



# Vetme Whitepaper

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# TABLE OF CONTENTS

Executive Summary

Problems:

- Escrow
- Vetting
- OTC
- KYC

Solution:

- The 4 Utilities

Tokenomics/Dual-Token Model and Features:

- Features
- Token Utilities/Usecase

Partnerships

Marketing Plans and Strategies:

Roadmap

The Team

Projected Income

# EXECUTIVE SUMMARY

The world of business is one that is getting increasingly digital. The emergence of new technologies and alternative fiat such as cryptocurrency has redefined what it means to do business on the web. Decentralised platforms have emerged to make life easier for every stakeholder in the cryptocurrency industry and business generally.

However, these developments have come with unique challenges and risks. These perils have cost a lot of people significant fortune, leaving many bankrupt and others terribly hit, with little hope of salvaging their resources.

One such way is people getting duped by fraudsters who claim to be professionals. They get paid for services and disappear into thin air with their employers' money. Similarly, people get shoddy jobs.

To ensure that people get value for money and that they are not swindled in an attempt to hire a professional, VetMe has created a platform that is anchored on four (4) utilities to ensure that people go about commercial activities in the crypto space and on the internet generally.

These four (4) utilities are: p2p escrow, vetting, over-the-counter (OTC) trading and know your client (KYC).

With these utilities, VetMe vets professionals for hirers and conducts extensive background check for people in form of KYC. This way, users are able to maximise their resources while getting value for it under safe and secure circumstances. The superb security procedures that have been put in place by VetMe will guarantee that users deal with professional service providers.

Also, the p2p escrow will ensure that money is only released to engaged service providers when the user has certified satisfactory delivery of service. For OTC dealers, VetMe has an impressive network of crypto investors and traders who will come in handy for any kind of deal.

VetMe has been set up with all these features to create a fair and deserving marketplace for every user. Your interests are secure and prioritised on our platform.



# PROBLEMS

## **Escrow**

The rise of blockchain technology and its attendant features disrupted the regular way of doing business across the globe. But it is unregulated and fraught with danger. It then becomes easy to fall victim to counterfeiters and rookie merchants.

Consider Cris who regularly needs professionals to help him with designs and mapping. He finds people online and pays them in advance to get the job going. However, he ends up getting duped each time. It is either the person he pays to vanishes into thin air or he gets an abysmal service in return.

It becomes apparent that an escrow service would solve his headaches overnight.

## **Vetting**

There are many unverified profiles, details, information and biodata online. This has made engaging service providers a difficult task as many exaggerate their competence or are even fraudsters outright. The implication of this is that many either pay for inferior service or get duped of their resources. Vetting, fact-checking and professional recommendations are then the obvious ways out of this quagmire.

## **KYC**

Web profiles are not enough to establish a potential client's identity and personality. More is usually needed to ensure that one is making the right decision at every business turn. However, a lot of people have had to contend with avoidable risks and losses because they are unable to verify the details of their client(s).

## **OTC**

The concept of OTC is to ensure that crypto transactions that involves huge sums are conducted without attracting unnecessary attention. However, it is usually difficult to find trustworthy crypto investors and traders who would readily do business, especially in an unregulated space. This is why an OTC facility is needed.



# SOLUTIONS

## Getting the best of VetMe's 4 Utilities

VetMe's world-class services are anchored on four (4) utilities. These utilities include: P2P escrow service system, OTC deals, KYC and vetting.

### P2P Escrow Service System on the Blockchain

With our P2P escrow service system, you are assured of security and safety when doing business on any blockchain-dependent platform.

Our reputation precedes us and we are trusted by many across the world to ensure that all the parties involved in a deal are guaranteed satisfaction and maximum safety for their services and resources.

For instance, Dan needs the service of a developer and to be assured of getting the best of the transaction, Dan employs VetMe escrow for the transaction. The developer is contacted for a job offer and he decides to proceed with the escrow-involved transaction. By proceeding, it means that VetMe, as the middleman, will collect the payment for the service from the hirer. It is until the hiring party approves that the job done is satisfactory that VetMe will release the money to the contracted developer.

This way, a transparent deal is achieved with the parties involved satisfied.

