BUSINESS PLAN

DECENTRALIZED CRYPTOCURRENCY EXCHANGE (DEX)

A CRYPTO, DERIVATIVES AND SYNTHETIC ASSETS PROTOCOL
WITH NEXT GENERATION AMM AND ORDERBOOK

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Executive **Summary**

In this business plan we provide an overview of a great protocol that is Verox DEX. We will discuss Verox's services, market analysis, launch plan, operational plan, SWOT analysis and financial plan. Verox is entering into the markets of decentralized finance, artificial intelligence, synthetic assets and derivatives Offering an AI-powered decentralized crypto and derivatives exchange called Verox DEX. Enabling users to trade crypto and synthetic derivatives of stocks, commodities and other assets securely, efficiently, intelligently, with high liquidity, and without central control.

Verox is building the world's first AI-powered decentralized cryptocurrency and derivatives exchange on the Ethereum blockchain. We are developing a novel layer 2 solution that will be optimized for trading cryptocurrency and derivatives securely, in a trustless manner and low gas fees.

The Verox DEX platform will be topped with an executive suite of AI technologies that will add analytics and automation to the DEX. The AI will provide next generation Automated Market Maker and Orderbook, cryptocurrency price prediction bridge with VeroxAI App, ranking by future metrics, Automated Trading Bot to trade on Verox DEX as well as other centralized exchanges, assistance, and account security and management.

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Milestones

AUGUST 2021

Launch of Verox DEX

AUGUST 2022

1M users & multimillion - dollar company valuation

MAY 2023

Future DeFi services: Margin Trading, Futures & Options, Leverage trading, SWAP DEX, Launchpad for New Projects

MAY 2024

10M Users, $1B market cap for Verox cryptocurrency token, $100M company valuation

JUNE 2025

Expand operations

SEPTEMBER 2025

25M users, $500M valuation

VEROX

Introduction

MISSION

Verox envisions the huge growth of crypto and decentralized finance in the current market, as well as the near future. The goal is to serve people by outdating the drawbacks of centralized traditional finance systems and become the most used digital platform for all crypto and DeFi needs. This will be achieved through DApps including a Decentralized Exchange, VeroxAI App, AI-based Trading Bots and more.

OBJECTIVES

- Launch the first AI-powered decentralized crypto and derivatives exchange in 2021
- Decentralize 1% of the one quadrillion dollar derivatives market by 2030 and 10% by 2035
- Move $1T in stocks into **Verox** coin by 2026, $10T in 2030, and $100T in 2035
- Capture 10% of the **DeFi** market, 10% of the AI finance market, and 30% of the decentralized derivatives market
- Reach 1M users by 2022 and 1B users by 2032
- Reach multimillion dollar company valuation in 2022 and $1B company valuation in 2028
- Integrate and decentralize all services in the financial and blockchain industries by 2030
- Become the leading all-encompassing **DeFi** company by 2030

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Timeline for DEX

Sprint 1 (March)

Research & Planning

- Business Analysis
- SRS Documentation
- FRS Documentation
- BRD Preparation
- Exchange Architecture
- APIs listing
- Algorithms and Protocols listing
- Hiring Resources (Team announced soon)

Sprint 1 (April)

Architecture Design I

- Blockchain Platform & Technical Implementation Model Development
- Joining public Testnet
- Config MetaMask on Testnet
- Setting Up Remix Testnet Development Environment
- Counterparty Discovery Mechanism Development

Sprint 1 (April)

Architecture Design II

- Order Matching Algorithm Development
- Automated Market Maker Development
- The transaction settlement protocol development
- Automated Trading Bot Development

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Timeline

Sprint 2 (May)

Design & Development I

- Deployment of match engine And next generation AMM
- Automated Trading Algorithm Development
- Smart Contract Architecture, Design & Development
- Smart Contract Signature Authentication, Fills & Partial Fills, Expiration time, Cancelling Orders, Stop Orders, Limit Orders, Market Orders, IOC orders.
- Smart Contract Optimization
- Smart Contract Auditing

Sprint 2 (May)

