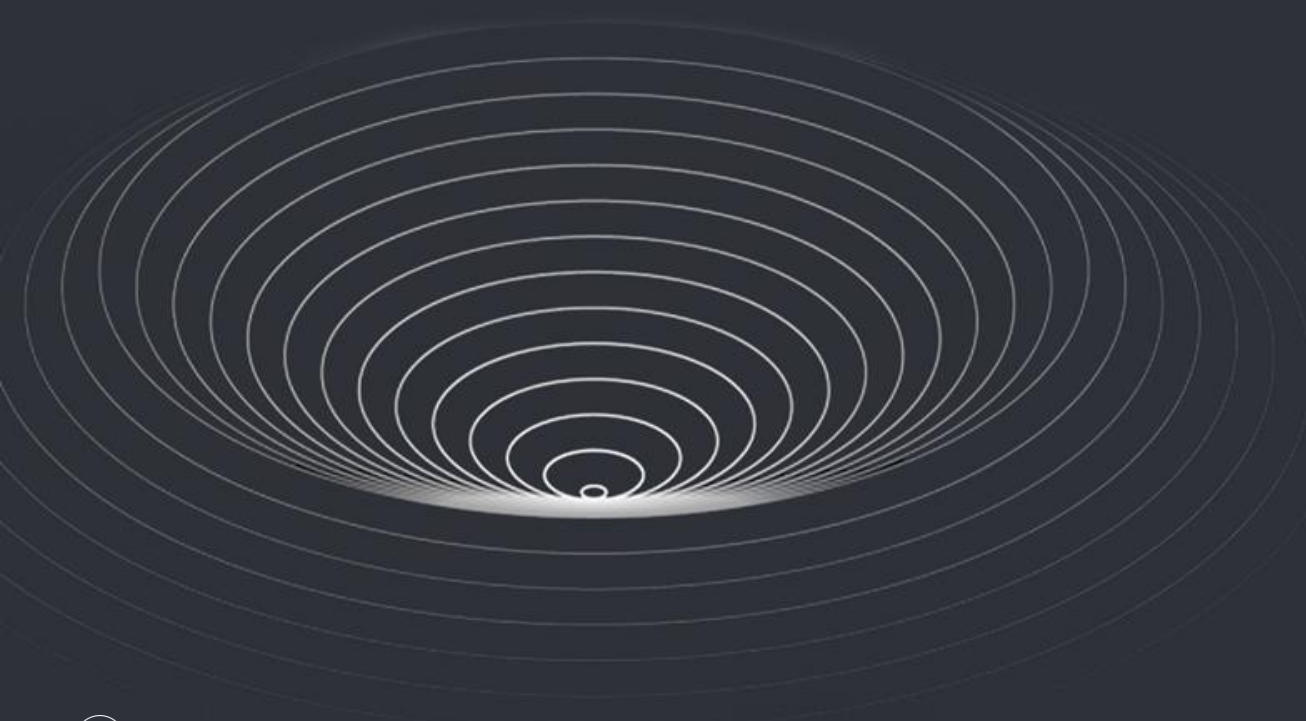


**2018**

**USDX**  
Decentralized  
Monetary Policy  
System



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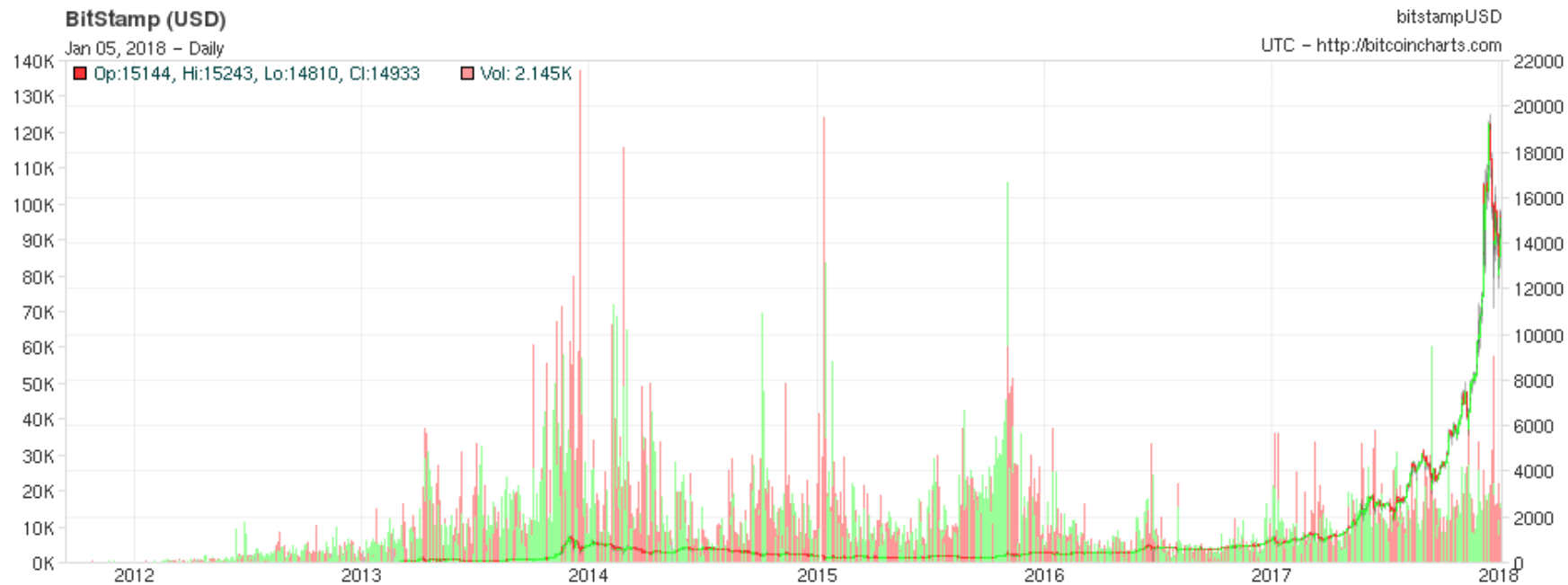
4. Team & Fundraising Plan



