

SEPTEMBER 2026

The Decentralized Payment for E-Commerce Ecosystem

End-to-end infrastructure for e-commerce, digital payments, merchant integrations, Touch & Pay, unified rewards and blockchain-enabled commerce.



TICKER VAR	NETWORK Ethereum	STANDARD ERC-20
PRESALE PRICE \$0.01	TOTAL SUPPLY 5B VAR	PHASE Public Presale

[Start reading ›](#)
veraxum.net

CONTENTS

Table of Contents

Every title below is a link. Click any section to jump to it; use “< Contents” at the bottom of any page to come back.

01	Abstract	3
02	Executive Summary	4
03	Market Context	6
04	Market Opportunity	7
05	Veraxum Adoption Strategy	8
06	VAR Token Utility & Economic Role	10
07	The Veraxum Ecosystem	11
	7.1 Veraxum Pay	12
	7.2 E-Commerce Marketplace	13
	7.3 Veraxum Card — Touch & Pay	13
	7.4 Open API Platform	14
	7.5 Banking System Integration	14
	7.6 Veraxum Mobile Wallet	15
	7.7 Cryptocurrency Exchange Connectivity	15
	7.8 Peer-to-Peer	16
	7.9 Unified Reward System	16
08	Technical Architecture	17
09	Payment & Settlement Architecture	18
10	Unified Reward System Architecture	20
11	Oracle & Proof-of-Delivery	21
12	Security, Risk & Operational Resilience	23
13	VAR Tokenomics	25
14	VAR Economic Model	27
15	Use of Funds & Treasury	29
16	Roadmap	31
17	Ecosystem Participation & Token Utility	33
18	Conclusion	35

SECTION 01

Abstract

01



Veraxum is a proposed blockchain-enabled e-commerce and payment ecosystem built around the VAR utility token on Ethereum.

The platform is designed to connect merchants and consumers through a unified infrastructure supporting digital payments, e-commerce, merchant integrations, cryptocurrency services, peer-to-peer transactions and cross-merchant rewards.

The Veraxum ecosystem combines several complementary components, including Veraxum Pay, an e-commerce marketplace, the Veraxum Touch & Pay Card, an Open API platform, banking integration, a mobile wallet, cryptocurrency exchange connectivity and a Unified Reward System.

The objective is to allow participating merchants to integrate blockchain-enabled payments and token-based rewards into existing commerce workflows while reducing the need for consumers to directly interact with the underlying technical infrastructure for routine transactions.

VAR is an ERC-20 token deployed on Ethereum and is intended to serve as the common utility and reward asset throughout participating portions of the ecosystem. Depending on the service and implementation, VAR may be used for payments, rewards, redemption, marketplace transactions, peer-to-peer transfers and merchant-related ecosystem functions.

The Veraxum model is designed around a simple principle: blockchain functionality should be integrated into commerce in a manner that can be understood and used by ordinary consumers and merchants.

This whitepaper describes the proposed ecosystem architecture, product functionality, token utility, economic model, technical infrastructure, security considerations, token distribution and development roadmap.

SECTION 02

Executive Summary

02

2.1 Vision

Veraxum aims to build an integrated commerce ecosystem in which blockchain-based assets can participate in everyday purchasing, merchant payments and customer rewards.

Traditional loyalty systems are generally fragmented between individual merchants. A customer may accumulate different points with different businesses, often with limited redemption options.

Veraxum proposes a unified model in which participating merchants can distribute VAR as a digital reward and consumers can subsequently use VAR across participating services.

The result is intended to connect payment functionality, commerce and rewards within one ecosystem.

2.2 The Problem

The existing digital commerce environment remains fragmented across:

- | | |
|--------------------------------------|---------------------------|
| ● Merchant-specific loyalty programs | ● Payment providers |
| ● Banking systems | ● Cryptocurrency wallets |
| ● Exchanges | ● E-commerce marketplaces |
| ● Merchant APIs | ● Separate reward systems |

Consumers frequently have to manage different accounts, payment methods and reward balances across individual services.

Merchants likewise operate through multiple payment, marketing and customer-retention systems.

Veraxum is designed to address this fragmentation by providing a common ecosystem layer through which participating merchants and consumers can interact.

2.3 Proposed Solution

The Veraxum ecosystem combines:

- Cryptocurrency payments

- Merchant payment infrastructure

- E-commerce

- Unified rewards

- Peer-to-peer transactions

- Wallet functionality

- Exchange connectivity

- Merchant APIs

- Card-based payment functionality

The architecture is intended to allow these components to operate as connected services rather than isolated products.

2.4 Ecosystem

The principal ecosystem components are:

Veraxum Pay

A merchant payment solution designed to accept VAR.

