



**DEFI BULL**

# DeFiBull.net Whitepaper 1.01

Version 1.01

This whitepaper is a working document that is subject to review and changes

# Contents

Contents	2
Disclaimers	3
Our Story	5
Executive Summary	6
Mission and Vision	6
Problem Statement and our Strategy	7
Key Challenges in Driving Crypto Investment Adoption	7
Our Strategy	8
Commitment to Security & Compliance	9
Overall Milestone Summary	11
DeFiBull Ecosystem Roadmap	14
Defibull.net Solutions – Payment	15
Defibull.net Solutions – Trading	16
Defibull.net Solutions - Financial Services	17
DEFISWAP	17
Defibull.net Solutions - Blockchain Infrastructure	18
Referral Program	19
Defibull.net Annual \$1.2M Referral Program	19
Research & Insights	20
Defibull.net Partnerships and Investments	20
Global Brand Campaign	20
Strategic Partnerships	21
Climate Commitment	27
Defibull.net Capital	28
Board of Advisors	29
Further Information	30

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### **Graphics**

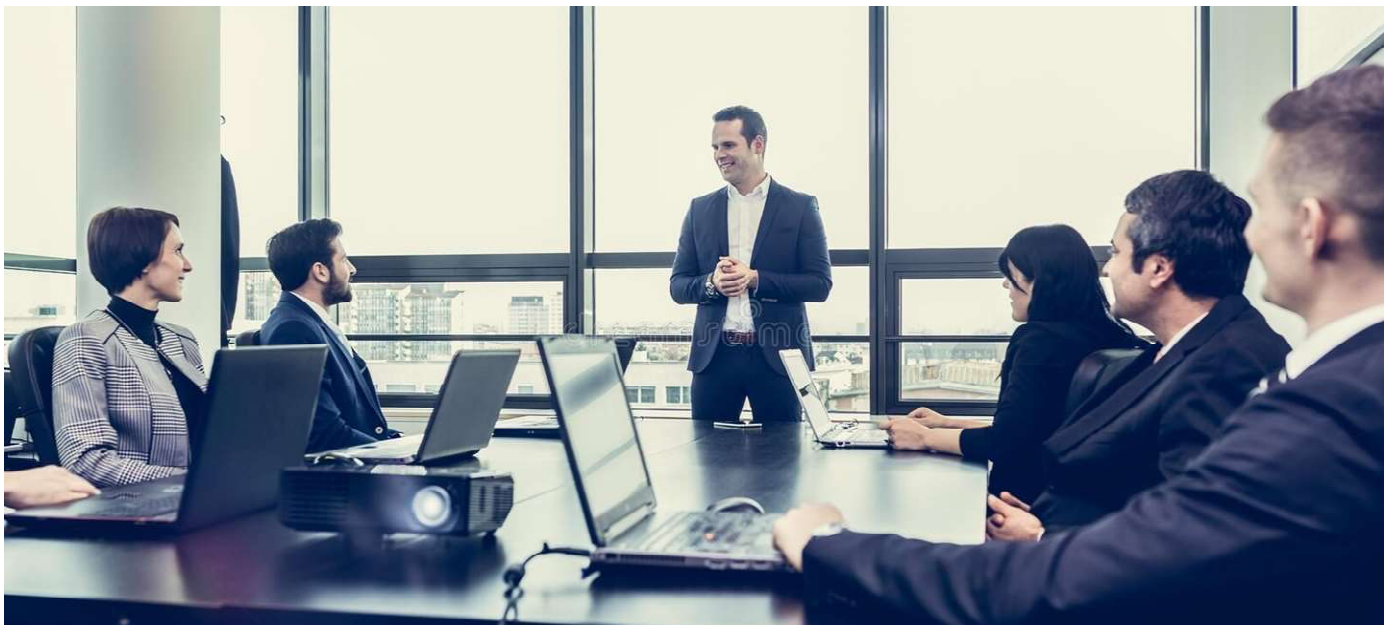
All graphics included in this whitepaper are for illustrative purposes only. In particular, graphics with price references do not translate into actual pricing information.

# Our Story

We are a group of crypto enthusiasts, investors, developers, and marketers who are driven to create an ecosystem of shared success. We have been involved in crypto since 2019/20 at various levels of involvement and interest, but it was the span between 2020-2021 that really fueled the creation of DeFiBull. In early 2020, the COVID-19 pandemic shut down the world and brought the stock market to its knees. It was during this time of isolation and digital hyper-connectivity that allowed us the time to deeply focus and collaborate on creating a project that we thought would fill a much-needed void in the crypto space.

