



WHITE PAPER

May, 2018

v 2.0



Abstract

In this white paper we will discuss the needs of the cryptocurrency traders and the space in which Beaxy fits. The Beaxy is an all-in-one exchange created by a group of professional coders & traders that supports users of all backgrounds. The Beaxy Exchange platform is smart, secure, and easy to use, combining features in a way as yet unseen. The Beaxy Exchange will also feature advanced tools for experienced traders. As you continue reading, you will learn about the exchange platform, the advantages of using Beaxy tokens (BXY)¹, and additional ICO details about those tokens to be used within the Beaxy Exchange.

The Company is issuing Beaxy tokens to grant certain rights and benefits to holders on the Beaxy Exchange, including reduced trading fees and programs designed to make use of the exchange a better experience. Prospective users from the United States and China will not be able to participate in the ICO. Users from other jurisdictions will be subject to “know your customer” (KYC) laws, and based on the regulation in the purchaser’s country, it will be determined whether or how the purchaser may participate in certain programs available on the Beaxy Exchange. For those qualified purchasers, the Beaxy tokens provide an unmatched experience within the cryptocurrency environment.

BXY tokens provide utility benefit through exchange fee mitigation and transaction facilitation on the Beaxy Exchange. A separate token, PLS, confers loyalty rewards to some holders who convert their BXY to PLS. PLUS (PLS) token holders will be able to participate in a Loyalty Rewards program, which will reward users with a proportionate share of up to 25% of the monthly transaction fees collected by the Beaxy Exchange. Both of these tokens will be thoroughly defined in later sections (2.3 and 2.4). A Referral Program will reward participants for inviting friends and family to use the Beaxy Exchange, and a Staking Program that will enable discounted trading fees. Simply put, being a Beaxy token holder will make the use of the Beaxy Exchange a better experience.

¹ Beaxy Digital, Ltd., a Nevis International Business Corporation (the Company), will be issuing Beaxy tokens (BXY) via an ICO as detailed in this white paper.



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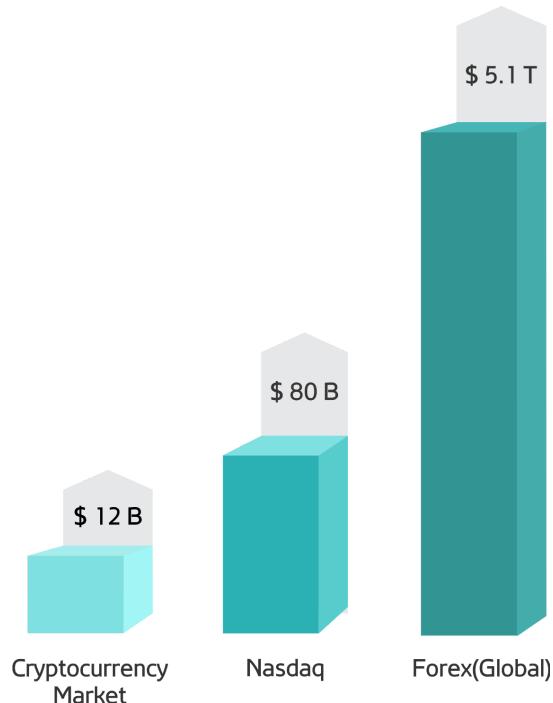
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1. Introduction

1.1 The Cryptocurrency Market Today

Astounding potential, but complicated and overwhelming

In 2017 alone, the total market capitalization of cryptocurrencies soared from \$18 billion to over \$600 billion². The meteoric rise of the cryptocurrency market was bolstered by the introduction of hundreds of coins trading across many exchanges, as well as substantial hype and media coverage surrounding Bitcoin. Innovation and new technology helped continue the upward momentum, and despite regulatory concerns among traditional investors and government officials, the market's sustained growth proves that cryptocurrencies are here to stay. The daily cryptocurrency trading volume averaged \$12 Billion in Q4 of 2017, suggesting that, despite all this early success, there is substantial room for growth when compared to volume in traditional markets.



Experts speculate that initial coin offerings (ICOs) will disrupt many industries and be a primary means to raise capital in the new digital age.³ Whereas traditional fundraising methods require individuals or institutions to meet certain standards regarding net worth or income, ICOs are establishing a new paradigm by giving access back to the common person. Participants

²“Cryptocurrency Market Capitalizations”, CoinMarketCap. <https://coinmarketcap.com/> [accessed October 2, 2017]

³ “What are initial coin offerings?”, *The Economist*, August 22, 2017. <https://www.economist.com/blogs/economist-explains/2017/08/economist-explains-17> [accessed October 2, 2017]



secure their right to access the proposed platform by purchasing coins, while the developing team is able to simultaneously establish a community of users and fund their project.

As cryptocurrencies continue to rise in popularity, the process of trading cryptocurrencies on an exchange leaves much to be desired. Today, cryptocurrency investors face one major problem: Essential trading services are fragmented across various platforms. These services include:

- Depositing cash/fiat currency via ACH/wire transfer/credit card
- Moving coins from one exchange to another
- Securing wallets from hackers
- Offering a variety of tokens and coins
- Portfolio monitoring and maintenance
- Reliable customer support
- Engaging exchange users for feedback
- Trading & charting tools

This is where Beaxy Exchange Platform comes in. Hereafter we refer to Beaxy Exchange simply as Beaxy, Beaxy Exchange, or Beaxy exchange platform.

1.2 Welcome to Beaxy

A new world about to take shape

Beaxy will be one-stop shop for all of your cryptocurrency trading needs. Our platform is built in-house but utilizes technologies created for large trading firms which allows for high throughput/low latency database performance. This technology has been proven in the fintech space where hundreds of thousands of orders per second are expected to execute with less than a millisecond of latency.

The vision is to create a convenient, secure, all-in-one platform that helps to facilitate a world where cryptocurrencies are as accessible as fiat currencies.

