



UPFINEX EXCHANGE

DECENTRALIZED CRYPTOCURRENCY EXCHANGE
Fast, Reliable and Simple

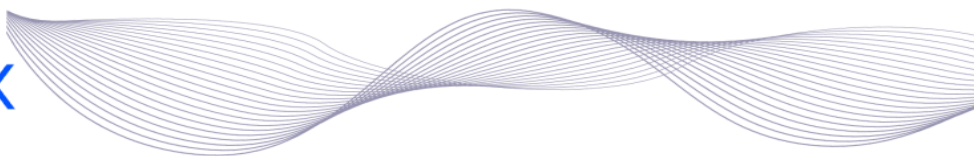


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This is the White Paper of the Upfinex multiplatform cryptocurrency exchange. Our platform is a marketplace for the sale and purchase of cryptocurrency with a comprehensive set of tools for managing a multi-currency investor portfolio.

The main goal of our team is to create a service that will meet all the needs of today's cryptocurrency market. The users of the Upfinex platform will benefit from:

- An intuitive interface
- Listing and support of highly liquid assets
- Personal and financial data security

Upfinex (UPX) is a Decentralized Exchange and Decentralized Wallet Platform that supports trading of most popular tokens, coins and fiat currencies. Millions of traders anywhere in the world will have unlimited access to a simple and comfortable way of decentralized trading more than 100+ cryptocurrencies.

Through the ICO (Initial Coin/Token Offering) it is possible to acquire the exchange's promotional token, UPX. One of the particular features of the token, is that its liquidity is guaranteed as demand for crypto exchanges are rising.

Introduction

The appearance of Bitcoin in 2009 generated demand for platforms where it would be possible to exchange cryptocurrencies. As it's commonly known, demand generates supply. Many successful projects such as Okex, Poloniex, Bittrex, Bitfinex, BTC China, Kraken, and BTC-E are a confirmation of that.

However, many of these projects were forced to close due to low levels of financial and development maturity at the time, as well as the inability to withstand DDoS and hacking attacks. On top of that, they experienced significant legislative and regulatory issues.

The following is the current statistics for the largest exchanges:

Exchange	Volume / 24, BTC	Currency pairs
Bitfinex	52'322	52
Poloniex	49'405	101
OKCoin	14'349	2
Bitstamp	8'248	1
Livecoin	2'844	242

Data as of October 2017, about \$721 million in total after conversion.

In 2017, the largest boom in the cryptocurrency market to this date occurred, leading to the development of an entire blockchain industry ecosystem, and significantly improving the financial position of cryptocurrency exchanges. Currently, it is a sector with an enormous turnover, increasing its share of the financial operations market every month.

Key Issues of the ICO

Despite the massive hype surrounding ICOs (Initial Coin Offerings), close to 85% of the projects lack a Minimum Viable Product at the crowdsale stage. The figures shown in the projects' roadmaps seldom reflect the real state of affairs, which is why investors are increasingly starting to call ICOs a "bubble".

This means that investors are contributing funding to a regular startup, in a high risk deal. Even blockchain technology does not guarantee the safety of their investment.

Another problem is directly related to the liquidity of the new tokens. Today, cryptocurrencies are so popular that there are new digital coins appearing every week, and their number has long surpassed one thousand. However, during the first week of trading, 99% of all tokens fall in price significantly due to an excessively high supply and low demand.

How Upfinex solves the issues of the ICO

Upfinex is a multi-platform cryptocurrency exchange, a marketplace to buy and sell cryptocurrencies. Upfinex's goal is to provide liquidity to its own token. Token holders will be able to pay for all services of the Upfinex platform, with the spent tokens being withdrawn from circulation i.e. "burned". This will provide an intrinsic mechanism for the increase of the token's capitalization, as well as the ability to influence the price of the token throughout the entire period of circulation, with little regard to the behavior of traders.

Problems faced by Cryptocurrency Exchanges

Currently, there many difficulties encountered by the participants of the cryptocurrency market, such as:



DDoS attacks and unstable service;



Hacker attacks and insider leaks;



Steep learning curves for trading platforms and their tools;



Poor quality or complete lack of customer support;



Regulatory policy issues and cryptocurrency exchanges operating outside of a legal framework.

