



Blockchain + Bloomberg + NASDAQ = Yesbit

Prepared by  YESBIT Technology Ltd.



# 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.**

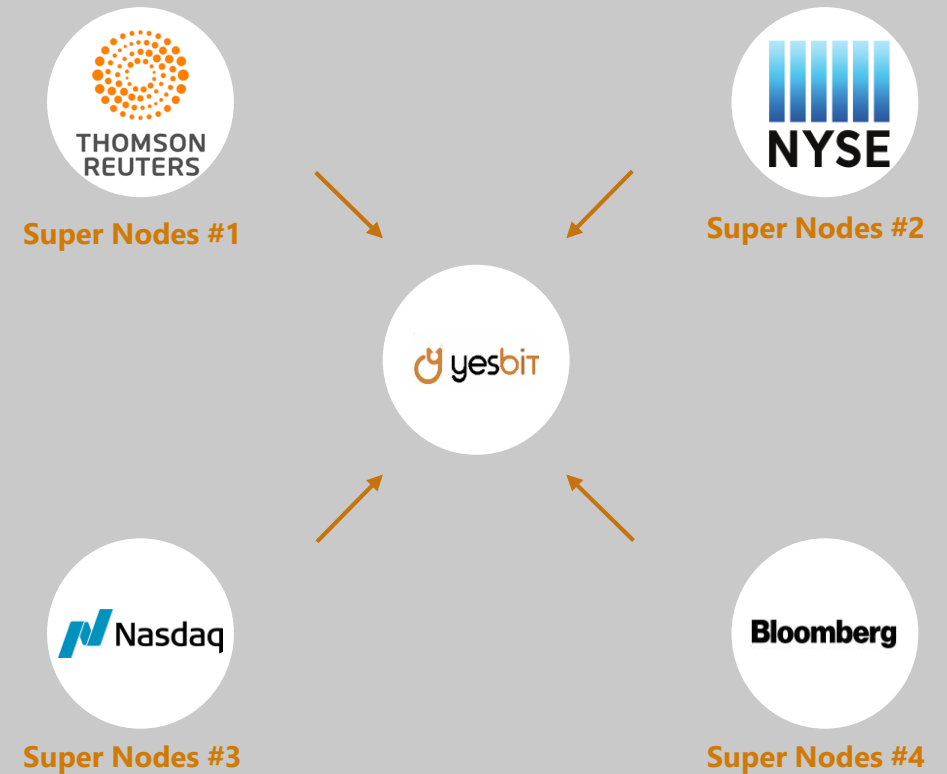
**Circumvent financial Intermediaries.**

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

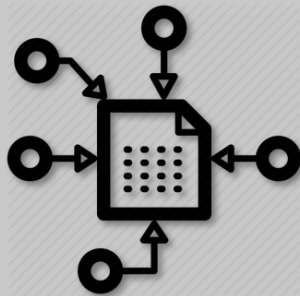
Yesbit will develop its' own blockchain architecture called "**Proof of Data**". Instead of using an oracle network and importing the data feed from one API, Yesbit will have **21 Super nodes**, each of whom inputs their own API data. Whichever data source was collected by a consensus (+51% consensus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



