

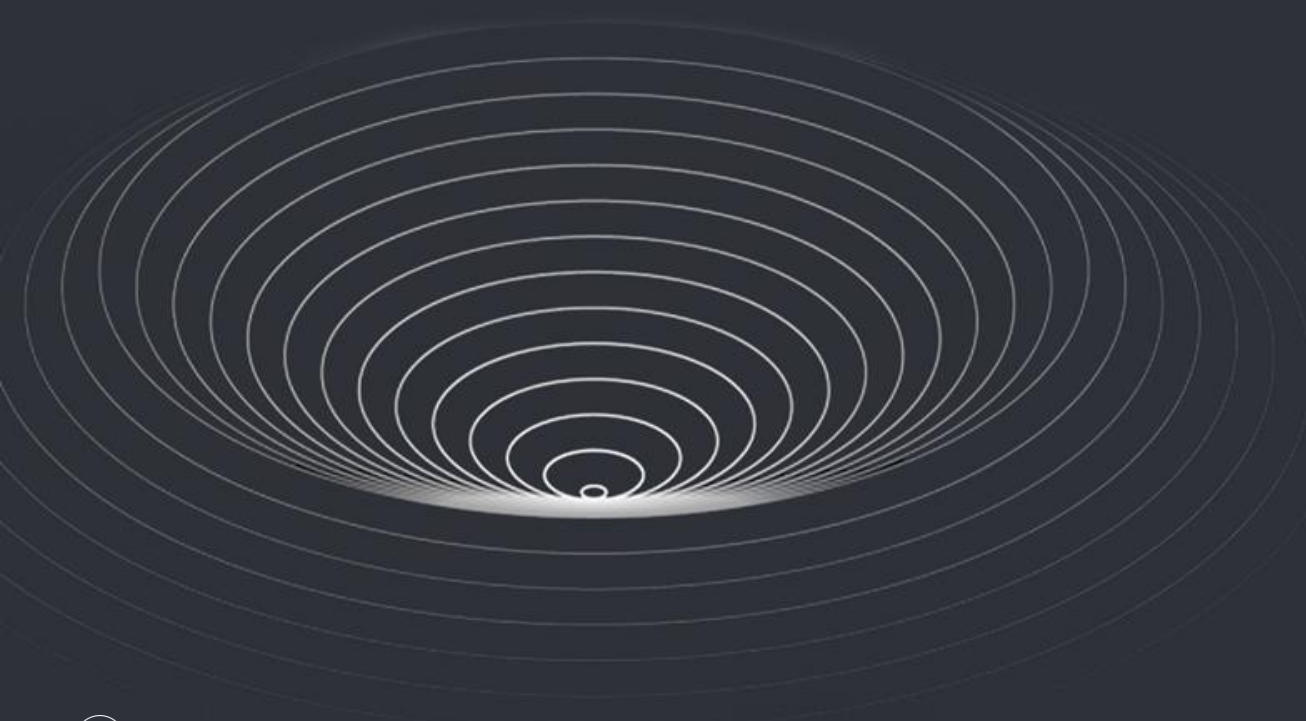


2018

USDX Protocol
The Ultimate Stage of
Stablecoin



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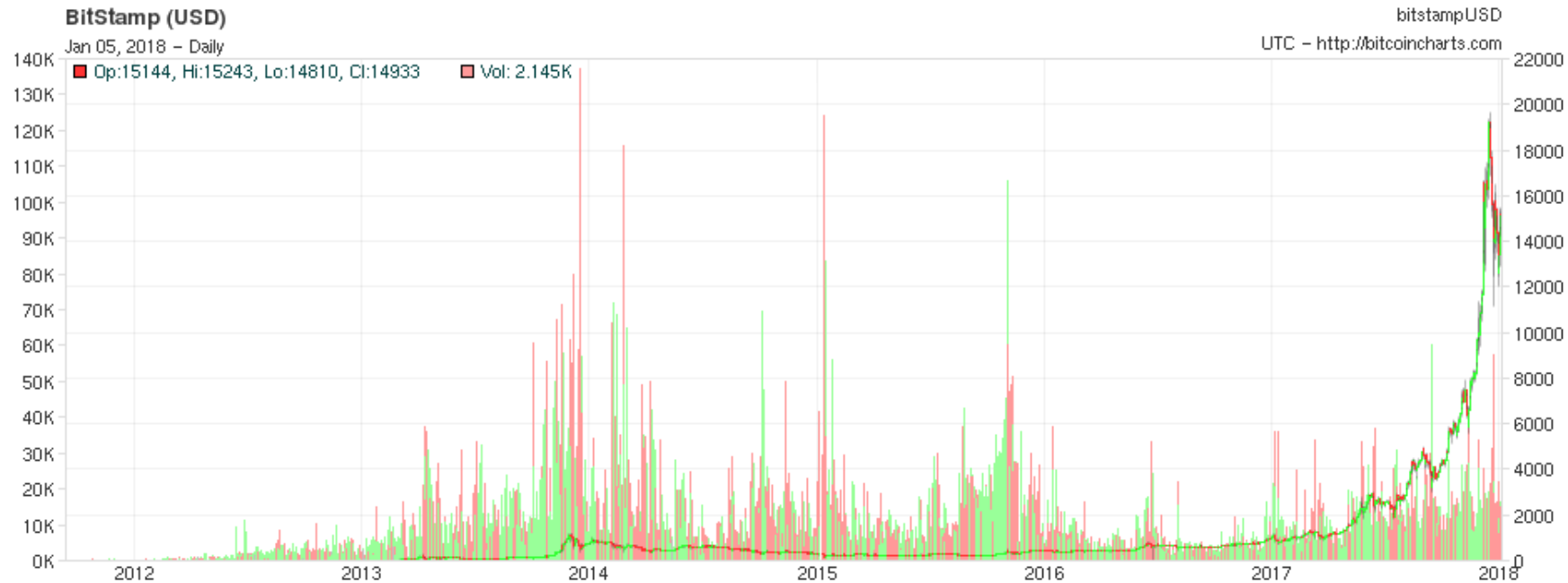
4. Team & Fundraising Plan



