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BarterTrade as a digital user-focused trading platform is revolutionary. The aim is to bring cryptocurrency and various blockchain services to global users through an efficiently designed and easy-to-use trading interface. The vision of BarterTrade is to be a lot more than another cryptocurrency exchange, but rather a complete ecosystem. The platform offers a number of uncomplicated trading features and solutions to create more value for customers than is currently being provided in the blockchain space.

Besides useful trading features such as copy and margin trading, BarterTrade will allow traders to trade more time-efficiently and to clearly define their risk using an advanced and new trading feature called PIE. Moreover, solutions such as our Desktop Trading Application, Hardware Wallet, EazyPay, DEX, and Decentralized Casino will also be included in the BarterTrade ecosystem.

Our product offering will continuously be expanded and upgraded based on the input we receive from our users and our own extensive market analysis. In addition, BarterTrade users will be able to purchase exclusive membership cards and unlock different premium features as well as avail discounts on trading fees by holding the BART token. This neoteric approach in the cryptocurrency trading space is something that lacks in other exchanges. BarterTrade is an Easy, Smart, Social, and Gamified way to trade cryptocurrencies. We pride ourselves in aiming to be the people's exchange. We will constantly focus to improve. BarterTrade has a dedicated focus on 3 pillars: security, transparency, and efficiency.
2.1 Introduction

BarterTrade is a safe and secure trading platform which provides an efficiently systematic environment for traders, while requiring minimal involvement from third-party providers. The name “Barter” suggests “a direct exchange of goods or assets between two participants without having to rely on a centralized system”. This is also the underlying purpose of blockchain technology. We align with this vision and aim to not only provide many decentralized solutions but to also build a company culture that values these principles. Building a strong and tightly knit community will therefore be one of our main goals from the moment we launch the platform. We see other exchanges lacking in this regard and not taking the feedback or opinions of users into account during their development process. We, nevertheless, developed tools that allow us to get feedback from our users to be implemented in the expansion of our ecosystem. Our aim is to put the user first and allow our community to help shape our progress. This will be fundamental in the growth and expansion of our platform.

Our Logo aims to showcase connectivity between participants in the BarterTrade system while being in a trusted environment for processing P2P transactions. At its essence, BarterTrade is a 21st-century digital and blockchain assets exchange focused on safety, security, community, and efficiency.

BarterTrade is miles above existing as a generic cryptocurrency exchange. As discussed previously, the platform is designed with a specific focus on user interface to offer a smooth and easy trading experience for all classes of traders.
Platform Rundown

This approach is currently rare amongst current cryptocurrency exchanges, which are generally too complicated and difficult for amateur traders to use. This inspired us to create a trading atmosphere where trading processes are easy to execute and the overall platform is easy to understand. BarterTrade exchange will publicly be operational by September 2020. Moreover, our exclusive “PIE” order will help in risk management, time-saving and profit-taking order efficiency when trading.

The BarterTrade platform will provide integrated notification alarms about prices or entries and exits, portfolio overview, easy & advanced trading features, and more. In addition, BarterTrade will also offer a Decentralized Casino Platform where users can gamble using their cryptocurrency assets. Initially, the BarterTrade DEX Casino will offer poker and live sports betting, adding many games in the future, for which our community can also help provide suggestions of what games they’d like us to develop.

2.2 Typical Financial Markets & Cryptocurrency Potential

Typical financial markets are controlled by long-established players and are mostly constructed in a too complicated manner to adopt emerging technologies. The prospect of integrating emerging technologies appears attractive, while the challenges associated are huge. Technology-driven systems can certainly provide the same business while being more efficient.

The chain of financial service providers includes several intermediaries, each drawing their own commission against the services provided. These operating principles date all the way back. However, it is tricky to make a
paradigm shift from this existing operational hierarchy. This constraint is being utilized by middlemen and the established market players. Financial conglomerates use their supremacy as well to make sure their operations continue unchallenged. The industry generally fails to serve a sizable part of the community and this gap can only be bridged by new players. However, the strong market hold of the established players makes it seemingly difficult for innovators to contribute.

Cryptocurrency markets can be manipulated in many ways. However, there is a lack of large investors when compared to equity markets due to a lack of knowledge and trust in blockchain technology which is the core of cryptocurrency space. Moreover, a negative branding about this restricts many potential investors from stepping into the crypto markets.

On the other hand, there has been a lot of positive progress as well owing to the rising interest in blockchain technology. The topmost mainstream companies in the world such as Amazon, Visa, IBM, SBI, eBay, Paypal, Axis Bank etc. have considered adopting blockchain technology for their businesses.

