

From Crypto Currency To BlockChain



Huobi Global

Four years of growth and development by most trusted veterans.

Robin Zhu

COO of Huobi

2017 – 12 – 03

Shenzhen, China



Huobi Pro



Global digital asset allocation and trading

Global network for business operation

Local service centers in various countries and regions

Millions of users from over 130 countries

SMART-Chain asset evaluation model

Independent blockchain asset evaluation model

Long-term performance tracking for cryptocurrency backed by the most comprehensive and impartial research team

One-stop portfolio tracking and information disclosure

Veteran-proved security and risk management of digital asset

Operated the digital asset exchange safely and stably for more than 4 years

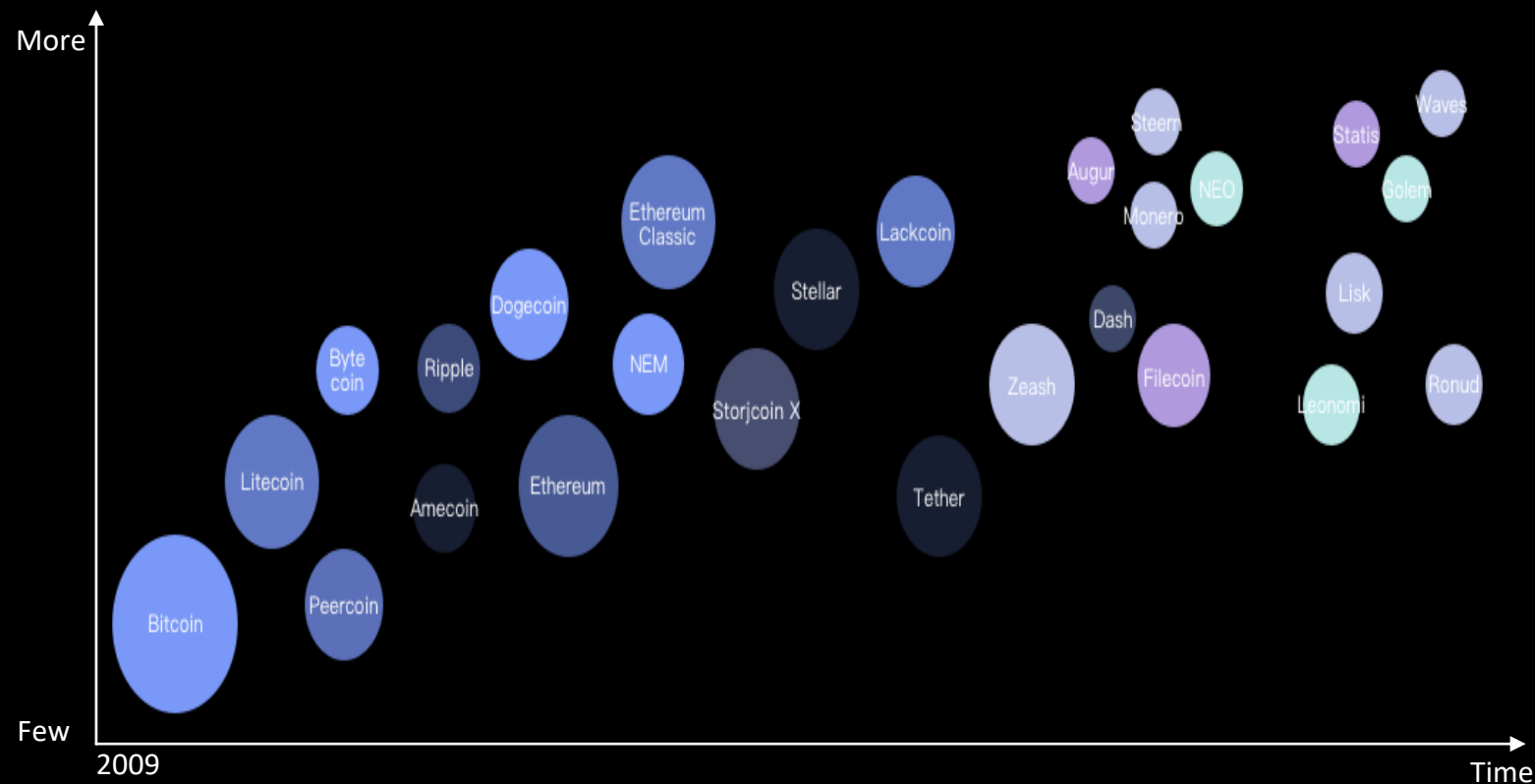
Managed over \$1 billion USD and served millions of customers