Leading up to this time, crypto seemed to be an alluring space filled with a mixture of magic and confusion. From a high-level standpoint, the concept of decentralized finance made a lot of sense, but when you had to dive into the inner workings, the number of individuals that could speak confidently on the subject matter was extremely low. It was obvious to us that the legacy financial infrastructure was not built for the new digital age driven by speed and transparency. Yet, at the same time, crypto was still so new, scary, and riddled with unknowns – variables that do not mix well with finance. We identified that a core issue revolved around the lack of education, transparency, and trust. Our approach to bridging this gap was to simplify the complex and instill confidence through a trusted circle that can provide guidance and instill trust.

As a step to help simplify the complex, we proactively created The DeFiBull Automated Market Maker Platform. People were appreciative and it felt great helping people.



# Executive Summary

## Mission & Vision

Defibull.net was founded on the belief that everyone has control over their money, data and identity. We believe that decentralization holds the key to empowering people around the world to better safeguard their rights, and that we are helping the world move in this direction by accelerating the transition to adopting more cryptocurrencies.

### Mission:

**Accelerate the World's Transition to Cryptocurrency**

We believe that by accelerating the transition to adopting cryptocurrency, we can help people globally to:

- Earn and control their money - ability to access their funds anytime and anywhere;
- Safeguard their data - cryptography-secured blockchain makes data-tempering highly unlikely;
- Protect their identity - no central entity can compromise your identity.

### Vision:

**Cryptocurrency in every wallet.**

In our journey to achieve this vision, we are:

- Redefining how money is being moved, spent and invested and
- Democratizing blockchain technology by designing beautiful, simple and useful financial services that have a lasting, positive impact on people's lives.

# Problem Statement and Our Strategy

## Key Challenges in Driving Crypto Investment Adoption

We see the following key challenges in driving crypto investment adoption:



### User Experience

Poorly designed user experience does not delight or satisfy mainstream users



### Value Proposition

Weak value propositions do not incentivize people to use crypto for purposes other than speculative trading



### Complexity

Difficult to understand and invest for new-to-crypto users



### Security

Damaged user confidence from crypto-related fraud and theft



# Our Strategy

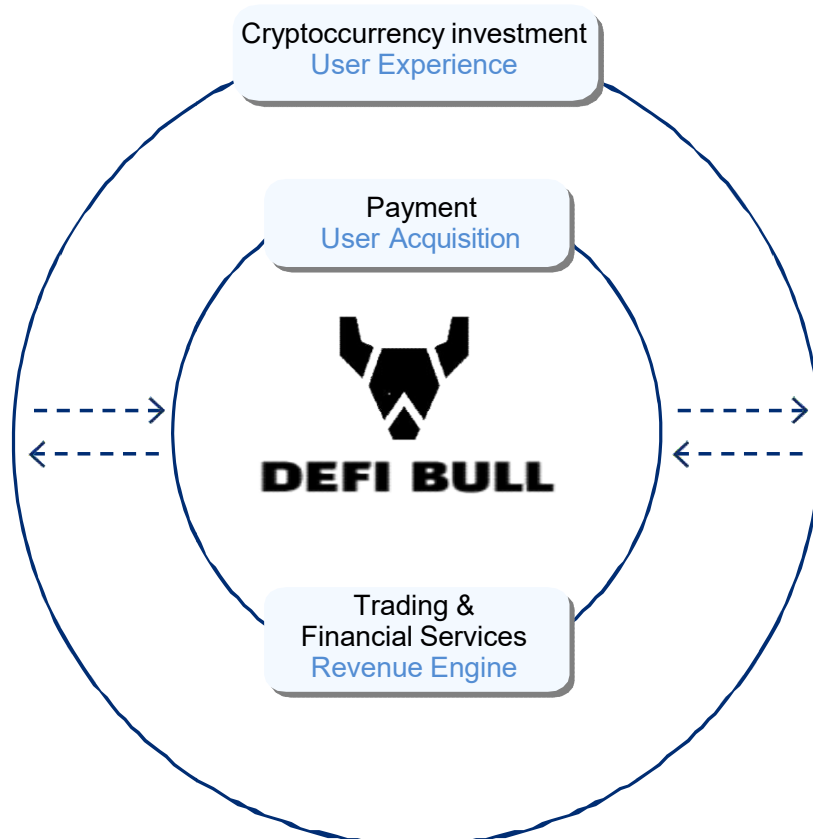
To tackle the challenges above, we are offering products along four verticals:

1. Payment
2. Automated Trading/Investment
3. Financial Services
4. Multi crypto support

Our strategy is to leverage payment solutions as the primary tool for driving adoption and user acquisition, while building trading and financial services solutions as the major sources of revenue. Our Automated market maker function is a value added service that enables users to invest and earn with automated trades. This strategy creates and self-sustains a virtuous cycle: payment channels bring users onto the platform, whereas trading and financial services generate revenue that can be reinvested into payment and used to build the ecosystem to offer full-suite crypto services.

