



# WHITEPAPER

V1.4

## ***SOCIAL CRYPTO EXCHANGE***

© 2018 - Australian Digital Currency Network Pty Ltd  
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**Only proceed to read the rest of this whitepaper and consider participating if you have read and understood all the above information.**

## executive summary

**FolleX™ endeavours to be the world's largest cryptocurrency exchange incorporating user's social profiles within a public trading community.**

**Sharing trading history, profit / loss statistics and rating within the community. The community functions allow inexperienced traders to follow, and or copy, successful traders who are, in turn, rewarded for excelling in the exchange environment.**

The surge of new money entering the market is a testament to the rising popularity of cryptocurrencies. Aside from Bitcoin and Ethereum, there are more Alt Coins and Tokens continually finding placement on exchanges.<sup>[1][2]</sup> Choosing which coin would be the most profitable in the short or long term can be extremely challenging even for experienced traders, let alone first-time traders. With this growth in cryptocurrencies comes growth in existing Cryptocurrency Exchanges, and the rise of new ones.

Along with the growth comes confusion for first time traders as they attempt to navigate complicated Cryptocurrency Exchanges. Not knowing what, or how to buy.

FolleX™ solves this problem by offering an inviting Crypto Exchange Platform combined with a Social Interface that presents a social community of traders. All traders maintain a public, yet anonymous profile that shares trading performance.

The simple, user friendly FolleX™ platform will allow all users to watch or copy other trader's activities. The FolleX™ platform core focus is to build a knowledge sharing community operating in a secure and simple trading environment. Global access is given with the addition of 24 languages and 30+ fiat currencies. Successful and verified ICO's will also be able to list their coin /token on the exchange at no cost. The combination of the features on the FolleX™ platform makes it the first crypto exchange of its kind in the world.

FolleX™ will offer the "SET" Token (Social Exchange Token). This ERC20 token is a functional token that will allow token holders to pay for trades within the FolleX™ platform.<sup>[3]</sup> SET tokens are also used within the platform as rewards for top performing FolleX™ traders.

Limited tokens (SET) will be offered for purchase to preregistered participants via the ICO Pre Sale at [www.follex.io](http://www.follex.io) on 23<sup>rd</sup> March 2018 with a 30% token bonus. The public Main Sale will commence 25<sup>th</sup> March 2018 with tiered bonuses ranging from 10-15%.

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## 2. / introduction

### **If other people do it, it's right. Right?**

There is a heuristic most of us use to determine what to do, think, say, and buy: the principle of Social Proof.<sup>[4]</sup> To learn what is correct, we look at what other people are doing. In his bestselling book, *Influence: The Psychology of Persuasion*, psychologist Robert Cialdini writes, “Whether the question is what to do with an empty popcorn box in a movie theatre, how fast to drive on a certain stretch of highway, or how to eat the chicken at a dinner party, the actions of those around us will be important in defining the answer.”<sup>[5]</sup>

### **Social proof is a shortcut to decide how to act.**

In 2004, no one could have ever predicted how massive the Facebook platform would become, from an idea to now hosting over two billion active users.<sup>[6]</sup> The current unrepresented growth of cryptocurrencies, and the trading of these currencies, now also has our attention. Will these exchanges also progress to become part of mainstream society as we evolve to incorporate digital currency in our lives, just like Facebook?

### **We believe yes!**

Hence, the morphing a social network and a cryptocurrency exchange. To create a community of profiled traders that can interact, learn and even compete, from and with other users. A “break away” cryptocurrency exchange for the real world. Feature rich, yet simple to use, for the first-time trader and financially rewarding to the experienced trader, as they vie for position in the “Top Trader” ranks.

Social Trading is not a new concept,<sup>[7]</sup> having been used in Forex Trading for some time,<sup>[8]</sup> this, however, will be the first time it has been implemented in the way we will present it, incorporating the SET utility token into the FolleX™ Social Crypto Exchange.