1

Cryptocurrency and Stablecoin

1.1 Price fluctuations have limited the widespread use of cryptocurrency



Data sources : bitcoincharts.com

The rapid rise of cryptocurrencies and their promising future has attracted great attention from speculators. However, since most cryptocurrencies are deflation assets, they cannot be used as medium of exchange by the public.

1.2 Stablecoin, with stronger monetary attribute, will become the leading cryptocurrency

Bitcoin

- Resemble gold
- Highly volatile
- High transaction cost
- Complicated medium of exchange
- Complicated asset pricing
- Represent the first generation of deflationary assets in the blockchain world

Utility Token

- Resemble company stock
- Highly volatile
- High transaction cost
- Complicated medium of exchange
- Complicated asset pricing
- Centralization: only one entity authorizing the currency

Stablecoin

Pegged to certain assets such as the US dollar

- Resemble money
- Volatile within reason
- Lower transaction cost
- Perfect medium of exchange
- Suitable for asset pricing
- Valued as money in the blockchain world. Widely used as a tool for consumption, investment and any other commercial payment

1.3 Stablecoin will help bridge the gap between financial markets and the blockchain system



*Note: The figures above are based on preliminary predictions.

1.4 USDX is a 3rd generation Stablecoin based on an elastic monetary policy

1

1st generation
Collateral-backed
IOU

Tether

Tether collects USD as collateral and prints USDT as Stablecoin

Moral Hazard: Centralized system allows Tether to release USDT without any collateral.

Regulatory Risk: Tether's account for fiat currency can be frozen.

2

2nd generation
Collateral-backed
on-chain

**Maker/
Havven/
Augmint/
BitShares**

Participants put up crypto assets as collateral based on smart contracts and get Stablecoin according to a certain percentage (i.e. 20%)

As collateral, cryptocurrency is extremely volatile. When the value of the collateral becomes less than the value of the Stablecoin, the system will collapse.

3

3rd generation
Monetary policy
with elastic supply

 **USD X**

Decentralized monetary policy maintains price stability through an adjustable market exchange rate

