

# VeraExchange

## New Era Of Exchange



World first decentralized marketplace with blockchain infrastructure

Version 0.5



## INTRODUCTION

Cryptocurrency trading based on the blockchain is growing rapidly with its ups and downs. In 2019 we are seeing a bear market, but fundamentals are speaking in favor of steady recovery and further growth of crypto. Despite the crypto market capitalization drastic fall in 2018 and billions of dollars leaving bitcoin world, everyone's eager to see an alternative to current banking system and looking towards crypto coins enter the financial markets and every economic aspect.

Trading cryptocurrency becomes the efficient method to stay afloat and maximize your profits in the flat market with no rallies. In conditions of significant growth and falling prices for the crypto coins, keeping one cryptocurrency in an anticipation of its growth over time means the losing track of many opportunities that the market might offer to us. This idea has driven a huge number of new traders to enter this still new and risky market.

Trading process this time has become easy since there are plenty of cryptocurrency exchanges. The total trading volume on exchanges has lowered from its highs since 2017 in tandem with total market capitalization, but the number of traders on these platforms continued to grow rapidly during this period. More and more people find the necessary tool on trading platforms that helps them to get profit in the cryptocurrency market.

However one might notice a tendency, users remain disappointed as most exchanges do not meet their expectations. VeraExchange is preparing to solve all the major existing problems that cryptocurrency exchanges usually do have. The most significant are:

- 1) Trading interface is confusing and not user friendly.
- 2) Charts not fully necessary information

Many beginners of trading art know it: going through this is frightening. VeraExchange will remove any inconvenience and hesitations they might have, and finally one could stop looking for exchanges that would satisfy all the needs for trading.

On our trading platform, the “Future of cryptocurrency exchanges” would appear as it takes care of the most of the problems. We would provide you with an impressive set of utilities that you can choose from the trading tab, as well as an informative and educational section on the world of cryptocurrencies, a convenient user interface and many other nice additions to make your trading process more comfortable and profitable for you.

Also, the difference between our platform and others will be the presence of ST, which you will learn about below.

## **Benefit**

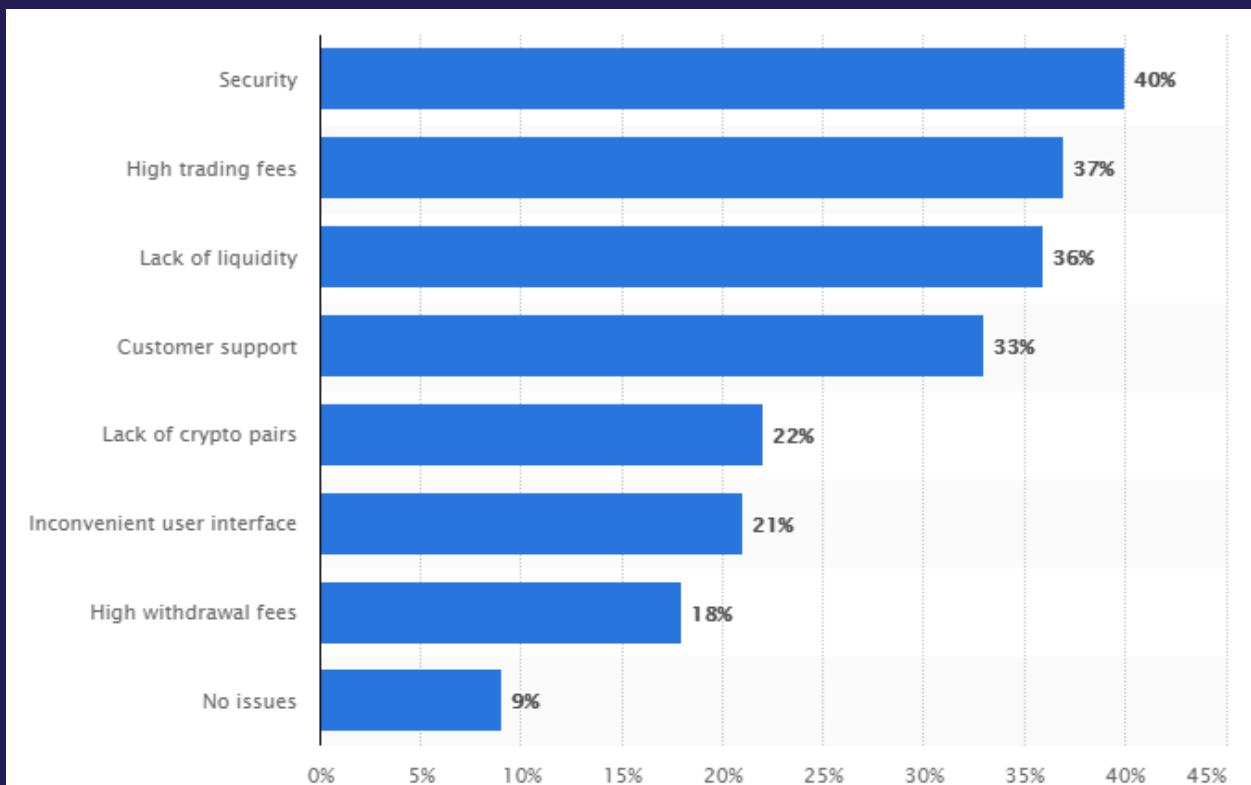
Our team is aware of the importance of customer support and seeks to find high-quality solutions at within the brief period of time. Our team members have extensive experience in the software development field and marketing and have been successfully operating in the global market for over 10 years.

