



# BUNDLE

## YOUR FUTUREPROOF BLOCKCHAIN EXCHANGE PLATFORM

Visit us at

**bundle.network**

## DEFINITION

**Bundle Network is an online platform connected to various exchanges, enabling users to purchase and sell multiple coins & tokens within seconds of execution through one account and one click, at the best price possible either in bundles or individually.**

**It will also serve as an online meeting point for cryptocurrency investors to share and discuss topics related to the trading cryptocurrencies.**

## INTRODUCTION

From the discovery of fire, to the invention of the world wide web, mankind's historic advances have made the world a better place. With the advent of the blockchain, cryptographic technology, and decentralized digital ecosystems, we stand at the precipice of a new era of connectivity, equanimity, security, independence and freedom. However, as with all world-changing advancements, complications, misconceptions, distrust, confusion, and the unfortunate possibility of dissolution and fraud, arise in the shadows of these bright new opportunities.

All groundbreaking technologies began in what seemed unbelievable and often frightening power and complexity - from the mysterious brilliance of fire, to the puzzling glow of computer screen. From striking a match for fire, to opening a laptop for email, civilization has seen great innovations evolve, with the help of enterprising minds, inspired and guided by the early adopters. All disruptive innovation moves in stages from its inscrutable and often volatile inception, to early adoption, and finally to a point of worldwide assimilation. Until universal ease, simplicity and familiarity are established for any new advancement, it will remain impractical, misunderstood and even maligned by a majority of the population.

To facilitate the next great innovation in digital assets worldwide, Bundle revolutionizes the entire process of buying, selling and trading these assets, freeing them from its intimidating complexity. Bundle is a platform, synergistically connected through API with a broad spectrum of crypto exchanges, to create a system of maximum efficiency for every user, personalized to his or her needs and desires. Our aim is to make this bright new innovation as easy as striking a match or opening a laptop.

## THE PROBLEM

Ethereum and other platforms facilitate the creation of tokens guaranteed by smart contracts. Thus, hundreds of new tokens and their various utilization opportunities are emerging. Despite most of these projects still being under development, tokens that will be used in those projects are in circulation on exchanges.

With this plethora of new digital assets comes a new necessity; exchange platforms to exchange them. Just as the number of coins and tokens has increased exponentially to well over a thousand, the number and variety of exchange platforms has skyrocketed to over 100. Today, every new issuer releasing a coin or a token, is expected to be listed on some of these various exchange platforms, in order to have their digital coin or token traded. That's why only 10% of the coins traded on the market are available even on the largest, most well-known platforms. This causes serious problems for traders in the crypto asset market. Low transaction volumes, price volatilities, the inability to find every token on every exchange platform, price differences between exchanges, long wait periods, delays and operational difficulties all pose obstacles for trading.

For a trader who uses traditional financial tools, trading in this new realm of cryptocurrency and digital tokens can be complicated and confusing. Even understanding how to begin such a journey can be daunting and discouraging for a conventional trader or someone new to the cryptosphere.

**1,000+ Coins/Tokens across  
50+ Exchanges**

**Price Differences between  
Exchanges**

**Long Transaction times**

**Complex UI/UXs used by  
current exchanges**

**Lack of Guidance, Signaling &  
Community for Newcomers**

## THE SOLUTION

The Bundle team aims to provide the necessary support for the burgeoning and ever-changing world of digital assets. To enable this, we will appeal to traders who use conventional financial instruments. Bundle eases the entire process, to trade quickly, safely and efficiently, so they may adapt to the idea of entering digital assets as easily and smoothly as possible. We will solve these challenges by eliminating the risks of this complicated system.

Let us review the definition of Bundle:

**Bundle Network is an online platform connected to various exchanges, enabling users to purchase and sell multiple coins & tokens within seconds through one single account and one simple click, at the best price possible either by bundling them together or individually. It will also serve as an online meeting place for cryptocurrency investors to share and discuss topics related to the cryptocurrency trading.**



With Bundle, you have the ability to buy and sell hundreds of different coins and/or tokens traded on dozens of different platforms via one account and with one click within seconds of execution. We call this “Bundling.” Through Bundling, you may choose your own specific criteria for a selection of digital assets, and buy and sell these assets at the best price possible.

