



# An ICO like no other ICO

*Saifu* is taking cryptocurrencies to the masses.  
Invest now and help make a difference



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## Why the world needs *Saifu*

The growth of cryptocurrencies is changing the way that some people store and exchange value. But right now, cryptocurrencies are only accessible by a relatively small community.

For most people cryptocurrencies can be *difficult to buy*, *hard to keep safe* and it's *difficult to use* cryptocurrencies for many day-to-day financial transactions, such as shopping.

Businesses are also considering how they can benefit from using cryptocurrencies – but many feel locked out of these new currencies.

Poor integration between cryptocurrencies and traditional financial systems means that buying and using cryptocurrencies is often regarded as only being viable for 'geeks' and technology enthusiasts.

## It doesn't have to be this way

At *Saifu*, we started with a couple of questions: "Why should cryptocurrencies be the exclusive domain of the technically skilled?" and "Why can't we make cryptocurrencies easier to access safer to use and available to a much, much wider community?"

And now we've got a cryptocurrency business that's already up and running – and, in this ICO, you can invest in *Saifu*'s planned growth.

As an established business, *Saifu* is already providing a range of cryptocurrency services to individuals / consumers. However, we're also planning on introducing *services for businesses* and *services for banks* and also extending the range of services that we offer to consumers.

## What we do?

We make it easier – and safer – for consumers, businesses and banks to buy and use cryptocurrencies.

*Saifu* gives customers the simplicity of one account for all their currencies and cryptocurrencies. Our service is secure, regulated and easy to use – and that means almost anybody can run a *Saifu* account:

### Secure:

Our multi-layered, bank-grade security helps to keep our customers' money safe.

### Regulated:

Unlike most cryptocurrency exchanges *Saifu* has a license and is monitored by external regulators.

### Easy:

*Saifu* is fast and easy to use so our customers don't need any special skills.

## Key points about the *Saifu* ICO

Because we're taking cryptocurrencies to a much wider customer base, we believe that the potential for growth is massive.

Unlike ICOs that ask investors to trust in an unproven concept that has not yet 'gone to market', *Saifu* has moved far beyond the concept stage. *Saifu* is already operating and already has customers (in limited Beta testing).

# Secure

*Our customers can leave the  
security worries to us*

Many cryptocurrency exchanges only appear to focus on their own business security. They seem to think that the customer's security is 'the customer's problem'.

## We don't think that's good enough.

We believe it's unfair to expect customers to be security experts. Instead, we don't just take care of our own business security... we also use some of the banking industry's most tried & tested technologies – to help keep customers' money safe.

## *Saifu* is the first service that brings world-class, banking-grade security to the cryptocurrency world.

We use a combination of hardware and software technologies to deliver multi-layered security that does more to protect each customer's *Saifu* account. So our customers can enjoy the freedom and flexibility that cryptocurrencies offer – while we take care of day-to-day security issues.

## Tried and tested

The core of our IT system is based on an e-money & payment platform that's been tried and tested in the market for over 15 years. The platform complies with:

- EU E-Money Directive – 2009/110/EC
- EU Payment Services Directive – 2007/64/EC
- IFRS standards

In addition to using some of the industry's most effective and secure technologies, we've also developed our own solution for securely managing cryptocurrencies.

Using established technologies from Thales – a world leader in banking security technologies – we do more to protect access to each customer's *Saifu* account.

Each account has an access key that is stored within our Thales Hardware Security Module. Each key is created in the Thales Hardware Security Module... and spends its entire life

in the module. Because none of the keys can leave the Security Module, hackers can't steal them. Even in the unlikely event of our systems being hacked, customer keys can't be stolen.

Our system also uses a series of 'cold vaults' and 'hot vaults' to help protect each customer's money. Transactions can only proceed – and account keys can only be accessed – when a trusted member of the *Saifu* team inserts a smartcard into the Security Module. For day-to-day operations, this process is transparent for our customers – even though they're benefitting from an extra level of security, 'behind the scenes'.

## Multi-layered security

- Our multi-layered security measures include:
- Multi-Factor Authentication – to help block unauthorised access to an account
- Data Encryption – to help protect sensitive information
- Web Application Firewall
- Hypervisor and Internal Firewalls
- Anti-Malware
- Anti-DDoS (Distributed Denial of Service)
- Intrusion Detection & Prevention System
- Security Patch Management
- Operating System File Integrity Monitoring



- OS Hardening
- Secure Awareness Training Programs – for *Saifu* employees
- Unified Security Management – using an advanced Security Information & Event Management (SIEM) system
- Secure Architecture, including:
- Source Code Audits
- Penetration Tests
- Access Rights Management
- Incident Response Plan

# Regulated

*Delivering a service our customers  
can truly trust*

## Our reputation is everything

That's why we choose to be regulated. Unlike many cryptocurrency operators, *Saifu* is a fully regulated financial institution – and that means we do more to help protect customers' money and deliver a service that customers can depend on.