VeraExchange, in preparation for becoming a new generation exchange, presents to you:

- Simplified trading platform with an attractive user interface.
- All sorts of tools for technical analysis
- Alerts for all actions
- Reports
- Order History
- Multilingual technical support
- Smart trading
- Various contests
- High level security
- Plenty of currency pairs
- Low fees

## Main problems

To expand our vision of the current market, we conducted large study on it and held an online survey. The total number of people completed the survey was more than 10,000 users and this allowed us to identify the main concerns encountered by users during the trading process on the current exchanges. The survey results are presented below:



And what could we see on this chart? The most basic and popular issue is security, and this is obvious, because the main hacks were committed against any level of exchanges and the consequences of these hacks are still not eliminated. Users are always afraid of losing their assets when they keep them in the exchanges' wallets. VeraExchange will do everything possible to prevent any customer to lose any cent of their balance.

Our company conducted a study of security issues, taking into account all the attacks on the exchanges that occurred in the past, and we managed to find out that the main vulnerabilities were identified in the API transportation. The API is used for algorithms and third-party trading software, where it opens up a set of connections, resulting from this - the connection is less protected, so the chance for a successful attack is higher.

Our team pays great attention to platform security. This would effect positively on the main concern of users: keeping their wallets safe and it is assured due to the presence of highly qualified specialists in this field. Our security methods include secure server infrastructure, multiple tests for various penetrations of third-party software and servers, thereby ensuring a high level of protection, as well as compliance with all security standards.

The following items will enhance the overall security of our users:

- IP Whitelisting
- Anti-Phishing Alert
- Withdrawal Authentication
- Two Factor Authentication
- Wallet Address Whitelisting

Also, the platform will be protected from all sorts of attacks: XSS (Cross Site Scripting), SQL Injection, Remote OS Command Injection, HeartBleed Vulnerability, Generic Padding Oracle, and many others.

Further, the most common concern is high commission for trading and withdrawal of cryptocurrency, as well as lack of liquidity. This is not surprising since high commissions significantly reduce users' profits, and lack of liquidity sometimes does not even allow users to make transactions.

## High Fees

One of the main problems associated with the commission for the withdrawal of funds from the stock exchange, but it is less affected by those users who hold their assets for a long time, as they rarely withdraw their funds. These problems are faced by users who withdraw their coins daily. Such users represent the major part of the exchange traders. In case the withdraw amount might not be high, a significant part of the amount might go to pay fees for withdrawing funds.

There is also another type of trader affected by this nuisance - people who trade on several exchanges. And all that happens due to no exchanges could satisfy the needs of cryptocurrency holders with excess. Transfers of tokens from one exchange to another make you pay more, and the more often this happens, the more money you spend. Our platform will save users' money by having a low fee rate that would definitely satisfy all the traders.



## Engine

The processing rate of the cryptocurrency exchange platform plays the most important role in its operational value. Those exchanges that are built on a weak IT infrastructure could not cope with the growing traffic on their website, thereby it leads to the slowdown in transaction speed of the platform and, ultimately, this could lead to a complete shutdown. The tricky part is, it is merely impossible to judge the performance of any platform during a small trading volume, as it works stably.