All of these issues repel potential partners and investors in the initial stages of cooperation. However, Upfinex has a solution for each and every one of these issues.

How is the Upfinex team solving these problems?

1. The Upfinex Platform is able to withstand DDoS attacks of any length. It can process up to 10000 order creation requests per second, with an unlimited amount of simultaneously connected users. The core of the platform is hidden behind the messenger interface, meaning that Upfinex maintains stability under any kind of load.
2. The platform has successfully passed a rigorous stress testing process for the security of the servers.
3. Upfinex has an intuitive and easy to use interface. Users are free to choose the instant exchange of their preference to work with the exchange interface, be it IOS or Android.
4. We provide 24/7 technical support, responding to each customer inquiry directly through the messenger chosen by the user. A successful ICO will enable us to expand our customer support staff and add more languages, so that no clients are left without an answer, and no potential revenue is lost.

The Upfinex Platform and its features

Upfinex is not just a platform for buying and selling cryptocurrency, it also contains a full set of tools for fund managers, working with a multi-currency crypto portfolio.

Our main goal is to create a service that meets all the needs of the modern cryptocurrency market, specifically:



User-friendly & familiar
Platform interface



Support of 100 Cryptos



Full protection of personal data
and money

Upfinex's modern and secure set of features allows it to achieve this goal.

Our platform consists of the following modules:



Wallet Module for holding cryptocurrency and fiat, allowing transfers to users within the exchange, as well as directly to the messenger account.



Trading module providing the ability to create orders and exchange currencies.



Affiliate program, where each user is given access to a personal referral link, with the ability to track partner rewards.



ICO Module consisting of a set of tools for conducting Initial Token Offerings for our exchange, and various utility tokens of other projects.

