



Versa Exchange

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www.Versaex.co

Whitepaper

V 1.0.0

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Elton Gashi – Founder/Compliance Officer/Developer

Willie Maher – Vice President/Community Manager

Sebastian Tobiaz –Versa KYC Developer/Server Admin

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Intro

In our preliminary analysis, there are different types of exchanges: Decentralized where no governing body has control of what flows in or out of a financial structure; Centralized which consists of regulated and legally compliant platforms; and the ones that are Unregulated and or licensed but allow crypto currency transactions for traders without KYC or following AML on their financial structure. Centralized exchanges are the only ones that follow the correct and legal compliance guidelines. This allows room to learn and expand compliance correctly to these Decentralized applications and or Unregulated Exchanges in a way to protect future investors. With your help, Versa Exchange will build a world-class crypto exchange platform, securing investors from financial crimes, setting industry compliance standard and powering the future of crypto exchanges with our API, Resources & Knowledge.

Problems

Majority of exchanges provide flaws for investors:

- **User Interface**

Majority of user interfaces built on exchanges are complex and extremely not pleasant for experienced and novice investors. The lack of customization and clustering of resources makes investing not only complicated but extremely distracting. When focus is needed, investors must deal with multiple pages and information about tokens they have no interest about. The UI might look modern to the developers but because developers have lack of experience using trading UI, they fail to provide what must be provided. Investors need a simple UI that is customizable to preference and easy to understand without complicated distractions and clusters of mixed and unorganized information.

- **Insecure platform**

Many exchanges suffer from being hacked or failing to mitigate risk through proper business practices that build trust for investors. They fail to provide and target investors who prefer CEFI or DEFI. They fail to protect private keys from malicious attackers. They fail to stop malicious trading activities such as “scam wicks” that not only effect investors but the entire crypto economy. Where there are safe and secure solutions such as encrypting private key information using another layer of (salt+md5 hash), where the private key must be decrypted using algorithmic approach only known to the platform's software. They fail to provide such a solution. Where funds should be secured in multiple locations, they fail to provide the necessities of security. Where cyber security experience is needed to protect the interests of the community of traders it is also extremely lacking. The best action against cybercrimes is actively discovering and learning to establish a secure platform for traders globally. Confidence, Trust & Security is the best way to establish a healthy relationship with investors long term while aiming to build a brighter crypto future.

- **Poor customer service**

Traders require a serious customer help lines when a problem is established or discovered. There needs to be immediate action. Therefore, most exchanges handle user requests poorly on a market available 24/7. Understanding that money is on the line; traders need to be confident that customer support is treating their case within a timely manner. The best way to establish long term relations is by having an active support community that provides real answers to tough questions instead provide half answers with more questions than answers leaving not only the clients confused but also the support teams from only being given generic responses. Exchanges fail to be organized and provide solutions when they are seriously needed.

- **Crypto frauds**

Whether it be customer service fraud impersonators to sending tokens to another individual to ‘double’. Crypto frauds and scams are never ending and are seriously jeopardizing the entire system from having faith in systems & communities. There are only a limited number of exchanges that take the incentive to protect client funds from frauds and or phishing attempts. Some may indicate that there isn’t any real solution to prevent these frauds from occurring but there actually is. “Education & Awareness” are critically needed to shape new and existing investors from emerging scammers and fraudsters. They could provide ways to warn customers about frauds, but it is usually brushed with a cluster of useless information.

- **Trading Fees**

Majority of exchanges take advantage of large volume traders by providing maker & taker fees when they should provide a special treatment through 0% maker fees for providing liquidity. Big investors usually use bot trading software to self-manage a portfolio and understanding that things could go wrong can cost thousands of dollars just on fees alone. Where a solution to a problem is needed, they prefer to collect reward fees and worry about problems later. More liquidity and providing incentives on bot trading within a platform that provides 0% fees builds stability in markets globally because it is incentivized solution.