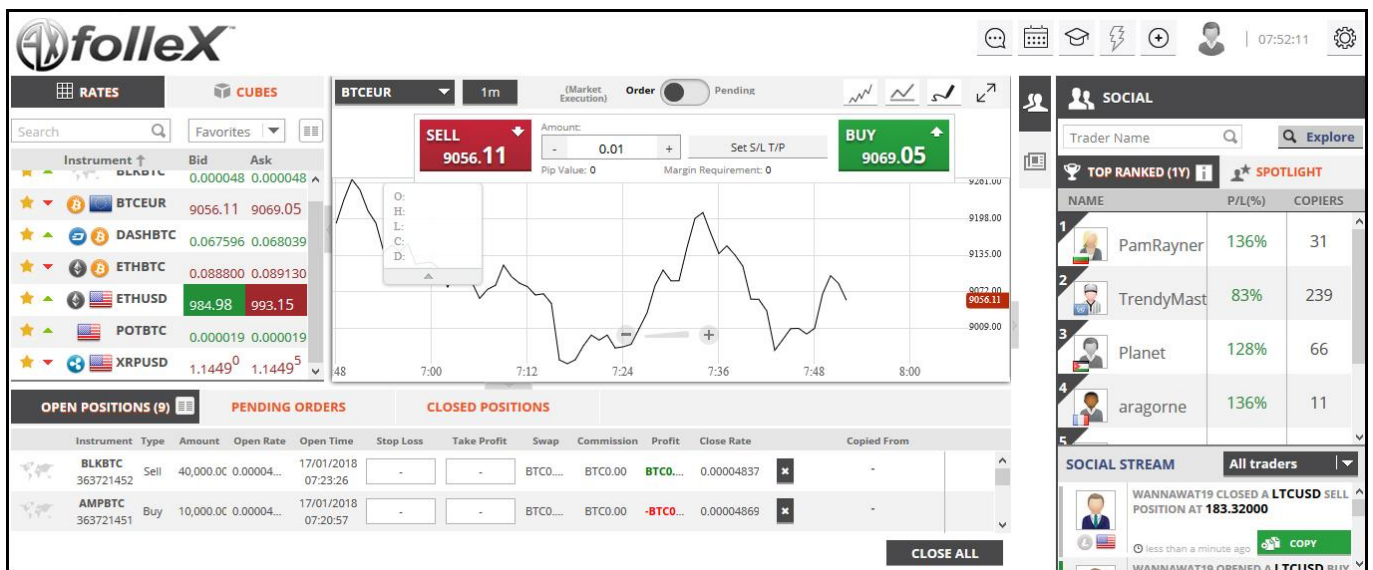
## 2. / follex platform overview

### 2.1 / exchange UI (user interface)

As with any relatively new introduced technologies, their development is ongoing and ideally continually simplified to create a wider market appeal. To a “newbie”, cryptocurrency trading platforms tend to typically offer a sterile and somewhat complicated user experience. One that a first-time trader is challenged to understand, let alone find welcoming.

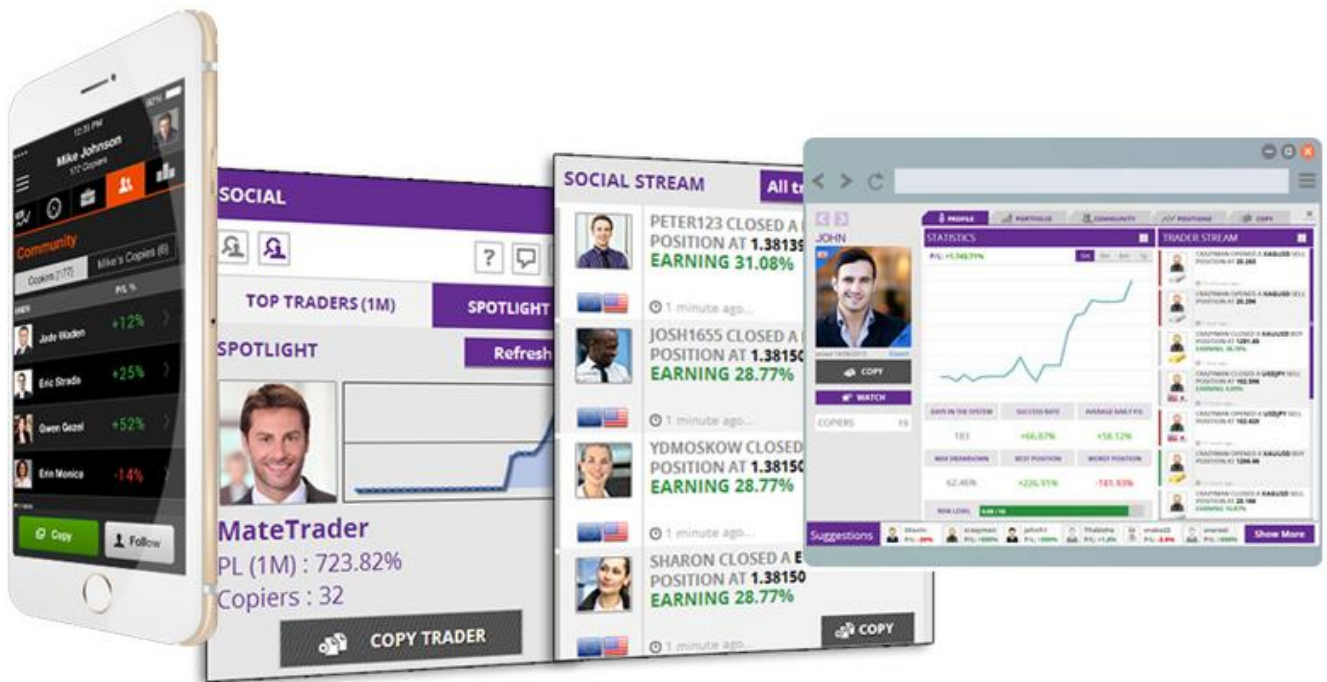
The FolleX™ Social Exchange Platform UI is designed solely with the first-time trader in mind. A simple, yet functional format that is still feature rich whilst being easily navigated. Simple in its format, users are still offered an array of crucial trading information and trading tools.

