

The Blockchain Ecosystem is Entering Maturity: RedCab and WishKnish Collaborate to Scale the “Uber of Egypt”



Washington, DC, USA, 2018-Jun-13 — /EPR Network/ — The 1990’s saw an internet boom where anything that had a “dot com” at the end was golden. Soon enough though, people began to wake up and realize that unless the “dot coms” became easy to use and universally applicable, all those fever dreams of internet enthusiasts would forever remain just that – dreams. Eventually, email communication matured, America Online begat many long-distance romances (and even a famous rom-com), and MySpace became a worldwide phenomenon.

Now, in 2018, we are finding ourselves in the midst of a similar era – complete with blazing-fast growth and unprecedented opportunities. And once more, the blockchain enthusiasts’ dreams are crashing against real-world usability and adaptability challenges.

And that’s exactly why the newly-announced partnership between Cairo-based RedCab and Washington DC-bredWishKnish stands to bring decentralized commerce another step (or leap) closer to full retailization, putting a friendly, human face on a set of often-complicated technologies and making them accessible to... well, literally anyone.

Whether it’s a couple on a romantic date searching for a cab, or a grandmother with a bad back looking for someone to deliver her groceries and medicine, or even a tourist hoping to use their home currency to make a local purchase, the process needs to be quick, simple, and coupled with a coin-agnostic settlement solution to match.

“In the current climate of technology, sellers and customers alike, they want efficiency”, shares Alisa Gus, CEO of WishKnish Corp. “They want to be able to transact seamlessly and transparently with transactions being approved in a timely fashion – and with fees that don’t hinder the use of crypto currencies. That’s why our partnership with Red Cab

makes so much sense – we both seek to bring blockchain to the everyday consumer who wants a timely and safe fulfillment of their order.”

The latest statistics shows a drastic reduction in patience for customers expecting deliveries of any goods and services ordered online, and while the blockchain-powered businesses seek specifically to reduce the inefficiencies inherent in legacy infrastructures, the way to onboard customers and get them comfortable with a new paradigm is a rarely-explored concept.

“We are bringing the use of blockchain to the masses, so all can participate. WishKnish is a platform to deploy and scale your business rapidly across the US and globally”, explains WishKnish COO, Michael Kapoor. “Simply put, we make it easy.”

RedCab CEO, Mohamed Mousa, agrees. “The partnership between RedCab and WishKnish opens infinite opportunities of collaboration in marketing using machine learning, payment solutions and platform development.”

With exciting marketing and P2P options opening for the companies entering this partnership, the future of retailized blockchain settlement and commerce is now looking a lot brighter.

About WishKnish:

WishKnish is a next-generation unifying ledger architecture built for applications that are scalable globally; Effortless e-commerce, censorship-free communication, and unprecedented simplicity of connecting legacy e-stores, communities, and enterprise systems in a decentralized world.

About RedCab:

RedCab LLC has been observing the transformation of car sharing and transportation industry during the past 8 years from technical and social side. For the past year the research has started by the founders to build the first global transportation community and introduce a new business model based on sharing economy and community development, and on the other side build a profitable business based on data monetization from Geo Ads. RedCab LLC believes in the power of community when they have the right tools and the firm operation expansion becomes a matter of time.

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Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)