Moreover, this indicates that we are finally overcoming the psychological barriers that delayed adoption for the last 9 years. As these high profile companies continue to work on the implementation and deployment of blockchain technology, new and upcoming investors will gain more faith and feel positive about the potential of cryptocurrencies which will eventually lead to an increased flow of money into the crypto sphere in the future. BarterTrade will provide them with a platform for a suitable entry into the crypto markets. At BarterTrade we are confident that crypto has huge potential in terms of a promising future.
2.3 Challenges and Shortcomings

The blockchain space has undoubtedly developed a lot in the short time span since its existence. Numerous exchanges have emerged which allow trading of cryptocurrencies in different ways. However, significant challenges still remain to be solved.

2.4 Objectives

The prime objective of BarterTrade is to provide an easy to use and safe trading environment through effective tools for risk and profit management. We will offer support and allow users to create personalized trading strategies. As the crypto market grows, the user base also increases. We wish to serve this ever-growing section and meet their demands. The current cryptocurrency exchanges have outdated interfaces, inefficient tools which are confusing, and there is also a lack of customer support. Thus, it does not empower amateur traders to trade smartly coupled with the lack of understanding of the traditional exchanges.

BarterTrade’s platform will be simple, secure, easy to use, and noise-free, allowing new users to easily understand and invest in cryptocurrency markets. BarterTrade Pie will completely change the trading experience for users in the cryptocurrency space, which will be our USP. Our basic aim is to provide users with an experience that is simple but powerful in terms of features and tools provided. Also, an environment that is suitable to brand new users while being convenient and robust for institutional and professional traders.
Future Perspective

We plan to implement AI-driven trading and market strategies. An environment where AI-driven bots will provide you with trading strategies based on your trading style. Users will be able to program the Bot according to their trading style and requirements. The platform will also house automated market signals for your favorite crypto assets based on the trading chart indicators. We will also provide a trade assistant designed and programmed to help you with basic knowledge of charts, indicators, and tutorials of various aspects.

Our team is already working on implementing AI-based trading assistance. Nevertheless, our aim is to launch the first version of our exchange during the ICO phase and work closely on other features soon after. As per the planned roadmap which the team follows meticulously, the exchange will launch and be fully operational with liquid order books, by September 2020.
2.5 Sustainability

For any product or project being developed, sustainability and durability is crucial. Especially when it is expected to be the leading aspect of the next financial revolution. Most exchanges these days lack sustainability and are unable to maintain standards and quality over a longer period of time. A prime reason being the foundations are not laid strongly and omit the importance of basic anomalies, which BarterTrade plans to rectify.
3.1 Algo Trading

BarterTrade will be the first exchange to introduce user Algo trading on a basic level. “Algorithmic trading” refers to using a computer program or system to trade on the market according to a predefined set of rules. This often makes use of mathematical models and formulas to decide when and how to trade assets on an exchange.
Cryptocurrency markets provide several advantages for algorithmic traders. Primarily the higher volatility than traditional markets, creates larger swings in prices and opportunities for traders. Cryptocurrency markets run 24/7, further expanding a universe of opportunity for automated trading. Finally, algorithmic trading in traditional markets is dominated by proprietary strategies run by multibillion-dollar quant funds. Cryptocurrency markets are much younger, and hence relatively less saturated by massive funds.
There are typically two aspects of trading to which algorithms can be applied:

- **When to trade**: Algorithms can trade according to technical indicators, momentum, and fundamentals.

- **How to trade**: Algorithmic trading can also help traders execute orders more efficiently, from routing orders across different exchanges to slicing a large order into smaller pieces. Algorithms can help traders execute their trades at the best price available according to the size of the trade, the time of the trade, and market conditions.

Algo trading will allow users to customise their bots according to trading indicators through a simple and easy to use interface (i.e. without coding anything). The scripts will execute buy, sell and stop loss orders for the user as per the conditions set. We have partnered with Flourishing Capital in this endeavour, Barter Trade's Algo trading is powered by Flourishing Capital AI. The entity makes crypto investing simple and smart for investors by driving higher risk adjusted returns via automatic, real time market conditions based portfolio optimization.

Flourishing Capital AI is not a basic one size fits all trading bot. It actively adapts profit/preserve trading strategies in bull markets capital vs bear markets, providing all traders with the same level as professional, experienced crypto investors.

Most successful traders use technical indicators to set their buy, sell or stop loss orders. But even with knowledge of these indicators, users miss out on their desired entry/exit when they are not present at crucial times. Sometimes crypto markets may be too volatile or it may be humanly impossible to be quick enough when placing orders manually. Thus traders often miss opportunities in these conditions. In many cases psychological factors (fear, greed and uncertainty) also play a negative role. AI algorithms can easily overcome this because bots trade without emotion and execute orders as per the pre-conditions set in their script.
How Flourishing Capital AI works

- Blockchain analysis, Multi-exchange order book analysis, Technical analysis, Statistical anomaly analysis, Stable coin arbitrage, and Overall supply and demand analysis are weighted dynamically to drive Flourishing Capital AI market cashflow opinion.

