



Emasya Whitepaper V1.2

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1.1 Intro

At Emasya, we see a schism between the world of blockchain assets, and the world of traditional financial instruments - we believe those worlds should be bridged. We look at Emasya as an environment for the integration of markets; we are the marketplace and the marketmaker. By launching an exchange and associated platforms we will facilitate cross asset trading on one exchange. By utilizing this unique pairing of traditionally traded assets and cryptocurrencies, Emasya is adapting the market to be more dynamic and interconnected than ever before.

Emasya as a platform aims to control the process through a centralized entity. We believe in absolute liquidity and absolute transparency. With an ever expanding marketplace and our users at the forefront of our community, the cross-asset exchange is a means to bridging the gap between differing frameworks.

1.1.1 Common Issues For The Industry

- High Trading Fees
 - Today, market inefficiency allows exchange operators to charge extortionate fees to trade. Why? While they may see short term profits, in doing so they are preventing the widespread adoption of blockchain assets.
- Strictly Crypto to Crypto Trades
 - The majority of blockchain-centric exchanges only allow for crypto to crypto transfers, or charge high fees to convert fiat into cryptocurrency. This two-pronged shortcoming is one of the root causes of the divide between the blockchain and traditional frameworks.
- Lack of Transparency

- Besides industry leaders, many cryptocurrency trading platforms provide very little information regarding how they execute trades, how much cryptocurrency they keep in reserve, and who operates the exchange where. This has contributed to the degeneration of blockchain's reputation, and is one more factor delegitimizing blockchain assets, and further preventing widespread adoption.
- Community Development Model over Purely Revenue Based
 - In addition to facilitating trades to raise funds, Emasya's associated platforms put our users at the forefront of community development, tying adoption of the Emasya platform to the growth of the blockchain ecosystem.
- Bad/Nonexistent Customer Support
 - Many traders loathe leaving their funds on exchanges, because of shortcomings across the board (security, wallet maintenance, trust, etc.). These shortcomings, coupled with subpar customer support hurt exchanges and traders. In order to foster a greater sense of trust in the Emasya community, at launch we will have have a dedicated team of customer support agents at the service of our traders.

1.2 Emasya Exchange

The Emasya ecosystem comprises of numerous products. Chiefly, the exchange: a platform facilitating cross asset trading and the ICO Launchpad.

- Exchange Platform - with accounting and logging

Exchanges are inherently customer facing platforms, empowering individuals and companies alike to take an active role in managing their investments. Through understanding this, Emasya's overarching goal is to provide a platform that reflects

our users' needs as a community, primarily regarding security, transparency, efficiency, ease of use and reliability. Emasya is paving the way for a new future of trading, and bridging the gap between the conventional frameworks and the emergence of new technology along the way.

- Security

Choosing to place your money on a trading platform implies an inherent trust between the user and the company representing the platform. This trust comes in the form of an implicit belief in the platform's security. This is often represented as afterthought or as an additional feature of other platforms. However, at Emasya security has taken a paramount importance from the start, and has been ingrained into every facet of development since.

For Emasya, the implicit trust between our customers and us is at the core of our overlying ethos and has manifested itself in the underlying technology and financial structure of our platform. Emasya will provide the most advanced and up to date security standards which includes, but not limited to:

- Two Factor Authentication.
- DDoS protection and mitigation.
- IP Whitelisting paired with Wallet Address Whitelisting.
- Multi-signature Wallet System.
- Smart Contract Implementation.
- Anti-phishing and Scamming Systems.

- Third Party Audits.

- Identity Verification

In continuation with our strong security driven spirit and goal to build an active and thriving community, identity verification plays a crucial role on our platform. Therefore we will be implementing the most stringent and up to date KYC (Know Your Customer) standard to ensure our community base is both trustworthy and transparent. Additionally, this will empower us to better identify threats to our marketplace before they are able to have an impact.

- Crypto -> commodity/forex & futures trading (example, gold / btc pair)

- Coins offered:

At the heart of any exchange lies its assets. By offering a comprehensive body of blockchain, currency and commodity assets, Emasya allows traders to have an elevated level of control at their fingertips. Historically assets have been limited in the cryptocurrency world and traditional trading systems to compartmentalized markets-with fixed restrictions on cross asset trades. For example, an individual is currently unable to trade their stocks directly into commodities, or their bitcoin into gold futures. Emasya will allow its' users to have freedom of choice over their investments.

By giving users access to new trading pairs, Emasya is creating a new market ecosystem with unparalleled hedging and strategic potential.