**For example, you will be able to find the highest returns of the last 24 hours, country-oriented tokens, utility-oriented tokens (e.g. privacy coins), top 10 or even top 100 coins by the market cap ranking in a bundled form in our system and buy them with a single click.**

**The following example will clarify the advantages of our system better. Currently, in order to buy the top 100 tokens by market cap, you would have to create an account in at least 12 different exchange platforms and transfer balances to each and every one. Additionally, to buy each one of the coins, you would need to perform 100 separate purchases. The whole process would take an entire day to execute. Revolutionizing this process, Bundle enables you to perform the same action within seconds by making the purchase with one click at the best price possible without the necessity of creating an account in every of these exchange platforms.**

You can see some of the sample Bundles available in our system and their content and purpose below:

**Market Volume:**

Coins are bundled based on their market volume.

**Aim:**

To minimize the price fluctuation risk by distributing it to multiple tokens

**Highest returns:**

Coins are bundled based on the value increase by transaction volume above a certain point.

**Aim:**

To eliminate the transaction volume risk for players willing to trade in coins with an increase trend.

**Utility:**

Coins are bundled based on the area of utilization within their sectors.

**Aim:**

To help users trade coins of specific sectors in a significant field of utility.

**Advisory:**

Coins are bundled based on the experiences of the Bundle team and users of Bundle platform.

**Aim:**

To help beginners benefit from the knowledge of the Bundle team, and expertise of more experienced users on the platform.

With the Bundle platform, new users of the platform will have the opportunity to access the most appropriate tokens with only one click, and to buy, sell and trade at the best prices available, through creating Bundles based on metrics such as transaction volume, market capacity, growth trend and the sectors with area of utilization. Users will also benefit from the experiences of the more advanced users in the system. In return, this mentorship model will welcome more participants into the market and create an opportunity for the newcomers to channel financial resources to better projects.

The opportunity of sharing bundles with other users turns Bundle into a Social Platform and increases its popularity. Thus, reputations are established within the Bundle platform as well as the worldwide community of digital asset trading.

With its main bundling feature, the Bundle platform sets new users free from onboarding difficulties, risks and uncertainties resulting from lack of market familiarity. This new approach also contributes to the support and further growth of the crypto market<sup>1</sup>.

The initial group of exchanges that Bundle will aim to partner with are:

**Binance**  
**Btc.sx**  
**Blupee**  
**CEX.io**  
**Lykke**  
**Coindelta**

**BTCChina**  
**Coindeck**  
**Coinfloor**  
**Coinbase**  
**C.O.S.S.**  
**Gatecoin**

**GDAX**  
**Gemini**  
**itBit**  
**Kraken**  
**LocalBitcoins**  
**Luno**

**Mycelium**  
**Poloniex**  
**ANX**

Not only the Bundle platform will enable new users to enter the market easier than ever before, but by providing access to tokens available exclusively on smaller exchanges, it will also bring greater liquidity to the entire cryptocurrency market.

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<sup>1</sup> This may make Bundle Network an asset management company requiring asset management license in some jurisdictions. Therefore, our company has begun the necessary application processes in Gibraltar, United Kingdom, and Switzerland jurisdictions. In addition to this, Bundle Network will seek all legal requirements to accept cash deposits once the system is operational.


## OPERATION

There are two types of user options available in Bundle. An account owner may be one or both.

**Bundle User:** This type of user is engaged in conventional trading channels (stock exchanges, bonds, forex markets, etc.) who might be wary of digital assets due to operational difficulties, risks and/or a lack of knowledge. Other users might already be using exchange platforms, but seeking the opportunities Bundle provides.

**Bundle Manager:** Users of our platform can create customized Bundles for themselves. With the user's consent, these Bundles can receive trade requests from other users.

**1** The User sends Bitcoin and/or Ethereum to his wallet in the system. This user begins trading in digital assets, using his account with the Bundles created according to:

-  **the system metrics**
-  **other users**
-  **customized by his/her own chosen specifications**

**2** The coins included in the traded Bundle are purchased from the platform at the best price available and kept in the wallets of the respective exchange platforms for the user. The process of trading does not require any waiting time for the user, since Bundle will keep a balance of Bitcoins and Ethers on its partner exchange platforms. Currencies received from the user are sent to the wallets of exchanges to cover the amount used. The purchase is executed within seconds for the user since there is delay caused by transfer confirmations for currencies already in the platform to reach the system's wallet on the respective exchange platforms.

