

Crypt POINT

Loyalty & Rewards



Point2.0 to Point3.0

2022/04/27



Issues with Point2.0

- In the first place, the point service is a measure to encourage revisit. The point system allows the points collected in your store to be available for the next visit.



- Points such as T-Point、 Ponta、 d-point、 r-point are called “common points” and are very popular.

Common points issued at a store A may not be used at store B

Become a strategy to lock in users across stores with common points

The effect becomes very complicated, and if the number of stores using common points increases, the enclosure becomes meaningless.



- Move away from common points and back to conventional in-house points

From Web3.0 to Point3.0

- The point issuer does not centrally manage and operate the service.
To a distributed management type point service



- Stores are free to design and issue points.
Not only do you get a 1% discount based on sales, but you also get points for visiting stores, meat mileage points, etc.

- Users can collect points from all stores with one app.

Everything is managed robustly and openly on the blockchain



- Starl issues StarPoint which is the base of all points.
All store points will be redeemable with StarPoint.
Users can then exchange their unneeded points for StarPoint, which they can then use
Needed points can be swapped from StarPoint

The exchange rate of points with StarPoint is determined automatically using a decentralized financial system.

There is no centralized control over the exchange rate.

In the Point3.0 era..

- User

In the Point 2.0 era, you can get points for stores you only visit once, which you couldn't use. You can change it to the point you want by exchanging it.

They are not common points, but they can be used as common points by exchanging points.

- Stores

Until now, even if it had been issued, it had not been used, but with Point3.0, it will be issued to those who wanted to revisit.

Can be used effectively by having those who need points exchange them



The exchange rate for points is determined by the popularity of the points

Stores will be able to collect points by holding events with the potential of gaining popularity. The number of customers could increase dramatically.

Users and stores participate in the new point system. Point Revolution.

Stores

Freely designed point services
to give points to users



Only your own points can be used
StarPoint is not used

Users

With points obtained from
stores
Free Exchange to StarPoint



Free Points From StarPoint
Store use in exchange for points

