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Financial markets are meant to enable people in trading securities, derivatives and assets. However, today’s typical financial market is dominated by established players and centralized entities. These systems are quite conservative and often hostile towards newer technologies.

Transactional procedures in the existing financial models revolve around several middlemen, each demanding their own share of profit. Users are required to compensate these middlemen for the service they provide, making the overall costs very high. This multi-level operational structure is deeply embedded into the current structure of the financial markets, consequently making it more difficult to shift to new solutions. Established entities and middlemen make use of the current format in order to make it difficult for new players to enter the scene.

The current industry often fails to serve the general population and this creates an opportunity for new players to rise up. Technologies like blockchain has the potential of adding immense value, as it is far more secure and efficient while delivering similar or greater business outputs in comparison to the established systems.

As many readers already know, the underlying technology behind cryptocurrency is blockchain. However, as of now there is a lack of awareness from the general population when it comes to blockchain. There have been regulatory limitations and uncertainty surrounding crypto and misconceptions about the relation between blockchain & cryptocurrencies. As a consequence, the industry has received a lot of negative publicity, which might have deterred potential adopters from entering the space. Nevertheless, companies like Amazon, IBM, SBI, eBay, Paypal, Axis Bank etc. are showing keen interest in blockchain and are actively conducting R&D activities around this technology. We believe that as the industry becomes more established, adoption of the general public will once again regain faith in the potential of blockchain and digital currency.
2. Existing Challenges in Cryptocurrency Trading

A large number of cryptocurrency exchanges have emerged in a short span of time. Blockchain technology has also developed tremendously within the last few years. There are however multiple challenges which are inhibiting more widespread adoption of cryptocurrency trading. These are some of the most important ones:

- Technical and legal challenges
- Safety and security issues
- Outdated UI
- High trading fees
- Limited products available for integration
- Limited control and regulation
- Limited or no availability to fiat gateways
- Ease of use and accessibility

Our mission at Barter Trade is to address these and deliver a platform that will answer to all the needs of a digital assets trader.
Introduction to the Barter Trade Platform

The barter system is our oldest means of exchanging goods and services. As the name “Barter” suggests, our platform is aimed at enabling direct exchange of assets without the involvement of any third party, which is also the underlying concept of blockchain technology. Barter trading will recover its roots through the use of this new technology and empower users from all over the world.

To put it simply, Barter Trade is a digital trading platform that will enable people to trading various cryptocurrencies and blockchain assets through an efficient and easy to use trading interface, assisted by simple yet effective trading features. Our primary focus is to provide a user-focused, safe and secure trading environment while also being heavily community-focused. We developed tools that allow us to get feedback from our users for us to implement in the expansion of our ecosystem. In our opinion, the aim to put the user first and allowing our community to help shape our progress will be fundamental in the growth and expansion of our platform.

What sets Barter Trade also apart from the currently operating cryptocurrency exchanges, is its simple and user friendly platform. Amateur traders often opt out of this space, owing to their lack of knowledge and the potential risks commonly associated with cryptocurrency trading. This creates the foundation of our platform where we strive to develop a trading atmosphere which will be easily accessible to all classes of traders. Barter Trade platform is equipped with numerous advanced trading features, such as our PIE order. Our platform will also house its own utility token, which can be used to unlock many beneficial in-exchange features. The various Barter Trade features can be found in chapter 5.
Barter Trade will break the belief that cryptocurrency and digital assets are only for experienced traders. Our platform is built to enable all classes of traders to actively participate and earn through crypto trading. For this, we have equipped our platform with numerous trading tools that will ease the concept of trading by embodying safety, security, and risk management methods.

Any kind of model needs to be sustainable in the long run. To materialize our vision of revolutionizing the financial system, our platform has been developed around certain features which will maintain the highest quality standards and keep serving users with an uninterrupted trading experience.
We have equipped our digital assets trading platform with a number of advanced trading features. With special focus and attention towards all classes of traders, some of these features are being introduced for the first time in the cryptocurrency space.

5.1 Barter Trade PIE

We are introducing a first of its kind automated trading feature named PIE, which can be used by everybody trading on the platform for a safer and more profound trading experience. Our objective is to ensure that trading enthusiasts, irrespective of their expertise level, are able to enter the cryptocurrency space and trade with a high fault tolerance.