A video highlighting the features of the FolleX™ Social Exchange Platform is available for viewing at [www.follex.io](http://www.follex.io)



Screenshot - The FolleX™ Social Exchange Platform UI





The FolleX™ Social Exchange Platform UI

## 2.2 / social trading features

The FolleX™ Social Exchange Platform will be rich in trading features never before offered on a crypto exchange platform. With all features designed to facilitate a simple and educational trading experience by following your chosen FolleX™ Traders. You are offered an array of crucial information to assist you on making your decision to “watch” or “copy” a FolleX™ Trader. You can view community members;



- ✓ Social profile (User name, image / avatar, country).
- ✓ Total number of day's trading on the FolleX™ social exchange platform.
- ✓ Informative trading portfolio data.
- ✓ Trading success rate, best and worst positions, average daily profit / loss.
- ✓ Open, pending and closed orders.
- ✓ Connected community members.
- ✓ System analysed trader risk rating (Scale 1-10).
- ✓ FolleX™ community position rating.

## 2.3 / global diversity

The FolleX™ Social Exchange Platform creates a true global community of traders. Trader profiles show the trader’s country flag and allows a choice of 24 selectable languages.

Users can fund their account with major Cryptocurrencies and Fiat Currencies AED, ARS, AUD, BGN, BRL, CAD, CHF, CNY, COP, CZK, DKK, EUR, GBP, HKD, HRK, HUF, ILS, INR, JPY, LTL, LVL, MUR, MXN, NOK, NZD, PEN, PLN, RON, RUB, SEK, SGD, THB, TRY, USD, ZAR.

Users are subject to “Know Your Customer” (KYC) and “Anti Money Laundering” (AML) verification requirements.<sup>[9][10]</sup> Once verified via banking platform provider *Crypto Capital*, users can trade with partnered exchanges without reverification<sup>[11]</sup>.

For example, *Bitfinex* users will also be able access the FolleX™ Social Exchange Platform.<sup>[12]</sup>

## 2.4 / user support

Customer support and education is crucial in maintaining a trusted and efficient trading platform. The FolleX™ social exchange platform primary support system will be a live chat interface, connecting the user with a support team member 24 hours a day.

- ✓ 24/7 Support team staffing.
- ✓ Live chat interface.
- ✓ Knowledge base (tutorial videos).
- ✓ 24/7 Telephone support (multilingual).

## 2.5 / liquidity

Liquidity<sup>[13]</sup> refers to the extent to which a market allows assets to be bought and sold at stable prices. Lower liquidity tends to result in a more volatile market and it causes prices to change more drastically; whereas higher liquidity creates a less volatile market, and prices do not fluctuate as significantly. Hence, lack of liquidity can be a major issue for a new exchange.

The FolleX™ Social Exchange Platform overcomes this issue by using an Order Book and Liquidity shared across other major exchanges. <sup>[14]</sup> Our connection to the current crypto exchange being commissioned by *Australian Digital Currency Network* will allow us a full order book from day one as we share liquidity through a network of established exchanges including *Kraken*.<sup>[15]</sup>

Each of these exchanges have access to some impressive hardware and high-performance software and security architecture. Also allowing the facilitation of millions of trades per hour.

The FolleX™ Social Exchange Platform will also maintain its own liquidity, with 35% of raised funds being allocated to the liquidity pool.