1

# Cryptocurrency and Stablecoin

## 1.1 Price fluctuations have limited the widespread use of cryptocurrency



Data sources : bitcoincharts.com

The rapid rise of cryptocurrencies and their promising future has attracted great attention from speculators. However, since most cryptocurrencies are deflation assets, they cannot be used as medium of exchange by the public.

## 1.2 Stablecoin, with stronger monetary attribute, will become the leading cryptocurrency

### Bitcoin

- Resemble gold
- Highly volatile
- High transaction cost
- Complicated medium of exchange
- Complicated asset pricing
- Represent the first generation of deflationary assets in the blockchain world

### Utility Token

- Resemble company stock
- Highly volatile
- High transaction cost
- Complicated medium of exchange
- Complicated asset pricing
- Centralization: only one entity authorizing the currency

### Stablecoin

Pegged to certain assets such as the US dollar

- Resemble money
- Volatile within reason
- Lower transaction cost
- Perfect medium of exchange
- Suitable for asset pricing
- Valued as money in the blockchain world. Widely used as a tool for consumption, investment and any other commercial payment

## 1.3 Stablecoin will help bridge the gap between financial markets and the blockchain system



\*Note: The figures above are based on preliminary predictions.



## 1.4 USDX is a 3<sup>rd</sup> generation Stablecoin based on an elastic monetary policy

1

1<sup>st</sup> generation  
Collateral-backed  
IOU

**Tether**

**Tether collects USD as collateral and prints USDT as Stablecoin**

Moral Hazard: Centralized system allows Tether to release USDT without any collateral.

Regulatory Risk: Tether's account for fiat currency can be frozen.

2

2<sup>nd</sup> generation  
Collateral-backed  
on-chain

**Maker/  
Havven/  
Augmint/  
BitShares**

**Participants put up crypto assets as collateral based on smart contracts and get Stablecoin according to a certain percentage (i.e. 20%)**

As collateral, cryptocurrency is extremely volatile. When the value of the collateral becomes less than the value of the Stablecoin, the system will collapse.

3

3<sup>rd</sup> generation  
Monetary policy  
with elastic supply

 **USD X**

**Decentralized monetary policy maintains price stability through an adjustable market exchange rate**

Monetary policy ensures the elasticity of supply and stability of price. Not dependent upon any decentralized system.

