



# AstroBuxCoin

Astro Bux Coin (ABC) Whitepaper

The e-commerce coin that enables you to share the success of the next e-commerce giant!



We have already seen enough altcoins rise and fall in the crypto space. But when a new cryptocurrency has a real sense of purpose through its particular use in the real world, then you know this is a coin to follow closely. For just a quarter of a cent you can join us on the Astro mission that is bound for the global future of ecommerce!

# CONTENT

- 01 Project Outline**
- 02 Company and Product Description**
- 03 E-commerce Market**
- 04 Astro Bux Coin (ABC) Tokenomics**
- 05 Roadmap**
- 06 Pricing Strategy**

# Mission Statement

The mission of Astro Brand Developers is first to build Astro Mega Mall, the world's first cyber-mall, which will be an online platform where e-commerce retailers can quickly and easily set up a webstore with our assistance. The platform will not only make e-commerce more accessible to the general public, but also offer highly affordable advertising services and marketing tools facilitated by an e-commerce platform and coin. The Astro Bux Coin (ABC) token is unique from other cryptocurrencies in that it has a clear purpose that is backed by the retailers and customers of the Astro Mega Mall to become a digital asset in its own right. The coin will enable users to shop globally and know that they will never have to hand over credit/debit card details offshore, which minimises the risks of scams or cybercrime.

While Bitcoin, Ethereum, and US Dollar Coin are new forms of finance, the Astro Bux Coin is the first to make a connection with the steadily increasing industry of e-commerce. By investing in the ABC token, you will have readily available funds for your everyday shopping needs, while watching your investment increase in value as e-commerce goes from strength to strength. Both cryptocurrency and e-commerce are soon to play a central role in the global economy – Astro Bux Coin gives you a chance to belong to this future.

## Problem

It is common for online retailers to face difficulties in meeting the start-up costs of running an e-commerce website. There is currently no system in place to support small business owners with the capital they need, and there are the additional problems of sourcing stock and suppliers as well as payment gateway alternatives for selling locally and globally. What is needed is a programme that will assist merchants and customers on a global level. Astro Bux aims to provide a reliable and effective service for this international community of e-commerce entrepreneurs.

## Solution

For small business owners that are looking to reach a wider audience, Astro Brand Developers provides a platform for setting up online stores at an affordable price. Using a dropship partner model, Astro Brand Developers looks after fulfilment and site maintenance, while the retailer remains responsible for handling sales and customer service. This means e-commerce entrepreneurs will have the freedom and control to run their businesses the way they want to, while we take care of the more mundane tasks.

In addition, Astro Mega Mall will be facilitated by the digital currency token, Astro Bux Coin (ABC), which can be stored in the e-wallet provided. The ABC token will be able to provide users with loyalty rewards, cashback, and referral bonuses, which helps them to build a customer base and promote their own platforms. For those that are looking to get a business in e-commerce off the ground, this is an excellent strategy for accelerating growth organically.

The most prominent special features that set us apart from other cryptocurrencies and e-commerce ventures include the following:



**Affordable pricing for marketing and advertising**



**Low-cost entry for an online store or standalone partner store**



**Instant cashback on eligible purchases**



**Referral bonus cashback simply from sharing a link with friends or family**

# 1. Project Outline

## Strategy for Success

Astro Brand Developers has formulated a strategy for success that comprises several key elements, and raises us far beyond our competitors. With the provision of excellent service, low commission, and a large audience base, combined with an easy-to-use platform and extensive marketing campaigns, our customers are guaranteed to feel satisfied with the shopping experience and the products they purchase.

In addition to a top-quality customer experience, our platform provides extremely high security, up-to-date trend analysis, and a global reach that includes Australia, New Zealand, Canada, the USA, the UK, the EU and Africa.

## Business Objectives

Astro Brand Developers has set clear goals that it aims to achieve with Astro Mega Mall and Astro Bux Coin:

- Become the market leader in online webstore development
- Create a secure operational model supporting low-cost webstores
- Provide a system for easy online advertising and sales
- Develop a profitable business model without sacrificing integrity
- Provide high-quality customer service
- Maintain an environment of ongoing improvement through monitoring and evaluation

## Financial Objective

At Astro Brand Developers we understand that no business ventures are possible without practical financial planning. The financial objectives we are working towards are to:

- Raise \$10,000,000 in capital funding through investors
- Achieve \$2,500,000 in revenue in the first year
- Achieve a progressive annual growth rate of users and webstores
- Break even in the first year of launch

