



Decentralized Wall Street



2018

2019



Current Problem

International trading is only accessible through centralized derivatives trading platforms



Highly frictional



High fees



Lack of asset variety



Blockchain + Bloomberg + NASDAQ



Equities & Indices

S & P 500

NASDAQ Composite



Cryptos

BTC/CAD

ETH/CAD



Foreign Currency

USD/JPY

USD/CAD



Commodities

Oil Price

Gold Price

Centralized Platforms



Slow
Withdraw



High Transaction
Fee



Lack of
Derivatives

Decentralized Platforms



Network's
High TPS



Low Transaction
Fee



P2P
Trading

 ChicagoBoard of Trade

 eurex

 yesbit

Yesbit Blockchain Protocol

2 Ways of Data Obtaining



Proof of Data

Proof of Data brings the reliable data feed onto the network.



Proof of Work

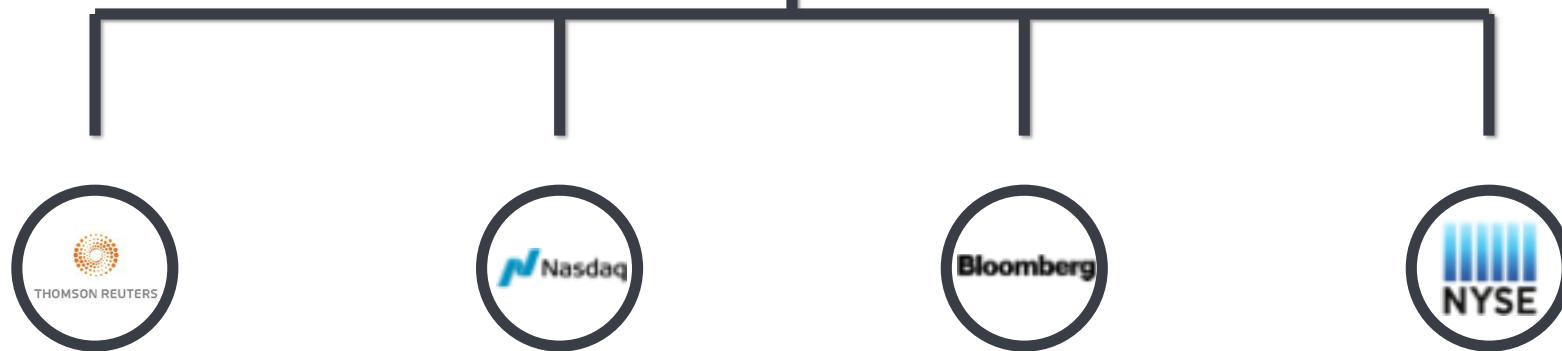
Derivative contracts are processed via **Proof of Work** to ensure blocks are mined efficiently.



Blockchain + Bloomberg + NASDAQ

Data Feed

51% Consensus Super Nodes



Thomson Reuters

NASDAQ

Bloomberg

NYSE

1

User has 100% ownership of their digital assets, unlike centralized platform.

:e



Crypto Wallet

Multi-signature Wallet

2

Yesbit uses a cold storage system to secure users funds.

07

Use Case



Commodity Contract

Julia created a commodity contract for **1 ETH**. Longing Gold Price

Gold
went up by 10%


She will win **0.1 ETH** of her contract, her balance is now **1.1 ETH**.



Market Index Contract

Sam paid **10 Tokens** for a market index contract. Longing NASDAQ Index

NASDAQ
went up by 5%


He will gain **0.5 Tokens** of his contract, his balance is now **10.5 Tokens**.



Demographic

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



Psychographic

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

The slide features a dark gray background. At the top center is the Yesbit logo, which consists of a stylized orange 'y' icon followed by the word 'yesbit' in a lowercase, sans-serif font. A thin horizontal white line runs across the middle of the slide. Below this line, the words 'Market Segmentation' are centered in a white, sans-serif font.



Geographic

- No geographical boundaries: users just need an internet connection.



Behavioral

- Not complacent: always trying to push new boundaries.
- Take calculated risks.