- Return Boosting Intelligences: upon a bullish market determination, the AI will purchase BTC and other crypto investments gaining against Bitcoin to accumulate value. Flourishing Capital AI also supports futures trading analysis and stop gap measures determined by the investor.

- Capital preservation intelligence: on a bearish market opinion, the AI exits exposed positions into fiat pegged or market making positions dynamically, preventing mass position exit market drops. When possible, Flourishing Capital AI can also purchase 1/Bitcoin and leveraged ETPs, and arbitrage coins.

- Neutral Market Intelligence: Flourishing Capital AI enters a balanced Bitcoin to Fiat Position (50-50 or investor determined), enabling a shift in an advantageous position while limiting losses. When an opportunity to flip altcoins exists, the AI will scale in and out of a position to maximize risk adjusted gains.

- All buys and sells are split into many small orders with laddering calculated using an AI driven statistical model which controls for risk and likelihood of order fill.
Flourish AI benefits for traders

- Improve risk adjusted portfolio yields.
- Leverage high frequency trading, deep blockchain analysis, and information unavailable even to seasoned traders.
- Automate risk management, maximizing returns while giving investors control over risk appetite.
- Simply investing (set it and forget it) while retaining control of risk appetite. Turn on conservative hedging against fiat, more opportunistic strategies, or turn off Flourish anytime to simply hold.
- Multidimensional strategies best handled via high frequency, data analysis by AI. For example, Flourishing Capital AI may take a long position on an altcoin rising against Bitcoin.
- On a crypto bear indication, the AI gracefully exists to a long Fiat, then uses Fiat gains to enter a stronger position in Bitcoin upon bull crypto indicators.
- Higher risk adjusted return by leveraging both fiat arbitrage and trading opportunities (dips and rises in the market).
- Automatically fund trades via exchange tokens, simplifying trading even further.
- Query detailed information and analysis about markets at any time, providing detailed block analysis unavailable to most traders.
- Cross-exchange trading to boost gains even further

As is evident by the aforementioned, the AI is smart and scalable. It is not a basic trading bot where a user merely inserts technical indicators. The AI is able to account for 100’s of various metrics, Blockchain analysis, Multi-exchange order book analysis, Technical analysis, Statistical anomaly analysis, Stable coin arbitrage, and Overall supply, demand analysis etc.
3.2 Social Trading

The initial goal of the platform is to provide the best trading experience for our users. Our system will monitor and analyse user profiles, trading history, risk factors, success rate and P&L, realised on a real time basis. This will help us provide reputation badges to the traders based on their real time performance. People with highest reputation will be ranked accordingly on the public leaderboard.
- **Copy Trading**: Users can follow the most successful/profitable trading strategy from reputable traders (masters) just by copying them from the Leaderboard.

- **Social feed**: A character-limited social feed will allow users to share their sentiments about the market.

- **Transparency**: Masters can opt in or out from publicly displaying their trade history and portfolio distribution, while the system avoids revealing private information such as total balance or position size. This provides an opportunity to grow a following of traders and reputation.

- **Social earning**: Earn while you trade. Masters who opt in for transparency will earn a 40% commission on transaction fees generated from their followers. They can also keep a commission of profits earned by their followers ranging from 0-10% (TBD).

- **All-in-one**: Social trading will not only be limited to algo traders. Traders from spot and margin markets will be able to participate too.
Copy Trading

Copy-trading on BarterTrade will be supported on spot, derivatives and algo markets. In simple terms copy-trading is programmatic with a simple user interface.

Mutual trading relationship between a signal provider and his followers. Those wishing to copy-trade begin by browsing trader profiles, whose performance can be easily tracked on the platform’s leaderboard. Users are able to evaluate risk tolerance and profit history. Along with this, the commission rate of the trader for profits earned are also visible, which range from 0-10% (TBD). Having made a selection, copy-traders subscribe to an individual’s trades, defining the trade amount they wish to allocate following a particular signal provider. When signal providers open a position that same position is automatically opened for copy-traders, when signal providers close a position that position will also be closed for copy-traders.

Social Feed

The fundamental thought behind Social Feed is that the transparency between traders can be improved, to help enable them in making more responsible trading decisions based on the information of market sentiments. This way, traders build their online reputation in a verifiable manner.

Each user has a public profile, upon creating an account on BarterTrade, shares their trading data such as trading history, open positions, and portfolio distribution, while keeping private information such as position or portfolio size hidden. A social feed features 140-character
posts with the ability to communicate with other BarterTrade users, Add #tags, $tags, search trending and market sentiment, or just use it as a trading journal.

Every new trade from the people you follow appears as a post on the news feed, and users can track the ranking of profitable real-time trades of the people they follow. A general trend will appear on the top right of the news feed highlighting the most copied traders. The news feed will help users take a closer look at the public profile or a particular individual and see if their trading activity matches their opinion. This is ideal in confirming their money is where their mouth is.

