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## 1 INTRODUCTION

### 1.1 A BRIEF EXPLANATION AND HISTORY OF CRYPTOCURRENCY EXCHANGE

As the revolutionary blockchain technology has completely redefined the concept of “value storage” and fund transfers, we have witnessed a wave of blockchain-based projects powered by dedicated digital tokens (cryptocurrencies). As such, amidst the rapidly evolving FINTECH landscape, a new market has evolved which is often popularly referred to as “Crypto” market. A cryptocurrency exchange is one of the most important components of this market facilitating the storage, transfer and exchange of various cryptocurrencies. Moreover, cryptocurrency exchanges can be further classified into centralized and decentralized exchange wherein the centralized exchanges are managed by a team and are more like any traditional stock or derivative exchange except that they list digital currencies and are not controlled by any central authority.

While the earliest digital currency exchanges came into existence in Australia as early as 2004 - 2005, the cryptocurrency exchanges came into existence in the year 2011 after the creation of Bitcoins. And since, with cryptocurrencies becoming increasingly popular there have been several cryptocurrency exchanges facilitating exchange, trade and even storage of cryptocurrencies.

### 1.2 THE IDEA BEHIND CREATING DEXFin

At DEXFin we are a group of cryptocurrency traders creating a unique and advanced multi crypto exchange platform with innovative features for traders. Post 2017, there has been a meteoric rise in the number of cryptocurrencies and subsequently a new investment avenue apart from stocks and derivatives is created. Not only private investors and traders seek to benefit from the evolving and consistently expanding cryptocurrency market, but there has also been a wave of institutional investors including big names like Microsoft and IBM who are getting into cryptocurrencies and blockchain-based projects.

To the core of the idea that inspired us to create DEXFin is a fact that despite incredible returns and increasing popularity of blockchain and cryptocurrencies, profitable trading is limited to few. Moreover, given the complexities of the current exchange infrastructures, often lacking advanced features, it is incredibly difficult for an average investor and trader to benefit from the opportunities that the revolutionary blockchain technology has to offer. Delving deep into research, studying the markets, understanding the user requirements and exploring the challenges both technical and otherwise. We embarked on a journey to create a next generation cryptocurrency exchange which will not only make cryptocurrency trading easy, but also more profitable for our users as they can benefit from advanced features like dedicated Portfolio Management, Follow Profitable Traders, Margin Trading with 5:1 leverage on Crypto, Forex Trading with 100:1 leverage, and Currency Conversion.

### 1.3 THE VISION STATEMENT

Our aim is to lead the industry forward by bridging the gap between traditional exchanges and cryptocurrency traders. With our innovative platform, beginners and professional traders can benefit together. Creating a win-win solution for the cryptocurrency ecosystem. An honest approach.

## 1.4 DEXFin'S INNOVATIVE NEXT-GEN MULTI-CRYPTO EXCHANGE MODEL

Redefining the idea of a traditional cryptocurrency exchange, DEXFin's model is ahead of time. While the traditional cryptocurrency exchanges offer limited functionality often limited to exchange, trade and transfer of cryptocurrencies DEXFin offers much more than mere facilitation of basic trading and exchange.

Our innovative next-gen multi crypto exchange platform offers advanced follow trade feature that allows users to follow trade trails of their favorite traders all on the same platform. Moreover, for investors the exchange will have advanced AI-based matchmaking feature that allows them to find the best opportunity depending on their specific requirements and portfolio size. Along with proven self-developed trading algorithms for Forex and Cryptocurrency trading.

DEXFin users will also get access to the unique Portfolio Management tool that allows them to manage and track multiple split investments right from their laptop, PC or smartphones. Furthermore, the DEXFin exchange is an open-to-all platform and users can get registered from across the globe irrespective of their geographical location. Also, the platform will allow listing of new coins including non-blockchain and blockchain-based projects to launch their tokens, however, we have a strict policy towards coin listing which includes an extensive vetting and due diligence process in order to create a secure and scam-free investment platform.