E-Commerce Marketplace

A marketplace environment in which merchants can list products and consumers can transact using supported assets.

Veraxum Card

A proposed Touch & Pay solution connecting everyday payment functionality with the Veraxum ecosystem.

Open API Platform

Infrastructure intended to allow third-party merchants and services to integrate payment and reward functionality.

Mobile Wallet

A proposed wallet interface for holding, sending, receiving and exchanging VAR and supported assets.

Banking Integration

Infrastructure intended to connect supported banking functionality with the wallet and settlement environment.

Exchange Connectivity

Integration with cryptocurrency liquidity venues to support conversion between VAR and other assets.

Unified Reward System

A cross-merchant reward mechanism based on VAR.

Peer-to-Peer

Direct transactions between participating users.

2.5 VAR

VAR is an Ethereum ERC-20 token with a fixed total supply of:

5,000,000,000 VAR

The public presale price is:

1 VAR = \$0.01

VAR is intended to function as the common token within the ecosystem rather than as a separate reward point for each merchant.

2.6 Development Strategy

Development is planned progressively.

The current phase is the **Q3 2026 public presale**. Subsequent phases are intended to establish the core platform, payment infrastructure, wallet, marketplace, smart contracts, card functionality, API infrastructure and geographic expansion.

Roadmap dates represent development targets rather than guarantees of completion.

SECTION 03

Market Context

03

3.1 E-Commerce

E-commerce has become an established component of global commerce, with consumers increasingly purchasing goods and services through digital platforms.

Despite this growth, payment infrastructure and loyalty systems remain fragmented.

Individual merchants frequently operate their own customer-reward programs, while payment infrastructure is often supplied by separate third-party providers.

This creates an opportunity for infrastructure capable of connecting payment, rewards and commerce.

3.2 Digital Payments

Digital payment systems have reduced friction in online and physical commerce, but merchants continue to operate across numerous payment providers and settlement systems.

Cryptocurrency introduces another payment layer, but practical adoption requires infrastructure that addresses usability, settlement, conversion and merchant integration.

Veraxum is designed to provide this additional infrastructure layer.

3.3 Loyalty & Rewards

Traditional loyalty programs are generally isolated.

A customer who earns points with one merchant may have little or no ability to use those points elsewhere.

Veraxum's proposed Unified Reward System instead uses VAR as a common ecosystem reward asset, allowing participating merchants to reward customers with an asset that can potentially be redeemed elsewhere within the ecosystem.

3.4 Cryptocurrency Adoption

Cryptocurrency ownership does not necessarily translate into everyday commercial usage.

The Veraxum model therefore focuses on integrating blockchain functionality into familiar commerce interfaces rather than requiring consumers to understand blockchain infrastructure before using the system.

SECTION 04

Market Opportunity

04

4.1 Consumer Opportunity

The consumer proposition centers on combining:

● Purchasing

● Payments

● Rewards

● Wallet functionality

● Digital asset ownership

A consumer could potentially earn VAR from one participating merchant and redeem VAR through another participating merchant.

This creates a cross-merchant reward network rather than isolated loyalty balances.

4.2 Merchant Opportunity

Participating merchants are intended to receive infrastructure for:

- Payment acceptance

- Customer rewards

- Customer retention

- Marketplace participation

- API integration

- Customer analytics

- Cryptocurrency-enabled commerce

The objective is to allow merchants to participate without requiring every merchant to develop its own blockchain infrastructure.

4.3 Infrastructure Opportunity

The Open API model is intended to allow third-party businesses to integrate Veraxum functionality directly into existing systems.

This means the Veraxum ecosystem is not dependent solely on the Veraxum marketplace.

Merchants may potentially use selected Veraxum services while maintaining their existing e-commerce infrastructure.

SECTION 05

Veraxum Adoption Strategy

05

Veraxum's adoption strategy is based on reducing the amount of behavioral change required from consumers and merchants.

5.1 Plug-and-Play Integration

Merchant-facing tools are intended to simplify integration.

The Open API and payment widget are designed to provide access to payment and reward functionality without requiring merchants to develop blockchain infrastructure independently.

5.2 Consumer Simplicity

Consumers should be able to interact with Veraxum through familiar interfaces such as:

• Web applications

• Mobile applications

• Wallets

• Payment interfaces

• Cards

• Merchant checkout systems

The underlying blockchain should support these experiences rather than become a barrier to them.

