



Blockchain + Bloomberg + NASDAQ = Yesbit

Prepared by  YESBIT Technology



The Problem

International trading is only accessible through investment vehicles like centralized derivatives trading platforms. All of which are **highly frictional**, carry **high fees**, and **don't list all tradeable assets**.



Current Solutions



Centralized Derivatives Platforms

- Takes up to 3-5 days to withdrawal your funds
- Brokers are selective about which assets/markets they offer
- Various Service Fees
- Lack of Transparency



Global Depositary Receipt American Depositary Receipt

- ADR Pass Through/Service Fees
- Do not list all international assets
- Currency Risk
- Lack of derivatives/options

What is YESBIT

Yesbit = Blockchain + Bloomberg + NASDAQ

Yesbit is a decentralized derivative trading platform which has a decentralized data feed that allows users to short/long Forex, Equities, Commodities, and Indices from around the world.

Unique Features:

- Contract Versatility
- Network Efficiency
- Network Transparency
- Decentralized Data Source
- Increased liquidity

Equities & Indices

- NASDAQ Composite
- S&P500
- Alibaba
- China Mobile Inc.

Commodities

- Gold, Silver and metal
- Oil, Gas and energy
- Soybean, Corn and food

Foreign Currency

- USD/JPY
- USD/CAD
- EUR/HKD

Cryptos

- BTC/USD
- ETH/CAD



Decentralized Platform: How it Works



Control your assets.

Trade with real people.

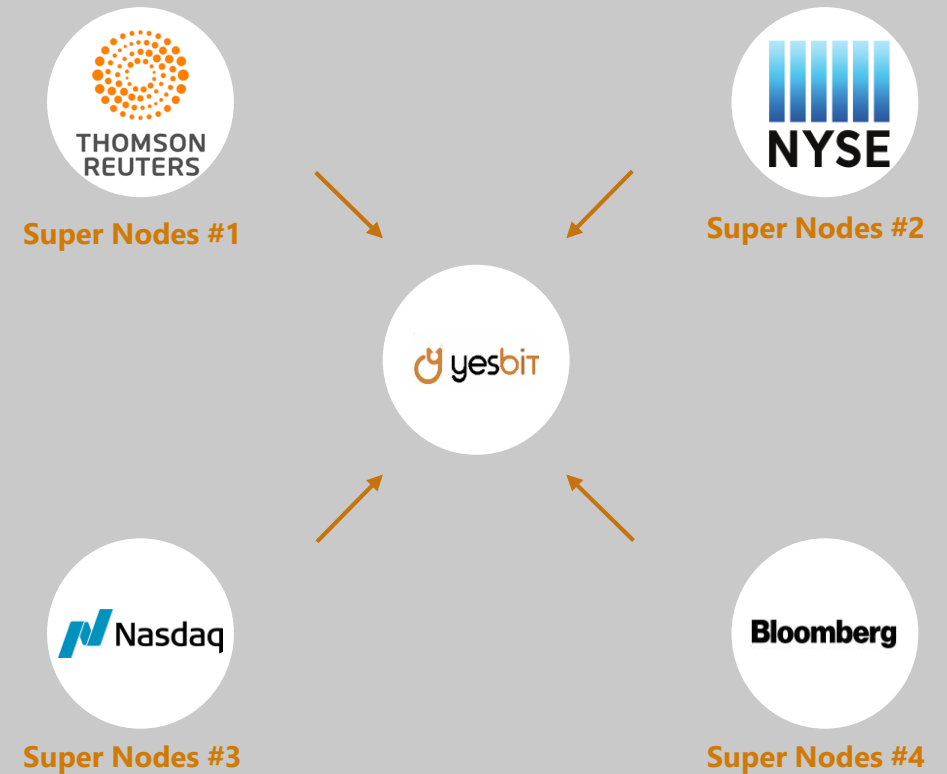
Circumvent financial Intermediaries.

