Allvor: cryptocurrency for e-commerce powered by the XRP Ledger

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Summary:

Allvor is the first cryptocurrency issued in the XRP Ledger with a focus on e-commerce. Allvor proposes integrating the XRP Ledger's superior technology with systems and protocols used in e-commerce as a way to boost the cryptocurrency use on a global scale. The XRP Ledger, which is developed by Ripple Company, is the best and most efficient distributed database technology ever made. In the next years, the best and most consistent blockchain technologies will transparently integrate and operate with the various layers and protocols required to conduct financial and business transactions. The Allvor Project will be focused on developing and encouraging the development of such integrations in order to promote the widespread use of the ALV token along with the systems that support the trade of products and services, ranging from small virtual stores to large e-commerce players.

1. Introduction

> *"The first generation of the digital revolution brought us the Internet of Information. The second generation — powered by blockchain technology — is bringing us the Internet of Value: a new platform to reshape the world of business and transform the old order of human affairs for the better."*
>
> Don and Alex Tapscott (2016)[2]

Many analysts have observed that the emergence of blockchain technology represents a second wave or second generation of the Internet. The first generation is

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[2] Don Tapscott, Alex Tapscott. Blockchain Revolution: How the Technology Behind Bitcoin is Changing Money, Business and the World. Portfolio/Penguin, 2016.

the Internet as we know it. Over the past thirty years, its presence has been causing an unprecedented revolution in the form of communication between people and organizations.

On the Internet, computers are connected to the network and share a communication protocol (TCP/IP) that transforms information into packets and enables the transmission from one computer to another. These packets travel through different paths (network points) until they reach the recipient. A file made available at a certain address is always divided into small parts that are transmitted by the network and reorganized to be displayed on the computer of each one of the users who requested the information, i.e., the file is accessed at the same time by different users. In a very simplified way, this is how thousands of people simultaneously access the same information on a news portal. It is also for this reason that another person, besides you, may be reading this same text at this very moment, which was accessed by another computer, anywhere in the world. It might seem simple when described like that, but that is how the Internet has been transforming communication on a world scale in the last decades.

But how about the money?

A protocol that enables massive dissemination of information, in practice distributing thousands of copies of the same file, such as TCP/IP, was not designed to handle money transfer. In order to transfer values, or make a payment, it is necessary to ensure that the operation is univocal, secure, and non-duplicable, as Satoshi Nakamoto has put in the founding article on Bitcoin[3]. And since it is not possible to do this with the basic protocol of the Internet (TCP/IP), the e-commerce's feasibility was only possible because financial institutions, especially credit card operators, have developed a series of controls, procedures, registrations, validations, collection mechanisms, and conciliation that allow sales to be processed through authorization, issued by the provider, while the payment to the seller is only made afterwards.

It was this payment model based on credit card operators and quite ingenious from several points of view that allowed the boom of e-commerce and the emergence of giants such as Amazon, JD.com, E-bay or Alibaba. However, considering the latest technological standards, the costs involved are high, settlement times are long and losses may occur. As a consequence, the applied costs and fees are significant.

But technology has evolved and the present situation makes it possible to go one step further. The use of blockchain technology for real-time payments should lead to a profound change in the online payment scenario. It means, in practice, the beginning of the Internet of value, which has been backed by the founders of Ripple for a few years.

2. Allvor Project

Allvor is the first e-commerce-focused cryptocurrency based on the XRP Ledger. It combines the XRP Ledger's superior technology with the intent of boosting

[3] Satoshi Nakamoto. Bitcoin: A peer-to-peer electronic cash system. 2008.

the adoption of digital currencies use in consumer relations, directly by the market agents, including consumers and sellers, in the most varied sectors.

We will create and encourage the creation of tools that enable the intercommunication between the real-time gross settlement possibilities available in the XRP Ledger with the technological resources used by merchants and payment solution providers for e-commerce, including Payment Gateways and Payment Service Providers - PSPs. The aim is for Allvor (acronym ALV) to be widely used in the purchase and sale of products and services.

