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MARKET RESEARCH & PROPOSITION

GUMART AGENDA



MARKET RESEARCH

- Market Size and Growth Trends
- Key Drivers in the Development of E-commerce
- The Development of Logistics in E-commerce
- Cryptocurrency Adoption for E-Commerce
- Market Challenges



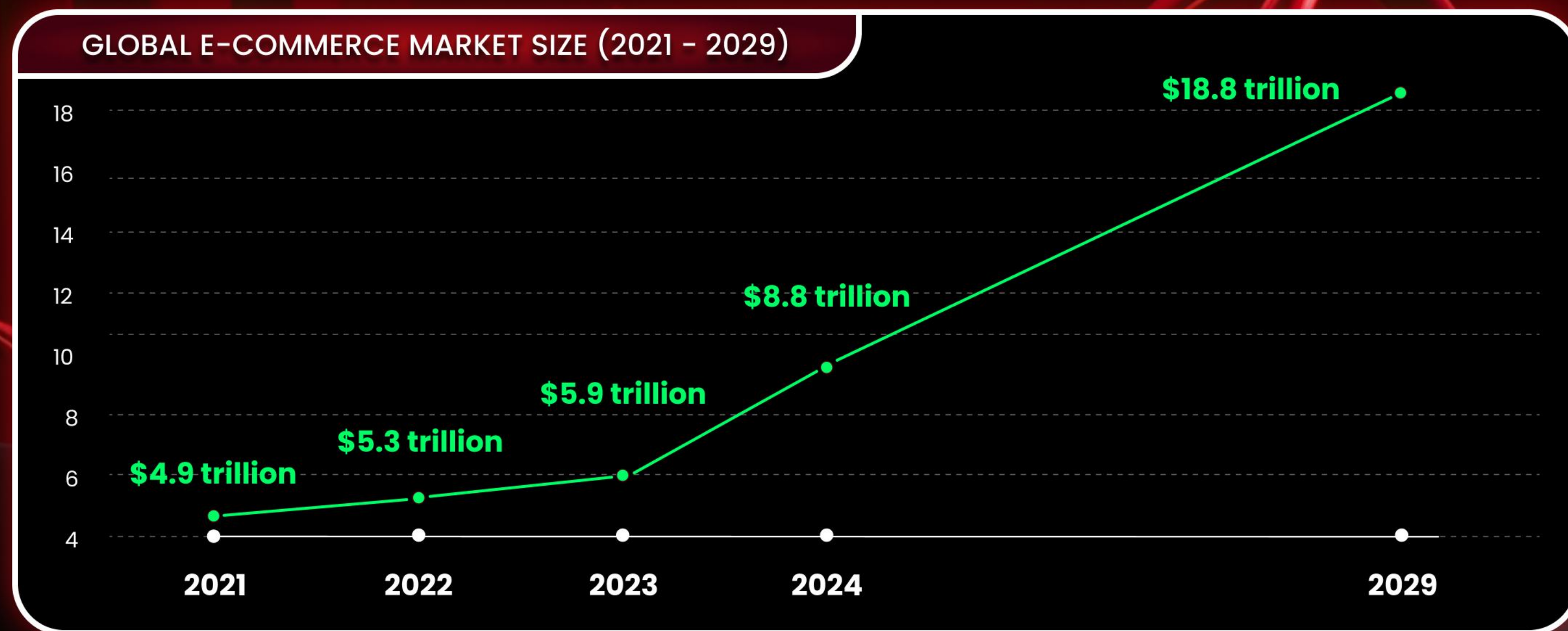
GUMART PROPOSITION



GUMART MISSION & VISION



Market Size And Growth Trends



The e-commerce market is experiencing rapid growth, fueled by advancements in technology and shifts in consumer behavior. As of 2023, the global e-commerce market size is approximately **\$5.9 trillion** and is forecasted to grow to **\$8.8 trillion** by 2024.

By 2029, the market is expected to escalate to **\$18.81 trillion**, demonstrating a robust **CAGR of 15.8%** from 2024 to 2029.



Key Drivers in the Development of E-commerce



Increasing Internet Penetration and Smartphone Usage

Smartphone Users: By 2024, it is estimated that 3.8 billion people will own smartphones. The portability of smartphones enables consumers to shop anytime and anywhere, driving up online sales.

Mobile Commerce Sales: M-commerce sales are projected to increase from \$2.2 trillion in 2023 to \$2.5 trillion in 2024, reflecting the growing consumer preference for shopping on mobile devices due to their convenience and accessibility.



Ecosystem Expansion

Over 70% of consumers now prefer digital wallets over traditional payment methods due to their convenience and security. This shift enhances the user experience by streamlining the checkout process, reducing cart abandonment, and increasing overall transaction volumes.

Key Drivers in the Development of E-commerce



AI-Driven Innovations

- The market for AI in e-commerce is projected to reach \$19.37 billion by 2025, with a CAGR of 40% from 2020. AI is transforming the industry by optimizing supply chains, enhancing customer service, and providing personalized shopping experiences.
- AI-driven chatbots are revolutionizing customer service by offering instant responses, personalized recommendations, and 24/7 support, reducing operational costs by up to 30%.

