



BITRUS

WHITEPAPER

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Introduction:

Blockchain technology, as well as cryptocurrencies, have had a positive global impact on various industries, reaching millions of people thanks to the decentralization of assets and the public confidence generated by this technology. We are facing a period of transition with undetermined outcomes, 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 already a multi-billion-dollar market, but this is only the beginning of a system that will keep on expanding exponentially.

Bitrus is a platform that 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.

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.

The **Bitrus** platform stands out from competitors by offering tools and services such as:

- Crypto/Crypto(C/C)andCrypto/Fiat(C/F)
- Social network
- 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 save up to 50% on commission fees, as well as providing a dynamic strategy that rewards those who do HODL (the holders).

This White Paper explains in detail all of the features contained in **Bitrus Exchange** and **Bitrus Coin** -BTRS-, while detailing goals and tracing the path to become a top worldwide exchange.

The present market

In order 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, but have a limited supply of said assets due to territorial and volume limitations. After acquiring some cryptocurrency, one will need to shift towards a C / C market where it will be possible to navigate and have dozens of cryptocurrencies to choose from. The current situation for accessing this new world is somewhat complicated, requiring different steps that lead to transaction payments and the implied risks of sending digital assets to unknown wallets, therefore operating with loss and wasted time.

Exchange platforms, known as *Exchanges*, first arose from market demand to enable the purchase and sale of cryptocurrencies. This demand began to grow exponentially, giving way to hundreds of different platforms. The issue with these Exchanges is that upon trying to cover the demand for cryptocurrency, 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.

Cryptocurrencies are mostly designed to support a start-up technology, financing needs in a more viable manner than with traditional methods. Also, cryptocurrencies have the potential to be used as payment in different environments, although this has not happened due to the lack of acceptance on behalf of merchants and consumers. There is no mindset or ecosystem supporting this method.

The lack of communication has led to a very speculative market, meaning 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. It 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, having the lowest electric service rates in North America.

Canada is an open country to ICO, cryptocurrencies and the development of innovative applications related to blockchain technology. The government has even been involved 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, increasing the number of BTC holders from approximately 1 million in 2016 to 1.9 million in 2017. A 90% rate.

Some digital financial institutions have been inclined to handle "**blockchain safety boxes**" for the safekeeping of cryptocurrencies where only the client may access and can count on the guarantee of the entity.

Canada currently has an approximate weekly trade volume of 600,000 CAD, 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 growth during the last two years, with a monthly increase of up to 40%. Twice as much as the worldwide growth rate.

Mexico has been fertile ground for this market, concentrating the largest volume of cryptocurrency exchange in all of Latin America. The acceptance for Blockchain technology has grown symmetrically with hundreds of companies. There are more than 500,000 users in this environment, a figure that practically doubles the investors of the Mexican Stock Exchange.

As for the use of cryptocurrencies as a method of payment, it is trending with a vision towards the future for higher convenience and growth. Several technology-based businesses, 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.

Mexico represents a remarkable opportunity for the development of this market and technology.

The Market Transformation

The Bitrus Solution

Bitrus Exchange has developed the integration of both models so as to offer its users complete service in one location. Our platform with Crypto/Fiat and Crypto/Crypto provides safety, speed of usage and lower exchange commissions, being these 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 throughout the platform, we can break away from existing paradigms to obtain the positive expected results in the crypto market.

At Bitrus, we 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 power the financial market through these economic and financial links:

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

The 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 tools that will allow **Bitrusers** to maximize 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 violation scenario. We have developed solutions that, together, provide a better experience, confidence and solidity to the technological infrastructure offered by us. Our platform is user-friendly, and we have 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 find answers to any question immediately. Our goal is to generate a community of users immersed in our platform, encouraging a positive culture of an ecosystem with less speculation, which can be used for all the cryptocurrencies listed on the platform.

Team

The Bitrus Team comprises notorious individuals from different fields. We have experts in Marketing, IT, Trading, Finance, Economy and Legal matters, among others. All of them seek 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 expand their knowledge.

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**. **Bitrus Exchange** has developed the integration of both models to offer a complete service in one 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, 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. Two key factors when it comes to investing.

