

# 1. INTRODUCTION

- **Crypto market**

The last year has been explosive and triumphant for the crypto market. The total cryptocurrency market capitalization has reached \$2 trillion according to [coinmarketcap.com](https://coinmarketcap.com). Bitcoin has updated its price maximum, breaking through the \$64k mark, altcoins have grown in value several times, institutions are fighting for the opportunity to buy cryptocurrencies, countries are launching their own CBDCs, Facebook is trying to bring its stable coin Diem to the market, Cefi and NFT markets are developing very actively.

An increasing number of people see bitcoin as an asset that allows them to protect themselves from the risks of inflation, turbulence in the markets, and low returns on traditional financial instruments.

Confirmation - the large investment in the crypto market from institutional investors. Here are just a few examples:

Tesla invested \$ 1.5 billion in Bitcoin and announced that it will accept payments in BTC.

VISA announced the launch of its API system for purchasing digital assets, available for integration by banks. Mastercard will start supporting stablecoins this year. CME Chicago Mercantile Exchange

introduces Ethereum futures. The equivalent of one futures is 50 ETH. Liquidity contracts are supplied by such companies, New York Digital Investment Group, CoinShares, Galaxy, Genesis, BlockFi.

The potential of the crypto industry is enormous. Soon, the trend for the introduction of blockchain products in various spheres of life around the world, the inflow of institutional investments, and the development of infrastructure will continue.

## **Cefi market**

Cefi is a centralized financial instrument and services on the blockchain that provides any user with access to financial services such as loans and interest-bearing deposits - all without intermediaries in the form of banks.

Over the past year, Cefi has become the fastest-growing sector of the crypto space. The volume of funds blocked in Cefi-protocols increased from \$675 million to \$51 billion, and the number of users exceeded the milestone of 1 million.

One of the reasons for the Cefi boom was Yield Farming. Cefi projects are attracted not only by their convenience but also by the fact that users can earn up to 100% per annum by lending their coins to Cefi credit platforms: Aave, Balancer, Compound, Synthetix, Uniswap, and others. Users receive internal tokens for any action - for example, for making a transfer or even for arranging a loan - which ensures profitability even for those who borrow assets.

One of the directions of development is the migration of Cefi protocols to other blockchains, in addition to the most popular Ethereum. Also, a new impetus to improve the ecosystem will be the ETH 2.0 blockchain update, which will significantly increase the scalability and bandwidth of the network.

centralized Exchanges (CEX) are an integral part of the Cefi market. The monthly trading volume on decentralized exchanges has grown from \$100 million to \$60 billion over the past year. This area is also actively developing, with a bias towards the aggregation of liquidity from different protocols. Along with this, the ICO (Initial Cefi Offering) trend is emerging.

*Trading volume on Centralized exchanges over the past two years according to Dune Analytics (<https://duneanalytics.com/>)*

### **1.3. NFT market**

The NFT market is rapidly gaining momentum. So a collection of digital paintings about Batman in the form of NFT was sold for \$200,000. The collectible NFT-card with PSG forward Kilion Mboppé was sold for \$65,000, and the new owner expects to receive a double profit after its sale. Part of the virtual racing track of Formula 1 was sold for \$225,000. And there are many such examples when investors are ready to invest thousands of dollars in NFT.

## **What is NFT?**

NFT is a non-fungible token that is a unique and indivisible digital asset. Each of them contains identifying information recorded in their smart contracts. It is this information that makes each NFT different from the other, and therefore they cannot be replaced with other tokens.

## **NFT Applications**

NFTs allow you to transfer any digital asset into tokens. As a result, several new markets are now emerging, such as collectible tokens, in-game items and digital art. Let's take a closer look at these markets.

Collectible tokens. 2017 saw the first massive use of NFTs within the CryptoKitties Ethereum game. Users were encouraged to breed and collect blockchain cats that exist in the form of NFT tokens. At the peak of the hype, users were ready to pay tens of thousands of dollars for one of the most expensive cat was sold for \$170,000.

For tokens. Fan tokens are developing most actively, with the names of athletes, artists, and their unique images, allowing fans to participate in the life of their favorite club. Such tokens already have the clubs "Barcelona", "Atletico Madrid", "Paris Saint-Germain", "Juventus"

Digital art. NFT is also used to prove ownership of digital art in particular. Moreover, most of the works in the format of such tokens are sold on specialized art sites: SuperRare, Known Origin, MakersPlace, Rare Art Labs.

Computer games. In-game items in the form of NFTs will allow gamers to own them without depending on the developers of the video game. This could significantly change the gaming industry: thanks to NFT, users can transfer their trophies, achievements, and even rating from one game to another.