Blockchain Technology Integration

- The blockchain market in e-commerce is expected to grow to \$8.1 billion by 2025, with a CAGR of 68%. Blockchain provides secure, immutable transaction records, enhancing trust and reducing fraud.
- Loyalty Programs: Blockchain-based loyalty programs increase customer retention by up to 20% by offering secure, transparent, and transferable rewards, which foster greater consumer trust.



Social Commerce and Omnichannel Retailing

- Social commerce is expected to grow to \$1.2 trillion by 2025. These platforms are increasingly integrating shopping features, allowing users to purchase products directly through social media.
- Retailers are integrating online and offline channels to provide a seamless shopping experience, meeting consumer demand for flexibility and convenience and enhancing customer satisfaction and loyalty.

The Development of Logistics in E-commerce

The development of logistics in e-commerce has seen significant advancements, driven by the integration of technology and the growing demand for faster, more efficient delivery services. Innovations such as automation in warehousing, the use of AI for route optimization, and the expansion of last-mile delivery solutions have transformed the logistics landscape. As e-commerce continues to expand globally, logistics systems are becoming increasingly sophisticated, ensuring that products reach customers with greater speed and reliability.

**\$426.2
billion**

**Global E-commerce Logistics
Market Size in 2023**

**\$1.4
trillion**

**Projected Global E-commerce
Logistics Market Size in 2032**

20.3%

CAGR from 2023 to 2032



Cryptocurrency Adoption for E-Commerce

The integration of cryptocurrencies into daily life, especially online shopping, is accelerating. As traditional e-commerce faces tightening regulations and high taxes, decentralized Web3 commerce emerges as a promising alternative, backed by a vast Telegram community and millions of cryptocurrency holders. While traditional channels are marked by intense competition, the booming crypto market remains underutilized, presenting significant opportunities for innovative solutions.



Cryptocurrency Adoption



Over 15,000 businesses worldwide

now accept Bitcoin as a form of payment, indicating the increasing adoption of crypto in e-commerce.



40% of Millennials and Gen Z in 2023

reporting that they have used cryptocurrency for online purchases, significantly driven this shift of adoption.



By 2025, global e-commerce cryptocurrency transactions are expected to reach \$4.5 billion

Market Challenges

Tighter Affiliate Marketing Controls

Stricter regulations on social media platforms have reduced visibility and engagement for affiliates, making revenue generation more challenging. This shift underscores the need for alternative platforms that offer fewer restrictions.



Cryptocurrency Usage Barriers

Cryptocurrency holders face difficulties using their assets for everyday transactions due to the reluctance of traditional e-commerce platforms to accept crypto payments. This gap limits the practical use of digital currencies.



Scaling Challenges for Crypto Projects

Crypto projects struggle to expand beyond niche markets due to the complexities of integrating blockchain technology into traditional sectors and regulatory hurdles. Solutions that enable seamless scaling across diverse industries are increasingly necessary.

Gumart Business Proposition



Empowering Affiliates within a Decentralized Economy

Gumart empowers affiliates to bypass the growing restrictions of traditional social media platforms through a decentralized model. By leveraging blockchain technology, Gumart ensures transparent and automated commission payouts, freeing affiliates from centralized constraints and opening up new avenues for growth.



Enhancing the Utility of Cryptocurrency

Cryptocurrency holders face difficulties using their assets for everyday transactions due to the reluctance of traditional e-commerce platforms to accept crypto payments. This gap limits the practical use of digital currencies.



Facilitating Scalable Expansion

Unlike many crypto projects that face scalability challenges due to their reliance on niche markets, technological constraints, or integration complexities, Gumart is engineered for effortless expansion across diverse sectors such as retail, OFA, and OTA. Our decentralized approach effectively eliminates these obstacles, enabling Gumart to scale efficiently and penetrate broader markets.



Gumart Strategic Position

Gumart serves as a Web3 bridge, connecting sellers with global cryptocurrency issuers to expand trading channels. We address the gap between Web3's limited real-world applications and Web2's regulatory and financial constraints by integrating decentralized technologies with practical use cases. By simplifying financial transactions in E-commerce, we dismantle the barriers hindering both Web3 innovation and Web2's restrictive systems.





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Mission Statement



Gumart's mission is to **Pioneer the future of decentralized marketplaces** by providing a secure and user-centric platform. We empower businesses to grow and encourage users to engage in transparent, efficient, and mutually rewarding transactions, fostering global trust and long-term value. With a commitment to innovation, we establish a new standard for fairness, transparency, and global connectivity—a marketplace where both businesses and users not only thrive but excel.


A speech bubble containing the text "100,000 active retailers". The numbers "100,000" are in a gradient of orange to red, "active" is in yellow, and "retailers" is in red. The background of the speech bubble is white with a soft shadow.A speech bubble containing the text "100 MILLION USERS". The number "100" is in blue, "MILLION" is in green, and "USERS" is in green. The background of the speech bubble is white with a soft shadow.

GUMART VISION STATEMENT

Gumart's vision is to transform global e-commerce by leading the adoption of decentralized commerce. By 2025, we aim to support **100,000 active retailers** and **100 million users** through a platform that consistently guarantees transparency, security, and efficiency in every transaction.