The ALV token is stored in a Ripple account, along with XRP. Users can manage their balance, send payments and trade ALV by using the same Ripple wallet they use to store, send payments and trade XRP.

2.1. Vision

The scale use of cryptocurrencies to purchase products and services will only occur when the protocols and tools used to support digital currency transactions start to operate in parallel and exchange information with the systems that support the other steps/processes involved in businesses. As a consequence, there is a necessary effort of compatibility and integration. That is because a significant part of the transactional information and data required to support commercial relationships far outweighs the financial settlement data information. We are talking about information related to customers, products, stock-outs, bills, billing, taxes, regulation, etc.

With our perspective of the future, the best and most consistent blockchain technologies will transparently integrate and operate with the various layers and protocols required to conduct financial and business transactions. We believe this will occur both from the innovation proposed by independent developers and from massive efforts of integration with systems used by large business and payment solution players. The six points below provide a summary of how Allvor intends to turn this future vision into reality:

The best blockchain

Allvor uses the best available technology. The XRP Ledger makes it possible to perform real-time transactions that are perfect for consumer relations. No other technology has similar speed, security, and scalability.

Dissemination of the Internet of Value

New technologies will result in lower costs for everyone. The blockchain use to support the financial operations linked to commercial sales will have the effect of reducing the costs involved with the operations, for the benefit of both sellers and buyers. According to Chris Larsen (Ripple’s Co-Founder), the XRP Ledger represents the beginning of the Internet of Value, in such a way that it becomes as simple to send money over the Internet as we send an email. Larsen has also mentioned that, by reducing the cost of payments virtually to zero and increasing the speed for real-time

settlement, we should have a large increase in the volume of payments and payment innovations as a result[4].

Integration with protocols and systems

Cryptocurrencies will reach their full potential only when properly integrated with the commercial systems that support businesses in the main e-retail networks. Allvor will develop and contribute to developing these solutions. To perform this task, it will be necessary to integrate the technologies that support the sales, marketing, customer relationship, and logistics functions, among others, with the real-time settlement.

Preparing for the future

Certainly, the time will come when most merchants will start receiving payments with different digital currencies and will keep both digital and fiat currencies on their balance. However, while this time has not come yet, we believe that a gradual approach is the best way to shorten the distances between cryptocurrency holders and merchants in general. Allvor will develop ALV payment technologies as well as technologies that will enable ALV to be effectively used by buyers, while ensuring that sellers receive in local currency. In the future, when these merchants start to gradually and directly receive cryptocurrency payments, Allvor will already be placed as an integrated, reliable and easy-to-use currency.

Simplicity, promptness and problem-solving capacity

Consumers and sellers want simplicity, promptness and problem-solving capacity in their business relations. As for the use of cryptocurrencies, the journey in this direction has not even begun. We are still in a moment of the technology's consolidation. The next step will be represented by simplification and promptness, by the integration of platforms and the improvement of usability.

A strong community

The project's success depends on strengthening the community of users and developers, both regarding the use of the currency and the software development. Allvor will not do an ICO or a crowdfunding to raise funds. Its initial distribution will be made directly to the XRP holders community under the terms of our Initial Distribution program. Allvor will also allocate resources to support projects for using the currency in real, concrete and community-relevant situations, developed independently or with the direct participation of our team.

[4] Chris Larsen. Toward an Internet of Value: An interview with Chris Larsen, CEO of Ripple Labs. In McKinsey on Payments, Volume 8, Number 21 May 2015.

3. Payment Solutions

Allvor's main development and partnership efforts will be aimed at enabling the effective use of ALV in businesses. These efforts will contemplate numerous actions, but we would like to highlight 5 main actions:

- Plugin for the Magento platform;
- Plugin for the WooCommerce platform;
- Integration with Online Payment Providers (such as Stripe and others);
- Integration with Cryptocurrency Debit Card Providers (such as Wirex and others);
- Hybrid Payment Gateway.