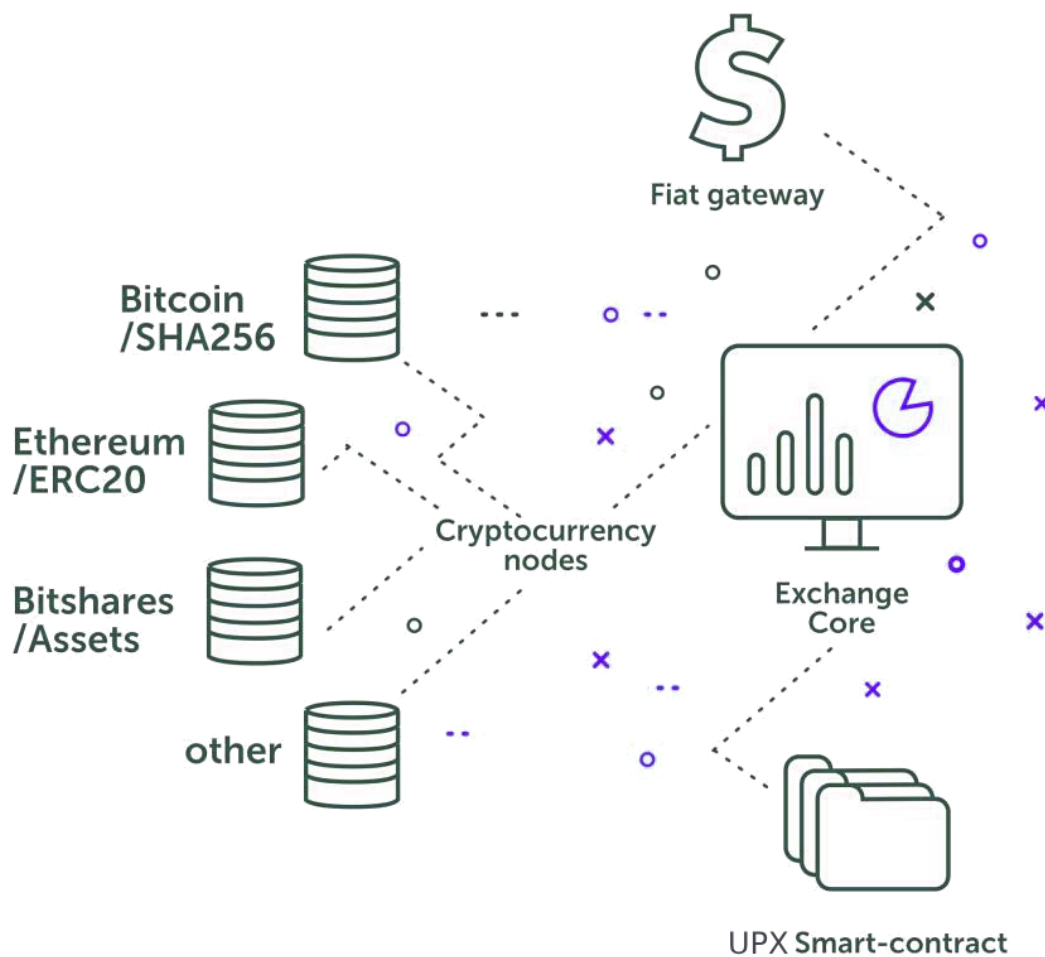


IMS-Investment Management System Module providing a toolset for investment funds to manage Multi-currency portfolios.



Statistics Module collecting data to keep track of funds in deposit accounts, number of open and closed orders, trading volume for each currency pair, and Top-5 best tickers.

Scheme of the platform architecture:



Our team is constantly at work to support and develop the platform, adding new features and improving already existing ones, as well as attracting new customers through the most effective advertising channels.

How Upfinex generates revenue

Our platform has multiple sources of revenue:



Trading Commission fees. The dynamic fee minimum for order closing trades (market-takers) is 0.2%. The exact amount depends on the status and monthly volume for the user.



Deposit and Withdrawal fees. The largest source of profit, the fee amount directly depends on the commission fees of the payment system.



Token Listing fees. Inclusion of new tokens in the list of tradable assets.



Ticker Placement fees. A token ticker can be placed in the Top-5 statistics on a paid basis.



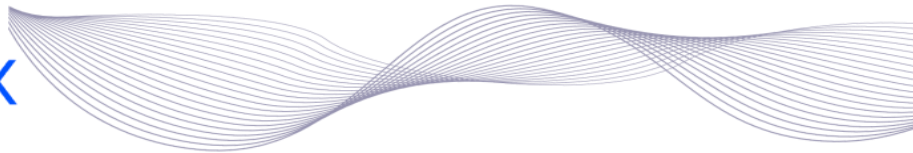
ICO sale services. We provide token pre-sale services within our platform.



Investment Management service. Payment for the use of tools for portfolio management carried out by investment funds, either in the form of a percentage fee or a fixed monthly payment.



Trader Status fees. By acquiring different trader statuses, each Upfinex user can increase the limits on withdrawals, obtain a higher customer support priority, and lower trading fees.



Upfinex Token (UPX)

UPX is a digital token created for the purpose of promoting the Upfinex Exchange. UPX token will be easily exchanged against other cryptocurrencies. The smart contract mechanism will permit reliable trading between buyers and sellers.

The Upfinex Exchange and Wallet Platforms will allow millions of traders to have unlimited access to decentralized market, providing instant payments, security and trust services that will bring new participants into a growing ecosystem.

Our legal team is fully confident in declaring that UPX tokens are not securities, and are not required to be registered as such.

UPX is a utility token.

How will Upfinex guarantee token liquidity?

The UPX Digital Tokens will be accepted by Upfinex for the payment of new token listing, ICO campaign conduction, internal exchange services, and trader status acquisition.

Each Upfinex Token spent by a user will be removed from circulation, i.e. “burned”. Paying with tokens within the system will be advantageous, since the user will receive an additional 10% value to the exchange rate at that moment. The use of UPX to pay for the exchange’s services will be more beneficial than any other fiat or crypto currency.

Upfinex Exchange will focus on increasing the trade volume, price and market capitalization of its own token. For this purpose, we will increase the amount of UPX trading tools. When listing new tokens, the UPX/NewToken currency pair will benefit from preferential treatment. Considering the projected growth of trading operations, this approach guarantees the increase in demand for the UPX digital token.