Traders often miss out on profitable trades and suffer losses, due to not being present with a particular market at any given time. PIE is an advanced order that allows to set buy and sell orders as well as associated stop losses at the same time. The stop loss is only activated once the buy or sell target is reached. So in case the trades moves against you in your absence, you will already have a stop in place. This feature allows for a safer use of limit orders and thus getting a maker’s fee on your trades instead of a taker fee.

The lower requirement for personal attention will make overnight orders more comfortable and allow traders to trade a larger number of assets at the same time. Trading tight ranges/choppy conditions is also easier as profit-taking targets are specified before the bid is filled.

5.2 Barter Trade DTA (Desktop trading application)

Barter Trade DTA is an institutional level multi-asset crypto trading platform. The well-known MT4/MT5 platform in the stock market allows trading via a desktop application. However, the Barter Trade DTA is built to provide a similar experience for crypto traders, with a better and more friendly user interface.
It is equipped with features like automated trading systems (bots), multiple chart comparisons, copy trading and an all-in-one platform for traditional, margin and futures trading of crypto assets.

Users will also be able to safely trade crypto assets by integrating their BRT hardware wallet into the DTA and trade directly from their wallets. This will minimize the risk of security hacks, by reducing the need for users to keep their assets on the exchange.

5.3 Barter Trade EazyPay

In general, financial transactions have always been controlled by third parties, with naturally associated issues like interpersonal trust, commissions, delays etc. To ease these costly complications of the trading, we are introducing the Barter Trade EazyPay which is a decentralized peer-to-peer trading network.

Using this, users will be able to buy and sell cryptocurrencies against fiat currency without the need to depend on the exchange or any other third party to process the transactions. The entire transactional flow on the EazyPay network will be safe and secure, owing to its advanced escrow and customer support system.

5.4 Barter Trade Decentralized Casino Platform

The Barter Trade Decentralized Casino platform has been developed to address uncrossed hurdles in the 55 billion worth online gambling industry. Gambling commission and lack of transparency is drastically reducing the efficiency of this sector.

In contrast to traditional methods of gambling where casinos charge commissions from your winnings, in addition to high deposit demands and withdrawal delays, blockchain based or cryptocurrency casinos are cost-effective and can sizeably reduce the commissions involved. We therefore want to give our customers a 0% commission structure on games/bets.
With regard to maintaining transparency, the Barter Trade Casino is an Ethereum based smart contract platform. Transactions and pay outs are automatically executed by smart contracts, and the casino will not be able to alter any data. Moreover, users will be able to check transactions and bets. This will ensure complete transparency for all users that are participating.

Initially, poker, dice, sports betting, and blackjack will be supported on the platform and we will involve our community to provide insights for the games they like us to develop for them.

**5.5 Barter Trade Hardware Wallet**

Barter Trade will provide its users with a separate hardware wallet. The idea is to allow traders to safely store their blockchain and crypto assets in the form of cold storage. Users will also be able to securely hold their own private keys and digital signatures. Since there is no online interference in the entire process, the chance of security breaches will be reduced drastically.

Additionally, once integrated with our desktop application, users will be able to trade directly from their wallet without placing their assets on the exchange platform, thus adding yet another level of advanced security in the form of 3FA.

**5.6 Barter Trade DEX**

Despite the functional advantages of centralized exchanges in terms of features, accessibility, and ease of use, they do pose certain fund security threats. As an offer to users who are sceptical about using centralized exchanges, Barter Trade will also provide a DEX platform. On the DEX, the exchange will not depend on any third party to hold the funds and trading transactions will occur directly between users through an automated process. The underlying architecture behind this involves smart contracts and multiple signature escrow systems. Initially, only ERC20 tokens will be supported on the platform, but will later be expanded for other assets. This will also include the integration with our custom built hardware wallet.
Security is the most important facet of any financial product. Cryptocurrency trading has not yet achieved its full potential due to people’s scepticism about security elements involved with transactions over the blockchain. In a quest to enable wide-scale adoption of digital assets trading, the Barter Trade Exchange has been developed with a particular focus on security standards. Our security mechanism equipped with advanced safety features will cover all the loopholes currently present in operational exchanges.