Plugin for Magento

Magento is an open source e-commerce platform used by thousands of virtual stores around the world. The Allvor plugin for Magento will enable merchants to receive, in a simple and prompt way, ALV payments in their virtual stores. Allvor will also partner with companies that currently offer digital currency payment services to merchants who use the Magento platform, with plugins already developed, to include ALV as the payment currency.

Plugin for WooCommerce

WooCommerce is also an open source e-commerce platform, developed as an extension to Wordpress, the most widely used online content management platform in the world. The Allvor plugin for WooCommerce will enable merchants to receive, in a simple and prompt way, ALV payments in their virtual stores. Also for WooCommerce, we will establish partnerships with cryptocurrency payment processors to include ALV as a payment currency.

Integration with Online Payment Providers

Payment providers or processors offer to the merchants a complete payment solutions platform so that they are less and less concerned with the maintenance and support for payment solutions. Many of these providers are working to include digital currencies as an alternative payment option to their customers. Considering that ALV transactions are settled in real time on the XRP Ledger, we have the perfect technical conditions for payment providers to include ALV as a payment method in their solutions.

Integration with Debit Card Providers

In recent years, different debit card options have appeared for fiat currency payments backed by prepaid deposits in cryptocurrency. Some of them are the Bitpay, Xapo and Wirex cards, among others. The cards are issued by major card operators such as Mastercard and Visa. This business model has been facing some operational difficulties, especially because it operates exactly in the transition line between fiat and digital currencies. These difficulties occasionally lead operators to suspend the service, as it has happened in early 2018 in several cases. However, it is only a matter

of time for major companies to solve the current problems and provide a reliable service.

ALV is the perfect currency for deposits of any amount in prepaid cards, since the transaction is made in real time and the ALV transaction rates are very low (approximately 0.00001 XRP per payment, which is currently less than 0.00001 USD[5]).

The currently-available technology allows you to make an ALV deposit into your debit card account while waiting for your turn in the coffee shop's queue, in order to use your balance when it is your turn to pay. This is not possible with Bitcoin or Ethereum, for example. Either the fees charged on the transactions of these currencies make micropayments economically impractical or the waiting time to settle the transaction may take a few minutes up to a few hours.

Hybrid Payment Gateway

Allvor will develop and make technologies available that enable the operation of Hybrid Payment Gateways - HPG. HPGs are payment gateways that can receive ALV payments and process payments to sellers in both ALV and local currency, in the location (country) where the HPG operates. The great differential of the HPGs is that the necessary transactions (payments and currency exchange) can be fully supported by the resources available in the XRP Ledger.

Allvor will develop and make the other layers available in open source, which are required for the operation of HPGs and their integration with the XRP Ledger. Thus, companies interested in establishing a local HPG will require minimal development efforts and will have the availability of a complete business solution to operate local currency payments while receiving ALV from their customers.

The steps and diagram below summarize in a more detailed way the HPG operation:

1. When completing the purchase of a particular product or service in the shopping cart, the user can choose to pay with ALV.
2. After that, the seller's website payment provider[6] sends the payment request to the HPG.
3. The HPG validates the user's identity and automatically calculates the conversion rate between the settlement currency (eg USD) and ALV. This calculation can be done by using the XRP Ledger's own data or data obtained from external sources.
4. The HPG checks if the user has an ALV balance in their XRP Ledger account that is managed with the HPG use (users must be pre-registered and deposit ALV in the specific account provided by the HPG).

[5] Even in the likely scenario of a significant XRP appreciation, the cost of the XRP Ledger transactions will continue tending to zero and, in the future, it will not represent a significant cost for ALV transactions.

[6] Which may be a Payment Gateway or a Payment Service Provider - PSP.

5. If the user has an available balance, the HPG can already send the settlement authorization to the payment provider. So far, the process has taken only 3 seconds.