5.3 Merchant Adoption

Merchant adoption is intended to be supported through:

• Simple integrations

• Payment infrastructure

• Reward functionality

• Marketplace access

• Merchant analytics

• Customer retention tools

• Ecosystem support

5.4 Growth

Long-term ecosystem growth is expected to depend on:

- Merchant adoption
- Consumer adoption
- Useful payment functionality
- Reward utilization
- Liquidity
- Third-party integrations
- Product execution
- Regulatory and operational readiness

No specific adoption level is guaranteed.

SECTION 06

VAR Token Utility & Economic Role

06

VAR is intended to serve as the common utility and reward asset throughout the Veraxum ecosystem.

6.1 Payment Utility

Participating merchants may accept VAR for eligible goods and services.

6.2 Reward Utility

Merchants may distribute VAR as rewards to qualifying customers.

6.3 Redemption

Consumers may use accumulated VAR for eligible purchases and services within participating portions of the ecosystem.

6.4 Marketplace Utility

VAR may be used as a transaction asset within the Veraxum marketplace.

6.5 Peer-to-Peer Utility

The ecosystem is designed to support direct transfers of VAR between participating users.

6.6 Merchant Utility

Merchants may acquire or distribute VAR as part of their reward and payment programs.

6.7 Liquidity

Exchange connectivity is intended to provide mechanisms through which VAR may be exchanged for other supported digital assets and, where infrastructure and regulations permit, fiat currency.

6.8 Fixed Supply

The total supply is fixed at:

5,000,000,000 VAR

A fixed supply does not by itself guarantee price appreciation or future token value. Market value will depend on supply, demand, liquidity, ecosystem usage and broader market conditions.

SECTION 07

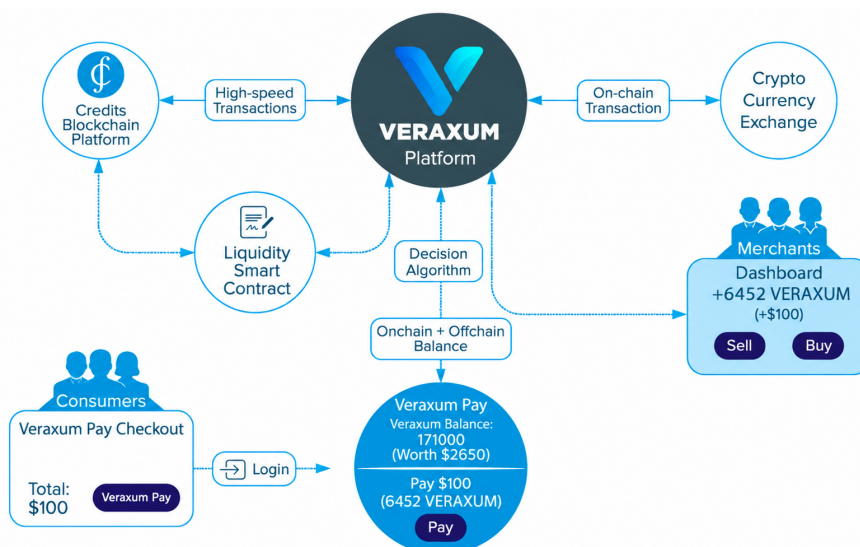
The Veraxum Ecosystem

07

Nine connected services make up the Veraxum ecosystem. Tap a card to jump straight to it.

Veraxum Pay Jump to section ›	E-Commerce Marketplace Jump to section ›	Veraxum Card — Touch & Pay Jump to section ›
Open API Platform Jump to section ›	Banking System Integration Jump to section ›	Veraxum Mobile Wallet Jump to section ›
Cryptocurrency Exchange Connectivity Jump to section ›	Peer-to-Peer Jump to section ›	Unified Reward System Jump to section ›

7.1 Veraxum Pay



Veraxum Pay is an open merchant payment component designed to allow businesses to accept VAR.

The payment functionality is intended to be available through:

- Merchant websites

- The Veraxum marketplace

- The Veraxum wallet

- The Open API platform

The architecture is designed to separate the merchant experience from the underlying blockchain infrastructure.

Merchant Flow

- 1 Merchant creates a payment request.
- 2 Customer selects an available payment method.
- 3 Payment is authorized.
- 4 Transaction information is recorded.
- 5 Settlement is processed.
- 6 Merchant receives the applicable settlement asset.

Specific settlement mechanisms may vary according to the implementation and supported payment method.

7.2 E-Commerce Marketplace

The Veraxum Marketplace is intended to provide an e-commerce environment in which merchants can list products and consumers can transact using supported assets.

Marketplace functionality is intended to include:

- Merchant storefronts

- Product listings

- Payment processing

- VAR rewards

- Peer-to-peer transactions

- Transaction records

- Escrow functionality

- Delivery-related settlement

Merchants may price products in VAR or use supported payment mechanisms made available through the platform.