**3** When a user sells his or her coins in his Bundle, the system sells the coins stored on the exchange platforms wallets and converts them to ETH or BTC. This transaction is performed at the best possible price. The traded amount of Bitcoin or Ethereum (user can choose which one to use) equal to the value of tokens sold is sent from the exchange platform to the Bundle system.

**4** To prevent users from experiencing a delay due to the transfer of cryptocurrency from the exchange platforms to the Bundle platform, reserve currencies held in the Bundle Platform are transferred to the user's account so that the user can promptly access those funds. When the account holder wishes to leave the system completely, the balance in his account is sent to his or her wallet.

Without opening an account in any exchange, a “Bundle User” on the Bundle Platform may:

- ◆ **Trade hundreds of crypto assets bundled into the system with one click**
- ◆ **Create a bundle with his own choice of assets**
- ◆ **Perform buy-sell actions within seconds**
- ◆ **Guarantee the best price available on all partner exchange platforms for his or her transactions**
- ◆ **Use other users’ bundles for his or her portfolio with one click (further discussed in the next section)**

Bundle Managers have these additional benefits:

- ◆ **Bundle Managers are ranked, based on their successful trading. Traders can view the successes of Bundle Managers from previous periods. Bundle Managers receive commissions based on the usage of their bundles. The system rewards the Bundle Managers with BND Tokens.**
- ◆ **A Bundle Manager may share their successful Bundles with others, on the platform, thereby creating a communication channel for the cryptocurrency ecosystem.**



## Bundle Token(BND)

Token Symbol: **BND**  
 Token Type: **ERC 233**  
 Token supply: **1,000,000,000**  
 Price per Token: **\$0.10 (USD)**

### Marketing Incentives

(including 2% Campaign TGE Bounty)

Partners, Advisors, TGE Campaign Costs: **120,000,000**  
 Operational Expenses of Platform: **170,000,000**  
 Company: **200,000,000**

**TGE TOTAL: 510,000,000**

Phase I	<b>7,500,000</b>	<b>100% Bonus (+7,500,000 Tokens)</b>
Phase II	<b>5,000,000</b>	<b>90% Bonus (+4,500,000 Tokens)</b>
Phase III	<b>5,000,000</b>	<b>80% Bonus (+4,000,000 Tokens)</b>
Phase IV	<b>5,000,000</b>	<b>70% Bonus (+3,500,000 Tokens)</b>
Phase V	<b>5,000,000</b>	<b>60% Bonus (+3,000,000 Tokens)</b>
Presale	<b>50,000,000</b>	<b>50% Bonus (+25,000,000 Tokens)</b>

<b>Public Sale</b>	<b>385,000,000</b>	First 24 hrs.	<b>25% Bonus Tokens</b>
		Next 72 hrs.	<b>15% Bonus Tokens</b>
		Next 7 Days	<b>10% Bonus Tokens</b>
		Until End of TGE	<b>5% Bonus Tokens</b>

The Bundle Token provides these advantages for users of the Bundle Platform:

**Lower Commission Rates:** Users performing transactions in the Bundle Platform pay lower fees.

The fee is 0.5% for standard transaction paid with Bitcoin or Ethereum .

The fee is 0.2% for standard transaction paid with the Bundle Token (BND).  
 Users paying fees with Bundle Token, pay 60% less than other users.

**Better Transaction Speed & Frequency:** With our platform, users can perform transactions simultaneously at unprecedented speeds. In order to restrain major shifts in market dynamics, the number and speed of daily transactions are determined by the user's status. Status is determined by the amount of BND tokens held in the user's account.