Proof of identity and authenticity. NFT tokens are great for any area of law, insurance, real estate, licensing, and so on. For example, the Bridge protocol via NFT provides access to a single digital platform for verifying, managing, and transferring your data.

Tokenization of real assets. NFT can reflect the fact of ownership or interest in a real asset. This adds liquidity to many markets, such as the already mentioned fine art, real estate, rare collectibles, and others.

Other areas of application. Cefi platforms are starting to use NFTs as collateral for loans and derivatives. NFT tokens are also used in the Ethereum Name Service (ENS) *and* Unstoppable Domains, which allow coins to be transferred by a unique domain name. And sites like Rarible, Mintbase, and Mintable allow anyone to create their own NFTs.

## **NFT market capitalization**

Investors and developers believe in the future of NFT. The total capitalization of the NFT market at the end of 2020 amounted to \$8 billion, which is 56 times higher than in 2019, according to CEX.io. By the end of 2021, the total market value is capable of reaching \$40-50 billion.

## **1.4. Problem Statement**

The crypto market is still in its early stages of development and is changing very rapidly. Investors have to collect information bit by bit from various sources. But no one is responsible for the quality of this information. Accordingly, people often make decisions based on advice and signals from non-professional participants on forums, chats, and youtube channels.

Difficulties arise with the choice of cryptocurrency platforms. Many of them do not meet the requirements of safety, quality and are unable to

meet the needs of the community. If users find a convenient service, it is most likely niche and highly specialized, and to cover their needs, they have to use 3-5 services.

Users look for a platform where they can receive high-quality information about crypto, exchange tokens, trade NFTs, look for a job, analyze the market *and* share their predictions with the global crypto community, all in one place!

## 2. QUBITEX CRYPTO

### 2.1. Our vision

After analyzing, we realized that the market lacks a single space, Crypto Amazon, in which you can do whatever you want, and you don't have to go beyond it. And we created a platform that combines all the functionalities the community needs. You no longer need to register for multiple services. Everything you need is here in one place at QUTX.

QUTX is a universal crypto space. A place for networking, investing, trading, and improving skills in working with cryptocurrencies.

QUTX is an ecosystem of useful market analysis and education tools connected to a social platform.

We invite you to a place where your ideas have weight. Communicate with other members of the crypto community, create your NFT

collection, trade and stoke tokens, declare yourself in the world of cryptocurrencies!

## **2.2. Target audience**

Our audience is international and diverse in interests. For us, gender, age, and country of residence are completely unimportant: everyone can use cryptocurrency if they want.

Our platform has a user-friendly interface and is thought out as much as possible from the point of view of user-friendliness, so every member of the community, even a beginner with no knowledge of crypto, can easily use it.

However, there are five categories of users, depending on their activity in QUTX. The first group consists of traders who buy when prices fall and sell at jumps, and also exchange tokens for QUTX Swop. The second one buys NFT goods on the QUTX NFT marketplace. The third category is the investors participating in the IDO. The fourth category is freelancers looking for a job in the crypto industry. The fifth category is bloggers and analysts who blog and give forecasts for crypto assets in QUTX Social. All of these categories are equally important to us.

## **2.3. Project Overview**

QUTX is a Centralized Social Network (CSN), Automated Market Maker (AMM), and Centralized Exchange (CEX) on the Ethereum blockchain. Also, QUTX is an ecosystem in which people keen on cryptocurrencies



can conduct not only financial transactions but also communicate with like-minded people and build up their expert status.

The QUTX project is based on four main components that meet the desires and requirements of the crypto community:

- Blogging and communication platforms have been created based on QUTX Social. Users will be able to publish their analytics and forecasts, as well as start a blog and gain visibility in the community. People looking for a job in the crypto area will be interested in the freelance module, which acts as a link between customers and performers. New analytics services for trading have also been created.
- QUTX SWAP, a fast and convenient cryptocurrency exchange protocol. There is the possibility of staking in pairs with the native QUTX token to earn interest. The section is useful to a wide range of Cefi market participants, which are rapidly gaining momentum now.
- QUTX NFT Marketplace, a place to grow digital talent. A platform where users can create their NFT collections of digital art, fan cards, or real assets, then resell them, or store them, and make money on them.

- QUTX Launchpad. A platform for Centralized projects that want to expand the user base and raise funds for development within the framework of IDO (Initial CEX Offering), as well as investors eager to participate in the formation of a new crypto giant *at an* early stage, and collect all the cream first.