6. Security Features

Security Features

- 2FA/3FA
- IP Registration
- Deposit/Withdrawal notifications
- Anti-DDOS protection
- Anti-Phishing system
- Multisignature wallets
- Offline cold storage
- Hardware wallet support
The Barter Trade platform will house its own utility token, which can be used to unlock many in-exchange features, thus extending a myriad of benefits to users on the platform.

We will offer a competitive fee structure for the users as compared to current fee structure on various ongoing exchanges. While being aggressive on the traditional fee commission, Barter Trade will release Gold and Silver Membership Cards offering many advantages for users using our platform. We will also develop an extensive customer relationship management approach to increase activity of our user base and satisfy the needs of our customers. Users that are becoming increasingly engaged on our platform will be able to unlock many benefits and we will focus on continuously satisfying their needs and expectations, which we see lacking in (almost) all other cryptocurrency exchange companies.

Some of the advantages of having a membership card (list will be updated continuously over the years):

- Gifts, discounts, and rewards from our extensive loyalty program.
- Exclusive access and/or rewards from our partners.
- Voting rights on listing and development of our platform.
- Low or no fees for trading and deposit/withdrawal of tokens.
- Priority on customer service support.
- More features will be introduced soon, making your membership cards utility increase each day (e.g. paying with your membership card in stores!)
- When you purchase BRT tokens during our IEO, you are able to receive one of these membership cards. Access to the cards is democratic, ongoing & subject to availability. Stay tuned!
Token Distribution

- 4% Commissions & Partners
- 6.0% Bounties and Airdrops
- 12.5% Equity Investors
- 29.5% Public Sale
- 19% Team Allocation
- 4% Advisory Board
- 25% Company Reserve
- 4% Equity Investors
- 6.0% Bounties and Airdrops
- 12.5% Equity Investors
- 29.5% Public Sale
- 19% Team Allocation
- 4% Advisory Board
- 25% Company Reserve
We have a comprehensive strategy for using the funds we raise in the most efficient manner possible. Our plan encompasses aspects like development, marketing, legal representation and the structural governance of all funding as well as ancillary funding structures as insurance.

**Fund Usage**

- **Development and QA**: 18%
- **Licensing Requirements**: 7%
- **Registration Process**: 5%
- **Regulatory Compliances**: 3%
- **Legal Advisory**: 3%
- **Digital Marketing**: 7%
- **Mass and PR Marketing**: 5%
- **Offline Marketing**: 5%
- **Community Marketing**: 2%
- **Maintenance**: 10%
- **Security**: 7%
- **Server**: 4%
- **Wallet**: 2%
- **Contingency**: 2%
- **Administration**: 2%

**User Insurance Funds**: 10%

**Development and Operations**: 53%

**Litigation**: 18%

**Marketing**: 19%
9. Team

Farhan Zamir
Chairperson-Founder

Anurag Yadav
Chief Executive Officer

Alexi Anania
Chief Business Development Officer

Muneeb Shaukat
Co-founder

Torjus Gaaren
Chief Analytics Officer

Manmeet Singh
Resource manager & COO

Milan Shoukri
Chief Marketing Officer

Monark Agarwal
Developer

Ankit Kumawat
Sr. Software Engineer & Troubleshooter
Saurabh Khare
Sr. Software Engineer

Bhawna Inaniya
Developer

Deepika Gangrade
Frontend Designer / Developer

Siddharth Tiwari
Designer
10. Advisors

Prakash Sharma  
Chief Advisor

Alexej Perevosnikov  
Operations Advisor, Belarus

Christian Gehrig  
Advisor
Our primary objective is to deliver an all-round blockchain based digital assets trading platform. We also understand the dynamics of continuously developing technologies and will keep looking for ways to evolve our platform and associated services. We will also take our community suggestions seriously and allow them to provide suggestions/feedback to help expand and build out our ecosystem.

In the near future, we are looking to integrate technologies like artificial intelligence (AI) to enable users to create AI driven trading strategies and also be part of a trading environment which customizes to suit the requirements of individual traders. We are hoping that we can deliver an advanced version of our exchange soon after the launch of the first version of our digital assets trading platform.