Expert-created and distributed architecture for DDoS attack prevention

Multi-signature cold wallet storage for 98% digital asset

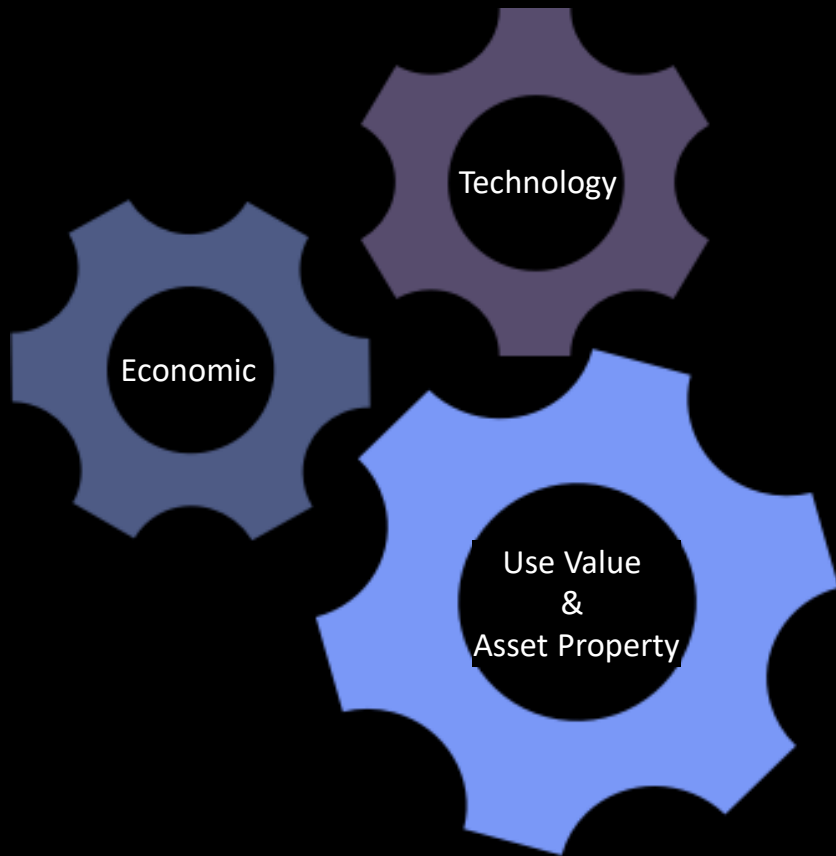
Official Website: www.huobi.pro

Diverse Block Chain Asset



- The rapid development and broad application of blockchain technology generate great impact on the way people live and work.
- “Blockchain asset” refers to the digital asset based on blockchain technology and can transfer to others via the web without the participation of a third party.
- Normally, blockchain asset means the particular utility in the particular scenario.

