TON Merch

Annotation

In today's world, merchandise has become an integral component of any business or initiative, serving as a means to represent products associated with a particular brand or community. This not only enhances brand awareness but also strengthens communication channels with the target audience, while also serving as a source of supplementary revenue.

Special edition merchandise, in particular, creates a sense of exclusivity that further enhances its appeal to consumers. This type of product acts as a potent marketing tool, promoting brand growth and establishing a strong foothold in the market.

Telegram has 10K+ of diverse communities and 900M+ of active users. The TON Merch platform allows each community owner to create a unique collection of merch with full implementation from the idea to worldwide shipping to the buyer. Directly inside the TON Blockchain and Telegram.

Our missions

Integration

of merch purchases with worldwide shipping directly from Telegram, using TON blockchain.
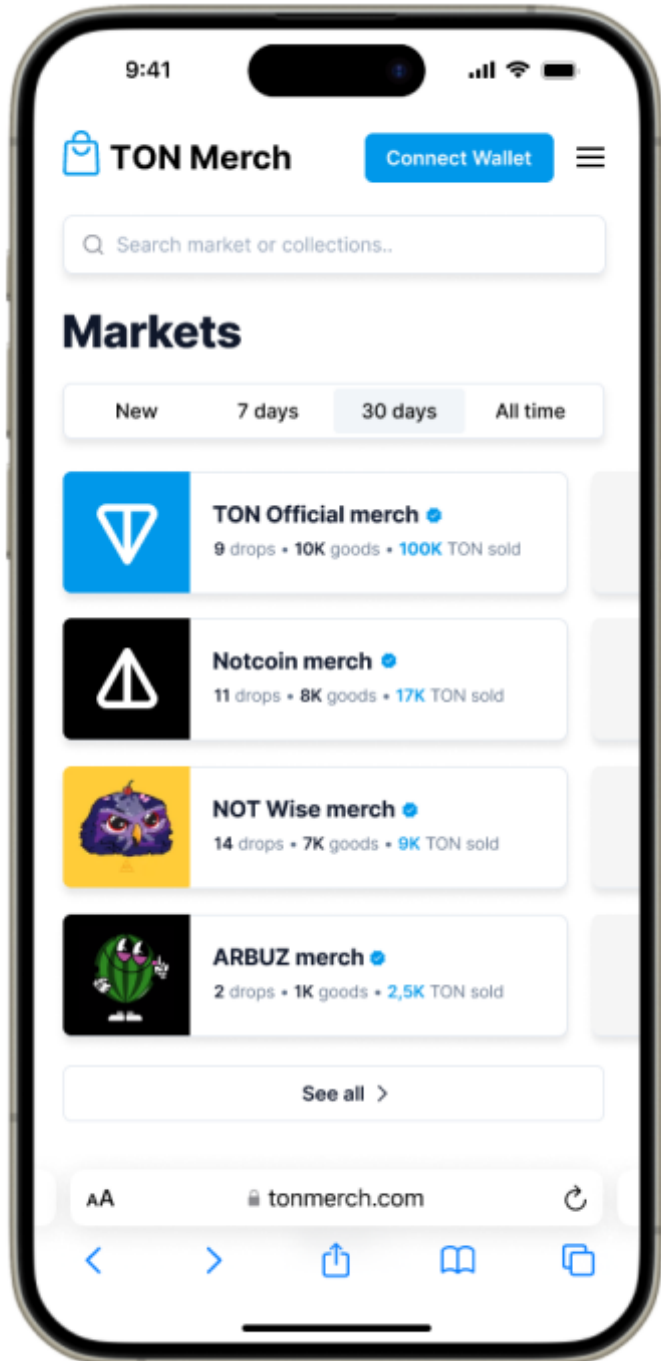
Simplify

the task of creating a collection of merch for community owners and sellers.

Promotions

of creative projects by providing sellers with a platform for developing their brand.