Because we hold licences from the Czech National Bank (CNB), we have to comply with some very rigorous rules and procedures.

Even our organisational structure has been reviewed and approved by a regulator.

- Our Security measures are reviewed by an independent regulator.
- We have an in-depth risk management strategy.
- We adhere to strict Anti-Money Laundering (AML) and Know Your Customer (KYC) procedures.
- Our business – and its day-to-day operations – are regularly audited by one of the world's largest accountancy firms.
- Our IT systems are designed to help minimise

downtime – to help ensure customers can access our services whenever they want to.

- In the interests of fund protection, we operate two types of bank account:

■ Customer Account – is used to store our customers' funds.

■ Operational Account – is used for our operational funds & payments.

- We monitor all blockchain transactions – against 69 risk indicators.

# Easy

*We cut out the cryptocurrency complexity*

Whereas many cryptocurrency exchanges can be difficult to use *Saifu's* online banking interface and mobile app have been developed to make customers' lives easier.

## «Geek-free» cryptocurrencies

Whether they're at home, in the office or out and about, customers benefit from a convenient way to manage their cryptocurrencies and traditional currencies.

Because each function has been designed to be intuitive to use... customers don't need any special technical skills or banking skills. If a customer already knows how to use an online banking service or mobile banking app... they'll find that using *Saifu* is a piece of cake.

As the saying goes: 'Time is Money' that's why we've worked so hard to make *Saifu* so simple to use.

## There are lots of ICOs – so how do you choose the one that's worthy of your investment?

*Saifu*'s business model is not just a great idea – it's a fully functioning business that's already up and running (in limited Beta testing) . But why is this important to you? The answer's simple... it helps to reduce risk.

## Moving from concept to reality

We believe that too many fledgling businesses are using ICOs to raise the funds they need to implement the initial stages of their business plans:

- Buy the first elements of their infrastructure – including their first IT systems.
- Purchase leases on their first premises.
- Recruit the initial personnel team.

This can present two major problems for

potential investors: because the business hasn't yet started trading, there could be a very long wait before investors start to see a return on their investment and the risk of failure could be very high.

This second point is a key factor for investors. In today's highly competitive world, a great idea may not be enough to ensure a successful – and profitable – business. Because there are so many diverse tasks

involved in moving from an initial concept to a fully functioning business, for example:

- Recruiting personnel
- Acquiring IT systems
- Commissioning IT systems and implementing IT security
- Prototyping the business's new product or service
- Refining the new product's or service's performance
- Rolling out back office business processes

There are a lot of things that can go wrong. At any stage in the move from 'concept to reality', failure could totally scupper the business's chances of success.

In addition, the new business may have severely underestimated how much money it needs to raise – to establish day-to-day operations – and that could see the business having to raise more money from investors. In some cases, the business could fail as a result of having insufficient working capital.

## Here's where the *Saifu* ICO is different

The *Saifu* Executive Team has already invested its own money and time in driving the business forwards:

- Establishing the business
- Acquiring and commissioning the core IT systems
- Acquiring Payment Institution license
- Implementing bank-grade security measures
- Winning initial customers and operating the business.

Because *Saifu* is already an established business (in limited Beta testing) – that's already serving customers – *Saifu* has already moved far beyond the concept stage.

That sets us apart from many other ICOs – and it helps to reduce risk for our investors.

There's no risk that we won't convert the *Saifu* business concept into reality... because it's already done. The reality is *Saifu* is a functioning business... so we're just looking for ICO investment to help us develop the business even further.

## If *Saifu* is already operating as a business, why have an ICO?

The funds we raise during the ICO are an essential element in helping us to grow our business at a faster rate, so we can accelerate our plans to:

- Expand into new territories
- Introduce additional services and products
- Serve a wider range of customers, including:
- Consumers
- Businesses

...and even banks that want an easy way to add cryptocurrency services to the products they offer their own customers.

## An ICO that's about more than money

Financial profit is the lifeblood of every successful business. Without it, investors may see little or no return on their investment... and a business may cease to exist.