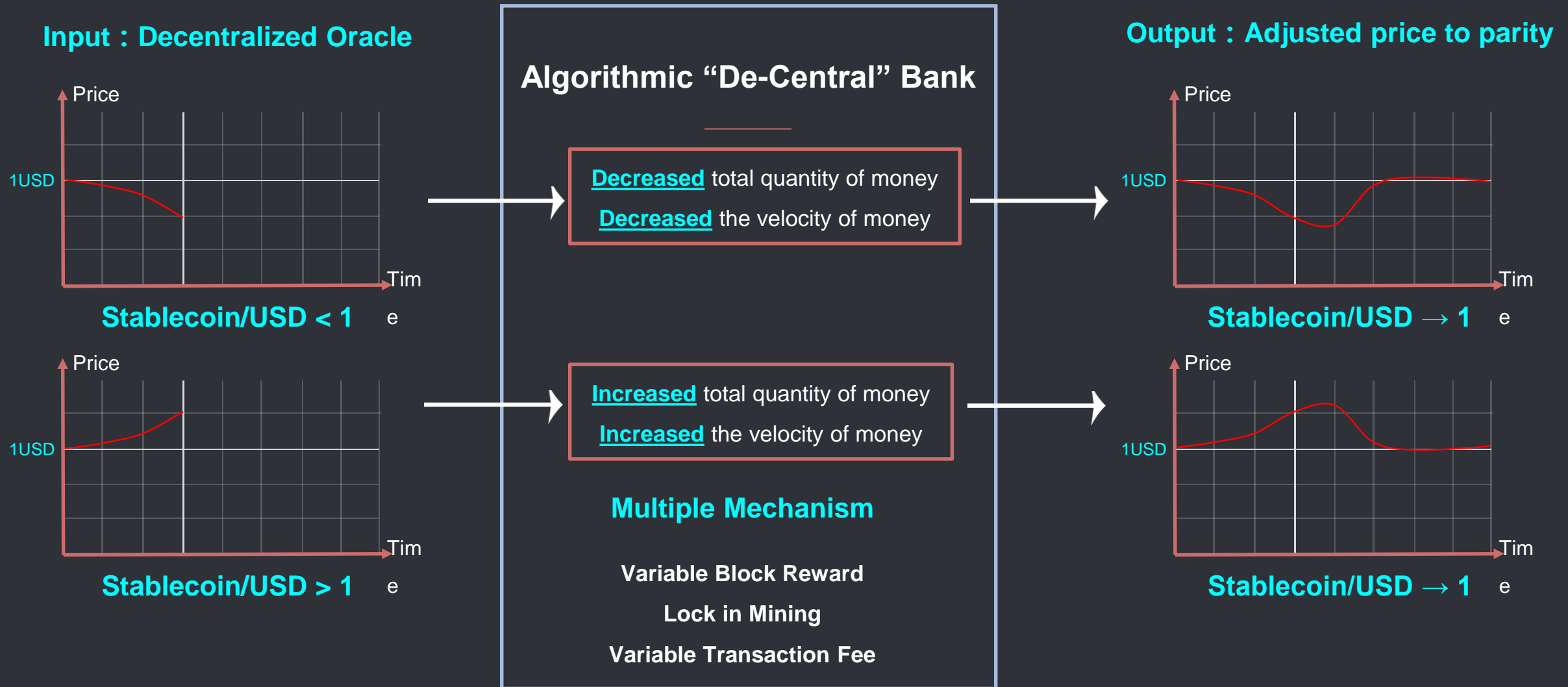


2

## USDX's Mechanism



## 2.1 Price stability mechanism based on mining



\*Note: For more detailed information, please read the USD X whitepaper.