Transparency

Master traders that get listed on the leaderboard will have the option to opt in/out of making their real time trades, trade history, and portfolio distribution public. Opting in will allow traders additional visibility and benefits that will motivate them to perform responsible trading resulting in more trust among their followers and benefit for both parties. These benefits include:

- 40% commission on the trading fees earned from their followers.
- Preset a percentage commission on profits earned by followers by copying your trades, ranging from 0-10% (TBD).
- Higher reputation badges.
Opting out of the agreement to make their trade history and portfolio distribution public means that only the percentage of profits/losses realized over a period of time would be publicly visible. This will mainly be for traders who prefer maintaining their privacy without revealing their trading strategies. The data for what type of assets the trader has traded, the number of trades, etc. won't be available in a public diary. This would result in lower-class benefits from the copy trading such as:

- 40% commission on the trading fees earned from their followers.
- No commission from copy traders
- Lower reputation badges. Increased by doing positive trades and building a following.

**SAF (Smart Asset Fund)**

BarterTrade’s SAF is an Individual managed Smart Assets Fund Market. In simple words, SAF is similar to mutual funds and a SAF trader is a portfolio manager with whom other users can invest their cryptocurrencies. SAF provides the users with little-to-no-experience the opportunity to trade alongside highly professional traders.

BarterTrade SAF’s might be based on the idea of mutual funds but it is highly unique and advanced in many ways. As compared to traditional markets, a user never directly invests in a SAF and loses hold of his assets at any time but instead he/she follows a SAF which would be based on a number metrics i.e. Type of assets, past performance, the experience of the trader, etc. This gives the user the power to sell his assets at any preferred time. The SAF market will be highly sophisticated where our system will analyze the real-time data and
performance of the market, therefore the results will reflect on the details of every listed FUND. Every listed SAF would reflect:

- Current portfolio
- Past Performance
- No of followers
- General information of trader i.e. Social profiles, experience, etc.

SAF market in general will have certain advantages for the overall crypto community. We all know that the crypto community is filled with noise and scams of paid groups. So many traders with little FA or TA knowledge claim to be a crypto guru. SAF reduces that noise and brings stability to the overall sentiment of crypto traders because the users will be following a SAF based on real-time performance data.

Additionally, SAF hugely benefits portfolio managers and adds a lot of value to their trading. There are several benefits that traders obtain for running a SAF.

These include:

- Commission on trading fees.
- Commission on Profits earned.
- Respect among traders.

**Risk and Mitigation:** Cryptocurrency investments are subject to market risk. The crypto markets are highly volatile and can result in extreme losses in a short period of time. To mitigate that, SAF allows traders with very limited knowledge of crypto markets to participate in funds owned by professional/reputable traders. However, not every trader can make the same amounts of profits. Hence, BarterTrade provides a pool of data based on past performance,

Trading activity, portfolio, experience, etc help users choose the right SAF for their needs. Thus greatly mitigating the risk.
REPUTATION SYSTEM

Initially, social trading will be limited to algo traders only. Our system will analyze the user profiles, trading history, risk factors, success rate, and P&L realized weekly/monthly and provide a rating badge respectively. Scores will be calculated to decide which badges to assign to the traders (e.g. beginner, intermediate, or veteran badges). Both the criteria and scores will be updated frequently. Users can also provide feedback on what they would like us to include in the reputation system. In addition the users will be able to provide respect points to the traders which will add more value to the trader’s badge level. The eligibility criteria for the users are as follows:

- The user must have traded a minimum of 5 BTC volume on BarterTrade.
- The trading script/bot should be at least 2 weeks old.
- The bot should have at least performed >30 trades.
- The user’s account should be fully verified.
- The Badge level will continue to increase with the increase in trade volume, a number of trades, age of the script/bot, success rate, etc which will increase the respect points earned. These will be major factors valuing the trader’s reputation.

* This only gives a brief idea of the overall scenario. Conditions may change if needed.
3.3 GAMIFICATION

**Battlegrounds:** Battlegrounds are a gamified form of trading. Play and compete while you trade crypto assets at algo, spot and derivatives markets to win exciting prizes. Battlegrounds is a unique platform where traders will enjoy an element of entertainment while trading. The planned format for Battlegrounds would probably look something like this:
1. Tournaments to be held on a weekly, monthly and quarterly basis for spot, leverage and algo markets.

2. Users will be required to hold a threshold of BART tokens in order to participate in the tournaments.

3. There will be a no limit tournament where the users can deposit a minimum of 0.01 BTC to participate. No BART tokens required to be staked for participating. A single winner will be declared based on the overall realised profit at the end of the tournament.

