Welcome To KimchiSwap

White Paper

Version 1.0

Sep 2020

*The shiny new fully decentralized Finance contender to enter
the 2020 DeFi Swap and Liquidation Protocol Arena*

Disclaimer

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Executive Summary

Vision:

To Provide all the Solutions under one roof where you can lock, Exchange, burn, Stake, Hold your Tokens. To turn into the go-to DeFi Ecosystem for all smart-contract administrations including, yet not restricted to: escrow, time-release, token locks, crypto memberships, event release, cross-chain integration, and other DEX solutions.

Mission:

Automation is the need of today's world where you've to do a lot of tasks simultaneously. You can Exchange your Crypto with other tokens & to automate and simplify the transaction process between people and/or organizations around the world through the use of well-built decentralized finance applications, eliminating the need for middlemen and 3rd party intermediaries.

Kimchiwap Overview:

We must be completely upfront from the initial stage, we are not in any way, shape or form related or affiliated to the recently launched 'Kimchi Finance' App. KimchiSwap is poised to become the go-to decentralized finance (DeFi) solution for automated smart-escrows, smart-swaps, and smart-locks. Our unique technology will allow people and organizations to easily execute smart contract-based agreements at a fraction of the cost of similar services provided by law firms and banks. With a focus on building three primary functions as part of its phase one deployment, KimchiSwap's mission is to simplify the transaction process between people around the world by offering an alternative to the expensive middlemen generally required in these specific types of transactions. KimchiSwap is a foundational DeFi layer that will change the landscape of financial transactions.

Now that we have that information out of the way, allow us to explain why we believe that KimchiSwap can share some of the decentralized swap protocol market. We will also outline some of the key fundamental differences between other swap protocols and how we believe KimchiSwap can stand out from the crowd with its unique points of difference KimchiSwap will offer an interactive dashboard allowing users to see existing smart contracts, recurring payments and subscriptions, past swaps and escrows, and payment scheduling options.

KimchiSwap is not a fork of Uniswap nor alike to many other AnySwaps, TrustSwap or any other out there entering the DEX market. But it contains some of the same functionality/Operations and coding methodologies, but it's unique in its core coding. The KimchiSwap platform is powered by its own native token, SWAP, an ERC-20 token built on the Ethereum Blockchain. It is not built on uniswap code, it is in fact built from the

Scratch. The KSWAP token will be used for discounts on services, dividends from staking, and as a governance token allowing the community to vote on how foundation funds are spent. Staking the tokens at KimchiSwap will allow holders to receive a share of all said fees that are paid in KSWAP. With a maximum total supply of 100M tokens minted and the implementation of staking and deflationary tokenomics, we expect this utility token to offer significant benefits when being used on the KimchiSwap platform.

Why KimchiSwap? Why now? Decentralized finance represents the future backbone of the global economy and the need for a trustless way to transact with each other is becoming ever more apparent.

After careful analysis, the KimchiSwap founding team came to the realization that there was no ready-made solution for escrows, multi-party swaps. The size of the financial services industry is over $26 Trillion dollars and the transaction market that KimchiSwap impacts eclipses $72 Billion; this translates to over $2.5 Billion in annual turnover if KimchiSwap captures 1.5% of the total addressable market.

As the crypto world and traditional finance world continue to converge, we believe the stage is set for a global fintech and DeFi revolution and KimchiSwap is positioned to lead the charge into 21st century finance.

Value Added

KimchiSwap provides a key value proposition to users and token holders through a select set of decentralized finance (DeFi) applications. KimchiSwap is Mostly have same functionalities like UniSwap, KimchiSwap also Allows Developers And Other Business Enterprise to build on top of KimchiSwap protocol. Developers can develop DApps on the top of KimchiSwap Code and UI.

Ease of Use:

The KimchiSwap Dashboard will make it simple for those with insignificant experience working with digital currencies to handily execute a trustless escrow exchange with complete strangers. It will also make it easy for the average bookkeeper or operations manager to create recurring payment contracts, making their job easier. The dashboard and contract creation settings will make it very easy for everyone involved.

Immediately Applicable Tools:

As soon as KimchiSwap is live, making time-based swaps will become a possibility. This will immediately give a better solution to thousands of companies that are currently paying high fees or monthly subscriptions to execute escrows.

No Middle Man:

KimchiSwap will also remove the need of the middle man as it includes a lot of extra fees and delays in the transaction, KimchiSwap is using Layer 2 Scaling so this will Reduce Fee and Speed of the Transaction. A distant memory will be the times of 5%-10% escrow expenses on huge exchanges. Anybody hoping to perform huge trades or exchanges with new individuals over the counter will have the option to do as such

Problem & Solution:

High Escrow Fees

When making financial transactions with a new party or with multiple parties, thousands of dollars are paid as fees to have a credible firm back the transactions.