The real problems overtake when a lot of traffic comes to the website and the stability of the platform is under huge pressure. This leads to trading to be idle and further disappointment of traders, respectively, people lose trading opportunities in the current volatile market. With a large transaction queue, the platform engine should work at its best to cope with the appropriate workload and complete all transactions within required timeframes. VeraExchange is able to carry out up to 1M transactions per second.

To achieve these results, we use the AWS infrastructure, which includes a combination of HPC, EC2, VPC, Lamda, DynamoDB, CloudFront pools, as well as Java and C ++ as a backend and JS for visualizing the interface.

## **Profit/loss reports**

Using the new function, users would have the opportunity to create reports on their profits and losses in their personal account. The report would be structured and would give a broad idea of your trading history, with the possibility of choosing a period of time.

The report would include a trading pair, entry / exit position, profit/loss ratio of a specific transaction. We are sure that this feature would allow our users to better plan their future transactions in order to get more profit.

## **Smart contracts for Security Token Companies (STC)**

As the time goes, there are more and more STC appear. Despite they operate in cryptocurrency sphere, they are meant to be treated the same as common Joint Stock Companies that present in the global market.

So far there is no operational standard how these STC control the token flow and handle the dividend payment. This creates uncertainty and non-transparency for all investors who hold the tokens issued by STC.

As our mission is to create transparent, clear and legit field for investors and simple entry & user experience to our exchange for token issuers, we would be glad to represent the following smart contracts that would definitely assist everyone to achieve what they need.

Part 1. Smart contracts for dividend payment.

It is not breaking news that not every STC could have employed a smart-contract developer for its needs, furthermore, not each STC need this specialist. However when it comes to dividend payment, the manual transfer of each transaction may cause a headache for the person who handles this payment.

We say: no more.

With our innovative in-built user-friendly GUI, STC representative (whether it is CEO or CFO or any other person) would simply fill in a customizable form with dividend payment date, amount of dividends per a token, minimum token holding... and, voila! Each user who holds his tokens on our exchange would receive the payment via our carefully developed smart contract. Blockchain removes any possibility to miss on something: all the calculation are made by computer and no mistake could be made during the process. Convenient, isn't it?

Besides, dividend date and exact amount to be paid is usually announced beforehand and this creates action on the stock market.

In crypto space, investors might be disoriented and might miss the date and/or amount of tokens to be paid hence miss the BUY or SELL time.

We say: not here.

With our in-built announce mechanism, we would force STC to make an announcement as early as it possible to have all the investors be well informed about what's going on. Whether to load up your wallet with tokens or to dump them – all the investors would have enough time to make a correct decision.

## **Smart contract for token buyback.**

Stock buybacks is something to be known for decades; this mechanism allows increasing EPS with injection of free cash flow into stock repurchasing from the market. It could be an effective way to draw attention to the stocks on the market.

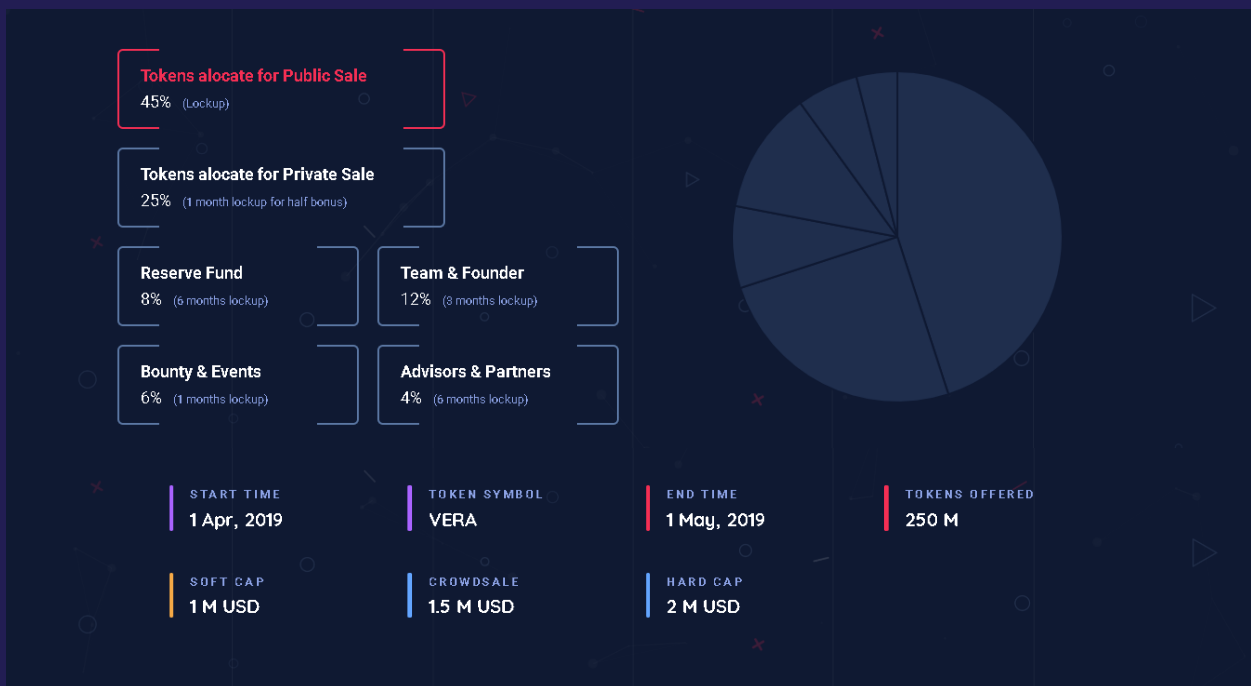
While this is pretty common activity on the stock market, there is no compliant and straight way to do the token buyback in the crypto market.

