



TessaB Ecosystem



Whitepaper v 1.0

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Executive Summary

The smartphone industry has continued to evolve throughout its relatively short lifespan to meet the needs of an ever more demanding customer base. This has driven improvements in hardware, sensor suites, user-experiences, and integrations with the world we live in. To match these desires, the industry has turned to shorter release cycles, price increases, and introduced new payment and protection systems designed to lock a consumer into a predefined upgrade cycle, removing flexibility and optionality. This industry model, instead of driving more consumer adoption, has had the opposite effect. Consumers now own their devices for longer than ever and increasingly turn to pre-owned devices as a solution to price increases, driving increased costs to industry stakeholders.

IGWT, backed by PCS Wireless, a leading company in the secondary mobile device market, is building a better device ownership experience and is providing the resources to develop the infrastructure surrounding a customer friendly ecosystem for the new and pre-owned smartphone marketplace, bypassing the traditional business models currently deployed within the industry.

The TessaB Ecosystem will leverage the ubiquity of the smartphone to not only deliver convenience but savings and accountability throughout the smartphone ownership experience. TessaB is developing a new asset-backed model to leverage the current and future value of a consumer's mobile device. Anchoring the TessaB Ecosystem will be a trusted distributed ledger

tracking the status and condition of participating smartphones throughout their lifecycle. Users will no longer remain in the dark about the true value of their smartphone, how this value changes over time, what it costs to insure, and more. Through the utilization of the smartphone as the primary touchpoint, IGWT looks to deliver an accessible onramp to the first mobile-centric ecosystem of commerce around mobile devices and related services powered by the TessaB Digital Asset ("TSB"), the first customer-friendly cryptocurrency that delivers on all of the conveniences expected in a modern medium of exchange.

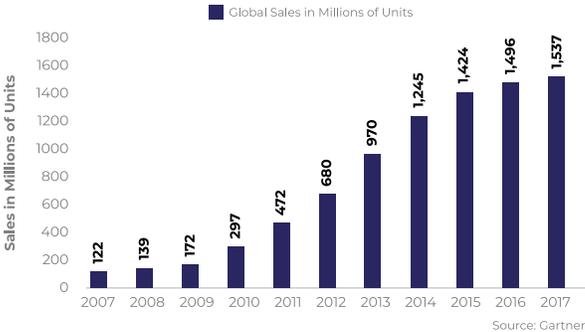
Mobile Device Industry is Ripe for Disintermediation

The new and pre-owned mobile device landscape will be disrupted by those willing to provide condition and price transparency to the wholesale and retail market. Smartphone sales surpassed 1.5 billion units in 2017, marking an increase of 850 million additional units sold compared to 5-years prior. Now, with 77% of Americans owning a smartphone, up from 35% in 2011¹, the developed market is approaching a saturation point. Last year saw more growth in the global sales of pre-owned smartphones (+13%)² than from new devices (+3%). This is emblematic of a developed market transitioning out of its high growth phase towards more predictable long-term growth with emerging markets poised to benefit from first-time adoption.

The maturation of this marketplace has resulted in an evolution in the way consumers buy, own, and sell their smartphones, diversifying away from the traditional carrier-subsidized model³ to a lease and financing model. These changes have compelled manufacturers to compete in the marketplace by introducing more features and functionality to appeal to broadening consumer preferences. The inclusion of these extra features commands a premium, resulting in an increase in the average prices of smartphones globally.

The traditional carrier model involved signing a multi-year contract coupled with a down payment which effectively subsidized the full price of the phone. The shortening in smartphone release cycles and increased cost has made this model unprofitable for the carriers and too restrictive for consumers wishing to own the latest models. What has taken the place of the traditional model has been the introduction of leasing and financing options to the smartphone market. Leasing provides the most flexible option for consumers allowing for quicker and more seamless upgrades at a lower cost. The financing option often called an Equipment Installment Plan (EIP), requires an upfront purchase or lengthy contract allowing the gradual payment via monthly installments and remains a popular option for consumers.

Global Smartphone Sales to End Users



Global Smartphone 1 Year Growth Rate



Global average selling price (ASP) of smartphones

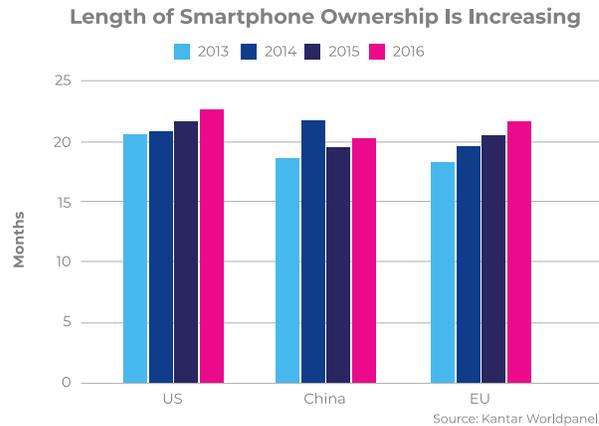


¹ <http://www.pewinternet.org/fact-sheet/mobile/>
² <https://www.counterpointresearch.com/surprising-growth-used-smartphones/>
³ <http://fortune.com/2015/12/31/att-two-year-contracts/>

The smartphone protection plan industry has benefited significantly from the steadily increasing prices for devices, accounting for \$20.5 billion in worldwide revenue in 2017 with this figure expected to surpass \$27 billion by 2020⁴. Carriers are partnering with insurers in order to accelerate adoption, utilizing complimentary insurance schemes or bundling with mobile security plans. Device manufacturers have also begun introducing their own branded protection plans which are expected to form a \$4.5 billion market by 2020⁵.

Consumers have responded to the increase in smartphone prices by changing their purchasing behaviors. This shift has seen consumers begin to consider pre-owned smartphones as a legitimate option for their next upgrade, driven by more established options and access to the secondary marketplace.