KSWAP SmartSwap

Performing multi-million dollar transactions will now become as easy as making a regular banking transaction - maybe even easier by avoiding the bureaucracy.

Simple, Secure P2P Transactions

During the Twitter hack of July 2020, scammers asked users to pay them in crypto and said they would pay them back double. This is the oldest scam in crypto and it is still being used. Let's fix it.

KSWAP SmartSwap (P2P)

KimchiSwap will allow anyone to exchange digital assets with anyone else in the world in a way that ensures both parties adhere to the agreement. As awareness of this option grows, people will be far less likely to fall for these scams.

Product & Services Description

Performing transactions ought to be straightforward and simple. Nobody ought to host to stress whether the other party will participate in false conduct and not follow through on a particular transaction. This is why we are creating the following product suite. KimchiSwap exists to make it easy, inexpensive, and safe for anyone to transact using trustless smart contracts thereby reducing the need and cost of hiring trusted 3rd parties like lawyers. All of Phase One products will be fully ERC-20 and Ethereum compatible. Phase Two will allow for cross-chain integration, thus enabling blockchain agnostic asset transference. All services and products are **non-custodial.**

KS Liquidation Providers:

Anyone can become a liquidity provider by depositing tokens into a smart contract and receive pool tokens in return. These pool tokens track the liquidity provider's share of the total reserves and can be traded in for the underlying asset at any time. KimchiSwap is a decentralized protocol for automated liquidity provision for Ethereum token trading pairs. Every ERC-20 to ERC-20 trading pair has a dedicated smart contract that holds reserves of each token and rules for how the reserves can be changed.

KimchiSwap charges a 0.40% fee on all trades which is added to the reserve pool. When a liquidity provider burns their pool tokens to reclaim their stake of the total reserve, they receive a proportionally distributed amount of the total fees accumulated while they were staking.Although Liquidity Provider will earn about 0.15% of all the Transaction fee in the KimchiSwap Network.

KimchiSwap's easy-to-use interface has functionality for trading tokens, sending tokens to another address through automatic swapping, and adding or removing liquidity from pools. If you want to start providing liquidity on KimchiSwap, you must hold ETH and the target ERC20 token (say Dai) in the same wallet. If you already have ETH, you can connect your wallet and swap for Dai directly through the 'Swap' functionality on exchange.kimchiswap.io

KSWAP Smart Tokens:

Interfacing with the ERC-20 contract is the KSWAP staking contract. The KSWAP staking contract enables users who are staking KSWAP to receive 25% of the transaction fees for services procured on the KimchiSwap network when paid in KSWAP tokens. The KSWAP Smart Token is an ERC-20 token with many capabilities. At its core, the KSWAP token is an upgradable and pausable ERC-20 contract that also has the ability to burn tokens. KSWAP Smart Tokens Or KSWAP Tokens will be Discussed in more detail in the later section of the White Paper.

Requirements

1. Metamask (or any other web3 wallet solution) Initially Metamask.
2. Ethereum (ETH) or any ERC-20 token in the wallet that a user wants to schedule payments in

Definitions

Asset - Any Ethereum or Ethereum-based asset (ERC-20, ERC-721, etc).
Schedule - The process of initiating a time-based locked transfer of an asset inside of the KimchiSwap ecosystem.

Locking Period - The number of days tokens will be locked in the smart contract before a user will receive or can claim their assets

KSWAP Token - The KSWAP token can be used in place of ETH for payment of fees on the KimchiSwap network which offers additional savings. The KSWAP token is a utility token that enables users to schedule any amount of Ethereum or Ethereum-based assets to be placed into a locking period via smart contract and then released at one time or in accordance to a recurring schedule.

Beneficiary - A different Ethereum address that will guarantee the advantages after the locking time frame has lapsed. A user has the choice to select themselves as the beneficiary, or another party. If another party is chosen as the beneficiary, the Ethereum address that locked the assets will not be able to claim them, only the beneficiary will have permission to do so.

Claim - Once the locking period is over, the user's (original locking user or beneficiary) assets will automatically be released via the KimchiSwap executor. The user also can retrieve assets via the web3 interface by using the claim button. KimchiSwap Executor will be Discussed later in detail.

User Sample Flow

1. Navigate to application at https://app.KimchiSwap.io.
2. Click connect wallet and login via Metamask or another web3 wallet
3. Choose Single Payment, Bulk Payment.
4. Choose asset type (ETH or ERC-20 token) to schedule payment xfor and quantity of tokens
5. Determine the duration of locking period in days, or schedule to adhere to
6. Decide whether fees will be paid in ETH or KSWAP token
7. Determine whether there will be a beneficiary associated
8. Submit transaction

9. Once the lock period is over, funds are automatically transferred to beneficiary by KimchiSwap executor, or are directly claimable by the user who deposited (or the beneficiary).