Design & Development II

- Developing enhanced security features
  - HTTP authentication
  - Data encryption
  - Jail Login
  - Anti DoS
  - Anti DdoS
  - SSRF protection
  - HTTP PPP
  - Escrow System
  - Deceptive Phishing
  - Front Running Proof
  - Miner Front Running Proof

Sprint 3 (June)

Design & Development

- Web Application Development
- Web Admin Panel
- Super Admin Panel
- iOS Application Development
- Android Application Development

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Timeline

Sprint 4 (June)

Modules Integration

- Integration Front End with Back End
- Integration of Various Modules with Dependencies
- Integration of AWS Cloud Infrastructure

Sprint 4 (July)

Unit & Integration Testing

- Testing Each Unit of the Application
- Testing the Integration of each Module

Sprint 4 (July)

Performance Testing

- Testing the Application for Various Performance Issues
- Load Testing
- Testing for Security Variables

Sprint 4 (August)

Deployment & Release

- Deployment of the Application on AWS
- Mainnet Launch
- Deployment Documentation
- User Manuals
- Release

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Verox **DEX** Implementation Model

Verox DEX makes use of Matic PoS chain for spot and derivatives market built on Polygon/Matic SDK with IBC and Ethermint with Ethereum Virtual Machine (EVM).

In this section we propose a framework for the analysis of these sidechains:

VEROX DEX ON POLYGON

Verox DEX will host fully decentralized orderbook,..., EVM compatible execution environment and bi-directional bridge to Ethereum

EXCHANGE CLIENT

Verox aims to provide an extraordinary and sophisticated decentralized exchange front end application, where everyone can participate in a permissionless manner.

Derivatives Particularization

Verox DEX will allow users to create and execute decentralized perpetual swap contracts.
On Chain Relay – Off Chain Settlement.

Matic

Ethereum bi directional bridge.
We are thrilled to announce Verox DEX on Matic -Ethereum bi directional bridge...

VEROX FIX API

Verox follows FIX (Financial Information eXchange) a standard electronic messaging protocol which is used to place orders, receive order updates and execute/cancel orders.
Verox FIX API will be based on FIX 4.2 specifications.

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DeFi **Layers**

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Technical **Plan**

Software Architecture

01.

Adaptable & Scalable Architecture

- Web and Mobile Adaptability
- Responsive Web Designs
- Device Agnostic Platforms
- Multiple Operating Systems Compatibility
- Modern API interface for liquidity integrations

02.

Advanced & Intuitive UI

- Framework for any device, medium and accessibility
- Minimalistic, futuristic and customizable
- User-friendly, enjoyable and practical interface for better user-adoption

03.

Highly Configurable Console

- Edit trading fee and add new currencies
- Manage cryptocurrency listings
- New markets configurations
- Multiple country support

04.

Trading Features

- Large selection of trading pairs
- High-quality trade executions
- View order book, transactions, balance, statistics and charts
- Dynamic market watch

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Technical **Plan**

Software Architecture

05.

Security & Compliance

- DDoS Mitigation
- Two-Factor Authorization (2FA)
- Database Encryption
- Anti-Phishing Software
- Multi Signature Vaults
- Cold Wallet Security
- SSL Integration
- Browser Detection Security
- Log Tracking and Analysis
- End-to-End Encryption of Transactions with MetaMask
- HSM and KMS Implementation
- Protection Against Basic Security Vulnerabilities
- Reporting Module
- Encrypted Wallets

06.

Smart Contracts

Developing trustless systems powered with off-chain and on-chain atomic swaps that will enable users to control and access private keys within P2P networks

07.

Efficiency

Improved throughput rates and enhanced scalability by integrating innovative consensus types with blockchain platforms

08.