Our user interface will be a sleek and elegant experience for the user, externally simple, internally powerful & complex.

Beaxy hopes to play a pivotal role in this expedition by laying the framework for what an all-in-one exchange should be. It is our mission to provide an abundance of tools, news articles, and tutorials to assist all users - from total novice to expert trader - in making informed decisions in this rapidly changing environment.



1.3 The Story of Beaxy

What we're all about

Beaxy started as a few traders & coders looking for something more. Looking at the current state of crypto exchanges it's not hard to see why. Whether it's poor customer support, confusing UI, lack of trading tools, or security issues, there was and is clearly a need for something new. Who better to design an improved exchange than traders?

The idea of Beaxy was thus born as a ready-to-go, all-in-one exchange which will be:

- *Easy to use* for all newcomers to the world of cryptocurrencies
- A *smart platform* for professional investors, with high-end financial features
- Developed with *security* in mind

The Company will invite our users to be a part of our demo during our ICO in order to further Beaxy's mission of transparency. We will also use the demo period to take feedback from the community, and solve any problems prior to a full launch.



2. Market and Beaxy

2.1 Market Shortcomings and How Beaxy Looks to Fill Those Gaps

<i>Current Problems</i>	<i>Beaxy's Solutions</i>
Very little fiat to cryptocurrency conversion available	All-in-one platform able to convert fiat to all major cryptocurrencies. Instant deposit of fiat currencies will also be available.
Unsustainable and unreliable performance	A horizontal, scalable, low latency platform able to expand and accommodate unlimited coins and high transaction speeds
Complicated and costly portfolio management, and usually not available within the exchanges themselves	Built-in portfolio interface , automatic transaction records, as well as import/export features from many other platforms or wallets
No charting tools on exchange	Advanced chart types, chart analysis, volume analysis, drawing tools, etc.
No price monitoring built-in to trading	Custom coin price alerts
Poor to non-existent customer support	24/7 customer support, including live chat
No mobile trading supported	Exchange features on-the-go through unique mobile app platform
Zero user input	Polling users about new coins and features to include.
Major problems securing user assets	Our platform was developed with security in mind. Our proprietary system would make it incredibly difficult for would-be hackers to ever gain access to your funds.



2.2 How Beaxy Tokens (BXY & PLS) Work on the Beaxy Exchange

Users of the Beaxy Exchange will be able to trade simultaneously in a wide range of crypto and fiat currencies through a straightforward, intuitive online platform. The Company will earn a commission on each completed transaction, with no charges or fees for deposits or withdrawals. Trades executed on the exchange will be charged a 0.20% fee.

The Company will issue two separate tokens for use on the platform:

BXY - Beaxy Standard Token

PLS - PLUS Token

There is an important distinction between these two tokens. Beaxy users will be able to use their **standard BXY** tokens to pay for fees, for staking, for trading fee discounts, and for buying different features in the future when they are released. BXY will be the token distributed by the Company through the ICO. The **PLUS Token (PLS)**, on the other hand, will give you the opportunity to participate in our Loyalty Rewards Program. PLUS (PLS) will not be sold anywhere and these tokens can only be obtained by converting BXY to PLS through the Beaxy platform. PLS tokens will not be traded, nor will they be transferable. PLS tokens can be converted back to BXY tokens once the user no longer wishes to take part in the loyalty program. Due to regulatory uncertainty, **PLS will not be available for United States citizens**.

BXY uses on the exchange will include:

- Access to staking program
- Access to private tools
- Voting in user polls
- In-store purchases
- Discounted trading fees

PLS uses on the exchange will include:

- Access to loyalty program

We will elaborate on some of these features and highlight the differences between BXY and PLS in their respective sections, **2.3** and **2.4**. From a technical standpoint, the Beaxy Exchange will constantly undergo testing for reliable long-term performance. As a horizontal scalable low latency platform, unlimited coins and tokens will have the potential to be integrated into Beaxy simply by increasing the power of our servers.



2.3 Beaxy Token (BXY)

The Beaxy token offers multiple functions within the Beaxy Exchange:

- Pay exchange fees at a **50% reduced rate** when you pay with BXY tokens.
- Developers will be able to offer their own add-on features in our **App Store**. In addition to features developed by our team, we will allow 3rd party developers to submit their own applications and offer them to users of the Beaxy Exchange. They will receive 70% of the revenue generated from users who use the developers' apps (subject to the terms of this White Paper developers may be paid out in BXY tokens). Developers will be able to offer their apps for free, via a one-time purchase, or through a recurring payment model.
- You can use the BXY token to make your opinion heard and **vote in our polls**. We want our user base to play an active role in shaping the future of Beaxy Exchange and will have polls with questions like: What coins should we list? What features should we develop next? Etc.

The total BXY supply will be 100 million tokens. 60 million BXY coins will be sold by the Company during the ICO period. The Beaxy ICO will be funded through an Ethereum based erc-20 smart contract. Any unsold tokens at the conclusion of our ICO will be given out to participants at a percentage equal to their contribution / the amount of Ethereum raised. (For example, if there are 1 million unsold tokens, and you contributed 1% of the total amount raised, you will receive 10,000 additional tokens).

Total	100 000 000 (100%)
ICO Participants	60 000 000 (60%)
Beaxy Team	25 000 000 (25%)
Beaxy Company Reserve	15 000 000 (15%)

BXY Tokens will be transferable on the Beaxy Exchange once the ICO is completed and the Beaxy Exchange is operational. The token supply will be limited during the ICO period. No creation or mining of this token will be available. In the event the ICO fails to raise \$5,000,000, no tokens will be distributed and all funds paid to the Company will be refunded via a smart contract.



2.4 PLUS Token (PLS)

The PLS Token is used to participate in the Loyalty Rewards through the Beaxy platform.

