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# Executive Summary

Genesis Blockchain Labs is the leading fintech company focused on extending innovative solutions to traders, investors and novices to gain from one of the recent wonders of modern technology. We strive to build the nextgen blockchain-based products to provide you with a sublime crypto trading experience.

In an initiative to encourage the development of decentralized finance platforms in India, our products are specifically designed and resonate well with Indian users. In addition, we ensure top-notch security with our robust PCI DSS (payment card industry data security standard) compliant decentralized platform. Full-spectrum Genesis products include crypto mobile and desktop wallets, Genesis Crypto exchange and Genesis Blockchain.



Our mobile and desktop wallets are the simplest to use, easily accessible and provide the convenience and comfort of trading whenever you want in the most trusted and secured way. In addition, Genesis exchange, the decentralized platform, combines peer-to-peer and OTC exchange for trading presents a unique amalgamation of blockchain technologies and traditional investment infrastructure with a clear focus to facilitate India's financial and agricultural sectors.

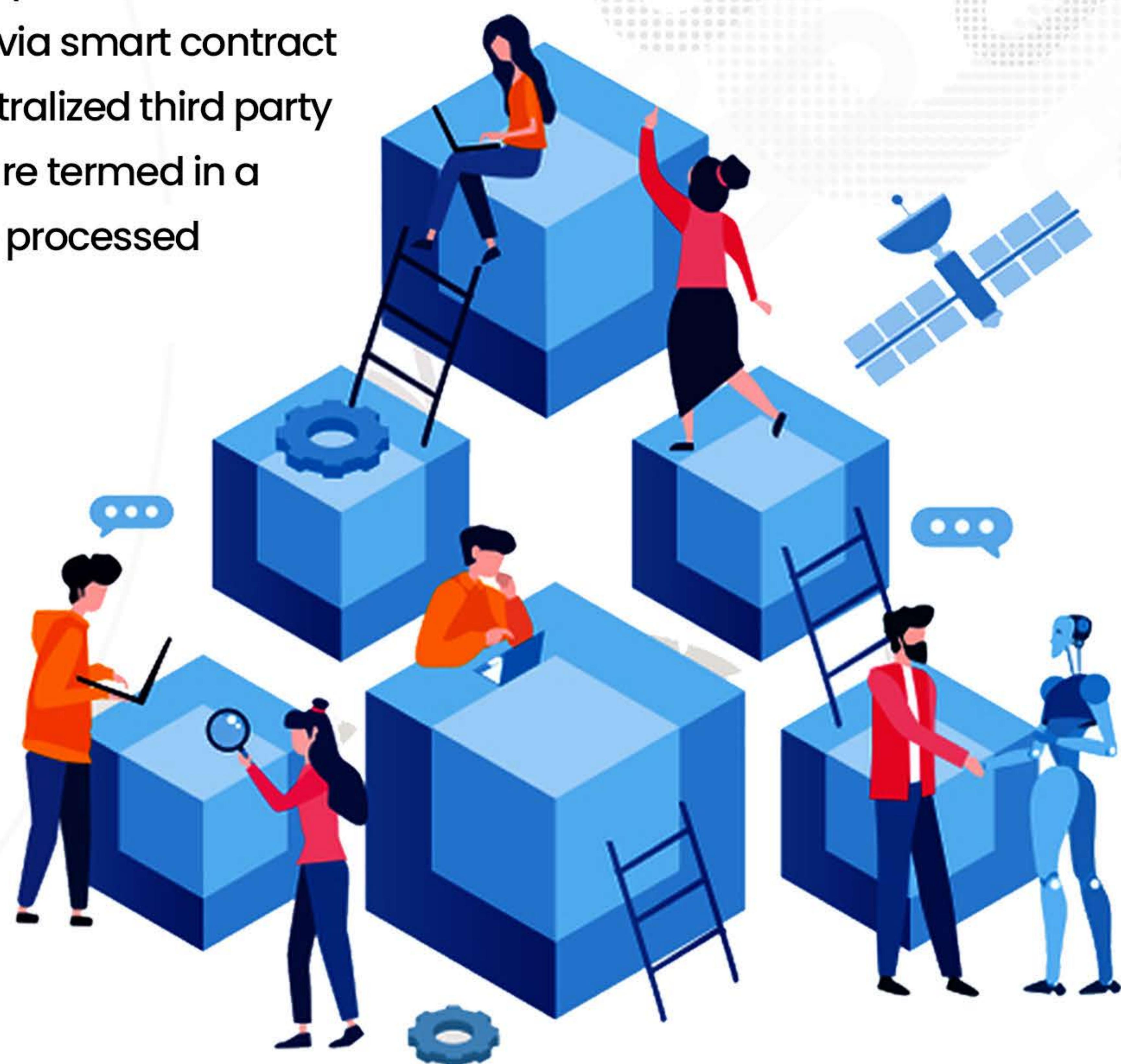
# Current Scenario – Blockchain Technology

After the creation of Bitcoin in 2009, crypto currencies have out grown in popularity. It has gained exponential growth and is today collectively worth trillions of dollars. As of 2021, Bitcoin has more than 18.06 million coins in existence. Though Bitcoin was the pioneer, hundreds of other crypto currencies have stepped into the market and are successfully held as investments today.