KimchiSwap is a **non-custodial** solution and never has access to user funds locked in its contracts.

KimchiSwap Executor

On the Ethereum blockchain, it is not possible to schedule calls to contracts at a point in time in the future. Due to this restriction, triggering time-based events can be challenging. This is because smart contracts cannot subscribe to events and therefore all actions need to be triggered by an entity external to the contract.

KimchiSwap is a trustless smart contract-based system that solves this problem. The KimchiSwap Executor listens for every scheduled event logged from smart contracts and stores their unique IDs and locking period.

KimchiSwap Executor scans the latest blocks of the Ethereum blockchain at a particular interval and checks if any of the scheduled event locking periods have expired. If the executor finds such instances, it will automatically call the Claim function on the smart contract on behalf of the beneficiary, and all assets will be transferred accordingly.

Trustless

Execution of the scheduled transactions is completely determined by the user's data input. KimchiSwap system rules are enforced by smart contract logic. This avoids the need of trusting third parties. Such a system makes it impossible to manipulate the contract details or data. KimchiSwap transfers all the scheduled payments to beneficiaries which are configured in our smart contracts. You can rest assured that your locked tokens are secured by reliable and audited code inside the KimchiSwap.

User Friendly

KimchiSwap can be used by all types of users and any web-connected interface. For non-technical users, an easy to use and an intuitive graphical user interface is available on the website as well as the Video is attached.

KSWAP Token Stake:

As mentioned earlier that the KimchiSwap has its own token called KSWAP which you can Stake and the Stake holder of the Tokens Receives 4% APY as well as the additional benefits from the KimchiSwap fees Structure. KimchiSwap is Charging 0.40% fee of the

Transaction where as KSWAP Token Holders will receive 0.10% of the Fees share also. This fee is inline with the other swap protocol.

Technology & Methodology:

Distributed Ledger Technology - Blockchain
KimchiSwap is built on the blockchain based distributed ledger technology. All transactions are immutable and transparent on the Ethereum blockchain.

Interactive Web3 Dashboard
Users will be able to sign up on the KimchiSwap platform and access a customized, easy to use and intuitive Web3 dashboard that populates directly from their Web3 wallet.

ERC-20 SWAP Token
The KSWAP ERC-20 Token can be staked for rewards and voting rights on the KimchiSwap platform. Any fees paid on the KimchiSwap platform using KSWAP will be eligible for a --% discount.

Smart Contract Database
The KimchiSwap ecosystem will grow over time to include a wide assortment of valuable smart contracts to interface with such as escrow, time released payments, subscriptions and more.

Layer 2 Scaling

Why We Need Layer 2 Scaling?
Blockchain technology is great and fairly complex in terms of configuration, programming and operation. Why do we need Layer 2 solution? It mainly goes to the KPI of Transaction per Second (TPS) of blockchain compared to the traditional centralized solution. As shown in the picture below [an outdated chart but good to make a point], the Visa TPS requirement

is about 47K per second. Therefore, before blockchain can challenge traditional centralized solution, the TPS needs to be improved significantly. This is referred as the "Scalability Problem". In blockchain technology, there is an **Impossible Triangle**, which refers to Security, Scalability and Decentralization. You can only achieve two of three but not all of them.
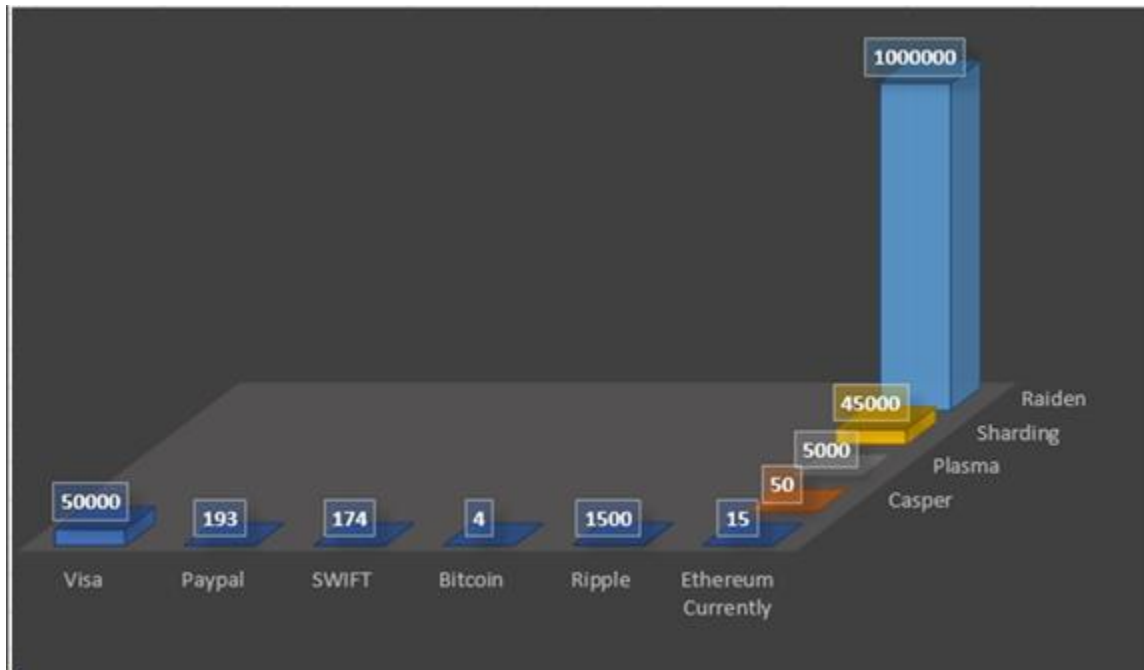
There have been a few protocol projects out there tackling the scalability issue and the following picture showcases some contenders in the Layer 2 Solution landscape.