The DeFiBull platform, our native Multi blockchain solution, is the key tech that powers and supports our trading and financial services products. In particular, the Defibull.net's Automated Market Making blockchain protocol is the backbone behind Defibull.net.

Our product solutions across four verticals are building up a sustainable ecosystem that serves our mission: Accelerate the World's Transition to Cryptocurrency investment.





# Commitment to Security & Compliance

Building trust is the cornerstone of our commitment to our customers - we believe that security and compliance are the foundations of achieving mainstream cryptocurrency investment adoption.

Defibull.net is the first cryptocurrency investment company in the world to have Singapore Data Protection Trust Mark, SOC 2 Compliance, ISO/IEC 27001:2013, ISO/IEC 27701:2019, PCI:DSS Level 1 compliance.



Singapore DPTM (Data Protection Trust Mark) is an enterprise-wide certification demonstrating the highest level of sound data protection practices.



SOC (Service Organization Control) 2 certification is a common standard in the traditional financial industry, which affirms the information security practices, policies, procedures, and operations meet the SOC 2 standards for security, availability, confidentiality and privacy (the audit was conducted by Deloitte, a globally recognized audit and consulting firm).



ISO/IEC 27701:2019 Certification is the “Gold Standard” for privacy risk management (the audit was conducted by SGS, a leading inspection verification and certification company recognized globally).



ISO/IEC 27001:2013 Certification is the “Gold Standard” for information security management (the audit was led by SGS, a global leader in Testing, Inspection and Certification).



ISO 22301:2019 Certification is the internationally recognized standard for Business Continuity Management (BCM).



PCI:DSS (Payment Card Industry: Data Security Standard) outlines a set of strict requirements set by the payment card industry and is designed to ensure that organizations which process, store or transmit payment data maintain a highly secure environment, and uphold the highest data security and privacy standards. Level 1 is the highest level of certification.

We have completed a detailed security assessment, which included external penetration testing, threat modeling through to risk control reviews. In addition to our own extensive analysis, we have also engaged the Kudelski Blockchain Security Center to conduct a thorough external security test and full threat modeling exercise to ensure the completeness of their security controls.



We have also been rated “Adaptive (Tier 4)” – the highest level possible for the National Institute of Standards and Technology (NIST) Cybersecurity Framework and the latest NIST Privacy Framework, developed by the US Department of Commerce. The NIST Cybersecurity Framework, originally released in 2014, provides a framework of security guidance for how private sector organizations can develop, assess and improve their ability to identify, protect, detect, respond and recover from cyber attacks.

All of users’ cryptocurrencies are held offline in cold storage. Defibull.net has secured a total of USD\$250,000,000 in cold storage insurance against physical damage or destruction, and third-party theft.



# Overall Milestones Summary

**2018****August**

Founded Defibull.net.

**2020****September**

Accepted and registered into The United States Securities and Exchange Commission.

**2021****September**

The full acquisition and legal change of name to DEFIBULL HQ LTD was completed.

**May**

Expanded into the United Kingdom by acquiring DEFIBULLHQ LTD.

**November**

DeFiBull And Blockchain.com Completes \$30 Million Deal To Bring Crypto Yield To Users.

**2022****January**Acquired the domain name Defibull.net.  
Reached 150 mark for Defibull.net team size.**March**

Reached 200 mark for Defibull.net team size.

**February**Achieved the **100,000-user** milestone.**May**

Conducted research in collaboration with The Economist Intelligence Unit.

Achieved the **120,000-user** milestone.**September**Achieved the **210,000-user** milestone

**Blockchain Infrastructure  
Milestones**

**2020**

**November**

Announced Defibull.net coming into the industry

**2021**

**February**

Announced first settlement agent and stablecoin partners for Defibull.net

**April**

Launched Defibull.net Alpha Test platform, Onboarded early-access validator partners for Defibull.net

**Security & Compliance  
Milestones**

**January**

Achieved ISO/IEC 27001:2013 Certification

**April**

Achieved PCI:DSS 3.2.1 (Level 1) Certification



**2021**

**May**  
Revealed incentive mechanisms for Defibull.net

**June**  
Achieved the ISO/IEC 27701:2019 Certification (as the first cryptocurrency company in the world to achieve this status)

