eCommerce Coin (ECM)
Whitepaper

Version: 2.0

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Executive Summary

ECM (eCommerce Coin) is a blockchain-based digital asset focused on transforming the global e-commerce industry. Initiated in 2020 and launched as an ERC-20 token in 2022, ECM has matured into a utility-focused token to be used across platforms like MyCoinPoll, AndroMarkets and other ECM Ecosystem projects. ECM aims to address key e-commerce challenges such as fraud, high transaction costs, and lack of trust through decentralized blockchain technology.

As of July 2025, ECM is priced at $1.20 and is currently running its ICO via the MyCoinPoll Launchpad. ECM Blockchain, built as an **Layer 2 (L2)** network, is under development and expected to go live in at the end of 2025, further enhancing scalability, security, and platform integration.

Problem Statement

The global e-commerce industry is experiencing exponential growth, yet it continues to face fundamental challenges that hinder trust, efficiency, and large-scale adoption-particularly in cross-border transactions.

High Incidence of Fraud:

Online transactions are vulnerable to payment fraud, phishing, and identity theft, resulting in significant losses for both buyers and sellers. Dispute resolution processes are often slow, costly, and lacking transparency, eroding trust between parties.

Payment Inefficiencies Across Borders:

International e-commerce payments suffer from high fees, long settlement times, and the involvement of multiple intermediaries. Currency conversion costs and inconsistent regulations further limit the ability of merchants to expand into global markets.

Lack of Transparency and Accountability:

Most e-commerce platforms store and manage transaction records on centralized systems, giving unilateral control to platform operators. This lack of decentralization prevents buyers and sellers from independently verifying transactions, increasing the risk of disputes and mistrust.

Fragmented Payment Systems Across Platforms:

The absence of a unified medium of exchange across different e-commerce and service platforms creates inefficiencies for both merchants and consumers.

Low Adoption of Cryptocurrency in E-commerce:

Despite the rise of blockchain technology, cryptocurrency adoption in e-commerce remains minimal due to factors such as price volatility, lack of user-friendly integration, limited merchant acceptance, and unclear regulatory environments. As a result, the industry has yet to realize the advantages of decentralized payments-such as instant settlement, global reach, and reduced transaction costs.

ECM addresses these systemic issues by introducing a **single native token-the ECM Token**-that operates across the entire ECM Ecosystem. This unified approach ensures seamless transactions, interoperability between platforms, and consistent value transfer, while leveraging blockchain technology to deliver transparency, security, and efficiency. By creating a scalable, low-cost, and fully integrated crypto payment solution, ECM will bridge the gap between blockchain innovation and real-world e-commerce adoption.

ECM Token Solution

ECM addresses these issues using blockchain-powered innovations:

Decentralized Transactions - Secure and Verifiable:

Every transaction is recorded on an immutable public ledger, reducing the risk of fraud and enabling buyers and sellers to independently verify trade history.

Smart Contracts - Automated, Fraud-Resistant Payments:

Payments are released only when agreed-upon conditions are met, ensuring trustless transactions and reducing disputes.

Cross-Border Payment Efficiency - Low-Cost, Fast Global Payments:

Eliminates intermediaries, enabling near-instant settlement with minimal fees, making global trade more accessible to merchants and consumers.

Governance - Token Holders Vote on Ecosystem Upgrades:

ECM token holders participate in decision-making for platform improvements, ensuring the ecosystem evolves in line with community needs.

Unified Native Token Across the Ecosystem:

ECM serves as the single payment and value transfer medium across all ECM platforms, enabling frictionless interoperability and a consistent user experience.

E-commerce Crypto Adoption Framework:

ECM bridges the gap between blockchain technology and the real-world e-commerce industry by offering merchant-friendly plugins, easy-to-integrate payment APIs, and user-focused wallets, lowering the barrier for cryptocurrency adoption in online retail.

Transparency and Accountability:

All transactions, order data, and dispute resolutions are recorded on-chain, creating a verifiable audit trail that builds trust between merchants and customers.

Token Overview

- **Token Name:** eCommerce Coin (ECM)
- **Blockchain:** ERC-20 (Ethereum), transitioning to ECM Blockchain (L2) at the end of 2025
- **Total Supply:** 200 million tokens
- **Initial Circulating Supply:** 24M ECM (12% of total supply)
- **Planned Token Burn:** 100 million tokens
- **Current Price (August 2025):** $1.20 (subject to change based on project valuation)

Utilities:

- Transactional currency across ECM platforms
- Governance rights
- Staking rewards
- Discounts on fees
- Primary token for Androverse economy

ECM Ecosystem

The ECM Token serves as the native currency across all ecosystem projects, ensuring seamless interoperability, unified value transfer, and network effects throughout the following platforms:

- **MyCoinPoll** - Launchpad project that is currently live and hosting the ECM ICO. Post-ICO, it will support third-party token offerings.
- **AndroMarkets** - Live forex broker platform, formerly known as Markets Terminal. It is registered in St. Lucia with a full MT5 license, and currently pursuing licenses in Mauritius and the UAE.

