



TWEX

WHITEPAPER

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1. EXECUTIVE SUMMARY

The digitalization of money and the innovative reinvention of its transfer through newly introduced technologies like the blockchain technology has marked the beginning of a new financial era based on trustless system generation and validation of peer-to-peer transactions on a distributed way. This **new kind of distributed economy brought by cryptocurrency markets** give us the opportunity to change your mind set about the future digital economy thanks to Bitcoin.

A wide range of 'peer-to-peer' (P2P) financial platforms have emerged in the past few years, supporting personal loans (Zopa, Prosper, Lending Club), small business lending (First Circle, Kabbage), invoice discounting (The Receivables Exchange, Market Invoice) and foreign exchange transactions (Currency Cloud, Currency Fair, TransferWise). The volume of these activities has grown rapidly from a relatively low base. For example, P2P lending in the UK has doubled every year in the past four years with the stock of loans exceeding £1 billion in 2014 and £2 billion in 2015 (Peer-to-Peer Finance Association, 2015).

The birth of FinTech and **the Blockchain Technology has begun to revolutionize and disrupt the tradition of loans** and recently, this has become a trend in many countries. Since the beginning of 2016, a number of Blockchain and FinTech startups have received venture capital funding and attention from financial investors because of their business model of **offering opportunities to average people to lend money without the red tape of big banks' infrastructure** and complicated lending policies when they do lend, which is more and more less the case. Many established banks would rather invest their money in the capital markets than lend it to new and or existing young businesses. But where funds have been raised and loaned through various FinTech initiatives they all have one problem in common: **lenders are stuck with their investments** as there is no market for refinance until such time as the company goes public or are acquired by others or the loans paid back overtime. The **biggest issue** at hand is that all of these **illiquid investments** are making some investors reticent to invest in new promising ventures and that is causing problems.

This Whitepaper outlines the **value proposition of the TWEX Crowd Lending Platform**, the company's business model and the tokens distribution mechanics. The TWEX tokens will be distributed among public contributors during the Distribution Period starting on October 30, 2017.

1.1 PROBLEM OVERVIEW

TWEX addresses the main issues of the current cryptocurrency investment vehicles, such as lack of diversification, non-compliance with existing and foreseen regulation and lack of standardization. Our goal is to become the industry standard and one-stop solution in setting up a hustle free cryptocurrency exchange.

Key approach

Transparency

The use of proceed of the fund raised and share in profits provides auditability and transparency to the investment process as well as to the results. This transparency means the investment funds won't be hidden for the investors, with reporting full of fine print. This much-needed transparency will substantially improve accountability of the investment managers.

Liquidity

We believe that TAG World Exchange Platform is a turnkey solution that will lead to further proliferation of the decentralized economy. Our platform will allow investors to liquidate part or all of their investments themselves if and when warranted because of life's unforeseen situation and offer their existing investors all the benefits of the blockchain that has been a buzzword among investment managers for several years.

Sustainability

Funds' legal structure will be reviewed and approved by our legal advisors to ensure they are compliant with existing laws and regulations. TWEX has vetted the proposed structure with several financial institutions and has received an indicative approval that it will pass internal procedures, enabling funds to be transferred from and into the crypto world. By sorting out these risks from the beginning, TWEX will improve investor confidence and provide necessary sustainability of the investment process.

Fees and Usability

Setting up the proper investment structure is a costly endeavor. Not all crypto-exchanges set up a proper structure, which leads to greater regulatory risk. TWEX believes that now is the right time to introduce industry standards for setting investment vehicles that can attract investments from private individuals and institutional investors of any kind. This will reduce or remove regulatory risk from investors at a minimal rate.

1.2 MISSION STATEMENT

We are creating an innovative cryptocurrency crowd-lending platform that will help investors become more liquid. All crowd funding and crowd lending platforms enable users to invest their funds. But what happens when said investor needs cash because of life's unforeseen reasons? They usually find themselves stranded and suddenly strapped for money.

We at Tag World Exchange ("TWEX") have set our main goal as creating a unique ecosystem that will enable its users to **buy, sell and/or trade their investments when they need it or wish it in a safe way!**

Tag World Exchange ("TWEX") will be a disruptive platform driving change in crowd lending market in an innovative way **by using Ethereum Protocol and some open source tools provided by Blockchain technology:**

- **Cryptocurrency "TWEX Token"** to invest in registered companies and use dedicated services in TWEX platform such as (financial audit reports, social media marketing, IT support and legal documentation)
- **Smart Contracts** to manage automated execution of investments and profit's conditions
- **Sophisticated Hardware Wallet** to secure the authentication and investment process of our users

Principal Strategies

- 1) Active social media marketing in order to promote knowledge about our clients to potential investors.
- 2) Comprehensive explanations about said companies, their products and the people behind it all.
- 3) Each investor has the only access of their funds through their respective wallet. We do not store any keys of our investors and companies.
- 4) Valuation is based on the existing, future and or both assets valuation and potential of the companies. Then our proprietary algorithm will ensure that said price matches acquisitions, sales, offer and demands as given to us by the entities that enable sales.
- 5) Furtherance of sales of products via our own e-commerce platform at later stage.

1.3 CORE OBJECTIVES

TWEX Ltd (TAG World Exchange) a startup Company based in the UK with a branch in Portugal and TAG Investment Bankers Ltd ("TAG") an Investment Banking Company either directly or via its affiliates located in various countries of the European Union and Asia, it also has extensive contacts with various other parties around the World, have jointly designed this **new product**.

The system we are developing has **three major components**:

- **Service Area**
- **Crowd lending platform**
- **Hardware Wallet** design to be used with our own Exchange Platform and compatible in the future with other exchange services

There are a variety of exchanges out there, but all of those are operating in a **traditional way where the user needs to trust a centralized system with his funds and expose his data and financial privacy**. Numerous times most notably MTGOX has demonstrated the vulnerability of such models. However, theft and server hacks are not the only issue: **centralized exchanges are vulnerable** to token tracing on a mass scale, which is a serious violation of users' privacy.

Furthermore, **we consider privacy as a fundamental human right**, which needs to be protected as far as possible. **All private data sent over the TWEX Platform is end-to-end encrypted. No privileged access to any data** (public data is public to everyone, private data only accessible to the traders). But, similarly, we also perform a stringent KYC on all of our clients and have an Anti-Money Laundering charter that we strive to comply with and to thus enforce.

1.3.1 Service Area

The service area allows us to offer to visitors the possibility to have more information about each company:

- Registered Localization
- Financial situation
- The team members
- Real time company events
- The roadmap for the development of the project
- Contemplated development of the target company after a lending infusion
- New products line up as applicable

1.3.2 TWEX Platform

TWEX platform is innovative and different from other exchanges as it **combines trading of capital and profits' contracts via smart contracts** when it matters most to these contract owners along with crowd lending potential for funds recipient companies.

1.3.3 TWEX Hardware Wallet

The TWEX Hardware Wallet is design to ensure a total protection of your data&your TWEX Tokens. The TWEX Hardware Wallet provide the latest security biometric technology, it is based on cognitive algorithm that couple facial recognition, thumbprint recognition and cryptography. Moreover, a smartcard will be implemented to store private keys and prevent any theft of customer's data keys.

