



BITRUS

WHITEPAPER

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www.bitrus.com

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Introduction

Blockchain technology, as well as the cryptocurrencies, has had a positive global impact on various industries, reaching millions of people thanks to the decentralization of these assets and the public confidence generated by this technology. We are facing a period of transition with consequences yet to be reached, being a dynamic market in continuous expansion. **Blockchain** and digital assets have created new economic links presenting a revolutionary state to the financial market.

Cryptocurrencies are currently a multi-billion-dollar market, but this is only the beginning of a system that will soon expand exponentially.

Bitrus is an institution that through its platform seeks to function as a vehicle for allowing users to invest in the cryptocurrencies' growing market, providing the necessary tools for participation in a digital economy, thus improving user experience.

In turn, **Bitrus Exchange** establishes a link between the trillion-dollar currency and multi-billion-dollar cryptocurrency markets, due to global expansion and the integration of C / C and C / F markets beneath one platform, creating an ecosystem that combines both.

The **Bitrus** platform distinguishes itself from its competitors offering tools and services such as:

- Crypto / Crypto (C / C) and Crypto / Fiat (C / F)
- A Social network
- A Wallet
- Technical analysis
- OTC ratio
- Subaccounts
- + 2.1M transactions per second
- CRM
- A Referral and Affiliate Program

The Bitrus Exchange will have its own cryptocurrency, the **Bitrus Coin** -BTRS-, allowing users to reduce commission payments of transactions by up to 50%, as well as providing a dynamic strategy that rewards those who do **HODL** (the holders).

This White Paper will explain in detail all the features contained in **Bitrus Exchange** and **Bitrus Coin** -BTRS-, detailing our objectives and tracing the path to become a top ten worldwide exchange.

The Present market

At present, to cover the existing need for purchasing cryptocurrencies, the first step a person must take is to enter the market with Fiat money. There are platforms that offer this service, however, they have a limited supply of said assets due to territorial and volume limitations. Afterwards when he has acquired some cryptocurrency, he will need to shift towards a C / C market where he will be

able to navigate and have dozens of cryptocurrencies to choose from. The current situation for accessing this new world is somewhat complicated requiring the different steps that lead to transaction payments and the implied risks of sending digital assets to unknown wallets, operating alas with lost and wasted time.

Exchange platforms, known as Exchanges, first arise from market demand for enabling the purchase and sale of cryptocurrencies. This demand began to grow exponentially, giving rise to hundreds of different platforms. The issue with these Exchanges is that upon trying to cover the demand for cryptocurrency exchanges, they did not invest the necessary time to surgically study the market and design operating models that would allow provisions for solutions and due to this, most Exchanges have either failed or gone through bad times, having to close operations for several hours and as such denying access to new users for long periods of time, thus affecting both their users and the market itself.

Cryptocurrencies are mostly designed to support a start-up and/or a technology and through them are financed in a more viable manner than with traditional financing methods. On the other hand, cryptocurrencies have the potential to be used as payment in different environments, although this has not happened due to the lack of acceptance on part of merchants and consumers and that there is no mindset or ecosystem supporting this method.

The lack of communication has led to a very speculative market, signifying that a buyer cannot meet the cryptocurrencies' objective, since prices are unstable, and their use is very limited.

Canada

The Canadian market has enormous potential being is the third country to adopt **Blockchain technology**, right behind the United States and United Kingdom. In Canada an alliance has formed between the Blockchain Research Institute and the Information and Communications Technology Council in conjunction with the Bank of Canada to create a Blockchain ecosystem.

Crypto mining is a prosperous business in Canada due to having the lowest electric service rates in North America.

Canadas is a country with openness towards ICO, cryptocurrencies and the development of innovative applications related to blockchain technology. The government has even been inclined in supporting the development of technologies and companies related to the FinTech sector with some government incentives.

The population in Canada rose from 36.3 million at the end of 2016, to 36.6 million at the end of 2017, bringing the number of BTC holders in Canada from approximately 1 million in 2016 to 1.9 million in 2017. A 90% increase.

Even some digital financial institutions have been inclined to have "**blockchain safety boxes**" for the safekeeping of cryptocurrencies where only the client has access and can count on the guarantee of the entity which is significant in advancing matters for blockchain and cryptocurrencies market in this country.

Canada currently has an approximate weekly trade volume of 600,000 Canadian Dollars, equivalent to 460,117 US Dollars. For these reasons we can see greater solidity for the development of a much more prominent market in Canada.