Hosting of Exchange

Eliminating server downtime by hosting the exchange on a global network of servers and in the cloud

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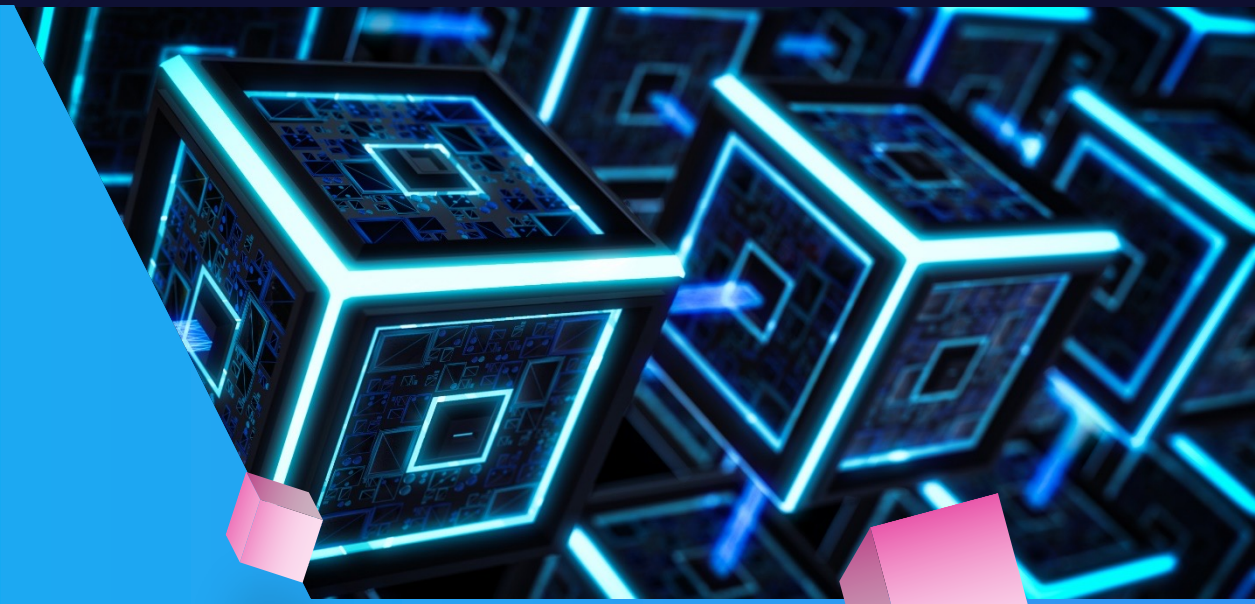
Services

Verox DEX

LARGE NUMBER OF CRYPTO & SYNTHETIC ASSETS PAIRS

Verox will be providing a one stop solution by providing multiple crypto trading pairs available in the industry. Hence - easier for the user to trade all pairs in one place without needing to seek other exchanges for a specific cryptocurrency/asset



NON CUSTODIAL

Traders won't need to relinquish the control of their private keys to transact. Their externally held wallet will interact with the DEX; offering trust and security.

Remember: "Not your keys, not your coins"

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ORDER BOOK

Developing a state-of-the-art orderbook is what the Verox team is committed to do. Unlike many DEXs such as Uniswap and Pancakeswap, The Verox DEX order book will be available for users and will consist of all the most adopted features of an order book. Allowing users to submit trade orders in any direction they want with a price and size such as Stop Limit Order, Stop Loss Limit Order, Take Profit Limit Order, Close Limit Order, Cancel Order, Cancel and Modify Order, etc...

The team is working on an AI-based orderbook management microservice; where the entire Order Book will be managed by an automated bot configured to give best prices to the users.

DECENTRALIZED CRYPTOCURRENCY AND DERIVATIVES TRADING

Investing in stocks still remains inaccessible for billions of people worldwide while the existing platforms act as gatekeepers and suffer from technical challenges. Users can leverage the Verox DEX to trade synthetic assets of stocks and commodities with cryptocurrencies in a decentralized architecture with low gas fees. The crypto pairs will initially include all the available hottest pairs in the industry, and the synthetic assets will include Gold, Silver, Apple, Amazon, Google, and Tesla, with more to come in the future.