I. Why These New Pairings Provide New Investment Strategies

- When looking at traditional trading platforms, it becomes overwhelmingly apparent that investors are inexorably tied only to the performance of the asset they are invested in and its USD or relative currency backing. In the case of a bull market this diochimty is inherently helpful, however when shifting to a bear market the investor can either continue to hold or sell back to their relative currency backing. By including these new pairings of cryptocurrencies to traditionally traded assets, investors now have more options than ever to hedge their risks, whether it be selling back to USD, trading it into BTC-which they can then trade into other assets, or continue holding. Therefore investors can be given instantaneous access to trade their underperforming assets into separate asset classes that are not withstanding the same downturn.

Traditional	Emasya
Loss/Gain in Investment:	Loss/Gain in Investment:
<div> <div>Holding into USD</div> <div>Trading</div> </div> <div> $X\% \text{ drop} \pm y \text{ performance}$ $X\% - x \rightarrow y$ </div>	<div> <div>Holding into Another Asset</div> <div>Trading into USD</div> <div>Trading into BTC</div> <div>Trading</div> </div> <div> $X\% \text{ drop performance}$ $X\% - x \rightarrow y \pm y \text{ performance}$ $X\% - x \rightarrow z \pm z$ $X\% - x \rightarrow a \pm a \text{ performance}$ </div> <div>-Trades also happen instantly and not limited in number of trades</div>

* Performance is relative to holding length and current market price for assets

* $|x \rightarrow z|$: trading fee incurred between assets

** X is currently held asset

** Y is USD or currency backing

** Z is BTC or Cryptocurrency backing

** A is Assets available on the Emasya platform

- Moreover, hedgers that opt into a futures contract are betting on the value of their fiat currency rising or dropping. While this has proven to be advantageous over the last few decades, the potential from hedging a cryptocurrency such as BTC may prove to be exponentially more profitable in the long run view given BTC's propensity for volatility.

Our view of the current exchange-space is that it lacks flexibility: exchanges deal in one asset class, with brokers acting as intermediaries between traders and exchanges. In creating a cross asset exchange we extend users investment strategies beyond what is traditionally available.

1.3 ICO Launchpad

Two of the biggest roadblocks an ICO faces when coming to market are exposure, and trading. In our pursuit of furthering the global blockchain ecosystem, we've decided to establish an ICO Launchpad. Prospective ICOs who work with our launchpad will, after being vetted, be voted on directly by the Emasya community. After the community selects an ICO, traders can directly participate in the ICO, and upon completion, trade the new coins or tokens. The Launchpad and its associated forum will give the team an outlet to disseminate information and allow the community to build a dialogue around the new protocol.

To add a new dynamic layer to the traditional ICO's investment market, we aim to create a competition based launchpad similar to a round robin tournament, but for new fledgling companies. Emasya users will be given one powerful vote every election period, which

they will use to vote on a potential list of ICO's that are all vying to be hosted on our marketplace. Therefore, every voting period a user will be presented a list of ten pre-vetted ICO's that will compete for a top three position. At the end of the voting period, the top three ICO's will then move onto being the currently featured projects on our platform, while a new list of ICO's will begin a new voting period. In doing so we hope to keep users engaged with both upcoming and currently featured ICO's, allowing the interaction between investors and ICO's to become a more intuitive and a community driven event.

1.4 Revenue Model

- **Exchange Fee** - Emasya will initially charge 0.1% fixed fee per trade. Other variations will be introduced once the exchange is scaled to users.
- **Withdrawal Fee** - A miniscule fee will be present upon withdrawals which is determined on current market price.
- **No Deposit Fee** - Emasya will not have any deposit fees.
- **Listing Fee** - Emasya's competition based system will allow selected coins to be listed on the exchange. These coins will have a fee associated with the listing.

1.5 Emasya Coin

- Emasya before platform launch will ICO in order to raise funds so that the platform can be implemented accordingly to our vision. The ICO will be ongoing for three months in order so that the Emasya team can work on the creation of the platform while the ICO is ongoing. This is in order to ensure that we can release the Emasya exchange as soon as possible, especially in today's highly competitive environment regarding cryptocurrencies in particular and still ensure enough development time to release a sound product.

- ICO Schedule

Date	Task
20-4-2019	Initial draft of whitepaper completed, circulated to potential angel investors
30-7-2019	Announce EYA ICO plan, release whitepaper to public
25-8-2019	ICO begins
04-9-2019	ICO ends, or when coins are sold out
12-12-2019	Website Goes Live, Trading Initiates