Mexico

The Mexican cryptocurrency market has been in constant exponential growth during the last two years, with a monthly increase of up to 40%, more than double that of worldwide growth.

Mexico has been fertile ground for this market, concentrating the largest volume of cryptocurrency exchange in all Latin America and the acceptance for Blockchain technology has grown symmetrically with hundreds of companies merging towards it with the possibility of very important business opportunities.

There are more than 500,000 users in this environment, a figure that practically doubles the investors of the Mexican Stock Exchange.

Likewise, acceptance for the use of cryptocurrencies as a method of payment has been growing with a vision towards the future for even much higher growth. Multiple businesses, mainly technology based such as Dell, Shopify and Amazon, as well as Gandhi Bookstores, 7-Eleven, Airbnb, Expedia and Cheap Air, accept cryptocurrencies as a method of payment. Our platform has the interfaces Crypto / Fiat and Crypto / Crypto, which translates into security, speed and lower exchange commissions, with these three pillars of investment.

Mexico represents a great opportunity for the development of this market and technology. **Bitcoin** possesses the tools to take advantage.

The Market Transformation

The Bitrus Solution

Bitrus Exchange has developed the integration of both models to offer our users complete service in one location. Our platform with Crypto/Fiat and Crypto/Crypto translates into safety, speed of usage and lower exchange commissions, being these three the basic pillars for investment. Our vision for expansion of the C / F looks towards allowing millions of people to venture into this new economy in the most accessible way possible.

Encouraging global communication through the platform, we can break away from existing paradigms to obtain the positive expected results in the crypto market, these although being still very uncertain, at the same time very promising.

We at the Bitrus team, with awareness of the current situation have developed a commercial model in which payment with cryptocurrencies will no longer be an obstacle in the digital economy, creating in this environment a positive international ecosystem and contributing to its power in the financial market through these economic and financial links:

- 1- Marketplace
- 2- Debit cards
- 3- POP

Bitrus Experience

At **Bitrus** we are aware of all that a trading platform implies and that is why we have taken upon ourselves the task of meticulously analyzing the diverse needs for developing the tools that will allow **Bitrusers** to maximize their earnings with their operations' execution backed by security measures and that when their assets are within our **Exchange** it provides the necessary technology to face any security violation scenario. We have developed solutions that, together, give a better experience, confidence and solidity to the technological infrastructure offered by us. Our platform is user-friendly, and we integrated three visual interfaces for the comfort of all our users, in which they will have different features and trading opportunities. We have a customized CRM and Customer Support system, so our users can have answers to any question immediately and that their navigation within the platform be always pleasant, believing that the best platform should also have the best service for our clients. Our objective is to generate a community of users immersed in our platform, in which any need is met and where users can communicate and through this we are encouraging a positive culture of an ecosystem with less speculation, which can be used for all the cryptocurrencies listed on the platform, thus giving it real usefulness in the market for both consumers and merchants.

Team

The **Bitrus Team** is formed by renown individuals from different fields. Our operation model is based on commercial integration, we have experts in Marketing, IT, Trading, Finance, Economy and Legal matters among others. This integration was thought-out because a trading platform must have the inclusion of all of these to attend all areas efficiently. We know that any institution is defined by the people who interact within, so we have taken upon ourselves the task of bringing together a multidisciplinary team, bringing the best individuals to be part of our community. Our team seeks to connect users from all over the world for the exchange of crypto actives, but our essence lies in creating an intercultural community in which our clients can interact with people from any part of the world and based on this, expand their knowledge and break existing boundaries of communication.

The philosophy of our team is based on knowledge. We believe that successful businesses are based on an extensive study that results in knowing the details and all the necessary connections to have the best cryptocurrency exchange platform. That is why we had studied the market in detail to create the best **Exchange: Bitrus**.

Integration C / C and C / F

There are two types of Exchanges in the market, those specialized in **Crypto / Fiat** and those specialized in **Crypto / Crypto**. In **Bitrus Exchange** we have developed the integration of both models to offer a complete service in one and the same place. **Bitrus Exchange** is compatible with any existing **Blockchain** network, our **Geth Node** technology for **Blockchain** has a *clique consensus* implemented to access **Rinkeby Testnet** and to add any other that arises in time.

Bitrus Exchange has options for both **Canadian** dollars and **Mexican** pesos for their respective countries, to exchange with the most important cryptocurrencies of the market, such as **Bitcoin**, **Ether**, **Ripple**, **Bitcoin Cash** and **Litecoin** and there will also be an option for exchanging with **Bitrus Coin**. In addition, **Bitrus** opens the door to its users, within the same platform, allowing all **Bitrusers**

to trade up to fifty cryptocurrencies using base coins. Thanks to this new integration, **Bitrus** users will save time and money, these being the two key factors when it comes to investing.

