

Early in 2018, TraDove initiated the creation of the B2BCoin (BBC), an ERC-20 token, and the first dedicated cryptocurrency for the B2B marketplace, intended for use at TraDove Business Network. In the months following BBC's release, TraDove has made great strides in its continued development. As of May 2019, this includes a total overhaul in the branding and functionality of the social business network at TraDove.com. Also on the slate for completion are the first two stages of TraDove's B2B Blockchain Payment Solution, with the final version targeted for the end of 2019.



## Introduction to B2BCoin (BBC)

Since early in its inception, the B2BCoin (BBC) has been planned as an integral and complementary component to the functions of the TraDove Business Network, meant to encourage and empower the interactions between buyers and sellers. Although the first stages of integration of BBC into the network began in August of 2018, the site's complete relaunch paves the way for the much more comprehensive adoption of TraDove's unique payment system.

With these foundations laid, BBC's complete integration and utility as an internal currency of TraDove.com become possible.

## Unlocking Premium Services with BBC

All users who sign up for TraDove's Business Network (Buyers, Sellers, and Biz Individuals) may do so for free. While Buyers are able to access all features with their account type, Sellers and Biz Individuals have the option to purchase value-added utilities and additional services. These can be selected based on their specific needs and business interests.

B2BCoin (BBC), functioning as the proprietary currency within the TraDove Business Network, becomes the means by which users can access these value-added services. There are also built-in incentives to encourage businesses to adopt BBC as their payment of choice when using TraDove.com.

The following are examples of some of the premium services available to purchase using BBC:

## Subscription Payments

TraDove provides its users the option to upgrade their membership from a basic free account. This is the easiest way for non-Buyer users to gain access to a wider array of premium features. Included among these premium features are increased product/service and personal profile visibility, additional messaging and listing opportunities, and the ability to participate in more groups and private networks.

BBC is a payment option for these premium membership subscriptions. In addition to granting access to higher tiers of membership and more business opportunities for companies, payment in BBC affords users a 10% discount on their account upgrade purchases.

## Targeted Advertising

TraDove utilizes information from industry, personal profiles, transaction history, and other sources to conduct AI-matching of buyers and sellers, as well as products and services. Using this feature, sellers are able to place advertisements for their products and services in view of buyers who would be best suited to conduct business with them.

## Business Sales Pitches

Taking targeted advertising a step further, Sellers also are provided with the opportunity to pitch their products and services directly to Buyers. By paying for a pre-arranged session, a Seller may present a product/service offer to a targeted Buyer of his or her choice. This opportunity is purchased using BBC, the amount of which can then be deposited by Buyers into their company wallet to be used at a later time by the company.

Options for these BBC funds collected by the company include allowing their Sellers to utilize any of the premium services outlined above.

# TraDove Moving into the Future

The core mission statement of TraDove has always been to create a network where trades can be made simply and securely in order to facilitate trust in the B2B space – an idea termed B2B 2.0 by TraDove’s Founder and CEO Kent Yan.

As development of the project continues toward the goals outlined in the original white paper, more of these features and utilities of BBC will become fully realized. New partnerships are being forged and TraDove’s user base continues to expand, signifying a true interest in what their social business network is offering to the B2B space.

What they are offering is a thriving business ecosystem where deals can be made in complete confidence—where all business users are independently authenticated by TraDove, and reputations are further upheld by democratic ratings from business partners, colleagues, and one’s own business history.

Every communication tool a business could hope to have access to can be found in TraDove’s network, enabling the fast and easy dissemination of ideas and business opportunities around the world. These include proposals sent by buyers and sellers as well as group discussions based on industry, company, or even personal interest. TraDove also provides users a live feed and fully functional blogging platform on which to publish their own content, messages, or links.

## BBC Holder Token Allotments

With the expected increase in TraDove's user base due to combined user acquisition campaigns and organic traffic, the demand for BBC is also expected to rise in tandem. However, in addition to the B2BCoin's utility on the TraDove platform, the coin has additional benefits to those who are holders.

With the forthcoming launch of TraDove's B2B Blockchain Payment Solution, TraDove will pre-mine a number of the stablecoin trading tokens being used on this blockchain network and distribute them to BBC holders.

These trading token allotments will be paid out at quarterly and yearly intervals to BBC holders, beginning with a higher percentage of the mined tokens, and gradually decreasing as trading volume goes up.

# About TraDove, Inc.

After hearing the needs of the B2B space, we built a network dedicated to making the best-suited connections for buyers and sellers around the world. At TraDove, we match members with their ideal business partner, as well as new markets for their products and services, all of which are endorsed and reviewed by verified business professionals. Once users have made their new connections, they are able to collaborate on projects and conduct trades with our own Blockchain Payment Solution, the very first dedicated B2B blockchain. By enabling user authentication and blockchain-backed credit scoring in the B2B space, we are solving the trust and privacy issues in international trade.

<https://www.tradove.com>