There are 4 parts to the device:

1. Fingerprint scan plate (rectangle)
2. Face scan with camera (two circles on top)
3. Display to show the status of a transaction/scan (if it is proper or not and whether it requires re-scanning)
4. Charging point to charge (similar device to how Samsung phone has)



The TWEX Hardware Wallet will be also offered to other Exchanges on Lease around the World in a decentralized way that ensures a total protection of local data.

2. TOKEN MECANISM

By releasing tokens, we invite all participants (traders, investors, forecasters, analysts, data scientists, mathematicians and the TWEX team) to become the creators of TWEX ecosystem. Each TWEX Token holder can obtain total access to TWEX's signals, services, information, and analytical products.

Benefits to Users

Users will be given a corresponding amount of TWEX Tokens at the initial exchange rate specified above. Since the total volume of TWEX Tokens is fixed, token exchange among the growing population of retail partners and customers implies a general growth model for TWEX Tokens value. In particular, as more retailers and customers join the TWEX Ecosystem, quantity and quality of activity data contributed to the ledger will gradually improve; meaning the per-contribution reward will decrease, corresponding to an increased TWEX Tokens value. Similarly, as more service providers join, the amount of TWEX Tokens required for an equivalent service will gradually decrease, corresponding to a similar TWEX Token value increase. Overall, we expect the TWEX Token market value to stabilize based on an implied minimum cost of operating as a service provider and minimum incentive for participation.

3. PLATFORM MODEL

Tag World Exchange ("TWEX") is a cryptocurrency exchange that allows anyone to buy and sell TWEX Tokens in exchange to alternative cryptocurrencies also providing wide range of services which offers learning and informational environment about products and lives of companies as well as more information about the people behind the products and companies.

The TWEX smart contract design follows a very modular contract structure making it easy to split functionalities to upgrade or reuse parts. The current implementation consists of over two main smart contracts describing all the process for investment, payments, period, capital and reimbursement between stakeholders. All of them will be written in Solidity Language. At the beginning of the venture we will only offer trading on Smart Contracts issued by all recipients of TWEX investments. Irrespective of the amount invested and the number of TWEX Tokens issued, investor will receive on a pro-rated basis, smart contracts from each company traded on our exchange at time of inception. Each contract will be independently traded on our platform and available for purchase and sale based on owner's timetable.

The aim is to enable other smart contracts issued by other companies on other platforms to trade on TWEX in the future.

3.1 What is Tag World Exchange platform?

Tag World Exchange platform is a crowdlending platform **allowing investors to invest funds in new companies using smart contracts powered by the Ethereum network.**

The platform will **also offer all available information related to each company** (their websites, their filings and any other pertinent information that will enable potential investors to learn about the contemplated offering)

3.2 Why use our platform?

TWEX Tokens are non inflationary as there will be no other issuance ever. There would be only 500,000,000 TWEX tokens ever issued with potential buyback from Management. TWEX Tokens are based on worldwide economies not just one country - but countries all around the World - our value is based on companies listed with us and their undermined business located the World over. Our expert team just grew to over 12 people well versed in this line of business. We have our own technical and marketing team in India that is coupled with external advisors who have raised plenty of funds on ICO before. We then have our own marketing team that will be coupled with outsourced marketing teams located in Europe, US, Israel, India and Russia. They are paid external parties whose sole purpose is to push the knowledge of the TWEX ecosystem and all of its participants.

3.3 TWEX Tokens

TWEX Tokens are ERC20 compliant Ethereum based tokens, issued by TAG World Exchange. TWEX Tokens are utilities tokens to enable the using of the TWEX services and development of a fruitful ecosystem with token holders and funded companies. TWEX Tokens are proof of membership of their holders in the TWEX Ecosystem and entitled them benefit from prom profit generated by the payment of all Funded Companies of 1.5% of their Gross Sales. However, under no circumstances TWEX Token holders can be considered as shareholders of the TAG World Exchange, TWEX Ltd, TAG Investment Bankers Ltd, TWEX Ltd Portugal branch and/or any of their associated companies. TWEX Tokens are not and shall not be considered as securities.

3.4 What are the services or functions related to the Tokens?

Once the TWEX Ecosystem blockchain is populated with sufficient activity data, the further role of the TWEX Platform is to facilitate trading of Smart Contracts among parties in the ecosystem.

In particular, companies and/or entities receiving the initial funds from the Token sale issue and create two Smart Contracts each for every investor detailing a prescribed set of activities to be executed at specified time such as Capital payment(s) and profit payment(s) in the form of a percentage of either Profits After Taxes (PAT) or Profits Before Taxes (PBT).

In some cases, it might even be a set percentage of sales. Holder of the Smart Contract(s) will have the opportunity to trade Smart Contract(s) on the TWEX Platform with other parties who might be interested in acquiring for a set price said Smart Contracts. All components can be dissociated with different trading and owners alike. Smart Contract(s) holder can hang on to the capital portion and sell off the profit payment part or in contrary hang on to the profit payment part and sell off the capital part while either keeping or selling the TWEX Tokens at market value.

Moreover, each TWEX Token grants right to a portion (1/500,000,000) of the annual net profits generated by the TWEX Ecosystem. Said profit is generated by the collation of all funds paid by companies that benefitted from the initial investment derived from the Token sale. Each Funded Company is obligated to pay TWEX Ltd 1.5 % of annual total sales. 1% (one percent) will be distributed among TWEX Token holders and 0.5% (half a percent) to be used by TWEX Ltd to ensure the development and efficiency of the TWEX Platform.

3.5 How to qualify to buy TWEX tokens

Please be advised that in order to be accepted as a valid participant to acquire TWEX Tokens you must first:

1. Create an account on the TWEX Platform
2. Submit a full KYC package on you,
3. Origination of funds for all amounts over 3,000 Euros,
4. Proof of address,
5. Statement confirming that you are neither a US Citizen (US passport holder nor a US Green Card holder and legal resident), South Korea, China Citizen (China citizenship or legal resident) and/or Hong-Kong Citizen (citizenship status or legal resident).

3.6 How to Get Listed on TWEX Platform

Any potential candidate for listing on our Exchange must fully comply with all of our terms and conditions.

Terms and Conditions for Companies to be accepted on TWEX Platform:

A) Applicant has to prepare and present the following documents:

1. Creation of a business plan. If you do not know how or are unable to do so, we can help you for a very small fee determined by the amount of work required;
2. Creation of an executive summary – derived from business plan;
3. Letter by the Founders explaining about their company;
4. The Offering: Amount required – capital repayment term and profit payment terms based on sales and profits before taxes solely
5. Use of funds detailed explanations;
6. Risk Factors;
7. Disclosures;
8. Management;
9. Audit/Financials;

B) Determination by our staff of eligibility

This can take up to one (1) month as long as applicant remits all documents mentioned herein above along with any other documents that might be requested timely.

C) Authorization

Once declared eligible and only then, will the authorization to trade be granted to the applicant. In the event of your submission being refused, you will be reimbursed any unused funds in preparing your work paid out of the initial fee that was remitted to us.

D) Processing

After receipt of your paperwork as mentioned above, we reserve the right to take up to 15 days to process your request and to answer. Please be advised that once the response is in your possession, you have 10 days maximum to answer all questions (if any) that might be asked by our legal or accounting staff regarding your company.