Due to regulatory uncertainty, **PLS will not be available for United States citizens.**

PLS tokens may not be transferred or sold to a third-party but can be exchanged for BXY tokens at a 1:1 rate

Loyalty Rewards Program

This program is designed to reward users who are holding PLS on the Beaxy Exchange. Holders will receive a percentage of transaction fees collected based on the duration the PLS Tokens are locked, and the percentage of each user's share among all locked PLS tokens. If you lock them:

- Up to 1 month: receive 15% of fees collected
- 1-6 months: receive 20% of fees collected
- Beyond 6 months: receive 25% of fees collected

The supply of the PLS token will be equal to that of the BXY Token, however, the PLS token will only be available through the Beaxy platform and may not be traded and is not transferable. The Beaxy Token (BXY) can be exchanged for the PLS Token at a 1:1 rate, and will remain locked in as PLS tokens for a period of time, set by the Qualified Holders. When the Qualified Holder elects to remove the PLS token from the Beaxy Exchange they must first exchange their PLS token for a BXY token at a 1:1 rate.

2.5 Beaxy's Transparency

A trading platform that is truly user-focused

The Beaxy Exchange demo will go live before the Company's ICO even takes place, so that users can experience the platform for themselves. Unlike most projects, you won't have to sit on your tokens for years before they become available to use... **initial platform launch for Beaxy Exchange will take place in Q3 of 2018** at which point tokens can be used on the Beaxy Exchange.

The ICO ecosystem is filled with projects that leave a lot to be desired. Expecting blind faith in projects is a troubling trend in which we refuse to be a part, so we've made it a primary goal to remain as transparent as possible at all times. Check out our [Knowledge Base](#) for our FAQ and additional information on our efforts to remain transparent with users.



2.6 So, Why Beaxy?

A simple and intuitive design that's perfect for beginners

- Beaxy will offer the first **all-in-one** exchange with fiat currencies and a wide range of cryptocurrencies, making trading much easier for both newcomers and experienced traders.
- Beaxy will offer **24/7 customer support**, including **live chat**.
- Our **Referral Program** will allow users to invite friends/family, and receive 10% of their transaction fees for the lifetime of their account. The referred user will receive **Platinum membership** (20% off fees) for a limited period (60 days). Users must complete KYC verification in order to be eligible for referral bonuses.
- We will launch a **Loyalty Rewards Program** for Qualified Purchasers, where users can qualify to receive a proportionate share of up to 25% of the total monthly transaction fees collected by the Beaxy Exchange. Users must complete KYC verification in order to be eligible for loyalty bonuses dependent upon the regulations governing their jurisdiction.
- Our **Staking Program** will allow users to receive discounted trading fees by locking their tokens on the Beaxy Exchange. We are utilizing a tiered system which will give you more of a discount the more coins you stake. This can be used in tandem with our other feature offering a 50% discount on fees when you pay with BXY. So, if you choose to stake your tokens AND pay fees with BXY you can receive a maximum discount of 62.5% on all trades!



A smart platform for professional investors, with high-end financial features

- The Beaxy Exchange platform is built **in-house** utilizing some of the same technologies used by large trading firms for **high throughput, low latency** database performance.



This technology (proven in the fintech space) can support hundreds of thousands of trades per second with less than a millisecond of latency.

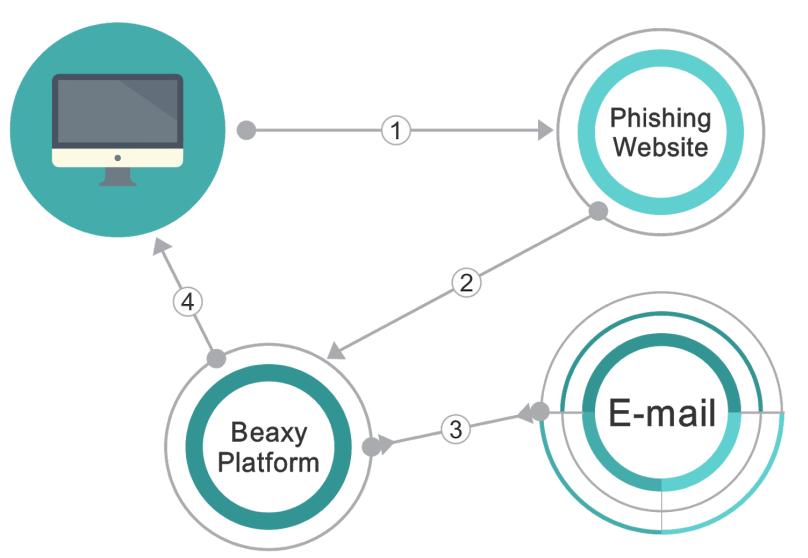
- Beaxy will offer **instant deposit** of fiat currencies. Depending on the user's portfolio value on the exchange, the user will be eligible for instant deposits of an amount of fiat currency as determined by Beaxy's risk management team. This amount will be unique to each user. Right after the instant deposit is initiated, the user's withdrawal functionality will be frozen for double that amount - minimizing risk.
- Beaxy will offer the ability to create **more than one wallet per currency**, customizing them according to their investment needs. Transfers across wallets will incur no fees.
- Listing new coins is an important factor when running an exchange and driving traffic. We are committed to seeking and vetting out the **newest** projects and adding these coins at a **faster** pace than our competitors.
- Future plans to **host ICO's** on our platform. We are making significant investments into our **KYC (Know Your Customer) process** which will be very helpful for ICO's looking to jump start their project. We will be able to offer a process that can save them a lot of the time, energy, and money that goes into doing KYC correctly, as well as ensuring that each investor is **not** "cheating" to get additional cap. This will also bring in additional liquidity to the exchange as participants will be able to trade the coin at the **conclusion of the ICO**.
- Beaxy will offer **smart features** for investors, including detailed graphs, portfolio management tools, price alerts, and much more. 3rd party developers will also be able to offer their own **add-on features**.
- The option to purchase a **monthly** package that will **remove all trading fees**.
- **Customizable Price Ticker**, so that you can track your favorite coins.
- Beaxy's **Mobile Application** (IOS/Android) will offer key features including price alerts to track your favorite cryptocurrencies as well as real-time notifications (to alert you towards events like an order filling on our exchange).
- **Over-the-Counter** (OTC) will be made available for institutional investors that wish to invest large sums of money into high cap cryptocurrencies without causing price fluctuations. There will be a minimum order of **\$1 MLN**.
- Beaxy will curate articles, video tutorials, and other **helpful information for beginners**.