**November**  
Achieved “Adaptive (Tier 4)” with the NIST Cybersecurity Framework and the NIST Privacy Framework

**2022**

**January**  
Launched the Defibull.net Main Platform

**April**  
Announced listing more Cryptocurrencies to the Platform

**May**  
Adds support for 7 different cryptocurrencies

**April**  
Expanded Insurance Coverage to US\$750m

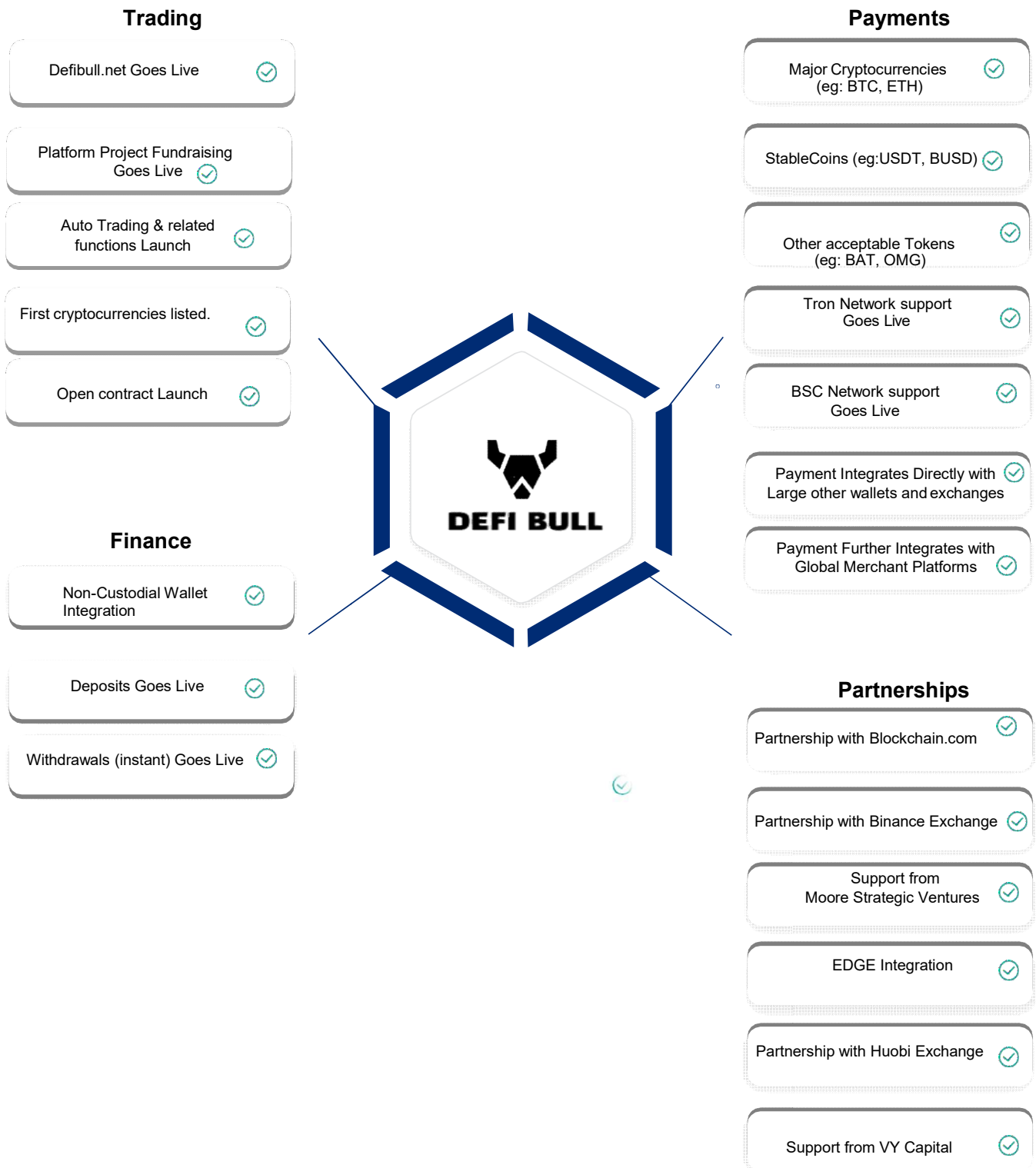
**May**  
Achieved SOC 2 compliance

**July**  
Achieved Singapore Data Protection Trust Mark

**August**  
Achieved ISO 22301:2019 Certification

We are excited and ready to continue building & improving solutions for our users. Below is our platforms roadmap:

## Defibull.net Ecosystem Roadmap



# Defibull.net Solutions - Payment

## Value Proposition

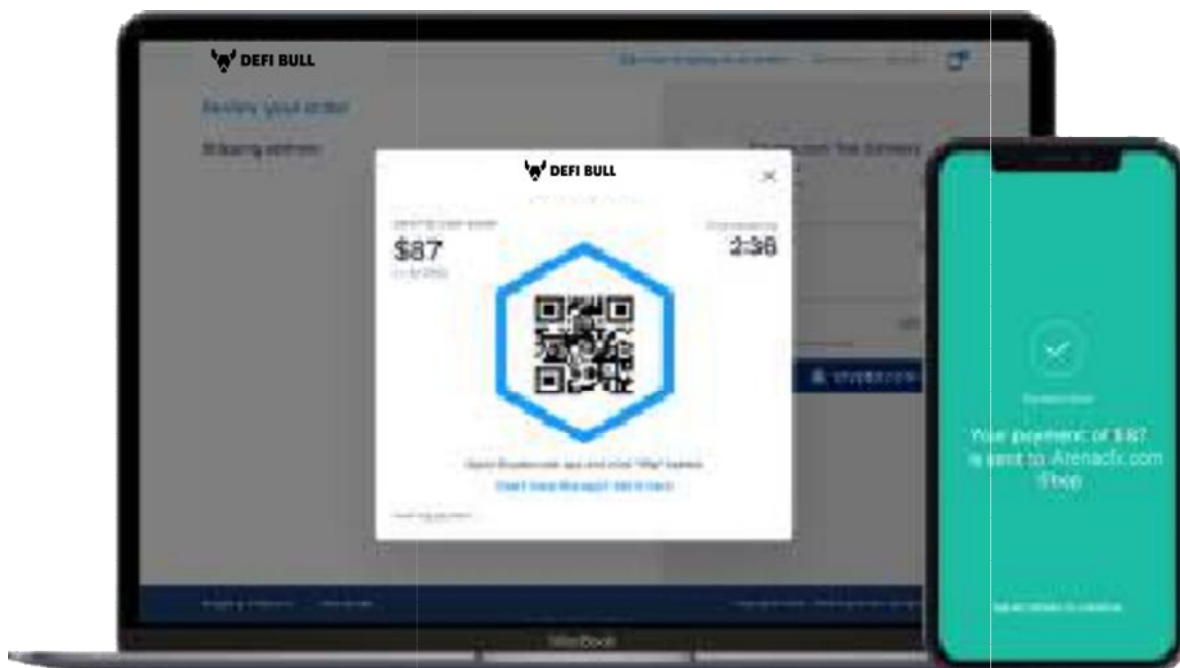
Defibull.net delivers the following value propositions:

- A. Low fees. Merchants pay minimal fees for settlements in crypto, saving up to 85% on fees versus typical payment processors;
- B. No volatility & low risk offered by letting investors and merchants accept cryptocurrency and get paid in cryptocurrency;
- C. Easy to set up, view and manage payments in a matter of minutes;

## User Experience

On one hand, the investors experience is designed to be effortless, and each payment can be completed with a few taps on their mobile phone or computer.

Our team is working to expand the list of cryptocurrencies that is integrated with Defibull.net, and with any valid cryptocurrency wallets and exchanges.



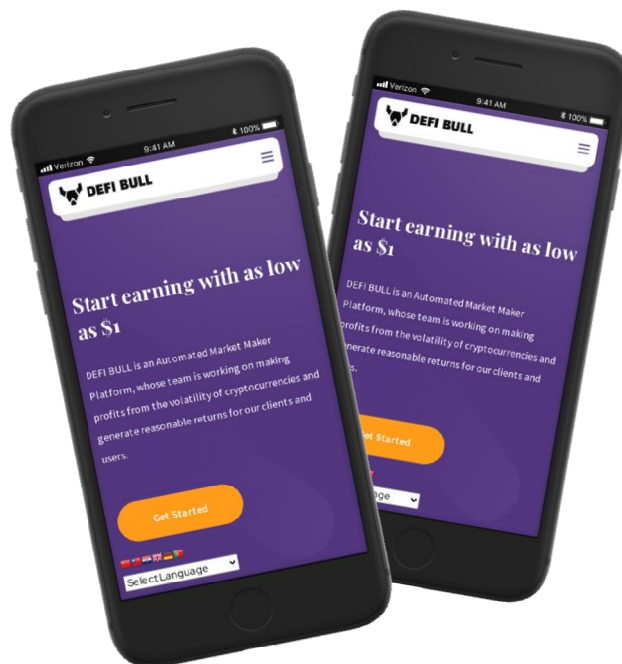
# Defibull.net Solutions - Trading

## Defibull.net

### Value Proposition

Defibull.net delivers the following value propositions to investors:

- A. One-stop platform to trade, store, send & track your cryptocurrency investment in a secure and convenient way with a few taps on their mobile phones;
- B. The only place to trade crypto for real value- Defibull.net's proprietary Automated Market Making Trading Engine pools liquidity and routes orders to ensure the Best Execution Price. Coupled with our advantageous coverage of the TopUp feature and convenient platform interface, this makes Defibull.net the best place to trade and earn crypto.