Of course, at *Saifu*, profitability is a vitally important factor in ensuring we can grow and deliver value to our investors. However, we firmly believe that we can combine financial gains – that will underpin our long-term sustainability – plus a strong element of Corporate Social Responsibility (CSR).

By making cryptocurrencies accessible to the many – not just the chosen few – we believe we're helping the wider population to enjoy the flexibility and potential financial benefits that cryptocurrencies can offer.

For too long, cryptocurrencies have been the exclusive preserve of the financially sophisticated and the technically skilled.

But now *Saifu* is taking cryptocurrencies to the masses.



## Doing good can also do us good

Of course, by making cryptocurrency purchases and transactions a reality for a wider range of consumers, businesses and banks, we believe we can tap into a truly massive market.

We believe that the potential scalability helps to build a compelling argument for investing in *Saifu*.

So, we think it's a kind of virtuous circle: Because we're committed to taking cryptocurrencies to the masses that helps us to spread the potential benefits of cryptocurrencies to more people which, in turn, can give us massive potential to grow our business and that can help us to grow our profits.

## A more ethical investment?

We believe that *Saifu*'s ICO will appeal to many investors that are interested in investments that have the potential to do more than just deliver financial returns – but can also help to do some good for the wider community.

# The Future for *Saifu*?

There are three main phases in our business development roadmap. Phase 1 is already completed and Phase 2 is already in progress.

# Phase 1

Coverage: Initial services for individuals / consumers

Status: Beta

We're already making it easy for people to get involved in cryptocurrencies – without our customers needing to have any specialist technical skills.

Our customers can manage both their traditional currencies and cryptocurrencies in a single account. It's easy & flexible... and it's all protected by bank-grade security.

## Here's what we've already done:

- Gained a licence as a Small Payment Institution
- Set up IBANs accounts for our customers – for both traditional and cryptocurrencies.
- Enabled payment operations for traditional currencies and cryptocurrencies
- Set up exchange operations for traditional currencies and cryptocurrencies
- Set up and commissioned a security platform that delivers bank-grade security for our customers' cryptocurrencies and transactions
- Enabled wire transfers of traditional currencies – both into and out of consumers' *Saifu* accounts (via both SEPA and SWIFT)
- Enabled account topping-up – so consumers can use their existing Visa or MasterCard (from any bank) to add funds to their *Saifu* account.
- Enabled outward transfer of funds – so consumers can transfer traditional currencies from their *Saifu* account and to their existing Visa or MasterCard (at any bank)
- Issued *Saifu* debit cards to our customers. These cards can be linked to traditional currencies or cryptocurrencies
- Set up a Trading Robot for cryptocurrencies
- Developed new Online and Mobile bank user interfaces that are designed for ease of use
- Set up internal compliance functions – for traditional currency and cryptocurrency operations – including:
  - Anti Money Laundering (AML)
  - Know Your Customer (KYC)
  - Counter Terrorist Financing (CTF)

## Phase 2

Coverage: Initial services for business customers – and additional services for individuals / consumers

Status: **In progress**

We've already started to work on developing services that will enable businesses to benefit from being able to process cryptocurrency transactions. We're also working on extending the range of services that we offer to consumers.

Here's what's included in Phase 2 – and some of these items are already being worked on:

### For businesses:

- Setting up services to help businesses to store and use both cryptocurrencies and traditional currencies for their business operations.
  - Cryptocurrency custody services for companies
  - Establishing Payroll Programs for businesses – in both cryptocurrencies and traditional currencies
  - Enabling cryptocurrency acquisition and payments – for both online and offline business
- Issuing *Saifu* branded debit cards that are linked to the business's *Saifu* account

### For individuals / consumers:

- Setting up a new platform that makes it easier and safer for individuals to buy and hold crypto tokens – without users needing to have specialist technical skills
- Enabling mobile payments, including:
  - Apple Pay
  - Android Pay
  - Samsung Pay
- Issuing *Saifu* branded debit cards that are linked to the customer's *Saifu* account

### For our general operations:

- Further development of our Trading Robot for cryptocurrencies – using Artificial Intelligence (AI) and Big Data
- Obtaining principal licences for Visa and MasterCard
- Achieving an Authorized Payment Institution / Electronic Money Institution licence
- Connection to the SWIFT banking system (The Society for Worldwide Interbank Financial Telecommunication)
- Integration with SEPA (Single Euro Payments Area)

## Phase 3

Coverage: Additional services for consumers and businesses – plus the provision of services to banks

Status: [Planned for implementation after ICO](#)