- **Charts**

Majority of exchanges fail to provide the proper resources needed for traders to be successful. Most of the charting solutions fail to provide the correct indicators and resources needed so traders must result to third parties for daily trading needs. The solution is easy, but they fail to provide necessities for the majority.

- **Compliance**

Majority of emerging and newly developed cryptocurrency exchanges fail to acquire proper licenses and meet legal requirements to operate which is a big issue once regulating body's force the platforms to shut down and not only does this effect investors in these projects but also brings bad reputation to the crypto sphere. These platforms also fail to comply with anti-money laundering laws which are put in place to protect the general public from criminal organizations looking to quickly clean("Launder") money to continue operations. Terrorist operations also target non-compliant exchanges to funnel funds to different members of their operation to carry out attacks on innocent civilians. Where a solution to a problem is needed, many developers or founders of crypto projects over look a very essential steps and fail to seek compliance and following procedures that have been put in place for a very safe reason.

Versa Exchange

Matching Engine:

Our engine is capable of sustaining hundreds of thousands of orders daily through allocated server resources to help the needs of day traders alongside bot traders. We are able to expand resources as necessary to meet global demands.

Feature Rollout:

- Customizable Trading UI.
- Friendly UI For Novice & Advanced Traders.
- Trading View Charts & Indicators.
- Spot trading.
- Order booking.
- First exchange to offer 0% maker fee for valued holders.
- ICO opportunities for tokens needing listing.
- KYC to be compliant with FINTRAC.
- KYC documents encrypted and can only be decrypted by rigorous method. No one party will hold the full changing decryption keys. If KYC documents are breached through inside leak, they will hold a watermark to notify other exchanges not to accept the documents as identity verification and will not contain valuable information without the founder's decryption software which is hosted offline.
- Encrypted & Secure login passwords to prevent third parties from reaching or decrypting the passwords you use while connected to untrustworthy WIFI's.
- SMS verification to prevent unauthorized breach without your consent.
- Google Authenticator to prevent unauthorized breach without your permission.
- Email verification of withdrawals to keep you constantly up to date with withdrawals requests.
- Founder who is a cyber security expert alongside crypto trader (Truly Built by traders for traders).
- Tons of backend resources and much more hidden features to provide security, stability and reliability.

Versa API:

Versa offers Industry leading API that makes our entire platform much more customizable to trading requirements. Our WebSocket feed lets you easily gain access to real-time market data, while our trading API lets you develop secure, programmatic trading bots. Why worry about trading while on vacation when you can quickly setup a specialized trading bot within our platform with ease. Our API will also be incorporated into Versa Charts which will allow users to track price, supply, volume and more while being fully compatible with other trading analytical website platforms through API integration.

Coins/Tokens:

Versa will support trading pairs in:

- VERSA
- BUSD
- BNB
- Many More in The Future

More trading pairs will be added as we scale. We will add tokens with credibility, user base, and utility. If you have a coin/token you wish to be listed on Versa Exchange, then there are some requirements to follow.

ICO Information:

Versa Exchange will be a key host to bridge crypto investors and projects that require volume or funding. We actively seek utility, fundamentals & real-world economically sustainable solutions brought forth from emerging crypto projects. Versa Exchange will offer the highest credited KYC process for listed projects that require a special “KYC” verified symbol next to their project name on our platform. Our expensive KYC process involves reporting KYC partners to FINTRAC to ensure AML/KYC Guidelines are strictly followed and immediately act when project developers or leaders are flagged by FINTRAC & other reporting agencies for continuous compliance.

UI Preview:

https://www.versaex.co/

[LOG IN](#) [REGISTER](#)

Welcome to VersaExchange.

Buy, sell and trade digital currency.