Data Security and Assets Security of Banking and Military Grade

In the last year the exponential growth of the market became attractive for hacker harassment. A modern and current platform has high level cyber security. The encryption transfer protocol is applied to all data layers to ensure the confidentiality of the user and the operations that are stored through the encryption of information at the banking level. In turn, it has established a risk control system for processes, designating strict operating standards. It requires a review and approval at several levels to verify and use all data online, ensuring maximum security on the platform, such as a second level of security through Google Authenticator or SMS. We use high-level technology for Data Protection. We use a DES / 3DES or Triple DES algorithm to maintain the confidentiality of the code and to protect the compensation code, which also allows the detection and elimination of code injections. SPA offline Technology is employed for the application so that the data can be stored locally and when of interest to connect and be synchronized with the database online. For the storage of data, we also use relational databases and NoSQL solutions, like PostgreSQL, Redis, Couchbase and Elasticsearch.

Cold and Hot Storage

To protect the assets of our users, we have designed a model in which a high percentage of these are maintained in cold storage, keeping assets out of the network thus having them much more secure and those that will only be available for hot storage at a measured percentage for supporting daily operations enabling withdrawal transactions to be always immediate.

Interfaces:

The platform is composed of three visual interfaces:

- **Beginner:** designed for users who are new to this market, being dynamic and easy to use. Through this interface, the user can buy or sell any cryptocurrency listed on the platform quickly and easily.
- **Advanced:** has a more advanced design and will have the most popular buy / sell orders options and with tools for technical analysis in a professional interface that allows the user to make more complete analysis.
- **Expert:** designed for **Hedge Fund Managers** or trading experts, where there will be more than fifteen tools for technical analysis, providing the option of automatic stop market in five steps, dependent one on the other. We are of the few **Exchanges** in the world that offer this possibility. In addition, we have options such as trailing stop to ensure profits; margin and lending to enable leverage trading and cross-graphing enabling data comparisons with different cryptocurrencies. The backend will be developed based on the combination of **Python, Go, NodeJS** and **Java**, and for sensitive places C ++ and asp.net, among others.

Demo Mode

Demo Mode allows the user a learning process to get to know the Exchange and enter the market. The user will have any number of options of cryptocurrencies to start navigating and can therefore simulate purchase / sale orders of cryptocurrencies, without having to use real money before acquiring the necessary knowledge, which in turn will allow him to make appropriate investments.

Accounts

Bitrus Exchange offers the possibility of managing different sub-accounts within a main account, so funds won't mix. For example, if a fund manager has different strategies in which he manages different risks, he can use this tool to facilitate the management of his client's portfolio; or more simply if a person decides to make an investment for a member of their family, he can use this function without creating dozens of accounts with different passwords and users. By creating different wallets, users can decide what percentage of their portfolio may be intended to buy and hold, or to trade and divide his investments, or simply to be able to make use of these resources when they wish through a Fiat money settlement.

- **Allowances:**

This function allows the user to generate consumption parameters depending on their wishes and or needs. This banking style option allows patrimony and expenditure sub-accounts for the comfort and security of users.

- **Spending Wallet:**

Permits users to maintain, in a special sub-account, a proportion of their assets destined for expenses. The automated sub-account can be configured with user parameters for their benefit.

Speediness and Liquidity

Existing together with the most important **Exchanges** of the world is not easy. The main service that a financial environment must offer the client is speed in volume operation and payment liquidity. Our renowned team is experienced in the creation of strategies that achieve maximum market efficiency. We maintain a trading system adapted to the technology of highly efficient memory matching through hardware with the capacity to handle more than **2.1 million transactions per second**, making us one of the fastest and most powerful Exchanges in the world.

Offering the **Crypto / Fiat** interface in many international currencies, allows the inclusion of many other traders in the **Bitrusers** community, therefore generating greater volume in our **Exchange** which results in the immediate liquidity of any crypto active present in our platform. **Bitrus Exchange** will then not suffer liquidity due to a stagnation in the volume of transactions and we stand at the forefront for the expansion of day-to-day operating capacity thanks to our state-of-the-art technology.