SMARTChain Model Rationale

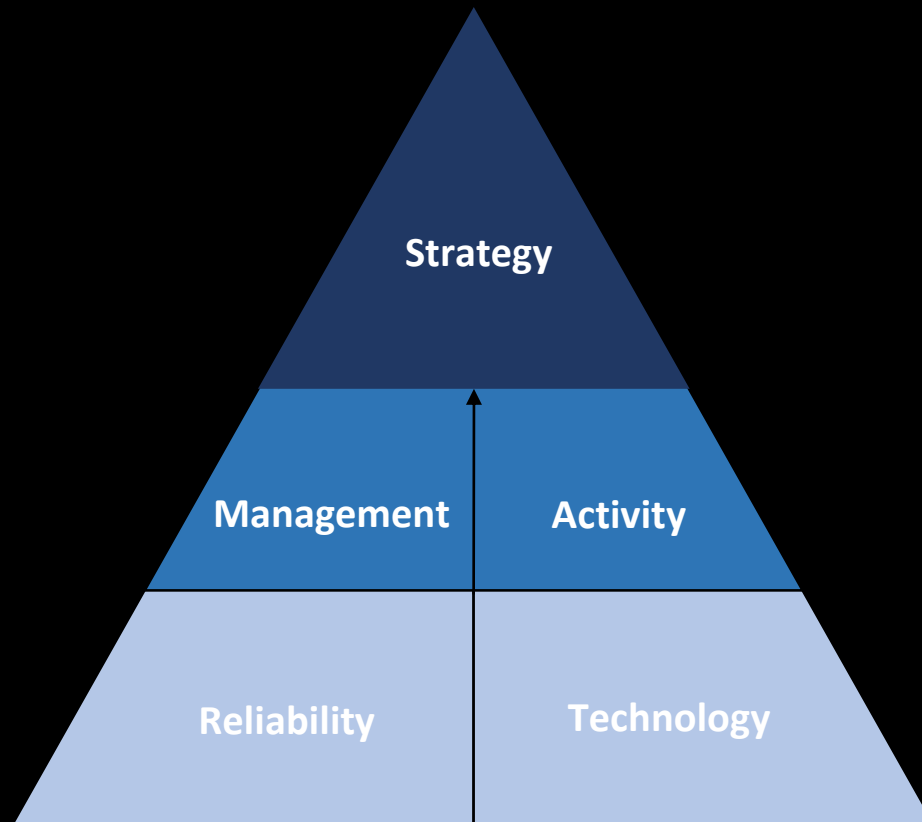


- Blockchain asset has dual attributes of technical and economic.
- Its technical attribute shows that blockchain asset needs to be produced by specific code program and database.
- Its specific economic stimulus model in the particular scenario and the value of blockchain asset lies in its utility.
- Meanwhile, Blockchain asset also has its technical risks, operational risks, price risks and legal risks.

SMARTChain Model Methodology

Investment Potential

- Strategy Market Size
- Customer Size
- Extensibility
- Token Distribution Plan
- Project Schedule
- Information Disclosure
- Global Trading Liquidity
- Potential User Market
- Project Team
- Advisor Team
- Investors
- Technology
- Alliance
- Technical Indicators



- 5 perspective for Investment potential:

Strategic Positioning

Project Management

Market Activity

Team Reliability

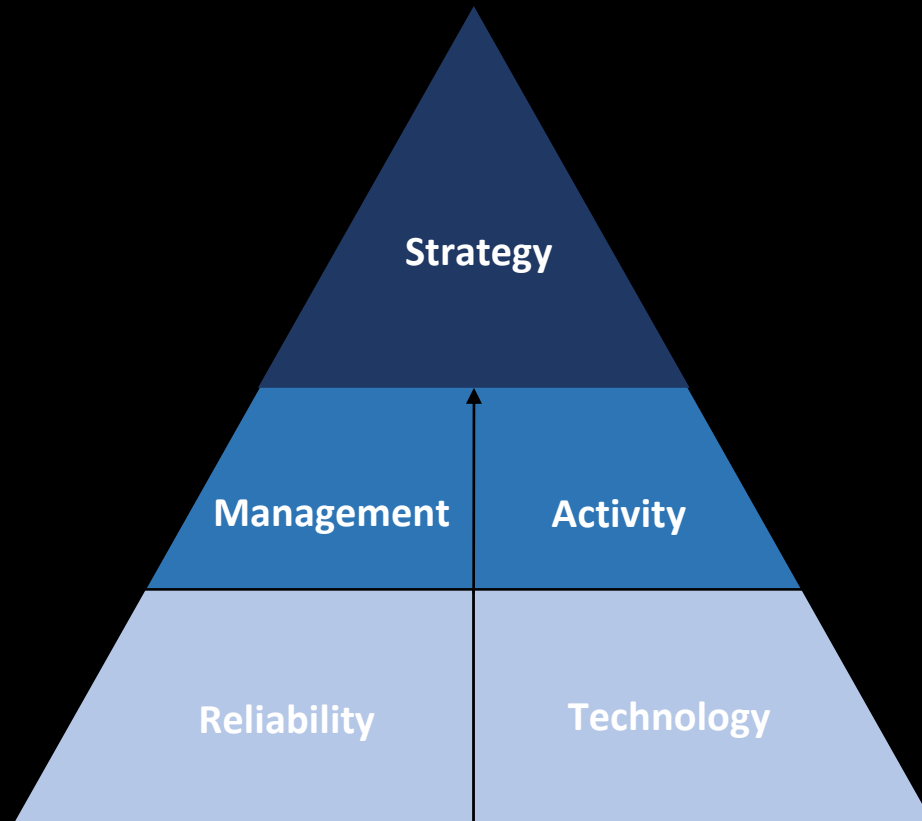
Technology

- 37 secondary variables for evaluating and score.

SMARTChain Model Methodology

Investment Risks

- Strategy Competitors
- Compliance Risks
- Project Progress Delay
- Fake Information Disclosure
- Token Centralize Risk
- Price Risk
- Valuation Risk
- Team Stability Risk
- Team Reliability Risk
- Advisor Reliability Risk
- Fatal Program Bug
- Security Risk
- Technology Out-Of-Date



- 5 perspective for Investment risks:

Strategic Positioning

Project Management

Market Activity

Team Reliability

Technology

- 14 secondary variables for evaluating and score.