Advertising

- Podcast Sponsorship
- Press Release

Experiential Marketing

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

Integrated Marketing Mix

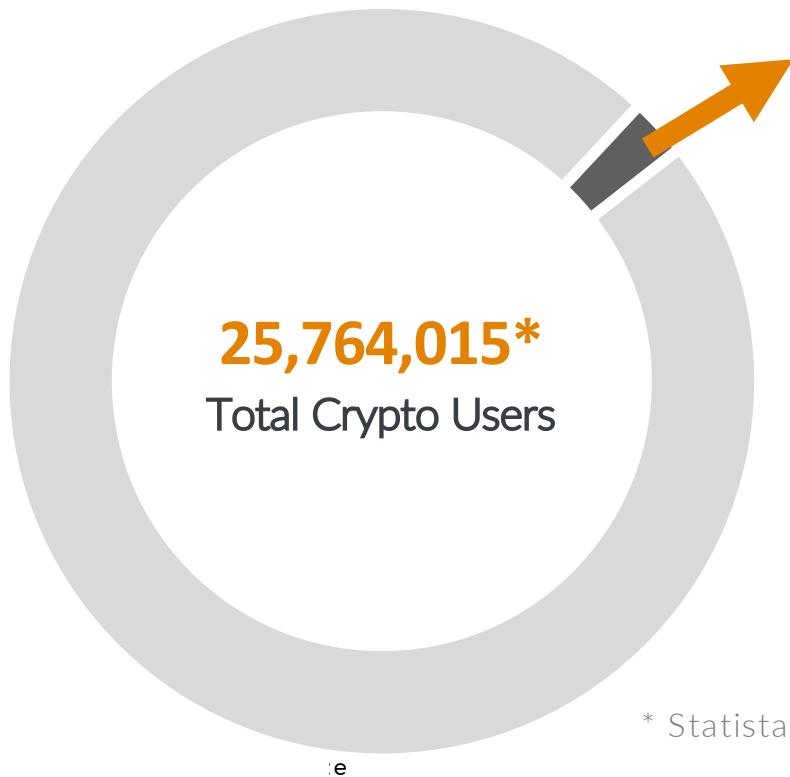
Sales Promotion

- Referral Program
- Affiliate Marketing

Digital Marketing

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

Revenue Streams



Targeting **2.5%** for Yesbit user



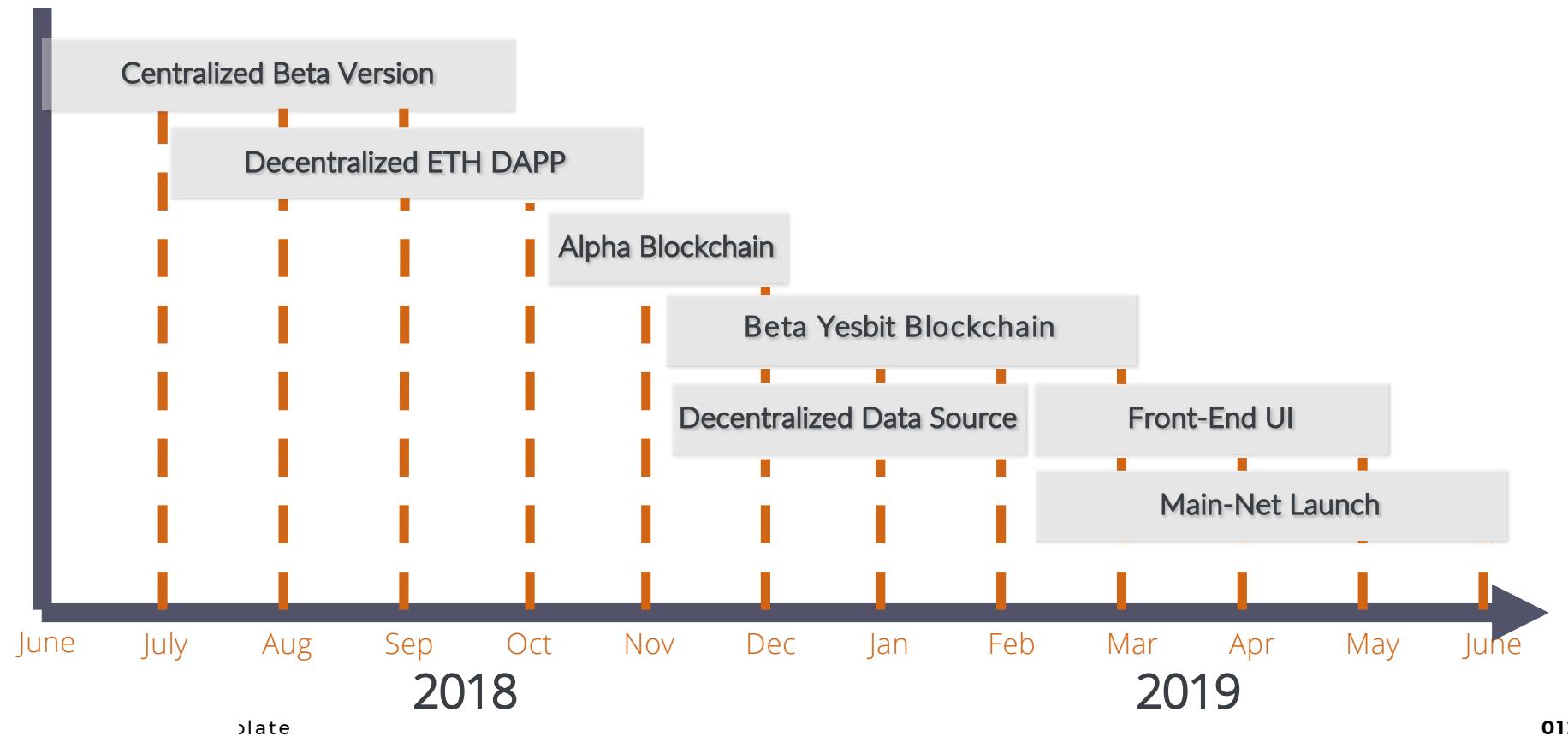
\$3,435,200
Overnight Interest

\$2,576,400
Transaction Fee

\$6,011,600
Total Revenue



Road Map



Team Members

Team has successfully launched an OTC Crypto trading platform linkcoin.pro in December 2017,
LinkCoin has accumulated **300,000 USERS** till October 2018.



Blues Qin
CEO & CTO



Arthur Ye
Director of Business
Development



Remon Nashid
Blockchain Developer



Lee Raj
Smart Contract Developer
plate



Miao Jiang
Blockchain Developer



Richard Qin
Full-Stack Developer

Team Members

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Estrella Li
Marketing Lead



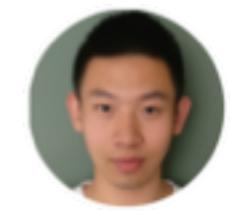
Leon Tang
Product Design



Sharon Yu
Front-End Designer



Jonah Mirsky
Digital Marketing



Zhaohan Lin
Developer



Baldwin Yuen
Digital Marketing



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www.yesbit.io