Hard Wallet Network

The **Hard Wallet** is a decentralized portfolio to which each user will have access once they are browsing the **Bitrus** platform. To access it you only need to create a private key of which only the user has knowledge. This portfolio is outside of our platform and allows keeping assets out of the network. When the user desires to return to the market to exchange assets, he will only have to send said assets from the **Hard Wallet** to his wallet within the **Bitrus** platform. This process may take a few minutes for the transfer must be approved by different computers in the **Blockchain network**. **Bitrus Exchange** offers a **Hard Wallet Network -BTRS Wallet-** where our customers may store all their cryptocurrencies in one safe place, without requiring dozens of keys and portfolios online. This portfolio is completely decentralized and only the user of each wallet will have access. The wallet connects directly to **Blockchain** through a securely generated key; there are no account settings or passwords and there are no base servers with danger of being hacked. Allowing in this way the **Bitruser** the comfort and confidence his/her possessions are not at risk by being outside the universal periphery.

Service and Customer Support

The shortage of good service abounds in this new world and we are all aware of the importance of satisfaction and user comfort. We also have noted the lack of multilingual support and its great impact a globalized world. That is why we have developed a personalized customer service model based on a CRM (Customer Relationship Management) system, which helps via e-mail, online chat and multilingual telephone service, attending dozens of countries with multiple languages. All our clients are treated with the highest quality and efficient service possible. To speed up and guarantee service, we use a ticket generating system via email linked to our CRM providing immediate attention, resulting always in user satisfaction. There will be a suggestion box so that any user can contribute ideas to better satisfy the needs of our community and improve platform details deemed convenient for users. We strongly believe that the best way to do this is by listening to our users. In addition, we employ **Web Socket** for socket programming that allows the fastest chat support within our applications as well as on the website itself. We also use the modern **MVC program** for web forms, UI and data update.

Tools for technical analysis: Users will have the unique opportunity to understand and analyze technical information through the movement of graphs such as **Fibonacci Regression**, **RSI (Index of Relative Strength)**, **Ichimoku Cloud**, **Moving Averages**, **Bollinger Bands**, **Directional Movement Indicator ADX / DMI**, **Moving Average Convergence / Divergence (MACD)**, **Stochastic Oscillator**, among others. **Bitrus** integrated provides an option to cross graphs of different cryptocurrencies to facilitate and enhance technical analysis, with GPU representation technology for reports and graphs. **Bitrusers** can compare the data of pairs of cryptocurrencies they wish to enter professionally.

Index BTRS 20

We have our own stock index, **BTRS 20**, where Bitrusers can compare portfolios. There, twenty main cryptocurrencies are exhibited and as far as market capitalization is concerned, it has a maximum weighting of 15% per asset with automatic weekly readjustments. **BTRS 20** is designed to reflect the universal crypto active market, focused on the market's highest capitalization sector demonstrating

the evolution of cryptocurrencies, as well as their risk factor and historical profitability. The **BTRS 20** has numerous eligibility criteria, including market capitalization, financial viability, liquidity, and others. It also possesses a mathematical structure that allows automated development for weighting. For the mathematical algorithms we'll utilize frames and libraries such as **Talib**, **UnmPy**, **Pandas**, **SciPy** and **Scikit-learn**.

Categorization

The platform also has investment portfolios, which are divided based on the business turn of the cryptocurrencies' project: **Real State**, **Fintech**, **Agriculture**, **Entertainment**, **Internet of Things** and many others.

Information of listed tokens

Information is a very powerful weapon and to be able to make the better investment we must have the appropriate content of information content that allows making the appropriate decision. Thanks to the data that will be integrated into each cryptocurrency of the **Bitrus** platform, any user will be able to make the fundamental analysis that allows him to diminish risk and optimize performance. **Bitrusers** will find far reaching, truthful and extensive information on all projects and cryptocurrencies listed on the platform. We have theoretical information concerning its creation, operation, objectives, ideological support, technology, news and daily monitoring of social networks.

- **Webinars:**

Courses in video format will be administered through our platform. These seminars will assist users to be aware of any news, as well as to learn how to use the platform and dozens of technical and fundamental analysis tools. This for encouraging healthy investments in any digital asset. We will facilitate access to experts in the field. This information will serve to broaden the investors horizon under the premise that information contained in seminars should not be taken literally as investment recommendations.

- **News:**

Live breaking news of the cryptocurrency market and **Blockchain** technology is available. Users can find news related to the cryptocurrencies listed on the platform, as well as other projects related to the market. Real time news in this volatile market is important since all events may have great impact on price. We integrate this feature so that users do not miss out any trading opportunity.