[START TRADING](#)

#	COIN	PRICE	24h Change	24h High	24h Low	24h Volume
1	Bitcoin	1,658.00000	+0.00%	0.00000	0.00000	0.00000
2	ETHUSD	1,658.00000	+0.00%	0.00000	0.00000	0.00000
3	PRXUSD/VERSA	0.00000	+0.00%	0.00000	0.00000	0.00000
4	PRXUSD/ETHUSD	0.00000	+0.00%	0.00000	0.00000	0.00000

30M+

Customers served

\$3M+

30 days volume

101

Countries supported

No matter your experience level

VersaExchange offers an intuitive interface with real time orderbooks, charting tools, trade history, and a simple order process so you can trade from day one.

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Customizable Interface

Organize your workspace according to your needs: compose your layout, choose between themes, set up notifications and data preferences.

Security

Security of user information and funds is our first priority. Contact us to learn more about our security features and integrations.

Community

Join a global community that believes in the power of crypto.

Industry leading API

Our Websocket feed lets you easily gain access to real-time market data, while our trading API lets you develop secure, programmatic trading bots.

Trade on the go

Our platform is optimized for trading on any device. And you don't need to download any additional applications. At the power of VersaExchange cryptocurrency exchange, in the palm of your hand.

[LET'S TRY](#)

Start trading now

[REGISTER](#) [START TRADING](#)

Exchange

VersaExchange offers the most liquid order book in the world, allowing users to easily exchange Bitcoin, Ethereum, EOS, Litecoin, Ripple, NEO and many other digital assets with minimal slippage.

Order Types

VersaExchange offers a suite of order types to give traders the tools they need for every scenario. Discover more about our most advanced Algorithmic orders types.