## 2.2 All community members can share the maximized economic value of USDX

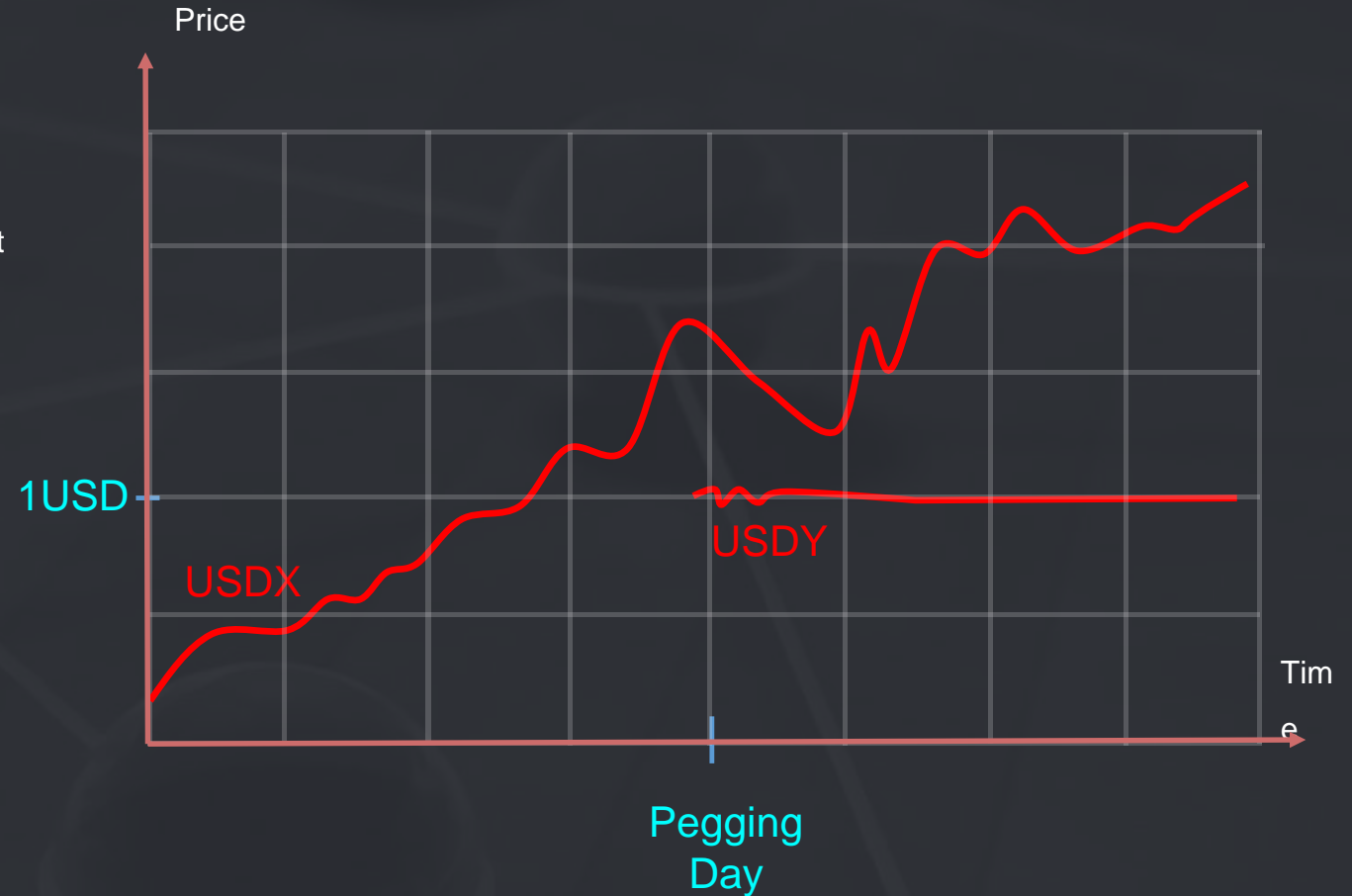
### Fist Phase : Genesis

During the first phase, a token based on Ethereum REC 2.0 will be produced. USDX itself is not a Stablecoin, but acts as the holder's membership in the USDX ecosystem. USDX is limited in number and does not have the self-balancing mechanism of a Stablecoin. USDX will be traded on the open market, and the price will be free to rise and fall to reflect market expectations.

