



Blockchain + Bloomberg + NASDAQ/CME = 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**.



Centralized Derivatives Platforms

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

What is YESBIT

Yesbit = Blockchain + Bloomberg + NASDAQ/CME

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.**

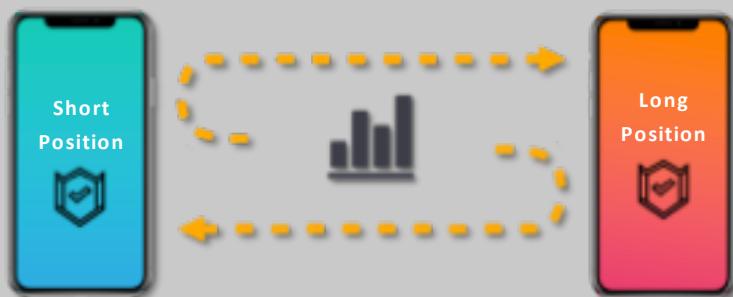
Unique Features :

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

<h3>Equities & Indices</h3> <ul style="list-style-type: none"> • NASDAQ Composite • S&P500 • Alibaba 	<h3>Commodities</h3> <ul style="list-style-type: none"> • Gold, Silver and metal • Oil, Gas and energy • Soybean, Corn and food
<h3>Foreign Currency</h3> <ul style="list-style-type: none"> • USD/JPY • USD/CAD • EUR/HKD 	<h3>Cryptos</h3> <ul style="list-style-type: none"> • BTC/USD • ETH/CAD



Decentralized Platform: How it Works



Control your assets.

Trade with real people.

Circumvent financial Intermediaries.

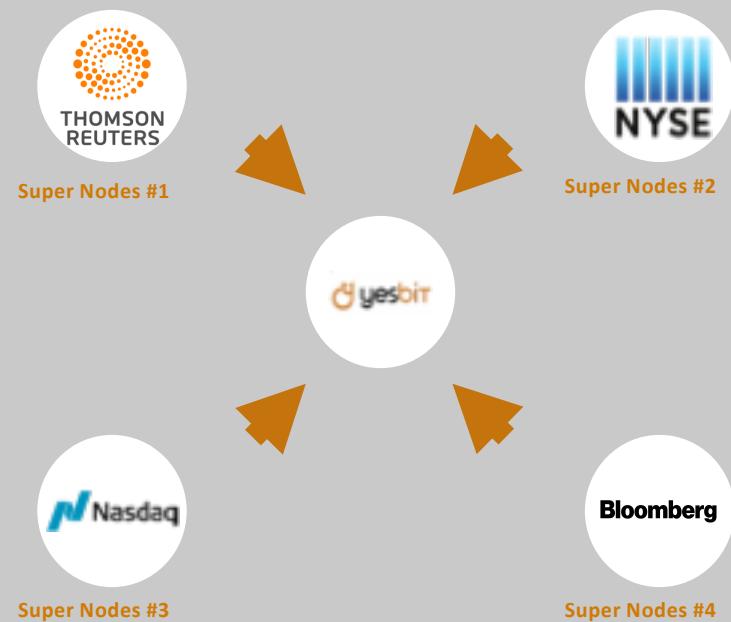
Yesbit's P2P network is built with Smart Contracts. This self-executing technology is critical to:

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

Managing Data Feed: Super Nodes



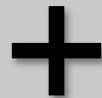
Yesbit will develop its' own blockchain architecture called "**Proof of Data**". Instead of using an oracle network and importing the data feed from one API, Yesbit will have **21 Super nodes**, each of whom inputs their own API data. Whichever data source was collected by a consensus (+51% consensus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



Yesbit's Blockchain Protocol



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.

Three Layers Framework

Data Feed Layer

(Including: Yahoo Finance, Bloomberg, NASDAQ...)

Data Feed (by 51% Consensus)

Blockchain Layer



Smart Contract Layer

Crypto Wallet System



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 DAI**, 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**.

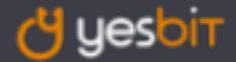
USD/JPY fell by 1%

Jack will gain **2 DAI**.

NASDAQ went up by 5%

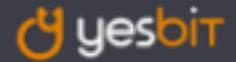
Sam will get **0.5 Tokens**.