This dramatic paradigm shift took place after 2017, when crypto currencies grew from digital novelties to ground breaking technology, enabling consumers to access a global payment system.

The underlying Blockchain technology is a decentralized, public ledger technology that records information in an immutable way. It provides a safe and secure means of making digital transactions. The technology helps reduce risk, eradicates fraud and brings in a transparent way for innumerable uses.

Transactions occur as the direct exchange of crypto currencies between two parties which is the simplest example of an OTC (over the counter) trade. The trade is executed via smart contract on a block chain, and there is no need for a centralized third party to control the user accounts. Smart Contracts are termed in a computer programming language and can be processed automatically by computer systems.



In an estimate, transactions worth USD 20 billion happen every day in Bitcoin alone. Therefore, one can imagine the massive volume of transactions taking place every day and the future potential for growth crypto currencies hold. As per the findings of Crypto central and Nasdaq, the total capitalization of digital assets is expected to exceed \$5 trillion by 2025 and crypto wallet penetration will be more than 5% of the world's population.

# The Problem Statement

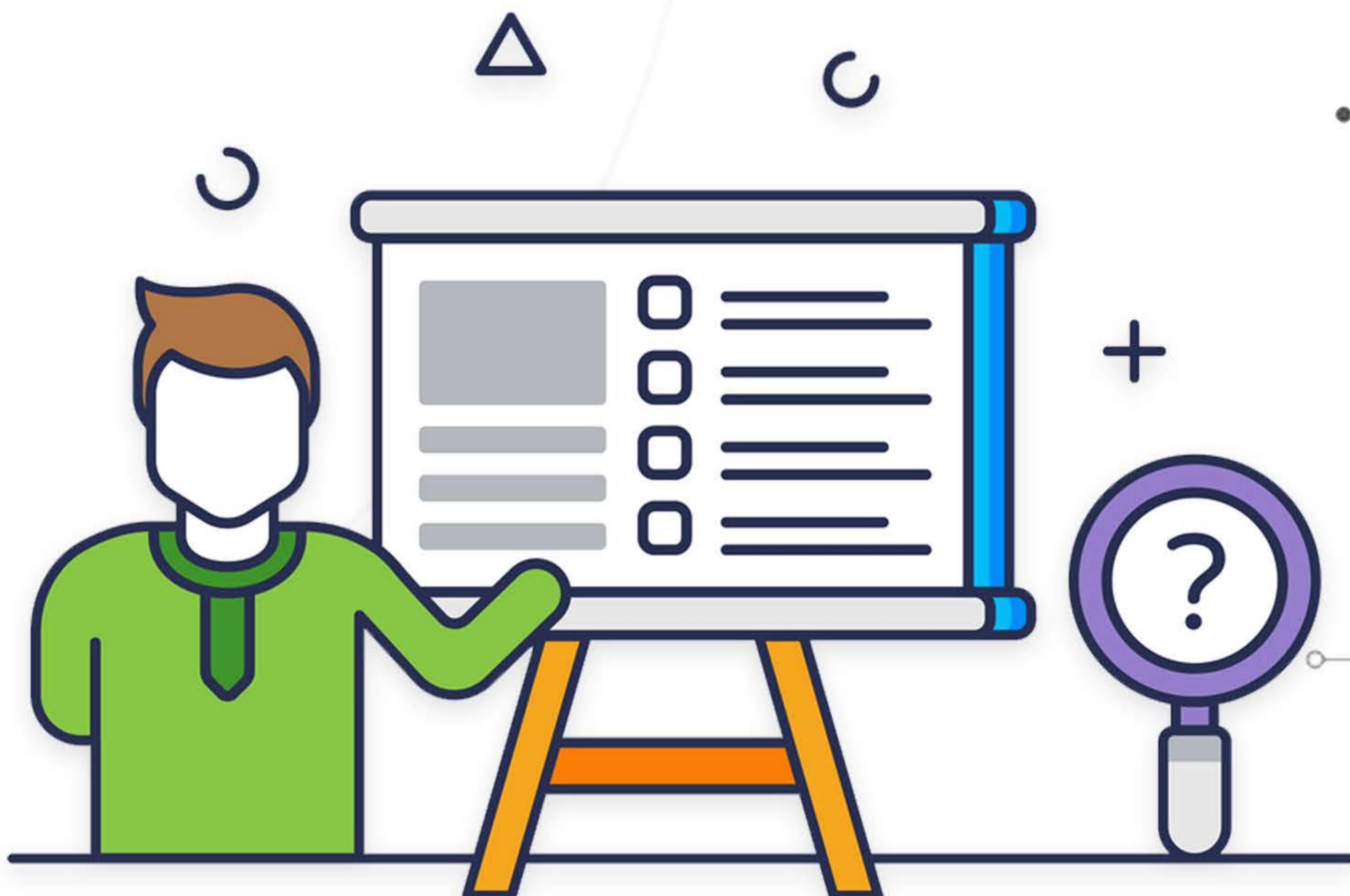
Though crypto currencies have established themselves as digital assets and proved to be an efficient platform for token crowd sales, the whole system is decentralized and there are no standards governing the OTC trade practices yet.

In this scenario, large institutional investors take help from centralized entities to broker the transactions at a considerable expense. But, for the average investor, the process is cumbersome and requires a high degree of trust. As a result, both parties are subjected to great risks while transacting.