Yesbit's P2P network is built with Smart Contracts.
This self-executing technology is critical to:

- Network's High TPS
- Lower fees than centralized derivatives platforms
- Creating functional independence

Managing Data Feed: Super Nodes

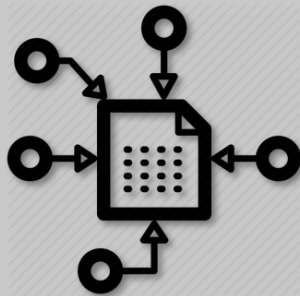
Yesbit will develop its' own blockchain architecture called "**Proof of Data**". Instead of using an oracle network and importing the data feed from one API, Yesbit will have **21 Super nodes**, each of whom inputs their own API data. Whichever data source was collected by a consensus (+51% consensus of the Super nodes) will become the data feed for the network.



PROOF OF WORK



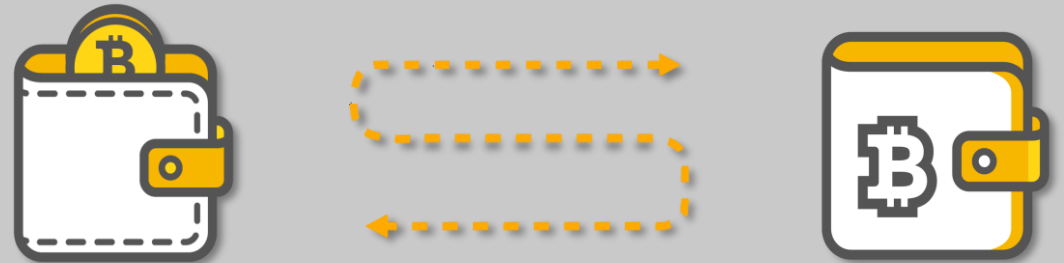
PROOF OF DATA



Yesbit will use the aforementioned **Proof of Data** architecture to bring the most reliable data feed onto the network. With this data, Derivatives contracts will be processed on the network via **Proof of Work**, ensuring blocks are mined efficiently.

Multi-Signature Wallet

- To optimize our platform, users must feel like their assets are always safe.
- To create this sense of comfortability, Yesbit will use a cold storage system to protect users funds.



Invest in FIAT markets with Cryptocurrency

Commodities Contract

Julia bought a commodities contract for **1 ETH**, longing Gold.

Foreign Currency Contracts

Jack bought a USD/JPY Foreign Currency contract for **100 ETH**, shorting it with a leverage of 2.

Market Index Contract

Sam paid **10 Tokens** for a market index contract, longing the NASDAQ Composite.

Crypto Coin Only
No Fiat Currency



Gold fell by 20%

Julia will lose **0.2 ETH** of her investment, her balance is now **0.8 ETH**.

USD/JPY fell by 1%

Jack will gain **2 ETH**.

NASDAQ went up by 5%

Sam will get **0.5 Tokens**.

Market Segmentation

Psychographic Segmentation

- Affinity for high risk
- Propensity to be early adopters
- Interest in technological development

Geographic Segmentation

- Anywhere with internet

Demographic Segmentation

- Age: 18-45
- Gender: 80% Male & 20% Female
- Income: Under 200,000 USD

Behavioral Segmentation

- Work in stress inducing environments
- Not complacent – always trying to push new boundaries
- Take calculated risks

Integrated Marketing Mix

Advertising

- Podcast Sponsorship
- Direct-to-Consumer Content
- Press Releases / Sponsored Content

Sales Promotion

- Referral Program
- Affiliate Marketing



Experiential Marketing

- Seminars at University Campuses / Community Organizations
- Pop-up shops focused on increasing awareness

Digital Marketing

- SEM & SEO
- Public Relations
- Social Media / Influencer Marketing
- Email Marketing

Serviceable Obtainable Market

Total available market (T.A.M)

= 24,000,000 (Crypto Wallets) + 22,000,000,000
(# of Derivatives contracts traded globally)
= 22,024,000,000



Serviceable Available Market (S.A.M)

= T.A.M x 40%
= 22,024,000,000 x 40% = 8,809,600,000



Serviceable Obtainable Market (S.O.M)

= S.A.M x 30%
= 8,809,600,000 x 30% = 2,642,880,000

The number of prospective customers
who have product-market-fit: **3,488,820**

T.A.M = 22,024,000,000

S.A.M = 8,809,600,000

S.O.M = 2,642,880,000

Yesbit is reliant on two streams of Revenue:

1. Transaction Fees: **0.1%** interest for each transaction.
2. Overnight Interest: **4%** annual interest rate will be placed on all overnight contracts.