Users of the platform hold one of 3 different statuses:



## Basic

**No required number of  
Bundle Tokens (BND)**

**Maximum number of  
transactions per day:**  
10

**Wait time between  
transactions:**  
5 minutes



## Pro

**300 BND deposited**

**Maximum number of  
transactions per day:**  
30

**Wait time between  
transactions:**  
less than 10 seconds



## Master

**1,000 BND deposited**

**Maximum number of  
transactions per day:**  
No limits

**Wait time between  
transactions:**  
less than 10 seconds

Bundle Tokens must be kept in the Bundle wallet for at least 7 days after transacting to maintain user's status.

## **TGE** (Token Generation Event)

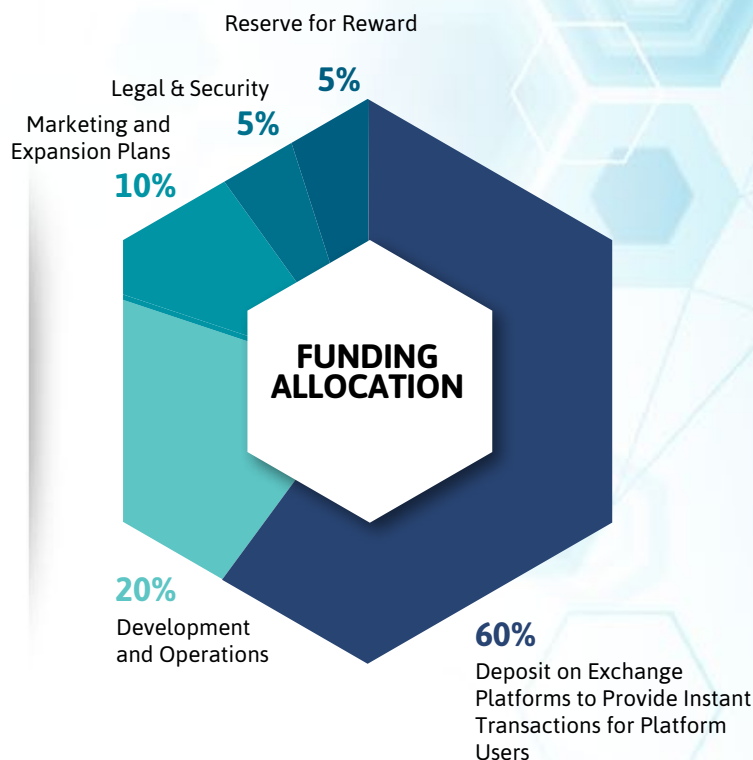
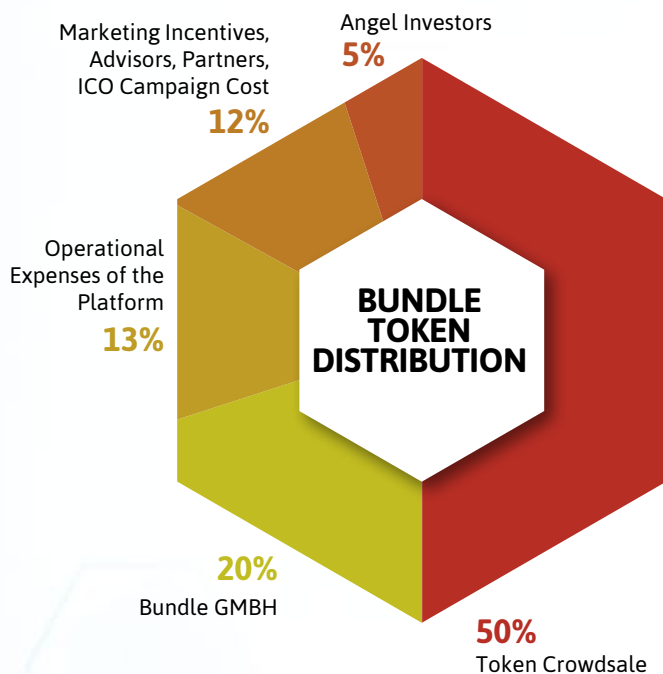
### **Token Sale Terms**

The Bundle crowd sale and corresponding token creation process will be managed by Bundle Network LLC, a Gibraltar limited liability company, and will be organized through Ethereum smart contracts. The company that will own and operate the platform will be established in London, United Kingdom. The company is a member of the Crypto Valley Association Zug and a contributor to the crypto finance industry.