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## 2 DISCUSSING THE CHALLENGES FACING STAKEHOLDERS (INVESTORS, TRADERS AND NEW BLOCKCHAIN-BASED PROJECTS)

Primarily there are three stakeholders in a cryptocurrency exchange or the crypto market overall - the investors, the traders and the new blockchain-based projects launching their ICO (Initial Coin Offering). While the current infrastructure of popular cryptocurrency exchanges provides a platform for cryptocurrency exchange, trade and transfer and an opportunity for ICOs to list their new coins, there are many distinct challenges facing investors. At DEXFin we have categorically researched the pertinent challenges facing investors, traders and ICOs and have also conducted a dedicated survey to understand the problems from the stakeholders themselves.

### 2.1 CHALLENGES FOR INVESTORS (INDIVIDUAL/ INSTITUTIONAL)

- **Lack of Investment Tools** - Blockchain technology is yet to become mainstream; given the fact that it is still evolving for investors there is limited tools available to invest in cryptocurrencies. Especially for newbies and not so tech savvy and experienced investors investing in cryptocurrencies remains a challenge due because most platforms offering or facilitating cryptocurrency investments lack in updated and easy-to-use tools to help investors understand and make seamless investments in their favorite projects and cryptocurrencies.

- **Exorbitant Fees** - To the core of the philosophy driving the entire idea of creating blockchain based solutions is making value storage and fund transfers secure, seamless and cost effective. On the contrary, as the market is still at its early stage most cryptocurrency exchanges and marketplaces facilitating cryptocurrency exchange and peer-to-peer fund transfers charge a significant percentage which diminishes the returns for average individual or institutional investors.

This not only impacts the profitability but is also a challenge to mass adoption and mainstreaming of cryptocurrencies and consequently the Blockchain Technology.

• **Extreme Market Volatility** - Just in the last week of November 2018, Bitcoin, the top cryptocurrency lost over 35% in value as Bitcoin prices started struggling to remain over \$4000 mark - the lowest after it crossed \$17,000 in December 2017. Not only the Bitcoins, amongst the losers Ethereum was also amongst the top loser in the current market crash losing around 60% of its value in a matter of days. The extreme market volatility and fluctuating prices dampens the spirit of investors as they have no control over the market forces that trigger such steep downward trend in prices of even the most powerful cryptocurrencies.

• **Complex Whitelisting and KYC Process** - Getting whitelisted with cryptocurrency exchanges involves a complex procedure, often a KYC process that takes over a week. Especially with popular centralized exchanges users must wait for days before they can start or get full access to their newly created account. Not only the anonymity is compromised but also these Page 6 of 21 complex processes make it challenging for all new and average investors to get started with investing in cryptocurrencies.

• **Portfolio Management** - When it comes to investing in an extremely volatile market like “cryptocurrencies” and “digital assets”, it is always recommended not to put all your eggs in one basket. You'll be able to see a variety of traders you can follow based on your risk appetite.

With this huge number of different cryptocurrencies to spend in, it seems to be a great opportunity for investors to make split investments. But it also brings up the challenge of maintaining a large portfolio of multiple split investments. Given the fact that cryptocurrency prices fluctuate every minute and there is always a new opportunity coming up every day, to profitably maintain a large portfolio requires a dedicated and advanced portfolio management tool. While certain independent projects are offering dedicated portfolio management software for an average individual investor they are beyond the budget.

• **Ponzi Schemes and Fake Projects** - With over 1 Billion lost to scams and frauds in the year 2018 alone, with the rise in number and popularity of cryptocurrencies, there has been a rise in number of fake projects as well. As Blockchain is a fairly new technology requiring a certain level of technical knowledge to understand how it works, with less information available in the mainstream for investors there is always a risk making investors vulnerable to scams, cyber thefts, fake projects, and more.