Despite the revolutionary potential, crypto currencies still lack the qualities to appeal to the mass consumer. The whole ecosystem of crypto currencies is promising but is inefficient and complicated to be adopted by the mass consumer.

Regular consumers wishing to engage with crypto currencies often get confused and don't know how to buy, store and send their crypto coins. None of the crypto currencies or the decentralized platforms have managed to go mainstream yet and centralized solutions are still dominating the market.

Here comes the need for DeFi platforms to offer people easy access to global financial services like trading, lending and borrowing, equipped with smart contracts that execute transactions automatically when certain conditions are met.



# Current Challenges

There are abundant crypto exchanges today and most of the exchange platforms are so diversified and are not user-friendly at all. In the rush of setting up the exchange quickly and acquiring state-of-the-art features, the creators forget about the users. As a result, the designs become very complex and lack an interactive user interface. As a result, the users, especially the beginners, really struggle to navigate through these platforms.

Different exchanges offer multiple currencies with varied terms, policies, fees and payment methods. These diversifications really hamper the understanding of the regular investor. Moreover, there are risks associated with the security of the assets. Even the most famous exchanges are vulnerable to the security risks like hacking, phishing and ransomware.



A low transaction fee is one of the most admired features of crypto currency exchanges; however, they still don't come without the baggage of hidden costs in the form of exchange fee, network fee, liquidation and withdrawal fee, wallet storage fee etc. In addition to that, many crypto exchanges are very lightly regulated and hold the risk of price manipulation.

# The Future Ahead

Despite these challenges, developments are happening. Various steps are being taken to address the factors that undermine the integrity of the decentralized platform.

Crypto currencies bring vast potential and prospects, no doubts about that. Even financial enthusiasts speculate and see this technology as a paradigm shift from the traditional payments system to this ever- evolving new and digital way of making payments across borders for innumerable uses.

The traditional financial system has low penetration all around the world. As per the findings of Mckinsey and company, about 2.5 billion people around the world do not have access to banking or micro finance services. But on the contrary, as per the recent reports of the International Telecommunication Union, around 47% of the world's population has internet access. Hence, digital assets or crypto currencies can be used as the best financial tool in the global market. Though penetration will take longer, these digital currencies, with their unique attributes and utility prospects, can surely come to the mainstream.

If we talk about the growth of crypto currencies in india, the number of investors grew from four to five million in 2018 to 15–20 million by Aug 2021.

In the next decade, crypto currencies topped with artificial intelligence are going to take the world by storm. The new technology is going to outmatch the traditional exchanges in terms of turnover and margin.

The whole gamut of crypto currencies and related technologies is in an evolving stage. Many concerns need to be addressed and we can hope for some latest technological developments to usher in an eco-friendly crypto market.



# Genesis Wallet Ecosystem

We are committed to providing an easy-to-use mobile crypto wallet application that will enable its users to send, receive, store, spend, exchange /swap and stake crypto tokens as per the users' convenience at any time. Furthermore, they will also have access to trade on a decentralized exchange without having to store their data centrally.

In addition, Genesis Labs is planned to provide excellent crypto currency application scenarios like desktop crypto wallet sand a full-fledged decentralized crypto exchange that will help mass adoption of crypto currencies.

We aim to make crypto currencies accessible to everyone and encourage people to be more informed in the crypto space. Our mobile wallet is a user-friendly multi- crypto mobile application that is simpler and safer. The users will be able to securely store their crypto coins to use them for transactions on a P2P level without any third-party intermediaries while retaining control over their private keys. Our platform will be accessible to users across the globe via android and ios devices.



Additionally, the easy staking feature will allow users to directly stake their tokens from the mobile application to earn staking rewards without having the hassle of setting it up for themselves. This feature will enable them to earn rewards for locking or holding up funds/ crypto currency in the wallet to maintain the operations of the proof-of-stake blockchain system.

We have future plans for Genesis Wallets. We aim to facilitate buying and selling regular investments, such as stocks, bonds, mutual funds, and tokenized stocks from a single wallet. The users will directly be able to trade everything in one place.

Tokenized stocks are digital assets that users can trade on various licensed exchange platforms using blockchain technology. They are basically a type of derivative of an underlying stock that does not offer the holder any ownership in the underlying equity. Instead, it is a mirrored asset of the underlying stock, that is redeemable for the actual. In addition, they come with the feature of fractionalized stock ownership, wherein the investors can buy a fraction of a share of that particular stock.