Exchange

Wallet

Fees

FAQ

Support

Privacy

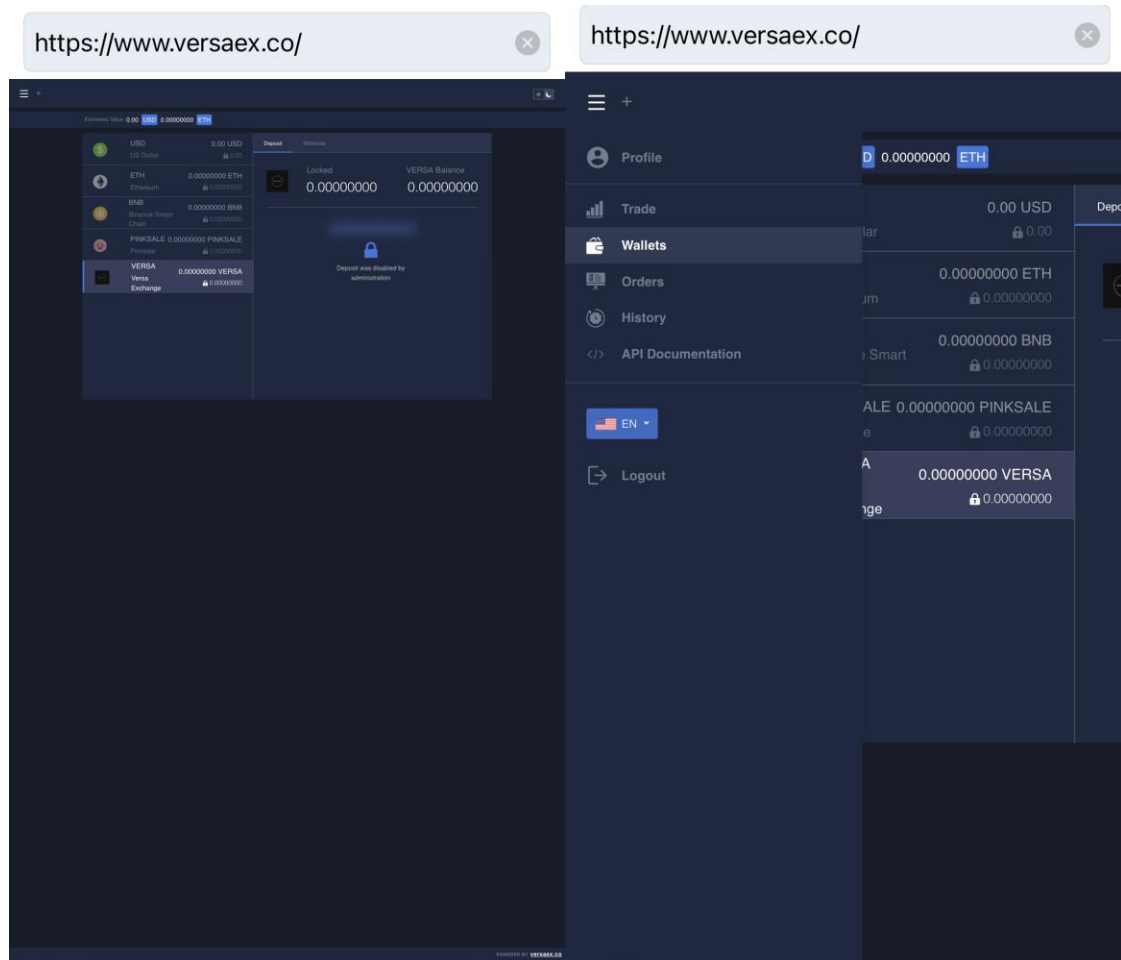
About us

Community

Info

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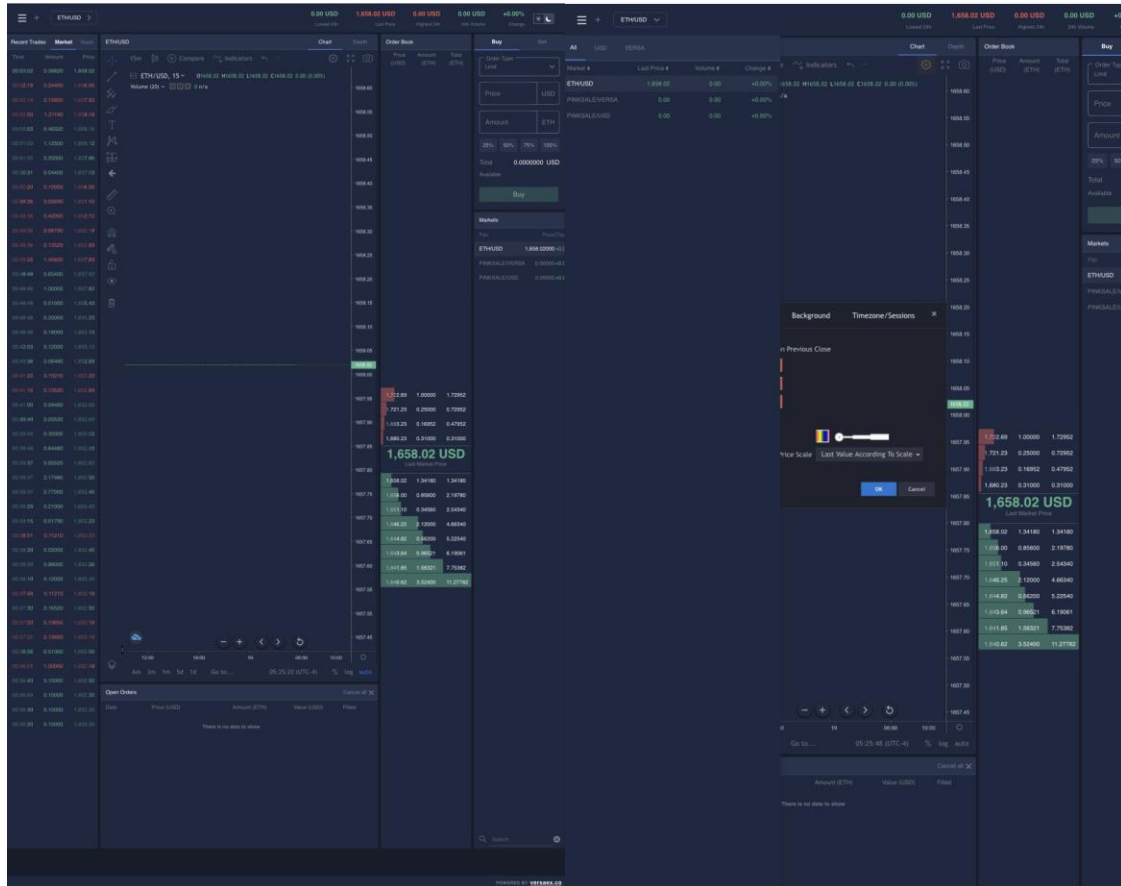