During the pre-sale phase, the participants willing to support the development of the Bundle Project may send Ether to the designated address. By doing so, they are purchasing Bundle Tokens (BND) at a more favorable and lower ETH/BND exchange rate than the participants who send their contributions once the crowdsale is live. The BND tokens will be distributed once the crowdsale ends via smart contract to their wallets.

After the TGE process is complete, we intend to list the Bundle tokens on exchanges, giving interested parties an opportunity to buy BND from the secondary markets (for residents of countries where the purchase of tokens does not violate laws), gain access to new products, or sell them to interested traders, analysts, or funds.

## Token Distribution and Funding Allocation



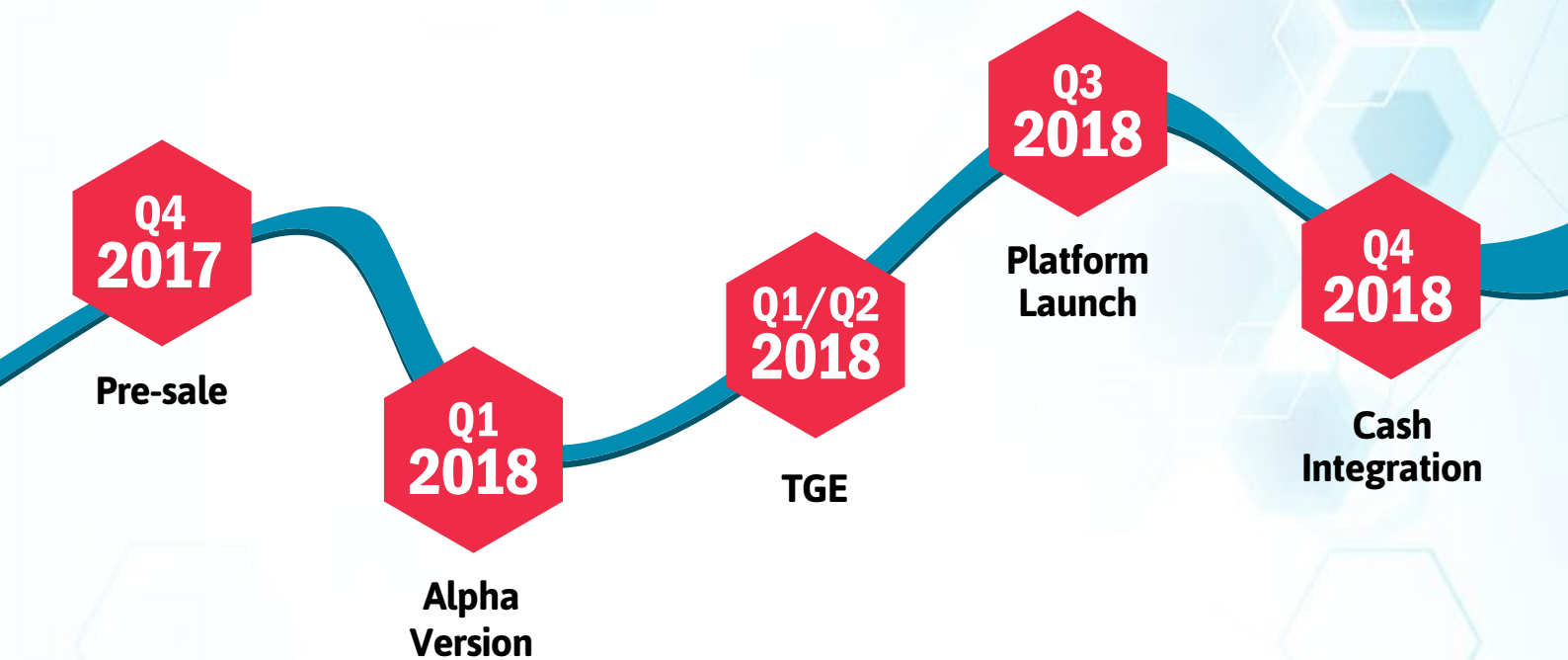
As shown in the pie chart, we will deposit the majority (60%) of the funds received during our TGE on partner cryptocurrency exchange platforms in order to facilitate fast transactions across these exchanges for our users.