SMARTChain Model Variable Weight

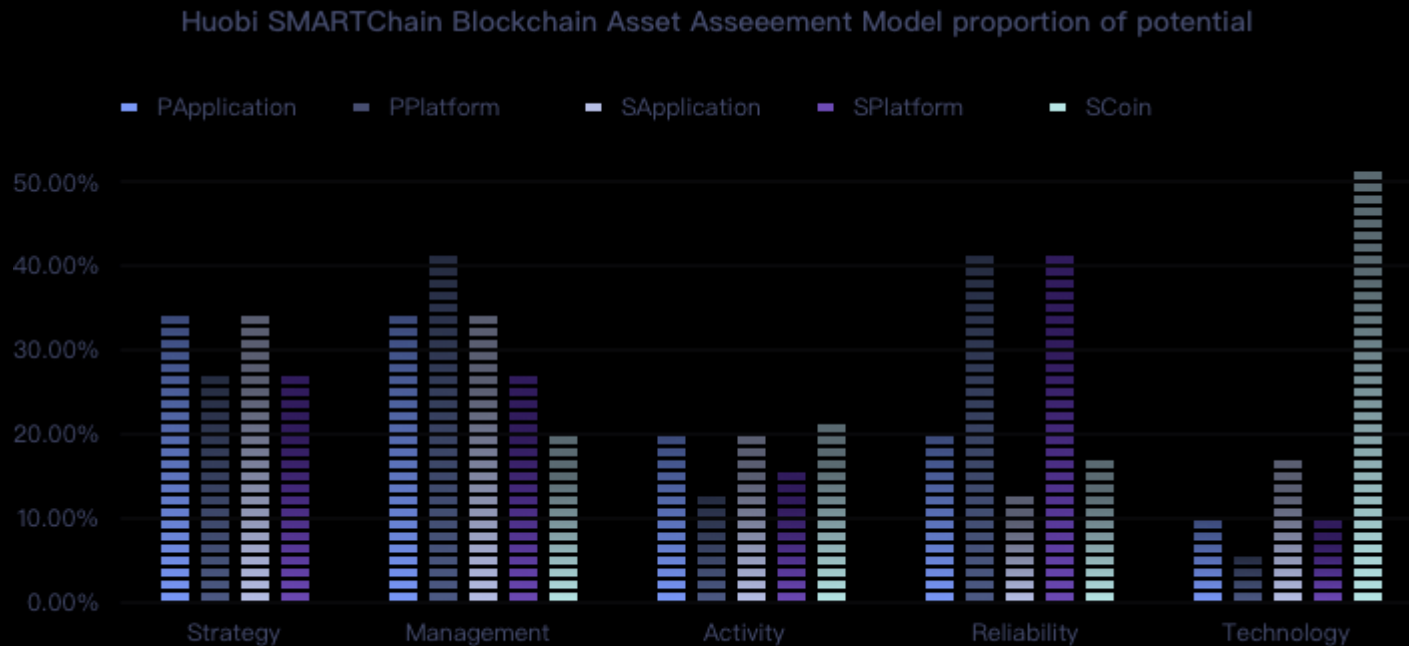


Figure 4. The Proportion of Potential in Huobi SMARTChain Blockchain Asset Assessment Model

- In the potential assessment of secondary market, Strategic Positioning, Team Reliability, Project Management, Technical Advance and Market Activity Level accounted for 30%, 25%, 20%, 15% and 15%

SMARTChain Model Variable Weight

Huobi SMARTChain Blockchain Asset Assessment Model proportion of risk



Figure 5. The proportion of Risk in Huobi SMARTChain Blockchain Asset Assessment Model