*As of July 2018. Includes both research and implementations.

CoinFund
@dberenzon
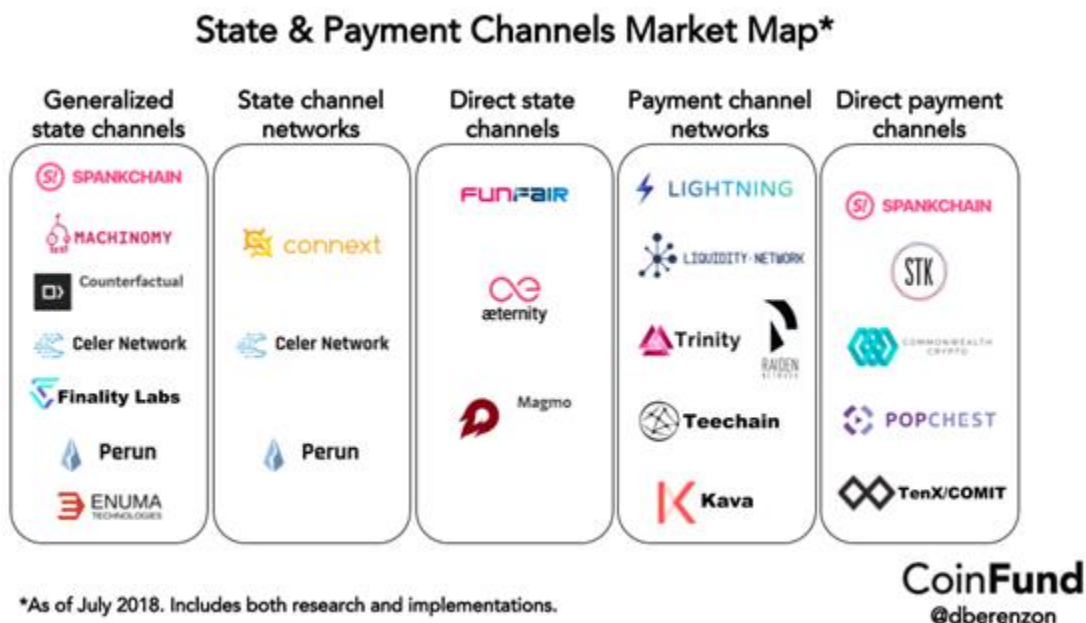
ETH Scaling Solutions — Casper vs. Plasma vs. Sharding
Similarly to Ethereum, there have been different proposals to solve the scalability issues, mainly including

- **Casper**—Casper refers to Ethereum's long-planned consensus algorithm proof-of-stake.It thus promises to be more energy efficient and egalitarian than its current proof-of-work system.
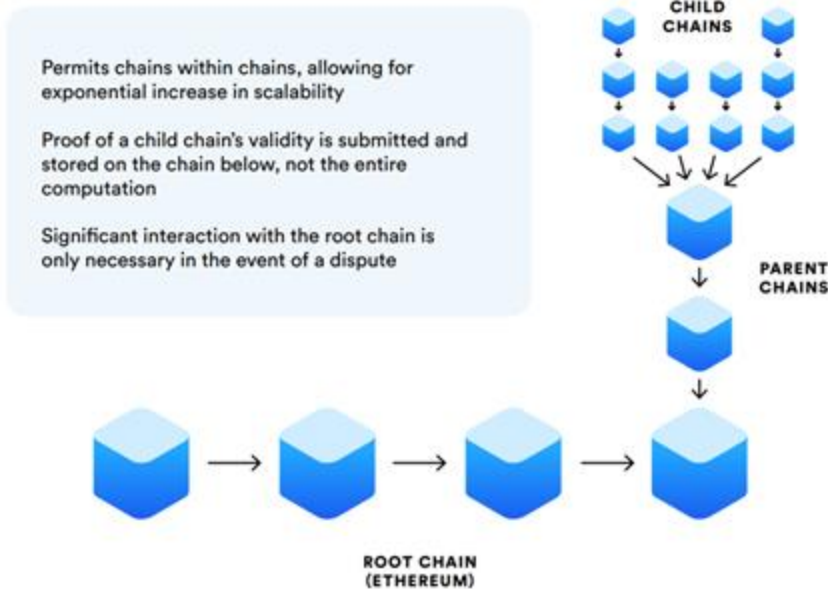
Vitalik puts it like this:

> *"Imagine 100 people sitting around a circular table. One person has a bundle of papers, each with a different transaction history. The first participant picks up a pen and signs one, then passes it onto the next person, who makes a similar choice. Each participant only gets $1. If you sign one page and later sign a different page, your house burns down."*

- **Plasma**—Plasma is another Ethereum scaling solution which involves a second layer of smart contracts over the main blockchain. Similar to sharding this method will mean that the entire network does not have to validate and broadcast every contract transaction. In theory Plasma would replace server farms with a peer-to-peer network upon which users collectively run DApps in a scalable and decentralized way.

Buterin explained the security aspect of Plasma earlier this year:

> "Basically it allows you to have what the bitcoin people promised in 2013, private chains anchored into a public chain. The anchor is: if you have one plasma coin in the Plasma chain and if the Plasma chain breaks [hacked] then you can use that to recover one coin on the public chain, so coins on the Plasma chain are equal to coins on the public chain without transactions taking up space on the public chain."

Plasma: The Basics

Permits chains within chains, allowing for exponential increase in scalability

Proof of a child chain's validity is submitted and stored on the chain below, not the entire computation

Significant interaction with the root chain is only necessary in the event of a dispute

CHILD CHAINS

PARENT CHAINS

ROOT CHAIN (ETHEREUM)

- Sharding—Sharding will basically divide data across multiple servers instead of just the one [similar to parallel computing]. Essentially the ledger will be fragmented in this scaling out process, Buterin elaborated on Reddit;

  "This is a proof of concept of (part of) a fork choice rule-based mechanism for how sharding can be bolted on top of the current Ethereum main chain, with a specialized random beacon and shard block times of <10 seconds."

SHARDING

GROUP 1

T x 0x9 0x9 0x9 0x9

GROUP 2

T x 0x8 0x8 0x8 0x8

GROUP 3

T x 0x7 0x7 0x7 0x7
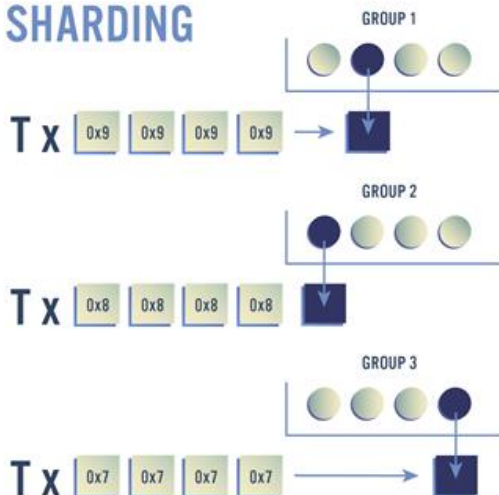
KimchiSwap is using Layer 2 Scaling mechanism for the transaction speed and the scaling difficulties that are being faced by the major cryptocurrency networks. Using this protocol Transaction will speed up as they are not performing on the main chain network rather then the Off-chain or Second layer of the Blockchain network. First layer of the blockchain Protocol maintain the security of the network where as the second layer speed up the transactions in the network. Layer 2 Scaling reduces the fees of the Transactions.

Privacy & Security

When dealing with issues of monetary nature, privacy & security are of the utmost importance. Here is how KimchiSwap plans on making its networks, products, and services as secure as possible.

Non-Custodial Model

KimchiSwap operates under a non-custodial model and never has access to user funds locked in its smart contracts. Any funds locked in the KimchiSwap ecosystem can only be retrieved by the rightful private key owner or the specific beneficiary set at time of contract execution. Neither the tokens nor the stable coins will ever be in the custody of KimchiSwap. All pertinent data involved in transactions are entirely handled by the users. Clients won't need to relinquish their privileges to protection so as to partake in the KimchiSwap environment.

Governed by Code

All the KimchiSwap Protocol is Governed by Code, everything is transparent and Trustworthy. With KimchiSwap, all operations are handled by smart contracts. This eliminates the nuances involved with enforcing compliance resulting in execution governed by code rather than bias.