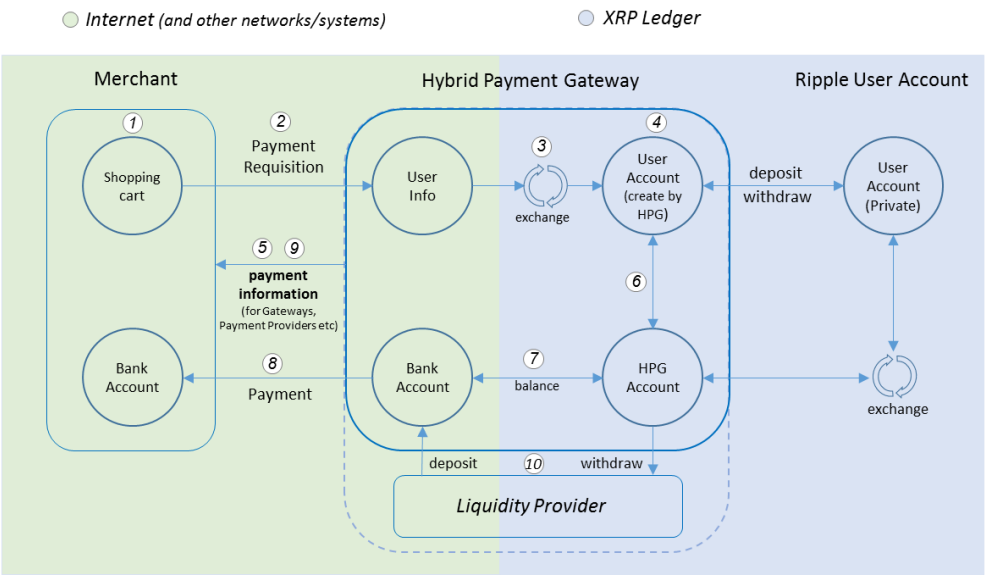

Figure 1: Basic operational scheme of the Hybrid Payment Gateway – HPG.

6. The HPG then transfers the corresponding amount of ALV to their own XRP Ledger account. So far, the process has taken only 7 seconds.
7. The HPG assesses the ALV balance of the accounts and the corresponding balances in local currency, assessing the needs for payment, conversion, and provision of currency for a period of, for example, 24 hours.
8. Upon assessing, at the end of the day, the HPG consolidates the total payments to be made to the same seller and requests the payment directly into the bank account provided by the seller.
9. At the same time, the HPG sends all transaction-related information to the payment provider so that it can, among other things, subsidize the generation of payment reports to be presented to the seller.
10. The HGP may, at any time, convert ALV into local currency, in order to refill the bank account and support payments to sellers. This can be done:
    a. In the XRP Ledger itself, by using the decentralized exchange network, either automatically or with operators.
    b. By using an external Liquidity Provisioning solution, which can be a corporate solution for financial institutions or a broker.

4. Initial Distribution Program

The inicial distribution of Allvor will be performed from the Allvor Initial Distribution Program. Ripple account holders will be able to receive, directly into their accounts, a predetermined amount of ALV. The amount of ALV to be received corresponds to the amount of XRP available in the user's Ripple account at 01:00 (GMT 00) on March 28, according to the calculation performed by Allvor, Ledger 37539810, increased by 30% from the same amount, added to the standard amount of 5,000 ALV, limited to the maximum amount of 1,000,000 (one million ALV). The table below provides some examples of the amounts to be paid to XRP holders.

Amount of XRP in the Account (a)	**Additional 30%** (b = 30% of a)	**Standard amount of 5,000 ALV** (c)	**Amount of ALV to be Received** (a + b + c)
500.00	150.00	5,000.00	5,650.00
1,000.00	300.00	5,000.00	6,300.00
20,000.00	6,000.00	5,000.00	31,000.00
1,000,000.00	300,000.00	5,000.00	1,000,000.00

Table 1: Examples of calculation of the ALV amount distributed in the Allvor Distribution Program.