7.3 Veraxum Card — Touch & Pay



The Veraxum Card is intended to connect everyday payment behavior with the Veraxum ecosystem.

The proposed development model consists of several phases.

Phase 1

Merchant acceptance through a Veraxum Card Reader mobile application for VAR contactless micro-payments.

Phase 2

Integration with compatible standard card-reader infrastructure and introduction of a virtual Veraxum Card through the wallet.

Phase 3

Subject to funding, licensing, infrastructure and technical readiness, development of dedicated Veraxum payment hardware.

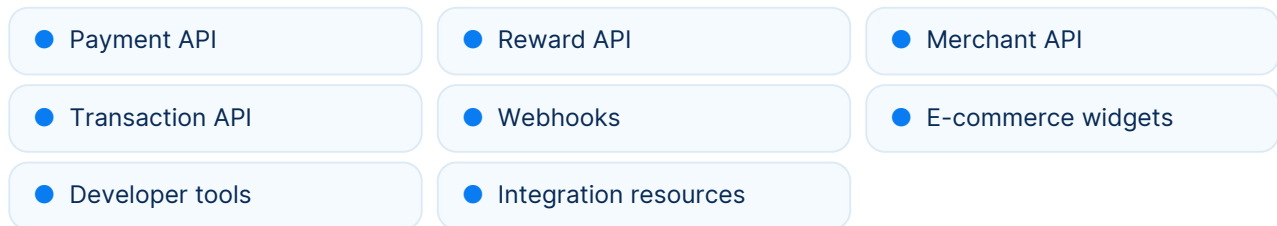
Card functionality is planned for development beginning in Q3 2028 according to the current roadmap.

Actual availability will depend on technical, regulatory, licensing and third-party infrastructure requirements.

7.4 Open API Platform

The Open API platform is intended to allow merchants and third-party developers to integrate Veraxum functionality into existing systems.

Potential components include:



Merchants are not necessarily required to operate a Veraxum marketplace storefront in order to integrate supported Veraxum services.

7.5 Banking System Integration

The planned banking integration is intended to connect supported bank accounts with wallet and settlement functionality.

Potential functionality includes:

- Purchasing VAR
- Converting VAR to supported fiat currencies
- Receiving eligible cashback
- Transferring funds to linked accounts

Availability will depend on banking partners, payment providers, licensing and jurisdiction.

7.6 Veraxum Mobile Wallet



The mobile wallet is intended to serve as a consumer gateway into the Veraxum ecosystem.

Potential functionality includes:

- Holding VAR
- Sending VAR
- Receiving VAR
- Purchasing VAR
- Exchanging VAR with supported digital assets
- Accessing reward balances
- Viewing transactions
- Connecting with supported payment infrastructure

The wallet is intended to abstract unnecessary technical complexity from the consumer experience.

7.7 Cryptocurrency Exchange Connectivity

Exchange connectivity is intended to provide liquidity and conversion functionality.

Potential functionality includes:

- VAR/crypto conversion
- VAR/fiat conversion where supported
- Market-rate information
- Liquidity access
- Settlement connectivity

Exchange availability will depend on individual exchange requirements and integrations.

No particular exchange listing is guaranteed unless formally announced by Veraxum.

7.8 Peer-to-Peer

Veraxum is designed to support direct peer-to-peer transactions.

Users may potentially transfer VAR directly to another participant for:

- Goods
- Services
- Reimbursements
- Payments
- Rewards
- Other permitted ecosystem transactions

7.9 Unified Reward System



The Unified Reward System is a central component of the Veraxum model.

The proposed flow is:

- 1 A consumer purchases from Merchant 1.
- 2 The transaction is recorded by the applicable Veraxum infrastructure.
- 3 The consumer receives an eligible VAR reward.
- 4 The consumer may redeem VAR through another participating merchant.
- 5 The redemption transaction is recorded.
- 6 The VAR continues circulating within the ecosystem.

The purpose is to replace isolated merchant reward balances with a common digital reward asset.

SECTION 08

Technical Architecture

08

8.1 Architectural Overview

The Veraxum ecosystem can be viewed as several interacting layers:

User Layer	Web application · Mobile application · Wallet · Card interfaces
Merchant Layer	Merchant dashboard · Payment interface · Reward configuration · Marketplace storefront · Customer analytics
Application Layer	Payment engine · Reward engine · Marketplace services · Account services · Transaction processing · API services
Integration Layer	Exchange connectivity · Banking providers · Payment providers · Delivery providers · External services
Blockchain Layer	Ethereum network · VAR ERC-20 contract · Payment contracts · Escrow contracts · Reward-related contracts · Liquidity infrastructure

8.2 On-Chain Components

Blockchain-based components are intended to provide verifiable ownership and settlement for applicable transactions.