Enterprise-Grade Encryption

As Blockchain Use Hashing algorithm for encryption of the transaction, Bitcoin Blockchain Uses SHA-256 Algorithm for Hashing. By virtue of being an ERC-20 token, SWAP token inherits Ethereum's KECCAK-256 encryption. All transactions are immutable and transparent on the Ethereum blockchain.

No KYC – And Completely Decentralized

No KYC/Decentralization seems to be the buzzword of the decade. At its root, it's a bottom-up approach to running an organization or network where authority is delegated and spread among many participants. They in turn feel empowered to manage and contribute to the system. KimchiSwap is using totally decentralized Approach to deal with KYC Problem. There is no Need for submit KYC Or another document for

Transaction, You're Completely independent in the KimchiSwap. Trust in institutions is near historic lows. Google, Facebook, and other corporate giants have received their share of controversies in national headlines. It's no surprise that many consumers, including Millennials and Generation Z, are uncomfortable putting sensitive data, money, and personal property under the control of a central authority. "Decentralization solves trust issues by empowering multiple participants to manage a network. Users don't have to trust a central authority, and protocols are designed to prevent bad behavior,".

Team Behind KimchiSwap

The team behind KimchiSwap is composed of fast growing tech, operations and business development teams. Advisors to be announced.

Market Assessment

The Financial Service Area speaks to the biggest administrations segment on the planet, speaking to about 33% of the worldwide GDP of $90 Trillion in 2020.

Online & Mobile Banking

The whole Financial market is amidst an incredible move. The majority of innovation in the financial sector is currently focused on financial technology (FinTech). Millennials and Gen Z are the largest growing consumer market, bringing commerce from brick-and-mortar to the palms of their hands. This move in shopper conduct driven by desires for smooth, minimal effort advanced budgetary administrations makes a domain that developed by 84% in the year from 2017 to 2018 alone and is required to develop year-over-year. This represents an important trend that will help KimchiSwap make its place in the market.

DeFi

The total value locked in decentralized finance (DeFi) surpassed the $3 billion mark and has quintupled since the start of 2020. As the fiat to crypto on/off ramps become more readily available to the traditional finance sector and to the middle income class, a movement towards mass adoption of certain easy-to-use DeFi applications is to be expected. This highlights the perfect timing for KimchiSwap to take over a large part of this market.

An Immense DeFi Trend

As of July 2020, there are nearly 10.5M ETH currently locked up in DeFi protocols. That is approximately 1 out of every 11 ETH. This means the amount of funds locked up in DeFi has grown by almost 500% from 2018 levels of 1 in every 56 ETH. In all the fundamental metrics, DeFi has captured significantly more value over the course of 2019 despite slower price movements. This trend continues to grow in 2020. Chart Source: DeFi Pulse
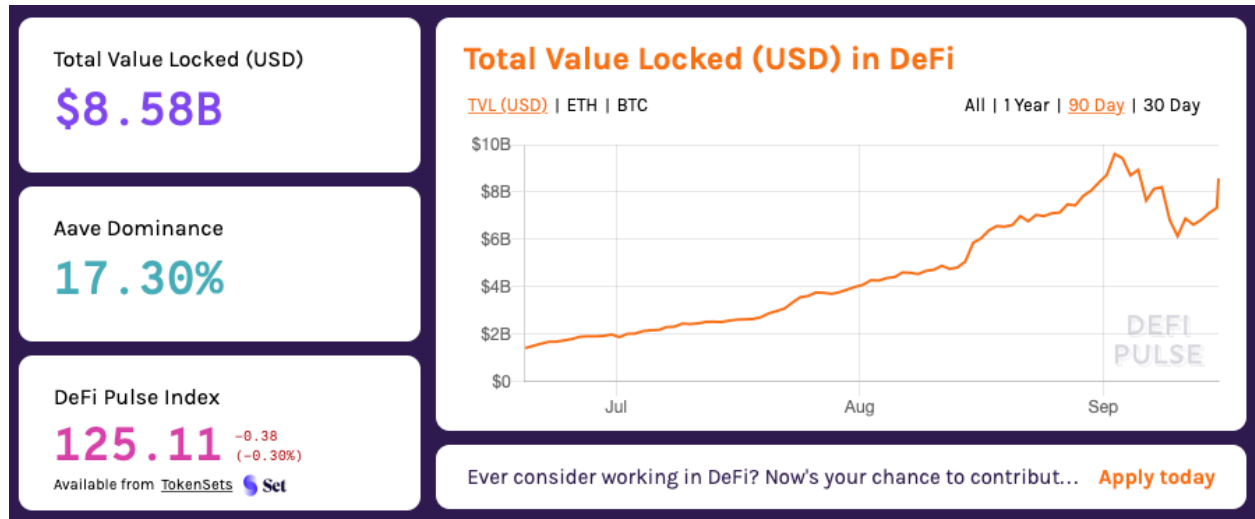

DeFi is now in a similar place to where Bitcoin was 5 years ago. Practical applications are currently burgeoning with a heavy focus on P2P lending (Maker) and trading (DEX). Other trends include prediction markets (Augur, decentralized leverage trading, and synthetic assets. The KimchiSwap team believes there are many more practical DeFi applications that currently aren't being explored that the world is now ready for.