• **Security of Virtual Tokens Stored on Exchange Wallets** - Most cryptocurrency exchanges offer a dedicated user wallet for investors and traders to store their acquired tokens. However, the security of the stored tokens on the exchange user wallet is another major concern for all cryptocurrency investors for the fact the security exchange wallets can be compromised. Investors have lost their valuable crypto assets storing their purchased tokens on the exchange wallets. Not only small but even bigger and popular cryptocurrency exchanges like MT GOX, Poloniex, Bitstamp, and Bitfinex have been compromised in the past. In the August of 2016, hackers made away with 120,000 BTC, worth \$72 million stored on the Bitfinex exchange. We have partnered with best in the industry to offer institutional grade security for all our sets. We are working with Bitgo, Goldilock, Trezor, Hacken.io and other security auditors to ensure that your funds are not only safe, but backed by Trezor and HW wallets.

**2.2 BARRIERS TO CRYPTOCURRENCY TRADING** - With a huge number of coins, currently over 1500 different cryptocurrencies are exchanging ownership on popular exchanges there is a plenty of opportunity for cryptocurrency investors to trade and profit from exchanging cryptocurrencies. Trading of cryptocurrencies is referred to as purchase and sale of cryptocurrencies motivated by making profits in with the transactions owing to the fluctuating prices of the cryptocurrencies.

Unlike traditional stock trading cryptocurrency trading is not controlled by any central authority and is facilitated by dedicated cryptocurrency exchanges where users can purchase or sell any listed cryptocurrency at the given market price. In recent years multiple cryptocurrency exchanges have sprung up but most fail to address the challenges facing cryptocurrency traders. In the process of creating DEXFin we thoroughly analyzed the issues facing cryptocurrency traders.

• **High Exchange Fees and Diminishing Returns** - For cryptocurrency traders operating on small margins with multiple transactions which is often the key to a profitable trading is a big challenge. The high transaction processing fees charged by exchanges makes the entire trading process less profitable. On average exchanges charge anything between 0.10 to up to 2% as transaction charges. Though the percentage charge seems to be small it adds up to a significant amount of money as cryptocurrency trading involves multiple daily transactions and traders often must operate a narrow margin. Also, currency conversion from fiat to digital and digital currency to Fiat is highly expensive and these cuts lead to a poor ROI for any average or even institutional investors.

• **Slower Transaction Processing Speeds** - Cryptocurrency trading is highly opportunistic and time-based as cryptocurrency prices fluctuate in seconds. As such, it is very important that traders don't miss on their favorite trading opportunities due to slower transaction processing speeds. Often traders face sluggish transaction processing speeds and with failed transactions they miss out on the best and most awaited opportunities as even the most popular exchanges fail to deliver the required processing speeds during congestion and high demand. Consistency with speed and high transaction processing speeds can not only improve the trading experience but will also help traders make most of their trading portfolio.

• **Limited Trading Tools and Features** - Creating a one-stop cryptocurrency trading and exchange solution has been conceived several times but remains to be delivered. Most exchanges while providing basic trading features and security lack advanced trading tools and features that can not only make cryptocurrency trading easy for traders but also profitable. The problem is that introducing new features based on the pre-existing infrastructure is a challenge for existing exchanges which have the majority market share and users. As the technology is rapidly evolving creating a self-evolving flexible trader-driven cryptocurrency exchange with advanced trading tools and features is much needed.

• **Intricate UI Making It Difficult for Average or New Traders** - In our dedicated DEXFin survey to study the challenges facing cryptocurrency traders we solicited answers from over 500 different cryptocurrency investors and users. We found that over 85% admitted facing difficulties while navigating on their current favorite cryptocurrency exchanges in addition to poor customer service. Also, 62% said that they would spend more time and get involved with more transactions and trade if the exchange UI's were simpler and more user-friendly. We have also asked valuable suggestions and mapped the difficulties facing traders to make DEXFin simple and user friendly even for absolute newbies.

• **Listing of Non-Reliable and Even Fake Currencies** - With Cryptocurrencies becoming increasingly popular, there has been mushrooming of new cryptocurrency exchanges and many of them have been created just to promote fake currencies. For average investors it is very difficult to identify such exchanges and coins as most traders and investors rely on the exchange for due diligence. Also, exchanges lack a robust vetting mechanism while listing of new currencies which in turn makes traders and investors vulnerable.