# Genesis Exchange

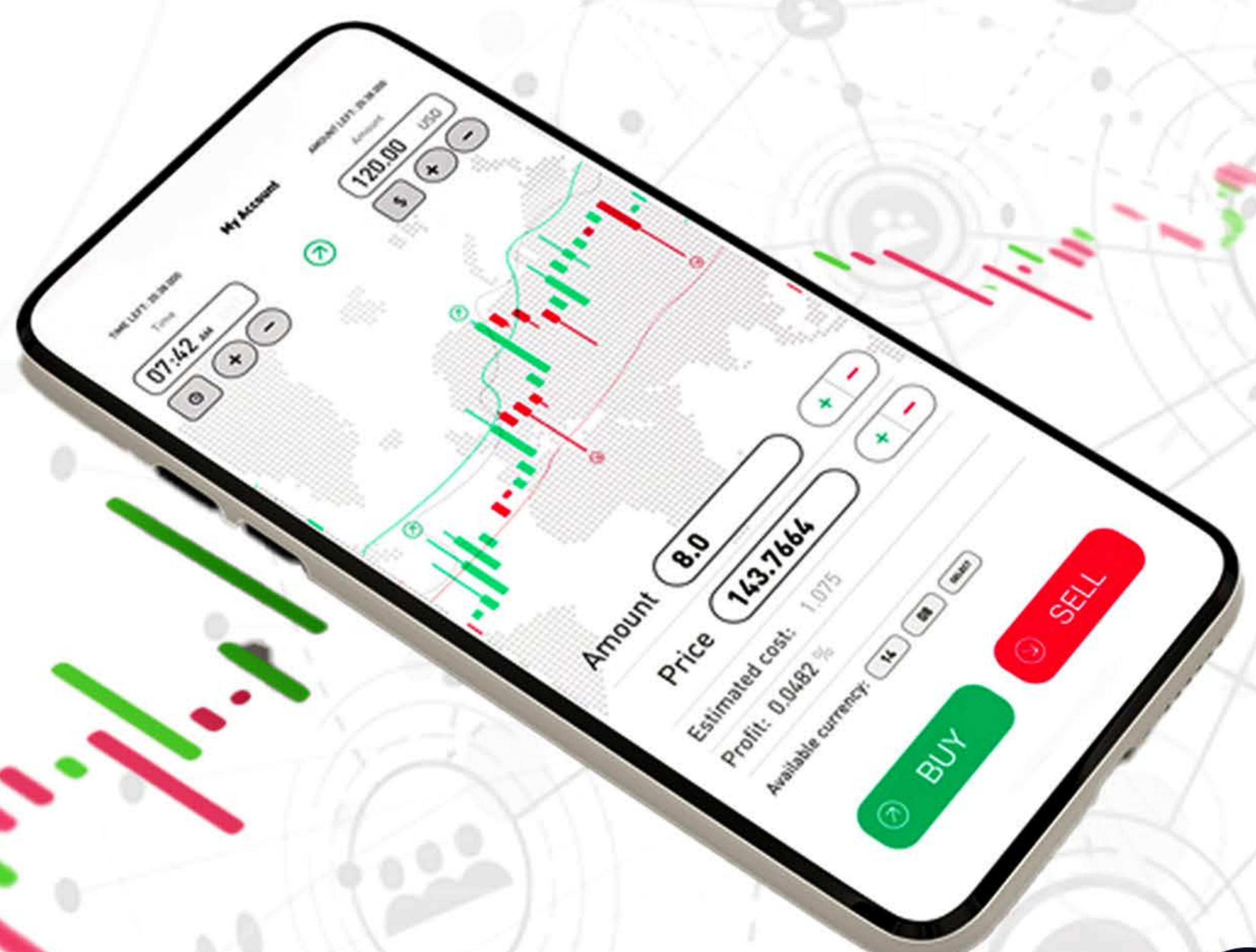
There are mainly two types of exchanges; the ones that deal with fiat currencies and the other that deal in crypto currencies. A crypto currency exchange is a decentralized platform where you can buy and sell various crypto currencies. It can also be used to trade one crypto for another, buy crypto using any fiat currencies, convert crypto currencies back into fiat currency, or leave your currency within the account.

We at Genesis are coming up with a world-class crypto exchange in an effort to help support the crypto ecosystem and power up the future of crypto currencies. However, there are several problems currently associated with crypto exchanges. Some of them are as follows:

## Poor Technical Architecture

In the rush to build up an exchange, many of the exchanges are put together quickly by the technical people. They often use the simplest or the set approach to build one and do not focus on the users. While this works well initially, but as the traffic grows on the exchange, the system cannot handle the load. The exchange system needs to be structured with a long-term vision and should be secure, efficient and scalable. This may slow down the initial development but will be critical for long-term success.

*We are trying to overcome this problem with our expert team onboard with years of combined experience in designing financial systems.*



# Poor Liquidity

Providing liquidity is one of the prime parameters of any exchange to start operations. The traders do not like to engage with exchanges that do not provide enough liquidity. A shallow order book can cause high slippage, which in turn becomes very expensive for traders.

*Our team has rigorous finance and crypto industry experience and has an extensive network of partners in the space which is a key factor in bootstrapping the exchange.*