Beaxy is developed with *security* in mind. This is an extremely important component of any exchange and is our number one priority.



Beaxy's login system will put even the most risk averse users at ease. Just like everything offered by Beaxy, we believe we have created a system that is both elegant and secure. It works like this:

1. You login in from a new location.
2. Beaxy sends a verification link to your email address. (Link active for 30 mins)
3. As soon as you open the email, Beaxy will log your IP a first time.
4. After you click on the link, your IP is then logged a second time.
5. If these IPs do not match, we do not allow the login to happen and you will be notified of the login attempt.



Additional features help secure users;

- Two Factor Authentication integration
- Beaxy will meet **PCI-DSS** and **ENISA** security standards
- **4 layers of security architecture:** database, code, custom encryption algorithm and security keys
- Backed by a reliable team of **professionals**
- Our 3 key informational components include **confidentiality, integrity, and availability.**
 - **Confidentiality** - All information we collect will be kept private from disclosure to unauthorized parties through a compliance policy.
 - **Integrity** - Information will be protected from any unauthorized third parties. As an extra measure to ensure the validity of data at rest in our databases we use hashing to store a "fingerprint" of the data. This allows us to find and fix any inconsistencies that may arise



- **Availability** - Authorized parties and systems will only be able to access information when it is needed.
- Microsoft stack utilizing the azure cloud with 99.999% uptime.
- Automatic backups
- Multiple servers in different geo locations and data centers

3. ICO Details

3.1 BXY Token Sale

The BXY token presale will begin on **June 15th, 2018**. The public ICO will begin on **July 1st, 2018** and run for **one month or until sold out**. All token purchases will be made with Ether and all payments will be controlled through a smart contract.

The total supply of Beaxy tokens (BXY) will be 100 million, out of which 60 million will be available during the ICO⁴. The Company Shareholders will be entitled to a reserve of 25 million tokens. 15 million tokens will be maintained as a Company reserve.

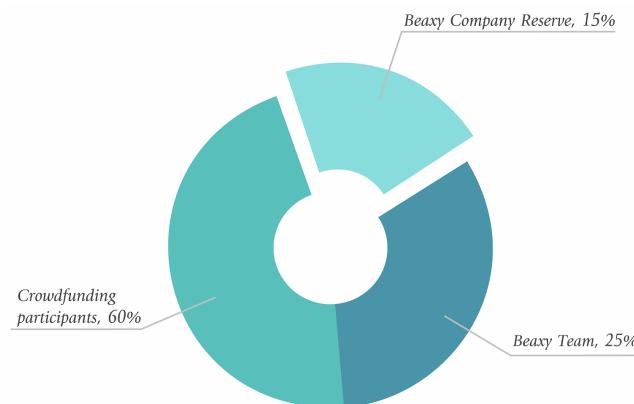
- Minimum goal of **\$5 million USD**. If the minimum goal is not achieved, the sums will be returned to the investors.
- Maximum goal of **\$30 million USD**.

Public Presale price per BXY: \$0.50

Public ICO price per BXY: \$0.60

Vesting Periods

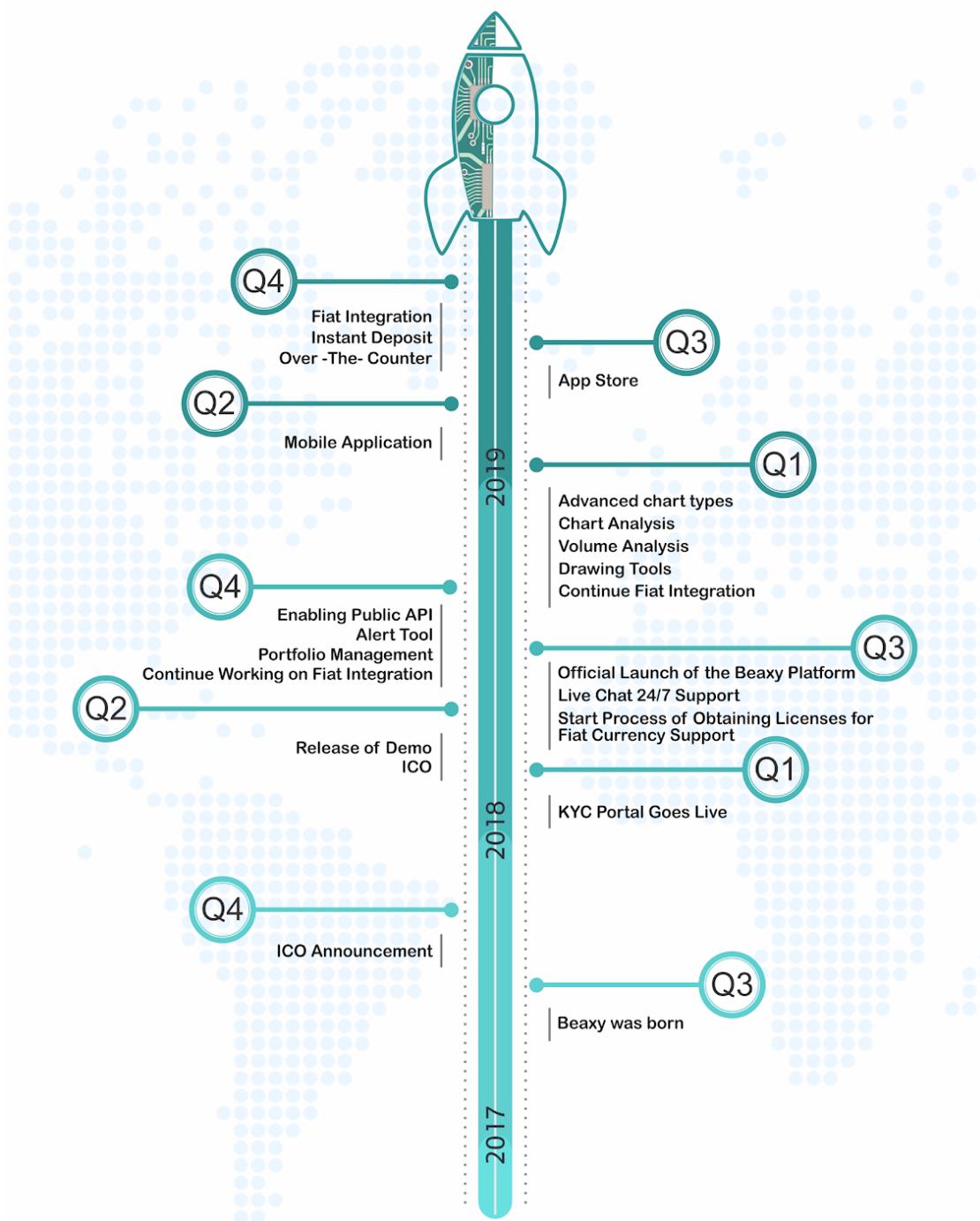
We will also enforce a vesting period for the Company's shareholders of 1 year. Payouts will be made in equal installments over the next year. Team members will have a vesting period of 3 months with payouts being made over the next 3 months.



