

UTEMIS

The New Generation of ‘Reputation-
Based’ e-Commerce for Latin America

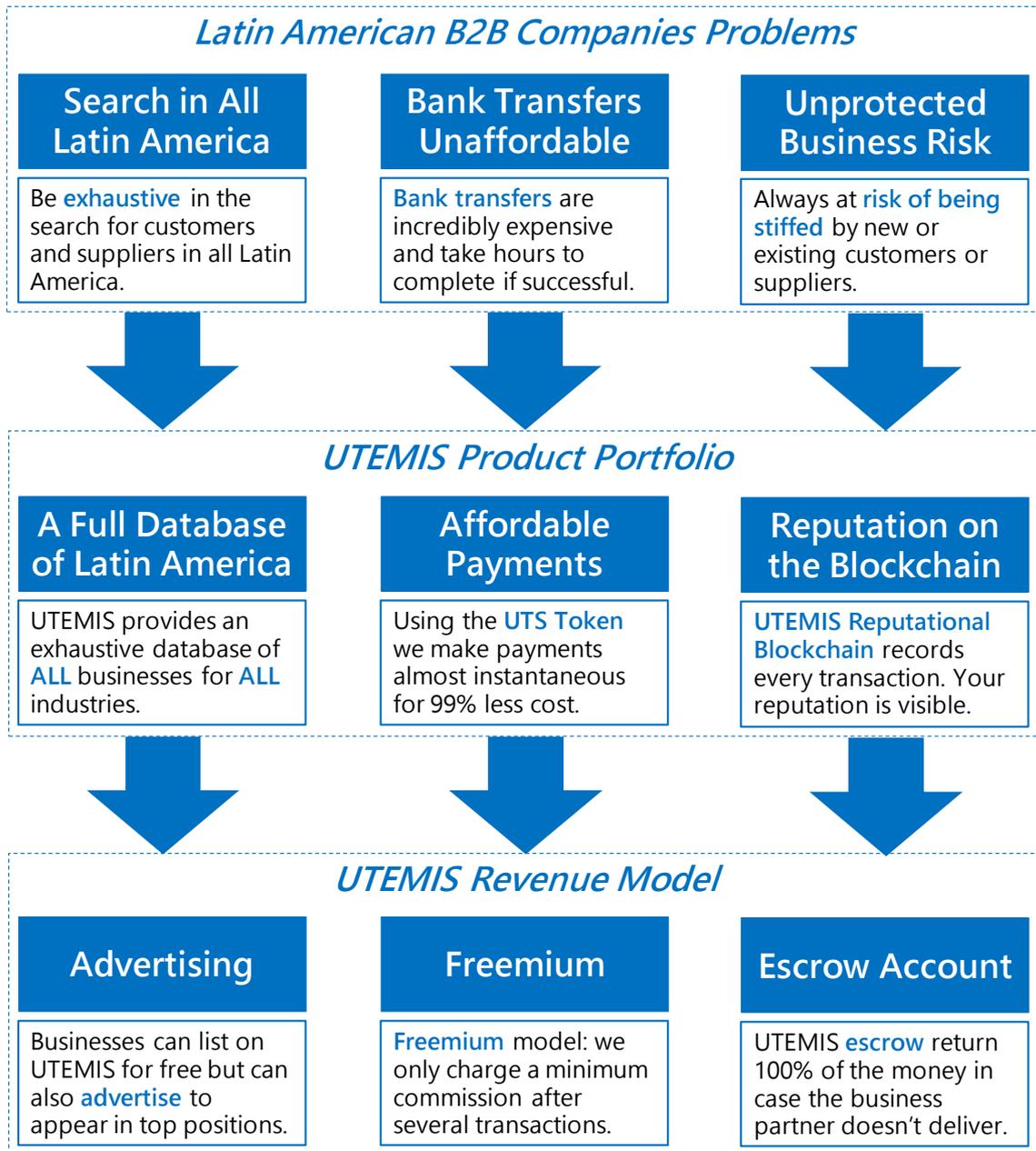
[Executive Summary](#)

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UTEMIS VALUE PROPOSITION





EXECUTIVE SUMMARY

There is a powerful reason for creating the UTEMIS cryptocurrency token; the restrictions on access to capital, inflation, devaluations, dysfunctional economic policies, unreasonably favored banks charging inordinate fees to their customers. The lives of ordinary citizens are daily witnesses of the important conflicts of interest between the regulators of Latin American fiat currencies and the general interests of the population.

UTEMIS Limited Liability Corporation will introduce a cryptographic utility token, named UTEMIS (UTS), to decentralize companies' reputation in Latin America. We believe that if small and mid-sized businesses in Latin America have, for the first time ever, the chance to co-create their future, they will create the most economically vibrant, resilient, efficient and fair economic zone in the world.

UTEMIS is a B2B platform geared to building trust by stressing and decentralizing merchant reputation, transaction assurance and trading efficiency. It is focused in Latin America and it is integral with the UTEMIS token, this being essential to protect merchants from the vagaries and arbitrariness of local governmental interventions. In this, UTEMIS follows the proven business model of the leading Chinese e-commerce giants with a strong emphasis on reputation. For the reason given, the UTEMIS cryptocurrency is a necessary complement with the potential of transforming the entire Latin American region into a single economic space. UTEMIS TGE proceeds will be used to speeding up the development of the technological platform and in hiring a massive salesforce to spark growth in Mexico, Brazil and Colombia.

UTEMIS Value Proposition for merchant customers is threefold: 1) Find new clients and suppliers in the entire Latin American continent and evaluate them by their reputation; 2) Save up to 99% of the current costs of doing transactions and payments and; 3) Keeping our customers protected at all times against fraud (using an escrow account). UTEMIS expects revenues of \$650 million (US Dollars) in the first year of operations by monetizing this Value Proposition with three types of income: 1) Advertising; 2) Per transaction fees and; 3) Fees from managing the escrow account.

For participants in the token: only the amount purchased in the TGE will be liquid. In addition, UTEMIS has a proprietary knowledge of markets and platforms. UTEMIS is a 'market maker' in the sense that it brings additional capital to the cryptocurrency space – UTEMIS competes in the B2B Trading Platform industry, not in the cryptocurrency industry.



UTEMIS uses the same business model that has been so successful for the Chinese e-commerce giants. These companies have experienced an increase of well over 2,000% in sales since 2008. UTEMIS counts on a strong team; with successful entrepreneurs as Country Managers complemented by a strong Advisory Board composed of experienced bankers.

Despite present impediments and great inefficiencies, cross border B2Bs transactions in Latin America amount to US \$820 Billion, a very small figure relative to the combined GDP of the region US\$9 Trillion. People in Latin America deserve their chance. From 2018 onwards, their future will depend on themselves, not on some government catering to their own interests.

Trust and reputation are the fuel that drives business growth. By decentralizing their reputation on the Ethereum Blockchain, businesses that are honest will thrive, and those that are not will find themselves driven out from the system. And for the first time ever 100% of this outcome depends on them.

Bitcoin was not created to convince fiat currencies to protect consumers instead of governments. Bitcoin was created to start something new, something fundamentally better. It is for this same reason that we are creating UTEMIS.