If we can secure just 20% on our S.O.M then our annual transaction & overnight revenue projections are:

- $(3,488,820 \times 20\%) \times 400 \times 10 \times 0.1\%$
 $= 2,791,056$
- $[(3,488,820 \times 20\%) \times 5\%] \times 400 \times 10 \times 4\%$
 $\times 0.1\% = 5,582.112$

3,488,820 = Service Obtainable Market

20% = Percentage of S.O.M we want to capture

400 = Deposit Amount

10 = Deposit Frequency

0.1% = Transaction Fee

5% = Percentage of targeted S.O.M
that will use leverage

4% = Annual Overnight Interest Rate

Customer Lifetime Value

400 = Deposit Amount

10 = Deposit Frequency

0.1% = Transaction Fee

4% = Annual Overnight Interest Rate

5% = Percentage of trading volume
that will use leverage by year

10 = Average leverage

3 = Average lifespan of customer utility (years)

- **Consumer Lifetime value of transaction-fee (*per customer)**

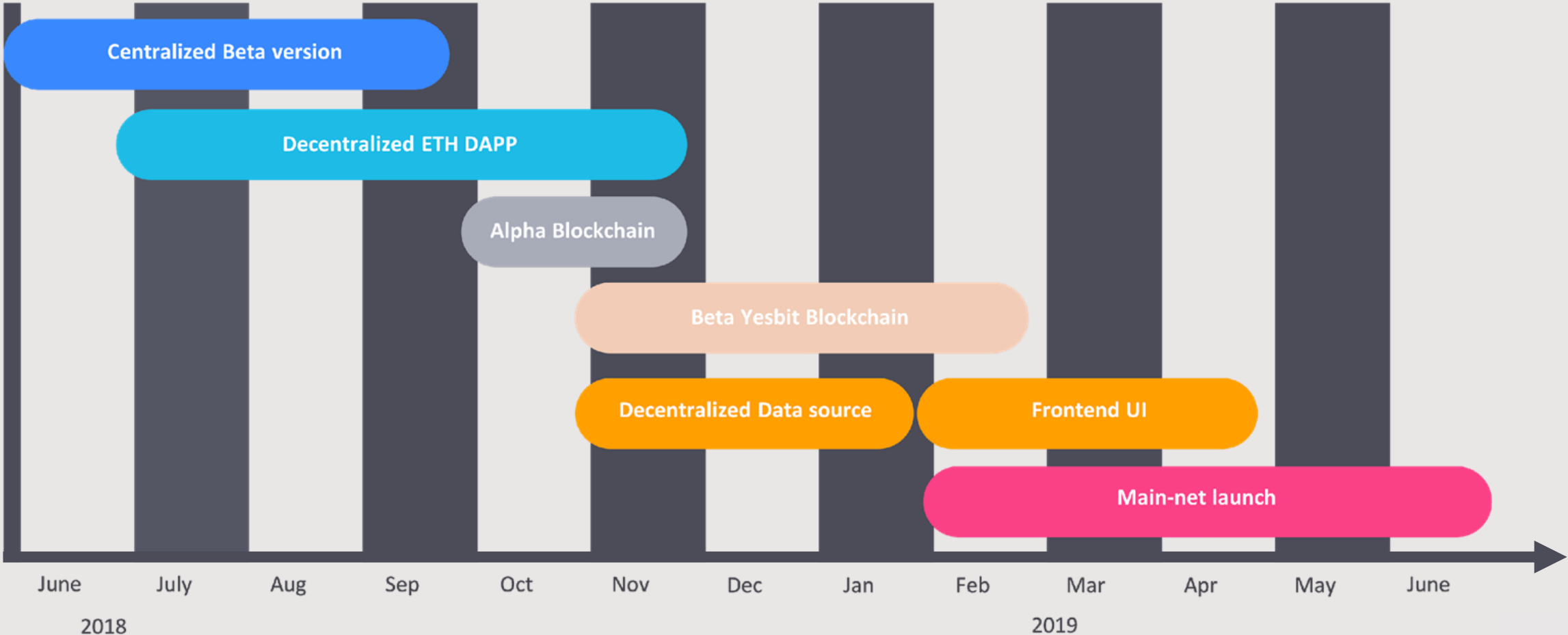
$$\underline{1 \times [(400 \times 10) \times 0.1\%] \times 3 = \$12}$$