Alerts

We have developed a special technology enabling users to receive alerts on any device and / or computer. Alerts will inform price changes, completed purchase orders and important news.

Social Network

Bitrus Exchange integrates within its platform a new social network, where **Bitrusers** can exchange all kinds of content related to the cryptocurrency market, ranging from strategies, opinions, comments or news relevant to promoting and disseminating knowledge and information related to the entire market. Users will be able to make publications related to **crypto-core** and **Blockchain**, as well as participate in different forums for the contribution of pertinent information. In addition, they will be able to publish investment portfolios so that other users can follow them and replicate their investments. These portfolios will enter contests that will reward the most beneficial to the platform.

Native Apps

Another feature will be the development of **native App's** for **Windows PC, Mac OS** and **iOS, Android** tablets and mobile devices, as well as **Apple Watch**, **Android Wear** and **wearables**. The App will have dozens of benefits such as the ability to alert the user of news or changes in the market. Given the importance of time in the financial market, this feature has the objective that anyone can navigate the platform at any time and in any place to take advantage of any trading opportunity and be aware of all news immediately.

SPA technology will be used for the Front-end and the applications will be built on native platforms using Java / Kotlin and c / swift. Our team will take full advantage of this technology for greater user satisfaction.

Instant Record

Bitrus Exchange has an option in which you can review the history of each cryptocurrency listed, the purchase and sale prices themselves and profit or loss that leads up until then, both in percentage and in Fiat, Crypto, BTC, USD or local currency value. This allows the user to access balance sheets at whatever time determined.

Marketing Strategy

Our Marketing team is composed of specialists with experience of several years in each of their respective fields. Their strategies have been tested and verified to achieve all our goals. We have developed a strategy based on the following key points: Video Marketing, Social media, Press Release, Image Sharing, Media Buys, Video Sharing, Reputation Management, PR, Event Planning, Mention Detection.

Affiliate and Referral Program

Bitrus Exchange has an attractive and aggressive Affiliate and Referral Program so that all **Bitrusers** that expand our community can earn profit from their references. therefore, the name of our **Exchange** will be disseminated around the world, allowing for global expansion. **Affiliates** will have marketing support as well as customer service to address all needs.

Point of Purchase (POP)

Bitrus has a worldwide point-of-purchase program. Thanks to this integration, users will be able to provide actual use of their virtual assets in different places specializing in different products and / or services. This is one of the tools provided by **Bitrus** to generate a **Fintech** ecosystem thanks to **Blockchain technology** and **cryptocurrencies**.

Tracks

At **Bitrus Exchange** we know that our users are fundamental to our business model, so we have developed different **tournaments** in the platform, so users will be rewarded with luxurious prizes. These tournaments will be based primarily on trading volume.



Alliances

Alliances and joint ventures play a large role in **Bitrus'** objectives. We have embarked on a campaign based on an expansive commercial study, that allows **Bitrus** to connect all representative business points. Our job is to integrate all these partnerships with renowned companies for the success of **Bitrus Exchange**. These are some of the companies that are part of our community:

- ❖ SUM
- ❖ FLASH
- ❖ FAIRCOIN
- ❖ A&H

Fees

We are at the forefront in relation to our competitors commissions and market average. We will always be aligned to our vision maintaining feasible rates that facilitate operations.

We have developed a commercial strategy based on transaction packages with very low costs so that our users can operate on the platform based on the average volume with which they transact. It provides a great opportunity for traders, since the commission costs are proportioned to trading volume, paying thus lower rates at greater volumes rather than what is currently on the market

Bitrus Coin and its function

Bitrus Coin -BTRS- is the cryptocurrency belonging to Bitrus Exchange, that employs the Ethereum ERC20 standards and with a total supply of 226,000,000 tokens **BTRS** has the advantage of being able to purchase other cryptocurrencies as payment for commissions in our Exchange and in this way the Bitruser will receive up to a 50% discount when making payment. Included is the possibility of liquidating Bitrus Coin by fiat both in Mexico and Canada at first instance. BTRS has a mathematical strategy designed to reward all users who make HODL. The strategy will provide multiple benefits that result from the inclusion of users to Bitrus.

Distribution:

Amount	Participants
126,000,000	ICO / Angel Investors / Bonus
100,000,000	Team

In the ICO stage composed of three phases, 90,000,000 of Bitrus Coin are offered at the following prices:

Phase	Discount	Tokens
1	50%	20,000,000
2	40%	30,000,000
3	30%	25,000,000
4	20%	15,000,000