Sushiba

Whitepaper

Building an AI-Driven Decentralized Marketplace, one step at a time

https://www.sushibatoken.com

INTRODUCTION

The Sushiba journey started with the observations of one of its founders that a vast number of features that are taken for granted in modern day applications are not as ubiquitous within the DeFi space. Machine learning systems managing data and user preferences, utilized in major web-applications such as YouTube, Instagram, Amazon, in the meantime can be found everywhere in their company-based counterparts.

The application of machine learning algorithms alongside the blockchain technology is the logical solution to creating a better customer experience as it enables the natural evolution of society in becoming more and more decentralized. Decentralization should however not necessarily mean the loss of the standard AI-based features everyone is used to and is so familiar with today. This gap has motivated the founders to seek out more efficient ways to optimize the user's experience within decentralized networks.

This has resulted in a brand new project aimed at bringing these features to the decentralized marketplace.

WHY NAME IT SUSHIBA?

The name is a portmanteau of Sushi and Shiba, which represent the two main themes we can see that are ever so prevalent in today's token industry.

- Food Related Tokens: Sushi
- Dog Related Tokens: Shiba
- Portmanteau Token: Sushiba

This consideration also came due to the possibility of creating an entire ecosystem of new services as we grow, each with a unique portmanteau title, combining a plethora of food and dog related themes. This ecosystem will be known as the Sushiba Family

Each member of the Sushiba family will act as an individual microservice that will form the basis of our ecosystem. Decentralized apps will range from swaps, to decentralized exchanges, to recommendation systems, to full-fledged data analytics platforms and back-end services to manage each unique combination of tokens.

The name will also be a testament to the fact that the so-called "meme-tokens" do not have to necessarily all be relegated to the realm of jokes and pumps and dumps, but can be actual real-world projects and have applications as valid as any other major company out there.

HOW WILL IT ALL WORK?

As opposed to the majority of tokens, the real-world uniqueness of Sushiba, comes from its goal of creating an AI-based decentralized marketplace on which tokens can be earned or farmed, which will also be spendable on real-world services or goods. One of the issues with cryptocurrencies is that merchants are rather slow in accepting them. A decentralised marketplace with the necessary modern-day features would be one small step towards greater adoption of cryptocurrencies and Sushiba, and would give a real-world value to the token.

The rollout of the Sushiba ecosystem will take place in the form of partnerships with suppliers in different industries, providing the tokens with a real use-case and value. Industries like gaming, real estate and retail could benefit from such partnerships by means of creating and providing an alternative to people with the power of decentralisation. This should, in theory, provide more tailored services to a wider range of people.

As it has been noted earlier, many features that are taken for granted in modern day applications such as YouTube, Instagram etc. (i.e. machine learning systems to manage data and user preferences) are not as prevalent in the DeFi space.

One of the vital components of any marketplace is data management. Sushiba recognises the need for data management and will be rolling out custom AI solutions, data analytics and recommendation systems to help foster the integration of a truly decentralised marketplace.

This can be imagined as applying the YouTube recommendation algorithm to the retail world on a decentralized network. Shopping recommendations are intelligent and relevant and they take place on a decentralised marketplace. Such algorithms could also be used to improve user experiences and help with fraud detection and prevention, as each product would be fully

traceable from the point of manufacture to the point of confirmation of satisfaction from buyers end.

The project could be summarised as aiming to become the Amazon of cryptocurrencies.

The end goal would be the creation of an AI-based, decentralized marketplace. The creation of such a marketplace will be accompanied by many gamification aspects, such as incentive reward systems and badges, much like the old-school Foursquare gamified badge system. This will be used in conjunction with recommendation algorithms to improve user experience and ultimately give real-world value to each reward in the form of products and services, as well as discounts on said products and services.

OUR BACKGROUND

The background of the founders is mainly rooted in two areas of expertise, namely Finance and Data Science.

1. One of the founders has three years of work experience in the financial industry, as well as two years working as a data scientist and with machine learning models. Education-wise, they hold four degrees - one bachelor's and three master's - ranging from economics, to corporate finance, to investment management and financial engineering. They have also worked extensively as a full-stack web developer as of 2020, building e-commerce websites for shops in need of adapting to the Covid-19 crisis. This was vital for the shops as they were forced to close for extended periods at a time and were in need of an online presence to continue operating.

2. Another founder's main area of professional expertise is accounting and risk management. Education wise, they hold two degrees - one bachelor's and one master's - both related to accounting and finance. They also developed their interest and skills in the data analytics field by building many projects in Python and Tableau as well as building their own cryptocurrency and blockchain with associated web-app in Flask.

In terms of our team, we are constantly growing, with team members ranging from experienced marketing managers, to designers and social media managers.

As this is a community-driven project, we cannot fail to mention the immense efforts our Sushiba community has given, and it is only thanks to them that we are able to have the chance to make this project a reality!

Conclusion

As ambitious as the project sounds, the founders and team have the necessary skills and capabilities to bring this project to full fruition. One small step at a time.

The amazing work our community is doing is also a monumental testament to what we can accomplish in a decentralized environment. These, combined, pave the way to a bright future for Sushiba and the decentralized community as a whole!

This all started with a dream, a dream to create something incredible, and it is now turning into a reality, one small step at a time.

Welcome to Sushiba!

Disclaimer

This is an up to date document at the time of publishing. Please note information herein does not constitute investment advice and is for illustration purposes only. Please contact your financial advisor for any investment related advice and do your own due diligence.

Upon purchasing Sushiba you are agreeing that you are not purchasing a security nor investment and you agree to not hold the team liable for any potential losses or taxes you may incur, as you may have to check with your local authorities on the regulations regarding this type of purchase.

Additionally, although we are not a registered digital currency, rather a community based token, the team strongly recommends citizens in areas with government bans of Crypto to not make any purchases due to the fact that we as the team cannot ensure compliance with your territory's regulations. Always make sure you are in compliance with your local regulatory boards before making any purchase.