- **bCoinMart.com** - A centralized exchange currently under development and expected to launch in 2025.
- **CryptoCoinEarning** - A staking platform currently under development and testing.
- **Androverse** - A blockchain-based metaverse platform. Development will begin after the launch of bCoinMart.
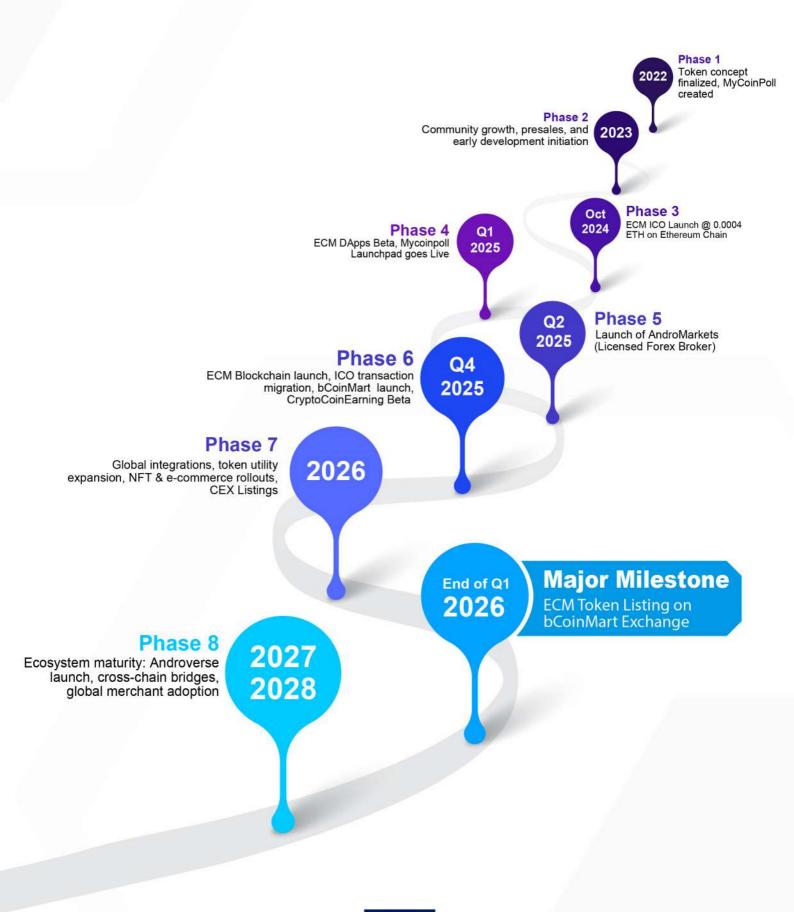
🖿 Additional ECM-Connected Product:

• **ECM Tap to Earn Game** - A tap-based mobile game featuring progressive mini-games and level-based rewards. While not a core ecosystem project, it is designed to boost user engagement and drive token utility among everyday users.

ECM Ecosystem

Roadmap (2022-2028)

Phase 1
2022
Token concept finalized, MyCoinPoll created

Phase 2
Community growth, presales, and early development initiation
2023

Phase 3
Oct 2024
ECM ICO Launch @ 0.0004 ETH on Ethereum Chain

Phase 4
ECM DApps Beta, Mycoinpoll Launchpad goes Live
Q1 2025

Phase 5
Q2 2025
Launch of AndroMarkets (Licensed Forex Broker)

Phase 6
ECM Blockchain launch, ICO transaction migration, bCoinMart launch, CryptoCoinEarning Beta
Q4 2025

Phase 7
Global integrations, token utility expansion, NFT & e-commerce rollouts, CEX Listings
2026

End of Q1 2026

Major Milestone
ECM Token Listing on bCoinMart Exchange

Phase 8
Ecosystem maturity: Androverse launch, cross-chain bridges, global merchant adoption
2027 2028

Tokenomics & Allocation

Category	Allocation (ECM)	% of Total Supply	Lockup & Vesting Plan
Public Sale (ICO/Launchpad)	48,000,000	24%	3-month cliff, 6-month linear vesting (50% unlocked at listing)
Private Sale / Seed Round	2,000,000	1%	6-month cliff, 12-month linear vesting
Liquidity Pool (CEX + DEX)	10,000,000	5%	Locked in LP contracts, gradual release
Staking Rewards	10,000,000	5%	Linear release over 5 years
Partnership	15,000,000	7.5%	6-month cliff, 24-month linear vesting
Burn Reserve	5,000,000	2.5%	Locked, destroyed via scheduled burns
Ecosystem Growth Fund	5,000,000	2.5%	12-month lock, 24-month linear vesting
Marketing & Community Incentive	5,000,000	2.5%	6-month cliff, 12-month linear vesting
Founder	80,000,000	40%	24-month lock, then 36-month linear vesting
Angel Investor	20,000,000	10%	6-month cliff, 18-month linear vesting

Initial Circulation at Listing (End of Q1 2026)

- **Public Sale: 24,000,000 ECM (50% of allocation due to 3/6 months elapsed in vesting)**
- **Total: 24,000,000 ECM = 12% of total supply**

Status:

- ICO is ongoing on the ETH chain.
- Some tokens have already been sold through pre-sale.
- Angel investment opportunities are currently open.
- ICO will run upto December 2025.
- **ECM will be listed on the bCoinMart Exchange at the End of Q1 2026**

Founder Commitment:

The founder team has publicly committed to holding their 40% allocation for at least **2 years post-listing** to ensure market stability.