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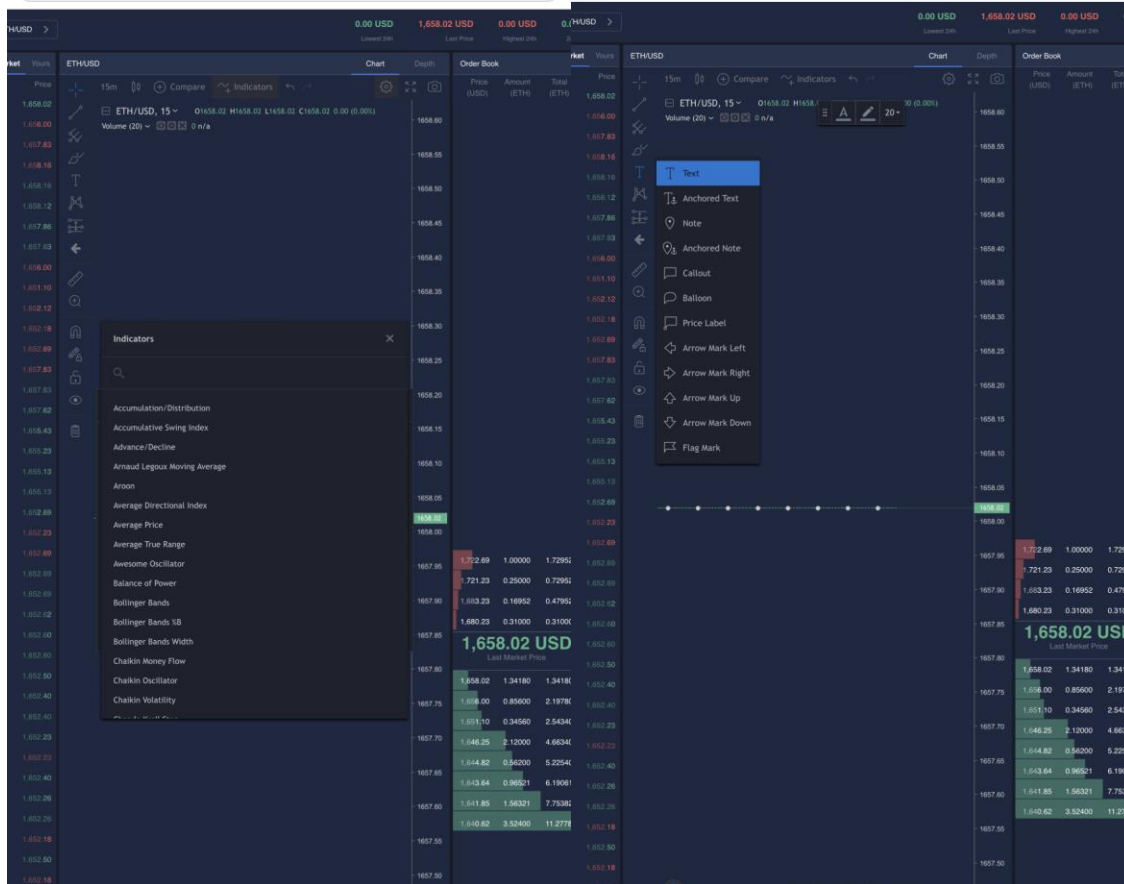
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Versa KYC:

Versa aims to be the leader in any integrated project KYC process for crypto investors globally. We plan to provide the most robust solution to verify project creators and ensure anti-Money laundering laws are enforced. Versa will offer a service to project creators or developers for a fee of \$10,000 and will accept ID verification, Mail verification, Video Conference verification and submit all material to FINTRAC with the help of our licensed compliance agent. All wrong doing will be subjected to immediate release to law enforcement agents along with courts to benefit court proceeding for wrong doing and loss of fund. This strict compliance mechanism will scare away scammers looking to steal funds from investors. This structure will also verify project leaders with the upmost honorable respect to the crypto community because investors will understand how strict our methods for KYC are. Those who pass our KYC process will be rewarded a certificate that will include a date and time the process was complete alongside that the individual was reported properly to FINTRAC and is indeed a legal resident of a specific country of business. Any red flags returned to us from FINTRAC will be properly disclosed on the GitHub certificate of record alongside the community of investors for that specific project. Versa KYC is currently in development and will be ready for launch in late October of 2022.

Versa Marketing:

Versa will aim to be a key contributor for crypto projects looking to advertise services and or investment opportunities to crypto traders on our platform. Versa will service advertising solutions through twitter, telegram, Instagram, email awareness, banners, ama and a verity of other outlets to bring awareness to ad partners and generate revenue which can be used for future versa buyback purchases after corporate taxes. Versa will also incorporate a coin analytical website called "Versa Charts" with the help of our exchange API to service advertisement solutions to partners looking to list traded tokens/coins via selling trending solutions, banners, event spaces, social media listing posts. Versa Charts will benefit us greatly as we become one of the top 3 analytical solutions for crypto traders as this would further brand awareness for platform and marketing partners.

Versa Tiered Rank System:

Vip-4(0.0000% Maker fee, 0.1000% Taker fee) || Versa Required = 1,000,000

Vip-3(0.0000% Maker fee, 0.1400% Taker fee) || Versa Required = 500,000

(Limit to 6 top wallets)

Vip-2(0.0600% Maker, 0.1600% Taker fee) || Versa Required = 50,000

Vip-1(0.0800% Maker, 0.1800% Taker fee) || Versa Required = 5,000

Vip-0(0.1000% Maker, 0.2000% Taker fee) || Versa Required = 500

Non-Vip (0.2000% Maker, 0.2000% Taker fee) || Versa Required = 0

Revenue Model:

These are a few ways we will generate revenue long term:

1. Exchange Listing fees will generate anywhere from \$75,000 – \$150,000/Month on average with a minimum of 5 listings a month.
2. Trading fees will be extremely low to beat our competition in Canada but will also expect to generate \$25,000 - \$60,000/Month from volume generated from new listings during early launch volatility.
3. Versa withdrawal fees will generate anywhere from \$60,000 – \$650,000/Month with a userbase of 3,000. This amount will be much greater as we gain a much bigger userbase from listings/partnerships/marketing in the months to come and this is expected to be our biggest revenue generator.
4. Versa KYC is expected to bring in \$30,000 - \$130,000 every month with the average KYC cost of \$10,000 per individual.
5. Versa Charts will bring in an average of \$5,000/Month with the average listing price set to \$500 per project.
6. Revenue from the above are all taxable and a portion of all proceeds will be held for tax payments under our corporation. Our expected tax rate will be held at 26.50% for services and 28.2% for crypto gains corporate tax.
7. While we expect to generate revenue from all streams, we will also reward our userbase with buybacks with proceeds generated alongside reward our staff team with bonuses to support livable wages and incentives to being honest and reliable to our community. We also plan on using some revenue to make donations to charities favored by the community to help lower our tax rate and benefit the lives of others long term.