- **Consumer Lifetime value of customer who participates in overnight trading (*per customer)**

$$\underline{1 \times [(400 \times 5\%) \times 10 \times 4\%] \times 3 = \$24}$$

Consumer Lifetime value: $12 + 24 = \$36$

Road Map



Expense Report



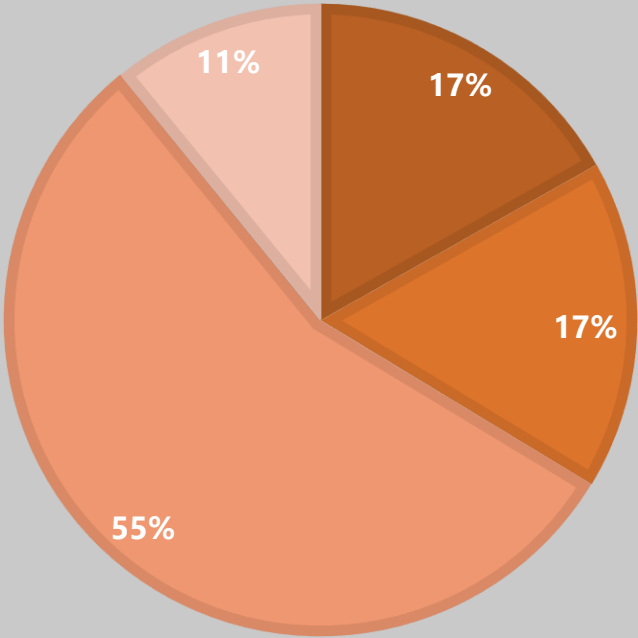
| Asset | |
|--------------------|-------------|
| Transacion Fee | \$2,791,056 |
| Overnight Interest | \$5,721,665 |
| TOTAL ASSETS | \$8,512,721 |

| Liabilities | |
|------------------------|-------------|
| Staffing & Salary | \$1,000,000 |
| General Administration | \$300,000 |
| Marketing | \$300,000 |
| Hardware and Software | \$200,000 |
| TOTAL LIABILITIES | \$1,800,000 |

| Net Profit | |
|----------------------|-------------|
| Assets - Liabilities | \$6,712,721 |

ANNUAL EXPENSE BREAKDOWN

- Marketing
- General Administration
- Staff & Salary
- Hardware and Software



Team Members

- Team has successfully released an OTC Crypto trading platform <https://linkcoin.pro> in December 2017.



Blues Qin
CEO & CTO



Zhu Ye
Director of Business



Inola Zeng
Director of Blockchain Fund



Lee Raj
Smart Contract Developer



Miao Jiang
Blockchain Developer



Richard Qin
Developer

Team Members

- Team has successfully released an OTC Crypto trading platform <https://linkcoin.pro> in December 2017.



Estrella Li
Marketing Lead



Leon Tang
Product Design



Sharon Yu
Front - End Designer



Jonah Mirsky
Digital Marketing



Zhaoan Li
Developer



Baldwin Yuen
Digital Marketing

After the ICO, investors will get an equivalent value of Yesbit tokens relative to their investment contributions.

Yesbit will give **10% of shares** to investors in this round and raise **1 million USD**. Shareholders will share some tokens after ICO.

So investors will earn their ROI through DAPP revenue, as well as through the increasing value of the Yesbit token.

CRYPTO TOKEN The text 'CRYPTO TOKEN' is in a bold, dark blue, sans-serif font. To its right is a blue speech bubble with a black outline and a small tail pointing towards the text, containing the letters 'ICO' in a bold, black, sans-serif font.



Thank You