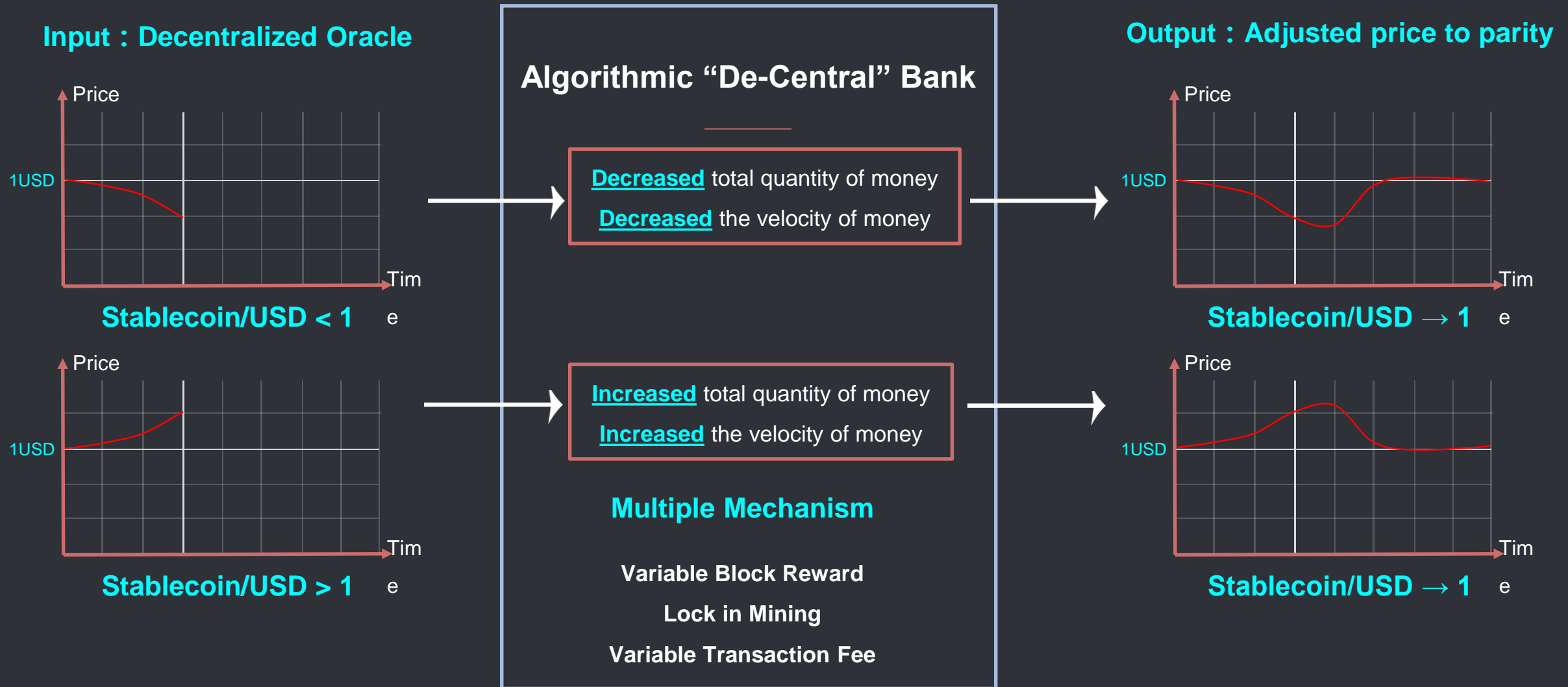
Monetary policy ensures the elasticity of supply and stability of price. Not dependent upon any decentralized system.



2

USDX's Mechanism

2.1 Price stability mechanism based on mining



*Note: For more detailed information, please read the USD X whitepaper.