### **2.3 LIQUIDITY AND FUNDRAISING CHALLENGES FACING ICOS**

Over 800 ICOs have been launched in the year 2018 and with more and more startups and new projects integrating blockchain technology into their business process fundraising through ICO is becoming more challenging. With tokenization, gaining liquidity to successfully develop a new

project to its fullest potentials is not easy. Blockchain-based projects are now having to make significant investments in marketing and promoting their newly minted coins which makes fundraising through ICO a costly affair. While cryptocurrency exchanges can help ICOs with their liquidity issues here's two major problems facing ICOs.

- **High Exchange Listing Fees** - Listing new coins on exchanges is a major issue that ICOs face as it involves exorbitantly high fees which is beyond the budget of average startups. Creating a dedicated token sale and exchange mechanism is not easy for startups, hence many blockchain-based projects rely entirely on exchange infrastructure to list their newly minted coins and gain liquidity to develop their projects further. For genuine projects high listing fees on exchanges restricts their fundraising abilities often resulting into a liquidity crisis.

- **Reaching A Global Community of Cryptocurrency Users and Investors** - Reaching a global community of cryptocurrency users and investors is a challenge for new projects as the acquisition costs are too high. Moreover, a disproportionate marketing costs can put the entire project at stake which ICOs want to avoid at any cost. With cryptocurrency exchanges having a dedicated industry specific user base user-base, it can prove helpful for genuine ICOs with promising ideas to launch themselves and reach a larger community of cryptocurrency users and investors with minimum marketing expenses.

### 3 DEXFin - THE FUTURE OF CRYPTOCURRENCY EXCHANGES



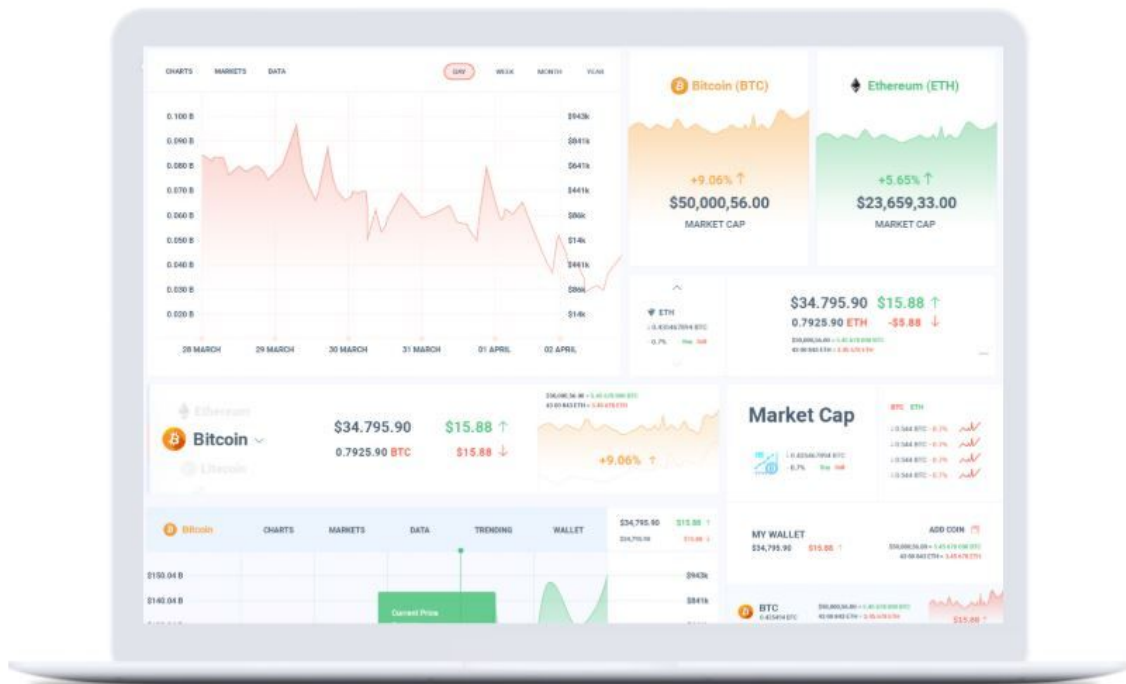
Though traditional cryptocurrency exchanges offer trading and exchange of multiple cryptocurrencies it is time to take the very concept of a cryptocurrency exchange a step-further. If we are to imagine the future of cryptocurrency exchanges, we must focus on creating a unique value proposition for users essentially lacking in most present-day exchange infrastructures. This is where the DEXFin exchange fills the gap by not only eliminating the challenges facing the stakeholders via traders, investors and blockchain-based projects seeking liquidity through ICOs, but also offering innovative features - most importantly, by bringing them all together at one place and a minimum cost. Including Forex trading and cryptocurrency CFD's which you can't hack.