The definition of the ALV amount to be distributed only considers the XRP balances actually allocated in the Ripple accounts at the time of the calculation, therefore it does not consider XRP balances deposited in accounts of cryptocurrency exchanges. So, the distribution program exclusively counts amounts of XRP that were in individual Ripple wallets at the specified date and time.

To receive ALV from the Allvor Initial Distribution Program, the user must first add the trust line for the ALV account in order to receive the payment. The assets created in the XRP Ledger, such as ALV, need a trust line to be sent and received between two accounts. A trust line represents an authorization for another account to send payments in the specified currency and amount. When a user creates a trust line in their account, it is enabled to receive payments sent by the specified account. In short, a trust line identifies an account that can send you payments, the currency that can be sent, and the maximum amount that is accepted.

The basic data for adding a trust line to receive the payment from the Allvor Initial Distribution Program are as follows:

Currency: **ALV**

Counterparty: **raEQc5krJ2rUXyi6fgmUAf63oAXmF7p6jp**

Limit Value: **100,000,000**

Currency and Counterparty are fixed and mandatory data. Limit value is an amount that must be specified by the user. We suggest specifying a high amount, for example, 100,000,000 (100 million).

After adding the trust line, the user must access the Allvor portal and use the available application. This will be the only channel to perform the ALV's distribution under the Program. In order to receive payment, the user must inform code of the Ripple account in the appropriate field and click the button to see if the trust line has already been added. If the trust line has already been added, the user can request a payment completion, which will be done automatically. Adding a trust line for Allvor and using the distribution application, providing the Ripple account code, does not pose any risk to users. Ripple account codes are public information and the trust line only allows the user to receive payments, not other operations[7].

The maximum amount of ALV to be received in the Initial Distribution Program is 1,000,000 ALV (one million ALV). In other words, accounts with 1,000,000 XRP or more can receive up to 1,000,000 ALV. The distribution program will have a limited duration, at Allvor's discretion, and will be effective until a date to be subsequently disclosed by Allvor on its website.

5. ALV Trading

ALV will be progressively included in the main cryptocurrency exchanges. Nevertheless, at the release, it is already possible to buy and sell ALV by using the XRP Ledger's decentralized exchange platform, using XRP to buy ALV. So, to buy ALV, the user must have an active Ripple account, add a trust line for ALV, use a wallet that allows them to create and execute purchase/sale orders on the XRP Ledger and have some XRP to make their purchase or bid. If the user does not have a Ripple account, they should use one of the available wallets, create an account and buy some XRP first.

In order to trade ALV, the Ripple wallet which was used must allow the user to create asset sale and purchase orders and manage trust lines in the XRP Ledger. Not all available wallets have such feature. The main Ripple wallets that currently give access to the creation of sale and purchase orders directly in the XRP Ledger are Gatehub, The World Exchange and variations of the Ripple Desktop Wallet, such as Rippex, RippleFox, and Ripple China. All of these desktop wallets are based on the original code provided by the company on GitHub[8]. Some of them do not have current support from any provider or gateway, but they continue to run unsupported, as in the case of Rippex. Users of these wallets can manage, send payments, and trade ALV normally.

[7] The most sensitive information of the Ripple account is the secret key, which allows full control of the account. Allvor does not request and will not request secret keys. Besides, we advise users to pay close attention to the safe storage and use of the secret key.

[8] https://github.com/ripple/ripple-client . Note that Ripple has announced the end of support for the desktop wallet project since 2015.

6. Transparency

Distribution

The ALV tokens have already been fully issued and are not subject to mining. The complete issuance has 100,000,000,000 ALV. The projected Allvor distribution is presented in the table below. This proposal considers up to 5% of distribution at release, including our Initial Distribution Program, Marketing, and Dissemination, among other actions.

Projected Allvor Distribution	%
Distribution, Marketing, and Dissemination	5.0
Project	15.0
Direct Sales	15.0
Promotion	20.0
Strategic Partnerships	25.0
Financial Reserve	20.0
Total	**100.0**

Table 2: Projected Allvor total distribution (%).