Consumers traded in 120 million units in 2017 up from 56 million units in 2014⁶ which resulted in the doubling of wholesale revenue from \$7 billion to \$14 billion over the same period⁷. Global shipments of pre-owned smartphones are expected to top 167 million units by 2020⁸ with the trend expected to accelerate as the secondary market continues to mature. Additionally, consumers are holding onto their devices for longer periods of time in order to eke out as much value from their devices as possible.



⁴ <http://www.snstelecom.com/mobilephoneinsurance>

⁵ <http://www.snstelecom.com/mobilephoneinsurance>

⁶ <https://www.gartner.com/newsroom/id/2986617>

⁷ <https://www.statista.com/statistics/744259/worldwide-market-revenue-refurbished-smartphone/>

⁸ <https://www.statista.com/statistics/667024/used-smartphone-unit-shipments-in-north-america-and-rest-of-the-world/>

Current Industry Challenges

The smartphone marketplace is incredibly opaque for consumers, from pricing transparency, needlessly expensive protection plans, to complicated lease and financing options. Consumers have always been at a disadvantage as stakeholders maintain control throughout each stage of the value pipeline from the initial sale and protection plan onboarding to buyback pricing.

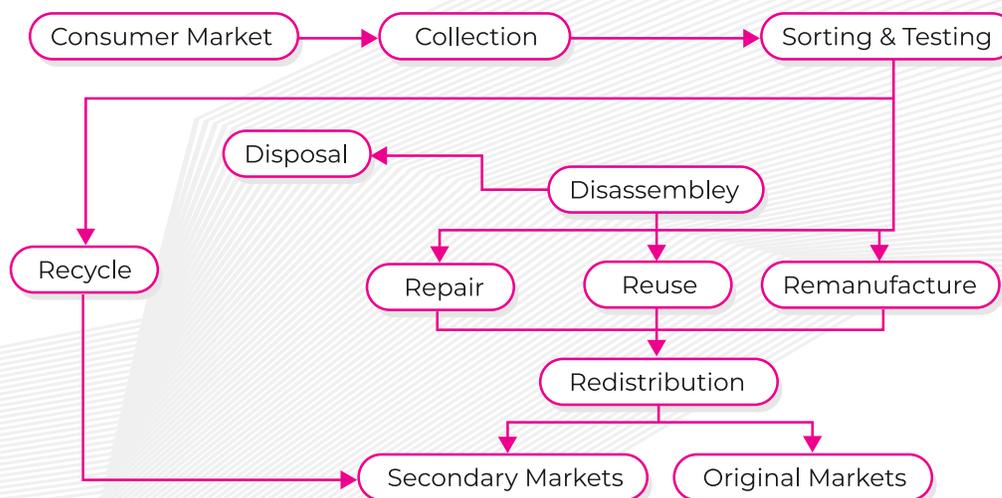
The consumer disadvantage is further magnified when dealing in the secondary marketplace for smartphones. These challenges stem from the lack of pricing transparency, numerous intermediaries, product consistency, and access to protection plans to name a few. Consumers typically lack true transparency into the real value of their smart devices, opting to participate in the buyback programs offered by the originating carrier when better pricing is available elsewhere. Furthermore, it is estimated that 69% of protection plans were purchased from the carrier in 2017. Simply put consumers are very unlikely to deviate from the pathways proposed by their mobile carriers unless there is a change to the status quo.

Pricing Transparency

Consumers typically lack true transparency into the real value of their smartphones leaving them to make poorly informed decisions as to when to sell their old devices, for what amount, and how much to pay for their next one. This stems from the traditional carrier defined purchase/lease plan and upgrade cycles that most in the United States are beholden to. A phone is purchased from a carrier (Verizon, AT&T, etc.) presents a turn-key solution allowing customers to be easily guided toward the carrier supported payment plan and upgrade path.

Each stage in the journey of a pre-owned smartphone is accompanied by yet another intermediary which in turn adds to the cost of the device. The typical path a pre-owned smartphone travels is a long and convoluted one, often traveling around the world and touched by anywhere from 6 to 12 entities before being resold. Each of these touchpoints adds costs and margin with the device quality degrading along the way.

Typical Reverse Logistics Network



⁹ <https://www.warrantyweek.com/archive/ww20180201.html>

¹⁰ <https://pdfs.semanticscholar.org/f105/31525b98bc6f7956c2b6563cb131494ca225.pdf>

¹¹ <https://www.androidheadlines.com/2016/07/primetime-should-we-worry-about-smartphone-depreciation.html>

¹² Internal PCS Wireless Data

¹³ <https://www.thewhizcells.com/top-valued-cell-phone-brands-2017/>

¹⁴ <https://bgr.com/2016/01/21/iphone-trade-in-deals-vs-private-sale/>

The time it takes a device to traverse these touchpoints adds to the underlying cost as the depreciation rate on second-hand devices older than a year ranges from 1%-3% each month. For newer devices, this rate ranges up to 7% per month following the initial 30%-35% depreciation after purchase. This makes processing time a key friction point that can be addressed. All of the inefficiencies contribute to a reality where the spread between the payment to the initial seller and the cost to the subsequent buyer can be as high as 50%.

Device Grading

There is a lack of consistency in the secondary market revolving around the reliable grading of individual devices that have been exchanged. Each refurbishing company, device manufacturer or third party, have their own stated standards¹⁵ which vary tremendously making it difficult for a consumer to fully grasp the difference between, for example, Best Buy's Geek Squad Certification or Gazelle's Certified Guarantee. The lack of objectivity and clear standards get in the way of competitive pricing and places consumers at a disadvantage when comparing devices. This creates significant variance in the buyback pricing of devices versus the consumer's expectation. Increased transparency regarding standards as well as a process to self-grade devices has the potential to close the gap between consumer expectations and reality.

Greater accountability and transparency stand to benefit all participants in the pre-owned marketplace.

Same Device — Same Condition — Different Price?