Potential on-chain components include:

• VAR transfers

• Escrow

• Payment settlement

• Reward issuance

• Liquidity contracts

• Other protocol-level functions

Not every application action necessarily needs to occur directly on-chain.

8.3 Off-Chain Components

Off-chain services may be used where high transaction throughput, application responsiveness, privacy, integration or operational functionality requires it.

Potential off-chain services include:

• Merchant accounts

• Transaction indexing

• Customer interfaces

• API processing

• Analytics

• Exchange connectivity

• Payment routing

• Notifications

• Operational monitoring

The exact production architecture may evolve during development.

SECTION 09

Payment & Settlement Architecture

09

9.1 On-Chain Settlement

Where transactions are settled directly on Ethereum, the applicable smart contract records the transaction according to the implemented protocol rules.

The blockchain provides an externally verifiable transaction record.

9.2 Off-Chain Processing

For applications requiring faster processing, certain transaction states or account balances may be handled through controlled application infrastructure before final settlement.

Off-chain processing does not inherently imply that assets have been transferred on-chain.

The final production implementation must clearly distinguish:

• Blockchain-held assets

• Application balances

• Pending transactions

• Settled transactions

• Exchange balances

9.3 Settlement

The settlement engine is intended to determine the appropriate route for a transaction based on:

- Payment method

- Merchant requirements

- Available liquidity

- Transaction state

- Applicable conversion rates

- Network conditions

- Settlement availability

9.4 Failed Settlement

If a settlement operation fails, the system should maintain a pending or failed state rather than representing the transaction as successfully completed.

Settlement reconciliation procedures are intended to ensure that application records correspond with actual asset movements.

9.5 Refunds

Refund functionality is intended to reverse eligible transactions according to the applicable marketplace, merchant and payment rules.

Where an on-chain transaction has already settled, the refund may require a separate transaction rather than reversal of the original blockchain record.

SECTION 10

Unified Reward System Architecture

10

10.1 Reward Issuance

A merchant may define an eligible reward rate for qualifying purchases.

A conceptual reward calculation may be represented as:

$$\text{Reward} = \text{Eligible Transaction Value} \times \text{Merchant Reward Rate}$$

The actual production implementation may introduce limits, exclusions, minimums, maximums or other merchant-specific conditions.

10.2 Reward Funding

Reward funding must be attributable to an identifiable source, such as a merchant-funded allocation or an ecosystem allocation established for rewards.

Reward issuance should not create unrestricted VAR supply beyond the fixed token supply.

10.3 Reward Eligibility

Eligibility may depend on:

- Transaction value

- Merchant rules

- Product category

- Customer eligibility

- Promotional conditions

- Transaction status

- Fraud controls

10.4 Redemption

Once earned, eligible VAR rewards may be used for qualifying purchases or other supported ecosystem functions.

10.5 Refunds & Reversals

If an underlying purchase is refunded or invalidated, the associated reward may be subject to reversal according to the applicable reward rules.

10.6 Fraud Prevention

The reward infrastructure is intended to monitor for:

- Duplicate transactions
- Self-referral abuse
- Repeated refund abuse
- Abnormal reward accumulation
- Artificial transaction volume
- Fraudulent purchases
- Account manipulation

Reward controls may include transaction limits, account restrictions, delayed settlement and manual review.

SECTION 11

Oracle & Proof-of-Delivery

11

11.1 Marketplace Escrow

The marketplace may use smart-contract escrow for applicable transactions.

Under the proposed model:

- 1 Buyer submits an order.
- 2 Payment is placed into escrow.
- 3 Merchant fulfills the order.
- 4 Delivery information is supplied by the applicable delivery service.
- 5 An external oracle provides a delivery status.
- 6 The applicable smart contract processes the result.
- 7 Funds are released according to the marketplace rules.

11.2 Oracle Function

The oracle serves as an information bridge between external delivery infrastructure and blockchain-based settlement logic.

The oracle does not itself constitute proof that every delivery is correct; rather, it supplies the external information used by the settlement mechanism.

11.3 Conflicting Information

If delivery information conflicts with the expected transaction state, the system should prevent automatic settlement until the applicable dispute or verification procedure has been completed.

11.4 Disputes

Potential dispute outcomes include:

● Release to seller

● Refund to buyer

● Partial settlement

● Additional verification

● Manual resolution

The final dispute implementation will depend on marketplace development and operational requirements.

11.5 Oracle Failure

If the external oracle becomes unavailable, the transaction should remain unresolved rather than automatically treating missing information as successful delivery.