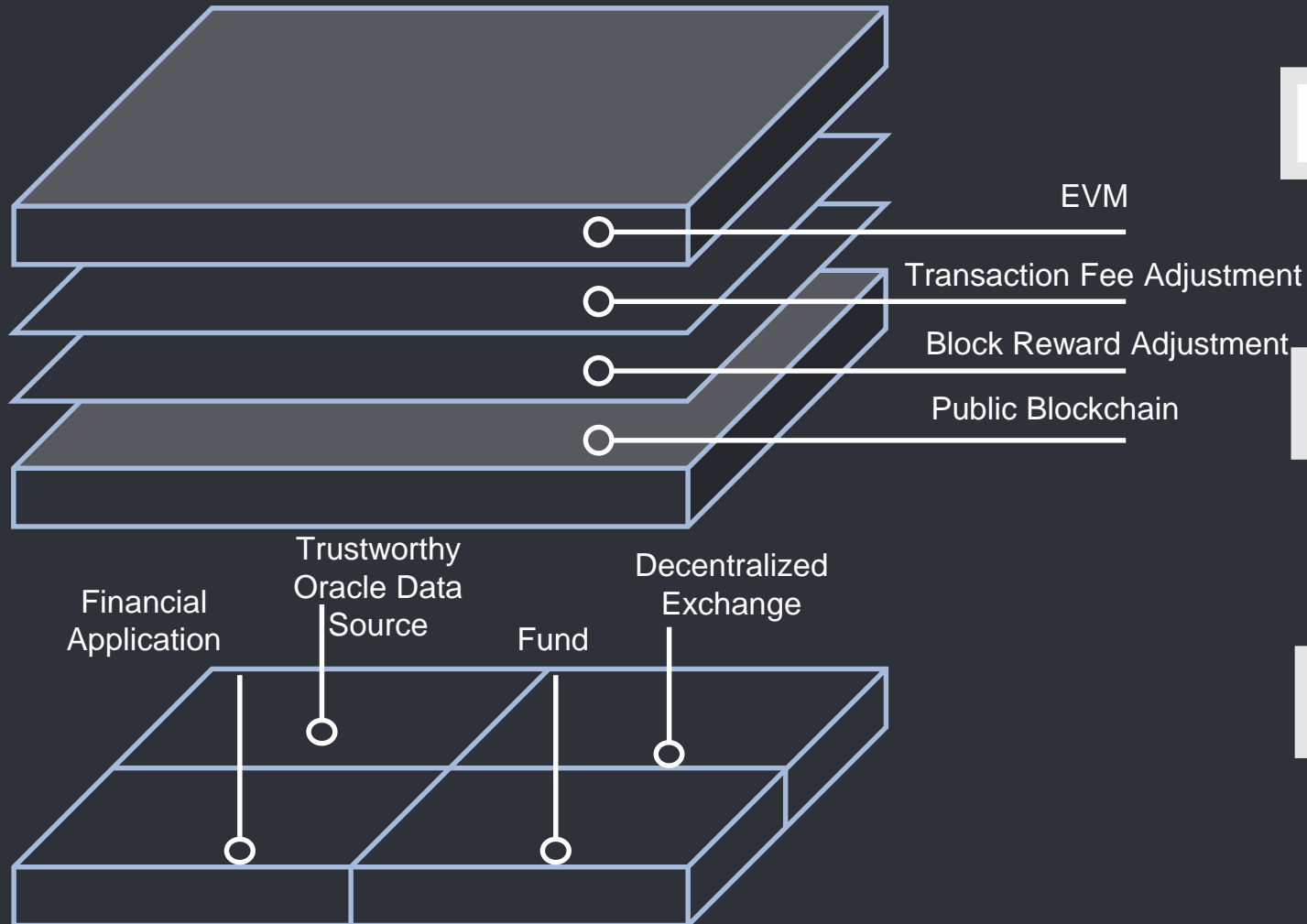
### Second Phase: Stable

During the second phase, a coin that is based on an independent public chain, USDY, goes live. USDY is a Stablecoin anchored to one US dollar, with the self-balancing mechanism of a Stablecoin, and the price always fluctuates around one dollar. As a public chain, it has its own token, mining network and smart contract.

The initial USDY will be generated with a quantity equal to the market value of USDX in dollar terms. At that time, USDX's holder will gain a certain proportion of USDY based on the quantity of USDX in his or her hands.



## 2.3 The first Stablecoin based on a public chain around the world



1

### Diversified Monetary Policy

Public chain structure allows more monetary mechanisms - including transaction fees, mining, and a smart contract mechanism - to adjust the price.

2

### Low Transaction Cost

In the future, Stablecoins will become the basic currency in the blockchain world, containing high demands of circulation quantity as well as fast transaction speeds. Based on POS mining and the lightning network, USDY will be the first Stablecoin to meet those demands.

3

### Strong underlying system

Stablecoins will bring tremendous growth to the blockchain application and inspire the imagination of teams around the world. To accelerate the progress of establishing a truly decentralized virtual world with immense economic value, we will continuously and actively incubate, invest and collaborate with different projects to develop various virtual assets.



3

USDX's Future

## 3.1 Universal Medium of Exchange in the blockchain world

USDT, with a monthly trade of 85 billion US dollars - just slightly lower than BTC and ETH - has recently grown rapidly. In the future, USDX will displace USDT and other exchanges for token distribution. As a common medium of exchange in the blockchain world, USDX's monthly business transactions will hit at least 100 billion dollars.



The first co-operation exchanges that will use the USDX Stablecoin as a trading pair, and enable the user to use the Stablecoin.



The first co-operation bank that will offer borrowing as well as lending services towards users, exchanges, and funds.



The first co-operation fund that will use the USDX Stablecoin to keep accounts for fundraising.