\$649 Best Buy Certified Refurbished iPhone 8 64GB*		\$499 Gazelle Certified Refurbished iPhone 8 64GB*
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**Price referenced on 5/9/19*

Protection Plans

The combination of rising smartphone prices and lengthening consumer ownership periods is making the purchase of a protection plan a critical element in the decision making-process. Most consumers buy their new devices from carriers (AT&T, Verizon, etc.) and opt into the protection plan offered at the point of sale. Protection plan providers rely on the pre-owned marketplace for replacement devices creating a linkage between the price of these plans and the reverse logistics supply chain. Unfortunately, the fragmentation and inefficiencies in the supply chain directly contribute to higher refurbishment and acquisition costs for providers, which are passed on to consumers at the point of sale. Consumers lack transparency in this process, leaving them to purchase protection with little sensitivity to the price of the plan offered.

Opacity and consumer disadvantage are further magnified when considering protection plans for pre-owned devices. Central to this is the lack of device-based diagnostics and consistent grading standards in the industry, preventing protection plans from being utilized in the secondary market. Consumers are therefore often left to opt-into more onerous protection plans devised by refurbishers and secondhand retailers which can require 30-day waiting periods for claims among other restrictions.

With the TessaB Ecosystem, consumers will be in the driver seat for the first time in industry history, supported by the efficiencies and transparency gained through the blockchain. No longer will consumers be beholden to the current business models. Consumers will be free to chart their own path and make their own decisions based on what is best for them.

¹⁵ <https://www.refurb.me/blog/2018/07/31/what-is-refurbished-grade-a-b-c-d-definition/>

The TessaB Solution: Disruption Through Transparency

At its foundation, the TessaB Ecosystem will be supported by a technology stack developed to address the inefficiencies and opacity currently surrounding the industry. The TessaB Ecosystem aims to place consumers back in control of their future mobile experience while driving efficiency and cost savings to industry stakeholders.

Current smartphone business models have been trending towards faster manufacturer release cycles that come at a higher cost to the consumer. Under the current regime, the customer typically absorbs the significant initial depreciation of their handsets while simultaneously being compelled to participate in these rapid release cycles.

A key pillar of the TessaB Ecosystem will be the introduction of transparent pricing which is enabled by the establishment of a trusted record of device history. This implementation intends to drive value to the consumer who will finally have visibility into the true cost of their mobile device, allowing them to leverage the savings offered by the program into the purchase of their next device. The consumer is able to roll-over these savings while simultaneously enjoying the benefits of the latest generation of smart devices.

Consumers rely on their smartphones more and more each day but are forced to deal with a fragmented industry that has been slow to change over its relatively short history. Consumers are still required to deal with established carriers, persist with the 12/24 month carrier contract supported upgrade programs, pay high monthly fees to protect against damage, and oftentimes are saddled with unnecessary bloatware installed by stakeholders.

TessaB Device Services

The TessaB Ecosystem, existing at the intersection of blockchain and the smartphone, will present consumers with a unified experience which promises unprecedented transparency into the secondary mobile device marketplace.

At its core, the TessaB Ecosystem will empower unprecedented transparency into the secondary mobile device marketplace through the implementation of on-device diagnostic functionality. This will allow device owners and resellers to commit information about the condition of the phone, sale and resale pricing data, and repair histories to the blockchain, receiving TSB in exchange for their contributions of value to the ecosystem. This contribution-based system is designed to encourage device owners to provide ongoing data surrounding the condition of their phone throughout their ownership period.

This functionality will allow consumers, resellers, and device insurers to reference a trusted record of device condition and history, helping to foster a healthy secondary market for pre-owned devices. This implementation of this model will help reduce the risk for industry stakeholders while bringing transparency to the secondary market for smartphones in much the same way as CarFax did with used-vehicles.

Through the introduction of transparent buyback pricing, protection plans, and other incentivization, TessaB looks to disintermediate the current carrier supported programs, placing the consumer back in control. Access to device services will come via the TessaB Connect App which will be available on devices sold by supporting vendors.

Buyback Smart Contracts

Consumers who transact with a vendor powered by TessaB will likely first interact with the ecosystem through the buyback pricing guarantee which strikes at a critical element of the platform—transparency.

The introduction of a trusted database of device condition history enables TessaB Ecosystem vendors to leverage this information to offer consumers a buyback guarantee at the time of sale. Greater knowledge about the history of each device allows vendors to better understand the associated risks of these product offerings while arming the consumer with the information necessary to make informed decisions about their ownership experience with their device.

The consumer will not be obligated to execute the buyback contract at trade-in should the terms be deemed unacceptable. Consumers will always have the option of trading in their device at the prevailing market rate at the time of purchase using traditional means. The guaranteed buyback smart contract can be leveraged to launch mobile device financing as the buyback guarantees the residual value of the underlying asset, reducing the risk for stakeholders.

The pricing guarantee establishes a pricing floor for the given device regardless of whether it is valued below the floor at the time of trade-in. The consumer will always get the greater of the value between the current market trade-in-price and the guaranteed price. The consumer participates in all of the upside, but none of the downside in this transaction, serving as another form of protection for the consumer while keeping them engaged within the TessaB Ecosystem.

This places the consumer in control of their journey while also serving to protect them against unanticipated losses due to unexpected device depreciation.

Protection Plans

Protection Plans remain another key element of the consumer experience that is ripe for disruption. This highly profitable and opaque vertical accounted for \$20.5 billion in worldwide revenue in 2017 and is expected to continue its expansion. Traditional carrier subsidy models created a gap between the perceived value of devices and the actual price consumers paid, allowing purchasers to assume more risk. The recent transition away from the subsidy model shifted this risk from the carrier to the consumer, creating a market opportunity for insurance/protection plan providers. According to a recent survey, 90% of insurance was purchased through the retailer, carrier, or OEM which illustrates how successful point of sale distribution is. When dealing with pre-owned devices, protection plans are often unavailable via traditional avenues. This is due to the challenges associated with device grading, mainly the lack of established parameters, as well as with fraud.

