shopla

Our mission

We believe that fairer e-commerce is possible. Right now, big platforms dominate the market, which causes several market inefficiencies: High costs for shops for each product sold, which leads to higher prices for customers and fewer choices, since not all shops can compete on this uneven playing field. Meanwhile, the valuation of platforms like Amazon or Shopify increases steadily, with the profits going into the hands of the few.

By **re-aligning the incentives** for all parties involved, Shopla aims to resolve these inefficiencies and allow for a fairer distribution.

We plan to do so in two major phases:

Phase 1

Aggregating supply

Using our e-commerce platform, shops have all the tools they need to create modern, fast and beautiful online-shops. Like Shopify, shops pay a commission for each sale, with one big twist: For each product sold, **shops receive Shopla tokens** from the initial pool.

Tokens are valuable for these reasons:

1. Limited supply of 100M tokens
2. Shops qualify for fee reductions by holding tokens
3. Holding tokens gives voting power in the DAO
4. Shopla uses company profits to regularly buy back tokens on the open market.

Phase 2

Aggregating demand

With a critical mass of shops reached, we will move to phase two: Building an **aggregated marketplace**, where customers can see all products from all Shopla shops in one place. Participation is optional and the details are decided by voting in the DAO. In addition to a traditional shop interface, we propose an innovative, influencer-driven shopping experience, to set the Shopla platform apart and increase exposure for our shops.

With the shared platform, the Shopla ecosystem will benefit from **increasing network effects**. Increased popularity will drive more shops and customers to the platform, while increasing the total value. Shops can pay for product placements/ads on the platform, the profits of which get re-distributed to Shopla token holders.