All the financial trends point to DeFi as being a viable alternative that is likely to go from representing less than 1% of the financial sector market to representing a large percentage over the course of the next 5-10 years. If KimchiSwap succeeds in its mission to become the go-to DeFi protocol for everything related to payments, swaps, 'time locks', it stands to gain at least 80% of this market.

Competitive Analysis

Here is **a list** of the most important DeFi projects currently active in the blockchain space. None are clearly focused on what KimchiSwap will be delivering. KimchiSwap is embracing the opportunity to become a new pillar within the growing DeFi ecosystem.
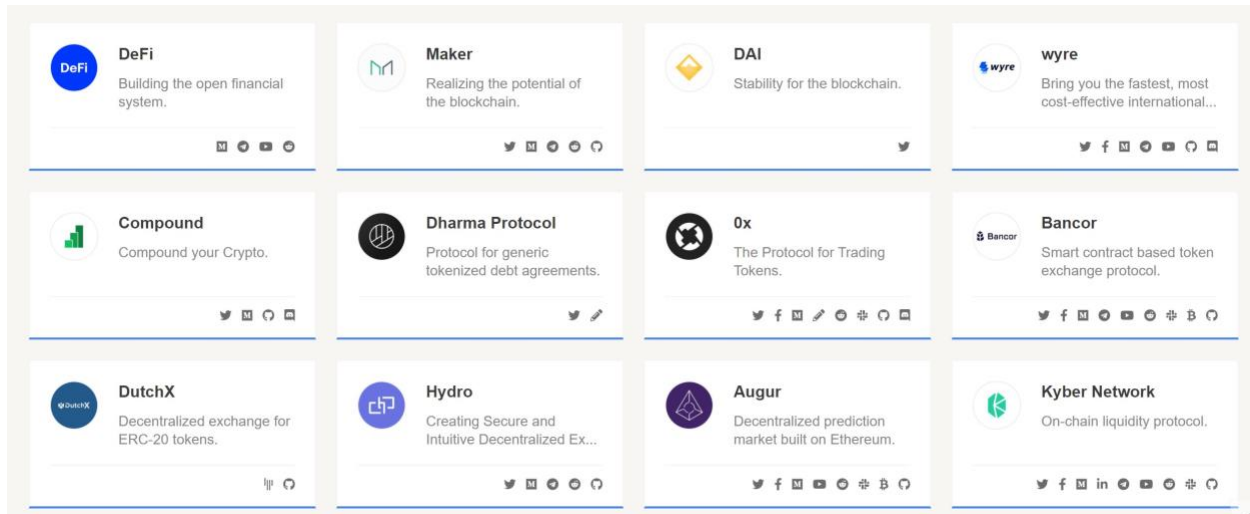
Competitive Assessment

At present there are no Companies or suppliers offering a similar kind of smart contract umbrella innovation that KimchiSwap is creating. KimchiSwap is solely focused on offering secure, trustless, and decentralized solutions that cater to the needs of everyone from individuals to businesses and large corporations .

Competitive Advantage

KimchiSwap's team and superior technology offers an additional advantage and will further the gap between any potentially relevant competitors.

The KimchiSwap team is composed of an all-star level group of blockchain entrepreneurs, super-influencers, senior developers, and capital business development experts. The KimchiSwap advisory team is composed of some of the most well connected individuals in the blockchain space. Includes Two of the world's most well respected crypto influencers.

Once KimchiSwap mainnet is live, we will also benefit from major network effects. The friction of moving from one trusted financial service software to another is usually high. Since we are the first, people will want to try it. Once they see that it works, they won't want to change to anything else due to the price and ease of use.

Potential Partners

We aim to work hand in hand with service providers, exchanges, law firms, and finance institutions to make our solution seamless between traditional finance and the bleeding edge of the DeFi industry. By becoming the bridge between both, KimchiSwap stands to become the go-to solution for reliable smart contract service solutions. we aim to work with crypto companies that are fundraising and the companies that usually help these types of projects raise funds (ie. blockchain consulting and advisory companies).

Finally, the aim is to implement into the major ecommerce platform via an API. For our crypto-focused target segments, we see select DeFi oracles, crypto index funds and other major DeFi projects as interesting partnerships to pursue.

Opportunity & Revenue Model

DeFi Protocols

This is expected to be the next boom in the blockchain industry. Our target segments have been waiting for this. The size of this market is growing exponentially, currently representing 3% of the crypto industry (double 2018 numbers).