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AUTOMATED CRYPTO TRADING BOT

We will allow users to upload our AI-based crypto automated trading bots to the DEX platform as well as to connect the bots to other centralized exchanges such as Binance, Huobi, etc... which will be added before launch. The bot will be using a highly accurate algorithm developed by the team of VeroxAI App. The users will have access to the Automated Trading Bot via VeroxAI App as well as Verox DEX.

NEXT GENERATION AUTOMATED LIQUIDITY MINING MARKET MAKER

Liquidity is the core for a healthy decentralized exchange. We are building a next generation liquidity platform and developing an Automated Market Maker to bring liquidity capability to Verox DEX. This will lower the barrier to entry for community driven arbitrage and robust decentralized stability protocols.

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Quality **Control**

The Board and Senior Management of Verox DEX are committed to implementing, and continually developing, a system that is appropriate and suitable to the company, ensuring that all agreed requirements are fully met.

Verox DEX aims to achieve the above by implementing a QMS that complies with the international standard of good practice BS EN ISO 9001. As a business with regulatory responsibility, it is essential that the services and products it delivers are of the highest quality, compliant with statutory/regulatory requirements and fit for purpose. Embedding strong quality assurance and continuous improvement is crucial in developing confidence with users and holders.

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Quality **Control** (continued)

1. Collecting and monitoring of user feedback in different forms
2. A complaints procedure
3. Selecting, managing and monitoring assets' performance to ensure the expected criteria is met
4. Identifying areas where there is opportunity for improvement
5. Continual audit of internal processes, including third-party audits
6. Measurable quality objectives which reflect the aims of the business
7. Management reviews of audit results, customer feedback and complaints

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Regulations

Verox DEX understands and welcomes the increasing focus of regulators globally toward cryptocurrencies.
We expect and will comply with the following regulations:

5th Anti-Money Laundering Directive

Markets in Financial Instruments Directive (MiFID)

Markets in Financial Instruments Regulation (together MiFID II)

General Data Protection Regulation

Data Protection Act 2018

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Technologies

Blockchain Platform Technology Stack

- **Browser Extenstion:** Metamask
  Smart Contract Language: Solidity
- **Development Framework**: Truffle, Embark, Waffle, Dapp, OpenZappelin SDK, Polygon SDK, Hardhat
- **IDEs:** Remix, Intellij, Solidity Plugin
- **Testing Coverage**: Solidity Node Coverage, Eth-tester
- **Test Blockchain Network:** Ganache
  Security Tools: MythX, Mythrill, Oyente
- **Front End ETH API:** Web3.js, Eth.js, Ethers.js, Light.js
- **Back End ETH API:** Web3.py, Web3.php, JavaWeb3
- **Oracle**: (To be announced later)

Front End Technology Stack

- Objective C & Swift for iOS Development
- Java And Kotlin for Android Development
  HTML, CSS and Javascript for Client-side programming(Angular JS/ React JS)

Back End Technology Stack

- NginX Web Server (multiple)
- Node.js for Backend Development
- AWS for cloud hosting
- MongoDB, DocumentDB, RedShift for Database
- CloudWatch for Real-Time Analytics
- SNS, SES, and Cognito for Sign-Ups
- Google Cloud Messaging for Android and Apple Push
- Notifications for iOS
- Ganache
- Truffle
- MetaMask

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Attributes

Fast Loading Times (Under 4-8 Seconds)

The Verox DEX website will be created according to the Google page insight guidelines, which will result in a well optimized site for all devices (Mobile, Desktop, Tablet). This will help achieve faster page loading speed. For the SEO front, the website content will be redesigned around the targeted keywords that will help to bring more traffic and achieve higher ranking in all major search engines. In tern increasing potential conversion. The tech stack we will use for this is: GTmetrix, Page Insight, Google Analytics, Google Web Master, Google Keyword Planner, Keyword Everywhere, and Similar Web.

Consistency and Performance for All Browsers and Devices

We will implement a responsive website ensuring the website is designed separately for each device/resolution. The page elements arrangement will be addressed while designing for the specific device or platforms. Along with this, we will be performing browser compatibility testing to ensure the seamless performance and consistency on all platforms. The tech stack that we will use to achieve this is: HTML 5.0, Bootstrap, CSS, and JavaScript.