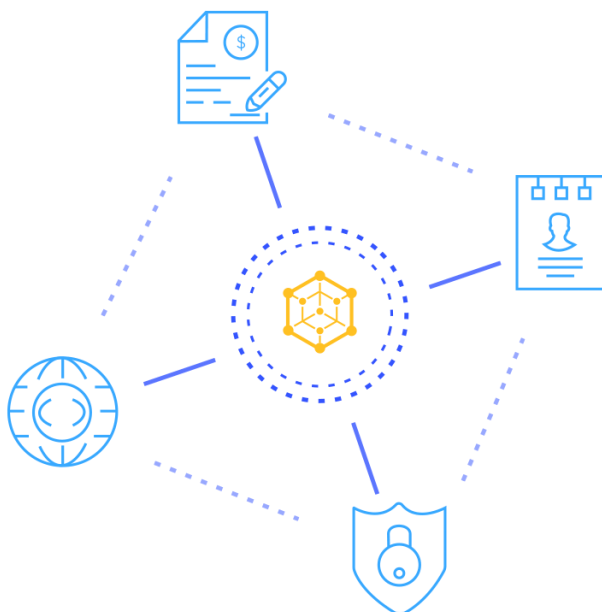
Exchange growth forecast

Revenue source	6th month	9th month	12th month	15th month
I/O FEE	10'000'000	+5'500'000	+6'000'000	+10'000'000
Order FEE	7'000'0000	+4'000'000	+5'000'000	+7'000'000
Listing	-	-	3'600'000	+1'200'000
TOP10	-	-	1'000'000	+500'000
TOOLS	-	-	1'000'000	+2'000'000

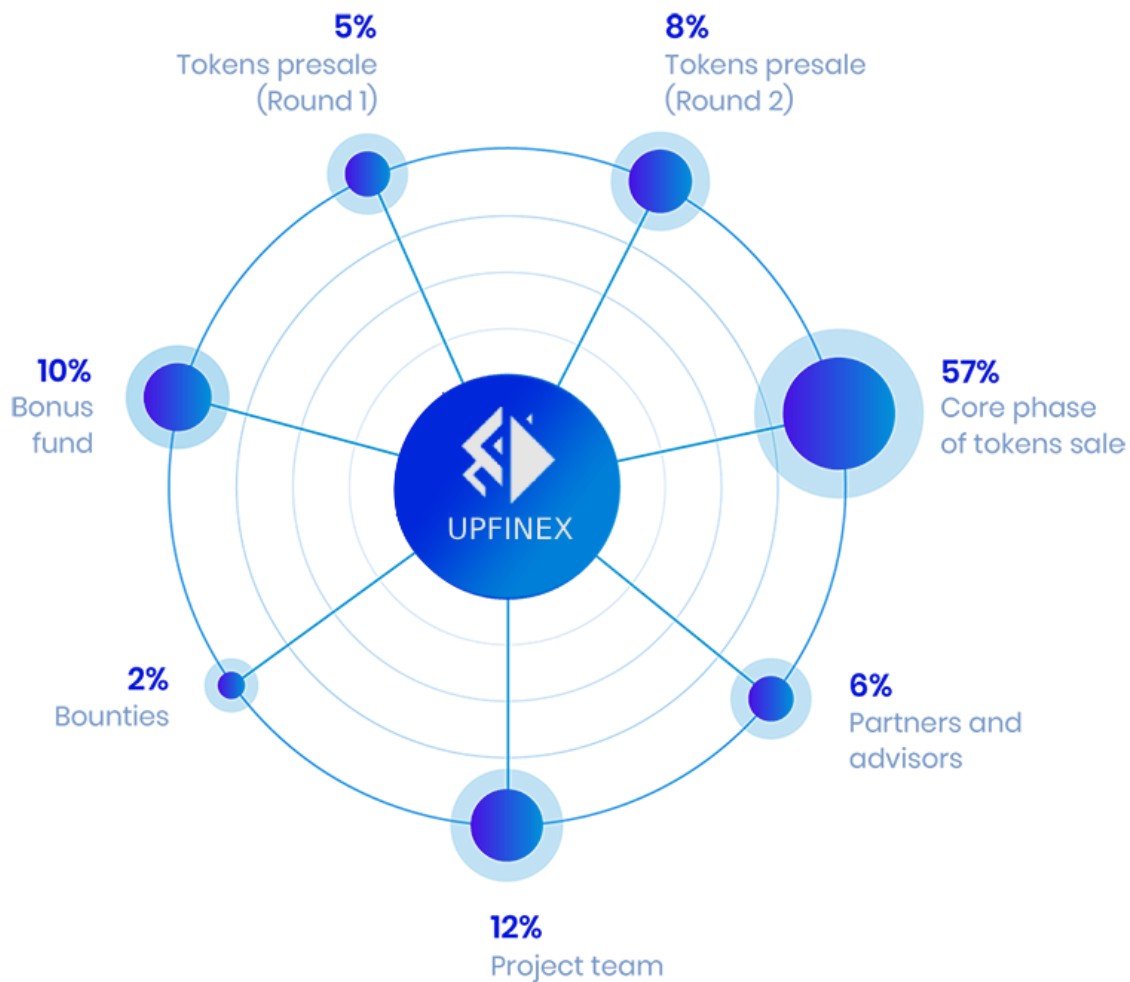
Technical Specifications of the UPX token