Coveted access to first-tier liquidity providers API bridges from over 50 leading exchanges listing hundreds of cryptocurrencies.

### 3.1 WHY DEXFin?

DEXFin is a trade-driven exchange platform that not only makes cryptocurrency trading easy and secure for investors, but also profitable. At present there are multiple independent trading software and solutions being developed particularly for cryptocurrency traders. That is an evolving market. However, the DEXFin idea is to club the basic cryptocurrency exchange infrastructure with self-developed trading algorithms and AI-based evolving trading tools and features that allows users to not only trade and exchange cryptocurrencies but also get access to all essential tools and features for 'profitable' cryptocurrency and Forex trading.

In short, DEXFin is a one-stop solution that will save users the hassles of spending on many different tools for easy and successful crypto trading as all our members will have access to the most advanced trading tools and features on the DEXFin platform.



Foreign Exchange (FOREX) refers to the foreign exchange market. It is the over-the-counter market in which the foreign currencies of the world are traded. It is considered the largest and most liquid market in the world with over \$5 trillion traded per day. With our platform you can trade over 75 different currency pairs, 10 indices, 12 spot medals, 4 spot commodities, 39 cryptocurrency pairs as CFD's, and shares in companies from all around the world.

A contract for difference (CFD) is essentially a contract between an investor and an investment bank or a spread-betting firm. At the end of the contract, the parties exchange the difference between the opening and closing prices of a specified financial instrument, including shares or commodities. CFD's are hacker secure since you don't own the underlying cryptocurrency thus

eliminating the risk of ever losing any Bitcoin, Ethereum, etc. You don't need a wallet to trade CFD's. Forex pairs will be offered up to 100:1 leverage and Cryptocurrency up to 5:1 leverage.

### 3.3 DEXFin STRATEGY

With DEXFin, our strategy is to create the next generation cryptocurrency exchange infrastructure that transcends beyond the basic functionalities of conventional cryptocurrency exchanges by making cryptocurrency trading not only seamlessly possible but also profitable. Eliminating the challenges facing cryptocurrency traders and investors with our innovative features and advanced infrastructure, at DEXFin we strive to emerge as a market leader offering secure and cost-effective solution to make cryptocurrency trading and investments profitable for users. Moreover, by adopting a hybrid security token model for fundraising, we are committed to sharing ownership over the blockchain.

## 4 ADDRESSING THE CHALLENGES - OUR SOLUTION

With Blockchain Technology offering simple and comprehensive solutions simplifying the complexities involved in present-day modus-operandi of multiple business processes, more and more business organizations are adopting Blockchain technology. In addition, with tokenization businesses can create a transparent and more secure funding and transfer mechanism and that has provided impetus to new startups and even existing businesses to create their own digital tokens. As the market for blockchain-based solutions is expanding there is indeed a growing demand for infrastructures that support and facilitate exchange, trade and transfer of cryptocurrencies.

At DEXFin we embarked on a journey to create an advanced one-stop solution to all cryptocurrency trading, investment, and exchange requirements. Identifying the issues as already discussed we propose categorical solution to create a cryptocurrency exchange infrastructure addressing all possible issues facing cryptocurrency traders and investors.

### 4.1 MAKING IT EASY TO INVEST - DEXFin'S ADVANCED FEATURES AND INNOVATIVE INVESTMENT TOOLS

For both seasoned and new investors DEXFin will make cryptocurrency investments easy through its advanced tools and innovative features.