## 2.6 / security

Crypto exchange security has exposed itself as a challenging protocol to police both from hackers and internal security threats. We have chosen to address it by implementing the latest security protocols available at the time of development, together with constant ongoing revision and user education.

- ✓ 24/7 exchange security monitoring team.
- ✓ Certified Police cleared staff.
- ✓ User education in wallets and cold storage of digital assets.

## 2.7 / taxation compliance

Under Australian taxation regulations, purchased services within Australia (by Australian residents) and services accessed by an overseas buyer (when that service is supplied within Australia) are subject to “Goods and Services Tax” (GST).<sup>[16]</sup> This tax (10%) is only applicable on trading fees, if at all. These fees will be shown as “GST Inclusive”.



## 2.8 / regulatory requirements

The FolleX™ Social Exchange Platform is a product of the Australian Digital Currency Network Pty Ltd (ADCN). ADCN is a registered Australian company.<sup>[17]</sup>

While there are currently no regulatory requirements specific to the operation of cryptocurrency exchanges in Australia, it is soon to be introduced.<sup>[18]</sup> The proposed forthcoming, and welcomed, regulations will require Australian based cryptocurrency exchanges to be registered with Australian Transaction Reports and Analysis Centre (AUSTRAC). ADCN is already in compliance with these future requirements and is committed to full compliance of any future regulatory requirements, or voluntary requirements.

ADCN operates as a fully transparent entity.

- Australian Company Number: 623 589 775
- Australian Business Number: 15623589775002
- Australian Goods and Services Taxation (GST) Registration Number: 15623589775
- Australian Taxation File Number: 494 504 888



## 3. / token summary

The FolleX™ platform will incorporate the Social Exchange Token (SET). This ERC20 token is a utility token that will allow token holders to execute trades within the FolleX™ platform.<sup>[3]</sup> SET tokens are also allocated as rewards to top performing FolleX™ traders.

### 3.1 / token use

SET tokens can be used on a per trade basis. For any trade conducted on the FolleX™ Social Exchange Platform. The trading fee, regardless of amount, can be waived in return for 1 (one) SET token. A SET token could possibly derive a significant value within the trading environment. For example, a \$10,000 trade at a commission of 0.3% would cost \$30, or 1 (one) SET token relinquished by the holder. A minimum trading fee of \$5 effectively gives the SET Token a minimum value of \$5 within the FolleX™ Social Exchange Platform.

SET tokens are also used to reward top traders within the FolleX™ platform. When a trade is executed using a SET token, the top ranked trader at the time of the order execution is allocated that SET token. This feature exists to encourage skilled traders use the exchange, and to frequently trade, thereby advancing their rated position within the community.

### 3.2 / token sale

SET tokens will be offered at our ICO ([www.Follex.io](http://www.Follex.io)). ICO Pre Sale will commence March 23<sup>rd</sup>, 2018, 12pm UTC and is available for pre-registered FolleX™ subscribers only.

Main sale will commence on March 25<sup>th</sup>, 2018, 12pm UTC. Participants can then acquire SET tokens over three rounds until the total SET token allocation of 32,500,000 SET is exhausted. As each new round commences, bonus will be reduced accordingly.

#### / PRE SALE

- ✓ Offer Dates: March 23<sup>th</sup>, 2018, 12pm UTC - March 25<sup>th</sup>, 2018, 12pm UTC
- ✓ Offer Cap: 10,000,000 SET
- ✓ Bonus 30% - 1 ETH = 2600 SET
- ✓ Minimum Investment: 1 ETH

### **/ MAIN SALE / Round 1**

- ✓ Offer Cap: 6,000,000 SET
- ✓ Bonus 15%: 1 ETH = 2300 SET
- ✓ Minimum Investment: 0.1 ETH

### **/ MAIN SALE / Round 2**

- ✓ Offer Cap: 8,000,000 SET
- ✓ Bonus 10%: 1 ETH = 2200 SET
- ✓ Minimum Investment: 0.1 ETH

### **/ MAIN SALE / Round 3**

- ✓ Offer Cap: 32,500,000 SET (Combined total all rounds)
- ✓ Bonus 0%: 1 ETH = 2000 SET
- ✓ Minimum Investment: 0.1 ETH

ICO will close on 23rd April 2018, or prior if sold out. Any unsold tokens will be burnt under smart contract rules.

The FolleX™ project is already well into development and will be realized regardless of the outcome of the ICO.