## Revenue Streams

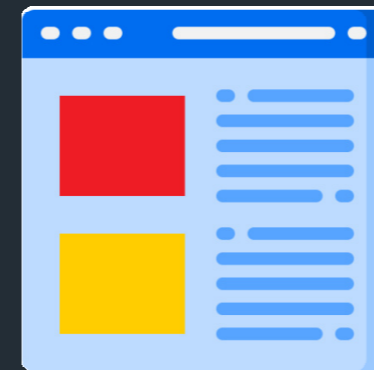
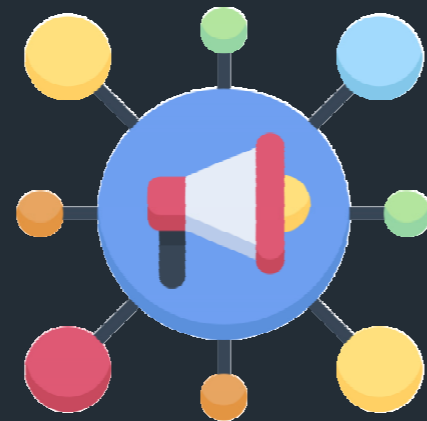
In order to keep the business running without any need for additional sources of funding, we don't lose sight of our essential revenue streams.

- Classified ads
- Commission on sales recorded through the webstores
- Procurement and sourcing commission
- Merchant Payment Gateways (MPGs)
- NFT Marketplace Commission



# The main business costs for Astro Brand Developers are the following:

Marketing



Website design  
and development

Staffing



Warehouse and  
office facilities

## 2. Company and Product Description

Astro Brand Developers is physically located and registered in the USA trading as Astro Traders LLC, and Astro Brand Developers in Australia.

The business is owned and operated under the leadership of:

- Danny Dragicevic, Australia (COO Partner)
- Nevena Vojinovic, Australia (Admin Partner)
- Vuk Jovanovic, Australia (SEO Marketing Partner)
- Nenad Bogdanovic, Canada (Operations Partner)
- Nazmul Biplob, Bangladesh (Web Design & Development)

‘Astro Brand Developers’ main product is the Astro Mega Mall, an e-commerce marketplace offering online retailers a platform to host a mini shop or standalone website using custom PHP and/or WooCommerce.

In addition to the stall owners, Astro Mega Mall will host partner stores and affiliate partner stores that will pay a commission to sell on the platform. Astro Brand Developers will also launch its own native digital currency, the Astro Bux Coin (ABC), to facilitate the local economy of the Astro Mega Mall.

## Key sales points:

- The excellent range of benefits that attract online retailers to Astro Mega Mall include:
- A mini store is affordable to create and host for all retailers
- Advertising packages are available at heavily discounted rates
- Astro Brand Developers will take care of all website updates, hardware maintenance, storage and security
- The costs will be covered by a percentage commission on the total turnover of each store owner
- Astro Brand Developers provide an ecosystem, which includes instant cashback, referral bonus cashback and merchant and customer payment gateway

### 3. E-commerce Market

With the global e-commerce market expected to grow by a CAGR (Compound Annual Growth Rate) of 14.7% over the next seven years, the Astro Mega Mall is wellpositioned to benefit from this burgeoning industry

The ongoing COVID-19 pandemic is a contributing factor to the growth of online shopping, providing customers with safer methods of purchasing goods from home. With no immediate end in sight and physical stores closing in their thousands, this trend will likely continue and remain popular long after the pandemic has ended.

Technological developments like smart speakers and artificial intelligence (AI) are leading to a rise in alternative online shopping methods. New trends like voice commerce, AI-powered personalised offers, and automated marketing are additional contributors to the rapid growth of e-commerce



## 3.1 Market Competition

Astro Mega Mall has uniquely positioned itself to take advantage of gaps in the market that competitors will struggle to match. As the leading provider of e-commerce services, retail giant Amazon represents Astro's main competitor.

To present a successful challenge to Amazon, Astro Mega Mall will provide:

- A simple, reliable platform with a strong attention to privacy
- Affordable advertising & marketing fees
- Cryptocurrency transactions through our exchange and wallet
- Bank-level security
- Low-cost webstore hosting
- High-quality marketing and management
- A wide range of functions including an AR/VR/AI IOS and Android app
- Excellent User Interface (UI) and User Experience (UX)
- 24/7 customer support

When it comes to our strengths, weaknesses, opportunities and threats, Astro Brand Developers aims to be transparent and realistic at all times.