4. Every tournament will have a 50:50 prize pool of BTC, BART Tokens.

5. Prize pools will increase on the longer time frame tournaments. For example: Weekly- $5000, Monthly- $20,000 (week x 4), Quarterly- $60,000 (Month x 3)

6. Three winners will be selected every tournament, based on real-time data published on the leaderboard.

7. Once the Battles are concluded the winners will be selected based on the total profit from the initial starting amount.

   - Weekly battle: Funds required to participate: Min 0.1 BTC - Max 1 BTC
   - Monthly battle: Funds required to participate: Min 1 BTC - Max 5 BTC
   - Quarterly battle: Funds required to participate: Min 5 BTC-Max 25 BTC

* BTC amount will be locked into the Battle Arena account upon registration and will become tradable the day of the battle.

8. The tournaments will be limited:

   - Weekly battles will be capped to 500 Players
   - Monthly battles be capped to 2000 Players
   - Quarterly battles be capped to 6000 Players

With the gradual increase in the user base and as the demand to participate in the tournaments increases, the user cap for every battle will increase and with this increase in user cap, the prize pool will increase too.
Yearly tournament:

BarterTrade will conduct a yearly tournament between the winners of the quarterly and monthly tournaments.

- The final battle will be capped to 50 Players.
- 24 slots will be allocated to the winners of the quarterly and monthly battles.
- Winners of the weekly battles and the 2nd, 3rd position holders of the monthly battles will fight in a battle among themselves on the trading field to fill up the remainder of the 26 slots.

Selection Criteria:

- Top 3 winners from every quarterly battle will qualify automatically.
- 1st position winner from every monthly battle will qualify automatically.
- Top 3 winners from the weekly battles will fight in a battle of survival in order to qualify for the final battle.
- 2nd and 3rd place holders from the monthly battles will also participate in a battle of survival to qualify for the final battle.
- Top 16 winners from the battle of survival will qualify to the final battle.
- Remaining 10 will be chosen via wild card entries from the top 40 players.
3.4 BARTERTRADE PIE

Due to time constraints, today’s traders are unable to conduct in-depth market analysis. Whether executing a buy order near the bottom or a sell order near the top, traders often suffer losses and miss potentially profitable trades. BarterTrade PIE is an advanced market order for cryptocurrency traders which provides a smart solution for various situations. The PIE algorithm will allow users to place sell orders for their pending buy orders. Normally it is impossible to place the sell order unless your buy order has been executed and the trade assets have been credited to your balance. But PIE allows users to place simultaneous buy and sell orders for a particular trade.

For example: a user has 1 BTC in his or her wallet and wants to buy XYZ asset, where the price of the XYZ is currently 6000 Sats. However, the user wants to place the buy order at 5600 Sats for 1 BTC, which equals 18,000 XYZ tokens. The user also wants to sell (if the buy order executes) the pending buy order tokens at 7200 Sats. In addition to that, the user also wants to put a stop-loss at 5300 Sats to safeguard his trade. With PIE, the sell order can be placed simultaneously while the buy order is in pending and stop-loss is in place. Note: the sell order will only become valid once the buy order has been executed.
3.5 BARTER MARKETPLACE

Barter Marketplace is a P2P decentralised marketplace for sale and exchange of goods and services. It's a road toward crypto mass adoption. A secure, transparent, completely decentralised way to buy and sell goods and services. But that’s not all; Barter marketplace allows users to do a direct exchange of cryptocurrency between two individuals without the need to depend on a central intermediary. Barter Marketplace is a completely decentralised platform with zero off-chain trading fee, zero listing fee, no middleman, no bank or card requirements. It also involves a review rating system for trusted trades, secured by an advanced Escrow system.

* BarterTrade will implement a measure to moderate the legality of all listings, to avoid any contraband and illegal goods/services from being listed/traded.

Key Elements:

- Physical goods (examples: household items, books, motor vehicles, electronics).
- Digital goods (example: cash cards, private servers, anti-virus and VPNs, PC games, gift cards).
- Services and solutions (example: software development, IT consultancy, web applications, marketing, accountancy).
- Partner and list various stores related to (in)tangible/digital markets.
Key Benefits:
- Zero exploring and listing fees.
- Zero commission on sales and buys if paid in BART or exchange tokens.
- No intermediary.
- No bank account or card required.
- Advanced escrow systems for seller protection.
- Review rating system for trusted trades.

How does it work?
- List your items on the market place.
- Wait for the buyer to send a trade request.
- Once received, execute the trade and finalise it.
- When finalised, release/deliver the item and receive the funds from the marketplace upon escrow confirmation.
- Exchange crypto to crypto with strangers with total security and trust. No middleman, zero fees.

Key notes:
- Barter Marketplace will partner with exchanges to list the marketplace alongside their exchange and help the users on the platform to perform free trades of goods and services.
- Every exchange that hosts the Barter Marketplace will in essence add utility i.e zero fees when paid with that exchange token (or a minimal fee of 0.01% per trade).
- Barter Marketplace believes this is a certain way to mass crypto adoption by providing another real use case for cryptocurrencies.
- Exchanges, with a proven business model and user base can fuel the mass adoption of cryptocurrencies into businesses.