## 3.2 Linkage between fiat currencies and the crypto world

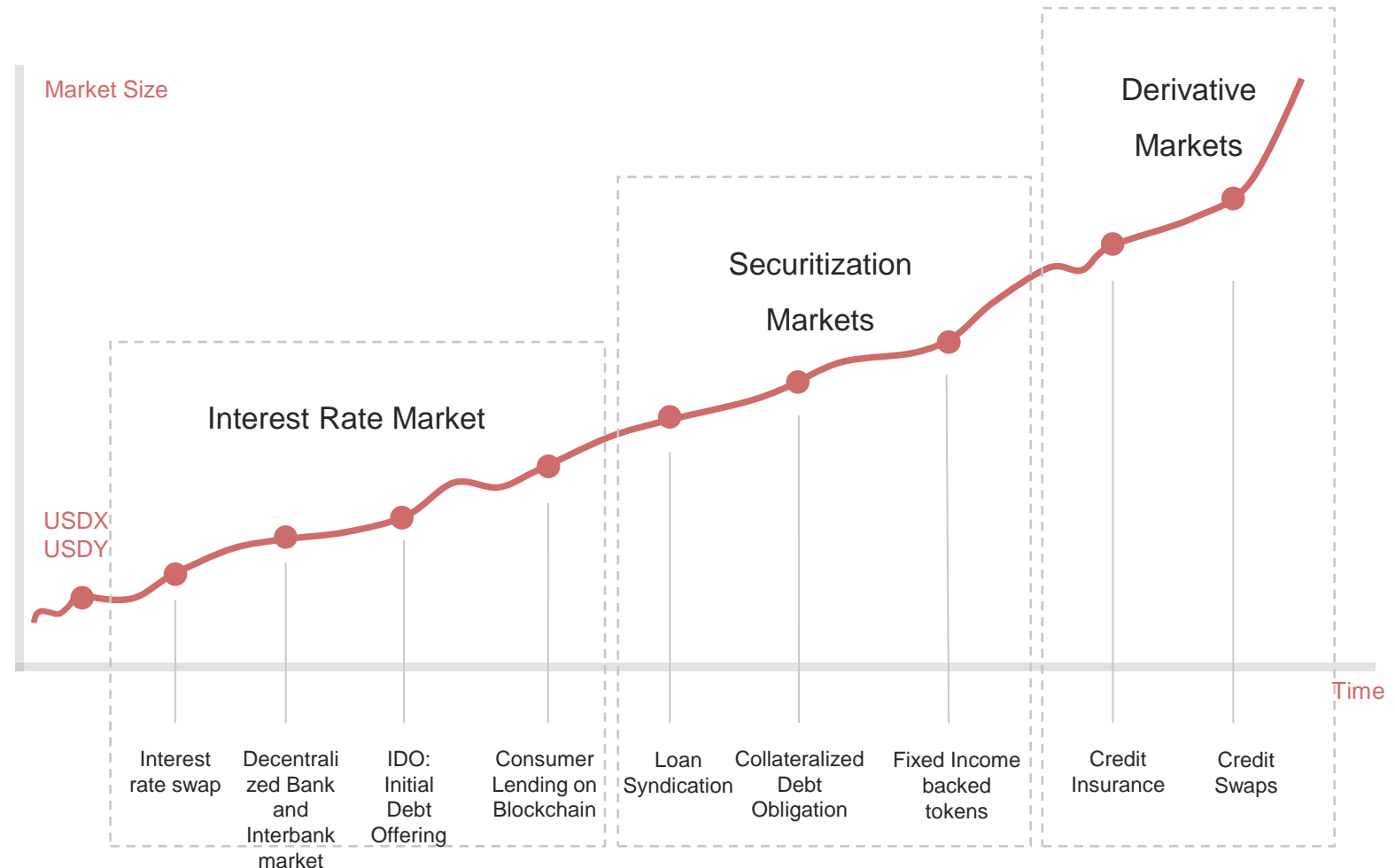
**USDx will be the decentralized Wall Street, allowing all Crypto based financial products that are used in the fiat currency world.**

We strongly believe crypto based traditional financial products will proliferate in the next few years. The value proposition is strong: “gain exposure to traditional financial products, such as the stock market, while having your wealth stored in the decentralized crypto world”.

This, however, is only achieved through the development of better Stablecoin technology, since other cryptocurrencies have higher volatilities than traditional financial products.

We believe the simple, decentralized and collateral free protocol of USDx will accelerate this revolution and USDx will be one of the major linkages between cryptocurrencies and traditional financial products.

This market has the potential to reach a trillion dollars in size.





## 3.3 Public Chain Ecology for D-Apps towards financial services

### Establishing Fintech Fund

Set up a fund to invest in and incubate USDX's D-APPs ecosystem, focusing on projects combining fiat currency investments with Stablecoins, including areas in primary equity, secondary equity, fixed income, floating, derivatives, real estate and precious metals.

### Research Institution of Making Assets Onchain

The Research Institution of Making Assets Onchain is a continuously updated new generation project supported by USDX. It will invest research abilities to invent a common set of asset-sharing mechanisms with a fully open source. We believe this mechanism will stimulate the passion of developers and entrepreneurs to establish a financial ecosystem within the stablecoin world.

### Decentralized Exchange

As a unit of account, Stablecoins will establish a ecosystem allowing for all kinds of trading networks. Our decentralized exchange will enable trades include not only cryptocurrency, Stablecoins, and fiat currency, but also carbon emission, mining, and territorial rights, that are hard to trade in the fiat currency world.



4

## Team&Fundraising Plan

## 4.1 Core members



**Richard Tiutiu**

“Crypto Artist”

Used to study at UC Berkeley. Proficient at design and development with experience on the XOR project and in the Stablecoin lab.