TON Merch App

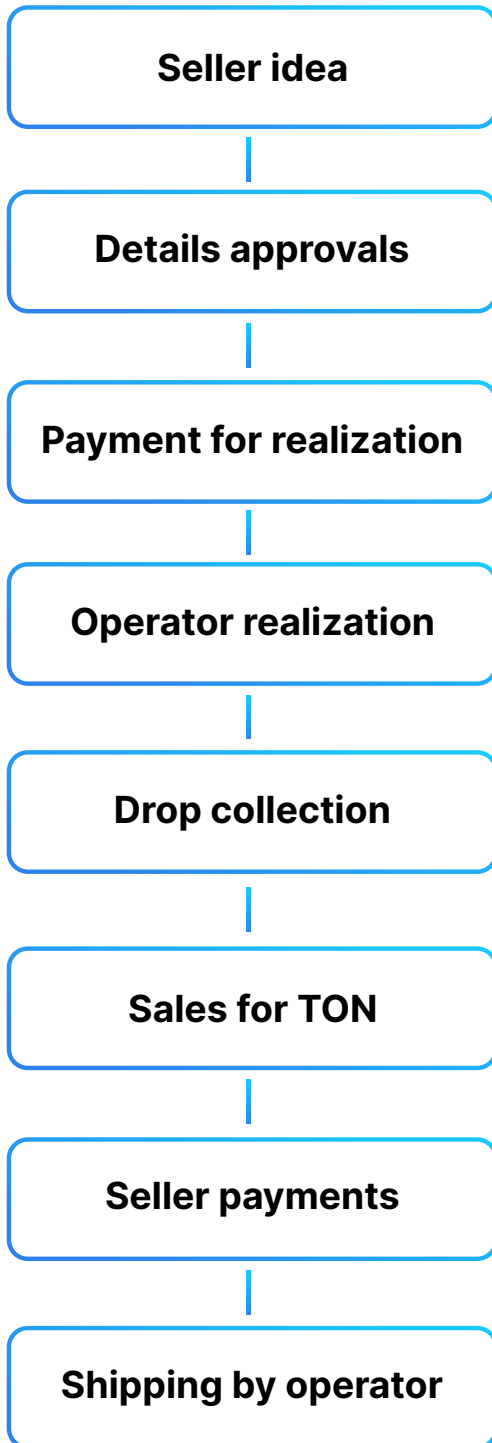**Payments in TON**

Worldwide shipping

Sellers support

Two work schemes

Promotion platform

TON Merch

tonmerch.com

Work schemes

FBO
fullfilment by operator

Seller idea

Details approvals

Payment for realization

Operator realization

Drop collection

Sales for TON

Seller payments

Shipping by operator

FBS ^{soon}
fullfilment by seller

Seller warehouse

Details approvals

Drop collection

Sales for TON

Seller payments

Shipping by seller

TON Merch

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Service fee

The service fee is deducted after the sale of the seller's goods from the sale amount. The service does not charge additional fees from the end user.

100% of the service fee share goes to buy Merch Coin at the market price on DEX

Service fee – 10% for FBO & FBS

Payments

The purchase transaction is divided into 2 messages:

Payment for the seller's goods and payment for delivery to the recipient.

All payments for the seller's goods transfer to the escrow wallet on the TON Blockhain. This wallet always tends to zero - payments are made to the seller once a week, and the service commission is transferred to a separate wallet.

Payments for delivery are received to a separate wallet and transferred to fiat via offramp partners for payments to logistics companies.

Payment for realization is provided in TON Coin.