SECTION 12

Security, Risk & Operational Resilience

12

12.1 Smart Contract Security

Smart contracts represent an important security boundary.

Production contracts should undergo appropriate:

- Code review
- Testing
- Vulnerability assessment
- Independent security review where applicable
- Deployment controls

The roadmap currently includes a dedicated smart-contract security and audit phase.

12.2 Wallet Security

Wallet infrastructure must protect:

- Private keys
- Authentication credentials
- Transaction authorization
- Recovery mechanisms
- Sensitive user information

The exact custody model will depend on the final wallet implementation.

12.3 API Security

The Open API should implement appropriate controls including:

- Authentication
- Authorization
- Rate limiting
- Request validation
- Monitoring
- Logging
- Abuse prevention

12.4 Exchange Risk

Third-party exchanges introduce counterparty and availability risks.

An exchange outage, liquidity shortage or integration failure may affect conversion or settlement functionality.

Veraxum should therefore avoid treating third-party availability as guaranteed infrastructure.

12.5 Oracle Risk

External data providers may provide inaccurate, delayed or unavailable information.

Oracle-dependent transactions should include appropriate verification and fallback mechanisms.

12.6 Network Risk

Ethereum network congestion or elevated transaction fees may affect direct on-chain transactions.

Application-level settlement mechanisms may be used where appropriate, subject to the security and custody characteristics of the implementation.

12.7 Fraud

The ecosystem may be exposed to:

● Payment fraud

● Account compromise

● Merchant fraud

● Reward abuse

● Marketplace fraud

● Identity-related abuse

● Transaction manipulation

Fraud prevention should combine automated monitoring, transaction controls and operational review.

12.8 Regulatory Risk

Payment, card, banking, exchange and digital-asset services may be subject to different regulatory requirements depending on jurisdiction.

Veraxum's ability to deploy particular functionality may therefore depend on licensing, regulatory interpretation, service providers and geographic restrictions.

SECTION 13

VAR Tokenomics

13

13.1 Token Overview

TICKER VAR	TOKEN TYPE ERC-20	NETWORK Ethereum
PRESALE PRICE \$0.01	TOTAL SUPPLY 5,000,000,000 VAR	TOKEN SALE ALLOCATION 3,500,000,000 VAR
SOFT CAP \$2,000,000	HARD CAP \$25,000,000	

13.2 Token Distribution



Allocation	Percentage	VAR
Token Sale	70%	3,500,000,000
Reserve Pool	15%	750,000,000
Team & Founders	5%	250,000,000
Advisors	4%	200,000,000
Marketing & Community	3%	150,000,000
Ecosystem Rewards / Airdrop	3%	150,000,000
Total	100%	5,000,000,000

13.3 Token Sale

3.5 billion VAR are allocated to the token sale.

The public presale price is:

1 VAR = \$0.01

The current presale parameters are:

SOFT CAP

\$2,000,000

HARD CAP

\$25,000,000

Accepted assets currently include:

ETH, USDT, USDC, BNB, BTC, XRP and SOL

13.4 Token Release

The token allocation table defines the intended distribution of the total supply.

Specific vesting, cliff and unlock schedules for non-sale allocations should be published separately if and when such schedules are formally established.

No vesting schedule should be implied where one has not been established.

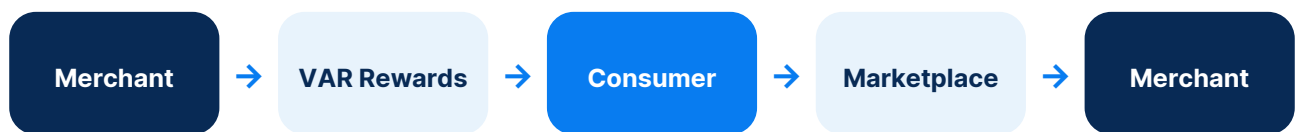
SECTION 14

VAR Economic Model

14

14.1 Token Flow

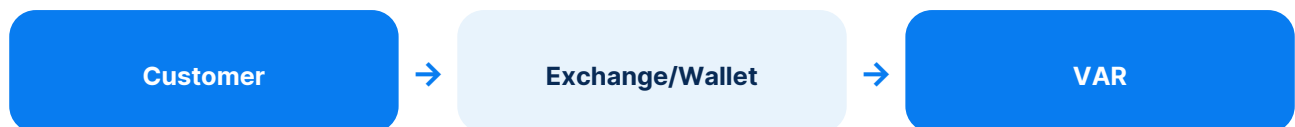
The intended ecosystem flow can be represented as:



Additional flows may include:



and:



The objective is to create utility-driven circulation rather than a reward point that can only be used with one business.