The UPX digital token will be released on the Ethereum platform, according to the ERC20 standard.

The token contract will be released after the ICO, when the emission quantity will be established.



Upfinex Token Distribution



Upfinex Exchange ICO campaign

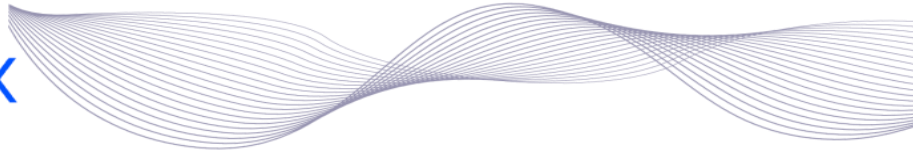
By launching the ICO campaign, Upfinex is pursuing two main goals:

1. To draw users on the exchange to increase the trading liquidity.
2. To raise the funds necessary for the comprehensive development of the platform.

The project will be deemed successful with reaching Hard Cap. It is possible to contribute to the Upfinex ICO with Ethereum, Bitcoin, Litecoin and 60+ cryptocurrencies.

The pre-sale will be held from June 20 to July 20, 2018 on the **Upfinex.com** website.

The ICO starts on July 25, 2018, and finishes on Sep 10, 2018.



Short ICO Description and Bonuses

Start PRE-ICO

Round 1: June 20, 2018
Round 2: July 05, 2018

PRE-ICO End

Round 1: July 05, 2018
Round 2: July 20, 2018

Start ICO

Round 1: July 25, 2018
Round 2: Aug 10, 2018
Round 3: Aug 25, 2018

ICO End

Round 1: Aug 10, 2018
Round 2: Aug 25, 2018
Round 3: Sep 10, 2018

Number of tokens for PRE-ICO sale

2,600,000 UPX (13%)

ICO rate: 0.35 USD

(Round 1 = 30% bonus)

(Round 2 = 20% bonus)

(Round 3 = 10% bonus)

Number of tokens for ICO sale

11,400,000 UPX (57%)

PRE-ICO rate: 0.20 USD

(Round 1 = 50% bonus)

(Round 2 = 45% bonus)