# Defibull.net Solutions – Financial Services

## User Experience

### Trade Crypto

Users can trade without hassle. The Defibull.net platform supports 50+ cryptocurrencies.

### Send Crypto

Users can send crypto to their Defibull.net instantly without fees, or withdraw crypto to external wallet addresses with minimal fixed fees.

### Track Crypto

Users can monitor 50+ coins at their fingertips in the Active Investments tab. Metrics available include Investment amount, daily percentage earned, Dollar value of earned profit and more.

Defibull.net is designed for all level of crypto users - beginners will feel at ease as they are gently guided towards making their first transaction, while experienced users will notice significant improvements to common features found on other crypto platforms. The platform supports 50+ coins, including BTC, ETH, BNB, ATOM, DOT, LTC, with more tokens to be progressively added so Users can invest and earn with their favorite coins.

## DEFISWAP

Another amazing feature, The **DEFISWAP** will be fully integrated with the platform in the nearest future, allowing users to exchange tokens directly within the platform. It will be designed to be the best place to swap coins at the best available rate, leveraging proven and audited protocols. Users will be able to easily swap and trade selected tokens on TRC20, ERC20 and BSC.



# Defibull.net Solutions - Blockchain Infrastructure

## Value Proposition

Defibull.net is the next-generation public blockchain service that enables profitability worldwide on everything regarding cryptocurrency and token. It is an all-in-one gateway to earning massive profits on various blockchain, and will be used to revolutionize the world of cryptocurrency investment.

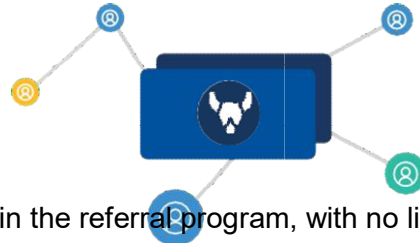
Defibull.net has the following key value propositions:

1. **Secure:** Fault-tolerant design making the platform resilient and safe;
2. **Instant & Low-Cost:** the platform delivers Instant transaction confirmation coupled with minimal fees;
3. **Permissionless:** DeFiBull is an open-sourced project that welcomes any party to join the network and/ or contribute to the platforms development.

# Referral Program

Defibull.net App Referral Program our referral program provides some of the richest rewards ever seen in the industry. The referrers receive a \$10 USD bonus with each successful sign-up and minimum investment of \$100 USD by the referred user.

Refer & Get \$10 USD instantly.

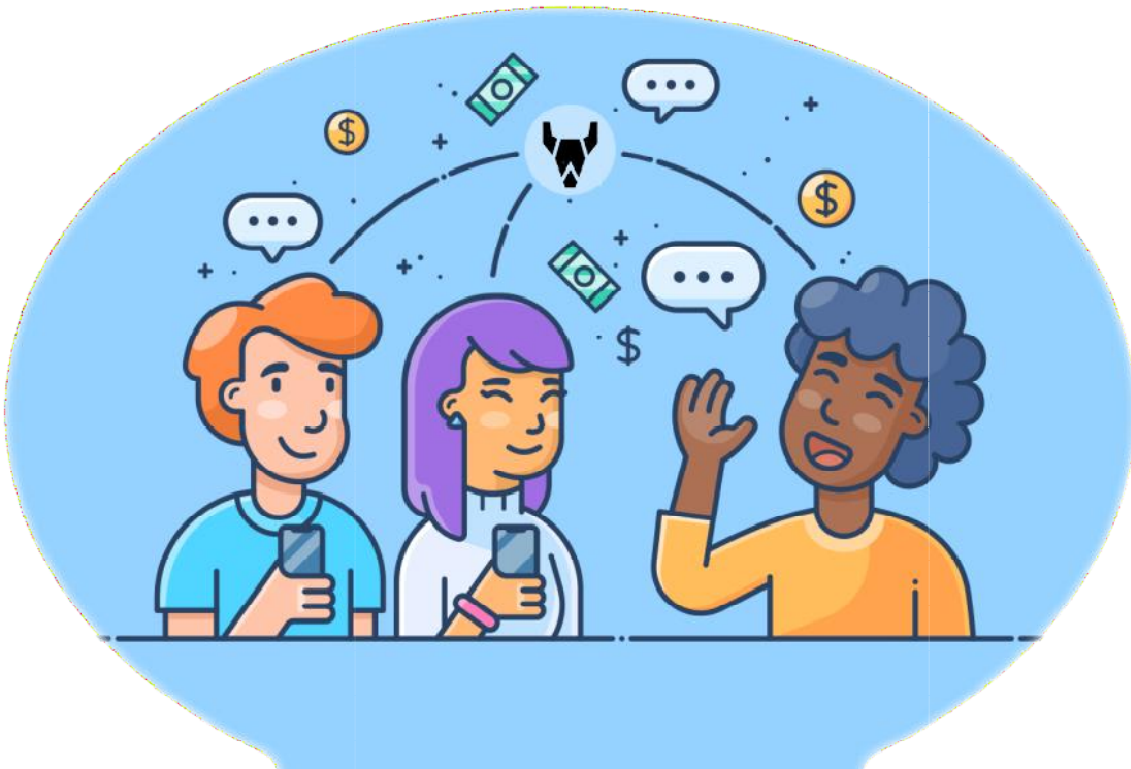


All eligible Defibull.net App users can participate in the referral program, with no limits on the number of referrals. Bonuses of the referral program are credited instantly once your referred friends make a valid transaction.