Market Segmentation



Psychographic Segmentation	<ul style="list-style-type: none">Affinity for high riskPropensity to be early adoptersInterest in technological development	Geographic Segmentation	<ul style="list-style-type: none">Anywhere with internet
Demographic Segmentation	<ul style="list-style-type: none">Age: 18-45Gender: 80% Male & 20% FemaleIncome: Under 200,000 USD	Behavioral Segmentation	<ul style="list-style-type: none">Work in stress inducing environmentsNot complacent – always trying to push new boundariesTake 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

Revenue Streams



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
- $[(3,488,820 \times 20\%) \times 5\%] \times 400 \times 10 \times 4\%$
 $0.1\% = 5.582.112$

3,488,820 = Service Obtainable Market

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

400 = Deposit Amount

10 = Deposit Frequency

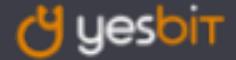
0.1% = Transaction Fee

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)

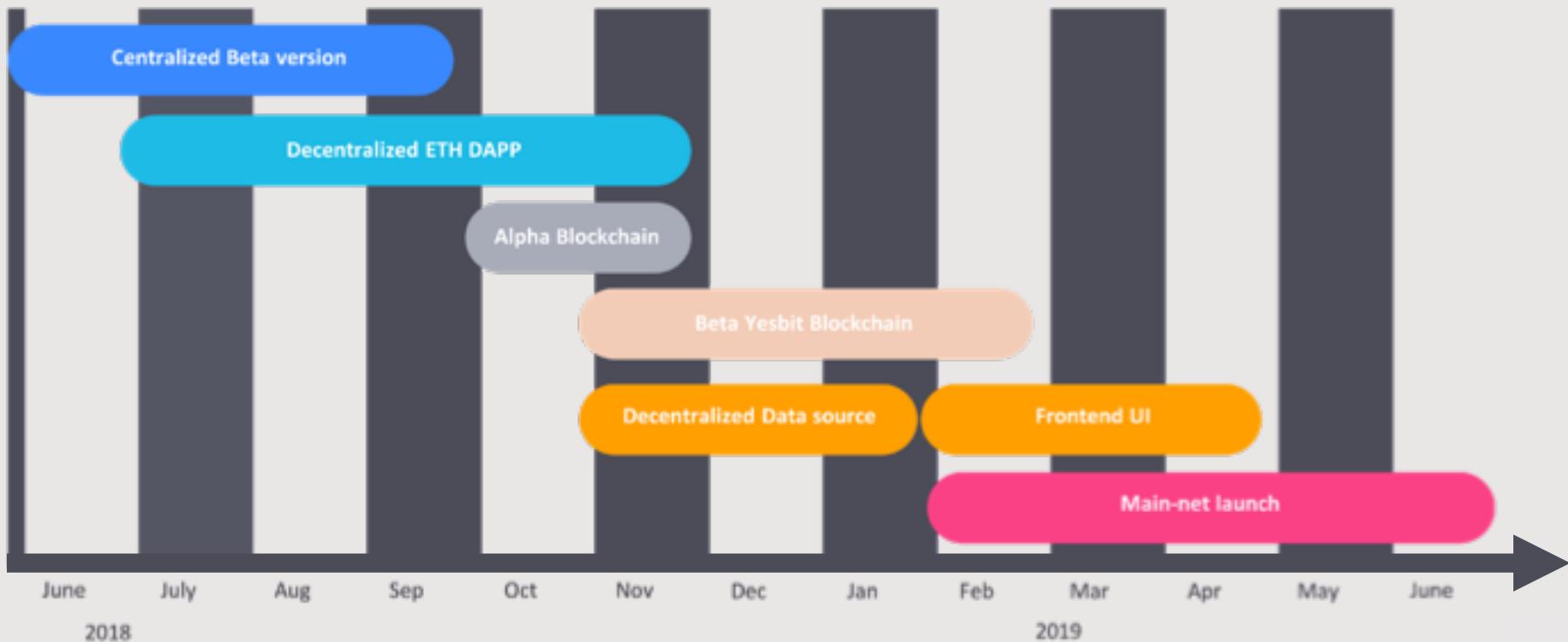
$$1 \times [(400 \times 10) \times 0.1\%] \times 3 = \$12$$

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

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

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

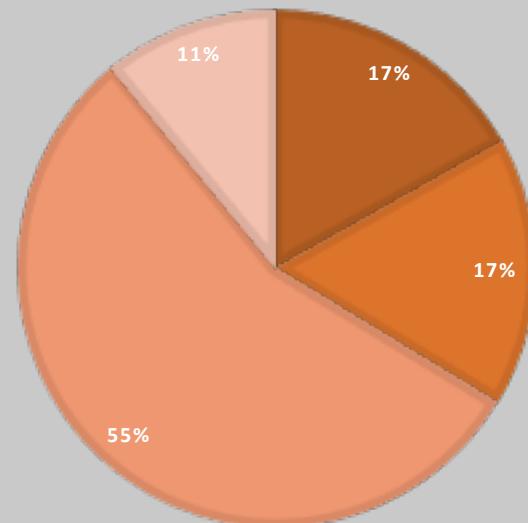
Staffing & Salary	\$1,000,000
General Administration	\$300,000
Marketing	\$300,000
Hardware and Software	\$200,000
TOTAL LIABILITIES	\$1,800,000