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No Crashes & **No Errors**

We will be using top practices to take leverage of browser cache, optimized images, order of styles and scripts, reduced redirects and minified HTML/CSS Scripts. This will result in fewer php request – no system crash or website crash (few to zero errors). The tech stack we will utilize to handle crashes and errors in the event they do occur is the following: libraries provided by Angular Framework, Minifi Scriptor, Auto Optimization, Custom header Scripts, and Imagify for image compression.

Hosting Strategy and Server Management

A sustainable hosting plan which will have unlimited domains, subdomains, mails and storage using Amazon Web Services.

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Software that **Evolves in Design** & Function

All the changes confirmed from the panel of management team will be implemented in design theory, drafted and after confirmation the changes will be achieved for enhancement.

Collaboration & Documentation

We intend to use JIRA for project management where all team members can collaborate and exchange their thoughts, ideas and can give feedback on desired product backlogs. This will maintain the agility and progress in achieving timely development. It will also ensure the entire project documentation, which will be a part of core development strategies; user stories, product/ release logs and other required materials. We also intend to use Confluence to create archive for entire project communication (relevant to above the major part of source code will be stored in GitHub).
We will also be creating a GitBook for the public, allowing everyone to read various documents and follow along on this journey.

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Test & Quality
Control Assurance

We intend to do TDD (Test Driven Development) - Follow the sequence of SDLC with each module sub sequential development and approval of each module. This will ensure that testing will run in an agile module with UAT from APPLICATION. We will be using micro services and plan to deploy small pieces day-by-day, resulting in very few or zero bugs at the end of deployment.

Code
Organization

We will be using JIRA and GitHub to organize intellectual property, source code, and user manual, BRD / FRD which will help us to transfer the entire knowledge in an organized way to APPLICATION. We would like to have single point contact for the project from beginning to end. This will save time and allow a seamless transfer.

An Efficient
Sales Funnel

At this stage we will use an effective strategy to enable users to perform site navigation efficiently with the help of navigation bars, a title menu, a hamburger menu, universal search, call-to-action pop ups, a live chat assistant or chat bot, and social media redirects. These links, tools, and functions will serve the purpose of funneling users from our social media pages, website, and app into the DEX; increasing volume.

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Market **Analysis**

In February 2020, the TVL of DeFi space stood at **$1 billion**. As of now, the total value locked of DeFi protocols stands at over **$45 billion**. That is almost 50X growth over 14 months. Such a drastic increase in the TVL proves DeFi is here to stay. By 2030 it is estimated that the DeFi market will be worth **$1 quadrillion**, a value that would result in an earth changing impact to global finance and human civilization.

The derivatives market is estimated to be worth **$1Q**. That's one quadrillion dollars in tokenizable cryptocurrencies, bonds, contracts, and other assets. It is inevitable that the entire derivatives market will be moved onto the blockchain. This is the greatest opportunity in history to generate the most amount of wealth by disrupting and decentralizing the largest market in existence.

Together these figures provide Verox the potential to grow to **$1T** in revenue by 2030 if we capture only **1%** of the DeFi market, **20%** of the financial AI market, or **.1%** of the decentralized derivatives market.

AI could contribute up to $15.7 trillion to global GDP in 2030, with 40% coming from financial AI.

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Users

Verox is targeting the entire world -all 8 billion people- as our user base. Only 4.66 billion have access to the internet in 2021 and the number of users is growing by 200 million per year with 90% of the global population (9 billion people out of 10 billion people) estimated to be connected to the internet by 2050. Anyone with an internet connection can access Verox DEX and store/trade their wealth in crypto. Verox will serve humanity in such a way as to maximize the financial freedom of people, by leading the way of AI and DeFi decentralized storage and exchange of cryptocurrency- pegged cryptocurrencies.

Being adaptable to the shifting dynamics supporting this growth and being the first to address a quality-focused response is on our top priorities to keep ahead of the curve.