Fundraising Outlook:

Several funding rounds are scheduled in the next 2 months. If successful, the ICO is expected to conclude by **December 2025**, followed by token listing in bCoinMart exchange at the End of Q1 2026.

Competitive Positioning

Feature / Metric	ECM	Utrust	Request Network	COTI
Primary Focus	Full e-commerce + multi-platform blockchain ecosystem	Crypto payments gateway	Blockchain-based invoicing & settlement	Decentralized payment network
Token Utility	Governance, staking, discounts, trading fees, metaverse assets, Payment Merchant	Merchant fee discounts, loyalty	Payment Settlement	Merchant Services, treasury
Ecosystem Scope	Launchpad (MyCoinPoll), Forex Broker (AndroMarkets), CEX (bCoinMart), Staking (CryptoCoinEarning), Metaverse (Androverse), Game (Tap to Earn)	Payments only	Invoicing + crypto/fiat	Payments + merchant tools
TPS Capacity	2,000+ (planned)	~15 (Ethereum-based)	~15 (Ethereum-based)	10,000+
Revenue Streams	Trading fees, staking rewards, launchpad fees, forex spreads, NFT/virtual land sales, merchant fees	Merchant fees	Transaction fees	Merchant tools & token sales
Unique Advantage	Multi-sector ecosystem + L2 speed & cost benefits + Ethereum security	Established merchant adoption	First-mover invoicing on blockchain	Fast DAG settlement

Technology & Architecture

- **ERC-20 Standard:** Proven Ethereum integration
- **ECM Blockchain (2025):** Custom blockchain under development with:
  - Arbitrum Orbit-based Layer 2 for scalability
  - Low transaction cost
  - EVM ⟷ ECM-Chain bridging
  - ECM Blockchain Explorer
  - ECM Blockchain Testnet

Arbitrum Orbit ensures Ethereum-level security while providing L2 scalability.

Use Case Scenarios

ECM Token will be used across the ecosystem in several ways, including:

- **Trading & Transactions:** Use ECM as a fee currency on bCoinMart and AndroMarkets.
- **Staking:** Lock ECM Tokens for rewards via CryptoCoinEarning.
- **ICO Participation:** Required to participate in future token launches via MyCoinPoll.
- **Gaming Utility:** ECM Tap to Earn will require ECM for upgrades or in-game purchases.
- **Metaverse Utility:** ECM will be used in Androverse for land ownership, avatar items, NFTs, and immersive experiences.
- **E-commerce Integration:** ECM will be accepted in merchant plugins and storefronts as the ecosystem matures.

Smart Contract Addresses

- Below is the blockchain contract details:

    ERC-20 Token Contract: 0x6f9C25eDc02F21e9df8050a3e67947c99b88f0B2

Security Audit

- An audit of ECM smart contracts was conducted in the past to validate token logic and key functionalities. A follow-up audit will be scheduled prior to the ECM Blockchain launch to ensure enhanced network security.

Community Growth & Social Links

- We are actively growing our community through multiple channels:
    - Website: www.ecmcoin.com
    - Telegram: t.me/ecmcoin
    - Twitter: @ecmcoin
    - Discord, Instagram, and additional platforms are being prepared for campaign rollouts.

Risk Disclosure

- Participation in ECM Token and its ecosystem involves financial risk. Risks may include:
    - Volatility in cryptocurrency markets
    - Regulatory changes affecting token use or fundraising
    - Project development delays or third-party integration issues
    - Cybersecurity threats, including wallet or contract vulnerabilities

    Participants should conduct due diligence and seek professional advice before committing funds.

Legal & Compliance

- **Jurisdiction:** MetaFusion Labs LLC
- **ICO Policy:** Not open to restricted countries
- **Compliance:** KYC/AML implemented for all investors
- **Fundraising Rights:** MetaFusion Labs LLC holds legal authorization to raise public funds for the ECM Token
- **Disclaimer:** This document does not constitute legal or investment advice

Development Partner

All blockchain, Web3, and smart contract development is handled by BlockVerse Solutions LLC, a specialized Distributed Ledger Technology (DLT) company responsible for the entire ECM Ecosystem's technical execution.

Founder

🗐 The ECM Ecosystem was conceptualized and built under the strategic leadership of **Mr. Tanvirul Islam Prince**. The founding team remains anonymous during the ICO phase to maintain project focus but has committed to transparency and accountability through legal registration, structured vesting, and consistent public updates.

Conclusion

🗐 ECM is positioned at the intersection of blockchain and global e-commerce. With a diverse ecosystem, committed partners, and a powerful roadmap, ECM invites long-term investors and community members to be part of a decentralized future of trust, transparency, and value.

Join the ECM movement. Shape the future of e-commerce.