ICOs, ILOs, STOs, Etc.

In 2019, IEOs represented 1.5B in funding. KimchiSwap can become the go-to for all crypto-based fundraising by solving the current issues of the industry.

Revenue Streams

All of our revenue streams will come from taking a set percentage of all transactions that use the KimchiSwap ecosystem. The fees can be paid either in ETH or KSWAP tokens. When using KSWAP, this percentage will be reduced in half in order to incentivize people to utilize the KSWAP token. A summary of fees for various services offered by KimchiSwap is shown in the following table.

KimchiSwap Fee	Liquidity Provider	KimchiSwap Wallet	Stake Holder
Fee %	0.15%	0.15%	0.10%

1) 25% of the transaction fee received in KSWAP will be distributed proportionally (referred to as dividends) to the stakers on the official KimchiSwap Mainnet Staking Platform, Kimchi-Stake™. The dividends start accumulating as soon as the KSWAP tokens are staked and will be paid out once every 3 days. These dividends get attached to

your stake as soon as they are released. It is to be noted that if the staker chooses to withdraw his/her stake, they will be held in the smart contract for 7 days before they are sent to his/her wallet.

2) 37.5% of the Transaction fee is paid to the liquidity providers for providing liquidity

3) 37.5% of the Transaction fee is paid to the KimchiSwap for the ongoing development and other charges for KimchiSwap.

Addressable Market

The global financial services sector is expected to grow to $26.5 trillion dollars by 2022, and the average daily crypto trade volume was at $70 Billion in Q1 2020, representing an immense addressable **market.**

The current addressable market is as follows:

$26.5 Trillion Total Global Financial Services Sector
$7.9 Trillion Total Global Banking Sector
$70 Billion Total Daily Crypto Trade Volume
$2 Billion Total Currently Locked In DeFi

Total Addressable Market = $72 Billion
If the KimchiSwap can get 1.5% of the total daily volume in the first year, this amounts to over $10.8 Million in transaction fees per day, representing nearly $4 Billion in annual turnover. This does not include the other pillars of the KimchiSwap ecosystem which hints to the sheer size and potential of this opportunity.

Adoption Strategy

In order to win business, the KimchiSwap team will need to make it easy to onboard new users and make it clear that this is a reliable method to solve the problems that KimchiSwap is trying to address. This will be done by having major integrations with select partners as well as streamlined training manuals and user onboardings including screenshare walkthroughs from crypto and fintech influencers.

Go-to-Market Strategy

KimchiSwap dApp will arrive shortly and which will allow it's user many more new features with speedy transactions using layer 2 Scaling methodology & KimchiSwap App is jam packed with some game-changing features that will revolutionize the way you swap, add liquidation, create markets and stake! You will earn on Staking, Providing Liquidity, Holding, Buring, using Platform and much more is Coming out very Soon.

Very Limited Number of Tokens are Available for sale as part of our "VIP Website Sale" that hear about us first from the medium and join us first, surely they believe on us and help us to grow. Early Bird will enjoy the most Benefits, make sure to join in the beginning. Our Majority of the Capital raised will be used to support the continued evolution of the KimchiSwap EcoSystem for it's betterment.

Road Map of KimchiSwap:

Website Launch - September 2020

- 1 Month Private Token Sales
- dApp development sprint
- Sales & marketing drive
- Token staking activated

DApp Launch - October 2020

- beta testing week
- app.kimchiswap.io launch
- Initial Staking rewards paid
- major exchange listing

DApp v2.0 Release - Jan 2021

- New features added
- Additional Exchange listings
- Multi chain integration
- DEX integrations

1. Community Development & Partnerships

Many of the KimchiSwap services and products will be readily available to implement within existing OTC and trade solutions. The same goes for the crypto product, for which proper APIs will be created in order to easily implement the solutions within the existing payment channels.

Partnership Outreach Strategy - The KimchiSwap Team will first partner with all the potential partners mentioned in the Potential Partners section of this WhitePaper. This will be the fastest driver of growth in the first phase of the KimchiSwap Ecosystem.

Community Development - A token network is only as strong as its community.There will always be a heavy focus on scaling the community and keeping them engaged while working with influencers in the space to keep raising awareness about KimchiSwap.

2. Tech Development: New Product Development & Integrations

With each new product, new market segments and revenue lines become available. Furthermore, many of the current clients will be interested in the new products as well, increasing the average basket revenue per client.

By building easy to implement APIs and having a specialized integration team, the KimchiSwap ecosystem will easily integrate into existing networks such as e-commerce platforms (think Shopify), payment platforms (think Paypal), financial service providers (think banks) and dev shops (think smart contract dev shops). The objective is to make it as easy as possible for both crypto-savvy and non-crypto-savvy organizations.

https://kimchiswap.io