Market Acquisition

Target Market Share for Verox over Time

Industry	2021	2022	2023	2024	2025	2026
DeFi	.1%	.5%	2%	4%	7%	10%
All in Finance	.1%	1%	2%	4%	7%	10%
Decentralized Cryptocurrency Exchange	1%	5%	10%	18%	25%	30%

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Cryptocurrency Exchanges

Centralized

- BINANCE
- Huobi Global
- coinbase Pro
- kraken
- bithumb
- BITFINEX
- Bitstamp
- KuCoin

Decentralized

- INJECTIVE PROTOCOL
- VEROX
- dDEX
- EtherDelta
- UNISWAP
- kyber network
- Bancor
- waves
- AIRSWAP
- OMEGA ONE

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Stock Exchanges

Centralized

New York Stock Exchange **($25T)**

NASDAQ **($13T)**

Tokyo Stock Exchange **($6T)**

London Stock Exchange **($5T)**

Decentralized

Injective Protocol

Verox DEX

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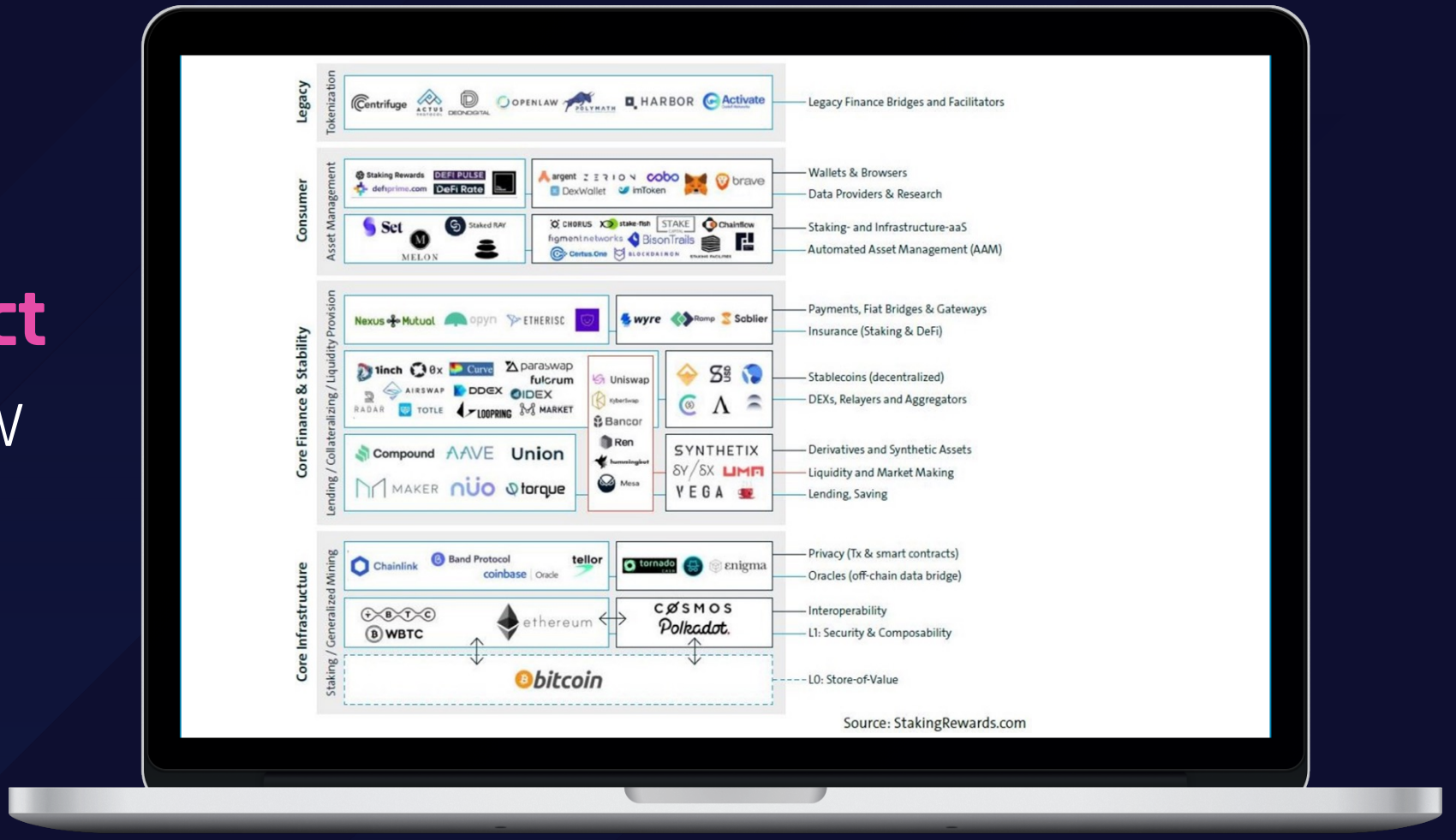
DeFi Stack: **Product & Application** View