E) Time Limit

There is no time limit in determining eligibility and unless our staff gets satisfactory answers to their questions your authorization to trade will be delayed.

F) Smart Contracts

We will adapt and use our standard Smart Contracts for your capital and profits' repayments.

4. Project Portfolio

What is already happening?

A number of projects are underway, seeking to provide blockchain-based solutions for the entertainment industry, real estate sector, renewable energy etc.... Some are focused on niche sectors, while others seek to be all-encompassing solutions. There are more initiatives coming on line all the time, and this list is unable to be comprehensive. However, at the time of drafting this document, these following projects have already been chosen with more to come. Please consult our website (www.twex.info) for more information.

4.1 Filmi/ Entertainment Series

TKRS Entertainment Ltd

TKRS Entertainment Ltd is a special purpose vehicle incorporated in England and Wales with registered number 10849717. Up till now, making big Hollywood and Bollywood movies was the private playground of wealthy production companies. That is about to change with the new TKRS Entertainment Ltd initiative to do aCrowd sale for **TWO movies** based upon “The Kracht of Rising Sun”, a book written by Vania Von Vanistan alias Austin Ross. Also republished under the title “The Crash of the Rising Sun”.

As such 75,000,000 TWEX Tokens at 0.20 Euros each, representing 15,000,000 Euros will be available for sale during the Token sale.

This movie is an international venture that will boast an International cast with recognizable names from Bollywood, Hollywood, the UK and France.

<http://www.tkrs.in/>

4.2 Energy/ Surya Series

Installation of LED lampposts solar powered in villages in India – these lampposts will be donated to some villages where there is no electricity at all. We have thus earmarked Five Hundred Thousand Euros for this endeavor – 2,500,000 TWEX Tokens. This is not a commercial venture. It is solely a gesture to show companies that a small participation in helping poor villages with basic amenities can go a long way towards education and security.

Solar farms in Cameroun and India are presently being considered. Amounts will be determined at a later date.

There are numerous other blockchain projects in development that serve niche communities. Many of these services deal with licensing and collections for specific ecosystems.

We are looking to start the transaction in Cameroun to sell 50,000,000 TWEX tokens for 5,000,000 Euros.

4.3 Housing/ Ghar Series

This is a revolutionary technology that is being used for low income housing to be proposed in India, Africa and South America. These houses while being relatively cheap are almost totally energy free and off the grid as they produce their own water, electricity and gas!

We are looking to sell 25,000,000 TWEX tokens for 5,000,000 Euros for the first Indian houses not far from Mumbai.

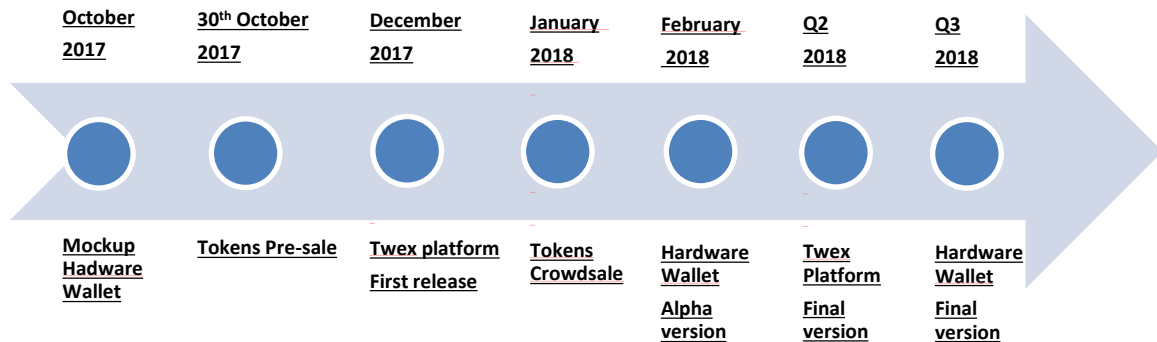
We have also contracted with other parties in Mauritius to use same concept in order to build various buildings locally. The total value required here is 2,000,000 Euros – or 10,000,000 TWEX token.

4.3 Miscellaneous/ VC Series

This series will be investing in interesting companies around the World in tech sectors or other interesting sectors. Presently we are looking to issue 50,000,000 TWEX tokens for this series at 0.20 Euros per token for a total of 10,000,000 Euros.

- 10,000,000 TWEX token for **ADSL Mumbai** – to create animations for books and offer them online on a subscription ad free basis or free but with ads.
- **Optima Clinics Ltd**, providing clinical facilities, wellness service facilities and education organization, is seeking a 1M Euros infusion of growth capital. This capital will be used to scale and refine the organization's proven direct service program, build an alternative program model capable of serving one million individuals, and increase our efforts to create systemic change across the country.
- **MusicMe** – a company preparing a revolutionary app that will enable users to diagnose their health and educate themselves while trying to help their health become better using old Chinese Medicinal techniques and ways – company seeking 500,000 Euros.
- **Medical Cruises** – a company offering medical cruises based on Chinese seasons. Every season (five according to Chinese customs) a set of cruises will depart with medical doctors, masseurs, acupuncture specialists and culinary staff for a 3 days weekend in order to help patients with their health according to the Chinese calendar. Company seeking Five Hundred Thousand Euros.
- **Paris VTC Cab Company** – company leasing cars to people along with training in order to become Uber style chauffeurs – company seeking 3 Million Euros.
- Other companies will be added at a later date. Please consult our website periodically to learn about new ventures or subscribe to our newsletter on our website: www.twex.info.

5. Roadmap



5.1 Competitive Analysis

Comparative analysis with the crowd-funding platform such as Kickstarter and Indiegogo to determine where we stand.

When comparing crowd-funding platform with our competitors', it's important to consider the overall platform and what type of crowd-funding they allow.

Here are the 3 categories we'll cover:

1. Crowd-funding Type
2. Pricing
3. Offers for the Trading Company

1. Crowd-funding Type

What campaigns are the websites designed for?

Kickstarter and Indiegogo are targeted specifically for creative projects—such as music, art, and technology and don't allow any type of public welfare campaign.

Whereas TWEX welcomes and already engaged with public welfare campaign like Medical institutions, solar energy projects, housing and educational institutes etc.

Is the platform all-or-nothing or keep-it-all?

Crowd-funding platforms also have different requirements on when and how campaign creators receive funds.

For instance, Kickstarter is an all-or-nothing crowd-funding website, which means that creators only receive donations if their goals are met.

With an all-or-nothing campaign, creators only get to receive funds after the campaign is over, and only if they've reached their goals.

Likewise, Indiegogo promote the products of the target companies and offer them for sale. Many of these products are sometimes quite expensive (over 100 Euros). If you like the products and the companies offering them but you cannot afford the 100 euros plus for the product or if you simply have already invested too much you can do a simple donation of 10 Euros or more or less.

But TWEX offers the investors capital and profit smart contracts that can be traded on our site if you so desire. Later we will also offer at a discount for those who want the possibility to acquire goods. TWEX does not believe in fruitless donation. Why should I donate my money for you to make profits and not participate in said profits? This is a question that many people think and few dares to put in words while flatly refusing to give. Our donation part of our Token Sale is to show to the Corporate World in India and other places that some funds well spent in basic necessities of life such as public lighting, etc., will go a long way towards urbanizing regions and giving them access to education and electricity.