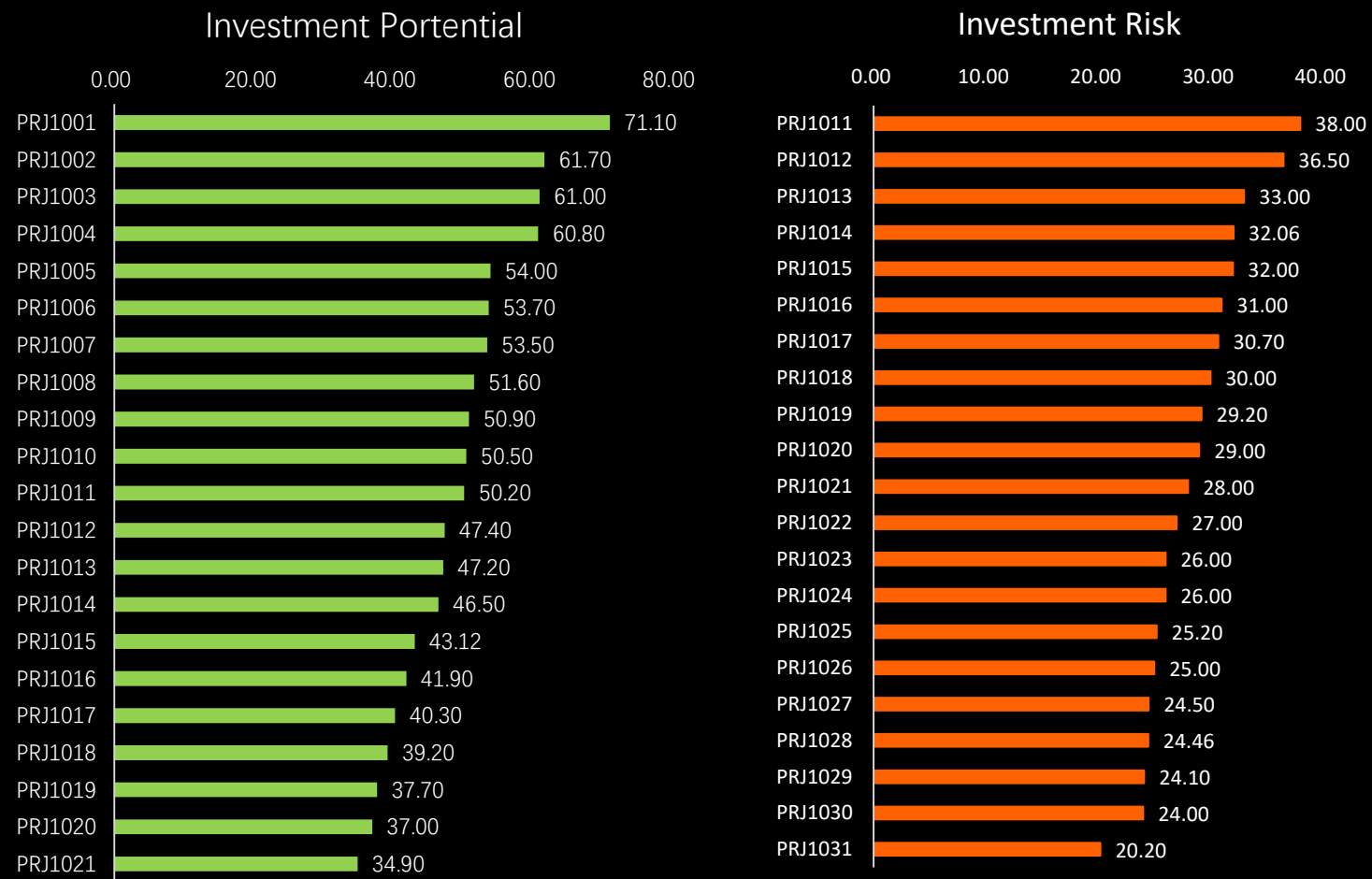
- In the risk assessment, their proportions were 20%, 15%, 30%, 15% and 25%.
- Compared with application assets, the potential assessment of platform project focused more on technical factors, but coin project focused more on market factors.

SMARTChain Model Results

Results	Meaning
Clear Value	High potential, low risk
Close Attention	High potential, medium risk
General Concern	Average potential, low or medium risk
No Concern	Low potential
Notes: Scores of Potential over 60 are high, 50-60 average, below 50 low. Scores of Risk over 35 are high, 25-35 medium, below 25 low.	

- The results of Huobi SMARTChain Blockchain Asset Assessment consisted of 4 categories, including Clear Value, Close Attention, General Concern and No Concern

SMARTChain Model Results



- Separate Trading Area for Different Investment Risk on huobi.pro:

- Main Area
- New Area
- Fork Area

Huobi.pro is looking for

- We only accept email submission, please submit the following information to the email address: **blockchain@huobi.com**

Project description

Team introduction and contact

Web address

Whitepaper in pdf format and the link of whitepaper.

Financing situation and funding profile

Summary of distribution of chips for top 10 token holders, and description of freezing period will be required if CIO's completed.

Other required documents specified (e.g. utility token legal opinion)

- Huobi.pro is looking for
 - Huobi.pro SMARTChain evaluation model defines 2 types of ratings, potential and risk. Evaluation score of potential must be greater than 65 and evaluation score of risk must be less than 35.
 - High demanded and well maintained by community or team in vary fields such as technology, marketing, application development, etc.
 - Practical technology in real application.
 - Meet the regulation requirements without compliance risk.
 - Whitepaper and status report must be disclosed on time