## Strengths:

- Experience
- Affordable pricing
- Security, reliability, 100% transparency
- Customer service
- No cross-border cash transactions as everything is done through ABC Token

## Weaknesses:

- Limited funds
- Low brand recognition

## Opportunities:

- Potential to penetrate and expand into new global markets
- Attractive to previously untapped markets
- Ability to form strategic alliances and partnerships globally

## Threats:

- Strong competition
- Changes in government policy
- Cyberattacks which will be mitigated and minimised by having our own servers
- Uncertain economic future and the need to act very quickly to those circumstances

## 3.3 Risk Mitigation

To mitigate market risks, Astro Brand Developers will:

- Carry out in-depth and ongoing research into market trends
- Conduct a detailed analysis of competitors
- Maintain streamlined communication with developers, suppliers and customers
- Identify security vulnerabilities to predict and pre-empt hacks and cyberattacks
- Procure technology errors, cyber liability, and intellectual property insurance



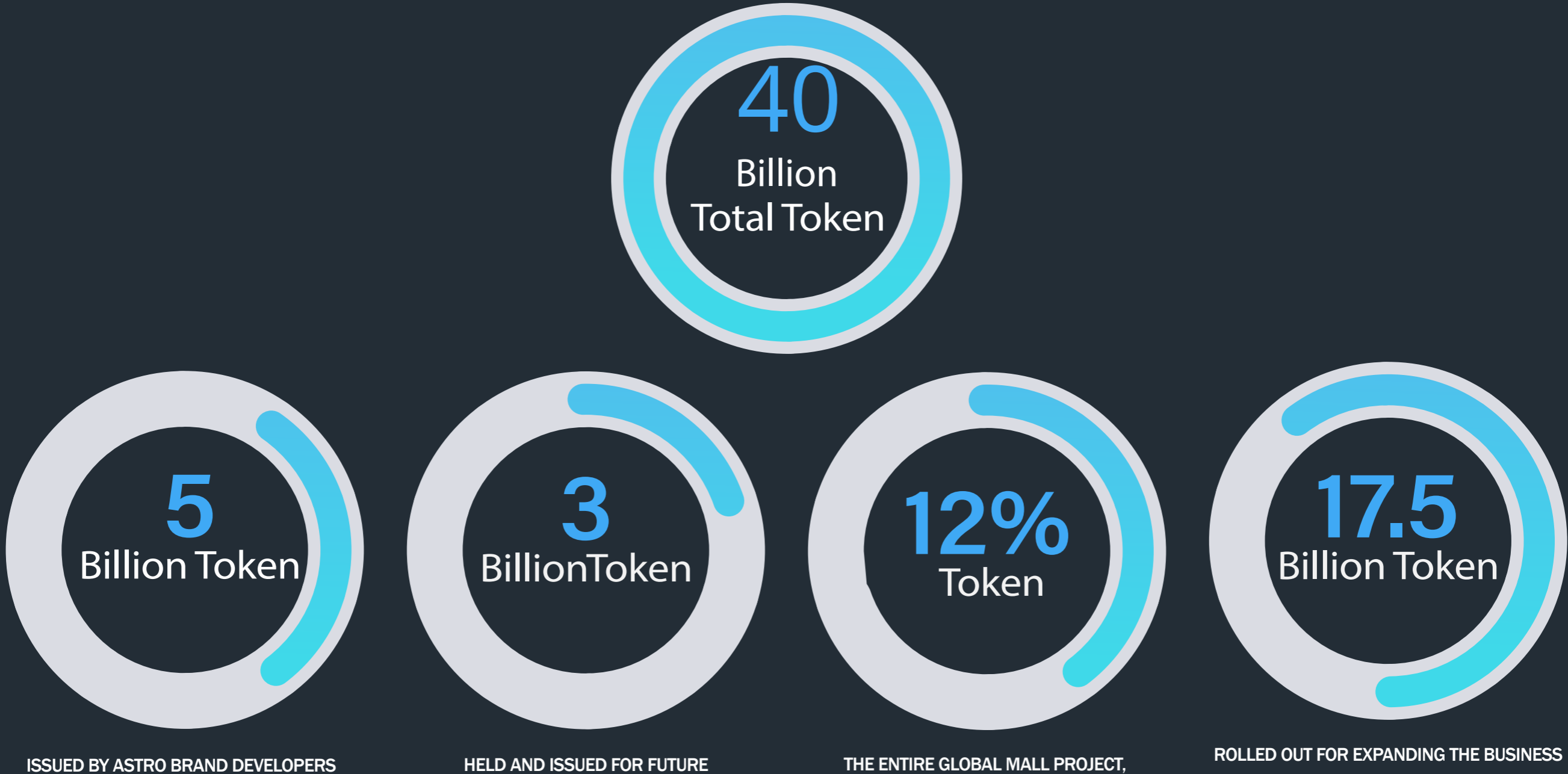
## 4. Astro Bux Coin (ABC) Tokenomics

Astro Bux Coin (ABC) will be the native digital currency token of the Astro Mega Mall, built on the Cardano (ADA) blockchain. It will provide both initial seed funding capital to fund the project and ongoing liquidity for the economic functioning of the online ecosystem and platform we are developing.