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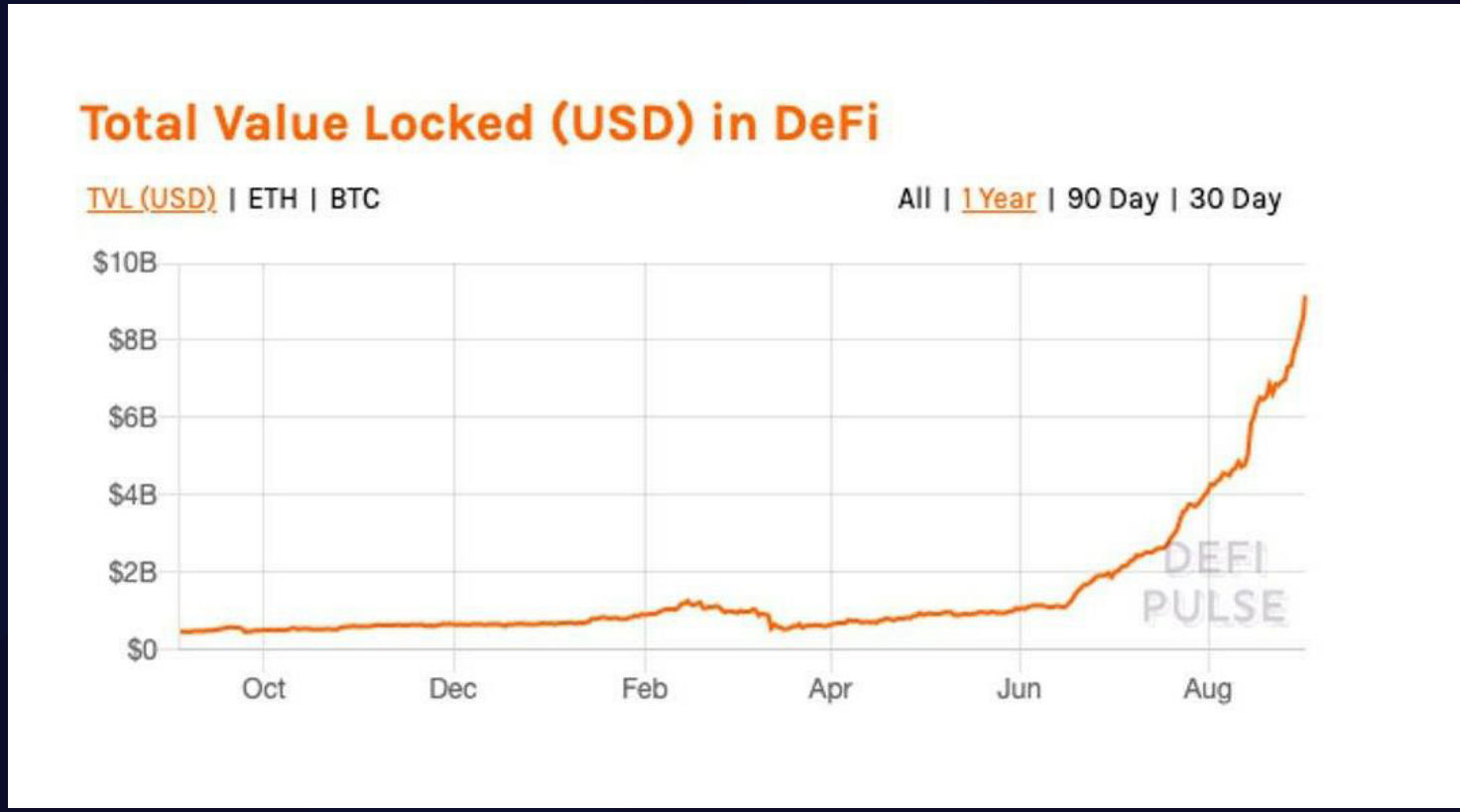
Market **Growth**