ALV will gradually enter into circulation, according to the demands of the project, and the forecast is that it will only reach full circulation by 2030. The maximum circulation projected for each year until 2030 can be seen in the table below:

Projected Allvor Maximum Circulation	% in the Year	Total %
2018	10.0	10.0
2019	8.0	18.0
2020	8.0	26.0
2021	8.0	34.0
2022	10.0	44.0
2023	10.0	54.0
2024	10.0	64.0
2025	10.0	74.0
2026	6.0	80.0
2027	5.0	85.0
2028	5.0	90.0
2029	5.0	95.0
2030	5.0	**100.0**

Table 3: Projected Allvor maximum annual circulation (2018/2030).

Block Explorer

As part of its efforts to ensure the reliability and transparency of the XRP Ledger transactions, Ripple Company has developed and maintains XRP Charts. All transactions in ALV are publicly registered and are accessible for consultation on the

network, in the same way as it happens with transactions in XRP. You can access XRP Charts to search and check all ALV transactions.

Allvor will soon develop a specific ALV transaction consultation channel, which can be used in conjunction with the Ripple Charts information, but exclusively showing the ALV-related transactions.

7. XRP Ledger: a universal payment system

As stated by Ripple, "the XRP Ledger is a universal payment system enabling users to transfer funds (including fiat currencies, digital currencies and other forms of value) across national boundaries as seamlessly as sending an email. Like other digital currencies such as Bitcoin, the XRP Ledger enables peer-to-peer transaction settlement across a decentralized network of computers. Unlike other digital currency protocols, the XRP Ledger also allows users to transact in currencies other than the ledger's native currency, XRP. In addition, the technology enables near real-time settlement (three to six seconds) and is built to route each international transaction to the cheapest FX bid/ask spread available in the network."[9].

In the words of Chris Larsen (Ripple's Co-Founder), "the Ripple protocol is an open-source distributed ledger. It is currency-agnostic, and can confirm transactions in about five seconds. You can think of it as a giant global ledger that holds balances of different things of value and then allows for those things of value to be exchanged using a path-finding algorithm route, similar to how you might route packets of information on the Internet. Those are the two big things that the Ripple protocol does: confirm financial transactions without a central operator and then path-find the most efficient way to exchange value, or said another way, execute a currency trade".[10]

Much has changed and improved since Ryan Fugger[11] proposed the Ripple Project's original idea in 2004. This evolution, in terms of business, led the company to focus its operations in solving the problem of international remittances and payments. However, the developed technology remains capable of generating issuances between parties that establish trust lines between each other, which means that, even after all the technological changes and improvements, Fugger's original concept remains as the central axis of the XRP Ledger.

The XRP Ledger has a neutral infrastructure, just like the Internet, and it is not subject to conflicts of interest between different parties. This is very good for the banks and other financial institutions that intend to use the system, but also for the Allvor Project, since network neutrality guarantees equal treatment for all operations. As reported by Patrick Griffin and Ryan Zagone, "Ripple is designed to be a neutral payments infrastructure, meaning it is currency-agnostic and, like email and other standards, shows no preference to any country, jurisdiction, or system. Ripple

[9] Source: Ripple Developer Center - https://ripple.com/build/reaching-consensus-xrp-ledger/

[10] Toward an Internet of Value: An interview with Chris Larsen, CEO of Ripple Labs. McKinsey on Payments, Volume 8, Number 21 May 2015.

[11] Ryan Fugger. Money as IOUs in Social Trust Networks & A Proposal for a Decentralized Currency Network Protocol. Version 2. April 2004.

leverages the governance and messaging standards of the payment networks that adopt the protocol, making it a flexible infrastructure without conflicting interests."[12]

7.1. Possibilities for using the XRP Ledger

The XRP Ledger usage scenario for the next few years can be summarized in Figure 2 below. The XRP Ledger is represented by the blue circle in the middle. Around it, in the green area, we have the Internet and the other networks and protocols. This area of the Internet has been divided into spaces that characterize different markets, such as bank services, financial market services, e-commerce, and other markets.