In order to ensure the ABC token is secure and profitable for administrators, investors and customers, Astro Brand Developers have designed a carefully constructed tokenomics strategy:

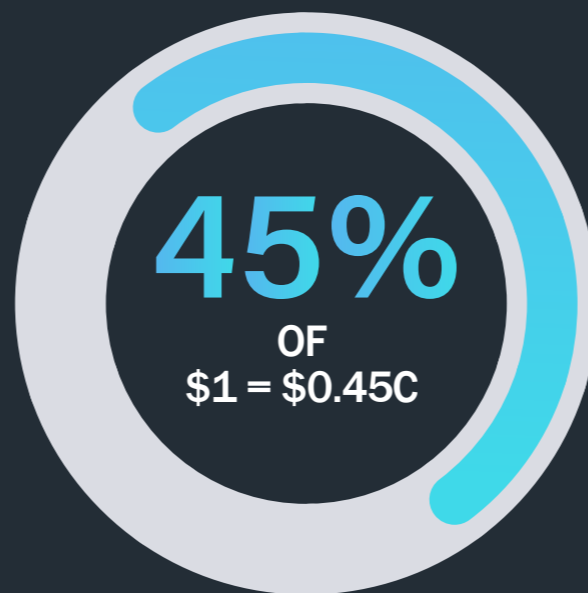
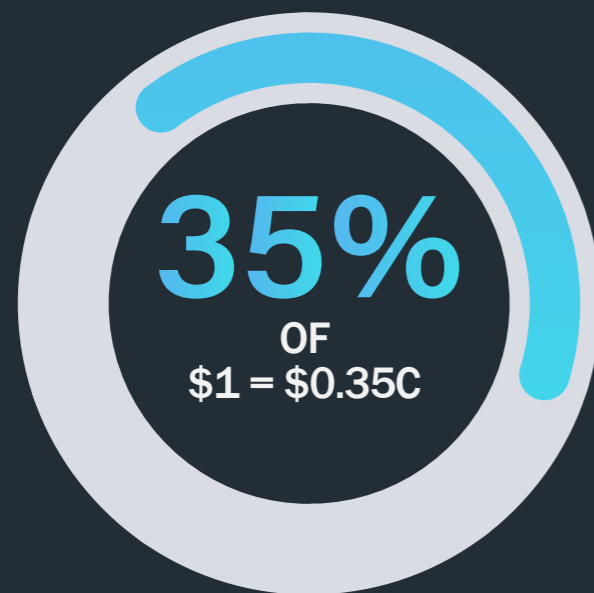
- The total supply of ABC tokens will be capped at 25 billion, to ensure scarcity and limit inflation
- An initial 5 billion ABC tokens will be issued by Astro Brand Developers to ensure the long-term safety of the project
- 3 billion ABC tokens will be held and issued for future staking in the the expansion of Astro Mega Mall, Crypto Exchange, ABC Payment Gateway & Cashback
- There will be a minimum investment of \$3,000 USD which is limited to 1,750 stakeholders, who will receive a 12% stake in the entire global mall project, plus 750,000 ABC Tokens
- The remaining 17.5 billion tokens will be rolled out in stages, as required for expanding the business

We anticipate that the ABC token will rise, to approximately \$0.25c each within the first 5 years, driven by supply and demand, the growth of online shopping globally, and the use of the tokens in cashback and payment gateway services. We expect that customers will eventually be able to borrow up to 30% of ABC tokens and any other crypto on credit with no need for credit checks.



Each \$1 in commission Astro Brand Developers receives for selling fees instead of paying affiliates with commissions, we share with our customers. This will be allocated in the Astro Cashback program as follows:

- 35% of \$1 = \$0.35c
- Astro as admin
- 45% of \$1 = \$0.45c
- Instant cashback to customer (must register for ABC Cashback Program and only paid in ABC Tokens)
- 20% of \$1 = \$0.20c



To receive cashback, customers will need to register for instant and bonus referral cashback on the website that is being developed and they can track each purchase or referral purchase, which will be paid in ABC tokens. These can be later used to buy, sell and trade ABC for other crypto coins and available tokens on the exchange we are going to create. Customers can also shop with any balance or withdraw in FIAT currency directly linked to a bank account which will have to be verified (KYC).