2.2 All community members can share the maximized economic value of USDX

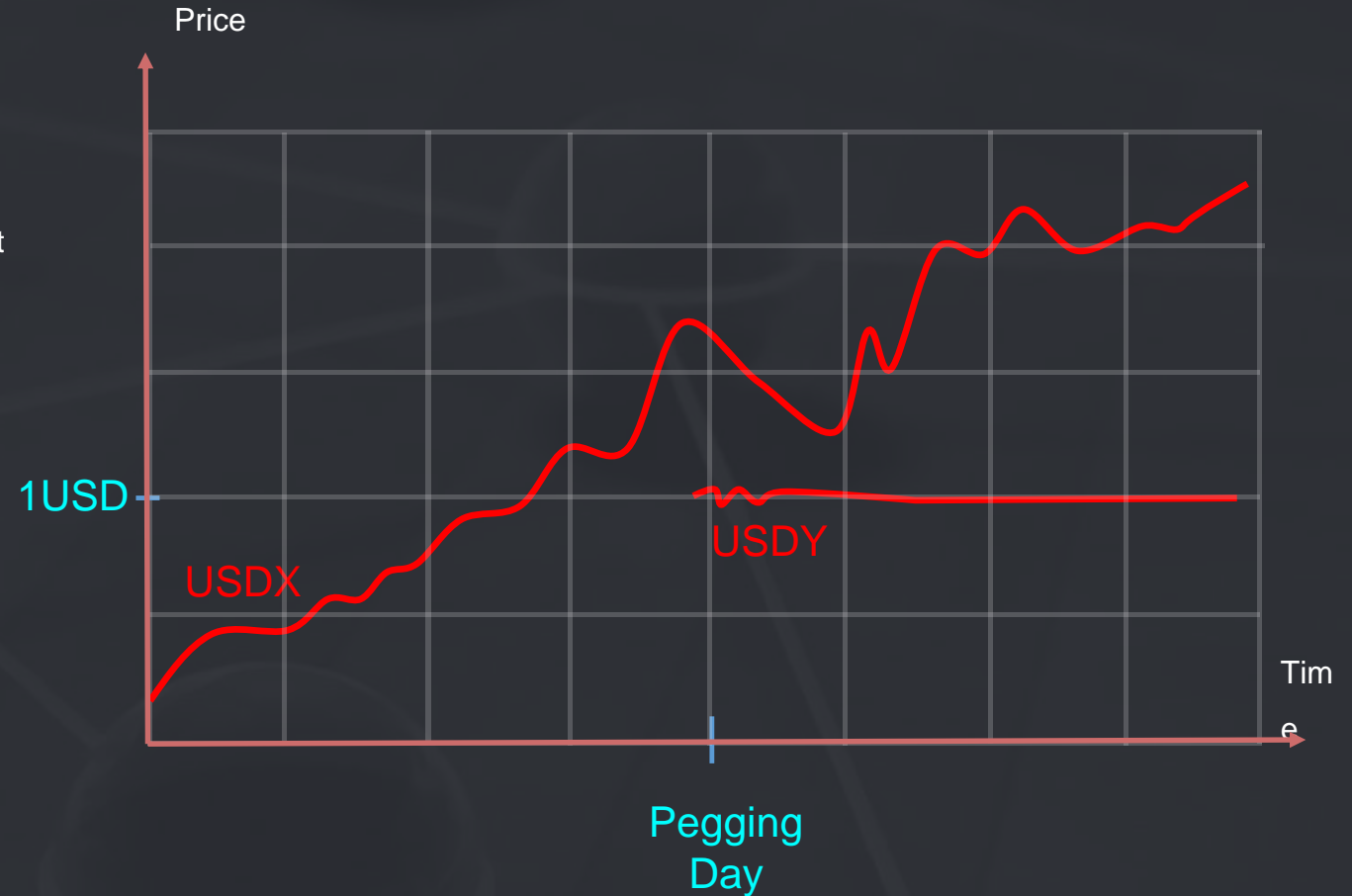
Fist Phase : Genesis

During the first phase, a token based on Ethereum REC 2.0 will be produced. USDX itself is not a Stablecoin, but acts as the holder's membership in the USDX ecosystem. USDX is limited in number and does not have the self-balancing mechanism of a Stablecoin. USDX will be traded on the open market, and the price will be free to rise and fall to reflect market expectations.