Tokens are not intended for speculation and they do not represent corporate stocks or claims in the company's decision-making. SET are not securities and are therefore not linked to future revenues or values that are not derived from the use of the platform. As a result, users can still earn SET by participating in the platform and are not obliged to buy the SET Tokens directly.



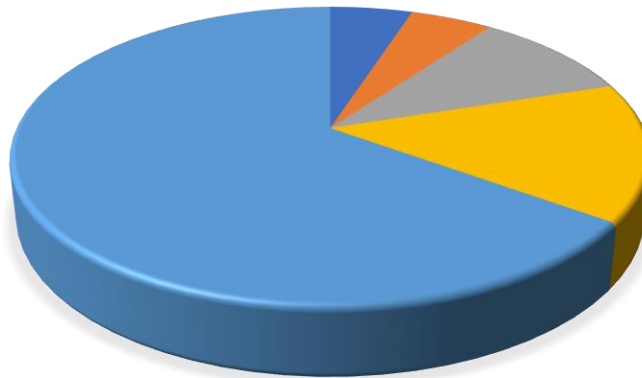
### 3.3 / token distribution

- 5% / Tokens allocated to Bounty, Affiliate and Marketing programs.
- 5% / Tokens allocated to Advisory Team and Consultants.
- 10% / Tokens held for user community promotional and rewards programs.
- 15% / Tokens allocated to Founders and Team\*.
- 65% / Tokens offered for public Crowdsale.

\*SET tokens allocated to Founders and Team Members will be vested under smart contract over three (3) years and released accordingly. Initial: 25% / Year one: 25% / Year two: 25% / Year three: 25%

#### TOKEN DISTRIBUTION

■ ICO Costs 5% ■ Advisors 5% ■ Community Rewards 10% ■ Founders / Team 15% ■ Crowdsale 65%



### 3.4 / token exchange listing

The FolleX™ platform will host the SET token, enabling users to exchange SET tokens for other cryptocurrencies. Our expected brief time to launch will allow for exchange trading in SET tokens within eight weeks from time of ICO close.

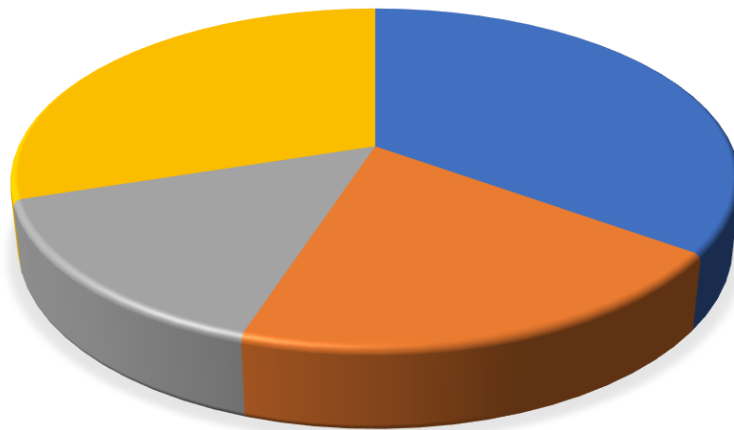
Within seven days of the successful close of the FolleX™ ICO. SET tokens will be listed on the cryptocurrency exchange, *Ether Delta*.<sup>[19]</sup> We will seek to additionally list the SET token on additional selected third-party exchanges.



## 4. / funds allocation

### FUNDS ALLOCATION

■ Liquidity Reserve 35%   ■ Marketing 20%   ■ Operations 15%   ■ Development 25%



### 4.1 / marketing

With our objective to create the world’s largest social cryptocurrency trading community, marketing will be an important and significant expense.

Fortunately, we are privileged to have some true marketing professionals on our team. Including, though not limited to, *Mark Murray* - responsible for the viral “Hamdog” campaign.<sup>[20]</sup> Possibly the largest in our history. Plus *Jeff Kirdeikis*, founder of the world’s largest Facebook crypto trading investment community, *Crypto Investing*.<sup>[21]</sup>

### 4.2 / development

Again, we are in a fortunate position as the FolleX™ platform is not simply an idea on paper. The bases of the major platform components such as the front-end UI are already near completion. Majority of the final development will be focused to the back-end UI.

This is somewhat of a rare position for ICO participants, as rarely is an ICO project at such advanced development stages.

## 4.3 / liquidity reserve

As the FolleX™ platform shares liquidity amongst other exchanges, it is imperative that the exchange can also maintain its own reserves to compensate for any unforeseen trading network issues.

## 4.4 / operations

Operational expenses are allocated to business administration and operations, legal and professional costs.

