OpenMarket.

The Economics of trust relationship.

The collaborative platform of the clients and the companies ,concentration of
real customer experience without any other agents .

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The description of the problem

Each time when we think about purchasing an item of goods or service , the first question we ask ourselves is "Where definitely should we buy?"

We can ask for advice our friends and relatives , but as a rule , it never helps . In most cases we search the information on the Internet.

But unfortunately some of the posts on the Internet are written by not real users . Moreover , only few people usually write about their customer experience.

1. Somebody doesn't want to waste his time. (Why ? Will I get anything for this ?)
2. And somebody has already encountered with policing , when the service suppliers delete unfavorable reviews . (" They'll delete it again. ")

That's why we don't trust them ! And finding each review we must read us into the text and analyze it, make a decision , if it is useful and if you can trust it to solve your problem - "Where definitely should I buy? What service supplier should I apply to? "

And this requires a huge loss of time and strength . Do you agree ?

Why OpenMarket is unique

Our platform OpenMarket is going to induce real customers to public their opinions , motivate the readers to leave their comments and estimate read reviews.

 That's why our platform :

1. is providing the most extensive depiction of customers experience ;
2. is reflecting the most useful notes according to the notion of the society .

Thereby , our platform is going to become a place ,where comes everyone ,who wants to save the time and to receive actual and most helpful information about customer experience.

Day by day the number of users is going to increase . And than , the service suppliers will want to attend our platform . They , exactly ,will become the main source of motivation for all members of the platform .

Why the platform can be interesting for the companies

The companies (service suppliers) will be able to use the platform to control the reputation management and sales management .

Reputation management is interesting :

For long-standing organizations, which use the principle "the complaint is a gift" and they will be able to turn their dissatisfied clients to their brand counsel , paying attention on them by responding or giving them even special offers.

For entering companies to ask their clients for leaving reviews (to enhance the authority) , so they(the clients) should know that it won't be deleted.

Sales management . The platform is going to allow them publishing selling propositions according to the particular price (sales or shareholdings) or general arrangements .The payment is possible by money or by any cryptocurrency (including inner platform token).

If a company or a customer wants to enhance the authority on the platform , they nail the bargain and pay fee.
Herewith the supplier seeks to provide service of high quality (which is an additional incentive to make a bargain though our platform), otherwise a customer may leave negative review , which will be confirmed by the system (as a review of real customer), on the other hand it has influence over supplier's rating .

And for the companies with low standing it will be complicated to draw new customers .

Due to the great number of customer subjective notes, we have a chance to obtain an objective opinion about each supplier and his own rating (popularity) ,which a prospective customer, coming to our platform can see . That's why the companies having high ratings are deriving new leads .

Why the platform can be interesting for the customers

Everything is clear and honest
- Write useful reviews (which attract attention) about your customer experience – and you will be rewarded in a month , in a year and in 3 years
- Estimate sensibly read publications and you will be rewarded with platform tokens either
- Thanks to blockchain nobody is capable of stealing your tokens , which you earned honestly , creating value for the platform
- The customer realizes the amount of money the supplier receives. No agents !
- The development of one or another user is simple and comprehensible
- There is not any moderation : a published review is kept here permanently

Earned tokens you can spend on paying the service of the company (what will allow you to write new grave reviews) or sale them on the exchange.

Some common principles
The more the customer takes useful for society steps (writes helpful reviews about customer experience , finds other customers reviews and estimates them ,makes purchases through our platform) ,the higher the customer's authority (weight) is.

 The higher the weight , the more his opinion influences the suppliers estimations.
So except the modern fake accounts securities , the platform excludes the rate cheating through the low-active users.

Why blockchain makes this project exceptional

All the users are co-owners of the platform

- The society identifies and votes for the quantity of tribute, which it considers to be fair, and can change it by open voting ;
- Blockchain allows to make the procedure of awarding (due to emission), and token transmission between network users clear ;
- Due to ICO, the first users ,so as co-owners of the platform are tend to create and select
  qualitative information content about customer experience;
- Tomorrow token is more expensive than today . As the popularity of the platform grows and new companies comes to our platform , so grows the value of the token .
- All authors and readers are interested in creation high qualified content , development of the platform to increase its attractiveness for service suppliers ;
- In this way the authors and the readers are interested in ultimate success of the system . When the platform becomes popular , all the members will win .