⁴ Due to uncertainty in the market, investors from the US and China will not be able to participate in our ICO.



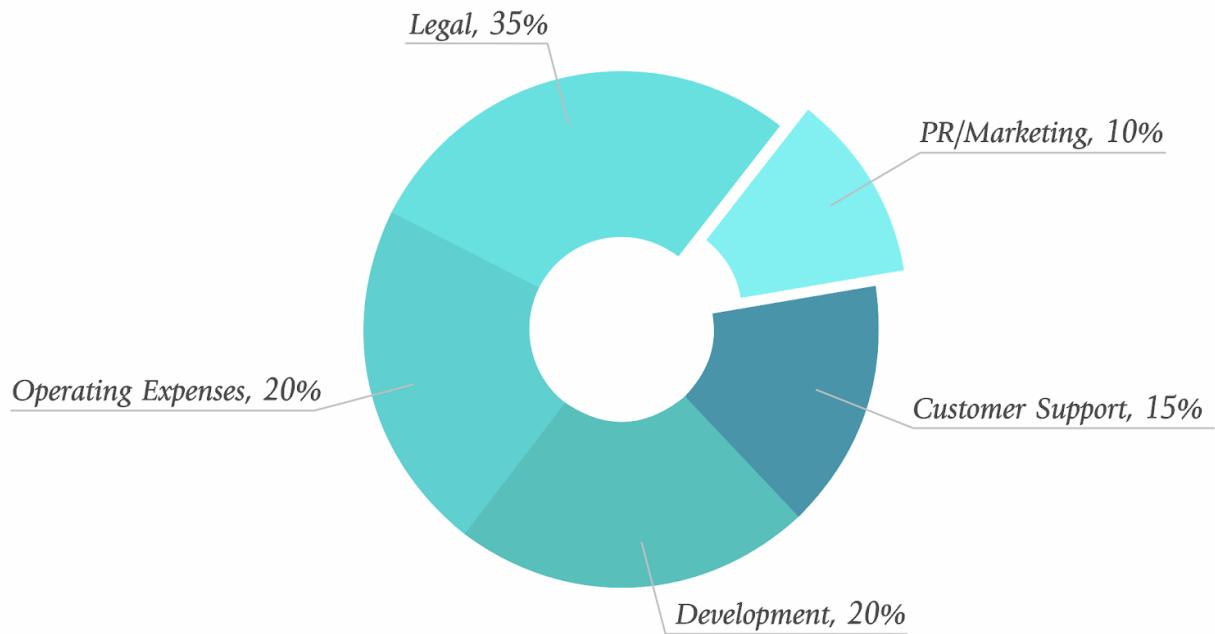
3.2 Roadmap



*For Beaxy's initial launch we will support altcoin trading, including BXY, major ERC20 tokens, Bitcoin, Litecoin, ZCash, and support for other major coins.
New coins will be continuously added to the exchange



3.3 Budget Allocations



Legal - We want to have fiat integrations for both US and EUR. For different jurisdictions, there are different licenses and fees for setting up this system. This is going to be one of our biggest costs so we want to budget accordingly.

Marketing/PR - The Marketing team's purpose is to attract users to the cryptocurrency world by promoting the Beaxy platform. We have started working with a PR & marketing team already, but we plan on doing this on a larger scale post ICO.

Development - The Product Development team will continue to develop additional features (generally voted on by the Beaxy community).

Operations - Internal company management: scheduling tools, hiring/training, general business operations, etc.

Customer Support Team - We want to have customer support offices in (at least) 3 different countries and have them ready for 24/7 customer support. Our initial goal is to have a maximum support response time of 24 hours and move that down to a 1 hour maximum after we build out these teams.



4. Legal Statements and Disclaimers

Legal Due Diligence

As part of our legal due diligence, the Company has consulted with several lawyers and law firms specializing in blockchains and ICO offerings to evaluate the implications of our structure, token launch, and operations. The Company makes no guarantees regarding the legality of the platform or launch in any given jurisdiction. We will be responsive and collaborative with any regulators as necessary going forward. It is possible that, during the pendency of the Pre-Sale or ICO token sale and any time thereafter, regulation may change and can affect the classification of the token.

Legal Implications of Token Launch

None of the information or analyses presented are intended to form the basis for any investment decision, and these terms do not provide for any specific recommendation. The Company's services provided through the Beaxy platform do not offer and should not be construed as investment or financial products.