EASY, SAFE, SECURE and RELIABLE!
3.6 DTA (DESKTOP TRADING APPLICATION/PROGRAM)

BarterTrade DTA is an institutional level multi-asset crypto trading platform. Many of the professional crypto traders are aware of or have used the MT4/MT5 equity market platform, which allows trading via a desktop application integrated with advanced trading features. The BarterTrade Desktop Trading Application is a step forward and will offer a similar experience to crypto traders, with a cleaner user experience. DTA offers an institutional-level trading experience for traders while remaining simple to use for all registered users.

DTA provides users with all the advanced features for outstanding trading possibilities and technical analysis tools. It is also easy to use because of its built-in design which offers an advanced user interface compared to the MT4 program. Apart from the easy and secure traditional trading, it will offer multiple advanced features such as automated trading systems (bots), multiple split-screen chart comparisons, copy trading, and an all-in-one platform for traditional, margin, and futures trading of crypto assets. Although being loaded with many features, we also aim to provide the safest way of trading cryptocurrency with the eventual integration of our BART Hardware Wallet into the DTA. This allows users to trade directly from their wallets without being forced to keep their assets on the exchange or use a browser for connectivity and minimizes the risk of getting hacked or phished (e.g. from spam links).
3.7 BARTERTRADE EAZYPAY

BarterTrade EazyPay is a decentralized peer-to-peer trading network, allowing users to trade directly with each other without the involvement of any third party. It allows an easy gateway for buying and selling various cryptocurrencies using fiat, without being dependent on the exchange to process the deposits and withdrawals. This will be secured and made possible by an advanced escrow and customer support system to conduct the transactions in a smooth and transparent manner. Various altcoin markets will be supported on the EazyPay network with a negligible fee, to cover the server costs.

Apart from this, the EazyPay network will support fiat trading on the BarterTrade exchange. This is made possible by our advanced bid matching system for deposits and withdrawals, which will eventually eliminate the need of a bank to process the payments of individuals.
3.8 BARTERTRADE DEX

Bitcoin was the first blockchain-based cryptocurrency created as a peer-to-peer payment system that allows its users to transfer assets with no central authority or intermediary involved. A network of distributed and mostly anonymous miners are all in charge of processing the transactions which eliminates centralization, censorship, fraud and mutability.

Today, centralized exchanges intrinsically possess a level of security risk for your funds. While some exchanges are better guarded than others, hacks are not an uncommon event in the exchange space. BarterTrade aims to provide a safe and secure environment for trading with the means of its desktop trading application and hardware wallet integration. However for users who prefer holding their own funds, BarterTrade will provide a DEX platform as an alternative.

On the BarterTrade DEX, the order books will not rely on a third party to hold the customer’s funds. Instead, the trades will occur directly between users through an automated P2P process. This will be achieved by using a multi-signature escrow system or via smart contracts. In addition, BarterTrade aims to build a noise-free, clean and sleek design with advanced options such as stop losses and featureful charts. Initially, the BarterTrade DEX platform will support Ethereum tokens on its platform and expand toward other chain assets, which will also be integrated into 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 skepticism of security measures implemented for on-chain and off-chain transactions. In a quest to enable wide-scale adoption of digital assets trading, the BarterTrade Exchange has been developed with a prioritized focus on its security standards. Our security mechanism is equipped with advanced safety features that will cover all risks or attacks currently present.

- 2FA/3FA
- Hardware
- IP Registration wallet support
- IP storage
- Deposit/Withdrawal
- Multisignature
- Anti-DDOS wallets
- protection
- Anti-Phishing system
BART TOKEN ECONOMICS

Token Generation Event. It’s Structure & Metrics.

- **Token ticker:** BART
- **BART Supply:** 240,000,000
- **Hardcap:** 67,000,000 BART

**Funding – 67,200,000 BART (28%)**

- Pre-sale 20%: 48,000,000 BART
- Public sale 8%: 19,200,000 BART

**Usage – 172,800,000 BART (72%)**

- Company token reserve: 30% - (OPEX): 72,000,000 BART (Locked, with a vesting period of 60 months, with 20% released every 12 months)
- Team allocation: 12% - 28,800,000 BART (Locked, with a vesting period of 48 months, with 25% released every 12 months)
- Advisory allocation: 4.5% - 10,800,000 BART (Locked, with a vesting period of 36 months, with 16.66% released every 6 months)
- Marketing: 15.5% - 37,200,000 BART (Locked, with a vesting period of 24 months, with 16.66% released every 4 months)
- Bounty, Airdrop and community incentivisation rewards: 10% - 24,000,000 BART
The BarterTrade platform’s utility token BART will be used to unlock many in-exchange features, thus extending a myriad of benefits to users on the platform.