# Intuitive Interface

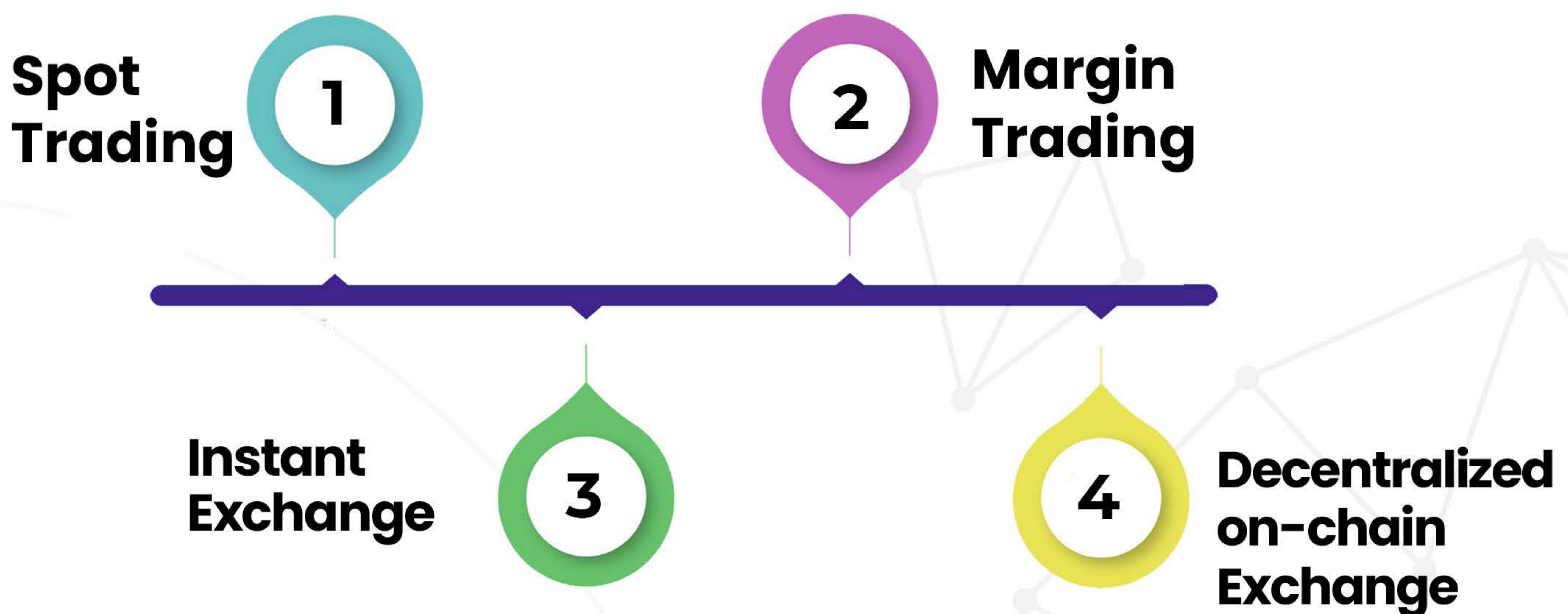
Many of the traders in the crypto market are new to investments in the decentralized space and are not so familiar with crypto currencies and trading. Exchange is the first entry point when a novice investor tries to discover crypto currency investment. Therefore, an exchange needs to have an intuitive interface for both novice and pro traders.

*We are coming up with an exchange platform that is easy to use and does not hold any complexities. Moreover, it will be built on high standards to ensure security in the first place.*



# Genesis Exchange – Features

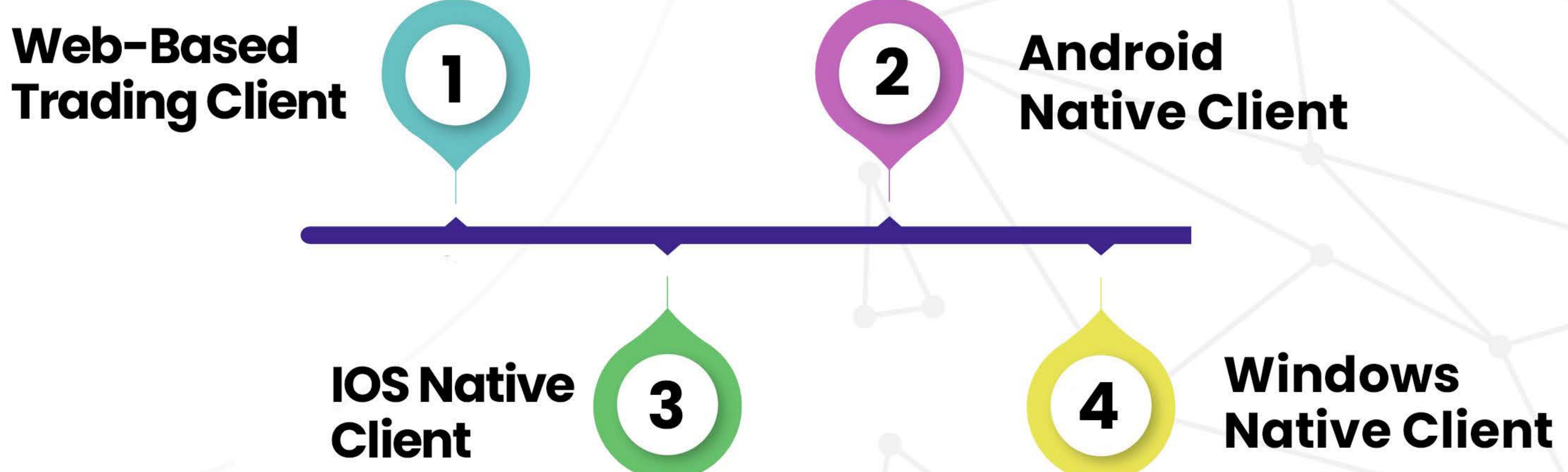
The following will be the features in the initial version of our exchange



## Language Support

We will have multi-lingual support for the exchange and the mobile application and website localization feature will be enabled on our website.

## Device Coverage



# Genesis Blockchain

Genesis Blockchain will be a project aimed at concentrating more on the metaverse, gaming and NFT space. Blockchain, in general, is a distributed database or a public ledger of transactions that are executed and shared among all the participating computers/nodes. The basic characteristics of blockchain technology are decentralization, consensus mechanism, immutability and operation with peer-to-peer networks.

