



GENESIS BLOCK
IT challenge for your business

Marketplace for your ecosystem

Safe - Reliable - Flexible



about us

Since 2010, Genesis Block has been developing software, implementing payment systems, software and web solutions for e-commerce and blockchain solutions for business.

We are one of the leaders in the Russian market of software development for electronic payment systems and payment terminals for self-service, processing and acquiring.

The company's software solution is used in more than 20,000 self-service payment terminals, pos-terminals and smartphones in Russia, Saudi Arabia, the United Arab Emirates, Spain, and Turkmenistan.

Since 2016, we have been engaged in R&D in the field of blockchain technologies and provide services in the field of consulting and development of blockchain projects.





our customers

Our partners and clients are Payment systems, Housing and communal services, Banks, Telecommunication companies, Blockchain Projects, Service providers. Wherever it is necessary to implement high-speed, high-quality and reliable systems for processing and accepting payments, we offer the most profitable and reliable products.

API solution over your payment system



- Showcase and product management system
- Back office for placing and processing orders
- Virtual pos-terminal with an open ID

**Since we are building a flow on top of the PS,
we can add the following functionality:**

- Loyalty programs
- User ID verification
- Scoring
- Accumulation of the customer base

Own API-based marketplace for your app



Maximum automation of business processes

- Registration of partners (stores)
- Creation of goods, mass import/export in the .csv format
- Product options and categorization
- Connecting suppliers (delivery, payments)
- Payment by QR code
- Chat with the seller
- Managing orders, payments, and internal processes
- Flexible reporting settings
- Back office and analytics

Base for the development of your own ecosystems



For buyers

- Ready-made modern technology stack for buyers: a single basket, delivery, payment, the ability to create a personal sales offer for a specific buyer

Partners (Merchants)

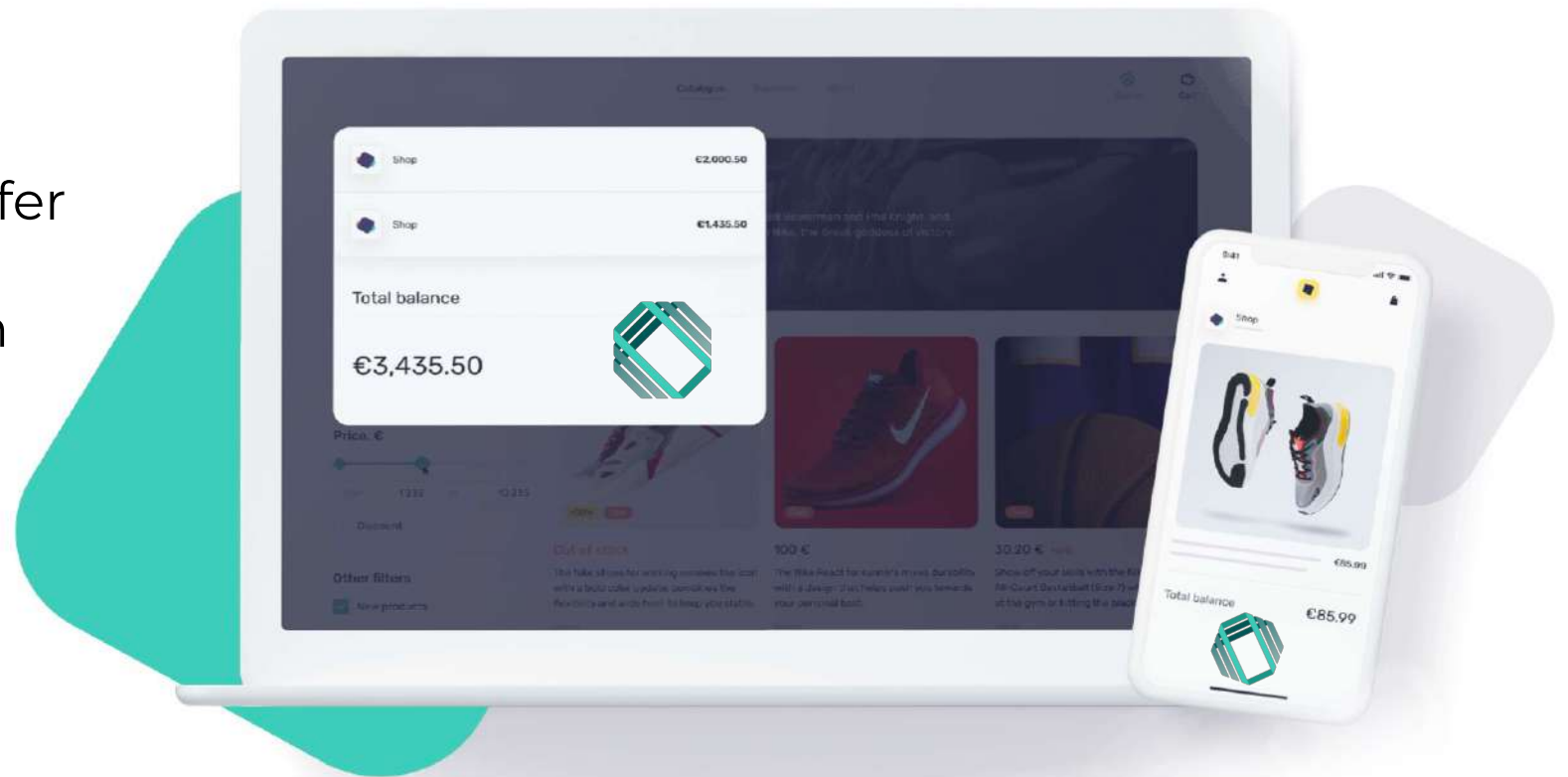
- A ready-made set of tools for a merchant to develop its own customer base for banks