In the event that the FolleX™ ICO raises more than the Soft Cap but less than the Hard Cap, the project will be realized, but with fund distribution to marketing and the platform liquidity pool reduced. Trading profits will then be funnelled to marketing and the liquidity pool until sufficiently replenished.



## 5. roadmap

The FolleX™ "Roadmap" is relatively short compared to most ICO's. It is not starting as simply an idea with no proof of concept. We are not introducing the world to some amazing new Blockchain technology. We are simply combining and improving existing technologies to allow for a global community to now trade simply in those assets.

The FolleX™ Social Crypto Exchange has been in planning for some months, and our developing partner, *Leverate* are already renowned for leading the industry in Social Trading technologies. [22]

Investing in an ICO offering more than an idea is rare. *FunFair* founder and CEO *Jez San Obe* had strong words about issuers that do it differently. [23]

**"You should have a product before you ICO, you should know how to run a company, you shouldn't have an anonymous team and you should release a prototype first,"**











## 6. / team overview

The FolleX™ project is certainly an “interesting” combination of innovative technologies. Creating a team of experts with years of experience in this exact field is simply not possible.

The alternative, and possibly even better, was to build a team of accomplished business professionals, advisors, developers and partners with experience in all the related project fields we need to address. We believe this will ensure the FolleX™ platform success.

Information on all Team Members is available through the LinkedIn links at [www.folleX.io](http://www.folleX.io)



 <b>Mark Murray</b> CEO at Australian Digital Currency Network Pty Ltd / Hamdog Pty Ltd. 	 <b>Suzal Chhatrala</b> Director at Australian Digital Currency Network Pty Ltd. Accountant. 	 <b>Prof. Dr. Wulf Kaal</b> Professor of law. Innovation, Technology, Smart Contracts, Crypto. 	 <b>Jeff Kirdeikis</b> Founder of "Crypto Investing". Worlds largest crypto community. 
 <b>Dmitry Gutgarts</b> Legal adviser, Attorney at law, Venture Capital Fund legal support. 	 <b>Janica San Juan</b> BA Political Science. Specialist in financial technology. 	 <b>Jaka Luthar</b> Enterprise Resource Planning. Technology, security development. 	 <b>Sachin Bhargava</b> Project management. Requirements analyst. 
 <b>Maskal Boipai</b> Business development, ICO marketing and advisory services.. 	 <b>Paul Francis</b> Technology investment sales and international business development. 	 <b>Nicola Valentine</b> Bounty program administrator. Event Coordinator. 	 <b>Aleksandar Djordjevic</b> Front-End Developer. Blockchain Developer. Smart Contracts Developer. 

## 7. / partners

### 7.1 / ADCN



The Australian Digital Currency Network Pty Ltd (ADCN) is a registered Australian Company. <sup>[17]</sup>

ADCN knows the value and importance of key team members and partners. ADCN is focused on building strategic partnerships for development of a network of country specific cryptocurrency exchanges, that operate under regulation with full transparency and accountability. ADCN sees this as a major part of the future of society and is focused to become a major entity within the world of digital currency.

ADCN is also currently working to develop a number of cryptocurrency exchange related projects. Although nothing quite as exciting as it's FolleX™ product, which will be ADCN's flagship.

## 7.2 / leverage

# leverage

Founded in 2008. *Leverate* is a software developer and service provider for foreign exchange platforms. It provides both electronic trading platforms and back-office software. The *Leverate* team consists of an optimal combination of market professionals, dealing and support staff, programmers and IT experts collectively focused on delivering premium services worldwide. <sup>[22]</sup>

*Leverate* has grown into a multi-national company with offices around the world, including two major R&D centres, and a CySEC regulated division dedicated to providing liquidity.

In 2013, *Leverate* qualified as an ISAE 3402 Type II Certified technology solutions provider, signifying that they maintain the highest standards in data safeguarding and controls. Additionally, *Leverate* is approved as a Microsoft Gold Certified Partner. <sup>[24]</sup>

*Leverate's* industry leading experience in the development of social forex trading and their keenness to be involved in our project, made them the obvious choice to develop the FolleX™ platform. Working under the creative direction of our team, *Leverate* will morph and customize their existing technologies to assist us in creating the world's largest social crypto trading exchange.



## 8. endnotes

- [1] <https://www.investopedia.com/terms/a/altcoin.asp>
- [2] <https://www.bbva.com/en/what-is-a-token-and-what-is-it-for/>
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- [22] <https://en.wikipedia.org/wiki/Leverate>
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