Metaverse is an immersive virtual world shared across players, usually represented by their avatars. These avatars can interact with each other, create experiences or objects and landscapes. All metaverses have their own economies and currencies. The users can use these currencies to buy, sell and trade digital items. Metaverse can be experienced through a computer, virtual reality headset or smartphone.

The use of blockchain technology in metaverse enables it to enter into the wider world of the crypto economy, such as metaverse tokens, where virtual items are exchangeable for real economic value.

NFTs are unique digital collectibles used on a blockchain. They are used in various games as representations of characters, consumables and other tradeable items. NFT games have become extremely popular these days and are adopted as a measure to earn income. There are play-to-earn models where players can earn tokens or sell NFTs to other collectors in exchange for tokens. We at Genesis, want to help support these booming technologies and aim to invest in gaming and metaverse projects built on our blockchain. We are planning to continue supporting their growth over time.

Metabox from Genesis will be a metaverse project, a virtual world for the players to create, own and monetize their unique gaming experiences and get rewards for participation in the ecosystem.

# Token Launch – The Genesis way

Genesis is coming up with its native utility token, Genesis Blockchain Labs (GBL Token). The token will be needed to access some of the major service areas of the wallet app.

The token will be based on the Binance blockchain and can be used as an internal currency to trade in other crypto currencies. The total supply will be 1.20 billion and we are planning to roll out a rewards program in which the staking feature will help the currency holders to earn more on crypto assets. Our token will be a governance token, wherein the token holders can control the protocol's future by voting rights on decisions related to listing and changes to the app.

The token holders will be rewarded with benefits for their loyalty in the native tokens (GBL tokens). For every transaction done within our services, the token holders will be rewarded for holding the tokens by staking them. The staking process allows users to earn rewards by holding up tokens to participate in securing the network.

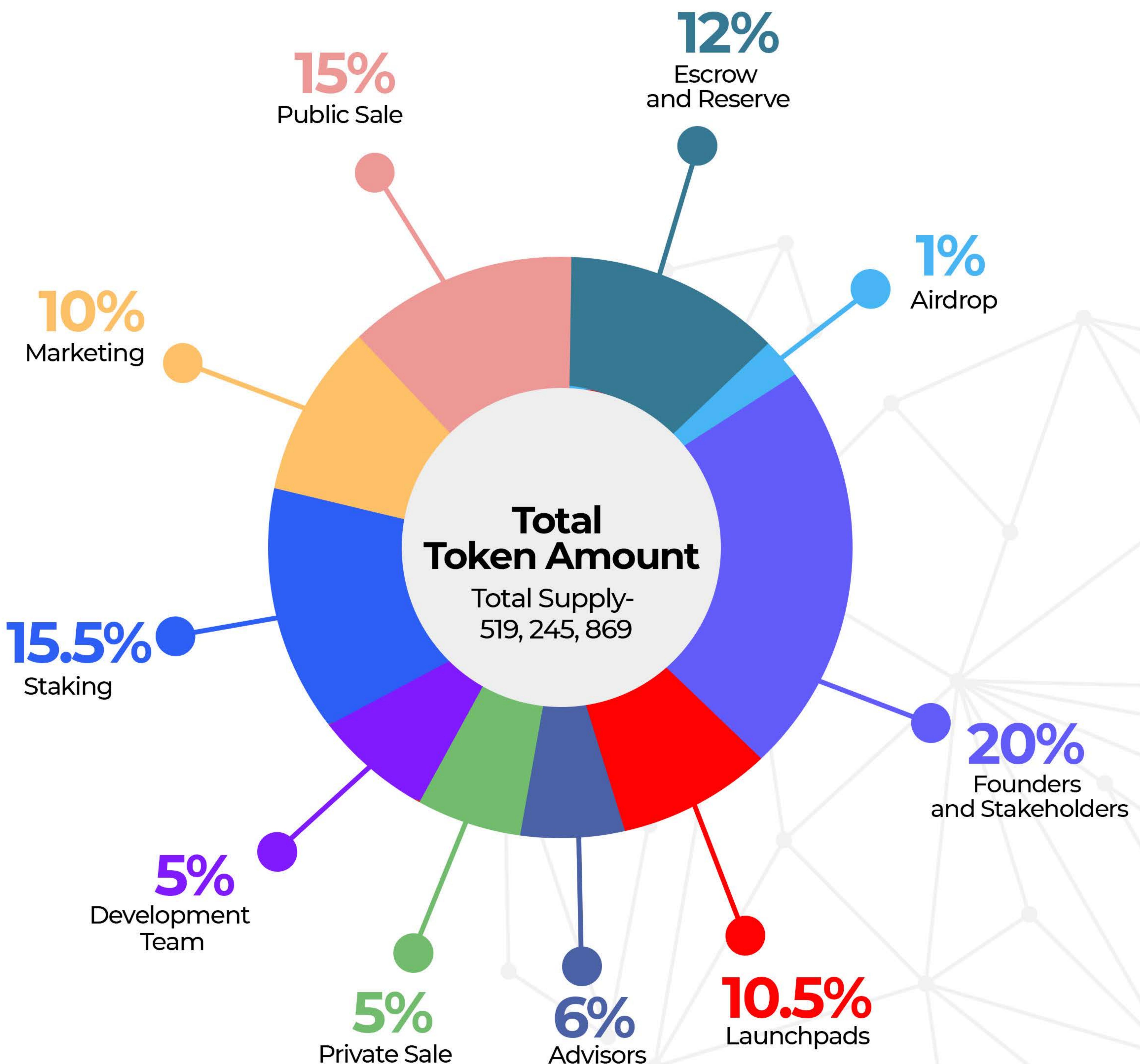
Our main idea is to, later on, come up with a blockchain that is interoperable with Binance smart chain and Ethereum. We shall announce future staking options later as our platform evolves.