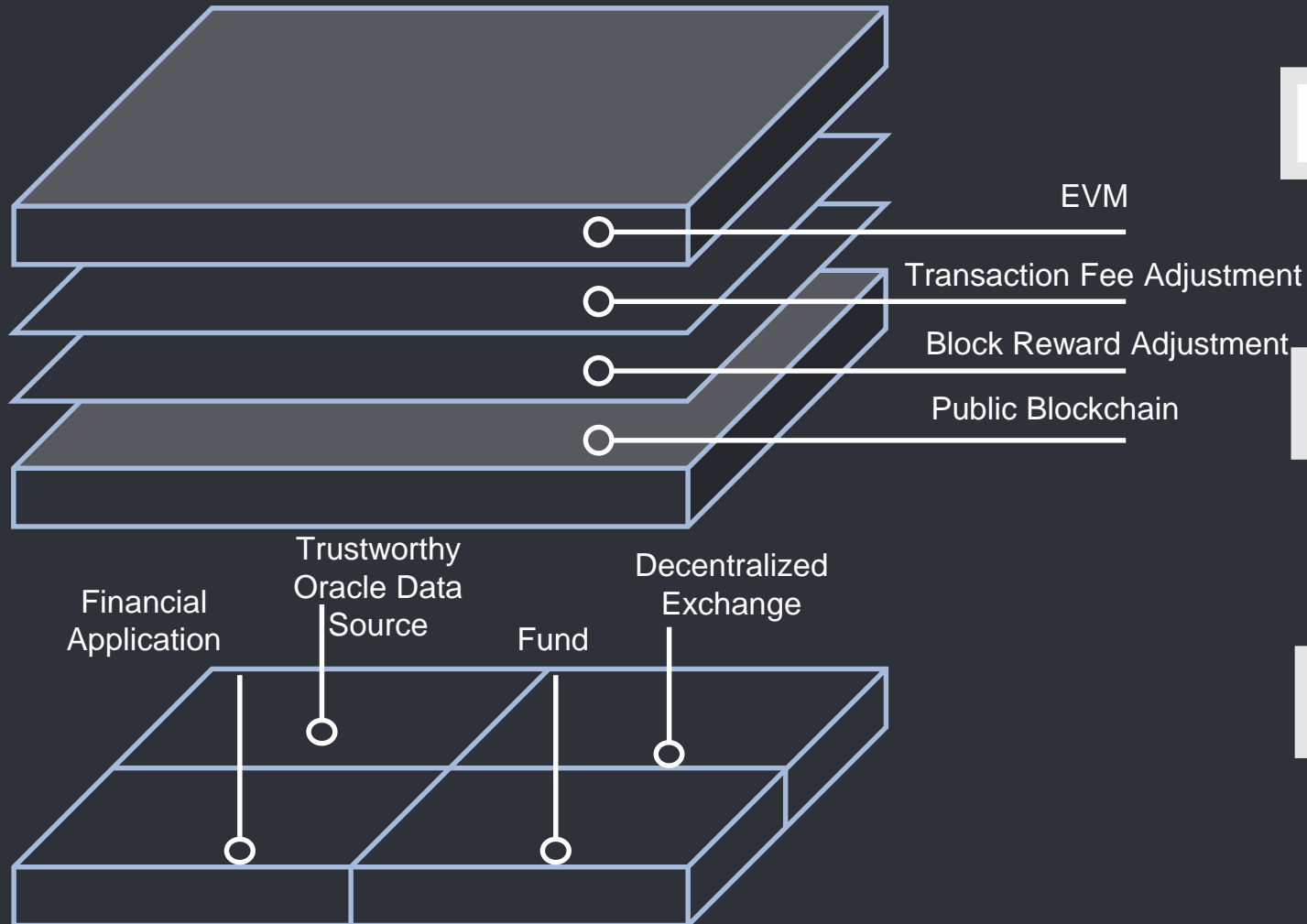
Second Phase: Stable

During the second phase, a coin that is based on an independent public chain, USDY, goes live. USDY is a Stablecoin anchored to one US dollar, with the self-balancing mechanism of a Stablecoin, and the price always fluctuates around one dollar. As a public chain, it has its own token, mining network and smart contract.

The initial USDY will be generated with a quantity equal to the market value of USDX in dollar terms. At that time, USDX's holder will gain a certain proportion of USDY based on the quantity of USDX in his or her hands.



2.3 The first Stablecoin based on a public chain around the world



1

Diversified Monetary Policy

Public chain structure allows more monetary mechanisms - including transaction fees, mining, and a smart contract mechanism - to adjust the price.

2

Low Transaction Cost

In the future, Stablecoins will become the basic currency in the blockchain world, containing high demands of circulation quantity as well as fast transaction speeds. Based on POS mining and the lightning network, USDY will be the first Stablecoin to meet those demands.

3

Strong underlying system

Stablecoins will bring tremendous growth to the blockchain application and inspire the imagination of teams around the world. To accelerate the progress of establishing a truly decentralized virtual world with immense economic value, we will continuously and actively incubate, invest and collaborate with different projects to develop various virtual assets.



3

USDX's Future

3.1 Universal Medium of Exchange in the blockchain world

USDT, with a monthly trade of 85 billion US dollars - just slightly lower than BTC and ETH - has recently grown rapidly. In the future, USDx will displace USDT and other exchanges for token distribution. As a common medium of exchange in the blockchain world, USDx's monthly business transactions will hit at least 100 billion dollars.



The first co-operation exchanges that will use the USDx Stablecoin as a trading pair, and enable the user to use the Stablecoin.



The first co-operation bank that will offer borrowing as well as lending services towards users, exchanges, and funds.

bitbank

The first co-operation fund that will use the USDx Stablecoin to keep accounts for fundraising.