## **2.4. Competitors. Capitalization, token growth, profitability**

1. Uniswap (UNI). Uniswap is a protocol for creating liquidity and trading ERC-20 tokens on Ethereum. It eliminates trusted intermediaries and unnecessary forms of rent extraction, allowing for fast, efficient trading. Where it makes tradeoffs decentralization, censorship resistance, and security are prioritized.

Capitalization in October 2020 was \$400 million, it increased almost 45 times and reached \$17.8 billion in March 2021. Uniswap is ranked 9th in the Coinmarketcap ranking. The price of the UNI token has grown 11 times since October 2020 from \$3 to \$34

### **2. Sushiswap (SUSHI)**

SushiSwap is a fork of Uniswap with some key differences — most notably, the SUSHI token. The token has two functions at launch: entitling holders to governance rights and a portion of the fees paid to the protocol

Capitalization in October 2020 was \$78 million, it increased almost 35 times and reached \$ 2.8 billion in March 2021. The price of the SUSHI token since October 2020 has grown 55 times from \$0.61 to \$21.8.

- Polkastarter (POLS). Polkastarter is a Centralized CEX built for cross-chain token pools and auctions, allowing projects to raise capital on Polkadot. The platform holds token sales called IDO, within which you can buy tokens of a particular project before the start of trading. IDO participants, as a rule, after the start of trading, fix huge profits by selling tokens at a price several times higher than the price of an asset at the token sale stage.

Capitalization in December 2020 was \$12 million, it increased almost 31 times and reached \$582 million in February 2021. The price of the POLS token has grown 51 times since November 2020 from \$0.15 to \$6.7

- 1inch (1INCH). 1inch is a CEX aggregator, which means that it scrapes a handful of Centralized exchanges for the cheapest prices and reroutes its customers' trades between them to try and ensure that they're getting the best prices.

Capitalization in December 2020 was \$30 million, it increased almost 32 times and reached \$980 million in April 2021. The price of 1INCH token since November 2020 has grown 7.5 times from \$0.82 to \$6.3

## **5. Bokeryswap (BAKE)**

BokerySwap is a Centralized protocol offering automated market-making (AMM) on BSC. Simply put, the protocol is on

AMM Centralized exchange (CEX). It's Similar to UniSwop but cheaper and foster. The platform has a native token called BAKE, which enhances interactions within the AMM CEX ecosystem.

Capitalization in January 2021 was \$2 million, it increased almost 170 times and reached \$ 340 million in February 2021. The price of the BAKE token has grown 215 times since January 2021 from \$0.012 to \$2.58

## 3.QUTX TECHNOLOGY

### **News agregator**

A news agregator with content reviewed and evaluated by experts.

The analytical service of the project aggregates, checks and evaluates news materials about various cryptocurrencies before presenting it in a structured and convenient form to the community of platform users.

- News from popular sources in one place

- Subscribe to selected sources and read in your feed
- Discuss news from around the world

- You no longer need to open a dozen tabs with different sources, because they are all collected here in QUTX News

- News is taken from trusted channels, news portals and social networks about the situation in the cryptocurrency market

- Compare different sources on the same site and leave your own

opinion in the comments or blog

Great opportunities for bloggers

QUTX Blogging is a section of the platform where you can share your hobbies, find an audience, and make money from your creativity.

In this section, blogs of users of the platform are published and sorted on a variety of topics. By sharing your interests, ideas, news with other users, you can increase the number of subscribers and increase your rating.

- Blog on a variety of topics from cryptocurrencies to culinary recipes

- Make your blog popular among platform users

- Use the opportunity to monetize your blog

- Rote content from other bloggers

- Go to the page \ channel of the blogger you are interested in and subscribe to him, thereby you will never miss his new materials

## Convenient system of rating and rank of users

Rating and rank is formed from the activity and ratings of other users, the more quality content you release, the higher your rank.

- The higher the rank, the more opportunities to monetize your content
  - Top popular bloggers posted on the home page
  - On the main page will be placed a block "bloggers gaining popularity" and "new bloggers", which will contribute to your early promotion
  - Each season, the rating is reset to zero, which will allow new bloggers to take the lead
- Leaders from the previous season have a unique identifier added to their profile names to show their rank in the previous season

## Chats and commenting on publications

Any registered QUTX user can both create and comment on publications and news on the platform. And also maintain a dialogue with other users in our online chat.

- Comment on blogs and news that interest you
- Share your opinion
- Ask questions to the authors of posts
- Leave links to your posts in the comments to increase their reach
- Chat online with other users
- Share links, photos, videos and text messages in our chat

## **Business pages**

QUTX Business pages are a must-have marketing attribute. You will be able to make your company visible to a larger number of potential customers who can find your contacts, list of services on the page, see reviews of other users, and contact you. An active link to a business page can be specified in the description of your personal profile.