### VetMe's OTC platform

VetMe's OTC platform is a decentralized platform that allows users to connect their wallets, such as MetaMask or Trust Wallet, to the platform. This enables users to trade tokens securely and directly with one another, without the need for intermediaries or centralized exchanges. On the platform, users can choose to either list or swap their tokens.

To list a token, a user offers to exchange it for another token at a fixed price. They can do this by approving the transaction on the listing interface on our platform. Once the transaction is approved, our smart contract will receive the information and list the trade on the platform.

It is important to note that the trader must continue to hold the relevant tokens in their wallet for the duration of the trade. If they don't have the tokens at the time of the transaction, the trade will fail.





# SOLUTIONS

## **VetMe's Unique KYC service**

KYC, or Know Your Customer, is a process used by businesses to verify the identity of their clients and assess their potential risks for money misappropriation, terrorism financing or worse. While many platforms and companies offer KYC services, they are not always effective at preventing criminal activity in the cryptocurrency industry.

To address this issue, our KYC service will go beyond the standard procedures and employ more advanced methods to ensure safety and trust. This includes the use of tools like Google Maps, GPS, and tangible references to collect extensive information about the customer.

By taking these extra precautions, we hope to create a secure and trustworthy environment for our clients.

## **VetMe's Vetting Solution**

VetMe is a platform that allows users to vet individuals. The individual to be vetted could be Eric a crypto influencer, Ross a crypto trader or Jenna a social media manager anyone. To do this, VetMe relies on a network of ordinary traders, followers of the individual being vetted, and other interested parties who are willing to help with the vetting process.

Currently, VetMe does not have a large database of registered vetters, so we need to find people to do this work by approaching them directly. However, once we have a sufficient number of people registered on our vetting platform and P2P platform, our system will be able to automatically match users with vetting jobs based on the information they provide in their bios during registration.

For example, a user might register as a social media influencer, a cryptocurrency trader, a stock exchange manager or trader, a venture capitalist, a Forex trader, or a project advisor, depending on what their craft is. If a user registers on our platform, they may receive offers from people who need to vet services or individuals in their area, and they get paid for their work.

For example, if a job pays 500 USD, VetMe will take a 20% fee, and the remaining 80% will be shared among the other vetters, who could number up to five (5) or more. In addition to matching users with vetting jobs, VetMe's platform also operates in a decentralized manner. This means that the platform is not controlled by a single central authority, but rather relies on a distributed network of users to function. This decentralized structure allows for greater transparency and fairness, as decisions are made based on the collective input of the entire network rather than by a single individual or group.





# AI INTEGRATION IN VetMe

\$VetMe strive to integrate AI into our vetting, KYC, P2P escrow service, and OTC platform.

Integrating AI into vetting, KYC, P2P escrow service, and OTC platform would be done in various ways such as:

**Vetting:** VetMe will use machine learning algorithms to analyze large amounts of data and identify patterns that can be used to identify high-risk individuals or organizations.

**KYC:** We will use computer vision and natural language processing to automatically extract information from ID documents and verify the identity of users.

**P2P escrow service:** Using smart contracts and blockchain technology to automate the escrow process and ensure that funds are released only when certain conditions are met.

**OTC platform:** Using AI-powered smart contract can be used to automate the OTC process, for example, escrow process, conditions for releasing funds, etc.

It's important to note that VetMe will consider the ethical and regulatory implications of using AI in these contexts, such as potential biases, data privacy and security, and compliance with relevant laws and regulations.



# TOKENOMICS/ DUAL-TOKEN MODEL AND FEATURES

The total token supply is one billion (1,000,000,000) and it is fixed. Our marketing tax is 3%, 1% for development and 1% for the LP. The VetMe token serves a dual purpose i.e. it is a utility token and it also is a means to fund the project in terms of the taxes.

Also, the fees from development can be used to get our utilities out.

## **Token Utilities/Usecase**

- 50% Profit sharing to people who stake VetMe.
- Using VetMe Token for payments attracts zero fees.
- Staking Dapp: VetMe Token will be available for staking after our first utility is ready.





# PARTNERSHIPS



Partnership is essential in the world of business and we will be looking to make our operations and influence robust with strategic collaborations. Partnership deals with **Heal the World**, **Kitty Dinger** and **Router Protocol** have already been sealed.