3.2 Linkage between fiat currencies and the crypto world

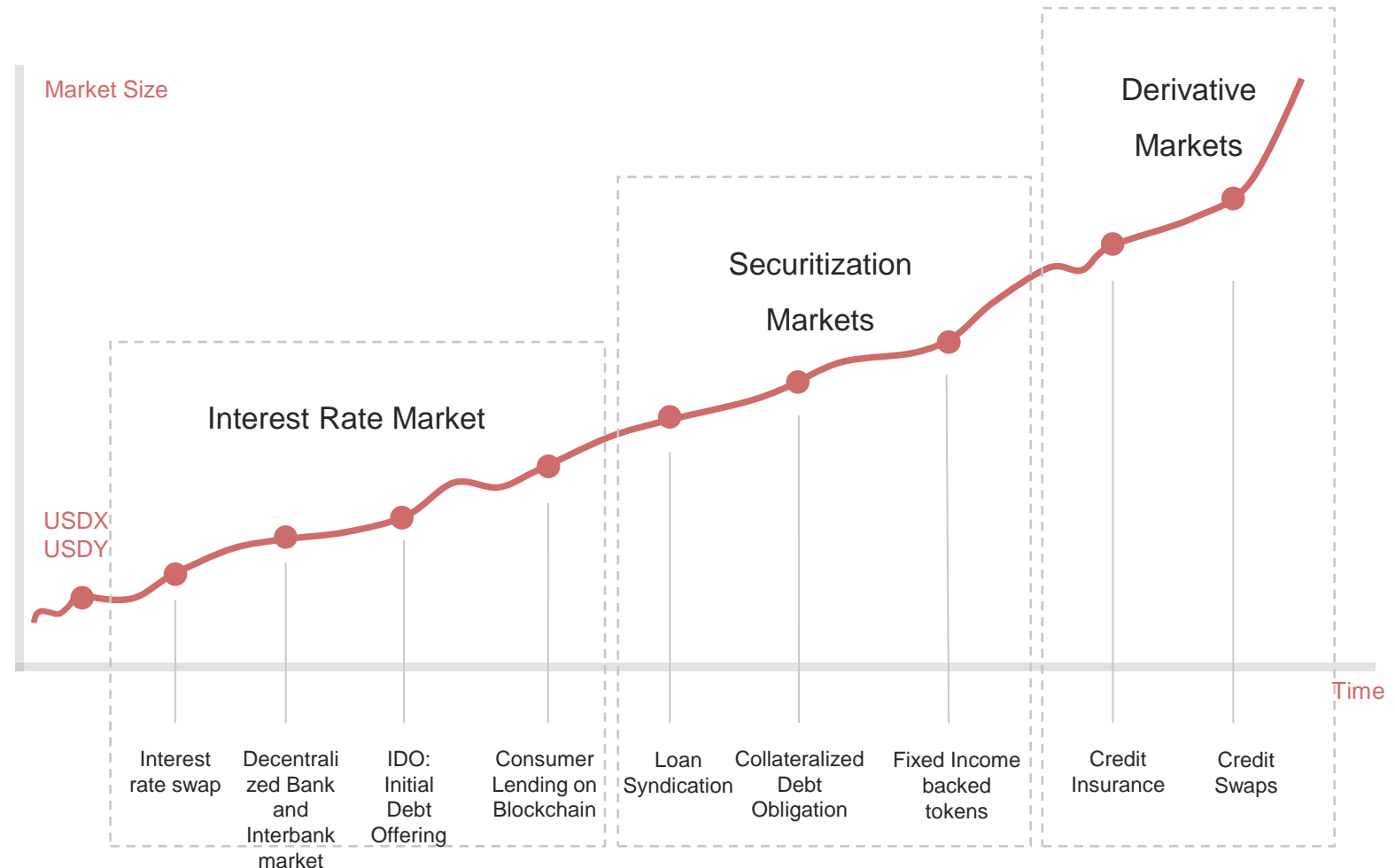
USDx will be the decentralized Wall Street, allowing all Crypto based financial products that are used in the fiat currency world.

We strongly believe crypto based traditional financial products will proliferate in the next few years. The value proposition is strong: “gain exposure to traditional financial products, such as the stock market, while having your wealth stored in the decentralized crypto world”.

This, however, is only achieved through the development of better Stablecoin technology, since other cryptocurrencies have higher volatilities than traditional financial products.

We believe the simple, decentralized and collateral free protocol of USDx will accelerate this revolution and USDx will be one of the major linkages between cryptocurrencies and traditional financial products.

This market has the potential to reach a trillion dollars in size.



3.3 Public Chain Ecology for D-Apps towards financial services

Establishing Fintech Fund

Set up a fund to invest in and incubate USDX's D-APPs ecosystem, focusing on projects combining fiat currency investments with Stablecoins, including areas in primary equity, secondary equity, fixed income, floating, derivatives, real estate and precious metals.

Research Institution of Making Assets Onchain

The Research Institution of Making Assets Onchain is a continuously updated new generation project supported by USDX. It will invest research abilities to invent a common set of asset-sharing mechanisms with a fully open source. We believe this mechanism will stimulate the passion of developers and entrepreneurs to establish a financial ecosystem within the stablecoin world.

Decentralized Exchange

As a unit of account, Stablecoins will establish a ecosystem allowing for all kinds of trading networks. Our decentralized exchange will enable trades include not only cryptocurrency, Stablecoins, and fiat currency, but also carbon emission, mining, and territorial rights, that are hard to trade in the fiat currency world.



4

Team&Fundraising Plan

4.1 Core members



Rick Tobacco

Chief Technology Officer

Used to study at UC Berkeley. Proficient at design and development with experience on the XOR project and in the Stablecoin lab.

Fanatical genius of blockchain technology and hacker born in Ukraine. Focused on research in new generation cryptocurrencies.



Dennis S. Lee

Chief Strategy Officer

Serial entrepreneur and Crypto evangelist.

INK Business Developer

Talented in marketing and branding.