The integration of Protection Plans into the TessaB Ecosystem will use the same rails as the Buyback Pricing mechanism with the stated goal of bringing increased transparency to the process through significant disclosures of information usually deemed proprietary. TessaB will append risk models, repair costs and other 3rd Party expenses to the blockchain. This process will allow device risk to be shared between the consumer and the vendor, eliminating the often-adversarial relationship that exists between these parties.

Consumers who opt into the protection plan will contribute funds into a shared pool which will be used to reimburse participants who file claims, pay for administrative expenses, as well as replacement devices. The remaining balance of the shared pool not distributed for claims, after all costs are deducted and committed to the blockchain, will be shared with those participants that did not end up utilizing the service.

Device Diagnostics

The TessaB Connect application, which will be available through participating vendors, will have self-diagnosing functionality built in which will certify the condition of the device. This feature will allow consumers the ability to run objective self-diagnostics on their device which will then be committed to the blockchain. The power to run diagnostics directly from the TessaB Connect application provides consumers with the ability to grade their device at their convenience while opening the door to further engagement with ecosystem participants offering buyback guarantees and protection plans.

The diagnostics will be tied to the Serial/IMEI number so the history of the device's condition is immutable, verifiable, and accurate. The linkage between the Serial/IMEI number and the condition is designed to address issues of fraud and accountability in the marketplace. This functionality will reside on-device, allowing owners the ability to provide periodic updates which will inform the protection plan vendors and resellers of the current condition of the device. Device owners will earn TSB in exchange for the contribution of this information to the ecosystem.

The diagnostic results committed to the blockchain will provide the first verifiable record of device ownership and condition in the secondary market for smartphones. Service providers and platform participants will be able to reference this information when pricing device protection plans and issuing compelling buyback guarantees at the time of sale.

The introduction of this functionality will allow the owner of a pre-owned device purchased from any retailer to download and run the TessaB Connect Application in order to derive the accurate device conditioning necessary to deem a device safe to insure. The consumer will be able to use the same gateway to file a claim, allowing for immediate confirmation of its eligibility in many cases.

Automated Grading

TessaB has plans to expand the current functionality surrounding objective device grading and diagnostics into the physical world through the utilization of Kiosks. The intention is for the Kiosks to be located within malls, pharmacies, electronics stores, and mobile retail establishments for added convenience to the consumer. IGWT is investing in this technology as it supports our vision of automated testing from multiple locations, which updates the device record on the blockchain, and allows for the creation of a decentralized inventory to facilitate peer-to-peer transactions.



Brick & Mortar

Making it easy for consumers to resell their device

Instant payment



Objective Grading Standards

Buyers can trust they are getting exactly the device promised



Instant Marketplace Access

Once a device is accepted by a kiosk, it becomes immediately available for sale

Consumers who chose to utilize TessaB Kiosks will be able to resell their devices and receive payments instantly compared to current solutions. Kiosks, which will analyze, grade, and data wipe submitted devices will also serve as points of sale for devices that have been accepted.

The process will be guided by artificial intelligence in order to drive increased objectivity and precision of the cosmetic grading process. The kiosks will implement automated machine learning processes in order to drive increased consistency, high scalability, and savings. Machine learning will be used to constantly refine the grading model as old and new devices are introduced to the system.

The TessaB Kiosks aim to address the inefficiencies present in the refurbishment process while eliminating unnecessary middlemen in order to drive savings to both the consumer and stakeholders in the mobile industry.

Customer Support Gateway

The Customer Support Gateway is the portal carriers and manufacturers will use to interact directly with their customers around the world. Customers will have the option of interacting with the service through their device in two distinct ways; through an artificial intelligence powered bot designed to handle minor requests or through a trained representative.

Automated Customer Care will be powered by artificial intelligence and will be available via the TessaB Connect App at no cost to the customer. Customers with more challenging inquiries will be able to pay a modest fee in TSB to engage a live representative who can run device analytics to remotely diagnose issues using a unique dashboard. In current implementations, this functionality enabled carriers to save up to 50% on support costs during their first year using this service while also reducing RMAs by over 50% just through the use of simple remote diagnostics.

Mobile Service Provider Distribution

The TessaB Connect Application will be available as a branded application for mobile service providers globally, offering integrations with the TessaB Ecosystem, wallet, pre-existing relationships, as well as an established install base under contract with plans for additional manufacturers to join the ecosystem. The application will provide a bridge between the consumer and the service provider while allowing interactions with the ecosystem.

IGWT has a number of pre-existing relationships with carriers and manufacturers in South America, Africa, and Eastern Europe. The ability to directly engage consumers who are a) most likely to use and adopt cryptocurrencies due to financial exclusion and; b) those most likely to purchase a pre-owned device, provides significant resources with which to bootstrap the TessaB Ecosystem.

Powered by TessaB

The success of the TessaB Ecosystem hinges not only on the technology underpinning its function, but also on partners who are aligned in their view of the changing dynamics in the marketplace.

TessaB envisions a network engaged in this ecosystem spanning blockchain companies, merchants, smartphone carriers, resellers, and insurers.



Glyde is the first new and pre-owned device marketplace powered by TessaB. Glyde supports the blockchain-based smart contracts utilized for the buyback guarantee as well as serve as a distribution channel for protection plans. Glyde will introduce additional functionality as development continues including customer trade-ins and device protection. Glyde's device marketplace will provide the TessaB Ecosystem with direct exposure to new and pre-owned smartphone buyers and sellers.

Operating Glyde within the TessaB Ecosystem presents consumers with a curated experience unmatched in the market.

The Glyde experience provides consumers with:

- A great phone at a great price
- Fair value for consumer trade-ins
- Affordable device protection coverage
- A commitment for the future value of your phone at the time of sale

A key pillar of the TessaB Ecosystem is the introduction of transparent pricing for mobile devices made possible by the establishment of objective diagnostics via the TessaB Connect application that works on both Android and iOS, recording findings to the blockchain. The introduction of a trusted record of device history makes guaranteed buyback pricing and low-cost protection plans possible. This implementation intends to drive efficiency and transparency to the consumer who will have visibility into the true cost of their mobile device, allowing them to leverage the savings offered by the program into the purchase of their next device. The consumer is able to roll-over these savings toward their next purchase, enjoying the features found in the latest generation of smart devices.