BART Value: Basic Utility

- BART will be used to pay for fees on the BarterTrade exchange platform.
- BART will be used in voting events related to defining the future of the BarterTrade platform.
- 40% fee discounts will be given to exchange participants that utilize BART to pay for fees.
- Up-to 100% discount on trading fees for BART holders (subject to the number of tokens held).
- Exclusive airdrops, rewards, and bounties for BART holders.
- Exclusive trading competitions with amazing rewards for BART holders.

BART Value: BarterTrade exclusive, product based

- Social trading: BART will be used to pay the commission/fee to master traders on the Social trading platform.
- Algo trading: BART will be used to pay subscription fees of bots on the Algo platform. These include custom bots created by traders or exclusive advanced AI bots created by BarterTrade.
- Battlegrounds: Exclusive, high-reward tournaments for BART holders. Prioritizing Battleground event rewards in BART wherever possible.

- Early access to BarterTrade's advanced features for BART holders. Use cases and integrations will continue to be implemented in BART's utility as we progress and build on our products.

**Repurchasing Plan for BART:**

Every quarter, at least 15% of profits will be used to buy back and burn BART until 50% of all BART tokens have been repurchased and destroyed so that only 120,000,000 BART remain. All buy-back transactions will be announced to the community prior to the event. Users will be able to review the buy-back and burn via a blockchain explorer.
07 ROAD MAP

Q3 2017
R&D and Current Structure Analysis

Q1 2018
Product Conceptualization

Q1 2018
Financial Assessment

Q2 2018
Acquisition of Team and Resources

Q2 2018
BarterTrade Founded

Q2 2018
Development commenced

Q3 2018
White Paper Release

Q4 2018
MVP completed

Q1 2019
System Architecture Completed

Q2 2019
Exchange Alpha completed

Q1 2020
Whitepaper Version 1.1 Released

Q3 2020
Pre-Sale

Q3 2020
Exchange Operational Launch

Q3 2019
PIE algorithm integrated

Q3 2019
Public Bug bounty and Beta testing

Q3 2019
Closed Bug bounty and Beta testing

Q2 2019
Exchange Beta Released with Spot trading

Q2 2019
Internal testing and Bug hunting

Q2 2019
BarterTrade DTA

Q3 2021
Crypto to Fiat gateway

Q4 2021
BarterTrade DEX

Q1 2021
Android & IOS mobile applications

Q4 2020
Algo trading

Q1 2021
Margin trading

Q2 2021
Battlegrounds

Q2 2021
Social trading

Q2 2021
BarterTrade EAZYPAY

Q4 2021
BarterTrade EAZYPAY
Master's in Business, Stanford University.
Anurag Yadav is an Entrepreneur, Blockchain Consultant, and a regular speaker at Blockchain Conferences. He has over seventeen years of experience, has led Global Organizations, and has lived and worked in several countries. Currently, he is the Co-Founder & CEO of PrimaFelicitas LLC, a leading Blockchain Consultancy and an end-to-end Blockchain Technology Solutions Development Company, based in San Francisco, London, and New Delhi. PrimaFelicitas is focussed on developing innovative Blockchain products for Governments, Enterprises, and start-ups in the FinTech, Energy, Securities, Healthcare, Digital Commerce, Real Estate, and Payment Settlement sectors. Anurag is an Engineering Graduate from the Indian Institute of Technology (IIT) and holds a Master’s in Business from Stanford University.

M.Sc in Digital Currency, University of Nicosia
Alexi is a co-founder and early contributor to BarterTrade on a structural level, his strengths lie in advisory with regard to metrics, token utility, exchange dynamics as well as providing key contingency planning along the roadmap. Alexi has recently completed a second Master's degree, an MSc in Digital Currency at the University of Nicosia, where he was accepted on multiple scholarships. He was awarded summa cum laude. Alexi is currently working as an intern and Blockchain researcher at Cambridge university. He comes with a broad contact network within the blockchain industry, having been involved for several years. He is able to leverage off a cache of industry knowledge acquired through being a Senior Blockchain Analyst for SEAL.capital. Alexi is also a contributor to the European Union Blockchain Observatory and Forum, the FedPayments Improvement System as well as the ConsenSys Brooklyn Project where he contributes to frameworks and working groups. Alexi has facilitated various industry partnerships with SEAL including Enterprise Ethereum Alliance and more.
MILAN SHOUKRI
Co-founder

Double M.sc in Intl Business Management & marketing and Leadership & Multi studies, University of Groningen
Milan holds a double M.Sc (with Honours) from the University of Groningen in International Business & Management and Leadership & Multi studies. He also holds a MSc from Newcastle University Business School in Advanced International business management. He has been active in the cryptocurrency industry for about three years now, focusing on marketing, community management, business development and operational related tasks. Milan has a past experience of working as a CMO for English community at Lomostar for about 2 years, Marketing and sales manager at Mouth Vision for nearly 1 year and is currently working as a content marketing specialist at Zilliqa. Milan will be in charge of the marketing activities at BarterTrade.