2. Pricing

While it's free to set up a campaign on most crowd-funding websites, campaign creators are charged two different fees if they receive funds: the platform fee and the payment processing fee.

The platform fee is charged when the campaign creator collects their donations and is a percentage of the total funds raised.

Charging a platform fee is how crowd-funding websites make money. With that money, the crowd-funding website can create better features; improve the support team, and so much more.

Platform fees usually range from 4-5%, and when comparing crowd-funding websites, Fundly has the lowest fee of 4.9%. Kickstarter and Indiegogo all charge a 5% platform fee. In addition to the platform fee, campaign creators will have to pay a payment processing fee which goes to the payment processor.

But TWEX charges 1.5% of the sales price and from 45,000 to 65,000 Euros for Marketing, legal documentation and extra services. Please be advised that our services encompass the creation of various legal documents such as a fully functional White Paper for each company along with an International Prospectus drafted taking into consideration the Laws of UK, USA, Luxembourg (EU) and India.

3. Offer for the Trading Company

Indiegogo and some others also offer equity in funded companies. But these companies are private companies. The only ways for you to recuperate your funds are:

- A) If the Company is sold,
- B) If the Company becomes publicly listed,
- C) If the Company starts buying back its shares
- D) If you find somebody who wants to buy your position and be stuck in your place.

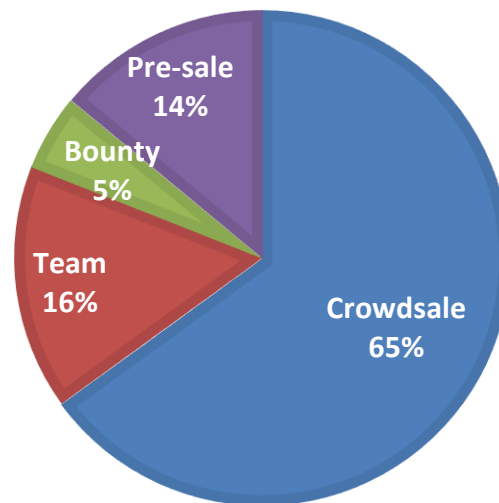
TWEX offer you via trading of our stripped investments the possibility to sell parts of your contracts on a timing and price of your choosing - price being subject to laws of supply and demand as well as transparency on corporate activities - all things rendered possible by using the Blockchain.

For example if one of the companies is paying 60 % of the borrowed capital back in 15 months (SCC1), profit in 15 months (SCP1) and then balance of capital in another 15 months (SCC2) and profit in 15 months (SCP2), you as the owner of said smart contracts could potentially put on sale SCP1 alone, both SCP1 and SCP2 or SCC2 only or SCC1 at prices based on market value. It is all based on your requirements and needs. You set the price, you offer the portion of the investment you want to liquidate with nobody forcing you to sell the entire investment because you happen to need some liquidity for another opportunity that you have or for life's unforeseen reasons.

6. Token distribution & repartition

TWEX CROWD SALE : TOKEN REPARTITION

■ Crowdsale ■ Team ■ Bounty ■ Pre-sale



Team incentivization

The team tokens will be used to incentivize the members of the team and advisors for their work and achievement.

Pre-sale investors

Participants during the Pre-sale are actively contributing in the project by trusting us. Raised funds will be allocated to the development of the first release of the TWEX Platform, the launch of the development of the TWEX Hardware Wallet and the marketing promotion of the Token sale Campaign.

Bounty program

The Bounty program awards TWEX Tokens for beta testers identifying defect, organizes regular algorithm competitions about improving performance and auditing smart contracts. Besides, a certain amount will be allocated to promote the project during the Bounty campaign.

7. Timeline and Targets

7.1 Pre-Sale of TWEX Tokens

- ✓ **Pre-sale start date: October 30th - 11:00 a.m UTC**
- ✓ **Pre-sale end date: November 30th - 11:00 a.m UTC**
- ✓ **Minimum Pre-sale amount: 2,000,000 Euros**
- ✓ **Maximum Pre-sale amount: 5,000,000 Euros**
- ✓ **Conversion rate: 1 TWEX Token = 0.20 Euros**
- ✓ **Special bonuses**
- ✓ **TWEX Tokens will be offered pursuant to the following schedule:**
 - 25% Bonus for investment upto 25 ETH
 - 35% Bonus for investment above 25 ETH
- ✓ **Minimum amount of TWEX Tokens sold during the Pre-sale: 10,000,000 TWEX**
- ✓ **Maximum amount of TWEX Tokens sold during the Pre-sale: 25,000,000 TWEX**

7.2 Crowd-Sale of TWEX Tokens

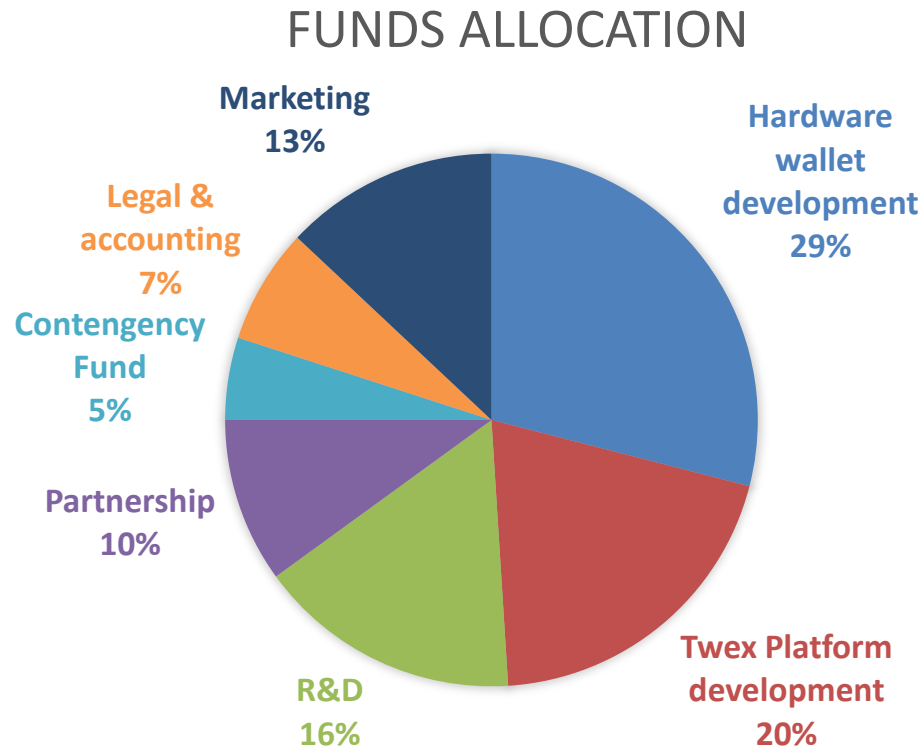
- ✓ **Crowd-sale start date: January 3rd - 11:00 a.m UTC**
- ✓ **Crowd-sale end date: February 3rd – 11:00 a.m UTC**
- ✓ **Maximum Crowd-sale amount: 70,000,000 Euros**
- ✓ **Conversion rate: 1 TWEX Token = 0.20 Euros**
- ✓ **TWEX Token total supply: 500,000,000 TWEX**
- ✓ **Special bonuses: 10% during the all crowd-sale period**
- ✓ **Maximum amount of TWEX Tokens sold in the Token-sale: 400,000,000 TWEX**

NOTE: The minimum and maximum ETH amount will be fixed 2 days before the Pre-sale and Token sale campaign

7.3 Terms and conditions

Please check www.twex.info

8. Fund Allocation



29% TWEX Hardware wallet development

Hardware wallet development will include the technology, system, machine and manpower, etc...