Your own ecosystem

- Development of loyalty programs with partners and their customers
- Ready-made functionality for e-commerce
- Personalize your relationships

Online e-commerce showcase for your web or mobile application

Create personalized sale offer for a specific customer - quickly and easily based on the API



Logo



Navigation

Catalogue Business Products

Personal area



Orders

Cart

Banners

Create your own
store

Get started for free



Stores:

- Cover
- Name
- Logo
- Follow

All stores



Store 1

Next



Store 2

+ Follow



Store 3

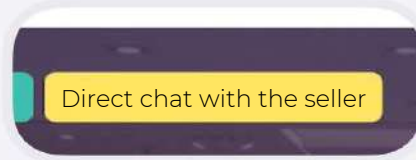
+ Folow

The main page' elements of the platform

Logo



Chat with the seller



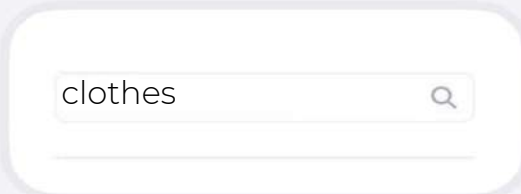
QR-code



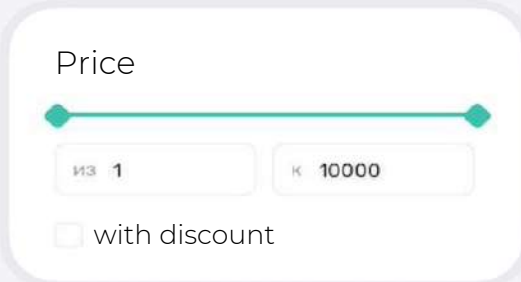
Store description



Search by the words



Search by the price



Product photos



Price and product description



Elements on the store' page

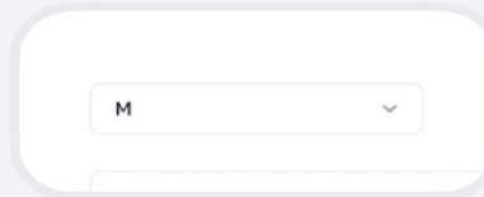
Large
product
photos



Name and price



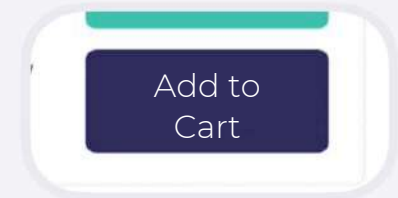
Quantity (pcs.)