PRITI UPADHYAY
CTO

Executive Education and Market driving strategies, London School of Business
Priti is the Co-founder & CTO of Primafelicitas, an end-to-end custom Blockchain technology solutions development company with offices in San Francisco, London, and Delhi. She has over 22 years of experience in delivering high-end Enterprise Solutions. She has worked on several large scale implementations of CRMNext that have been consistently listed for several years on the prestigious Gartner's Magic Quadrant against the likes of Salesforce, Microsoft Dynamics, etc. In the past 8 years, she has also delivered several cutting-edge solutions for startups and SMEs including those for Silicon Valley-based businesses. She has also worked for both private and institutional clients, collaborating with leading Banking & Financial Industry organizations. She is a PMP Certified Project Management Professional with her highest education at London Business School. She has extensive experience in Blockchain and has developed Wallets, internal & external exchanges, Centralized & Decentralized exchanges, and Lending cryptocurrency platforms.
Business engineering, Hogeschool van Utrech

Over the last years and during his career Henri completed business development at GDF Business university and Business Transformation at Vlerick Business School. Nowadays he improves business performance at top companies around the world, by sharing his years of experience and business know-how in interactive workshops and coaching processes. He is specialized in optimizing innovation, sales and service performance. In the more than twenty years he gathered expertise and knowledge in various business roles with various management organizations, of which the last 10 years as consultant, trainer and inspirator with worldwide customers. Henri has more than 10,000 hours of guidance on his account during those 10 years, resulting in catchy, sometimes completely stunning results. He is also a public speaker about sales, leadership and social innovation, connected to crypto technology since 2017 and lately part of the advisory board of BarterTrade.
WHITE PAPER OBJECTIVE

This White Paper is documented with the intent to introduce BarterTrade and its product offerings, and the BART Token to prospective token holders in relevance with the proposed ICO and ongoing development plans. The objective here is to offer descriptive information to those with the sole intention of acquiring and holding BART Tokens. Information stated here does not entail any elements of a statutory relationship. This White Paper should not be considered as an invitation for investment and also it is not compiled in accord with and is not subject to laws of any jurisdiction of any country whatsoever. The token is not any kind of financial instrument or commodity and has not been registered. This White Paper is the prime valid source of information about BarterTrade and BART utility Tokens.

TOKENS ARE NOT SECURITIES

BART Tokens confer no rights other than those specifically set in the document and are sold as a functional utility. BarterTrade Token does not grant the user the right to receive any payments or returns arising from the BarterTrade platform or property.

ASSOCIATED RISKS & RESERVATIONS

The BarterTrade platform is subject to changes prior to its launch and thereafter, which may result in unexpected effects.
During a down-cycle economic environment, BarterTrade may experience the ill effects of a slowdown and if the cost of abiding with any newly executed policy goes beyond a specified limit, maintaining the platform and structuring it may no longer be commercially viable, BarterTrade in such times may opt to suspend the development and operations. In case of unforeseen circumstances, the objectives stated in this White Paper document may be changed. Every effort will be made to ensure that the funds are securely held in cold storage blockchain wallets.

Although we aim to reach all targets described in this document, any purchase of BART Tokens by all concerned parties should be executed at buyers own risk and after a complete understanding of BarterTrade’s utility.

**TOKEN ORDERS ARE DEEMED FINAL**

There are no cancellations or refunds on BART Tokens. The Client is in agreement that they will not be entitled to claim any partial or full reimbursement under any circumstances. BART tokens are utility tokens, intended for use on the BarterTrade platform only.

**ASSURANCE ON TRADING**

BarterTrade is responsible for the circulation and trading of BART Tokens on the market. Trading of BART Tokens depends on the consensus on its value between the relevant market participants. There is an assurance that a trading market for the BART Tokens will develop or will continue after the BART Tokens are made available for trading on such a cryptocurrency exchange.
KYC / AML

The token sale is not being offered to citizens of the countries or in the territory where the transactions or investments in the digital/crypto utility tokens is prohibited or restricted by the applicable laws or regulations in the country/region. Tokens cannot be resold or offered by the eligible holders to the people/companies /organizations in the countries where the use of, transactions, or investments in digital tokens is prohibited by law.

We do not allow the participation of Restricted Persons in the BART token sale. BarterTrade reserves the right to refuse or cancel the BART token purchase requests at any time at our sole discretion when the information provided within the KYC procedure is not sufficient or misleading or if the purchaser is deemed to be a Restricted Person. We will utilize a third-party audit to facilitate our KYC/AML requirements.