Acceptable currencies

ETH/BTC/LTC and 60+cryptocurrencies

Minimal Purchasing amount

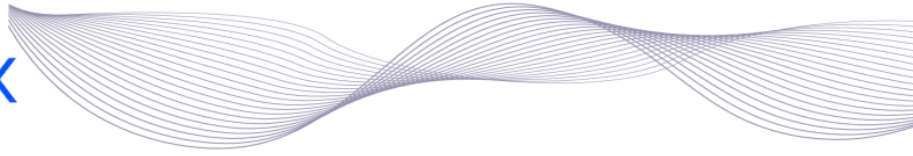
200 USD

*All unsold tokens will be burned

UPX sale scheme

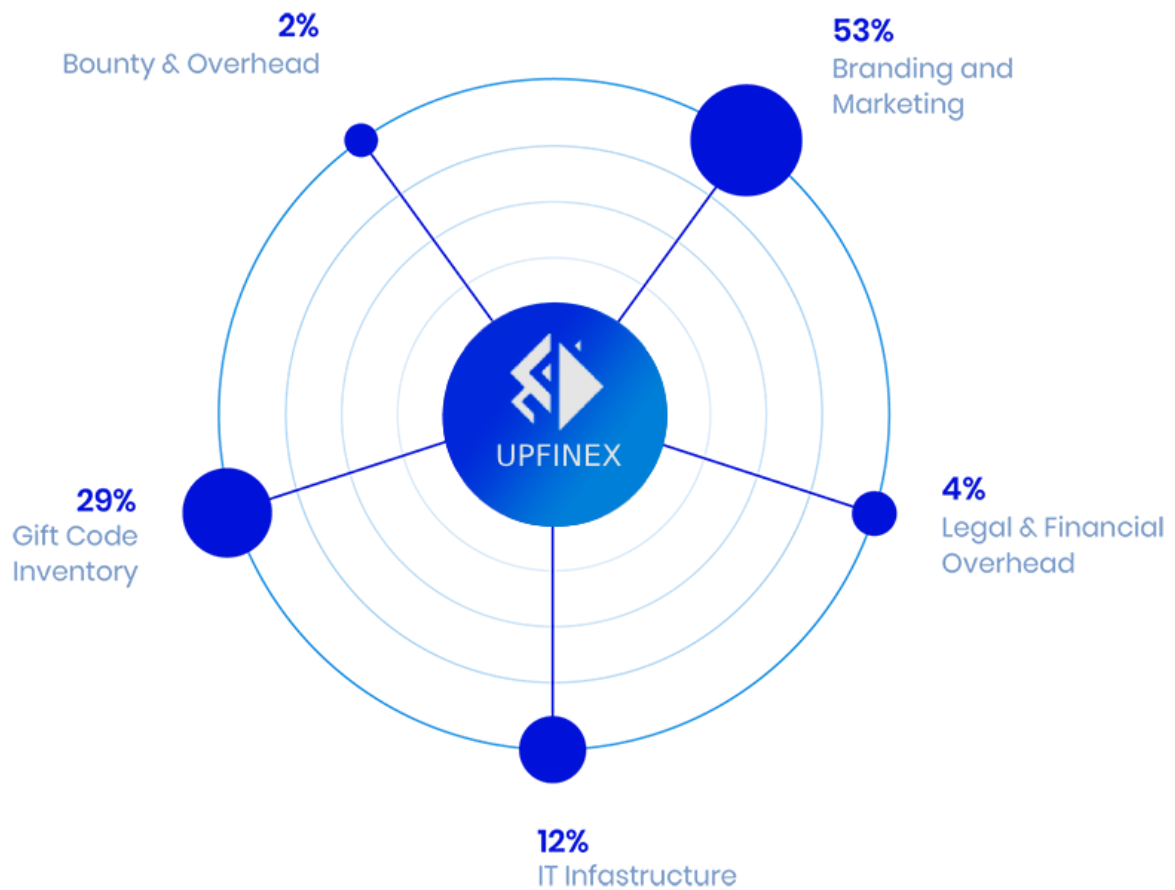
All exchange users can participate in the ICO. To purchase UPX, a personal deposit address is generated with third party coin payment provider Coingate and investors will send BTC, ETH, LTC or 60+cryptocurrency to these addresses. After the confirmation of the deposit, the user will be included to pending list of purchasers. After the end of the ICO campaign, all sold tokens will be transferred to investors Ethereum Wallets. In order to do so, the investor must specify a valid ETH address in the time of participating on ICO.

*In the case of Soft Cap will not be reached all investments will be sent back to ICO participants.



ICO funding allocation

After the Upfinex ICO, all of the funding received will be distributed as follows:



Project Roadmap

- **March 2018**

Start of the Upfinex Wallet and Exchange Beta

- **June-July 2018**

Start of:

Pre-ICO (Round-1)

Pre-ICO (Round-2)

- **July-Aug 2018**

Start of:

ICO (Round-1)

ICO (Round-2)

ICO (Round-3)

- **October 2018**

Promotion of Upfinex Exchange internationally

- **November 2018**

Launching Mobile App

- **December 2018**

Partnership with leading organizations
and Listing to big Exchanges

- **January 2019**

Starting of Exchange with trading Volume

- **May 2019**

Launching Office in New York and Japan

- **June 2019**

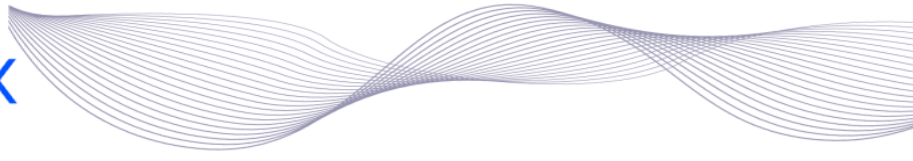
Entering to TOP 20 High Volume Exchanges List