- Fill in your account
- Define your target audience
- Attract new customers
- Publish engaging content

- Answer questions from subscribers
- Add photos and videos
- Share the business page on your social media
- Test different tools
- Analyze

QUTX Business Pages will help you attract potential customers from all over the world, close the distance between your brand and consumers and better understand their needs.

## **Business page rating**

The popularity and relevance of the offered goods and services is influenced by the rating of the business page. A business page ranking increases the level of trust and removes a lot of questions that you would spend your time clarifying. It is made up of user ratings. A high rating will make your brand recognizable, and information about the company will become available to those who were not familiar with it before.

- Increase the popularity of your business page with your content
- Improve the performance of your own business



- Get high ratings from other users
- Bring your own thoughts and ideas to the target, the widest possible audience;
- Become a successful and recognizable brand on QUTX and beyond

All this will help you achieve a high ranking, which will be indicated on your business page with a special sign.

## 4. BUSINESS MODEL

### Market Overview

In 2008, new cryptocurrency Bitcoin emerged as a solution against centralized money printing. By 2020, Bitcoin market cap reached 700 billion USD. Bitcoin is a decentralized, trustless database that stores all transactions in an immutable manner and only allows editing with strict rules. Bitcoin's main appeal is that it can replace centralized authority and provide control without authority. For many, this makes it a new digital gold.

In 2015, Vitalik Buterin launched project Ethereum. The main difference between Ethereum and Bitcoin is that the latter is not a database, but a Centralized computer. Ethereum can not only store transaction data, but also store and modify arbitrary information. This allowed a vast range of applications, starting with ERC20, which is basically a blueprint for self-hosted units, called tokens. This continued into Kickstarter-like apps, prediction markets, games, loan and borrow protocols and Centralized asset exchanges. This marks *an* improvement on Bitcoin's idea of replacing traditional banks in this role.

Cefi, which stands for Centralized Finance, aims to build a system which can work openly, securely, and in a modular manner, so that anyone can join it, use it, contribute to it and upgrade it. The main idea is to recreate financial services and tools that are entirely on blockchain, eliminating the need for banks or other third parties as intermediaries. This makes it fast, inexpensive and available to everyone. Further, the open-source nature of Cefi makes it transparent and trustless.

In 2018, Uniswap applied the concept of an automatic market maker (AMM) by which one party provides liquidity. In this environment, the liquidity provider (LP) is compensated so that their liquidity is used as the basis of trades occurring on the platform. All LPs are in on

equivalent position, in the sense that they all earn in proportion to the liquidity they have contributed, each benefiting in identical terms from application of the formula of the AMM.

Uniswap grew such that in August 2020 it reached a higher daily exchange rate than Coinbase — the largest US-based crypto exchange. This spawned a new Cefi trend, focusing not only on users, but also on LPs helping the latter earn consideration by contributing to the success of the system.

From this, new products like lending/borrowing platforms (Aave, Compound) emerged, with some even allowing for margin trading or shorts trading.

QUTX unites all the handy and useful tools for blockchain enthusiasts and cryptocurrency users. The platform acts as a cross-service network connected via single user wallet and one governance token QUTX.

Thus, the QUTX ecosystem connects the crypto community with each other, giving the initial shift to newcomers and more opportunities for professionals.

The Cefi market as a whole is still on the rise: growing to \$14 billion

## Market Fit

People who are really passionate about cryptocurrency are creating chatrooms, Slack channels, subreddits, forums, etc. to keep their markets informed and connected. Crypto-based social ecosystem will sprout and provide tremendous value to traders and enthusiasts.

With QUTX, cryptocurrency holders, traders, investors, and general enthusiasts will be able to build their persona and communicate within the community, while not leaving the single ecosystem of trading and earning tools.

The QUTX ecosystem is a place to connect with blockchain enthusiasts, show nft collections, earn, and build your persona in the cryptocurrency world. Both professionals and newcomers in crypto will gain the following benefits from using the QUTX ecosystem:

- Multi-functioness: Users can easily switch between different services and resources, allowing trading, blogging, staking, coin swapping, purchasing NFTs, etc.
- Reward: Users will have access to the reward system being developed.
- Transparency: Acting as a classic Cefi service, QUTX CEX makes the process of coin exchange transparent and unbiased. To begin with, the entire mechanism is governed by

the pre-programmed pieces of code. The use of smart contracts completely eradicates any possibility of third-party interference in the process.