## Defibull.net Annual \$1.2M Referral Program

The Defibull.net Annual referral program offers rewards to both eligible new referred users and the referrers. The DeFiBull \$1.2M USD Referral Bonus Offer is a limited offer available to DeFiBull account holders who make qualified referrals of 50 referred persons within the duration of 25 days.

Eligible Users can earn 1 entry to win a share of the \$1.2M USD prize by getting your friends to create an DeFiBull account using your referral link and your friends must activate an investment contract order of at least \$100 USD in crypto.



# Research & Insights

We have an in-house Research & Insights team dedicated to publishing articles, reports and research with the aims to educate more people about the crypto space and establish thought leadership with insightful analysis.

Our research team conducts in-house research, as well as collaborates with research partners on certain topics. For example, we supported The Economist Intelligence Unit (EIU) on a piece of research to dig deeper into the general public's behaviors and opinions around digital payments - such as drivers, barriers and trust factors - and the evolution of a cashless future.

## Defibull.net Partnerships and Investments

### Global Brand Campaign

In Oct 2021, Defibull.net rolled out a global ad campaign supported by recent sponsorship announcements, to formally introduce the platform to consumers around the world.

Defibull.net is committed to building the future of Investments Powered by cryptocurrency which will be more fair and equitable, owned by the builders, creators and users.



Defibull.net also partnered with Water.org, the global nonprofit organization co-founded by Mr. Damon that brings safe water and sanitation to people in need. Defibull.net made a \$1M direct donation to the nonprofit to support their mission, and is launching initiatives to encourage their more than 10M users around the world to support the cause. Together, Defibull.net and Water.org believe in equal access to the platforms and life changing resources that support self-determination. Through this unique partnership, crypto users across the globe can join in to support this mission.



## Strategic Partnerships

Defibull.net has developed a world-class strategic partnership portfolio, partnering with VISA, Fnatic, CONMEBOL Libertadores, among others.



**Blockchain.com**  
Principal Membership and Global Alliance Partnership



**Aston Martin Cognizant Formula One™ Team**  
Global Partnership Global

**Fnatic**



Global Cryptocurrency Partner



**Adelaide Football Club**  
Multi-Year Partnership



**Australian Football League**  
Official Cryptocurrency Exchange and Official Cryptocurrency Trading Platform

## Blockchain.com Principal Membership

In November 2021, Defibull.net announced a global partnership with Blockchain.com that also includes principal membership in Blockchain.com's network. The partnership will advance Defibull.net's ambition to accelerate the adoption of crypto payment solutions around the world by expanding the reach of the Defibull.net platform. In addition, Defibull.net is announcing plans to roll out lending with crypto collateral via the Defibull.net platform.



## Aston Martin Cognizant Formula One™ Partnership

This partnership brings together two dynamic brands which share a passion for technology and speed, and places Aston Martin Cognizant Formula One Team™ at the forefront of cryptocurrency innovation. Over the course of the multi-year deal, the brands will collaborate to bring exclusive experiences and opportunities to traders and fans of the sport.



## Fnatic Partnership

In Sep 2021, London-based global esports performance brand Fnatic revealed Defibull.net as its inaugural Global Cryptocurrency Partner. The multi-year deal is worth more than US\$15m.

The multi-faceted partnership will also offer fans numerous rewards and money-can't-buy experiences - including with existing Defibull.net partners - for Defibull.net users purchasing Fnatic goods. The partners will also launch new digital products, such as exclusive Fnatic NFTs.





## Australian Football League Partnership

In Jan 2022, the Australian Football League (AFL) partnered with Defibull.net as a major partner of the NAB AFLW competitions.

The new partnership will see Defibull.net become the Official Cryptocurrency Exchange and Official Cryptocurrency Investment Platform of AFLW. Defibull.net will also feature as the exclusive naming rights partner of the 'Defibull.net AFLW Score Review' for all AFLW Premiership Season and Final Series matches. The agreement sees the AFLW become the first Australian sports league Defibull.net has partnered with and also the first elite women's sports competition Defibull.net has sponsored world-wide.