## PROOF OF WORK



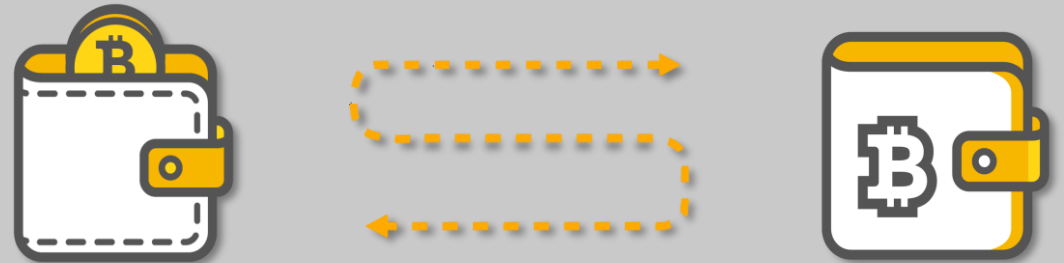
## PROOF OF DATA



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)**

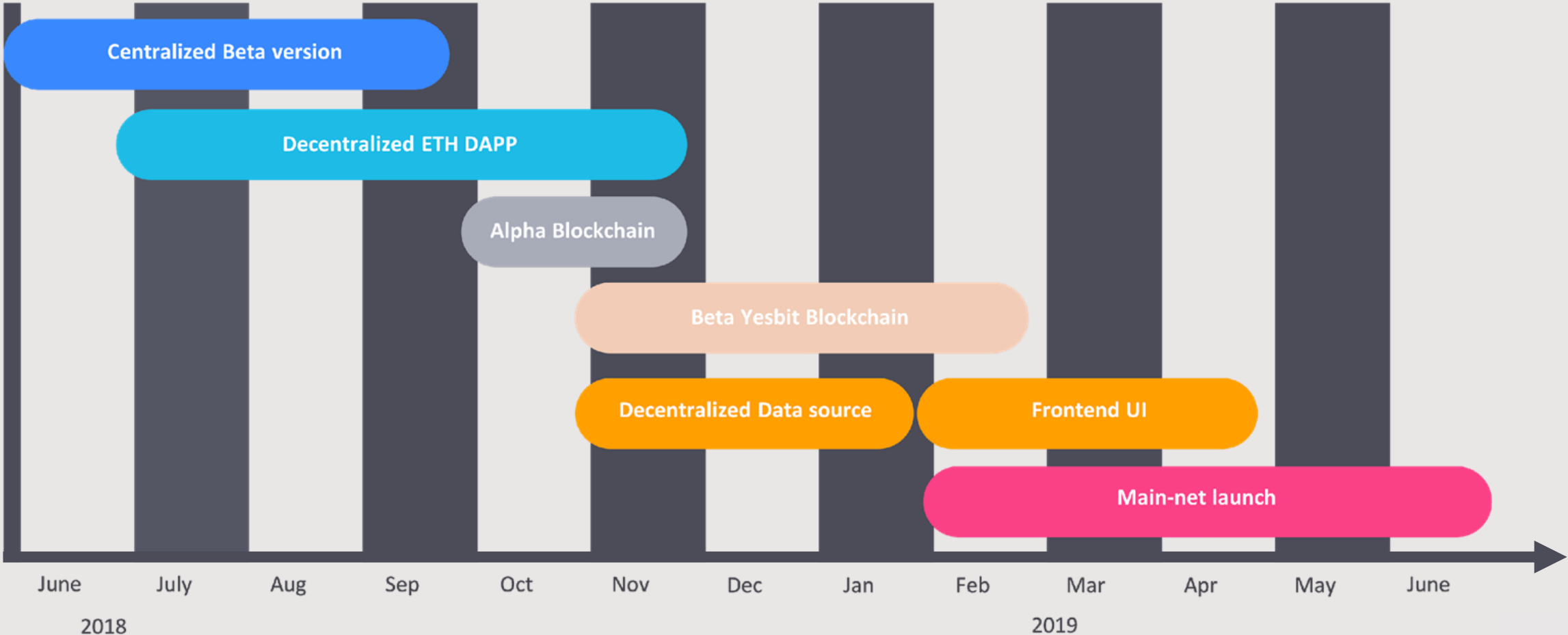
$$\underline{1 \times [(400 \times 10) \times 0.1\%] \times 3 = \$12}$$

- **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



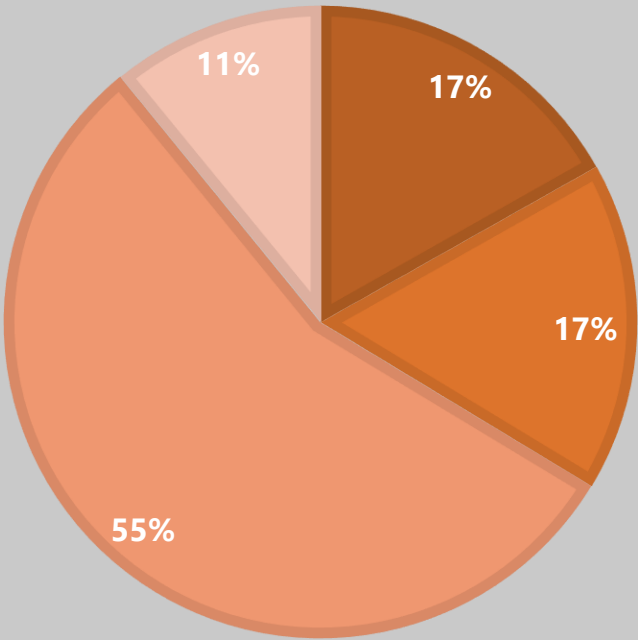
Asset	
Transacion Fee	\$2,791,056
Overnight Interest	\$5,721,665
TOTAL ASSETS	\$8,512,721

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