## SUPPORT FOR BLOCKCHAIN TECHNOLOGY

The revolutionary Bundle platform will democratize the field of crypto finance, for all levels of traders from beginners to expert blockchain investors. With Bundle, we aim to welcome and onboard traditional traders along with individuals who have been intimidated by cryptocurrency markets due to technical difficulties and security concerns.

For the first time ever, with Bundle platform, we have the opportunity to marginalize the current arbitrage differences between different exchange platforms. This process will have the potential to reduce inefficiencies of the current crypto exchange market structure.

## TIMELINE



## TEAM

### Umut Senol

Co-founder & CEO

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Umut has more than 15 years of top-level finance, IT, marketing and HR management experience at multinational giants in the retail, pharma, production and advertising sectors.

He is a graduate of the Harvard School of Business, spent three years at PWC as an experienced team member, two years as CFO of Tchibo (Turkey and Russia), 20 months as CFO of Hopi (a consumer award points cell phone application for Turkey) and two years as chairman of the board at his own outdoor advertising company, Core out of Home.

He is also an investor in Spiff and his main focus has become startup projects for web and blockchain/cryptocurrency applications. Umut will be CEO of Bundle AG.

### Burak Akdag

Co-founder & Chief Strategy Officer (CSO)

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Burak Akdag graduated from Bilkent University Industrial Engineering and received his Strategic Marketing and Brand Management MBA from Bahcesehir University. His professional career includes tenure at global brands like Hyundai and Pepsico at managerial levels.

He is working as Strategy Manager at a retail application company, which has a digital currency for retail business and has more than 5 million members in Turkey.

### Hasan Sağlam

Co-founder & CFO

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After graduating from Bilkent University Industrial Engineering, Hasan worked at Merck & Co. for two years as pricing and financial treasury analyst. He then worked as an FP&A manager at Pepsico, which included South East Europe Region duties across 10 countries. Along with his responsibilities as Senior FP&A Manager at a retail application company, which has a digital currency for retail business, he is passionately involved in the Bundle project's development and pricing strategies.



**Ertuğrul Yılmaz**

CTO

Ertugrul has more than 10 years of cumulative experience in the IT sector. His career includes management of real-time recommendation engine development teams and implementation of these projects, which were published as case studies on AWS and Google Cloud Platforms. He has been the leading technology officer at Bundle Network since its inception and is responsible for building a scalable, reliable and resilient aggregator platform.

**Mohammad Shaheed Khan**

Gulf Expansion Leader

Mohammed.khan@bundle.network

Mohammad has a cumulative 17 years of experience in the banking sector. He has been the Vice President of Islamic Banking and Head Corporate Banking segment penetration at Gulf International Bank for more than 6 years. He is also the Vice Chairman of Bahrain Association of Banks and advisor at World Congress of Muslim Philanthropists. He attended the Massachusetts Institute of Technology's Fintech training and graduated from Harvard Business School.

**Carl Nicolai Wessman**

Europe Expansion Leader

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After more than 6 years working at Schibsted Media Group Oslo as project manager for international operations, Carl founded and became CEO of Spiff, the social saving platform. He holds a Master's degree in Business and Economics from BI Norwegian Business School and graduated from Harvard Business School.

**Sameer Sait**

Chief Security Officer

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Sameer leads enterprise security at Arrow Electronics, a Fortune 150 company specializing in distribution and value-added services for electronic components and computer products. His global organization is responsible for IT risk, security operations, identity/access management, eDiscovery, investigations and physical security. Prior to assuming his current position, Sameer led the information security program for MassMutual and all its subsidiaries. He has over 15 years of experience leading global, cross-functional teams with the majority of his experience in the financial services domain. Sameer is an active angel investor and advisor to a number of security startups. His educational background includes a master's degree from Carnegie-Mellon University and a bachelor's degree from the University of Arizona.



## ADVISORS

### **Gokhan Ogut**

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Having worked at top level marketing positions for P&G and Danone, Mr. Ogut spent an important part of his career with telecommunication giant Vodafone at positions including Chief Marketing Officer, Consumer Unit Vice President, and Chief Executive Officer. He graduated from Bosphorus University Industrial Engineering. He holds an MBA from the University of Illinois at Chicago. Mr. Ogut advises Bundle Network on marketing, communication, and general management.

