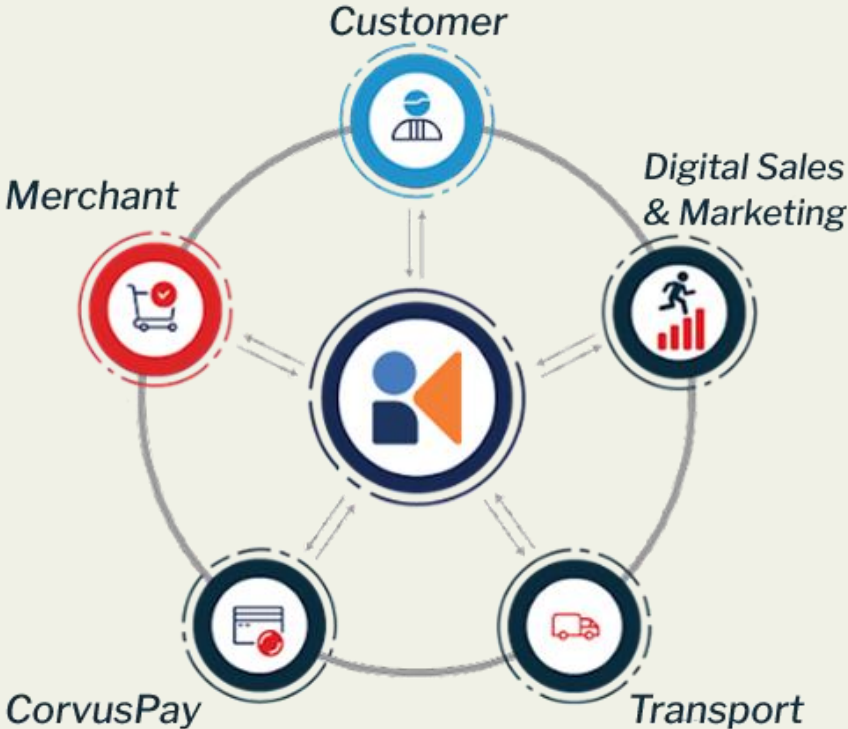


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# The Value Proposition - Internet of Business Processes

We connect everything and everyone: the buyer with the merchant, one merchant with another merchant, the merchant with the wholesale, and all of them with the payment institutions, delivery, warehouses and fulfilment-centres.

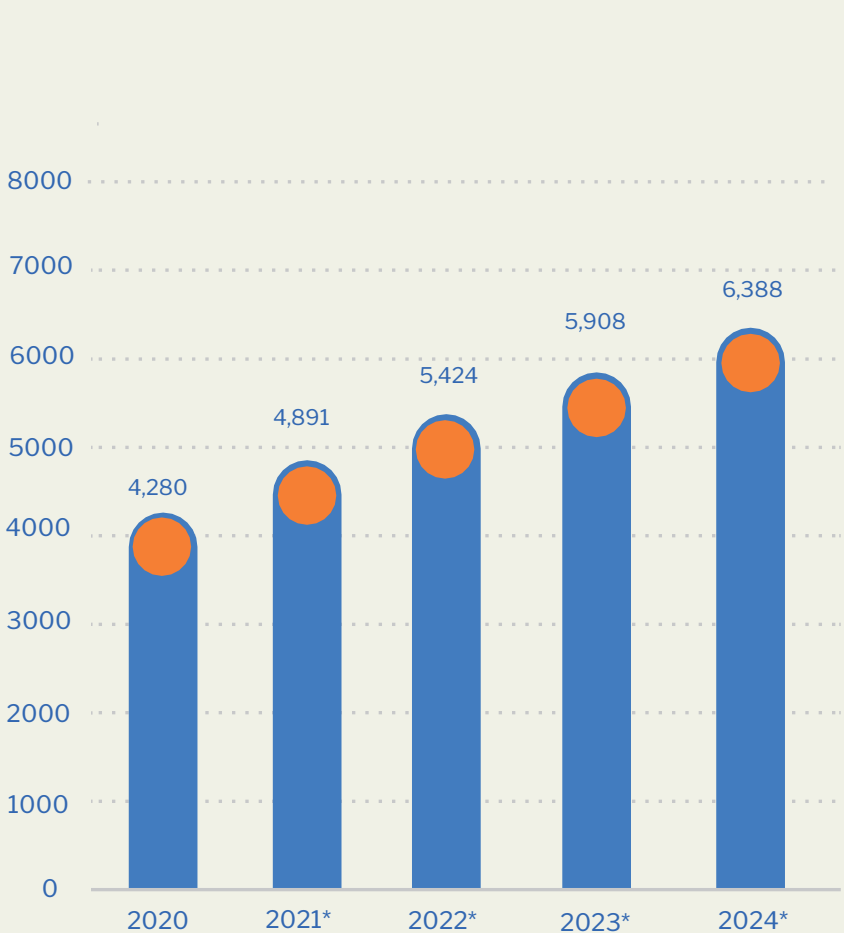
This is done through asynchronous messaging protocols, with the highest data security, such as the world's best messaging companies (Telegram, Viber, WhatsApp..).



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# The Market

Retail e-commerce sales worldwide from 2014 to 2024 In billion USD



Markets: EU & USA

TAM  
96.9  
bn  
EUR

SAM  
16.2bn  
EUR

SOM  
USA  
market:  
2.2bn EUR  
EU market:  
2.18 bn  
EUR

6

And the market for business processes is not even included!

# The Competitive Advantage – Web 3.0

The main advantage of **KÖPA** system is the one app for everything! Its highly modular design enables it to connect with already established systems and skyrocket their business!

The possession of **SDK license** is just another certificate that proves how highly competitive product **KÖPA** really is!

## Web 3.0 & Phygital



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# The Business Model

## RETAILERS:

- Payment services
- Subscription fee
- Support and customisation fees

## END USERS:

Free

## ADDITIONAL FEATURES BASED on IoBP

- Loyalty program
- Real-time inventory sync with suppliers
- Making access to shopping online and digital services for blind and visually impaired persons
- Communication with other companies to enable joint offers such as: insurance, credit..



# Development, next steps

On the technical side KOPA system is fully ready and in use.  
We have our first merchants and partners and successful transactions!

The next step is investing in marketing and brand recognition.

We are fully focused on building brand awareness!



# The Team



**Sava Zivanovic**

Director/main architect

23+ years of expertise in R&D in financial, medical, telecom, signal processing and embedded devices industry. UK and Serbian Citizen



**Vladimir Veličković**

Head of Business Development

Venture Builder, Bestselling Author, Financial Consultant, University Lecturer / Helping companies to monetize and tokenize their businesses



**Bojan Tanasijevic**

Project manager/architect

20+ years of expertise in R&D in telecom, insurance and parking industries



**Senka Zivanovic**

Product Manager

Product Manager with 20+ years of expertise in R&D in telecom, TV, financial, medical & insurance industry.



**Drago Indjic**

Investments specialist

30+ years' experience in investments which covered several hedge funds (including three fund start-ups).



**Gitte Christensen**

Investor/CEO of Dyalog



**Mladen Mijatovic**

PCI DSS project manager

PCI DSS project manager with more than 10 years of experience in medical, financial, insurance and geological industries.



**20+ hands-on developers working on connected projects.**

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can use it everywhere!*

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