Data Security and Assets Security of Banking and Military Grade

Approximately a year ago, the growth of the market became attractive for hacker attacks. Yet, our modern and current platform accounts for a high level of 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. The established risk-control system covers processes entirely, 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 a DES / 3DES (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 to 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 them out of the network. As for those that will be available for hot storage, they will support daily operations enabling immediate withdrawal transactions.

Interfaces

The platform comprises three visual interfaces:

- **Beginner:** designed for users who are new to this market. The user can buy or sell any cryptocurrency listed on the platform quickly and easily.
- **Advanced:** featuring the most popular buy / sell order options and with tools for technical analysis.
- **Expert:** designed for **Hedge Fund Managers** or trading experts. More than fifteen tools for technical analysis, providing the option of automatic stop market in five steps. 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**, as well as for sensitive places C ++ and asp.net, among others.

Demo Mode

The user will have any number of options of cryptocurrencies to start navigating and can 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, in order to not mix funds. 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 clients portfolio; or more simply if a person decides to make an investment for a family member, 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, trade and divide his investments, or simply to be able to make use of these resources whenever they wish through a Fiat money settlement.

- **Allowances:**

This function allows the user to generate consumption parameters depending on his 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 along 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 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 in our platform.

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 provides assistance 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. b integrated provides an option to cross graphs of different cryptocurrencies to facilitate and enhance technical analysis, with GPU representation technology for reports and graphs. b can compare the data of pairs of cryptocurrencies they wish to enter into 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

Given 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 reduce 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. We will grant 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 of 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 t 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 profit from their references. **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 use 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.

Tracks

At **Bitrus Exchange** we know that our users are essential to our business model, so we have developed different **tournaments** in the platform that will deliver luxurious rewards. 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 prominent companies for the success of **Bitrus Exchange**. These are some of the companies that are part of our community:

- ❖ SUM
- ❖ A&H

Fees

We have developed a commercial strategy based on transaction packages with very low costs so that our users can operate the platform taking into account the average volume of their transactions. This provides a great opportunity for traders, since the commission costs are proportional to the trading volume.

Bitrus Coin and its function

Bitrus Coin -BTRS- is the cryptocurrency that belongs to Bitrus Exchange, which adopts the Ethereum ERC20 standards, 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.
80,000,000	ICO
70,000,000	Team
20,000,000	Angel Investors
9,138,095	Escrow
10,000,000	Reserve
16,861,905	Airdrop
20,000,000	Bonus

Once the ICO stage is completed, the BTRS coins that have not been sold will be burned with a 1:1 proportion to the BTRS coins corresponding to the team.

Repurchase & burn plan

BTRS utility value

Each quarter, we will use a certain percentage of our profit for the repurchase & burn of BTRS, until we burn the total amount of tokens held by the team. The repurchase will be registered in the Blockchain to assure transparency. All the information will be available to users.

YEAR	1	2	3	4 and up
Percentage	20%	15%	10%	5%

- From the second year on, the team will release from its own BTRS coins the equivalent amount to the 50% of the burned coins from the previous year, with the objective of maintaining a fully stocked and efficient market.
- The remaining 50% will be released within a 5 year period, on a 20% yearly basis.

Distribution plan for the main Holders

Each quarter, we will use 5% of our profits for the repurchase & distribution of BTRS. Users who maintain a minimum of 226,000 BTRS will be rewarded with the 5% of our quarter earnings. The mathematical formula that identifies the proportion of profit that each Holder will own is shown below:

- n = Number of holders with more than 226,000 BTRS
- H_i = Amount of BTRS of each holder, $\forall i \in (1, 2, 3, \dots, k)$
- x = Amount distributed by Bitrus
- δ = Total sum of the amounts of the holder
- P_i = Percentage, $\forall i \in (1, 2, 3, \dots, k)$
- Ω = Total percentage
- Y_i = Amount distributed to each holder, $\forall i \in (1, 2, 3, \dots, k)$

First, Holders that have more than 226,000 BTRS at the end of each quarter will be counted.

Then, we will calculate the total sum of the amounts of each Holder.

$$\delta = \sum_{n=1}^k H_n$$

Once we have the result, we will extract the percentage that represents each amount.

$$\Omega = \frac{\sum_{n=1}^k P_n}{\delta}$$

Based on the formula, the benefit that is going to be awarded to each Holder will be calculated.

$$Y_i = P_i * x$$

According to this formula, holders can obtain multiple benefits, given by the utility and the value of the token.