Potential Technical Change

Some of the features offered on the Beaxy Exchange are based on the Company's current understanding of blockchain technology and the assumption that blockchain systems will continue to function how they are presently. In the event that the nature of the blockchain changes dramatically for example due to high congestion, change in proof of work, network splits, 51% attack or any other unpredictable event, the platform's stability and our ability to deliver features described here may be negatively impacted.

Tax Notice

Persons using the Beaxy Exchange (hereinafter "The User") understands that the Company does not act as a tax agent of User and thus the User and the Company carry their respective tax obligations under the applicable laws of the country and location of their tax residency. The Company is not a tax agent and therefore shall not provide Users' financial information to any third parties. This information shall not be disclosed unless officially requested by government authorities with a valid and enforceable subpoena. Any person that purchases tokens or uses an exchange should consult a tax professional.

No Warranties

All of the information provided within this whitepaper is provided "AS-IS" and with no warranties. No express or implied warranties of any type, including implied warranties of merchantability or fitness for a particular purpose, are made with respect to the information, or



any use of the information, on this site or platform. The Company makes no representations and extends no warranties of any type as to the accuracy or completeness of any information or content in this whitepaper or regarding this platform.

Disclaimer of Liability

The Company specifically disclaims liability for incidental or consequential damages and assumes no responsibility or liability for any loss or damage suffered by any person as a result of the use or misuse of any of the information or content in this whitepaper or on the Beaxy Website. In no event shall the Company be liable to User for any special, indirect, incidental, consequential, exemplary or punitive damages (including lost or anticipated revenues or profits and failure to realize expected savings arising from any claim relating to the services provided by Notary) whether such claim is based on warranty, contract, tort (including negligence or strict liability) or otherwise or likelihood of the same.

Force Majeure Clause

User understands that the Company will not be liable to them for any breach hereunder, including for failure to deliver or delays in delivery of the services occasioned by causes beyond the control of the Company.

General Warning and Consent

Participation in this ICO is not intended to represent an investment opportunity but rather a purchase of tokens, allowing for future use of the services provided by the Beaxy Exchange. It does not constitute an offer or invitation by the Company to any User to buy or sell tokens or make an investment. The User guarantees that they are a legally capable person of a majority age and comply with all applicable laws of the jurisdiction where they reside. By participating in the Pre-sale and/or token sale (ICO) User confirms that they have read, understood and agree to comply with all restrictions set forth above herein, and all ICO circulars, terms and conditions, KYC and other documents and risk factors that are provided by the Company as part of the token sale process.

Risk Factors

The Company intends to become a profitable entity with its focus on providing a proprietary exchange wherein people may trade various cryptocurrencies. The risks and uncertainties are not limited to those described herein. Additional risks and uncertainties not known to the Company or ones known now, but believed to be less significant, could also impact the Company. Among other things, carefully consider the following:



THE COMPANY WILL OFFER DIGITAL TOKENS THAT PROVIDE THE HOLDER WITH A LICENSE TO ACCESS BEAXY'S EXCHANGE AND OTHER BENEFITS OUTLINED IN THIS WHITEPAPER, WHICH SUCH LICENSE MAY BE SUBJECT TO EXTENSIVE LEGAL AND REGULATORY UNCERTAINTY, PRICE VOLATILITY AND SECURITY RISKS. The Company will offer a cryptographic digital token (“Digital Assets”), which shall grant an investor a license (“License”). Digital Assets have only recently been the subject of domestic and foreign regulatory focus. As the market share for Digital Assets has grown, certain regulatory agencies and other jurisdictions have begun to examine the nature of Digital Assets and the markets on which they are traded.

In making a decision to acquire a License and trade the Digital Assets, prospective investors must rely on their own analysis of the investment opportunity discussed herein. The prospective investors must recognize the risk involved and be able to bear the risk of losing their investment.

IMPORTANCE OF MANAGEMENT.

The Company intends to rapidly and significantly expand its operations in order to provide market opportunities and attract market participants, which helps provide market liquidity. The anticipated rapid growth may present challenges to the Company’s management, operational, and financial resources. Among other things such as market forces, the Company's success and the success of the Beaxy Exchange depends on current management personnel’s operation of the business.

FUTURE GOVERNMENT REGULATION MAY ADD TO OPERATING COSTS.

The Company and the Beaxy Exchange operate in an environment of uncertainty as to potential government regulation. Laws and regulations may be enacted and subsequently enforced by various government agencies, which could impact the Company’s business operations and generally impact the cryptocurrency industry.



5. The Beaxy Team

Just as decentralization is a key aspect of cryptocurrencies, it is a main component of our company as well. With team members and partners hailing from many time zones around the world, we are all proud to have a hand in creating the Beaxy platform. Team members listed on whitepaper indicate all contributors to the project. Team members listed on the website indicate active contributors and team members.

5.1 Advisers



Nick Murphy 

Nick Murphy has been involved in the cryptocurrency space since 2013, where he first began investing and trading Bitcoin. Upon graduation from the University of Missouri, with a Bachelor's Degree from the Trulaske College of Business, Nick moved into a Business Development position within the IT world, where he learned the ins-and-outs of building technical teams and launching successful business initiatives. In 2017, Nick launched Everbit Capital, LLC, a cryptocurrency-focused hedge fund based out of New York. Using his technical knowledge and cryptocurrency

trading experience, Nick is always looking for the next best project to get invested in, and plans to use his vast network to help Beaxy achieve success.



Matt Gallant

Matt Gallant is a serial entrepreneur and marketing expert who's built 13 companies in the last 2 years. Some of his accomplishments include collecting over 7 million leads, performing over 14,000 marketing experiments and building 5 multi-million dollar companies.

Additional advisers to be announced soon!