- **Advanced Portfolio Management** - Combating the element of risk which is associated with any investment and particularly cryptocurrencies, with DEXFin users can make multiple split investments and can manage and track all their investments with our advanced Portfolio Management tool. Users will be able to track the trends, analyze the potentials and map their investment trails of many cryptocurrency investments made through the DEXFin platform.
- **AI-based Matchmaking** - Not one box fits all, and as such, at DEXFin investors will have all the flexibility with advanced AI-based matchmaking. The AI based matchmaking will suggest users the best possible investment opportunity depending upon their requirements and investment portfolio by scanning the trends and other investment metrics with the help of a dedicated AI-based neural network.
- **Quick and Easy E-KYC** - The DEXFin platform will allow users to get through the KYC process easily through our quick E-KYC where users can get registered and start investing and trading just by filling a simple online form. There is no physical paperwork involved and the application processing time will be same day in most cases.



- **Ultra-Fast Transaction Processing** - Lagging and slow transaction processing on exchanges can be a deal breaker. We have specifically focused on creating an exchange platform that offers top transaction processing speeds even at times of high congestion. Equipped with the latest technology and dedicated servers, DEXFin will guarantee top transaction processing speeds
- **Advanced Due Diligence** - We have designed a robust and detailed coin listing process which involves thorough vetting and advanced due diligence. All the coins listed on the DEXFin platform will have to go through our listing process. For investors, it will save them the hassles of carrying out private due diligence as users can have access to DEXFin's expert due diligence report of all the listed coins on the platform.
- **Easy Withdrawal** - Withdrawing the crypto assets in Fiat to bank accounts will be easy and investors can withdraw funds in their registered accounts directly from the exchange. Currently not all exchanges offer account withdrawal and often this costs a significant percentage. With DEXFin users will be able to withdraw their funds anytime with minimum processing charges.
- **Multiple Investment Methods** - Providing ultimate flexibility to investors the DEXFin platform supports both FIAT and digital currencies including all major debit and credit cards and other popular e-wallets. Users can choose from a range of investment methods listed on the exchange at any given point of time.

#### **4.2 MULTI CRYPTO EXCHANGE WITH HIGHLY SECURE, COST-EFFECTIVE AND ADVANCED TRADING FEATURES**

The DEXFin exchange is created by successful cryptocurrency/FX traders for traders. Given the complexities involved in cryptocurrency trading we have focused on making the entire process as seamless and secure with advanced features including follow profitable traders, forex trading, currency conversion, margin trading and lending and more to make cryptocurrency trading easy and substantially profitable for our users.

- **Follow Traders** - The exchange will feature a dedicated "Follow Trader" feature which will allow all new and experienced traders to follow trades of other traders on the DEXFin platform.
- **Trading Algorithms** - Proven self-developed trading algorithms for Forex and Cryptocurrency trading.
- **Margin Trading and Lending** - DEXFin exchange will be equipped with an advanced margin trading and lending feature which allows users to borrow funds and earn interest on their crypto assets stored on the exchange. Traders will have the flexibility to invest and trade even if they do not have the funds in their exchange wallets. Cryptocurrency trading is highly time sensitive and often trader miss on an opportunity due to lack of funds. With DEXFin, users can benefit from the margin trading and lending and make the best of every possible opportunity.
- **Elastic and Highly Secure User Wallet** - All registered users will get access to exclusive and highly secure DEXFin user wallet at no additional cost. To ensure the safety of funds stored on the exchange wallets, DEXFin features an advanced elastic user wallet where over 95% of the funds are stored offline minimizing the risk of a cyber-attack from hackers. Also, users will get an additional option to use their hardware wallets as a addition to their exchange wallets. .
- **Our advanced API** - The software infrastructure of DEXFin will have its own API which will make DEXFin completely self-dependent without any reliability on third parties. This will not only make the exchange ultra-secure but will also make it easy to introduce new features and updates and

adapt the platform's infrastructure to new and upcoming technology. The self-evolving mechanism will ensure that DEXFin stays updated and the first to adopt innovative and new ideas.