Net Profit

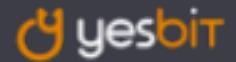
Assets - Liabilities	\$6,712,721
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ANNUAL EXPENSE BREAKDOWN

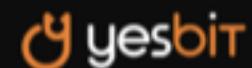
■ Marketing ■ General Administration
■ Staff & Salary ■ Hardware and Software



Connect to Ethereum With UI



- Check test version on Yesbit.io

[All Contracts](#)[InfoList](#)Addr: Network: 

Loading from Metamask or Parity.

MY BOARD

Stock Contracts

Wallet

My Wagers

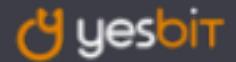
LIVE BOARD

News

CONTRACT TABLE

Stock Contract	Time	Creator	Participant	Creator-Position	Status
GOLD	2018-09-19-17	0xcf9f2135f759083 b0101cf2a82a59fb b6ca62190	0x07ac00346736d f08d7404d9a9596 1bf45a44b2e1	SHORT	running
NASDAQ	Expired	0xa7a77e5c73884 940l045e02e244f 0fefafa4fb8b3d	empty	LONG	expired
GOLD	2018-09-21-12	0xcf9f2135f759083 b0101cf2a82a59fb b6ca62190	empty	SHORT	open

Create A Contract Order



MY BOARD

Stock Contracts

Wallet

My Wagers

MY CONTRACTS

Create Contract

Create New Contract

Stock Name

Expire Date

Position

Lever

Close Create

MetaMask

MetaMask Notification
Ropsten Test Network

Account 1 → 0x4a67...a44e

UNKNOWN FUNCTION

\$21.93 USD

+ 0.1

DETAILS DATA

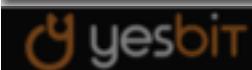
GAS FEE \$0.46
+ 0.0021

AMOUNT + GAS FEE \$22.39
+ 0.1021

TOTAL

CANCEL CONFIRM

Match An Order



All Contracts Infobit Add: 0x44bE... 0.26 Markets...

Join Bet

Stock ID

T7

Wager Amount

0.1ETH

Your Position

LONG

Expire Time

2018-09-28-17

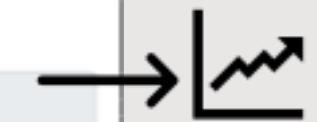
Stock Starting Price

1690

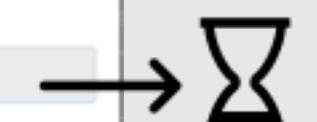
Close Join



0.1 ETH



Long Position



Expire Time

MY BOARD

Stock Contracts

Wallet

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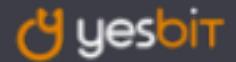
MY WALLET

ETH: 1.096234718

TOTAL: 1.096234718

Deposit Withdraw

Match An Order



Transaction Information

[This is a Ropsten Testnet Transaction Only]

TxHash:	0xe607736fa60bb025ce78081f84d90a1b8332006492f0e232c6370221f608acdb
TxReceipt Status:	Success
Block Height:	3987255 (5732 block confirmations)
TimeStamp:	19 hrs 53 mins ago (Sep-06-2018 08:08:00 PM +UTC)
From:	0x07ac00346736df08d7404d9a95961bf45a44b2e1
To:	Contract 0x4a6738e7b18de154bf7045c61beec71b76d5a44e
Value:	0.1 Ether (\$0.00)



0.1 ETH

3 Easy steps to Play Without Frontend UI



Deployed Contracts

StockBaseV2 at 0xbbf...732db (memory)		
(fallback)		
createStock	uint256 _stockName, uint256 _duration, bool _position	1.Create
placeBet	uint256 _globalStockId, uint256 _startPrice	2.Match
withdraw	uint256 _globalStockId, uint256 _endPrice	3.Withdraw
globalStockId		
isCreator	uint256 address	

Team Members

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



Estrella Li
Marketing Lead



Leon Tang
Product Design



Sharon Yu
Front - End Designer



Jonah Mirsky
Digital Marketing



Zhaoan Lin
Developer



Baldwin Yuen
Digital Marketing

Angle Round – Equity Shares



Yesbit will give **10% of shares** to investors in this round.

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



Thank You