Introduction

TrendAppend (Token: TRND) is a revolutionary new short-form video ecommerce sales channel, and AI marketing platform that allows ecommerce brands to sell more profitably across all their social media channels. Making selling with short-form ugc video easier and more profitable than ever.   TrendAppend uses a freemium model for sharing and generating quality e-commerce buyers.   Brands are able to pay per sale to use the platform technology or post free short-form ugc ecommerce videos. Besides the platform there will be integrations into shopify, woocommerce, bigcommerce etc that will allow people to post shoppable videos.

TrendAppend includes an AI Marketing engine to provide consumers with the in-market short form videos that interest them to increase the likelihood for a consumer to take a buy action from within the platform or around the web with the TrendAppend embedded one step checkout.

TrendAppend includes other AI tools built into the platform such as Content AI, SMS AI, Email AI, and Trending Hashtags and Topics. Built for ecommerce, a brand can integrate into built in apps for payments, fulfillment and more making the sales channel an easy to use platform.

TrendAppend has an open api to allow short form videos to disseminate across multiple devices and becomes a place for other developers to create short form ecommerce apps on top of the TrendAppend Ecommerce platform or build their ecommerce software tools into the TrendAppend ecommerce platform.

TrendAppend pricing model is based on usage. This pricing model makes the TrendAppend platform accessible for any size brand anywhere around the world in any size market.

TRND coin is a utility token that allows brands to pay for their TrendAppend usage and consumers to pay brands in TRND Tokens for ecommerce transactions.
Fees include:

➔ **Seller fees:** sellers are charged only when transactions are approved on the platform. This is based on a percentage of the sale and brands are able to bid for better placement across the platform for their videos.

➔ **Lead fees:** service businesses can use the platform to produce leads using our lead form on the TrendAppend platform or our embedded lead form anywhere on the web.

➔ **Content AI fees:** TrendAppend is built into OpenAI API and uses ChatGPT 4 engine. Use the content tools to produce video, sms, email hooks and content. The Content AI engine is based on tokens and is very generous to competitors built on OpenAI API.

➔ **SMS AI fees:** TrendAppend allows you to send sms messages to 1st party data that TrendAppend generates through abandon carts, lead forms, and AI Signals. SMS fees are based on per message sent by the TrendAppend SMS AI tool.

➔ **Email AI fees:** TrendAppend generates 1st party data for its brands. With built in AI signals brands can create their own audiences within their existing email platforms. Fee is based on audience signals found by the TrendAppend AI.

➔ **SMS Verify fees:** a huge saving for brands and for a better conversion rate SMS senders should verify their mobile numbers to see if they are still valid or a landline and other data points. Pricing is based on 1 look up per phone number.

➔ **Trending API fees:** use our tool to look up what's trending across our platform and around the web in your country. Use the api to suggest trends that are right for your short-form videos or other social content. Fee is based on the lookups generated.

➔ **Hashtag Trending API fees:** see what hashtags are trending across the TrendAppend platform or around the web based by country. Use the api to suggest hashtags that are right for your short-form videos or other social content. Fee is based on the lookups generated.

➜ **TRND Coin:** the long term vision is to see TRND coin being used to execute e-commerce transactions between consumers and brands through cryptocurrency payment gateways. Between Brands and their Vendors through the TRND coin.

➜ **PPC Bidding:** Brands can bid on ad placement throughout the network. This allows for shoppable video ads to be seen at the end, start, or the middle of popular creator videos. Depending on the length and quality of the creator's video.

➜ **Creators:** TrendAppend understands creators are crucial to the success of the platform. All ads, Seller, Lead, and shoppable fees will be split with the creator. Creators receive 61% while TrendAppend takes 39%.

By investing in TRND, you are joining a community of forward-thinking individuals who believe in the power of decentralized ecommerce and giving brands the opportunity to reach consumers how they want to be reached.

Technical Overview

TRND is based on a cutting-edge blockchain ERC20 protocol that uses a proof-of-stake consensus mechanism to validate transactions and secure the network on the Ethereum network. Transactions on the TRND network are processed quickly and securely, with low transaction fees and no need for intermediaries.

TrendAppend is built in four parts.

➜ The **admin area** where brands and service companies can manage their AI content, SMS Campaigns, their Orders and Leads Campaigns.

➜ The **web platform for desktops and those using a web browser** which is the freemium model where brands can upload their own UGC videos.