- **Flexible and Multiple Deposit and Withdrawal options** - Making cryptocurrency trading flexible like never seen before, DEXFin offers multiple deposit and withdrawal options. The exchange will support both FIAT and popular cryptocurrencies including all major debit and credit cards and popular e-wallets. Users can choose from a range of deposit and withdrawal options listed on the platform.
- **Reduced Transaction Processing Costs** - While the high transaction processing costs have been reported to be one of major issues facing traders, DEXFin guarantees the lowest transaction processing costs for traders in the industry. Moreover, there will be exclusive offers and benefits to traders using the DEXFin token for transaction processing on the platform.
- **Superior Transaction Processing Speeds** - As already, discussed at DEXFin we have understand that high transaction processing speeds are crucial to successful cryptocurrency trading. Therefore, we have ensured that users get the best trading experience with DEXFin's superior transaction processing speeds.
- **Strict Vetting Process for Coin Listing** - With multiple cryptocurrencies listed on the DEXFin platform, users can make secure investments in their favorite coins. All coins listed on the DEXFin platform are verified and have been through a stringent vetting process including an advanced due diligence. Also, users can always access the due diligence report of the listed coins on the DEXFin Platform.
- **Forex Trading and Cryptocurrency CFD's** – More than \$5.1 trillion US dollars are traded on average per day in the currency markets, Euro, Pound, Yen, etc. Trade with 10:1 leverage on Forex pairs and 5:1 leverage on cryptocurrencies CFD's. Trade cryptocurrency without owning it and thus eliminating any hacker risk using the MetaTrader platform via the DEXFin exchange.

#### **4.3 ONE STOP EXCHANGE PLATFORM FOR ICO/STOS AND BLOCKCHAIN-BASED PROJECTS**

DEXFin will help ICOs and blockchain-based projects to overcome the liquidity crisis by allowing them to reach a dedicated community of global investors and provide them with a launching platform for their newly developed tokens.

- **Quick and Seamless Liquidity with Shared Connectivity** - While raising funds for new blockchain-based projects through ICO/STO's is becoming increasingly difficult, DEXFin will allow ICO/STO's to reach a community of global investors to help them get quick and seamless liquidity with shared connectivity. The new projects can list their tokens on the platform and seek investments from existing traders and investors on the platform. However, we have a strict vetting policy and any listing will be only after a project qualifies post the vetting process.
- **Launching Solution for Newly Minted Tokens** - As creating an entire infrastructure to facilitate token sales is often not possible for all new projects, DEXFin will offer the platform for promising projects to launch their new tokens.

## 5 DEXFin REVENUE MODEL

DEXFin will evolve as a self-sufficient profit generating platform with a well-defined and verified revenue model. With no dependency on any third party, with DEXFin we aim at creating a financially scalable platform with consistent flow of revenue from day one.

### 5.1 MULTIPLE REVENUE STREAMS

We offer a solution for both the new and professional traders that contributes to our many revenue streams:

- **Trade Commissions** - A certain percentage will be charged for all transactions from traders including Cryptocurrency, Forex and CFD's.
- **Investment Platform Commissions** - This includes all blockchain based projects and newly minted coins registering with the DEXFin for enhanced liquidity and fund raising.
- **ICO/STO Exchange Listing Fees** - A one time exchange listing fees will be charged from all new coins seeking listing on the DEXFin exchange.
- **Technology Fees for Providing Liquidity to Outside Exchanges** - A separate charge will be levied on outside exchanges seeking liquidity.
- **Currency Conversion Rates** – Providing Cryptocurrency to Fiat conversion anywhere in the world.
- **Interest Charges from Margin Trading and Lending** – A certain percentage will be charged for traders benefitting from the margin trading and lending feature on the platform.

**5.2 SCALABLE AND SUSTAINABLE MODEL** – The Revenue models are scalable in the long-run and sustainable as they are independent of any third-party influence. Moreover, as the revenue grows proportionately with the increase in number of transactions on the platform with the expanding user-base, the revenue model is designed to be scalable in the long run.

**5.3 SELF EVOLVING WITH ENHANCED FLEXIBILITY** – Multiple revenue streams make the revenue model flexible with no absolute reliance on one revenue generating stream. Also, as the platform is self-evolving, there is a scope of introducing new features including premium features.