14.2 Sources of Demand

Potential sources of VAR demand include:

- Marketplace purchases
- Merchant reward programs
- Payment settlement
- Peer-to-peer transactions
- Eligible merchant services
- Discounts
- Ecosystem integrations
- Participation in supported Veraxum services

14.3 Sources of Supply

The total VAR supply is fixed at 5 billion tokens.

Token supply is distributed according to the tokenomics schedule described in this paper.

14.4 Token Velocity

A functional reward and payment ecosystem may result in frequent token circulation.

High circulation does not inherently imply increased token value. Economic outcomes will depend on actual ecosystem usage, market liquidity, supply distribution and demand.

14.5 Merchant Economics

Merchants may use VAR to:

- Reward customers
- Accept payments
- Participate in marketplace transactions
- Provide promotional incentives
- Interact with ecosystem services

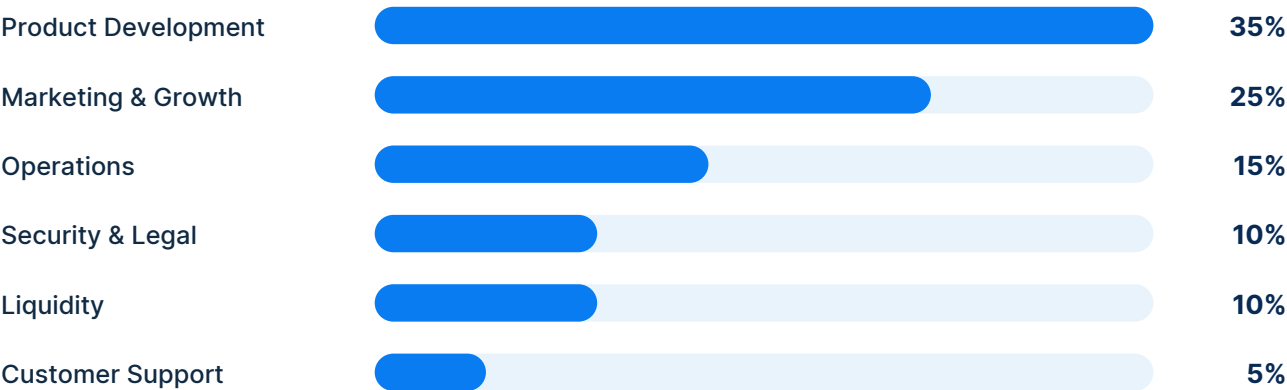
The economic value to an individual merchant will depend on the merchant's own reward strategy, transaction volume and participation model.

SECTION 15

Use of Funds & Treasury

15

Funds raised through the token sale are planned to be allocated as follows:



Category	Allocation
Product Development	35%
Marketing & Growth	25%
Operations	15%
Security & Legal	10%
Liquidity	10%
Customer Support	5%
Total	100%

15.1 Product Development — 35%

Planned uses include:

- Platform development
- Payment infrastructure
- Wallet development
- Marketplace infrastructure

- API development

- Mobile applications

- Merchant tools

- Technical infrastructure

15.2 Marketing & Growth — 25%

Planned uses include:

- Merchant acquisition

- Consumer acquisition

- Community development

- Promotional campaigns

- Ecosystem growth

- Market expansion

15.3 Operations — 15%

Planned uses include:

- Personnel

- Infrastructure

- Administration

- Operational services

- Business development

15.4 Security & Legal — 10%

Planned uses include:

- Security reviews

- Smart-contract audits

- Legal services

- Compliance work

- Risk management

- Regulatory preparation

15.5 Liquidity — 10%

The liquidity allocation is intended to support the availability and operation of VAR markets and ecosystem settlement infrastructure.

15.6 Customer Support — 5%

Planned uses include:

- Customer service

- Merchant support

- Technical assistance

- Issue resolution

- Support infrastructure

Actual expenditure may vary according to development requirements, funding conditions and operational priorities.

SECTION 16

Roadmap

16

Q2 2026**Concept & Research**

- › Veraxum concept development
- › Market research
- › Initial ecosystem architecture
- › Product planning

Q3 2026**Public Presale & Token Launch**

CURRENT PHASE

- › VAR public presale
- › Token distribution preparation
- › Smart-contract development and audit preparation
- › Exchange and liquidity planning
- › Initial ecosystem development

Q4 2026**Core Platform Prototype**

- › Core Veraxum platform prototype
- › Initial payment infrastructure
- › Initial exchange integrations
- › Internal testing
- › Private beta preparation

Q1 2027**Payment Infrastructure**

- › Payment gateway development
- › Merchant payment infrastructure
- › PayPal and Stripe integration planning and implementation where available
- › Mobile application development
- › Merchant integration framework