- **October 2019**

Fixing all bugs and adding new features

- **December 2019**

Actively Promoting and Future Development



Upfinex team



Zhōng Jinhai
CEO & Lead Blockchain



Gōng Huang Fu
CTO & Senior Developer



Sū Zhixin
Blockchain App Developpe



Hǎo Cheng
Community Management



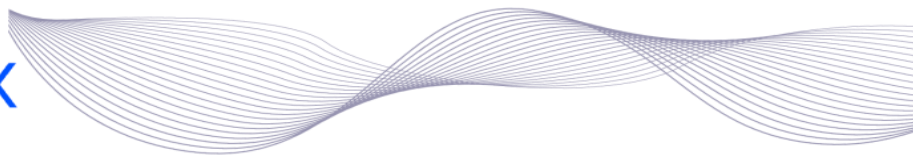
Daniele Azzaro
Board Advisor



Tzu-Chieh Chen
Board Advisor



Graham Doggart
Board Advisor



Terms and Conditions of the project

This White Paper is intended exclusively for the familiarization with our product and is not a commercial offer. We are not appealing for the sale of stocks, cryptocurrencies and other securities on the Upfinex Platform, or other marketplaces related to the company.

UPX tokens are not securities

The User acknowledges and agrees that UPX tokens are not securities, and are not registered as securities for use as collateral in any public institution, and they should not be regarded as such. The User acknowledges and agrees that ownership rights to UPX tokens do not provide the User with the right to receive profit, income or other payments or revenues attributable to the acquisition, holding, management, disposal or redemption. The User acknowledges and agrees that any right, interest, ownership or privileges on Upfinex platform or any other property on Upfinex can expire in whole or in part.

No guarantees of income or profits

There is no guarantee that UPX will rise in price. If that were to happen, there is no assurance that due to unforeseen circumstances or events that are beyond the control of the developers, or due to force majeure, the price of the UPX tokens will not decrease, possibly very significantly.

Risks associated with Ethereum

UPX tokens are issued on the Ethereum blockchain. In this regard, any failure or incorrect operation of the Ethereum Protocol may disrupt the UPX transaction network in unexpected ways.

Regulatory uncertainty

Technologies related to blockchain networks are the subject of supervision and control by various regulatory bodies across the globe. UPX tokens may become subject to their regulation policy, including restrictions on the use or ownership of digital tokens like UPX, and hence slow or limit the functionality or UPX redemption possibilities in the future.

UPX tokens are not an investment

UPX tokens are not an official or legally binding investment of any kind. Due to unforeseen circumstances, the objectives outlined in this document, may be altered. Despite the fact that

we intend to implement all the points outlined in this document, all persons and parties involved in the purchase of UPX tokens do so at their own risk.

Quantum computers

Technical innovations such as quantum computers could pose risks to cryptocurrencies, including UPX tokens.

Integration

This Agreement constitutes the entire agreement between the parties concerning the subject matter hereof. All previous agreements, discussions, presentations, warranties and conditions are merged herein. There are no warranties, representations, conditions or agreements Express or implied between the parties except those expressly specified in this Agreement. This Agreement may be modified only by a written document duly executed by the parties.