We say: not now.

To exclude any possibility of inside trading and according law-breaking activity we would create a smart-contract which assists the token issuers in conducting a proper token buyback operation: simple and user-friendly GUI is a key to maintain compliant and easy-to-use buyback procedure.

## VeraExchange Token

Our token is designed to serve the new trend in crypto world: IEO. The more token is kept in a wallet throughout the time, the more coins of IEO would be available to be purchased during the sale. We strive to keep our server processing rates quick enough for everyone to not experience any lags during these quick token offerings.





## Annual report system

The mission of Vera is to keep all investors well-informed about businesses they invest into.

We strive to promote a market environment that is worthy of the public's trust.

The companies that issue security tokens are currently under radar and we are here to make the opposite happen.

In order to align with above-mentioned we would be introducing Vera DocFlow system.

This system is meant to allow each security token-holding company upload the analogue of U.S. Securities and Exchange Commission (SEC) form 10-K (10-Q), as well as form 3, 4 and 5 to our documentation portal.

The detailed description of each form is widely known and the key points are:

- A Form 10-K is an annual report required by the U.S. Securities and Exchange Commission (SEC), that gives a comprehensive summary of a company's financial performance.
- The 10-K includes information such as company history, organizational structure, executive compensation, equity, subsidiaries, and audited financial statements, among other information.
- In addition to the 10-K, which is filed annually, a company is also required to file quarterly reports on Form 10-Q. Information for the final quarter of a firm's fiscal year is included in the annual 10-K, so only three 10-Q filings are made each year.



- Form 4 is a United States SEC filing that relates to insider trading. Every director, officer or owner of more than 10% of a class of equity securities registered under Section 12 of the Securities Exchange Act of 1934 must file with the United States Securities and Exchange Commission a statement of ownership regarding such security. The initial filing is on Form 3 and changes are reported on Form 4. The annual statement of beneficial ownership of securities is on Form 5. The forms contain information on the reporting person's relationship to the company and on purchases and sales of such equity securities.

The filings would be available for an open view by the investors as soon as they are uploaded.

The analogue of 10-K form as the most important document among all the filings would be reviewed and audited by a company from the same location as a filer.

These measures would protect active investors from total non-transparency of security token companies and insider and unfair trading; would help to achieve a clear view of a company business and fair open market; and the last but not the least would prevent from chief officers exit-scams.

<b>Issue</b>	<b>Outcome</b>	<b>DocFlow effect</b>
<b>Non-transparency</b>	Ponzi scheme	Clear business model
<b>Insider trading</b>	Exit-scam	Owners actions visible
<b>Incomprehensible cashflow</b>	Bankruptcy	Solid base to judge whether to invest

## Conclusion

Current financial world system have sustained several bubbles throughout its history and people begin to realize that current banking and economy in overall could not handle everything that happens in the world. Lack of freedom and severe rules created by a few could not satisfy most of the world's population.

We live in fantastic times, finally, something unique and innovative could disrupt the corruption and the bureaucracy: blockchain.

Cryptocurrency is only at the beginning of its long and interesting story thus we are here to assist is to find its way to its customer: you.

Vera exchange is an exact product that you seek for – with our extensive approach to hear the users first, we would exactly deliver the results you need.

Join today, benefit tomorrow.