The funds are transferred to fiat through offramp partners and paid to the merch factory.
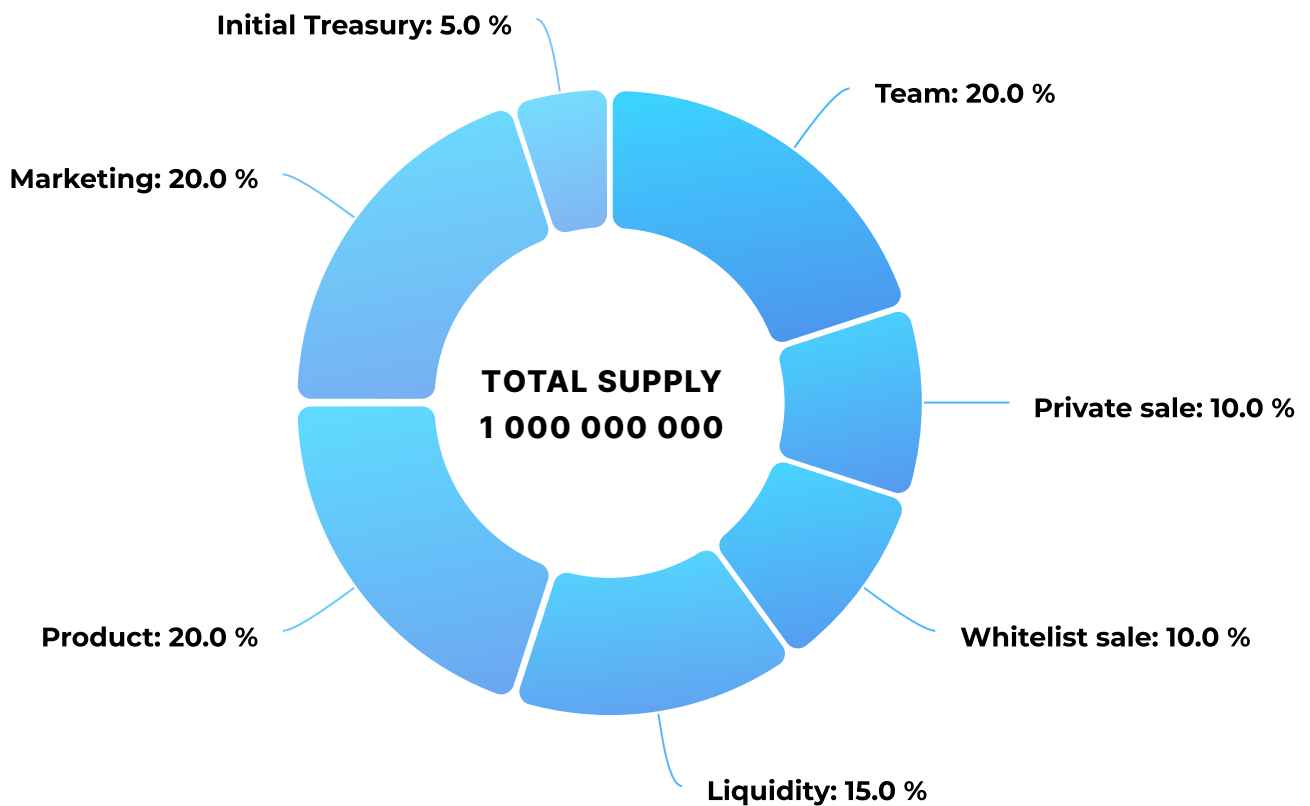
Merch Coin

A strict limit of **1 billion $MERCH** coins will be created, never to be increased.

> **Merch Coin** will run natively on the **TON Blockchain**.

Merch Coin will subsequently be integrated into the service, expanding the functionality of the application and providing certain benefits for buyers and sellers.

Allocation

Initial Treasury: 5.0 %

Team: 20.0 %

Marketing: 20.0 %

Private sale: 10.0 %

TOTAL SUPPLY
1 000 000 000

Product: 20.0 %

Whitelist sale: 10.0 %

Liquidity: 15.0 %

Vesting

Category	Lockup, months	Vesting, months	Initial unlock
Team	6	19	5%
Private sale	3	9	10%
Public sale	-	5	16,66%
Liquidity	-	23	4,16%
Product	-	23	4,16%
Marketing	-	23	4,16%
Initial treasury	-	-	100%

Lockup is the period of time after which the initial amount of tokens for this category will be unlocked.

Vesting is the period of time during whichequal shares of category tokens in the amount of initial unlock will be issued monthly after the Lockup period, until the entire share is issued.

Initial Unlock is the initial percentage of tokens that is released after the cliff period for each category.

TON Merch

tonmerch.com

Roadmap

Q3 2024

Private tokensale

Public tokensale

Merch Coin listing on DEX

CoinMarketCap placement

Mainnet TON Merch App launch

Partnerships and collaborations

Wallets in-app integration

Q4 2024

Refferal system

Merch Coin integration in TON Merch App

Telegram mini-app lauch

Merch Coin listing on CEX

Q1 2025

Merch resale mechanism

Merch Coin burn mechanism

Q2 2025

Partnerships and collaborations

Long-term development of the project

TON Merch