CASE STUDY



A Blockchain-Based Diamond Exchange Marketplace

A secure and transparent marketplace to buy, sell and invest in diamonds as a commodity

infopulse

Client: Financial Blockchain R&D Company

**Industry:** Computer Software

Location: Israel

Size: 50+ employees

### CLIENT BACKGROUND

Our client is a technological company that develops financial trading platforms and solutions for management of blockchain-based digital assets. The company aims to make the trading of the real world assets faster, easier, more accessible and cost-efficient with the help of blockchain and smart contracts. With local

offices in Israel, Ukraine, and Hong Kong, the company has over 10 years of experience in providing blockchain-based financial solutions and serves customers around the world.

#### **BUSINESS CHALLENGE**

The client was looking for an experienced blockchain partner to develop an online diamond exchange. The trade had to occur in an explicit two-sided marketplace that would enhance both the supply and the demand aspects. The key business challenges were:

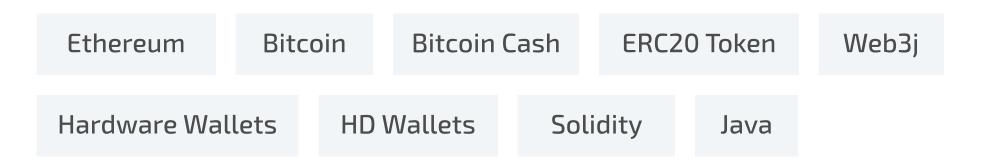
- To design an efficiently functioning blockchain-based marketplace;
- Ensure transparency, liquidity, and standardization of the trading processes;
- Develop a diamond evaluation system that would result in an accurate evaluation of the stone. Since each diamond is unique, this solution would serve as a benchmark that would quantify diamond characteristics and rank diamonds in categories with their respective prices.

#### SOLUTION

Together with the customer, Infopulse implemented a global online exchange, allowing to buy diamonds with crypto tokens utilizing smart contracts as an evidence of owning a specific part of a diamond.

- Developed an efficient solution for a transparent and secure trading of diamond.
- Took part in the cryptocurrency exchange development, advancing the application's architecture, and contributing to its security and ICO support.
- The major solution developed by Infopulse was designing a machine-learning algorithm that evaluates and categorizes the diamonds, allowing users to purchase, sell and invest in diamonds without having any specialized experience.

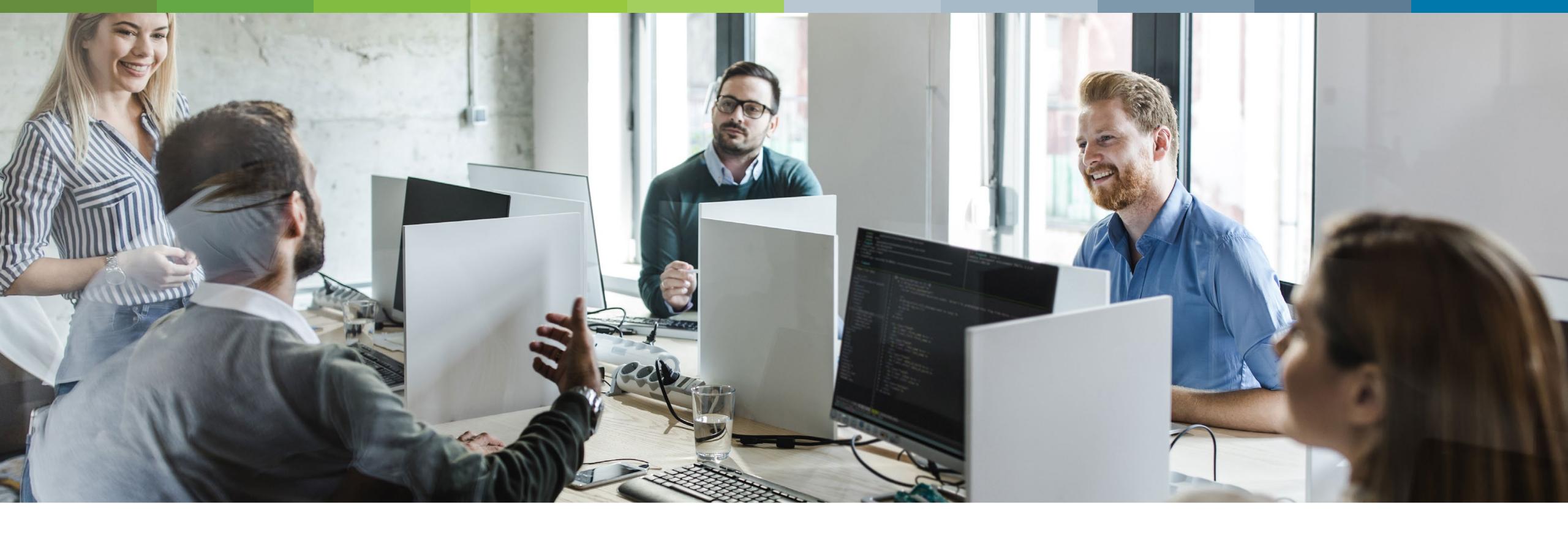
#### TECHNOLOGIES:



#### **BUSINESS VALUE**

The solution mitigates high volatility of the traditional cryptocurrencies, treating tokens as shares backed by the physical assets rather than money.

- The ability to buy or sell whole diamonds or parts of a single diamond, as well as other high-valued stones as a shared investment, or offer a basket of diamonds to multiple holders.
- Implementation of smart contracts that rate the diamond and leverage the investment process, making it user-friendly, fast and simple.
- The opportunity to trade in a two-sided market with security and transparent prices.
- Development of crypto tokens that allow diamond exchange, and serve as payment for item insurance, custody, and delivery.



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