Consumers have responded to the increase in smartphone prices by changing their purchasing behaviors. This shift has seen consumers begin to consider pre-owned smartphones as a legitimate option for their next upgrade, driven by more established options and access to the pre-owned marketplace. In 2017, pre-owned smartphones saw a larger sales growth than new devices¹⁷. Glyde will differentiate by initially catering to consumer segments which require high quality pre-owned devices, complete transparency and convenience to make the switch to buying pre-owned devices.

The introduction of transparent pricing is intended to drive accountability and competition to the pre-owned phone market leading to greater efficiencies and cost savings. Glyde's operations in the new and pre-owned mobile device marketplace will allow for the aggressive pricing of buyback contracts and protection plans. Glyde aims to not only transfer value to the consumer in the form of savings, but also provide them with potential earnings and returns in exchange for their participation in the ecosystem.

¹⁷ <https://www.counterpointresearch.com/surprising-growth-used-smartphones/>

The Next Mobile Transformation

IGWT is creating an ecosystem which leverages smartphones to deliver the first consumer-centric cryptocurrency while providing value-added services to device owners and mobile industry stakeholders through the transparency and immutability of the blockchain.

Mobile is Universal Onramp for the Masses

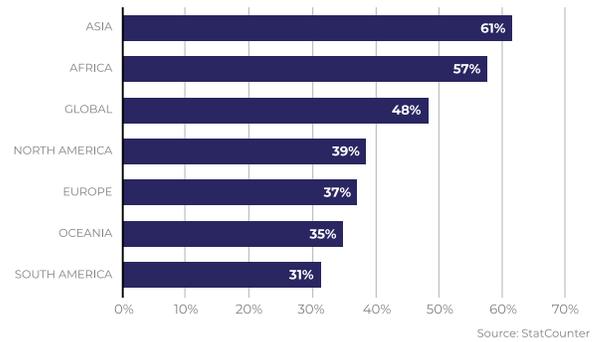
Smartphones are becoming truly universal devices with global penetration rates expected to hit 40% by 2021¹⁸. Developing markets are seeing the largest surge in adoption with many of these economies leapfrogging legacy technologies and established frameworks. In 2018, over 50% of all global website traffic was generated through mobile phones with this rate reaching 61% in Asia and 57% in Africa,¹⁹ The smartphone represents access to modern conveniences spanning information, entertainment, financial services, social networking, and e-commerce to name a few.

Smartphones have become an essential part of modern life with the majority (63%) of smartphone owners worldwide accessing their mobile device at least every 30 minutes²⁰. This usage includes any and all different ways a mobile device can be used, from making calls to checking the time and accessing the internet. The same study found nearly half (49%) of smartphone users spend more than three (3) hours on their mobile device daily.

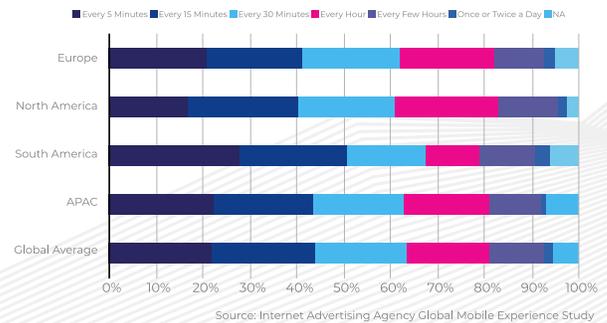
Due to the added conveniences offered by constant connectivity and access, consumers are increasingly managing their lives through their smart devices. In 2017, 59% of the \$2.3 trillion in e-commerce sales originated from mobile devices with this share expected to surpass 73% by 2021.²¹

TessaB aims to leverage the changes in consumer behavior to accelerate its adoption while providing compelling utility for blockchain technology.

Share of mobile internet traffic in global regions 2018

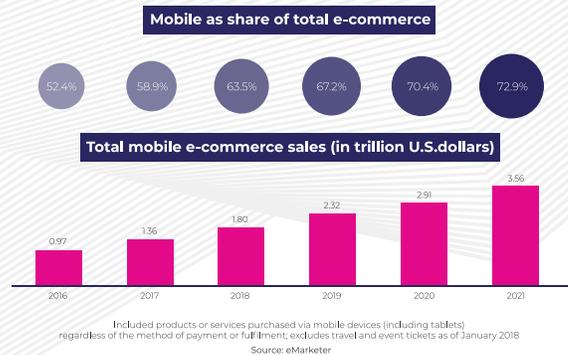


Frequency of mobile device usage



Mobile E-Commerce is Up and Poised for Further Growth

Estimated mobile e-commerce sales worldwide



¹⁸ <https://www.statista.com/statistics/203734/global-smartphone-penetration-per-capita-since-2005>

¹⁹ <https://www.statista.com/statistics/306528/share-of-mobile-internet-traffic-in-global-regions>

²⁰ <https://www.iab.com/wp-content/uploads/2017/06/2017-IAB-Global-Mobile-Experience-Study.pdf>

²¹ <https://www.statista.com/chart/13139/estimated-worldwide-mobile-e-commerce-sales/>

Improving the User-Experience

The rapid technical advances made by the blockchain industry have laid the foundations for the next web while the anticipated wave of consumer adoption has been slow to materialize due to shortcomings in the user-experience.

Current Utility Does Not Match Consumer Trends

In the decade since the founding of Bitcoin, the world has become more connected and mobile. Our mobile devices have become extensions of our lives, with us at all times, both entertaining us and providing linkages to our financial services.

The failure to prioritize the smartphone as a primary platform for blockchain adoption has missed a significant opportunity to bootstrap the ecosystem given the importance of connectivity in modern life.

Today's consumers around the globe are living in an "always-on" world due to the ubiquity of mobile devices and mobile internet access.

