Eligma

Eligma, an AI-driven blockchain platform that is about to change the online shopping experience

March 2nd, 2018 – *Eligma, a cognitive commerce platform, will be connecting existing e-commerces and second-hand marketplaces into a one-point-stop for users. By harnessing AI and blockchain technology, Eligma is changing the way users discover, purchase, track and resell items online. To provide a new simplified user experience, a Slovenian-based company is set to launch its crowd sale on April 17 with a hard cap of $24 million.*

Eligma was born as a response to problems identified in traditional retail and especially e-commerce, which has exploded in the recent decade. The project is entering a market, in which sales reached 2.3 trillion U.S. dollars in 2017. It aims to offer a set of previously unanticipated solutions to discover, purchase, track and resell items. This is now viable due to the development of artificial intelligence and blockchain technology.

"The value of Eligma is in its ability to give people the one thing they can never buy – time. It keeps track of our purchases and gives us a better overview of what we possess. It calculates the value of what we own and predicts when it`s the best time for us to sell. That is how Eligma is turning every household into a business," explains CEO and founder, Dejan Roljič.

Eligma's goal is to offer a comprehensive set of solutions, consisting of **discovery, inventory and loyalty pillars**. Using artificial intelligence, Eligma`s engine algorithm will process millions of data points from numerous online stores to compare product specifications and characteristics in order to find the product with the exact specifications users are looking for.

To save additional time and hustle, Eligma will introduce **a unified shopping account**, meaning that a single shopping cart and checkout process will suffice to complete purchases in multiple online stores at once, whereas the platform`s cryptocurrency payment gateway will enable users to **pay with cryptocurrencies** even if the online stores don't support them yet.

With the inventory feature, users will be able to see **the AI-predicted** current and future item value and then decide when to sell those items. That is how every household will become a business. Eligma will offer various possibilities of using its **ELI token** for activities performed on the platform. Users will be rewarded for using the token through a **universal loyalty system**. It will consolidate merchants in an integrated open-loop universal loyalty system and provide a simple and convenient user interface. There will be no need to register with a standalone loyalty program of each merchant.

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The idea of solving the problem of the abundance of products found online has brought together some of the most prominent entrepreneurs: *"We are partnering with important individuals and organizations to have access to an array of knowledge, expertise and experience in commerce and technology. Amongst the advisers are Andy Baynes from Nest-Google-Alphabet and Peter Moricz from ChainX, both promising a global reach and impeccable delivery,"* adds Dejan Roljič. The Eligma company was founded in 2017 by three experienced Slovenian businessmen - Dejan Roljič, founder of ABC Accelerator, Matej Gregorčič, founder and CEO of Viberate, and Jože Mermal, CEO and chairman of BTC d.d. The development process of the platform is additionally reinforced with strategic partners, such as Spartan Solutions and Netis, both leading cryptocurrency and blockchain development companies in Europe.

To develop a technological solution for resolving the drawbacks of commerce and e-commerce and simplify the shopping experience, Eligma is raising funds through a **public crowdsale**, starting on April 17th. Early contributors will be able to join the presale of the ELI token, starting on March 20th. To learn more about the AI-driven blockchain platform that is about to transform online shopping experience, visit www.eligma.io.

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Contact

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