There are 4 parts to the device:

1. Fingerprint scan plate (rectangle)
2. Face scan with camera (two circles on top)
3. Display to show the status of a transaction/ scan (if it is proper or not and whether it requires re-scanning)
4. Charging point to charge the device similar to how Samsung phone has

20% TWEX Platform Development

Platform development will include building upon and securing core smart contracts, trading and management interfaces, interoperability with our TWEX Hardware wallet, and integrations with future Ethereum infrastructure such as state channels.

16% Research & Development

1. Redesign and improvements to UI/UX
2. Having TWEX Tokens listed on the various virtual currency exchanges
3. Development of TWEX platform initial feature set for launch
4. Development for new features post TWEX Token launch
5. Cost to hire and maintain a team of expert advisors, researchers, cryptographers and coders for development

5% Contingency fund

The contingency fund is a reserve to potentially deal with severe and unexpected events, for example network hacking, customers' data breach, lawsuits.

10% Partnership

This part of the fund will be utilized in development of strategic partnership in order to bring close technological (university/labs), regulatory and business collaboration.

13 % Marketing

Promote our technology by increasing awareness and knowledge of the Twex platform and our Hard wallet to help all the future stakeholders to figure out what can be built with it.

7% Legal & Accounting

The Legal and Compliance costs, to ensure our business is compliant with the laws which we operate in and Coordinate with expert legal providers to support project creators for their Token sale projects.

9. Funds and Application

Maximum TWEX Tokens to be issued will be 500,000,000.

9.1 Token Sale

Token sale will be performed for 500,000,000 TWEX tokens at 0.20 Euros value each for a total to be raised for ICO : 70,000,000 Euros.

The Token Sale will take place roughly 60 days max after end of the Pre-sale round and its funding.

	Base Allocation of Coins	500,000,000	Coins			
Sr.No.	Allocation of Funds	Amount	Cumulative	Reducing	Euro - Currency	Percentage
1	Management	75,600,000	75,600,000	424,400,000	€15,120,000	15.12%
2	Marketing	2,000,000	77,600,000	422,400,000	€400,000	0.40%
3	Pre-sale	25,000,000	102,600,000	397,400,000	€5,000,000	5.00%
4	Pre-sale Discount number of coins plus value	8,750,000	111,350,000	388,650,000	€1,750,000	1.75%
5	Token Sale	353,318,182	464,668,182	35,331,818	€70,663,636	70.66%
6	Token Sale Discount number of coins plus value	35,331,818	500,000,000	-	€7,066,364	7.07%
		500,000,000			€100,000,000	100.00%

Heads	Raising	Discount %	Discount Amount	Raised Amount	Coins
Management	-	-	€0	-	75,600,000
Marketing	-	-	€0	-	2,000,000
Pre-sale Amount	5,000,000	35%	€1,750,000	3,250,000	33,750,000
Token sale Amount	95,000,000	10%	€9,500,000	85,500,000	388,650,000
€100,000,000			€11,250,000	€88,750,000	500,000,000

Valuation	€0.18
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*Note: Each Token acquirer receives smart contracts for capital and profit
+ pro-rated number of tokens based on amount invested. As his or her investment will be equally distributed among all companies forming part of the Token Sale, the investor will receive many smart contracts from each company that benefited from his or her investment irrespective of amount invested as long as said amount is above initial value of 50 Tokens – 10 Euros*

Same process as above will be carried out for new ventures joining our TWEX Ecosystem until the total amounts of tokens are issued. In order to ensure a continuous income stream, climbing valuation and happy trades of the TWEX tokens we will never issue more tokens. On the contrary we will buy back tokens with part of the reserve that we will constitute from payments perceived from companies that benefitted from the investments.

Each TWEX Token will be entitled to 1/500,000,000 share of the profits paid by each company funded. Each such company must pay every year until such time that their debt is totally paid: 1.5 % of total sales.

The 0.5 % that will be paid to TWEX will be used to run the company and the platform. Added to said amount will be any portion of profits made out of the licensing of our proprietary wallet. Ten percent of our profit will be distributed among all Token holders..

Profit Generation

Profits will be generated as follows:

1. Funds derived from the sale of the security device even if at a low cost - still factor in 1 Euro at least per device sold,
2. 0.5 % of increase of sales of each company paid to TWEX
3. Licensing of TWEX HardwareWallet once it is in place for use by all other Crypto Currency platforms,
4. Use of our wallet/security device by banks and governments alike - payments of licensing fees.

10. Leadership




10.1 Board Members

Our global leaders and visionaries form the TWEX Board of Directors. They provide direction and guidance to the organization. TWEX's experienced and globally-distributed senior management team has benefited from the superior leadership team of active board members.

 <p>Amal Sharma <i>Director, Chief Executive Officer</i></p>	<p>A creator of businesses with more than 25 years' experience in banking, finance and corporate funding.</p> <p>Educated at University Paris IX Dauphine in France. Writer with more than 5 books published. Bilingual (French and English)</p>
 <p>Tapan Das <i>Chief Technology Officer</i></p>	<p>Senior-level Fin-tech professional with 26 years' experience and proven track record of applying appropriate practical mix of technologies blended with subject matter expertise in Finance.</p> <p>An engineer in computer science, an MBA in marketing and an MBA in Financial Markets and a certified Design Thinking professional from MIT. Follows a process driven design thinking methodology with management and leadership initiatives that helps meet business needs while minimizing risks.</p>
 <p>Drs. Ajay Sharma <i>Manager</i></p>	<p>An accomplished Board member, international speaker, social entrepreneur, Impact investor and executive for business development in European, Asian and Middle-East markets.</p>

10.2 Core Team members

Our core team is composed of professional developers, UX/UI designers, legal attorney and marketing experts, we are building a robust solution for the TWEX Platform users.

 <p>Aamir Kadri <i>Information Technology Head</i></p>	<p>Experienced Web Developer skilled in PHP, MySQL, JQuery, Angular JS, JavaScript, Cascading Style Sheets (CSS) and Networking.</p> <p>Strong engineering professional with a Bachelor of Engineering (BE) focused in Electronics and Telecommunication Engineering from Rizvi College Of Engineering (Mumbai University).</p>
 <p>Ansh Malvankar <i>Marketing Manager</i></p>	<p>Ansh is our Marketing expert and Social Media enthusiast who is capable of building and executing detailed and effective marketing strategies.</p>
 <p>Sohini Majumder <i>Attorney</i></p>	<p>Sohini is our go to person for all legal matters whether it is research work on legal regulations related to crypto-currencies and blockchain or drafting the legal documentation.</p>

10.3 Board of Advisors

TWEX has a strong advisory board of subject matter experts who provides strategic advice to the management.