– IAB Global Mobile Experience Study

Plagued by a Chicken-and-Egg Problem

The lack of consumer-ready applications for the blockchain and cryptocurrencies, in general, has limited the rate of adoption. Understandably, the absence of a compelling use-case erects an unnecessary barrier to a deeper understanding of blockchain technology and cryptocurrencies further reducing the demand for this asset class and industry.

The current implementations are generally open and decentralized, aligning their ethos with the blockchain community. Unfortunately, the lack of oversight makes application discovery a frustrating experience given the high signal-to-noise. Decentralized applications provide a portal for consumers to access streaming audio, gaming, shopping, and other services. Failure to cater to changing usage patterns hampers adoption, especially when it involves new technology.

Improve the Customer Experience

IGWT intends to deliver a mobile ecosystem that provides all the modern convenience's consumers have grown accustomed to while also delivering on the full potential offered by the blockchain. This means creating an experience that is not only familiar to consumers, but one that improves upon the functionality, security, and conveniences currently available.

TessaB is addressing these frictions at every stage of the consumer's journey from the initial onboarding phase through the day-to-day interactions with Web3 Applications (dApps) while introducing a novel concept to the blockchain space, customer support, and fraud protection.

Through improvements in the user experience and the leveraging of blockchain-based smartphone incentives, IGWT aims to deliver a complete ecosystem that not only supports the consumer journey but also advances the future of blockchain.

Create Utility

A robust and functioning ecosystem is necessary to attract consumers and compel industry stakeholders to onboard as it demonstrates the potential for value creation. The presence of established commercial activity from day one creates a ready-made marketplace for TSB while delivering IGWT a competitive advantage over others addressing the cryptocurrency user-experience.

By providing launch day utility, the TessaB Ecosystem aims to deliver a compelling user-experience that allows consumers to take full advantage of the blockchain through a familiar portal; their smartphone.

TessaB: A Customer-Friendly Solution

The TessaB Ecosystem is designed to provide consumers with the necessary information to make an informed decision as to when to sell and/or exchange their current device. Consumers will be able to leverage this participation to gain additional features, income, and protection for their devices in excess of what the current marketplace offers.

TessaB Connect App

Consumers will interact with the TessaB Ecosystem be via the TessaB Connect App which will act as the interface granting access to the various features, transparency, and earnings offered within the ecosystem.

This application will allow the consumer to interface with the commercial and support services for TSB, the Curated App Store, Device Grading, and the ability to engage service provider offerings such as buyback guarantees and protection plans.

The TessaB Connect App will be downloadable on devices purchased by supporting vendors, such as Glyde and may come preloaded on user-devices. The option to engage these features rests with the consumer.

Web3 App

The One-Stop Shop for Blockchain Consumerism



DApp Store

Access decentralize services



Consumer Onboarding

Support services provide quality consumer experiences



Device Diagnostics

Live device-health data recorder to Tessa Blockchain



TessaID

Blockchain identity solution



TessaB Wallet

Direct P2P transaction

TessaB ID: Secured Identity

There is no denying the challenging nature of the onboarding process for new cryptocurrency users. Users must grapple with a number of unfamiliar concepts relating to wallets, public/private key cryptography, and a general lack of support and documentation. Simply put, the experience is not seamless and generally results in more questions than answers.

Consumers used to providing username and password details themselves, are currently required to manage lengthy cryptographic keys that are not human-readable and prone to error.

0xc2dcf95645d33006175b89035c7c9061d3f9 “...is my username?!”

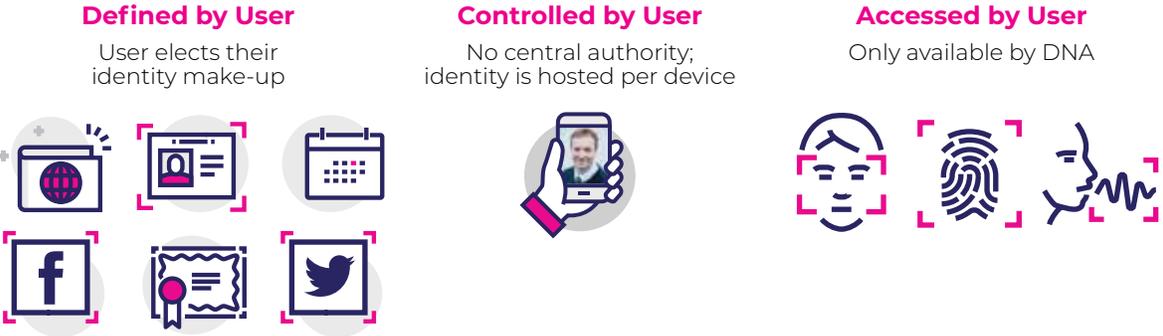
3a1076bf45ab87712ad64cc37737f7faacbf2872e88fdd “...is my password?!”

Failure to transcribe the characters correctly exposes the consumer to complete loss, and without a centralized party managing the experience, there is no one to contact. All errors are final. Unfortunately, from this point on, the experience does not readily improve. Key management remains a prime inconvenience throughout the consumer journey.

IGWT intends to bridge this gap by mimicking the familiar experiences that consumers already have with payment applications. Public and Private Keys, while secure, fail to provide a frictionless experience for users. IGWT will continue to rely on the security provided by Private and Public Keys but will obfuscate their presence behind the biometrically secured TessaB ID.

Login with TessaB ID

With TessaB ID, public and private keys will be secured using a user defined identity mesh made up of numerous verifiable forms of identity such as government ID, social media, and verified internet accounts. The TessaB ID will be controlled and hosted by the user on their smart device and secured by biometrics. This removes the risk of large-scale identity theft for institutions while providing individuals with the ability to secure their identity unlike ever before.



The goal of the TessaB ID is to provide an onboarding method for new, unsophisticated users which can be used to initiate new experiences and services within the TessaB Ecosystem and beyond. This process will combine the simplicity of more traditional payment applications like Square, Venmo, or PayPal with the security and decentralization of the blockchain.