Q2 2027**Platform MVP Launch**

- › Veraxum platform MVP
- › Initial merchant functionality
- › Customer functionality
- › Customer Insight Dashboard
- › Initial ecosystem testing

Q3 2027**Mobile Applications & Wallet**

- › iOS application
- › Android application
- › Veraxum wallet integration
- › Expanded exchange connectivity

Q4 2027**Ecosystem Expansion**

- › Core team expansion
- › Strategic business development
- › Merchant integration
- › Ecosystem development

Q1 2028**Smart Contracts & Security**

- › Production smart-contract deployment
- › Liquidity infrastructure
- › Security audit
- › Monitoring and security procedures

Q2 2028**E-Commerce Marketplace**

- › Marketplace launch
- › Merchant onboarding
- › VAR payment functionality
- › Unified rewards integration

Q3 2028**Veraxum Card**

- › Card development
- › Licensing and infrastructure integration
- › Touch & Pay implementation
- › Online and in-store payment functionality

Q4 2028**Merchant Adoption & Peer-to-Peer**

- › Large-scale merchant onboarding
- › Unified reward expansion
- › Peer-to-peer functionality
- › Marketplace ecosystem expansion

Q1 2029**Open API Platform**

- › Public developer API
- › Third-party integrations
- › Developer tools
- › Merchant integration resources

Q2 2029**European Expansion**

- › European market entry
- › Regulatory and compliance work
- › Local partnerships
- › Regional infrastructure

Q3 2029**North American Expansion**

- › United States and Canada expansion
- › Regional partnerships
- › Market development initiatives

Q4 2029**Asia Expansion**

- › Asian market expansion
- › Regional partnerships
- › Additional exchange integrations
- › Global ecosystem development

Q1 2030**Global Ecosystem
Expansion**

- › Continued international expansion
- › Ecosystem scaling
- › Broader merchant participation
- › Continued consumer adoption initiatives

Roadmap Disclaimer

Roadmap milestones represent current development targets and are subject to available funding, technical development, third-party integrations, security reviews, licensing requirements and regulatory conditions.

Specific features, dates, deployment environments and geographic availability may change as development progresses.

SECTION 17

Ecosystem Participation & Token Utility

17

VAR is intended to support participation across multiple parts of the Veraxum ecosystem.

Consumers

Consumers may potentially:

- Hold VAR
- Earn VAR through eligible rewards
- Redeem VAR
- Purchase goods and services
- Transfer VAR
- Use supported wallet functionality
- Participate in the marketplace

Merchants

Merchants may potentially:

- Accept VAR
- Distribute VAR rewards
- Integrate payment functionality
- Participate in the marketplace

- Use merchant APIs

- Access customer analytics

- Provide VAR-based promotions

Developers

Developers may potentially:

- Integrate payment functionality
- Integrate reward functionality
- Connect merchant systems
- Access APIs
- Create third-party services
- Build applications around supported Veraxum infrastructure

Ecosystem Participants

The long-term objective is to establish a network in which each additional merchant and consumer can increase the potential usefulness of the ecosystem for other participants.

The existence of an ecosystem does not guarantee adoption, transaction volume or token appreciation.

SECTION 18

Conclusion

18

Veraxum is designed as a unified blockchain-enabled commerce ecosystem connecting payments, e-commerce, rewards, wallets, merchant infrastructure and digital assets.

The ecosystem combines several proposed services around a common utility asset, VAR.

The central concept is to provide consumers with a familiar commerce experience while using blockchain infrastructure to support payments, rewards and digital asset ownership.

For merchants, the platform is designed to provide payment acceptance, reward functionality, marketplace access and integration infrastructure without requiring each business to develop its own blockchain systems.

For consumers, the ecosystem is intended to combine purchasing, payment and reward functionality within a connected environment.

The VAR token provides the common asset through which participating portions of the ecosystem can interact.

The current development strategy begins with the public presale and progresses through platform development, payment infrastructure, wallet functionality, marketplace development, smart-contract deployment, card functionality, API infrastructure and geographic expansion.

The ultimate objective is to establish a scalable commerce ecosystem in which blockchain-based payments and rewards can operate alongside familiar consumer and merchant experiences.

Successful execution will depend on technical development, security, liquidity, merchant participation, consumer adoption, third-party infrastructure, regulatory conditions and the ability of the ecosystem to deliver useful products.

Disclaimer: This whitepaper is provided for informational purposes only and does not constitute financial, investment, legal, or tax advice. VAR involves risk, and no guarantee is made regarding its value, adoption, or future performance. Roadmap items and ecosystem features are subject to development, funding, regulatory, security, and third-party dependencies.