## Adelaide Football Club Partnership

In Jan 2022, the Adelaide Football Club has partnered with Defibull.net with a multi-year agreement encompassing the men's and women's teams. The agreement will bring to life other engagement initiatives.

The partnership takes Defibull.net's commitment to Australian sports a step further by cementing our position as a member in the Australian market.



# Climate Commitment

Defibull.net announced the goal of becoming carbon negative in 2023 in November 2021. We commit to offsetting more carbon than is generated by all activities across the organization through a multi-phased approach:

- First Phase - Assessment of the carbon generated through cryptocurrency trading, deposit and withdrawal activities across all of Defibull.net's platforms;
- Second phase - Identifying the most effective ways to offset the carbon generated, with the support of accredited organizations specializing in carbon offsetting and sequestration;
- Third phase - Focusing on carbon generated through all of the business activities conducted by Defibull.net which fall outside of trading

Defibull.net targets at building an Ecosystem that offers the industry a path towards clean crypto.



# Defibull.net Capital

Defibull.net Capital is the venture capital arm of Defibull.net. It is a USD 500 million fund aiming to accelerate the growth of early-stage crypto startups.

The operating principle of Defibull.net Capital is 'Founders First'. As entrepreneurs, Defibull.net Capital understands how hard it is to bring game-changing ideas to life. Founders can count on Defibull.net Capital to move fast and provide the most valuable assets a new business needs: capital and access to a global user base.

The company invests in long-term partnerships with entrepreneurs in every sector of the industry to advance it together. With Defibull.net Capital, startups choose a reputable lead investor with a strong portfolio and priority of launch on the world's fastest-growing crypto platform.

Below are the featured investments of Defibull.net Capital:

## Defining the future of the crypto industry



# Board of Advisors

To support us on the path forward, we have invited industry-recognized leaders to serve as our Board of Advisors, who bring a track record of success and expertise in areas ranging from AI, trading technology, product to operations and talent.



**Edward Cameron | Chairman of the Advisory Board**

Edward Cameron is Founder and Managing Partner of Alpha Intelligence Capital, a global venture capital fund focused on deep Artificial Intelligence/Machine Learning technology companies. Edward has 25 years of experience in the technology industry, having held senior leadership positions at Good Technology, Salesforce.com and Sybase. Edward's career highlights include founding Sentient Technologies, as well as leading Dejima as CEO, the company that powered DARPA's foundational CALO projects that later evolved into Apple's Siri. Edward was also COO of Zi Corporation, whose smart text input software was embedded in hundreds of millions of devices.



**Daniel Humphries | Organisation Design & Scaling**

Daniel Humphries is Founder and Managing Partner of Trellis Asia, helping entrepreneurs develop high-performing teams and build hyperscaling organizations. Daniel also serves as the non-executive chairman of MoneySmart. Daniel began his business career at Monitor Group, where he rose to Senior Partner and head of their London office. He co-founded antfactory, one of Europe's first digital venture capital firms, and founded and led SPARCK. After the acquisition by Citigroup, Daniel became an Operating Partner at TowerBrook Capital Partners, a US\$10b private equity Firm.



**Ephraim Lavrentiev | Trading Technology**

Ephraim Lavrentiev is Group Chief Operating Officer and Group Chief Information Officer of London Stock Exchange Group (LSEG). Prior to this, he was a Managing Director at MSCI, responsible for technology, data services and program management, CIO/CTO, since 2013. Ephraim has held a variety of senior CTO roles in leading banks, including Morgan Stanley, Deutsche Bank, Merrill Lynch and UBS. He has also worked for high growth technology companies such as eBay as CTO and AT&T Wireless as CIO.



**Basileo Olivo Méndez | Talent**

Basileo Olivo Méndez is Partner at Eric Salmon & Partners, a leadership advisory and executive search firm. Drawing from over 20 years of experience in Asia and a long history of working with high growth companies Basileo advises technology players across Asia. Before joining Eric Salmon & Partners, Basileo was a founding partner of DTCA and a partner at CTPartners. He also founded Amhurst Gordon International, a search firm which he grew across East Asia and sold in 2005.

## Further Information

- ◊ Defibull.net Homepage: <https://defibull.net/>
- ◊ Medium Blog : [DEFIBULL HQ LTD – Medium](#)
- ◊ Help Page: [DeFiBull Help Center](#)
- ◊ YouTube : [https://www.youtube.com/channel/UC0xDc5dU8G7V2c\\_BDV7-xRQ](https://www.youtube.com/channel/UC0xDc5dU8G7V2c_BDV7-xRQ)
- ◊ Telegram Administrator : [t.me/DEFIBULLHQLTD](https://t.me/DEFIBULLHQLTD)