## **Marketing Plan**

The QUTX intends to use the following methods to bring awareness to its ecosystem:

- Technical and promotional content generation, including blog and social medias
- Educational content distribution oriented towards Cefi
- Social media influencers who are engaged to disclose truthful information concerning QUTX
- Public Relations. QUTX will reach out to relevant blockchain media to tell QUTX's story and its latest updates.
- Paid advertising. Includes ads and banner ads on various blockchain websites.

### **Phase 1**

Our task is to accumulate all efforts to develop brand awareness. We will use teaser and classic PR to get potential audience interested. Our

main communication tools are social networks, Telegram and Discord channels, as well as email newsletters.

## Phase 2

After all communication channels are set up to grow, we will start scaling. This work includes paid targeted and banner advertising, community promo (contests and competitions), and enhanced content marketing.

## Phase 3

As a result, we will test all the main channels for attracting relevant audiences and keep for ourselves the most effective ones in terms of conversion metrics. We will still be working on scaling and constantly attracting new audiences. At this stage, it is possible to connect referral and ambassador programs.

## **Revenue model**

We are at an early stage of this business, so as the market itself, and still exploring various business models, such as freelance posting commission or a project launchpad listing fees, which are strong opportunities as our platform and the industry grow. QUTX's revenue streams are as follows:

Revenue

Project Promotion

LaunchPod

Market Making

Other Revenue

Descriptions

Advertising and marketing services for Launchpad listed projects and NFT sellers.

QUTX will provide a LaunchPad service for the release of new projects. We will raise funds for high quality projects and charge a certain fee based on the sale.

Revenue from providing liquidity funds in our native token will be used for further market making and raising gains.

Revenue generated from QUTX's resources or advertisement services.

## **5. TOKENOMICS**

### **QUTX Token**

QUTX is a governance token. Community members have control over the QUTX protocol and the ability to vote on future updates.

Decision-making on all issues is assigned to token holders, who can vote in proportion to the volume of tokens they own.

The token is a self-contained unit of value that QUTX uses to manage its business model and gives users the ability to interact with QUTX products, contributing to the distribution of rewards and benefits to all parties.

The token is intended to generate income from the activities of the QUTX platform, which allows its value to increase in proportion to the growth of the overall ecosystem. QUTX distributes commissions from exchange operations in liquidity pools, depending on the period of liquidity blocking and in proportion to the number of stake tokens.

QUTX tokens are also used to further incentivize liquidity providers and support the platform's ecosystem.

The QUTX token is a full-fledged crypto asset on the Ethereum protocol, it can be used on other platforms and in other Centralized applications (dApps) Ethereum.

QUTX acts as a utility token and gives access to the functions of the QUTX decentralized social network (QUTX CSN), the opportunity to



participate in The CEX Initial Offering (ICO) held on the platform and a reward system for generating useful content.

QUTX acts as a means of communication within the platform. All sales, purchases, payments, incentives on the QUTX platform are carried out only in QUTX tokens. In particular, with the help of QUTX tokens, users are rewarded, QUTX tokens serve as a measure of value when selling and buying NFT tokens.

QUTX tokens are the internal equivalent for all monetization programs created on the QUTX platform, serve as an internal unit of account and are used for internal circulation in QUTX.

The entire QUTX ecosystem is focused on creating and maintaining demand for the QUTX token. By developing the ecosystem, the community increases the demand for the token and ensures natural organic growth in value.

## **Emission of QUTX**

QUTX has created and is continuously developing a self-stabilizing token circulation structure. It is based on the exact volume of QUTX token emission without the possibility of increasing the number of tokens in the future.

QUTX does not pre-sell or pre-issue tokens, all tokens are distributed among the community as a reward for the formation of liquidity pools and staking pools on the QUTX platform.

When building the internal economy of the QUTX platform, a monetary system for regulating the token rate is used, which allows to ensure predictable demand and balance the internal economic processes of the platform.

Payment for services, commissions, rewards for content creation and all forms of monetization within the platform will be nominated exclusively in QUTX tokens.

Thus, the stability of the internal economy of QUTX is ensured by the monetary model of the token, which is formed by transparent emission and on increase in the volume of services.

The total final supply of QUTX tokens will be 21 **million QUTX**, they are being introduced into circulation in stages.

To maintain a fair distribution of tokens, the key issue will be aimed at rewarding liquidity providers. In addition to the commission share, liquidity providers will be rewarded with QUTX tokens.

The maximum reward will be directed to liquidity pairs that include the QUTX token in order to support initial demand and stimulate

community growth. The amount of remuneration is set at 1,00,000 QUTX per day and will be halved monthly until it reaches 25,000 QUTX per day.

The QUTX team receives 1% of the total emission of tokens, which are additionally issued when distributing rewards among the community.

# Disclaimer

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