### **Mike Costache**

Mike@KrowdMentor.com



Mike spent the last 20 years as an entrepreneur, investment banker, author, professor, speaker, angel investor and fundraiser for various charities. Currently, Mike is the President of Karma, the world's first decentralized Smart Community Network. He is a Managing Partner at KrowdMentor, a strategic investment and advisory firm empowering blockchain startups. Mike is also the founder of the Blockchain Investors Consortium (BIC) and serves on the Advisory Board of Token-as-a-Service (TaaS), the first-ever tokenized closed-end fund dedicated to investments in blockchain assets. Mike holds a degree in Economics from Pepperdine University, a Graduate Certificate in Dispute Resolution from Pepperdine's School of Law and has completed the Program on Negotiations for Senior Executives at Harvard.

### **Brad Yasar**

Brad@KrowdMentor.com



Brad Yasar is an entrepreneur, investor, mentor, and advisor who started and bootstrapped several companies from inception to maturity over the past 20 years. Currently, Brad is the co-founder and Managing Partner of KrowdMentor, a strategic crowdfunding advisory firm focusing on TGEs, cryptocurrencies, blockchain, and token powered organizations. He is also Co-founder of Blockchain Investors Consortium (BIC) with over \$2 Billion dollars allocated to blockchain and cryptocurrency projects. Brad holds a degree in Economics and a Bachelor of Science degree in International Business Management from Pepperdine University, and a Bachelor of Science degree in Applied Sciences Math from Académie de Grenoble, France.

## LEGAL

To establish a strong legal foundation for our operations, we established the Bundle Network LLC at Gibraltar. Through ongoing communication with the UK's FCA Innovation Hub and Gibraltar's official authorities, the platform will run in Gibraltar and the UK as a fully owned subsidiary of Bundle Network LLC. In line with our aim of contributing more to the blockchain world, our company will also be an active member of Crypto Valley Association, which is an independent, government-supported entity established to promote blockchain technology and the cryptographic technologies ecosystem.

We are in close contact with the fintech leading big four PwC, in order to be in full compliance with existing rules and regulations, worldwide. Our company's accounting operations will also be outsourced to another big entity. Bundle Network LLC and its legal and regulatory partners will take any necessary steps to be in full compliance with the existing rules of Gibraltar, the United Kingdom and any other jurisdiction our operation necessitates, and will submit the drafting and development process of the upcoming regulatory framework.



## **DISCLAIMER - PLEASE READ**

This document, referred to herein as a “white paper”, introduces **Bundle Network**, an online platform for buying, selling, trading, organizing and managing investment holdings in cryptographic and blockchain based coins and tokens, utilizing real-time opportunities across several hitherto unconnected and independent digital asset exchanges, for the best price across all exchanges, according to personally specified criteria.

This document is distributed publicly, solely for the purpose of announcing the Bundle project, our current vision for its development (subject to change) and to solicit comments from the developer community. It is not intended to serve as a binding commitment or contract. This document is not an offer to sell tokens, whether deemed securities or otherwise, or a solicitation of an offer to purchase tokens. All statements contained herein are qualified as subject to applicable law.

While we intend to realize this vision, please recognize that it is dependent on quite a number of factors and subject to a number of risks. It is possible that the Bundle platform will not be implemented or adopted, or that only a portion of our vision will be realized. We do not guarantee, represent, or warrant any of the statements in this white paper, because they are based on our current beliefs, expectations and assumptions, about which there can be no assurance due to various unanticipated events that may occur. Due to the retrospective nature of regulatory action, we can make no guarantees regarding the legality of the platform or token launch in any given jurisdiction. Bundle Tokens are not securities and do not hold any rights in the company. We must operate our business in accordance with the laws of relevant jurisdictions. As such, Bundle Tokens may not be immediately available in certain countries. Please know that we plan to work hard to achieve the vision as described in this white paper, but there are no guarantees. Blockchain, other aspects of our technology and digital assets markets are still relatively new, and will be subject to many challenges, competition, and a changing environment. We will always endeavor to update our community as Bundle evolves to meet these challenges.