5.2 The Beaxy Team



Artak Hamazaspian [in](#)

Co-founder | CEO | Developer

Artak is the ‘founding father’ of Beaxy. He has worked 10 years in software development with experience in C#, ASP.NET MVC, WebForms, C++, HTML, CSS, XML, JavaScript, JQuery, ExtJS and many other JS based libraries with databases, such as SQLSERVER, MySQL, Cassandra, Redis, MemCache, and MongoDB. Artak has prior experience in leading a business and his reliability and amiable personality has laid the foundation for company culture at Beaxy.

He believes creating a website is not a job, it’s a lifestyle. As technology changes, so does the product roadmap, and he is up for the challenge in keeping the team ahead of the curve.

Artak is also a miner and a trader. This, combined with his involvement in the community, put him in a unique position to understand the challenges and obstacles that competing exchanges are faced with. The encounters with other exchanges had left him frustrated, which ended up being the motivation to create Beaxy.



Narine Khachatryan [in](#)

Co-founder | Lead of Operations and Marketing

Narine holds a bachelor’s degree in Economics and a Master’s degree in Industrial Engineering and Systems Management. Narine interested in technologies that can have a lasting impact on society, and believes 3D printing and cryptocurrencies are at the front of that movement. Her responsibilities for Beaxy includes: team coordination, working with external contacts and groups, marketing, and ensuring Beaxy is compliant with all laws.



Marine Ghandilyan [in](#)

Co-founder | Lead of Legal Team

Marine holds a Master’s Degree in International & Transnational Law from Chicago-Kent College of Law, Illinois Institute of Technology. As an experienced lawyer and a researcher at Kent University, she is skilled at networking and negotiations and finds significant interest in both cryptocurrency and blockchain technology. Since cryptocurrency is a relatively young field, there are not many lawyers with an overlapping knowledge of these two



disciplines. Marine has helped to identify experienced crypto-attorneys, who then joined our team. They are all excited to work on this developing area of business and law.



Arsen Kotolyan [in](#)
Chief Information Officer

Arsen is a blockchain and DevOps engineer with 10 years of experience in large scaling environments. Arsen has worked as a security advisor for Fortune 500 companies in the financial services industry and the healthcare industry where he managed high-load cloud environments. In 2015, he found an interest in cryptocurrencies and has since become a miner and an active trader.

His contributions to Beaxy will result in higher security, increased scale, and maximum availability for the platform.



Gayane Yepremyan [in](#)
Graphic Designer

Gayane is a multitalented, outcome-driven graphic designer with more than 5 years of experience. She has a unique mix of creative and technical skills. Dedicated to developing exclusive concepts, Gayane intertwines her experience in design with a thoughtful approach to beauty, nuance, and authenticity. Her contributions have helped Beaxy achieve a distinct and visually appealing logo, white paper design, and the presentation of graphs.

She also assists in developing an intuitive layout for web-based documents.



Thomas J. Wilson [in](#)
Director of Public Relations

Thomas is a blockchain enthusiast who has spent most of his career doing a wide variety of IT work in the real estate industry, the legal industry, the online advertising industry, and the dedicated server/online hosting industry. A logical thinker with a creative personality, T.J. has a background in computer science and entrepreneurship, with experience in graphic design, customer engagement, and branding. These attributes helped him understand the potential for blockchain technology in all sectors and he has

worked with groups to more accurately convey these visions and messages to the crypto community - a growing concern in today's increasingly globalized society. T.J. is an active trader and holds a Bachelor's Degree in Information Technology & Informatics from Rutgers University.



Jared Koreski [in](#)

Director of Customer Experience

Jared is a well-rounded and seasoned IT consultant and manager that began taking interest in cryptocurrency in 2013. With over a decade of experience in SMB IT support and managing help desks with substantial workloads, Jared will be crucial in developing a ticketing platform that works for everyone. His specialties include systems administration, network administration, IT management, e-commerce solutions, and web development. A trader with considerable involvement in the crypto community, Jared will be key in helping Beaxy get traction with the existing user base.



Stephen Silver [in](#)

Attorney at Law

Stephen is a licensed attorney in the State of Illinois. He has worked at several litigation firms and has an extensive background working with contracts. Possessing knowledge in both of these fields makes him an indispensable member of our team. Stephen graduated cum laude from the University of Florida Business School with a degree in Finance, and graduated with honors from the University of Miami School of Law. Taking an interest in cryptocurrency back in 2014, he wants to use his experience to help Beaxy become a reality.



Federico Almaraz [in](#)

Director of Engineering

Federico has a remarkable 17 years of experience designing software and 8+ years leading software development teams. With another 10+ years of experience developing financial commercial software focused on security and high availability, he is an ideal fit to be Beaxy's Director of Engineering. Mr. Almaraz is skilled in working effectively with diverse groups at all organizational levels and is an effective and creative problem solver with a proven ability to manage multiple projects across functional teams. He has extensive experience with distributed systems, commercial software, application security, OWASP, SaaS, Service Oriented Architectures, Microservices, & highly maintainable and available systems.



Suyog Sakegaonkar [in](#)
QA Engineer

Suyog holds a Master of Computer Applications degree from Pune University. He has approximately 6 years of professional experience, in both Automation and Manual Testing for web and mobile applications. He is currently working as a Senior Test Engineer at Accolite and has worked for Symantec and Webonise Lab in the past. A very detail-oriented person with a talent for detecting bugs, Suyog's expertise will be essential in making sure everything's running smoothly.



Nitesh Kumar [in](#)
Software Engineer

Nitesh is a Microsoft.net professional with 12 years of experience in software development, analysis, requirement engineering, architecture design, enhancements, deployment/maintenance, and multi-tiered, web-based object oriented enterprise applications. He has worked as a Senior Consultant for Banco Popular and a variety of other sized businesses, and as a result is very flexible in his capabilities. Nitesh holds a Bachelor's Degree in Electrical and Electronics Engineering from UP Technical University.