Nina Ni

Chief Public Relation Officer

Not only a financial practitioner but also a brand expert

Has rich brand and marketing experience in art curatorial, luxury marketing and private banking, which has been applied to the field of cryptocurrency well



Nie Chen

Lead Engineer

Graduated from University of Toronto.

Lead engineer of BCG Digital Ventures.

Experienced expert in Trading Strategy, Investment Analyst and Engineering.

4.1 Core members



Vincent Deng

Engineer

Serial entrepreneur, blockchain developer and hacker with rich experience in AI, big data and blockchain

Used to work for the largest Fintech company Yirendai and led the development of risk management and core products.



Sam Lee

Engineer

Graduate at University of New South Wales with master degree of computer science

Engineering Manager and Research Scientist at Huawei and Swiss Credit Bank,

Talented in cryptography and blockchain.



Julie He

Legal Intern

Experienced lawyer focused on the compliance of blockchain and cryptocurrency.

PhD candidate of Law at University of Osgoode Hall.

Participated in the design of legal frameworks for several cryptocurrencies.



chngpng

Core Contributor

Experienced engineer focused on the development of blockchain and cryptocurrency

Worked in cryptocurrency industry for 5 years specialised in human-computer interaction.

Top-level participation in the research and development team for several cryptocurrencies..

4.2 Advisors



Alan Wunsche
CEO of TokenFunder

CEO & Chief Token Officer of TokenFunder, a company with the mission to help Canada be a leader in blockchain technology.

Leading finance technologist focused on new blockchain business models and the disruptive impacts of blockchain on global wealth distribution and innovation.



Xiahong Lin
Founder of Bodhi

Founded Bodhi prediction market after gaining extensive working experience in IBM, Microsoft, Twitter and Tencent.

Developer of Twitter for Android.

Six years of cryptocurrency industry experience, with a Masters degree in machine learning and computer science.



Patrick Dai
Founder of Qtum

Named to Forbes' "30 Under 30".

Graduate from Draper University in Silicon Valley and dropped out from the Chinese Academy of Sciences.

Previously employed at Alibaba Group.

A bitcoin and blockchain expert, developing and striving to achieve mainstream adoption of blockchain technology.

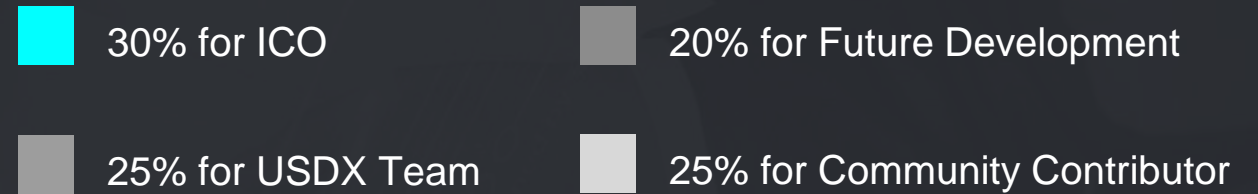
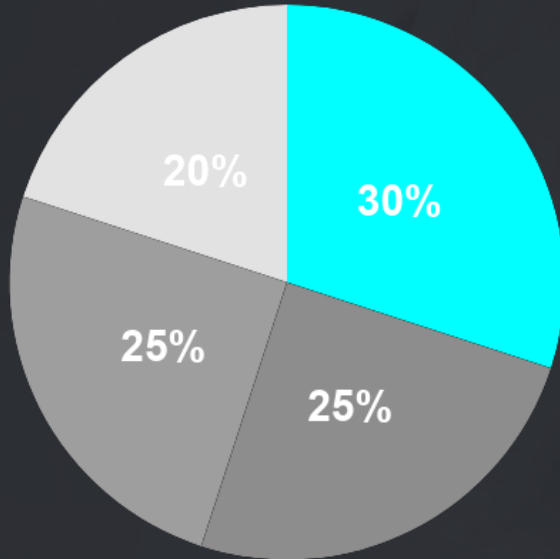
4.3 Partners including blockchain funds and respected venture capitals