Fanatical genius of blockchain technology and hacker born in Ukraine. Focused on research in new generation cryptocurrencies.



**Lucas Porco**

“Suits Man”

Experienced lawyer focused on the compliance of blockchain and cryptocurrency.

PhD candidate of Law at University of Toronto.

Top-level participation in the design of legal frameworks for several cryptocurrencies.



**Michael Gord**

“Planter”

Professional blockchain consultant and product strategy expert.

In charge of strategic planning, business expansion and cooperating with regulators, banks and other institutions and departments of the USDx project.



**Dennis S. Lee**

“Market Harvester”

Serial entrepreneur and Crypto evangelist.

INK Business Developer.

Talented in marketing and branding.



## 4.2 R&D team



**Hash Hao**  
Researcher

Graduated from Columbia University.

Serial entrepreneur and Fintech expert.

Has successfully created and executed a series of ventures.

Used to work at investment banks and hedge funds in New York and Beijing.



**Steven Li**  
Researcher

Graduated from University of Toronto.

Serial entrepreneur and angel investor.

Has founded and managed multiple hedge funds.

Used to be the investment director at a large Internet company.



**Chen Nie**  
Developer

Graduated from University of Toronto.

Lead engineer of BCG Digital Ventures.

Experienced expert in Trading Strategy, Investment Analyst and Engineering.

## 4.3 Advisors from the financial industry



**Hon. Ernie Eves**

Founder of Gravitias  
Ilium Corporation

Founder and President of GIC group, a financial services holding company.

Former Premier of the Province of Ontario.

Has a very unique understanding and insight into foreign exchange markets, international trade and monetary policy.



**Jim De Wild**

Professor at McGill  
University

Venture Capitalist, PhD in Political Science and Professor at the Top 3 Universities in Canada: University of Toronto, McGill University and University of Western Ontario.

Served as President of JdW Strategic Ventures, a well-known venture capital held in early 1990's.

Has managed and invested a total amount of over \$5 billion.



**Suou Eio**

Economic Adviser to the Bank  
of Japan

Graduated from University of Tokyo.

Worked as economic advisor for the Japanese central bank.

Involved in the formation of Japanese monetary policy.

## 4.4 Advisors from the blockchain industry



**Alan Wunsche**  
CEO of TokenFunder

CEO & Chief Token Officer of TokenFunder, a company with the mission to help Canada be a leader in blockchain technology.

Leading finance technologist focused on new blockchain business models and the disruptive impacts of blockchain on global wealth distribution and innovation.



**Xiahong Lin**  
Founder of Bodhi

Founded Bodhi prediction market after gaining extensive working experience in IBM, Microsoft, Twitter and Tencent.

Developer of Twitter for Android.

Six years of cryptocurrency industry experience, with a Masters degree in machine learning and computer science.



**Alex Mashinsky**  
CEO of Celsius

Founder of Celsius, raising over \$1 billion and exiting over \$3 billion.

Core contributor to VoIP protocol and one of the leading evangelists of web-based exchanges.

Prominent entrepreneur behind several successful companies, including Arbinet, with a 2004 IPO that had a market cap of over \$750M and Transit Wireless currently valued at \$1.2 billion.



**Patrick Dai**  
Founder of Qtum

Named to Forbes' "30 Under 30".

Graduate from Draper University in Silicon Valley and dropped out from the Chinese Academy of Sciences.

Previously employed at Alibaba Group.

A bitcoin and blockchain expert, developing and striving to achieve mainstream adoption of blockchain technology.

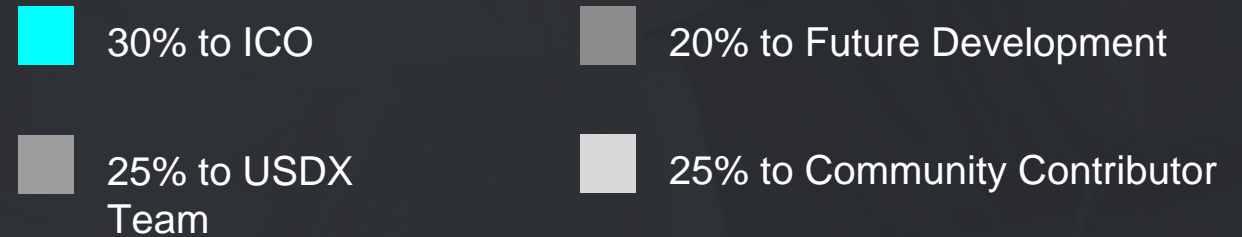
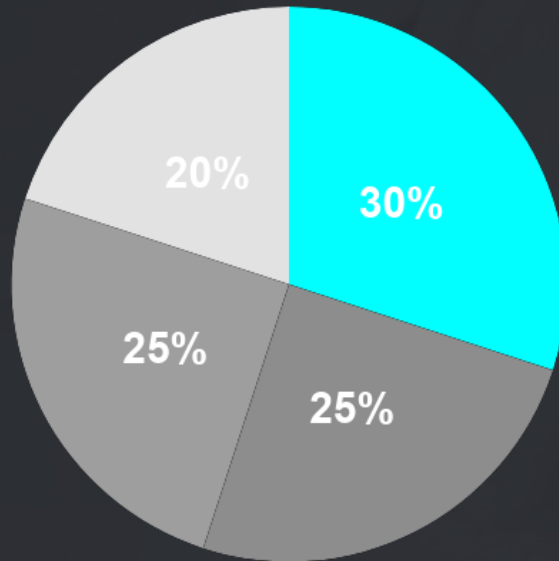