 <p>Christophe Ozcan <i>Blockchain Technical Advisor</i></p>	<p>Christophe is an experienced advisor and entrepreneur on Blockchain Ecosystem. He is an active participant of Blockchain community by promoting the technology through his interventions. CEO of Crypto4All a Blockchain consulting company and also an expert member of ISO/TC-307 committee for international standardization of Blockchain and distributed ledger technologies. His interest in Blockchain technology began back in 2013 when he discovered Bitcoin and started to become a miner of crypto-currencies with his own mining rig.</p>
 <p>Rémy Ozcan <i>Blockchain Financial Advisor</i></p>	<p>Rémy is the co-founder of Crypto4All a Blockchain technology services company. Blockchain technology is the space where all his previous experiences, education and belief intersect. Graduated from Paris Dauphine University in Finance & Law, he was in charge setting up finance & legal engineering for the European top asset manager. His enthusiasm over Blockchain technology stems from both the technological and financial aspects. “Merge Blockchain technology with real-world economy” became his watchword.</p>
 <p>Yuriy Habarov <i>CEO Avalanchain</i></p>	<p>Fintech serial entrepreneur with 15 years of experience in building Enterprise level software platforms, mostly for large Financial Organizations around London City. Solutions Designer in BigData and HiLoad computing.</p>



Annemieke Dirkes
*CEO of Blockchain
Projects BV*

30 years experience in IT businesses. Entrepreneur, management, business development and consultancy in the global community. Fluent in 4 languages and intercontinental experience. Currently her companies concentrate on fin-tech solutions both in engineering, business and financial development, legal services/ICO's /Escrow. Emphasis on compliant structuring, exchanges and a broad range of fin-tech solutions. Voted spokesperson for the Bitshares Blockchain through the Bitshares Blockchain Foundation and Managing Editor for ICO Crowd magazine.

11. Legal Considerations

11.1 Legal Implications of Token Launches

The aforementioned products and services will be provided in accordance with the laws of relevant jurisdictions. As such, the TWEX Tokens and TWEX Ecosystem may not be immediately available in certain jurisdictions. The team behind the products and services are working aggressively towards obtaining the relevant licenses to offer the TWEX token and TWEX Ecosystem to a wide spectrum of participants.

Risks

Investing in the TWEX token Pre-sale, like any other form of investment, includes risks. For investment risks, refer to the TAG WORLD EXCHANGE Prospectus. For general risks, refer to the TWEX.info terms and conditions.

11.2 Legal Landscape for Crowd lending Markets

There is no unified regulatory framework applicable to crowd funding forecasting platforms. These products and services are regulated in some jurisdictions based on existing gaming and/or financial services regulatory frameworks, while they are left unregulated in others. Before targeting a particular jurisdiction, we will conduct legal due diligence analysis of applicable regulations in such jurisdiction. Depending on the regulatory burden and steps involved, we will then either take the necessary steps to obtain any required licenses and/or permits in such jurisdiction or withhold from operating in such jurisdiction.

TWEX is a Reward based crowdlending platform, reward based crowdlending is possible in every country under existing regulations. In some countries reward based crowdlending is considered as e-commerce/online shopping with the obligations to refund purchases. The VAT regime that applies to reward based crowdlending is subject to discussion in many countries. Many countries implement special regulations to foster debt and equity based finance to promote entrepreneurship. For example, Austria's new legislation is considered to be at the forefront of legislation in Europe. With the new law the obligation to publish a complete prospectus will only be needed for raising over €5 million. Many other countries have implemented or are planning to implement similar legislation with different maximum amounts.

United Kingdom

In the UK, the regulatory perimeter has already been widened beyond "investment-based crowd-funding" to loan-based crowd-funding. On 1 April 2014, FCA assumed responsibility for loan-based crowd-funding from the OFT.

England & Wales

The UK crowd-funding sector is subject to specific regulation in the equity and P2P lending field. The regulatory body is the Financial Conduct Authority (FCA), which introduced a wholly new set of regulations for the P2P sector in April 2014 and, at the same time, some additional requirements for equity crowd-funding platforms. Prior to this the P2P sector was not formally regulated, as it was not considered to fall under any existing regulatory regime. The regulations require that platforms operating in the sector must be authorized (Licensed) and conform to standards set out by the FCA.

The equity sector has always been regulated but additional regulations dealing specifically with crowd-funding activities were introduced also in April 2014. These will be reviewed and amended if deemed necessary. Primarily the regulations require platforms to be authorized (Licensed) or to have regulated activities managed by authorized parties, and a screening process must be in place to sort sophisticated and non-sophisticated investors. If an investor is deemed a "non-sophisticated" investor constraints are placed on how much they are permitted to invest, in that they must not invest more than 10% of their net investable assets in investments sold via what are called investment-based crowd-funding platforms.

Additional regulations concern the communication of the offers, the fairness, language and clarity of description used to describe these offers and the awareness of the risk associated with them.

Whilst most offerings are small enough to take advantage of the exemptions offered by the EU Prospectus Directive there are examples where crowd-funding activities have been conducted with properly prepared prospectuses thereby permitting higher raises to be transacted, notably the Brewdog Equity For Punks IV offer. Whilst often viewed as a good regulatory regime there are those that contend that they are founded in an old world understanding of finance and motivation and so are not sensitive to the distinctiveness of crowd-funding models and philosophy. Survey data

suggests that most platforms are reasonably comfortable with these arrangements however, as the intention is to protect the consumer from inappropriate behavior by platforms and those they permit onto them, this metric of acceptability to platforms may not be a good indicator of the efficacy appropriateness of the existing regulatory framework.

Belgium

The regulation is coordinated via the FSMA, the Belgium regulator (Financial Services and Markets Authority).

For financial crowd-funding (equity and convertible debt) the following regulations are in place:

- ✓ Below €100k funding amount: no prospectus obligation, no limits on amount per investor.
- ✓ Between €100k-300k funding amount: exemption from the prospectus obligation, but with a limit of €1k per investor per company.
- ✓ Above €300k funding amount: prospectus regulation applies.
- ✓ It is expected that the current limits will be increased to become more in line with neighboring countries. Recently, Ministers and other government bodies have launched initiatives to promote entrepreneurship in general, and crowd-funding in particular, leading to the implementation of the tax shelter and probably increased exemption limits to encourage entrepreneurial activities in Belgium.

An important remark is that the market of P2P lending is not yet open. This form of crowd-funding that is by far the most important in terms of volume and total crowd-funding amounts globally and in every other country in Europe, is currently not permitted by the regulator in Belgium. This creates a serious hurdle in financing options for starting and especially scaling companies, and is one of the reasons why Belgium has experience a slow growth.

Luxemburg

The law on the financial sector dated 5 April 1993, as amended, was originally aimed at credit institutions and professionals of the financial sector and sought to regulate the access to financial activities in the financial sector via making them subject to an authorization granted by the Luxembourg Commission for Supervision of the Financial Sector (Commission de Surveillance du Secteur Financier) ("CSSF"). Depending on the services offered by the Crowd-funding platform, be it under the Equity or the Lending

Model, it is possible that the law on the financial sector could be applicable, which would mean that the Crowd-funding platform could be required to obtain a specific license to be delivered by the CSSF in order to execute its activities. This would be the case if the Crowd-funding platform was to offer investment or banking services. In particular, the Crowd-funding platform could be considered a credit institution or possibly a professional carrying out lending activities if it was to grant loans under the Lending Model.

In that respect, investors, if they invest through a Crowd-funding platform operating under the Lending Model (depending on the manner they are financed), might also be considered to provide banking or lending services for which a license could in theory be required.