# Roadmap

## Our Strategy and Project Plan

**Feb 2022**

- Initial offering of 25 billion Astro Bux Coin Tokens @ \$0.002 which will be linked to the Astro Mega Mall ([www.astromegamall.com](http://www.astromegamall.com)), Astro Cashback & Astro Pay.me merchant gateway and customer access to the cashback program.
  - Initial offer limited to 1,750 stakeholders (once this number is reached it will be closed) and \$3,000 USD, a 12% stake in the mall plus 750,000 ABC Tokens which allocates 1,312,500,000 and 12% equity to those stakeholders. 5,687,500,000 ABC @ \$0.002c USD, and there will be staking bonuses 5% to 20% which will be given as an ICO offer.
  - The sale of up to 5 billion ABC tokens at \$0.002c USD each, to raise \$10,000,000 USD for research, staffing, legal costs, website development, crypto exchange where traders will be able to buy and sell crypto, make payments to registered ABC holders and merchants, NFT marketplace and working capital for inventory.
  - Begin building a social media presence, contacting renowned blog sites, and recruiting influencers from Facebook, LinkedIn, TikTok, Twitter, and other social media platforms.
- Astro Bux Coin (ABC) Whitepaper 18



**Feb 2022**

- **Sale of up to 2 billion ABC tokens at \$0.00275c USD each, raising \$5,500,000 USD for the full launch, global expansion to 4 continents, marketing for store owners, and brand awareness.**
- **Following the launch and expansion in December 2021, Astro Brand Developers will continue to build membership through advertising campaigns on social media, including banner ads, videos, and photos.**
- **The team will integrate with referral marketing services, offering cashback incentives for inviting new members instead of spending large amounts of money advertising with Google or Facebook**

- Store hosting in the Astro Mini Mall will cost \$29.95 USD, plus a percentage of the monthly sales similar to other selling platforms such as Amazon, Walmart, E-bay, etc., which we share with our customers in the form of customer cashback rather than affiliate commission, so you earn when you shop, as well as earn when you refer friends and family.
- A standalone store with a fully functional website requires a one-off payment of \$1,495 USD, plus a monthly fee which will come with benefits, including storage in our warehouse, sourcing and procurement services.
- If you have an existing website you can transfer to the Astro Mega Mall as Affiliate Partner Store – a \$195 setup fee for the link applies. If you have an affiliate program or are prepared to offer a percentage of each so you can join the loyalty Astro Cashback Program, which can be seen in Section 4 (Astro Bux Coin Tokenomics).



# Projected Income

Based on this pricing structure, we have developed the following projected income and expense reports

Year	Revenue	Expense	Net Profit
1	\$1,000,000	\$675,000	\$325,000
2	\$2,500,000	\$1,500,000	\$1,000,000
3	\$10,000,000	\$6,500,000	\$3,500,000

Over the next 5 years, Astro Brand Developers expects to achieve a net worth of \$76,626,869 based on projected income and expenses. These outcomes have been carefully calculated by our team of highly skilled professionals with extensive leadership and marketing experience.

With clear, concise goals and a well-implemented business strategy, the team at Astro Brand Developers is well positioned to help drive and deliver continued revenue growth and lead the project to success well into the future.



## Conclusion

Unlike many cryptocurrencies and altcoins that have limited functions and uses in the real world, ABC token has a real-life application that gives it extra purpose and increases its value. Backed by the Astro Mega Mall's e-commerce shop owners and given extra value through cashback and referrals, the ABC token is in the right place to grow and become increasingly profitable, as the foundation of one of the giants of e-commerce, like Amazon or Walmart. Astro Mega Mall gives the ABC token the unique promise that will deliver astronomical returns for its investors, as well as a new type of crypto coin with a particular use and a clear view for the future.

While countless other crypto coins fail to realise their potential because their outlook is in the present, with the new plans in e-commerce enabled by Astro Mega Mall, Astro Bux Coin has a vision the future.

This is a new project that everyone can participate in. We invite all forward-thinking retailers, shoppers and investors to join us on our journey from a budding prospect with potential to an established household name. Now is the best possible time to get involved before the ABC project has gathered its full momentum.

**Commit to ABC today and share the e-commerce of tomorrow**



# AstroBuxCoin



2041 Putty Road BULGA NSW 2330



[www.astrobuxcoin.com](http://www.astrobuxcoin.com)



Phone: +61 497 690 000



[info@astrobuxcoin.com](mailto:info@astrobuxcoin.com)