Subcategories
(color, size)



Link to payment



Adding
to cart

Elements on the product' page



API solutions functionality

Integrate a ready-made set of merchant tools for the banks' own customer base.



Partner's personal account and orders management

Implement a ready-made set of tools for a partner to develop their own customer base. Fast and easy, based on the API.



Step 1. Registration of a new partner

Implement a ready-made set
of tools for registering
partners based on the API.

Choose a service

- ☒ **Your own store.** We have thought through everything: design, delivery, payment service
- ☐ **Payment system for your store.** Sell goods through your store using Genesis Block as a payment system.
- ☐ **Choose a service later**

Continue

Sell more and better with Genesis Block

Choose service that suits you and start earning



Step 2. Setting up a store

Implement a ready-made set of tools for setting up new stores based on the API.



Step 3.

Logo creation, branding and customization

Implement a ready-made set of tools for branding and customization of partner stores based on the API.

< Go back to all stores



Next store



Chat with the seller

Welcome to our clothes store



View in the app

Price



из 1

к 10000

☐ With discount

Summer



-0%



Step 4. Integration of logistics providers

Integrate logistics providers
via API easily and quickly

Панель
управления

• Платформа Pick... ^

Заказы

Продукты

Чат

• Picksell Pay ^

Новый порядок

Транзакции

Ключи API

Настройки ^

Тарифный план

Выставление
счетов

Общественная
информация

Доставка

Правовая
информация

У вас магазин?

Профиль

My Shipping Methods



Курьерская доставка

Германия, Москва, Староваганковский 15, 1

АКТИВНЫЙ

Как заполнить информацию о
доставке?

Часто задаваемые вопросы

Add new shipping method

Choose a way to deliver your products to
customers and configure them



Самовывоз и отгрузка

Настроить

Уже есть магазин?

Предоставьте своим клиентам
возможность забрать товары из вашего
магазина. Это может помочь им
сэкономить деньги с доставкой и даст вам
возможность предложить им что-то
личное.

У вас нет магазина?

Все, что вам нужно сделать, это
настроить местоположение рядом с вами,
а затем отправить все клиенту
самостоятельно. Вы можете связаться с
ним в чате.



Step 5. Selecting and configuring your tariff plan

Implement a ready-made set of tools for managing partners based on the API.



Step 6. Adding products. Possibility of mass sku import/export

Implement a ready-made set of tools for managing partner stores and drains based on the API.

Панель управления

• Платформа Pick... ^

Заказы

Продукты

Чат

• Picksell Pay ^

Новый порядок

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Ключи API

Настройки ^

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Выставление счетов

Общественная информация

Доставка

Правовая информация

Как работать

Профиль

< New product

Save

Select the product's type

☒ Product without options



☐ Product with multiple options



Info

Title

Description0/3000

СОХРАНИТЬ КАК ЧЕРНОВИК

☒ Введите имя

☒ Выберите категорию

☒ Введите цену

ОПУБЛИКОВАТЬ

☐ Загрузите хотя бы одну фотографию или видео

☒ Введите количество или выберите «не отслеживать количество»