The first presales offer of GBL token commences on \_\_\_\_\_ with an early bird discount of \_\_\_\_\_. All the funds raised from the presale event would be utilized to develop future products like Genesis exchange, mobile/desktop wallets, and pay for marketing operations. We are also looking at using the funds to provide initial liquidity for the tokens and maintain order books. In addition, the token holders will be rewarded with various other benefits in our future projects.

# Token Distribution

## Allocation of GBL Tokens



# We value our customers

We at Genesis understand the importance of customer loyalty and focus on enhancing customer experience by rewarding loyal customers in diverse ways. Rewarding them via staking is one way, while there are other important ways like offering them to trade with reduced costs. As we are working on a blockchain model that works with smart contracts on Binance blockchain, an exchange platform that allows safe, monitored and transparent transactions with reduced administration expenses.

Binance smart chain (BSC) is the recent development in decentralized exchange platforms and brings a unique digital asset ecosystem wherein creating and launching digital tokens is an easy task.

Binance smart chain provides millions of its users and creators with the advantage of fast trading and reduced costs with low transaction fees. It is one of the high- performing networks that can produce a block every 3 seconds.

This dual chain architecture is EVM compatible and enables proof of stake authority and allows cross-chain transfers. Therefore, it is best for the users who wish to move their funds regularly. Furthermore, the fast-growing cross-chain Defi mechanism enhances defi interoperability.

BSC offers a low-cost structure as it uses a gas model for transaction fees. The users can set a gas price according to the network demand and miners can prioritize transactions with higher prices.

The very unique proof of staked authority (PosA) consensus mechanism combines aspects of Proof of Authority and Delegated proof of stake that allows users to enjoy cheaper and faster blockchain transactions.

# How are we different – The Unique proposition at Genesis

We are primarily focusing on the financial and agricultural sectors in India and bringing up projects with the aim to help them utilize the benefits of this innovative and decentralized technology.

Blockchain technology in the agriculture sector offers unmatched traceability of information in the food supply chain. It enables a secure way of storing and managing data and easy access to it to eventually facilitate data-driven innovations for smart farming and smart agriculture insurance.

In addition, we aim to eliminate some of the problems in these sectors with the help of blockchain technology by opening up multiple avenues in supply chain management, government contracts and advanced data technologies.

At Genesis, we have an interactive and user-friendly interface. We can ensure everyone from a novice crypto user to a pro-crypto trader that they can effortlessly and efficiently trade on our platform. Our communication aligns entirely with our products and services. We are very clear with our mission to reach out to millions of people in India, especially in the financial and agricultural sectors, and provide them easy access and value through blockchain technology, one of the recent technological wonders.

As per the recent findings from global consultancy PwC, India will be among the leaders in adopting blockchain technology, the basis of crypto currencies, over the next five years. We want to help achieve this by offering services at a low-cost structure and creating easy access to the technology for people to benefit from the huge potential that this revolutionary technology brings.



# Our Revenue Model

## Exchange Fee

Our revenues will primarily come from the nominal trading fee that we will collect from the registered buyers and sellers on the platform. There is a maker fee and a taker fee. A maker is a trader who creates new orders on the exchange that were not there before and a taker is a trader that matches against the maker's orders.

Makers are the ones who provide liquidity on the exchange and the takers take away the liquidity. To increase liquidity, makers will get incentives according to the trade they wish to create.

We are committed to serving our users with a low-cost structure; thus, our fees would be minimal compared to the other exchanges.

## Coin Listing Fee

We will be selecting other innovative and credible coins that can be listed on our exchange; there may be a fee associated with those listings.



# Our Team

GBL Labs Private Limited was founded by Caleb Gellar and Pandu Aluvala as a core team with a vision to build the nextgen applications using blockchain technology, focusing primarily on India. Our core team, along with a number of industry experts, will work together to maximize the company's potential and to serve our customers better. We believe in innovation and work hard to deliver high-quality output each time.