Compliance Model:

Versa Exchange is thriving to become a fully compliant and licensed cryptocurrency platform which is why we have taken steps early into our development phase to Federally incorporate our business with the Canadian Government and acquire our FINTRAC license to operate a compliant platform. Many exchanges fail to assume licenses early on to protect investors from bad actors and are forced to shut down this is exactly why we took these initial steps first to bring a well-structured business model and comply with governing bodies to avoid being shut down. We are looking to establish a long-term legal business and do our part in stopping financial crimes before they are able to occur. We are currently also in the process of obtaining our FINCEN license and many more as we roll out more features on the platform.

Versa Utility Token (VERSA):

We will issue our utility token, called VERSA. A strict limit of 100 million Versa will ever be created, never to be increased past this limitation. Versa will run natively on the Binance Smart chain blockchain with BEP20.

Versa Utility Structure:

- Versa tokens will be required to access lower trading fees on our exchanges tiered VIP system. Top 6 holders excluding dev/pool wallets will receive 0% maker fees.
- Versa Required to access the Versa pair market on newly listed tokens.
- Versa Required to benefit from employee pool buy back & token buy backs with company profits after taxes from the revenue model.
- Versa Required to benefit from exchange airdrop campaign from partners.
- Versa Required to gain access to different tier Versa Visa cards (Black, Gold, Grey, Brown).
- Versa Required to pass Versa KYC for crypto project Developers/Founders. Versa KYC will report all applicant to FINTRAC to ensure AML/KYC guidelines are followed correctly and flag any individual who participate in financial crimes.

Distribution & Fund Usage Model:

- 8,490,000 Tokens will be distributed to our Founder.
- 35,000,000 Tokens will be Burnt.
- 3,625,000 Tokens will be distributed to private sale investors. 375,000 Versa will be sold on Pancakeswap with a limit buy of 5,000 Versa per transaction. 3,250,000 Versa will be sold OTC with a limit buy of 1,000,000 Versa per user.
- 7,510,000 Tokens will be locked for 180 days to provide Liquidity during launch date.
- 3,000,000 Tokens will be distributed to @moon_shiner (1,850,000) & @subsonic18(1,150,000) for assisting with our Pre-Ido marketing budget (Unlocked).
- Community Team Payroll Tokens will be distributed over 5 years with the average pay of 50,000/Tokens a year assuming our future price is \$1.00. Community Pool wallet will contain 5,000,000 Versa.
- Developer Team Payroll Tokens will be distributed over 5 years with the average pay of 150,000/Tokens a year assuming our future price is \$1.00. Developer Pool wallet will contain 5,000,000 Versa.
- Founder may contribute portions of the Token Allocation to boost community & developer team payroll pool from his personal allocation.
- Future Project Budget will contain 10,000,000 Tokens which will be allocated towards development of future projects and utility for those specific projects. This is the max allocation that can be spent. The founder may top up this budget from his personal allocation.
- Marketing Budget will contain 8,000,000 Tokens which will be allocated to pay for advertisements and offer influencers compensation for videos. This is the max allocation that can be spent. The founder may top up this budget from his personal allocation.
- Operations Budget will contain 7,000,000 Tokens which will be allocated to support resources need to maintain the operations of this business. This is the max allocation that can be spent. The founder may top up this budget from his personal allocation.
- Partnership Budget will contain 6,000,000 Tokens which will be allocated to partner with ideal crypto projects or to offer incentives, bonuses, cashback on the Versa Visa Card and these ideal projects.

Solutions:

User Interface:

Versa exchange offers its traders a fully customizable trading interface to match trading requirements and recommendations for all traders and users! The simple to understand UI is to help new and existing traders have a full trading experience without the baggage of unnecessary information that can distract traders from what task they are looking to focus on.