Switzerland

In terms of regulations, Switzerland does not have a specific crowd-funding ruling established. Today, mainly banking law applies. However, as the crowd-funding market continues, it is more likely that Switzerland will adapt or create crowd-funding regulations. That in fact has become very dynamic recently. There are discussions between the industry and Swiss financial regulation institutions and authorities. Most recently the FINMA announced: “FINMA encourages innovation and competitiveness in the Swiss financial marketplace” by setting a Fintech-friendly environment and reducing obstacles for FinTechs (www.finma.ch/authorisation/fintech). Also, the support from the politics seems to fuel the initiative. The main regulative obstacles for crowd-funding are: keeping the money on behalf of the borrower during the fundraising period for more than a week, having more than 20 investors (lending, equity).

India

Rewards based crowd-funding is free from the regulatory framework of SEBI. And so are other kinds of funding such as donation based crowd-funding or peer-to-peer lending. This is because it does not include any security issuing. While the latter is governed by RBI, equity crowd-funding comes under the purview of SEBI.

Business Standard has detailed the Crowd-funding blues in the Indian economy. SEBI is worried about small investors being sucked into unknown, illiquid companies, as these platforms operate in a regulatory twilight zone.

12. TWEX Architecture

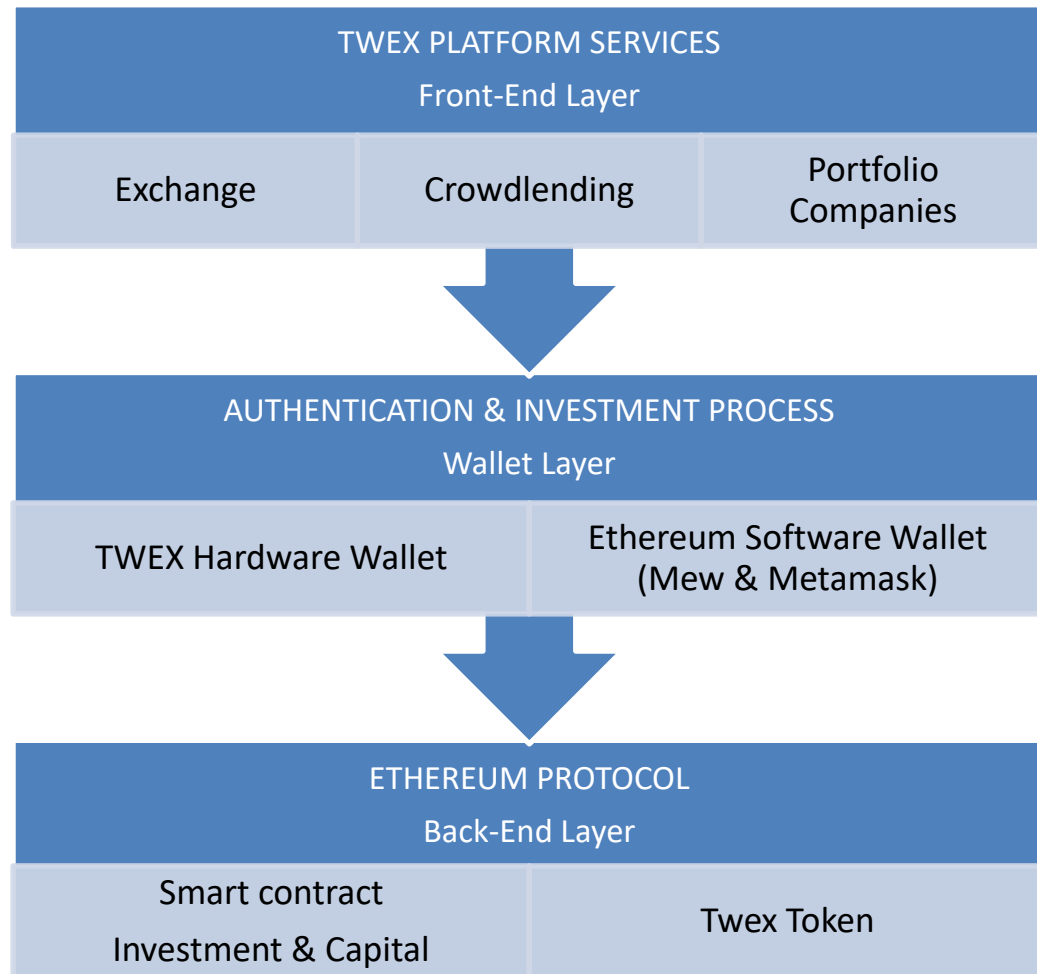
12.1 Systems Architecture

TWEX aims to be a crowd-lending market application based on top of Ethereum protocol achieves this goal by utilizing the innovative TAG investment technologies advancing their features with new solutions based on smart contract, ERC20 Token, Hardware Wallet and oracles for scalable applications.

12.1.1 Core Components

The TWEX core components consist mainly of using innovative technologies:

1. TWEX is a decentralized crowd lending platform allowing lenders split their investment and trade both part of it through smart contracts which represents Capital repayment and Profit Payment.
2. TWEX Hardware Wallet allow to secure the investment by using latest generation of authentication algorithm for facial and thumbprint recognition. Moreover, a smartcard will be implemented to store private keys and prevent any theft of customer's data keys. Furthermore, the TWEX Platform will be fully compatible with external wallet like [MyEtherWallet](#) and [Metamask](#).
3. Ethereum allows to run smart contracts embedded code in a decentralized way, creation of your own asset with ERC20 Token standard, making transfer and settlement of transactions without central authority.