## MANAGEMENT TEAM



**Justin Schopp**  
Chief Executive Officer



**Nakia Geller**  
Co-Founder/Chief Financial Officer



**Caleb Geller**  
Co-Founder/Chief Management Officer



**Pandu Ranga Reddy Aluvala**  
Founder / Chief Technology Officer

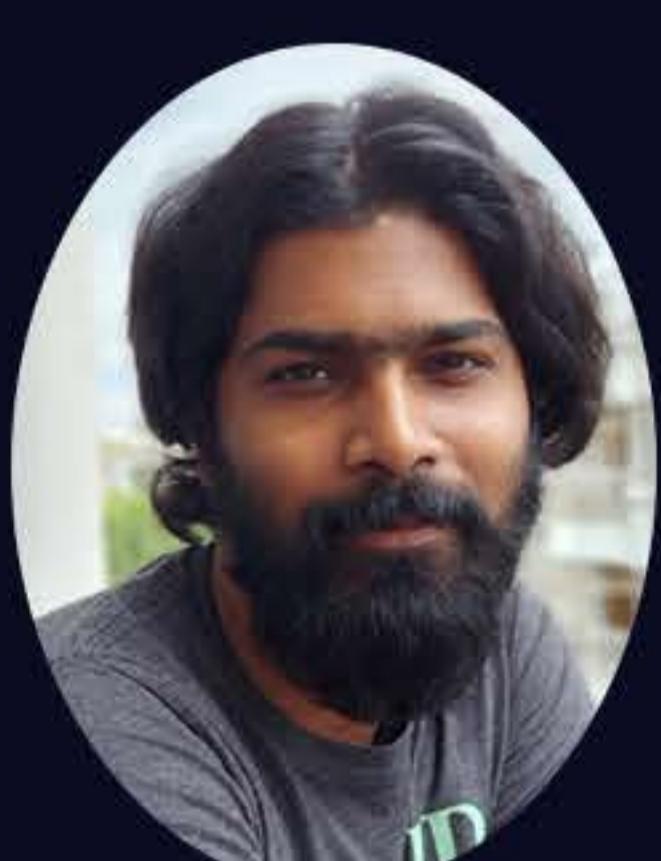


**Iqbal Singh**  
Chief Blockchain Architect

## DEVELOPMENT TEAM



**Malkeet Singh**  
Blockchain Specialist



**Deepak Penaganti**  
Senior Software Engineer



**Dinesh Sharma**  
Project Coordinator

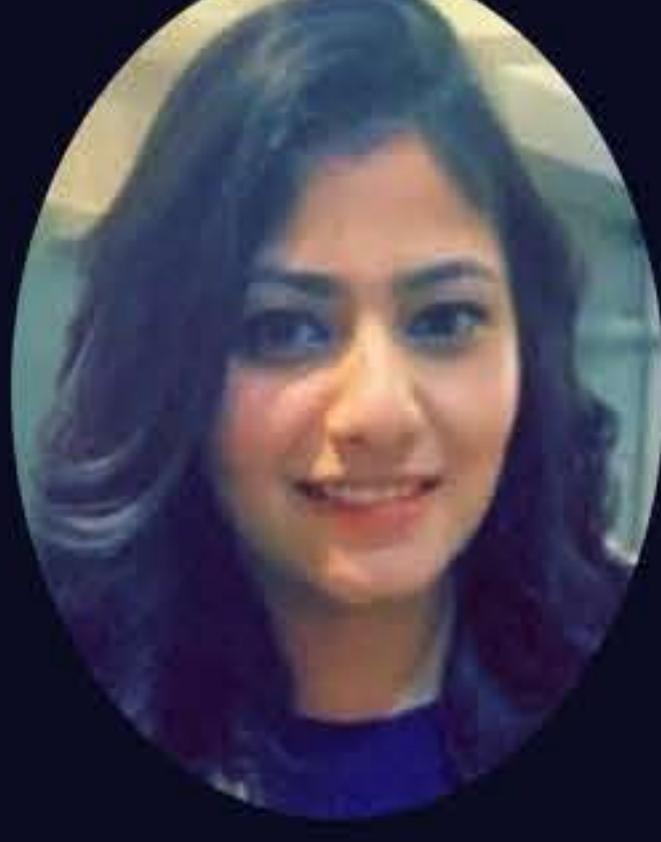


**Yashwanth Kasturi**  
Product Lead

## MARKETING TEAM



**Giselle Cahill**  
Chief Marketing Officer



**Arshi Usmani**  
Marketing Manager



**Surbhi Gupta**  
Social Media Specialist



**Dimpal**  
SEO Expert

# Roadmap

Our technical roadmap includes the following milestones-

Genesis Token Launch

Quarter 3  
2021

Quarter 1  
2022

Genesis Mobile Wallet Launch  
(For IOS and Android Users)

Genesis Blockchain Launch

Quarter 1  
2022

Quarter 2  
2022

Genesis Exchange Launch

Genesis Desktop Wallet  
Launch

Quarter 3  
2022

# Disclaimers

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# Future Statements

Except for some historical information, there may be information in this whitepaper that are purely forward-looking statements. These statements are future predictions only and are subject to risks and uncertainties. These statements are based on various estimates and assumptions and indicate the company's future plans and are identifiable by the use of words 'aim' 'plan' 'expect' 'estimate' 'intend' 'seek' or 'believe' or any other similar expressions.

# Value Risks

Participation in token offerings can be risky and highly speculative. Detailed information may be required to make a decision. The prospective participants are strongly advised to seek professional advice before participating in any project.

There is a possibility that the tokens issued by Genesis may drop substantially in value and may not remain liquid for a long period or indefinitely. Neither Genesis nor any other person represents the actual future results. The actual results may be different materially from those anticipated in these forward-looking statements. Participants should seek the professional advice of any legal counsel or investment experts before making any decision.

Genesis tokens may change in value based on a number of factors that are outside our control. There is no guarantee that the tokens will increase in value in the future, provide a substantial return, or have enough adoption. These tokens do not offer any equity share or ownership in the company.