Conclusion

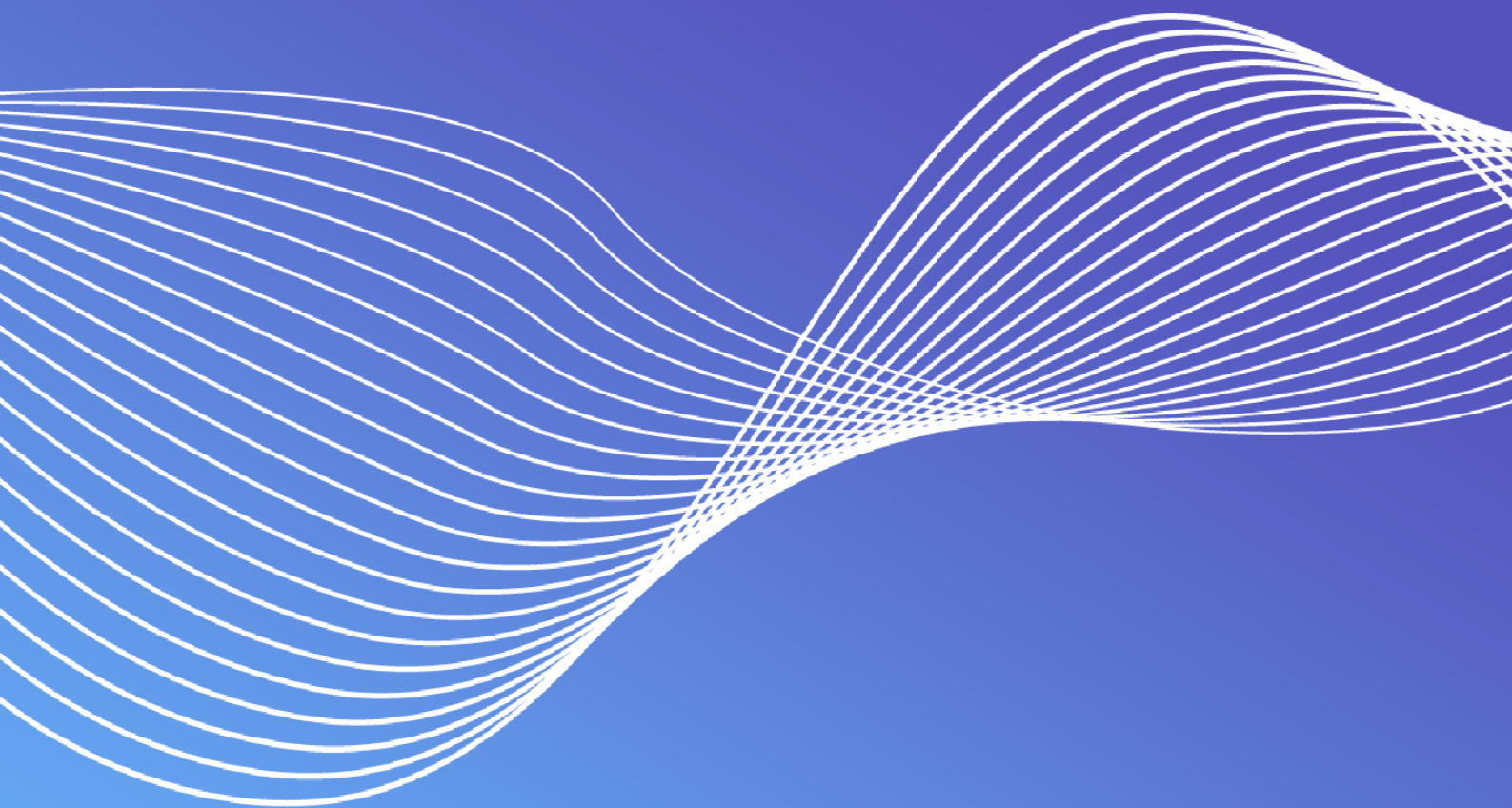
The cryptocurrency market today is rapidly evolving, and there are quite a lot of good spots left. The Upfinex Platform, focused on instant messenger users, occupies a profitable niche, since as of October 2017 there are nearly 1.8 billion users who take advantage of these applications for the exchange of information.

Easy-to-use and intuitive interface, high speed and reliability of the platform will quickly win the hearts of new users.

The promotional UPX tokens will help investors to receive medium-term profits at an early development stage of Upfinex, due to the development of the platform and the growth of its user base. Thanks to the promo-tokens and effective marketing initiatives, the platform will be successful in attracting a large amount of new users.

The interests of investors will be protected, as the Upfinex platform ensures UPX liquidity. When buying tokens, platform participants will be able to receive useful bonuses and increase their capital.

Upfinex is a cryptocurrency exchange profitable for both investors and ordinary users. Get started right away, and be the first to reap the benefits.



UPFINEX

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