**Token
Funder**

4.4 USDX Token Sale

USDX Token Distribution

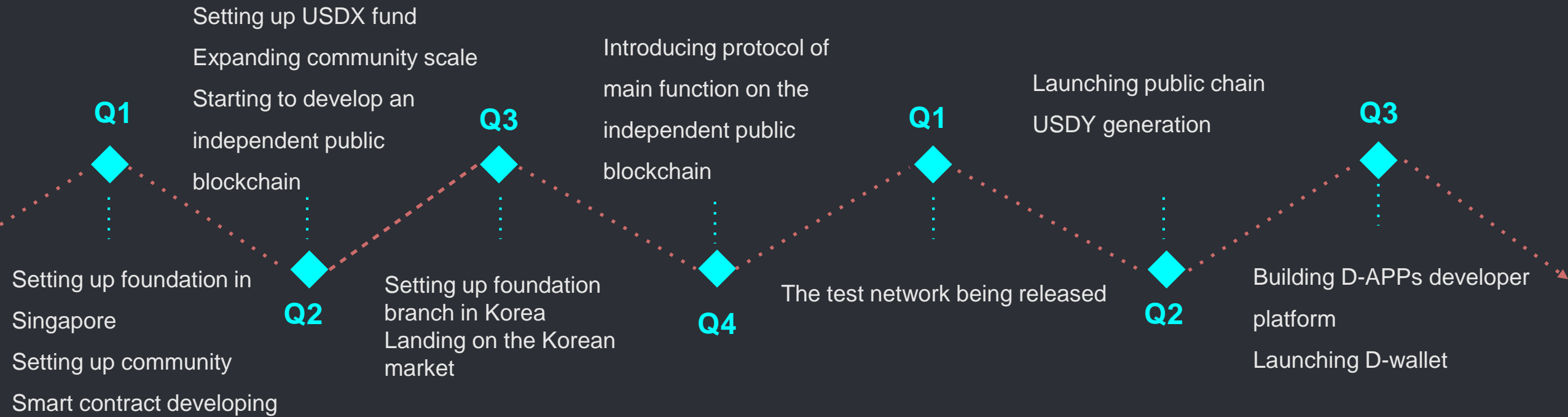


1. Only qualified institutional investors are eligible to participate in USDX's ICO. 10 billion USDX tokens will be issued by the end of March, 2018.
1. New Money Labs will be responsible for USDX's day to day operation, including engineering community management and future development.
2. 25% will be rewarded to community contributors, 30% will be offered to investors, 20% will be reserved for future development.
3. In the future, USDX holders can exchange USDX with USDY or other Stablecoins, and can also sell their tokens in the second market for profit.

4.5 Roadmap

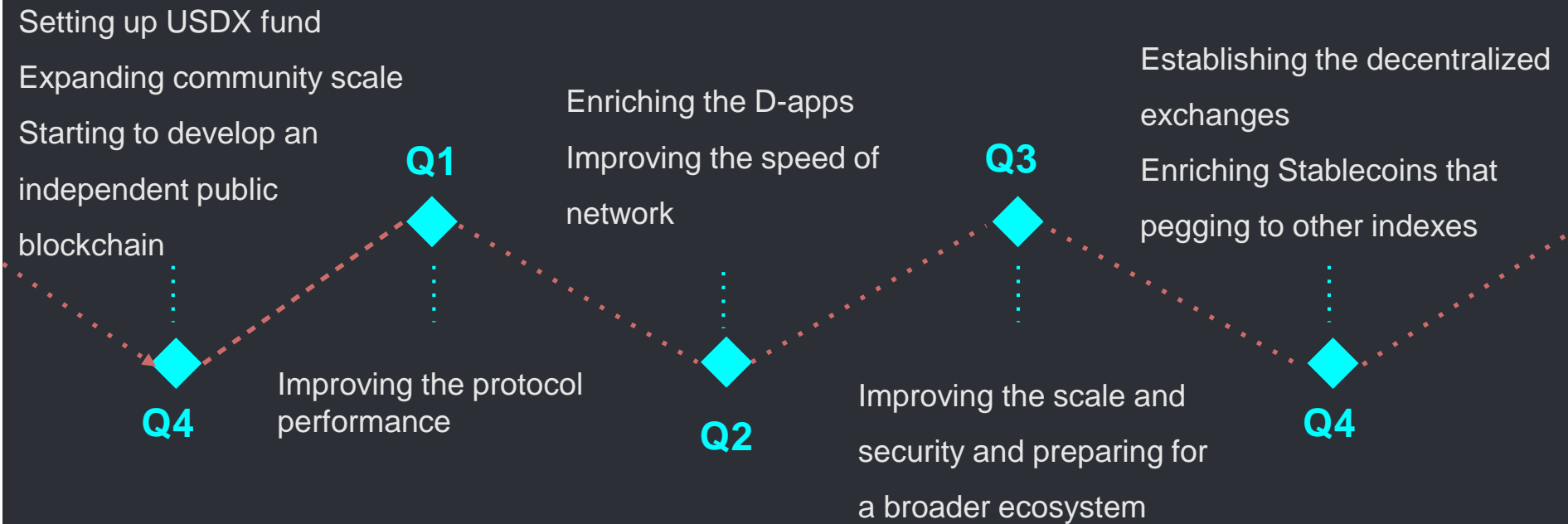
2018 Stablecoin Begins

2019 Game of Stablecoin World



4.5 Roadmap

2020 The Dark Knight Rises



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