The partnership with **Heal the World** (\$Heal) will see to the integration of the VetMe Vetting and KYC application into the upcoming LBP platform. \$Heal is a cryptocurrency initiative established to provide global humanitarian aid, for movements and businesses.

Kitty Dinger (\$SCHRODINGER) has been VetMe's partner on incubation and launch while still serving as an advisor for the project. The alliance between the two company is bound to bring more successes in the future.

Partnering with Router Protocol gives VetMe the opportunity to leverage Router's cross-chain capabilities for our escrow services and to enable a token bridge for \$VETME between @ethereum & @arbitrum blockchains from our platform directly.

While this appears a good start for the VetMe project, we look forward to more partnership deals, particularly with venture capitalists.





# MARKETING PLANS AND STRATEGIES

We have outlined marketing strategies that will ensure the visibility of the VetMe brand and bring it in contact with a global audience that will be fascinated by the utilities on offer.

Below is an outline of the media and channels to be used in selling the VetMe brand:

## **Social media:**

Accounts for VetMe will be created on popular social media channels. There will be designated handlers who will execute social media strategies that will bring about significant social media following and concomitant engagements.

## **Influencer marketing:**

We will be engaging top influencers in the crypto space and the business who will identify with the brand and push the gospel of VetMe's utilities to the target audience. Influencers will also help to deepen the popularity of the VetMe brand.

## **Content marketing:**

Through regular releases of content such as articles, newsletters, videos and vox pops that will educate the public on requisite topics and trending developments, the VetMe content team will market the the brand and position it as the leading information source in the crypto space.

## **Press releases and news:**

Press releases will be made available to popular global media outfits who command following from all corners of the world. These press releases will be an official statement and announcement of the launch of VetMe and its offerings.





# MARKETING PLANS AND STRATEGIES

## **Media features:**

In addition to the press releases, there will be strategic media features for the VetMe brand, such as interviews for key team members, showcase of achievements and landmarks, and PR articles.

## **Outdoor advertising:**

Outdoor advertising media will also be deployed to further increase the visibility and awareness of the VetMe brand. Strategic locations will be utilised for this.

## **360-degree Customer service:**

Our customer service will run round the clock as agents will be available on our social media channels ready to attend to clients, regardless of their time zone and geographical location.

## **Telegram Shilling:**

There will be shilling in some numerous crypto communities as information about the VetMe project will be passed across. We will reach out to group admins, conduct Ask Me Anything (AMA) sessions on different Telegram groups, interact with admins across continents and inform whale and private communities.



# ROAD MAP

The VetMe team was created in the fourth quarter of 2022 as strategic planning and development commenced. In the second quarter of the same year, Safely Escrow was acquired by VetMe in a move that further expanded the team. Safely Escrow provided the foundation for the P2P Escrow utility.

The partnership with Schrodinger was sealed in the third quarter of 2022 and pre- launch marketing started. The final quarter of 2022 witnessed token creation on the ERC. Prototypes were released for the OTC platform and the beta version of the P2P escrow was also announced.

Project marketing continued into the first quarter of 2023 as the OTC and P2P escrow utilities were launched. Product branding commenced as well as the connection to the Arbitrum Bridge. Work has also begun on the KYC and vetting platform prototype.

These will continue till the fourth quarter of 2023. In the fourth quarter, there will be a roadmap review, media establishments and announcements.

4th Quarter 2021 - 1st Quarter  
2022

VetMe Team Creation  
Strategic Planning and  
Development

3rd Quarter 2022  
Partnership with Schrodinger  
Pre-launch marketing

1st Quarter 2023  
KYC and Vetting Platform  
prototype OTC and the P2P  
escrow Platform Launch  
Products branding and  
development  
Platform and Token marketing  
Bridge to the Arbitrum Network

2nd Quarter 2022

Acquisition of Safely escrow  
Team expansion and  
development

4th Quarter 2022

Token creation on the ERC  
network Team KYC and Token  
auditing  
Project marketing  
Release of P2P escrow Beta  
version Release of the OTC  
platform prototype

4th Quarter 2023

Roadmap review Media  
establishments





# MEET THE TEAM

## **CEO:**

Tom is a skilled trader with extensive experience in the Forex, cryptocurrency, and indices markets. He has been actively trading for 7 years, honing his skills and building a deep understanding of the markets. In addition to his trading expertise, Tom is also a student of creative writing at Chapman University in Orange County, California. As an MFA student, he brings a unique perspective and analytical approach to his writing, which he also applies to his trading strategies. With a combination of financial acumen and creative thinking, Tom is well-suited to navigate the ever-changing markets and make informed decisions.