Once implemented, the TessaB ID will allow for seamless onboarding within the TessaB Ecosystem and supporting platforms while delivering an improved user-experience when transacting with digital assets and decentralized ecosystems.

TessaB Wallet: Cryptocurrency Wallet

The wallet will present consumers with a frictionless gateway to the world of cryptocurrencies. Consumers will be able to check their current TSB balance, the current value of their holdings, and ways in which to spend, transfer, and otherwise use TSBs.

The TSB will be paid out to consumers throughout their phone ownership experience based on their contribution to the network. The TessaB Ecosystem aims to provide consumers with a crypto anchored speculative feature which has the potential to create significant upside value should the TSB appreciate with no associated risk of loss should the value of the digital asset fall.

The payment of TSBs in exchange for contributions to the network will allow consumers to participate in the upside potential of the asset without the need to purchase these assets directly. This process is designed to provide a positive first-experience in crypto for new users without having to risk personal capital.

TessaB Store: Curated dApp Experience

The current generation of smartphone applications serves as the centerpiece between user interactions with their devices and the mobile web. TessaB believes this trend will continue as the world transitions from Web 2.0 to 3.0. However, the current state of the decentralized application marketplaces leaves much to be desired. While improvements have been steadily introduced over the past year, a trusted solution has yet to materialize.

The TessaB Store will provide a curated dApp experience to foster discovery while providing developers access to a large base of consumers in the TessaB Ecosystem. The goal of the TessaB store is to create a positive and trusted experience which operates in the space between the insecurity delivered through the malicious apps that proliferate the Android Play Store and the overly restrictive nature of the iTunes Store.

TSB Digital Asset



TSB is being designed from the onset to be a consumer-friendly cryptocurrency. TSB will do this through the introduction of several features designed to ease the challenges surrounding cryptocurrency transactions, onboarding, and customer support.



Global Market

TSB will be accessible by anyone with a mobile phone
Exchangeable 24/7
Middleman-free transactions



Freely Tradable

No entity to approve or deny transactions
Permissionless entry to blockchain ecosystem



Utility-based Value

TessaB Ecosystem provides uses for TSB
Secondary market valuation based on utility

Identifiable Addresses

The TessaB ID is designed to obfuscate cumbersome public and private cryptographic keys. Users transferring the TSB will do so using user-defined human readable named accounts which sit above the cryptographic keys and create a more consumer-friendly process of exchange.



Send 17 TSB to `0xc2dcf95645d33006175b89035c7c9061d3f9`
Send 17 TSB to Joe 6-pack

Support Services

One of the most compelling features of cryptocurrencies is its lack of a central party. This improves security at the cost of convenience. Unfortunately for the consumer, the added inconveniences also extend into the support space where blockchain projects and applications generally operate with minimal documentation.

With TSB, consumers will be able to interact with support service personnel who will have the power to provide services generally expected in a functioning ecosystem such as a password reset.

Dispute and Fraud Protections

With the TessaB ID providing a universal onboarding and identity verification service, consumers will no longer need to worry about the security of their funds. Should an error occur, the user will simply be able to open up a support ticket with TessaB to resolve the dispute in much the same way resolutions occur with financial institutions.

Utility

The TessaB Ecosystem will be launching with a number of partners and Day One Services which will be powered by TSB

Contribution Based Earnings

TSB will be paid to participants based on their level of contribution to the TessaB Ecosystem. This will apply to consumers and stakeholders alike with the TSB distributions designed to encourage the sharing of trusted information that ecosystem members can leverage to deliver value-based services.

For example, the running of the on-device diagnostics application and subsequent contribution to the blockchain helps establish the trusted history of the device. The second order effect of this contribution allows protection plan providers to accurately price their contracts and resellers who can purchase pre-owned phones with confidence in its condition.

Comparing TSB and Bitcoin



Bitcoin

21 Million Finite Limit
Permissionless
Medium-of-Exchange
10 Minute Block Times
Fee Range between
\$0.10 and \$50.00



TessaB

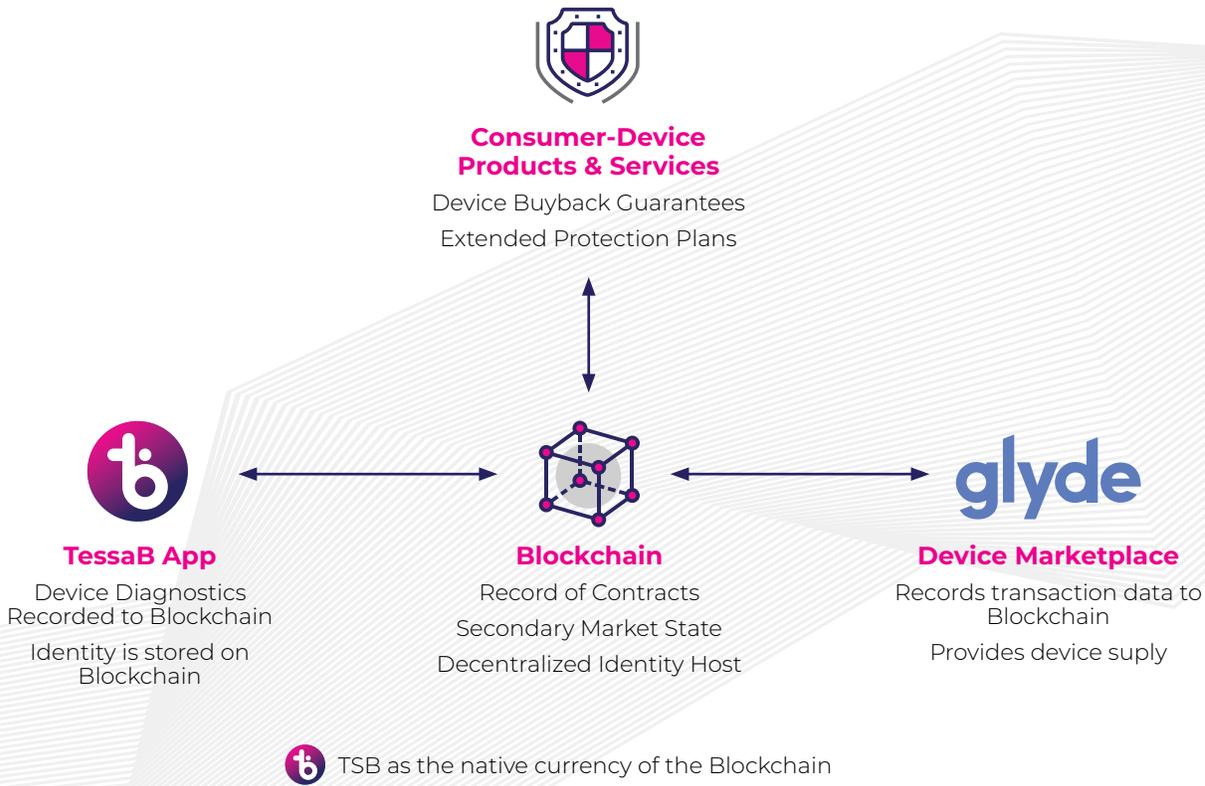
2.4 Billion Finite Limit
Permissionless
Medium-of-Exchange
Fast Block Times
Minimal Fees