➜ The **mobile apps** TrendAppend will have an apple and android app for users to install on their phones that has the video and checkout built into the app.

➔ The **API's** the Open APIS of TrendAppend allows developers to build apps on the TrendAppend platform and every part of the platform uses the **APIs**

TRND is built using the latest security standards and cryptography, ensuring that user funds and transactions are protected from hacks and other security threats. TrendAppend payment system for its one step checkout uses a PCI compliant system. TrendAppends

stores no credit card information in its databases but leaves that to the PCI compliant payment platform.

Token Economics

The economic model of TRND is designed to incentivize users to participate in the network and hold the coin until they find something to buy on the TrendAppend ecommerce sales channel, or see its value increase to a stable coin.

TRND has a fixed supply of 1 billion coins, with no additional coins minted after the initial distribution. TRND has the following fees:

➔ Marketing fee of 4% for buy and sell
➔ Liquidity fee of 1% for buy and sell

Marketing fee will be used strictly for the further development and marketing of the TrendAppend Platform. There are 4 teams developing each part of the TrendAppend platform and the Marketing fee will be used to fund these teams. The API will be open so other ecommerce softwares will be able to add their app into the platform. The marketing fee will be used to help onboard brands and service businesses and make consumers aware of the platform as a place to learn more about products and services in a fun informative way with video.

Use Cases

TRND can be used for a variety of online transactions, including buying goods and services, paying bills, and transferring funds to other users.

The following is a list of transactions that will be used:

- ➔ Paying for TrendAppend platform usage

- ➔ Paying for products sold using the TrendAppend checkout through coinpayments.net platform
- ➔ Vendors, 3PL, and other companies in the ecommerce ecosystem using the TrendAppend platform can make payments to each other for bills that happen outside of the immediate platform.
- ➔ Manufacturers of goods for Brands that are overseas such as in China, can transact TRND coins as a form of payments for Brands inventories.
- ➔ TRND can also be used to facilitate micropayments and other small transactions that might not be feasible with traditional credit cards. In many countries the vast majority of people do not even have a credit card. This opens up ecommerce around the world.
- ➔ Publishers and Affiliates can promote a brands videos and earn money for orders generated for that brand. Publishers and Affiliates outside of the US can accept TRND coin as a form of payments to be used to buy things off the platform for themselves or for others or hold the coin as it increases value.

Roadmap

The TRND team has a detailed roadmap for the development of the coin, including milestones and timelines for major updates to the TrendAppend platform. Currently TrendAppend is under development and will be launching to Beta very soon.

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In the near term, the team plans to launch a mobile wallet app for iOS and Android, making it easy for users to send and receive payments on the go for use within the platform and outside the platform for their vendors.

Longer-term plans include expanding the use cases for TRND and partnering with other companies to integrate the coin into their platforms.

Team

The TRND team includes experienced developers, advisors, and community managers, with backgrounds in cryptocurrency, finance, and technology.

The team is led by Joel Otterstrom, a veteran of web development in multiple stacks and with over 20 years of experience building open-source and ecommerce systems.

Other team members include Valentyne Panichevnyl, a developer with expertise in blockchain architecture, and David Zohen, a developer with expertise in App Development. Parth Shah a developer building ecommerce integrations.

Legal Considerations

The TRND team is committed to ensuring that the coin is compliant with all relevant laws and regulations, including securities laws and anti-money laundering regulations.

To this end, the team has consulted with legal experts and is working closely with regulatory bodies to ensure that the coin is launched in a responsible and compliant manner.

Community

The TRND community is passionate and engaged, with members from all over the world who believe in the potential of TRND to transform the ecommerce and finance industry.

The TRND team is dedicated to engaging with the community and providing regular updates on the development of the coin and the TrendAppend ecommerce platform.

By investing in TRND, you are joining a vibrant and supportive community that is committed to the long-term success of the TrendAppend ecommerce sales channel platform.

Conclusion

In conclusion, TRND is a promising new cryptocurrency that offers a fast, secure, and decentralized way to make online payments for goods and services within its short form video platform and one step checkout.

The TRND team is committed to its long-term success, with a detailed roadmap and a talented team of developers and community managers.

We invite you to invest in TRND and join us on this exciting journey to transform the ecommerce and finance industry and build a better future for all people around the world and provide a new channel for brands to sell and consumers to have a fun way to buy things that make their lives easier.