

WTX Hub

The Online Meeting Place, Trading Hub and cryptocurrency of the Alcoholic Beverage Industry

WTX Hub is the first online trade and consumer Hub for the Alcoholic Beverages market (ABM).

The annual global Alcoholic Beverage market is expected to reach in excess of US\$1.5 trillion by 2022. The cryptocurrency revolution has barely made any impression on the Alcoholic Beverage market and the structure of it's B2B and B2C distribution systems and networks, in particular for the B2B market, have barely changed in the past 50 yrs.

Hence we propose a purely peer to peer Alcoholic Beverage trading exchange that would allow an online trading exchange of goods and services from one party to another without having to go through a third party. Also we propose a cryptocurrency, WTXH, which can facilitate these transactions and in addition to create the Premier online Meeting place for the Alcoholic Beverage industry with Social and Community functionality.

The Problems

- Significance. Business exchanges are general purpose, often very hard to Google search for the right buyer/seller in particular for the ABM,
- Inequality in the market. While ABM selling people do not mind using Google/LinkedIn etc. to contact buying people, ABM buying people are much less willing to use Google/LinkedIn etc. to contact selling people as they come to Google/LinkedIn etc. mostly for non business reasons resulting in low response rate.
- ABM People, Products & Services and companies need to be seamlessly integrated and are currently not, often really hard to find for both buyers and sellers.
- Difficult to track and verify products from origin, or fulfil highly complex orders without a great deal of time being spent.

The Solutions

- Address the basic needs for any ABM company by helping them to buy and sell faster and better.
- Shorten the cycle for buyers and sellers to find each other
- Solve the information asymmetry problem in the B2B space and make B2B and B2C more transparent
- Allow precision based ABM Company to ABM Company and ABM Company to ABM consumer advertising over the internet
- Develop ABM specific origin provenance blockchain technology, and use smart contract blockchain technology to fulfil highly complex trade orders.

Benefits

- To address the basic needs of each company to better buy and sell by creating a business Hub network that connects ABM corporate buyers, sellers, products, services and companies. We will be able to allow any ABM company to market and advertise to another ABM company over the internet their products and services in a targeted and precision way.
- An ABM eco-system that connects people, products/services and companies and provide a private ABM business network to companies and consumers.
- We are much more than a transaction site as a next generation ABM company, ABM sales people in our site can actively approach buying people instead of waiting to be found. We aim to create a go to place for companies to advertising to companies over the internet in a precision way and eventually create an ABM eco-system that shall be the go to place online for ABM businesses and ABM consumers who want to do business online.
- Our Hub is an innovation for business locally but in particular for companies and consumers dealing with companies and consumers who are overseas our Hub with guaranteed payment, ease of use and low costs, and true focus on the ABM is hugely helpful.
- Creating an entire eco-system for the ABM market shall offer a transformational leap forward in the technology and capabilities of the sector to adapt to the coming advanced tech age.

The above should also be seen in the overview that with societal changes, millennials gaining wealth, increasing in the ABM market etc., most experts believe that the online ABM market will increase very significantly. As we emphasize quality of the traffic, our value per user and profit margin will be higher.

What happens next timeline:

Q3, 2018: market testing & concept proof

12th November, 2018: Launch of Token, WTX Hub Token (WTXH), pre-sale

7th January, 2019: Launch of Token, WTX Hub Token (WTXH), sale

18th March, 2019: Close of Token, WTX Hub Token (WTXH), sale

Q2, 2019: First Clients onboard

Q3>, 2019: Expansion in US, Europe and Asia.