TOTAL SUPPLIES: 21,000,000,000

Token Name: **GUTOPIA**

Token Symbol:  **\$GTP**



A COMPREHENSIVE ECOSYSTEM

Gumart's ecosystem merges decentralized technology with AI-driven innovation to offer a secure, transparent, and personalized e-commerce experience. As it grows, Gumart will expand into a fully integrated mainnet, combining e-commerce, DeFi, GameFi, and the multiverse, while empowering users to contribute and shape the platform's future.

Gumart
Super App

Gumart
Metaverse

Decentralized
Marketplace

AI-Powered
Shopping Assistance

Cross-platform
E-commerce System



Futures

Swap

Staking & Farms

P2P Trading

GuDex DeFi
dApps System



GuDao

Global
Payment Card

Incentive
Mechanisms

Ecosystem Growth
Support Components



Gumart
Chain

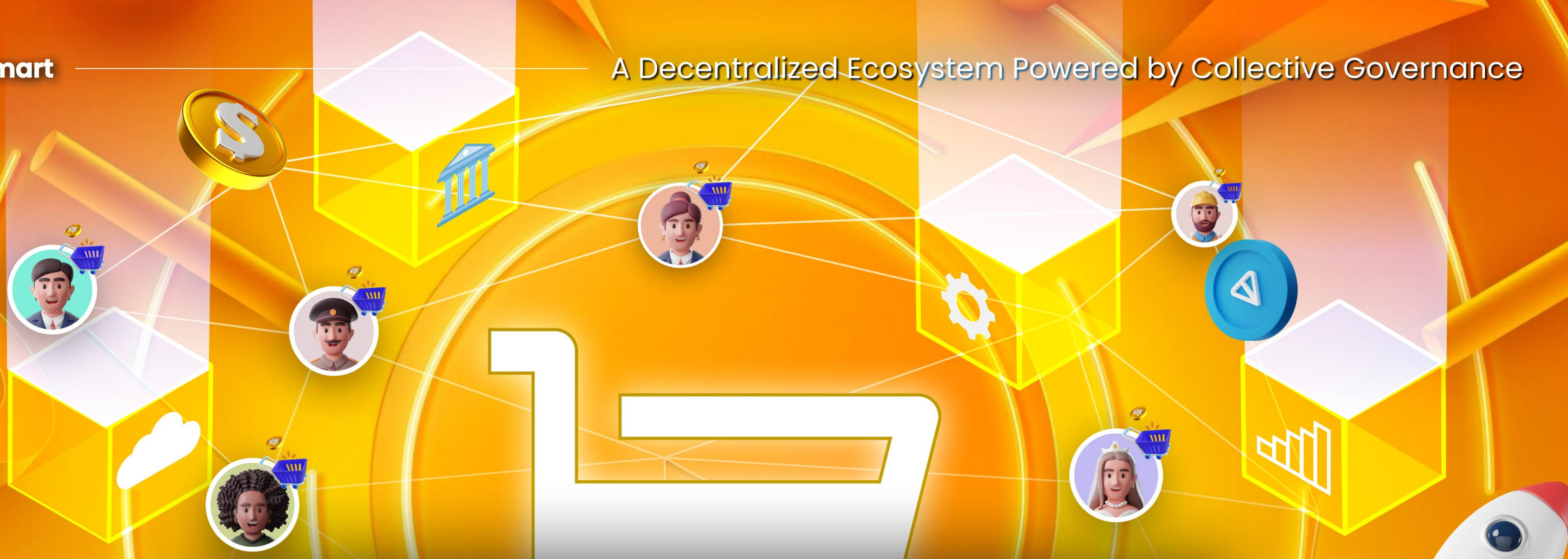
Gumart
Foundation

Core Layer





A Decentralized Ecosystem Powered by Collective Governance



EMPOWERING USERS TO SHAPE THE FUTURE OF GUMART

Gumart's vision is to build a platform where users **collaborate to shape its future**. High-performing users will gain governance power via a **DAO structure**, with 1,000 to 2,000 electoral tokens issued to vote on key decisions.

This empowers contributors to influence the platform's direction, while also **enabling large users to integrate their projects into Gumart's growing ecosystem**.

Join Gumart: Early Investment in a Global Revenue Sharing Ecosystem

- **Gumart** strategically invests in high-growth businesses, capitalizing on the rising trend of cross-border crypto payments.
- Unlike traditional e-commerce channels with high platform fees, we share these fees with our customers through affiliate marketing, redistributing profits to those who support our platform.
- By investing in and engaging with **Gumart**'s ecosystem, you gain a unique opportunity to share in global revenue alongside angel investors and key opinion leaders, benefiting from early-stage involvement—an achievement few companies can offer.
- Unlike traditional e-commerce, profits from transaction fees are shared with members who contribute to the **Gumart** community through future store packages!
- An intuitive P2P ecosystem designed for seamless community trading, laying the foundation for limitless developments in the future.





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THANKS FOR BEING PART OF GUMART'S EXCITING JOURNEY