Ecosystem Collaboration

The TessaB Ecosystem will consist of a number of different interrelating elements that, when combined, will present consumers with a unified experience which promises to deliver on the current shortcomings in the cryptocurrency space while driving unprecedented transparency and the potential for savings to the secondary mobile device marketplace.



The TessaB Ecosystem is being architected in such a way as to encourage cooperation and mutually beneficial behavior between participants. TessaB believes this is an essential element of a healthy, functioning ecosystem. Consumers and Industry Stakeholders must see the value in participating in a new system, let alone one that is striving to disrupt on such a large scale.



The Industry Stakeholder Experience

There are a number of fundamental issues in the smartphone marketplace which contribute additional costs to each device sold. The two main players in the industry, the manufacturers and carriers, are not aligned in their goals which have created additional fragmentation and challenges for stakeholders. The shift toward faster upgrade cycles, increasing device prices, and lengthening supply chains have added additional costs and complications to a process that is already onerous to the consumer.

The introduction of the TessaB Ecosystem has the potential to provide savings to industry stakeholders and consumers alike. The implementation of compelling consumer-facing savings and upside potential through cryptocurrency participation may improve retention rates with the industry and aid in true price discovery. The existence of a healthy ecosystem powered by TessaB is intended to reduce costs through the shortening of supply chains, reduction in shipping costs, and savings through quicker refurbishment turnaround which reduces depreciation provisions. Not only will increased efficiency drive value to the consumer, but also to the industry stakeholder who will be able to streamline operations while expanding reach.

Commitment to Transparency

Industry participants who onboard into the TessaB Ecosystem are committing to driving value to all participants. It is through the transparency of pricing and grading which allows the platform to deliver on its objectives. With transparency comes trusted verification, legal recourse, and cost savings which will benefit all participants.

Improved Retention

The utilization of the buyback guarantees along with future earning distributions in the form of TSBs has the potential to improve retention rates while reducing customer acquisition costs. The platform experience is designed in such a way as to encourage continued customer engagement through the implementation of contribution-based earnings. With this process, customers can earn TSB throughout their device ownership period and use them within the ecosystem. These earnings, when combined with the buyback guarantee and lower price-point protection plans, will serve to deliver cost savings through the unified experience.

Improved Efficiency

The commitment of data to the blockchain will provide accountability to ecosystem stakeholders and clarity for consumers. The publication of pricing, condition, and usage information will allow competition to drive savings and improved efficiency to the ecosystem. The availability of this data to industry stakeholders will effectively establish a benchmark price for given devices under given conditions. This will provide small and large refurbishers the ability to arbitrage the marketplace and undercut inefficient participants outside the ecosystem. With this comes a reduction in middlemen, an establishment of a viable secondary marketplace, and the delivery of true cost savings to the end-user.

Further magnifying these efficiencies will be the future installation of robotic grading kiosks in key consumer-oriented locations such as malls, shipping centers, and retail shops. The functionality provided by the kiosks will provide for objective, automated device grading which will be stored on the blockchain. The robotic kiosks will analyze on the spot, provide payouts, and allow consumers to purchase pre-owned devices with the knowledge that they will receive the best device for their dollar. This process will further reduce the inefficiencies associated with the pre-owned marketplace.

Strategic Partners

The TessaB Ecosystem is being launched by IGWT which is backed by PCS Wireless, a leader in the mobile reverse logistics industry. For over 17 years PCS has been a leader in the mobile phone reverse logistics industry. Guided by innovation, PCS' global vision is to leverage blockchain technology to create more transparent markets that benefit consumers. In 2017, PCS posted over \$1 billion in revenue, in an industry expected to exceed \$10 billion by 2020 (IDC) in the US alone.

PCS Wireless is backing IGWT's launch of the TessaB Ecosystem with the goal of reshaping the mobile phone industry. The TessaB Ecosystem will be operated centrally for a number of years in order to support the continued development of the underlying technology as well as demonstrate the validity of this new model. IGWT intends to lead by example, eventually ceding control of the digital asset and protocol to a Foundation once the ecosystem is sufficiently decentralized to support its ongoing operation.

PCS Wireless believes in this new vision and will use their extensive inventory to fuel its development and evolution, using their buying power to support the development of this new marketplace.

Technical Documentation

IGWT believes it is essential to foster a robust ecosystem of strategic partners spanning both the mobile device marketplace and the blockchain industry. To these ends, IGWT intends to publish documentation describing the technical elements of the TessaB Ecosystem in an open and collaborative manner. Beyond this, IGWT intends to engage developers and thought leaders to further the conversation surrounding blockchain applications for the mobile industry,