The smaller circles occupy a part of the XRP Ledger and a part of the Internet. They represent integration solutions that enable the use of the XRP Ledger to provide real-time settlement solutions for different markets or businesses. Today, the most advanced part is represented by the applications developed by Ripple to enable the use of the XRP Ledger by banks and institutions involved with international payments and remittances. It is a huge market that still operates, being largely supported by old-fashioned and inefficient technology. In some cases, a remittance of funds between two countries can take days, without the consumer even knowing the amount of fees charged at the end of the process, how much the recipient will receive, and when it will occur.

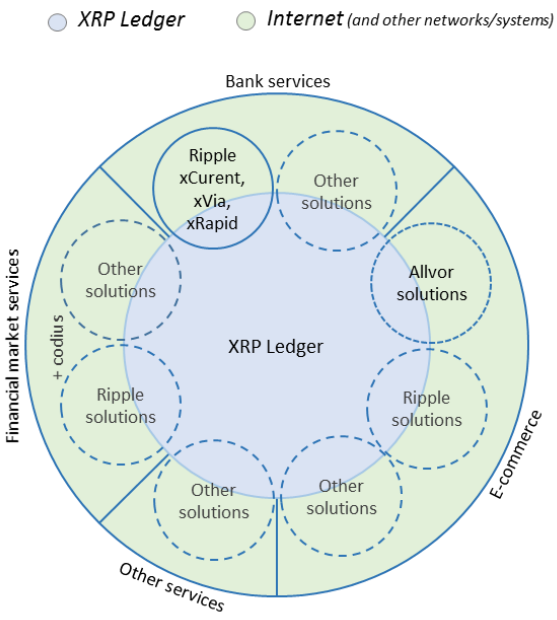

Figure 2: Integration between the XRP Ledger and other networks and systems: bank services, e-commerce, financial market services, and other services.

[12] Patrick Griffin and Ryan Zagone. Assessing the Ripple Protocol: Implications of Distributed Networks and Digital Currencies for Retail Payments. 2015.

Ripple is focused on solving this problem and has created a software collection that enables the integration of information and systems used by banks with the real-time settlement of the XRP Ledger. This collection consists of the xCurrent, xVia, and xRapid software products. This is a major challenge in a complex market that involves payments of $5 trillion per day, according to the US Department of the Treasury[13], and an average daily volume of 14.8 million payment transactions[14]. The company will succeed in its goal if, firstly, it demonstrates that its technology represents a viable solution to replace the Swift system, and secondly, it achieves a significant participation in the market.

Ripple could handle a number of problems, but has chosen and invested its main energies in what seemed to be the most obvious and apparent one, and which alone represents a gigantic market. It has chosen to have a well-defined focus, a cohesive vision, and a clear direction. And these were exactly the same attributes that Brad Garlinghouse (Ripple's CEO) emphatically stood up for in 2006 in what became known as the 'Peanut Butter Manifesto'[15]. Garlinghouse is well aware of what it can mean for a technology company to lose focus while investing on countless fronts without focusing specifically on anything in particular. At that moment, such strategy was described as "spreading peanut butter", which consisted of spreading a thin layer of investment on every opportunity that would appear, not addressing, and solving, anything in particular.

Referring to the XRP Ledger and to the current days, it would be as if Ripple intended to operate at the same time in all the major markets the XRP Ledger has the potential to transform. However, not providing an effective and convincing solution for any of them. But the company clearly chose not to "spread peanut butter" on each of the potential markets. The company has chosen a problem and is very focused on developing and implementing solutions for it. As a result, the current scenario is as follows: it holds the best technology, it has no direct competitors, the proofs of concept made by the banks were successful, and 2018 marks the beginning of the produced software usage. It could not be better. And all the available information indicate a very promising future for Ripple and XRP with banks and financial institutions.