## **CFO:**

Teeman is an accomplished account manager with a wealth of experience in the field. He has a proven track record of success in managing and growing client relationships. Additionally, Teeman has played an active role as an advisor in several high-profile crypto projects. He has extensive knowledge of the cryptocurrency market and the latest trends in blockchain technology. He has extensive knowledge of the cryptocurrency market and the latest trends in blockchain technology.

## **Web and Blockchain Lead:**

Emmanuel is a seasoned web designer and full-stack developer with over 5 years of professional experience in the industry. He has worked for various organizations and startups, including Coterie Finance, a global company. He is skilled in web design, development, and experienced in working with clients and teams from different cultural backgrounds. He can help create visually appealing and user-friendly websites.



# MEET THE TEAM

## **UI/UX Designer:**

Wakama is a highly skilled and experienced UI/UX designer. He is a Google Certified expert in Interaction Design, Visual Design, and UX Research. Additionally, he is proficient in graphic design and front-end development. Maverick has worked with a diverse range of companies across America, Sub-Saharan Africa, and Europe, giving him a unique perspective and understanding of different cultures and design needs. With his wealth of knowledge and experience, Maverick is well-equipped to create user-centered designs that meet the needs of diverse users and businesses.

## **Content and Media:**

Muhammed is a writer, editor and media professional who has consistently interacted with entrepreneurs and helped brands gain greater visibility. He has published articles on international platforms, overseen media and PR projects for brands and coordinated editorial and content strategies. His robust portfolio reflects the passion he has for enterprise, communication and technology.

## **Project advisor:**

Eliaz Fitz is a highly experienced professional with expertise in various fields. He is a sniping expert and has a proven track record of success in this field. He is also a seed investor and has a keen eye for identifying and investing in promising projects at the early stages. Furthermore, he is a researcher in political economics and has a deep understanding of the economic and political factors that can impact a project's success. His diverse range of skills and knowledge make him a valuable advisor to any team or project looking to succeed in today's fast-paced and ever-changing business landscape.

## **Defi Einstein:**

@EinsteinDefi is a proponent of decentralized projects and dapps. He began his cryptocurrency journey in 2017 by purchasing Bitcoin and holding onto it during the bear market. In 2019, he ventured into the world of Defi and altcoins. Rather than striving to be an influencer, his goal is to utilize his accumulated experience to assist honest developers in achieving success in the space.





# MEET THE TEAM

## **Alpha Seeker:**

@Alphaseeker21 is an experienced advisor in the cryptocurrency space. He is a well-known figure in the industry, having been involved in the crypto scene for over 5 years. He is known for his expertise in community building and social media influencing. He has built a strong reputation as a trusted advisor and a valuable asset to any team. His deep understanding of the crypto market, combined with his ability to connect with and engage communities, makes him a valuable resource for any organization looking to succeed in the crypto space.

## **Graphic designer:**

Princewill is a talented graphic designer with over 5 years of professional experience. He specializes in creating graphical content, animations, and e-flyers. His skill and experience have earned him a position in the directorate of a multinational group. He has a proven track record of creating visually appealing designs for clients, and his experience in a multinational company gives him a broad perspective on the design needs of different businesses.

## **Social Media Aid:**

KINGTYX is a Blockchain social media influencer with more than 5 years of experience on blockchain Research, investment, interaction, and analysis, with these skills. He is an invaluable asset to any company seeking to thrive in the cryptocurrency industry and his goal is to bring decentralization to Real life utilities and usage.





# PROJECTED INCOME

**Details coming soon.**



# CONNECT WITH US



@vetmetoken



VetMe



@vetmeportal



[www.vetmeblock.com](http://www.vetmeblock.com)