Secure platform:

Versa aims to provide one of the most secured platforms by mitigating risk through various approaches. We encrypt our private keys with an additional layer of encryption [MD5+Salt] the same encryption that we use for KYC documents to prevent leaks. We spread holdings on multiple cold wallets addresses to prevent potential breaches to protect our community from monetary loss. We understand that there are still ways a breach could occur using brute force private key generation. Unfortunately, there is no work around to prevent individuals from guessing private keys but the chances of it happening are extremely low to impossible. Understanding such a critical issue and mitigating the risk to multiple randomly generated private keys is the only solution to prevent this. Versa team will actively investigate, learn and discover potential cybercrimes that focus on manipulating and or exploiting exchanges, and we will work towards actively defending against all future attacks passively through data collection & prevention to hold trust & security to our investors and partners.

Solid Customer Service:

Versa aims to provide once of the best customer service experiences for all customers by responding within a reasonable manner. Isolating certain inquiries and prioritizing them correctly for quick and effective use of resources. We will provide real answers and updates to our community through complete transparency and safe/respectful interactions.

Crypto Scam Prevention Plan

Versa will actively setup a fraud prevention plan to educate our investors and provide early warning to help you avoid malicious third parties. We will actively investigate and execute any prevention methods to protect our users and our funds by staying completely transparent. Our staff team will be ready to deal with any questions or concerns regarding potential frauds. Unfortunately, we cannot prevent & are not responsible for frauds done outside of own token. We will provide you with a plan and warning to safely invest into icos and other recognized tokens to mitigate risk accordingly.

Excellent Trading Fees

Versa strives to be the first global exchange to offer 0% maker fee for large volume investors who actively hold a huge stake of our utility token, Versa. This helps to support active trading, liquidity, bots and build stability and give us room for growth.

Charts:

Versa offers a chart service from trading view where you can gain multiple technical indicators and resources to help all day-to-day trading requirements and preferences. You are able to actively screenshot patterns which are saved to trading view and be able to share experience within the telegram chat.

Our Team:

Elton Gashi – Founder/Developer

LinkedIn Profile

Telegram: @bitdrip

Wille Maher – Vice President/Community Manager

LinkedIn Profile

Telegram: @moon_shiner

Sebastian Tobiaz – Versa KYC Developer/Server Admin

LinkedIn Profile

Risks:

There are many risks involved in running an exchange. We understand the deep implications of cyber security and how to properly apply the skills, experience, and leadership to overcome them.

Security is Key:

Many exchanges through the last 10 years have completely failed due to poor security procedures. Most security breaches could easily have been prevented by taking strict precautions to protect critical infrastructure. Our team has developed Versa with the highest level of security as our main focus to protecting investors & our corporation from financial damage. Our private keys are stored and secured with military grade Infrastructure. We strive to ensure that we have followed all the industry standards when it comes to securing infrastructure and data including ISO/IEC27001:22013 and the Cryptocurrency Security Standard (CCSS). We also fully comply with Government (AMLKYC) regulations under (FINTRAC), (FINCEN) & BSA (Bank Secrecy Act) for Financial Crime Enforcement. Financial crimes are becoming a trend and we seek to do our part in preventing criminals from stealing and laundering on our platform.

Market Competition:

We know this will be a very competitive space to deal business. There are hundreds of not thousands of developers looking to build their own platforms and or are already operating a platform. Fortunately, we have a step ahead to ensure investors we are compliant, licensed and safe to do business with long term. We plan to be the revolution required from crypto platforms to protect investors, audit crypto founders & developers correctly through Versa KYC's strict compliance under FINTRAC and ensure a much safer and sustainable crypto economy for our future generations.

Versa Exchange:

Telegram: @VersaExchange

Instagram: @VersaExchange

Twitter: @VersaExchange

FINTRAC License:

(/license) on telegram chat for License link.

[FINCEN License pending approval]

Home Office:

#702 – 1 Concorde Gate, North York, Ontario, M3C 3N6

Incorporation Name:

13984532 Canada Inc.

Operating Under “Versa Exchange”