☒ Введите вес и размеры

После публикации продукт будет доступен для продажи, и вы сможете скачать QR-код

 GENESIS BLOCK



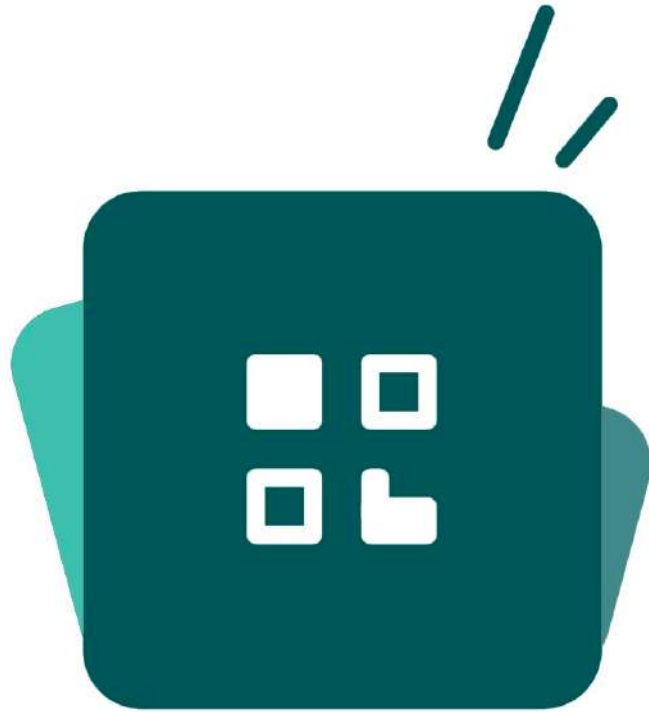
Step 7. **Categorization of the stock by collections**

Implement ready-made flexible solutions for configuring multi-level tariff grids of products based on the API.



Step 1 - Step 7. Your partner is ready to work

Time cost < 1 hour



Back office Order Management

Implement ready-made order management solutions in back office based on the API.



Account management...

New orders

Orders

Payment methods

Address Book



59,44 €

В ОЖИДАНИИ

1 товар



номер заказа
#12478

Служба доставки
ДПД

Расчетное время доставки
2 рабочих дня

[Чат с продавцом](#)

курьерская доставка в
Риттерштрассе, 95, 10969, Берлин

Получатель
Милан Ставная
+75551234567



24,44 €

УСПЕХ

Test.Store

1 товар



номер заказа
#12477

Служба доставки
ДПД

Расчетное время доставки
2 рабочих дня

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курьерская доставка в
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Получатель
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+75551234567





Sales and BI analytics

Integrate ready-made
solutions for sales analytics
and BI based on the API.



Панель
управления

• Платформа Pick...

Заказы

Продукты

Чат

• Picksell Pay

Новый порядок

Транзакции

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Настройки

Тарифный план

Выставление
счетов

Общественная
информация

Доставка

Правовая
информация

Клиентская

Профиль



Clients

25 +5

Product Views

273 +28



Orders

28 -2

Abandoned carts

1

Percentage of returns

1,1 -0,4

Subscribers

15 +5

Average Order Value (AOV)

2 564,00 € +276

Total products sold

30 +6

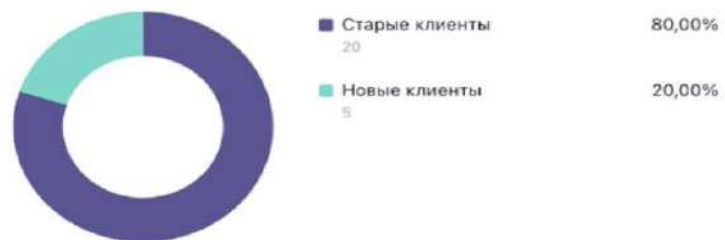
Products in carts

34 +10

Sales by source



Sales by customer type



GENESIS BLOCK



Built-in online chat to increase conversions

Integrate online chat to
increase conversions based on
the API.



Registration and calculation the cost of delivery while placing an order

Use a ready-made solution for ordering and calculating the cost of additional services based on the API.



Shopping cart

Connect a ready-made shopping cart solution for selecting and purchasing products based on the API.

contact us

give us a call

8 800 600 73 07

write us

info@genesisblock.it



follow our social accs

 [groups/genesisblockit](https://www.facebook.com/groups/genesisblockit)

 t.me/gb_IT

 [GenesisblockIT](https://twitter.com/GenesisblockIT)

 [@genesisblockIT](https://www.linkedin.com/company/genesisblockIT)

 [genesisblock.it](https://www.instagram.com/genesisblock.it)

 [Genesisblock](https://www.youtube.com/Genesisblock)