### For banks:

- Establish an interbank platform for cryptocurrency clearing operations – as a service for banks

### For consumers and businesses:

- Introduce deposit accounts – for consumers and businesses that want to save both traditional currencies and cryptocurrencies
- Issue *Saifu* credit cards – to both consumers and businesses

### For our general operations:

- Obtain a Commercial Bank licence
- Introduce an Open API – to help enable open banking

## What your investment could do for the business

Even though *Saifu* is up and running as a business, we have a very aggressive growth strategy. To achieve accelerated growth, we'll need to devote funds to:

- Marketing and Business Development
- Operational Development, including:
  - Technologies
  - People
- Licences and Compliance

## Marketing and Business Development

Organic growth – whereby satisfied customers tell their friends about *Saifu*'s services – is very important in helping us to 'spread the word' and grow our business. However, to accelerate our growth, it's important that we also invest time and effort in spreading the word about *Saifu*'s services and the benefits they can offer to customers. The ICO will enable us to increase our budgets for marketing and business development activities that will help us to:

- Grow our customer base in our existing territories
- Expand into new territories

## Operational Development

As we grow our customer base – and expand into new regions – we'll also have to scale up our back office and front office resources... to cope with the planned growth in demand for *Saifu*'s services. We'll use part of the ICO funds to invest in:

### Technologies

Our existing IT systems and security systems will need to scale up in order to handle the planned increase in the volume of transactions and customers.

### People

*Saifu*'s back office and front office teams will need to grow – to help ensure we can deliver high quality service and customer care to a growing customer base across a greater number of territories.

## Licences and Compliance

As we expand the range of services that we offer and the range of customers that we service – including businesses and banks – we'll need to comply with a wider range of regulations and controls.

## Saifu Token ICO Overview

# ICO

Hard Cap:

**\$49 000 000**

Soft Cap:

**\$10 000 000**

Price Level:

**1\$ = 0.0001** BTC

# Pre-Sales

**-40%**

Minimum Purchase

**\$25,000**

Price Level:

**1\$ = 0.00006** BTC

**-30%**

Minimum Purchase

**\$10,000**

Price Level:

**1\$ = 0.00007** BTC

Dates:

**Jan 15 – Mar 11** 2018

Initial Trading:

**March** 2018

Dates:

**Dec 18 – Dec 31** 2017

**Jan 1 – Jan 14** 2018

## Token Details

Purchase Saifu Tokens now so that you can use them for our services. Saifu Tokens are used to pay for all transaction fees on the Saifu website and app. You can buy tokens now at a discount to get cheaper services once the services are up and running, when we will issue the tokens officially. Buying and holding our tokens will also get you benefits using our service through our rewards system, which gives bigger discounts the more tokens you hold.

## Token Economics

There are three core activities that will contribute to token appreciation:

**1** Demand from new and existing customers – All transaction fees and other revenues earned by Saifu will be in Saifu Tokens. Fees are determined in currency, and are paid by Saifu customers in Saifu Tokens. Tokens can be purchased directly, earned through rewards, or Saifu will automate the purchase for the purposes of each individual transaction, so that users don't have to do it themselves. As Saifu's customer base grows and more transactions are conducted using the service, demand for tokens will rise, increasing the value of the token.

**2** Loyalty Program – For each transaction, customers will receive rewards in the form of Saifu Tokens depending on the number of Saifu Tokens they have in their accounts. Customers are divided into Gold, Silver and Bronze programs based on the number of Saifu Tokens users have in their accounts, which receive incremental levels of rewards. Even customers with no Saifu Tokens in their accounts get small rewards.

**3** Burning Tokens – Saifu reserves the right to burn up to 1% of daily Saifu Token revenues, in addition to the right to use company funds to buy tokens on the market and burn them. These features allow Saifu to support the price of the tokens by decreasing overall supply on the market, also resulting in token appreciation.



## Additional Features

Key services that require Saifu Tokens are:

- Exchange fiat to crypto currencies for individuals and companies
- Exchange crypto to fiat currencies for individuals and companies
- Fiat money payments for individuals and companies
- Fiat to fiat currencies exchanges for individuals and companies
- *Saifu* card issuing and monthly fee
- Currency conversions for card transactions when a card is in one currency (e.g. EUR) linked to account in another currency (e.g. BTC)
- Access to trading robot as a feature and its success fee

### Prices and Settlements

All prices and settlements are determined in fiat and cryptocurrencies. During each transaction, the market price will be used to determine the amount of tokens to pay as platform fees. For example, a \$100 transaction might carry a 5% fee (\$5.00), which the platform would buy from market or take from the user's account in the equivalent of Saifu Tokens. Because prices are set in fiat, growth in the token price will not affect user fees.