But also in the field of banking services, other solutions are likely to emerge over the years. They are more likely to be tailor-made solutions to meet the specific demands of a bank or other institution, which may be developed by smaller companies or, in some cases, by the institutions themselves. Imagine a very specific payment function, implemented with very specific features, in a specific country, and that can not be easily integrated with the already-developed software. Also, considering the size of the business, imagine it is not in Ripple's interest to develop or customize one of its products. This is a situation where local companies can successfully develop the desired solution.

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[13] https://www.fincen.gov/sites/default/files/shared/Appendix_D.pdf . Initially quoted by Hodor in https://xrphodor.wordpress.com/2017/12/22/xrp-journey-to-number-one/

[14] Swift in Figures, January 2018 YTD. Available At: https://www.swift.com/taxonomy/term/5466

[15] Brad Garlinghouse. Yahoo Memo: The 'Peanut Butter Manifesto'. Wall Street Journal, November 18, 2006.

In relation to financial market services, no solution has been publicly presented so far. Yet, Ripple has recently restarted the development of Codius[16] [17], a platform of smart contracts, whose new version, still to be released, will work in an integrated way with the XRP Ledger. A good smart contracts platform, working together with a real-time settlement mechanism with the features of the XRP Ledger, can support the operation of a wide range of services and products related to the financial market, including issuance and redemption of bonds, stocks, debentures, future contracts, loans, and financing, among others. In the next years, there will be several ventures in this sector, developed by Ripple or by other agents[18].

For e-commerce, the scenario is similar. No integration solutions have yet been presented between the XRP Ledger and the platforms that support e-commerce operations. Of course, the company is already aware of this, and over the coming months and years, it will present solutions and partnerships in this sector. Ripple is expected to develop partnerships with major players, such as Amazon, Alipay or Apple Pay, among others. Such partnerships represent billions of dollars in business relationships, whose negotiations can take months, not to mention the resolution of regulatory issues, which in most countries is not settled yet. In addition, the banking and international payment issue is so huge and its success will be so rewarding that Ripple does not see retail as a priority so far. In any case, the commercial payments market is so fragmented that there are several strategies to expand the use of the XRP Ledger in the sector.

What Allvor proposes is a strategy to speed up the use of the ALV token and the XRP Ledger in e-commerce. Having good plugins for Magento and WooCommerce in place, developing partnerships for innovation with companies and having some operating debit cards are necessary. It is also necessary to draw the attention of the community of independent and innovative developers for the potential uses of the XRP Ledger, including the numerous FinTechs that have emerged recently, which already see payments from an innovative point of view. These startups, unlike banks, do not need to get convinced about the blockchain technology's potential. They need support, encouragement, and an active community around innovative projects. Allvor will support these companies and foster the innovation ecosystem in digital payments with ALV towards the XRP Ledger.

We understand, finally, that the success of a project as Allvor will be beneficial to Ripple, XRP, and also to XRP holders. To Ripple, because it provides the expansion of the XRP Ledger usage and its positioning into an important range from the commercial payments market. To XRP, because it expands the exchange market, the volume, and exchange alternatives related to the XRP Ledger, which uses XRP as the main token. And to XRP holders because it enables an additional exchange market for XRP and an efficient access channel for e-commerce, which is currently not available on the XRP Ledger.

We are now seeing a growing interest in expanding the use of digital currencies for commercial payments. And despite the legitimate efforts of various projects around

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[16] More about Codius in https://codius.org/

[17] Stefan Thomas and Evan Schwartz. Smart Oracles: A Simple, Powerful Approach to Smart Contracts. Jul 2014.

[18] Learn more on the subject in the article written by PFTQ - The True Potential of Ripple and XRP. In: https://www.pftq.com/blabberbox/?page=The_True_Potential_of_Ripple_and_XRP

the world, the technology that has the greatest potential is the XRP Ledger. Our proposal is to start now, with a specific token (ALV), and based on a development strategy provided by the community and innovative FinTech solutions.

8. Bibliography

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