## 4.5 Partners including blockchain funds and respected venture capitals



## 4.6 USDX Token Sale

### USDX Token Distribution

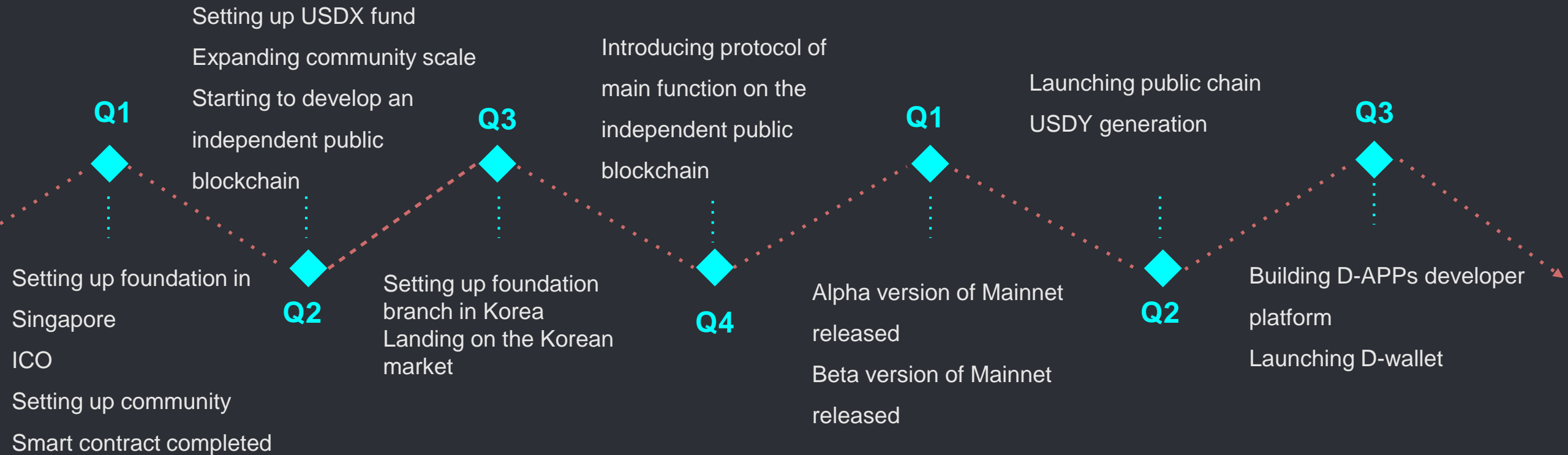


1. Only qualified institutional investors are eligible to participate in USDX's ICO. 1 billion USDX tokens will be issued by the end of March, 2018.
1. New Money Labs will be responsible for USDX's day to day operation, including engineering community management and future development.
2. 25% will be rewarded to community contributors, 30% will be offered to investors, 20% will be reserved for future development.
3. In the future, USDX holders can exchange USDX with USDY or other Stablecoins, and can also sell their tokens in the second market for profit.

## 4.7 Roadmap

### 2018 The Dark Knight Rises

### 2019 Game of Stablecoin World





# Disclaimer

- This document is not an offer to sell Tokens, nor is it a solicitation of an offer to buy such property. No offer to buy Tokens can be accepted and no part of the purchase price can be received until definitive documents have been delivered, and any such offer may be withdrawn or revoked by either side, without obligation or commitment of any kind at any time prior to notice of its acceptance given after delivery of such documents. An indication of interest set forth below will involve no obligation or commitment of any kind. The terms of any agreement related to any transaction described herein may change, possibly substantially. Before purchasing any Tokens, investors should review the final terms of the investment which will be made available prior to the closing of any transaction.
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