## 6 BECOMING A MARKET LEADER - WHY DEXFin HAS THE EDGE OVER ITS IMMEDIATE COMPETITORS.

The popular cryptocurrency exchanges dominating the market today are reaping the benefits of being the old players in the market. However, as the technology is rapidly evolving, a platform that offers more advanced features beyond the basic functionalities of offering trading and exchange is much needed. DEXFin has an edge over the competitors as it is more refined in its execution and advanced in infrastructure with multiple innovative features.

### 6.1 ONE STOP SOLUTION WITH MULTIPLE AND ADVANCED INNOVATIVE FEATURES

The DEXFin platform is a unique one-stop solution to all cryptocurrency related trade and exchange. Unlike other exchanges that address one aspect of cryptocurrency trading DEXFin offers multiple investment tools and exclusive features like Follow traders, Margin trading and lending, AI-based matchmaking, advanced portfolio management and more. Moreover, with DEXFin traders will have flexible options to invest and even make easy withdrawals directly into their bank account or preferred e-wallets and other methods.

DEXFin is more than a mere trade facilitator as it is dedicated to making cryptocurrency trading profitable for users by offering advanced trade features and significantly reducing tariffs for cryptocurrency trade and exchange on the platform.

## **6.2 WHAT MAKES DEXFin DIFFERENT**

DEXFin is different and to the core of the idea driving the creation of the DEXFin exchange is to provide the community with an advanced cryptocurrency trading platform that makes trading seamless, ultra-secure and profitable. Also, the DEXFin hybrid Security token model offering users an actual voice of the company through its blockchain based tokens makes it stand out and ahead of its competitors. Tokens issued by typical centralized cryptocurrency exchanges have limited functionality on the platform as they can be used only to pay exchange fees and tariffs, but the DEXFin tokens will also provide the investors a proportionate share in the company. That means it makes it easy for investors to be a part of the new DEXFin exchange platform as they are not only purchasing tokens but also a share in the company over the DEXFin blockchain.

## **7 MARKET SIZE AND GROWTH POTENTIALS**

The cryptocurrency market is rapidly evolving. As more and more businesses continue adopting the revolutionary blockchain technology, trade and exchange of digital tokens is now already a multibillion-dollar industry. Currently there are over 1500 different cryptocurrencies exchanging ownership on popular exchanges and this figure is estimated to rise by over 40% in 2019. Also, research suggest that crypto trading volume will grow +50% through 2019, and a 9% CAGR through 2028. As such, there is immense potentials and growth opportunity for a trade-driven exchange with advanced features like DEXFin.

### **7.1 DEXFin OPPORTUNITY AND GROWTH POTENTIALS**

Given the market size and the need for a robust one-stop trader friendly cryptocurrency exchange with advanced features, DEXFin is all set to disrupt the multi-billion dollar cryptocurrency trade and exchange market. Moreover, as of today the 90% of the market share is taken by the centralized exchanges, therefore, by bringing in the hybrid STO model, DEXFin is also pioneering the idea of distributing coin ownership through tokenization by capitalizing on the revolutionary blockchain technology. Providing traders with the best rates and profit-driven trading tools including margin trading and lending, follow trader feature, and AI-based matchmaking all at one platform - DEXFin has all the potentials to become a major player and in fact the future of cryptocurrency trading and exchange.

### **7.2 DEXFin STRATEGY FOR QUICKER ACQUISITION**

At DEXFin we are also focused on quicker client acquisition and as such, the DEXFin team has a meticulously designed proven and tested strategy to get more and more traders and cryptocurrency users onboard. To make it tailored to the needs of the cryptocurrency traders and other stakeholders we have conducted a pre-development survey seeking participation of traders and cryptocurrency experts. The platform will be accordingly designed to offer the best trading experience eliminating the issues facing traders at large. The unique and innovative features of the DEXFin platform including a dedicated follow-trade and portfolio management tool is our USP. DEXFin will be the first cryptocurrency exchange that transcends the basic idea of facilitating cryptocurrency exchange by offering tested tools to make crypto-trading not only seamless and secure but also profitable.