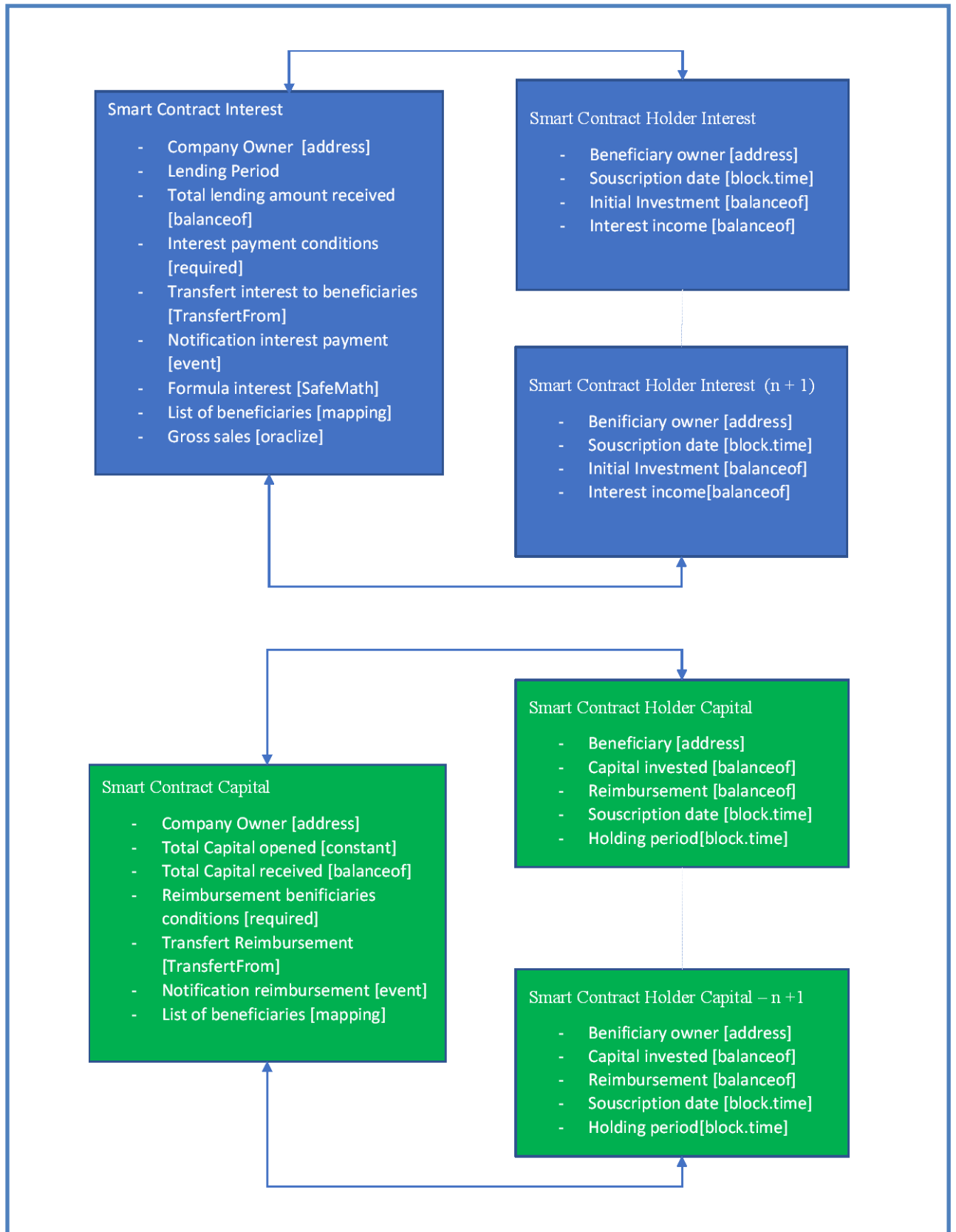


12.2 Smart Contract Architecture

The TWEX smart contract design follows a very modular contract structure making it easy to split functionalities to upgrade or reuse parts. The current implementation consists of over two main smart contracts describing all the process for investment, payments, period, capital and reimbursement between stakeholders. All of them will be written in Solidity Language.

During the investment process each investor will have the choice of investing an amount of TWEX Token in various projects and companies listed on TWEX platform "Portfolio Companies".

Each such investment will entitle the TWEX Token holder to two Smart Contracts issued by each of the companies receiving their TWEX Tokens as described below:



The Smart Contracts are the proof of their holders' role as lender and to their inherent rights to payback of capital and profit from the company following implemented conditions of each Smart Contract issuer.

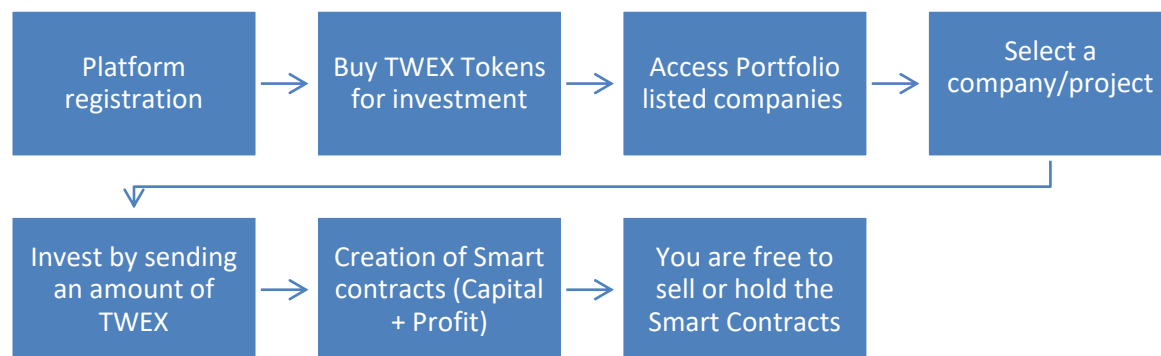
The TWEX Tokens are the proof of investment in the TWEX Ecosystem and provide to their holders a right to receive a percentage of TWEX Token held of all amounts paid by companies that received the initial funding raised for their projects through a smart contract capital.

Moreover, each of listed companies are obligated to pay 1.5 % of their gross sales outcome with the following repartition:

- 0.5% to TWEX Ltd as fees to use the TWEX platform services
- 1 % to TWEX Token Holders will be deposited in escrow and distributed according to following formula to TWEX Holders: "1 % of Gross Sales collected X Number of TWEX Tokens held / 500,000,000 Tokens"

For example, if a company has total sales of 70 Million, it will pay TWEX Ltd: 1,050,000. Two thirds of this money will be equally distributed among all TWEX Tokens and one third will be used for running of the TWEX companies and TWEX Ecosystem.

Investment process



12.3 Oracle

An oracle is an agent that finds and verifies real-world occurrences and submits external information/event (price, weather, localization ...) to smart contracts. In this way, contracts can interact with the off-chain world.

During the creation of the smart contract investment and capital some external events depending on some specifics conditions (delisting of the company, gross sales amount and so forth) will interact with the Blockchain for payment profit or capital pay back.

The TWEX platform is oracle agnostic, any oracle solution that will be developed on Ethereum could be used by TWEX.



12.3.1 Types of oracles

There are different types of oracles on the market and each choice to use them will depend on the cost, security and availability of the data service provider. Sometimes it will just be fine to rely on a single data provider because he might have a responsibility about the integrity of the provided data and a single source of truth. Moreover, more and more institutions are looking into making their data smart contract compatible to share it in a distributed way.

Software Oracles

Some oracles handle online information provided by company websites for example prices of commodities, goods or the conversion rate of crypto-currency (Kraken.com) etc. The software oracle extracts the needed information and pushes it into the smart contract.

Hardware Oracles

Some smart contracts need information directly from the physical world, for example, a wolf crossing a barrier where movement sensors must detect the animal and send the data to a smart contract for executing actions to prevent sheep attack.

The Oraclize solution proposes a two-step solution to the risks, by providing cryptographic evidence of the sensor's readings and anti-tampering mechanisms rendering the device inoperable in the case of a breach by a storm event for example.

Consensus Based Oracles

A decentralized contract that requires trusting a single outside data source could be considered as a bit of a contradiction. Smart oracles take the concept of oracles a step further by placing the untrusted code execution in the oracles' hands. This can be mitigated by having multiple independent oracles respond to the same queries to form a consensus.

For example, some prediction markets like Augur and Gnosis rely heavily on oracles to confirm future outcomes. Using only one source of information could be risky and unreliable. For better security, a combination of different oracles could be used, where for example 2 out of 3 oracles could determine the outcome of an event.

Conclusion

We are creating a unique platform that will help investors become more liquid. All crowd funding and crowd lending platforms enable users to invest their funds. But what happens when said investor needs cash because of life's unforeseen reasons? They usually find themselves stranded and suddenly strapped for money. We at TWEX have set our main goal as creating a unique ecosystem that will enable its users to sell and/or trade their investments if and when they want!