Marcus McCurdy [in](#)
Data Scientist

Marcus is a machine learning engineer with over 10 years of experience. He has a Bachelor's Degree in Computer Engineering and a Master's Degree in Computer Science. Marcus has considerable experience as a full-stack developer using Python, PHP, Java, JavaScript, Ruby, and Go, and specializes in solving big data problems and crafting solutions that work at scale. Marcus has been in the cryptocurrency world since 2009 when he got his first bitcoins for free from a faucet. He is also an active trader and miner.



Christopher Bethman
Senior Software Developer

Chris has 10 years developing commercial financial software and another 10 years developing medical software. He is an expert in distributed systems and object oriented development. Specializing in high speed, high volume back end systems with a focus on data security, Mr. Bethman's talents will play an important role in creating a swift and reliable experience for our users. Chris also has previous experience working with Federico -- Beaxy's Director of Engineering -- where they have collaborated on projects

for very big clients such as GE Capital, Bank of America, City Bank, Prudential, and TD Ameritrade.



John Galvagno
Operations Specialist

John first found an interest in cryptocurrency in 2010 and has experience as a miner and a trader. He was active in the Affiliate Marketing industry, working closely with advertisers, publishers, website owners, service providers, and everyone in between. As a result, John is well positioned to help Beaxy obtain maximum exposure all over the web. He has studied and applied social and psychological behavior, and knows the science of persuasion - specifically, how to get people to react to specific

online ads and campaigns. As a strong negotiator with great interpersonal skills, he will be key in Beaxy's efforts to have efficient and productive operations. John holds a Bachelor of Science Degree in Marketing from Virginia Polytechnic Institute and State University.



Juan Carlos Girbés, MBA
Operations Specialist

Juan Carlos Girbés is an expert of corporate operations for technology companies in multicultural environments, with senior level executive expertise in European and Asian markets. Prior to joining Beaxy he directed projects at Indra Sistemas. He is also tasked with designing and implementing business operations, establishing policies that promote company culture/vision, and overseeing company operations and executive work. Juan maintains control of diverse business operations by being an

efficient leader. He has excellent people skills, business acumen, and exemplary work ethic. Since 2016, he has been an active promoter of cryptocurrencies.



Elina Sahakyan, MBA [in](#)
Strategic Marketing Specialist

Elina Sahakyan, MBA in IE Business School, has worked in Marketing for over 7 years. She specializes in Strategic Marketing: segmentation, consumer insights, targeting, and brand strategy. Elina founded and manages a strategic marketing consulting company in Armenia, The Proffect Group (TPG). In addition to creating brand strategies, TPG supervises the whole marketing process, from research through production. She has personally led the first strategic projects in Armenia, showing a growth in sales in the bottled water market. Her company has also been responsible for viral marketing campaigns that have increased clients' online engagement by 12 times their previous levels.



Rose Abrahamyan [in](#)
Strategic Marketing Specialist

Rose specializes in strategic marketing and business development. Her skills in market research and managing relationships on an international scale will help Beaxy establish a position as the top exchange. She holds a Masters Degree in Economics and Strategic Management from the Russian-Armenian University (RAU) and is currently a lecturer there. Additionally, she has worked in Shanghai and dealt with customers and companies from 28 different countries.



Martin Ludvigsen [in](#)
Customer Support Administrator

Prior to his heavy involvement with cryptocurrency and blockchain technology, Martin was defining his professional career in sales, warehousing, and logistics. A self-taught junior analyst that is eager to absorb knowledge, he has built a wealth of experience day trading BTC derivatives and investing in cryptocurrencies in a relatively short period of time, and has no intentions of looking back. Martin is part of several cryptocurrency investor groups and many different communities, and now the Beaxy team!



Tyler Neelis [in](#)

Customer Support Administrator



Tyler studied Network Administration and Systems Design starting in 2003. He began his career in Healthcare IT where he honed his skills in a customer support role, and he currently works in a similar role for GE Healthcare supporting X-ray and Ultrasound machinery. Customer care is a priority in the healthcare industry and there are extremely high expectations in that field, so it was obvious that Tyler would be an ideal fit for our team of Customer Support Admins. His interest in cryptocurrency

started in 2016 and he's been mining, running masternodes, and trading on an almost daily basis since then. Mr. Neelis' background with customer support, networking, electronics repair, and a substantial understanding of cryptocurrency / blockchain technology are qualities that help form the backbone of our customer support operations.

Darren Skepper [in](#)

Customer Support Administrator



Mr. Skepper earned his Bachelor Of Information Technology from Charles Sturt University, majoring in Network Engineering. With over ten years of experience in client facing and remote technical support roles, Darren has gained significant experience across private, not-for-profit, and government spheres and will play an important role in creating an exceptional customer support experience for Beaxy's users. He's maintained

an interest in cryptocurrencies since 2013 and began trading and mining in 2015, so Darren is more than prepared to operate in a space where customer support skills require extensive knowledge on blockchain technology and cryptocurrencies.

Kelechi Osuji [in](#)

Customer Support Administrator



Kei holds a Bachelor's of Science degree in International Business with a concentration on Finance from CSU Sacramento. He first understood the potential of cryptocurrencies in 2013 and has actively traded, mined, and researched projects he believes have long term value since then. His specialties include business management, investment strategy, and strong interpersonal skills. His career has taken him from management, to teaching Business English abroad, to becoming a value investor. He will pool his abilities to help Beaxy manage its community and help users understand the tools of trade.

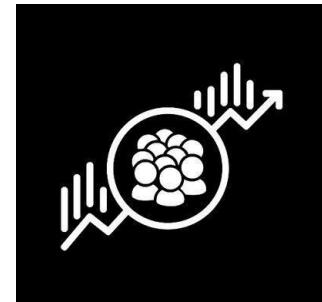


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5.3 Partners



ONETICK



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GLOBAL



From everyone here at Beaxy, we want to thank you for your interest in the Beaxy Exchange and are looking forward to what the future brings!