### Ease of Use

If customers do not hold sufficient Saifu Tokens in their accounts, the crypto-exchange module inside the service will manage conversion of external fiat and crypto currencies to tokens and back. It will do so automatically and transparently without any user involvement.

### Future Expansion

In the future, *Saifu*'s internal marketplace could grow to accommodate third-party goods and services that could be bought for Saifu tokens, which would create additional demand.

### Token bonuses for the company, founders, team and advisory board

Of the total ICO, 25% is to be awarded to the founders, team and advisory board, with an additional 10% to be retained by Saifu for market making and rewards purposes. The founders and team are required to hold the tokens for at least six months before selling.

### Disclaimer

The *Saifu* token is not in any way a security, and should not be purchased as such.

# Token Value

As a customer looking to use our service, we understand you want to be confident that the tokens you buy now will hold their current value, and possibly give you future benefits if they gain in value. Saifu provides the following ways of helping to maintain the token's value:

## Demand from new and existing customers

All transaction fees and other revenues earned by Saifu will be in Saifu Tokens. Fees are determined in currency, and are paid by Saifu customers in Saifu Tokens. Tokens can be purchased directly, earned through rewards, or Saifu will automate the purchase for the purposes of each individual transaction, so that users don't have to do it themselves. As Saifu's customer base grows and more transactions are conducted using the service, demand for tokens will rise, increasing the value of the token.

## Loyalty Program

For each transaction, customers will receive rewards in the form of Saifu Tokens depending on the number of Saifu Tokens they have in their accounts. Customers are divided into Gold, Silver and Bronze programs based on the number of Saifu Tokens users have in their accounts, which receive incremental levels of rewards. Even customers with no Saifu Tokens in their accounts get small rewards.

The loyalty program has two ways of helping the token maintain and/or grow its value: first, token demand is increased via rewards; and second, users will seek to hold the token to get a higher status and discounts on fees for the company's services.

## Loyalty Program

Saifu reserves the right to burn up to 1% of daily Saifu Token revenues, in addition to the right to use company funds to buy tokens on the market and burn them. These features allow Saifu to support the price of the tokens by decreasing overall supply on the market.

# Saifu Management Team



Alexander Legoshin

Chairman of the Supervisory Board,  
Co-Founder

Alexander has over 10 years experience in strategic marketing and a history of successful investments. In 2012 he turned his attention to the new and growing cryptocurrency market. Over the next few years, Alexander became a partner in several successful businesses in various sectors. At Saifu, he is responsible for strategic development, regulator relations and global business development.



Evgeny Vigovsky

COO & CTO, Co-Founder

Evgeny is a senior executive, with vast experience successfully creating and bringing high-tech products and services to the global market. Evgeny has been a blockchain enthusiast since 2013.

He is skilled in global business development, information security and technology, FinTech, blockchain, products and services management, development and marketing.

In Saifu Evgeny is in charge of operational side of the business, development of new products for corporate and private clients, as well as technological development and security of the service.



Zach Murray

Head of Communications

Zach has 10 years experience in management, finance and communications, with an MBA from Cass Business School in London. He has worked for top global financial institutions in New York, London and Moscow, and is well connected in the global world of finance. At Saifu, Zach runs communications for ICO participants, businesses and users.



## Eizens Slava

### Head of Back office

Eizens started his career in the banking industry back in 1993 at the Latvian Parex Bank. Holding senior positions, he was developing the loans and leasing business of the bank on the local and international markets. For over two years, he was the Head of Key Accounts Department, Vice President of the Latvijas Krājbanka (Latvian Savings Bank). In 2011, Eizens left the banking industry to become CEO and then Chairman of the Board of the payday loans company VIA SMS Group operating in six European markets. Before joining Saifu where he is the Head of Back Office, he was engaged in loans and mortgage brokerage.



## Victoria Kolosova

### Head of Customer Service

Victoria has a strong background in the banking and finance industry. She started her career in 2004 in Russia's largest bank Sberbank working with credit cards. After moving to the Latvian Expobank in 2008, she held various positions in the client services, business development and compliance. In 2015, she became the Corporate Business Development manager in the bank's representative office in Hong Kong. Her latest job was in business consultancy for a payment facilitator in the Czech Republic. In Saifu, Victoria is supervising customers service operations.

+over  
**15**  
other



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