In 2019 alone the DeFi space essentially rose from zero to over $513 million in total locked value (TVL). In 2020 DeFi experienced a meteoric rise of $1B to $19B TVL. One can only dream what 2021 has in store for DeFi. It is estimated that by 2030 DeFi will be worth $1 quadrillion.

Decentralized Finance (DeFi) is the new frontier to access financial systems. Anyone with an internet connection can now take out a loan, access leverage, or invest in derivatives. Over the past year, the DeFi space has grown astronomically due to the increased number of new applications and protocols. It is no secret that DeFi is one of the biggest fintech revolutions to happen. The future is here and being built before our eyes.



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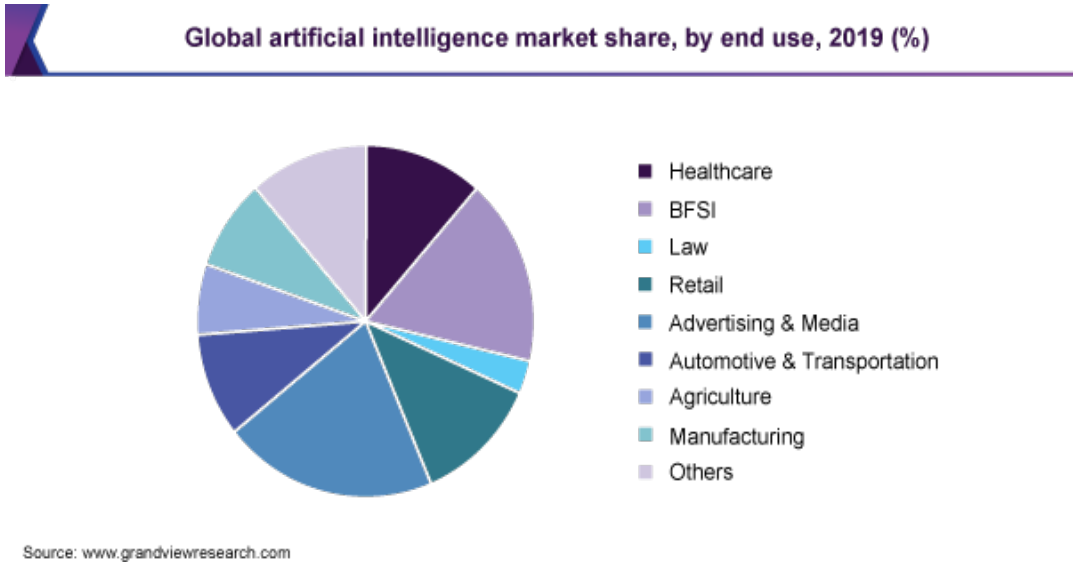

AI **Finance** Market

- Artificial intelligence and machine learning have become the hottest tech topics in the financial world for the past few years, and there is a high demand for AI and ML in almost all industries.
- The financial industry is being revolutionized with the integration of artificial intelligence. It not only enhances the precision level but also speeds up the query resolution period. With the help of AI, human problems are solved with enhanced efficiency and greater accuracy.
- The global artificial intelligence in banking, financial services, and insurance (BFSI) market was valued at $17,765.2 million in 2018. In 2020, the epidemic with the constant lockdowns boosted the demand for AI-powered digital services, and It is expected to reach $247,366.7 million by 2026, registering a CAGR of 38.0% from 2019-2026, and there are lots of factors even fastening the growth.

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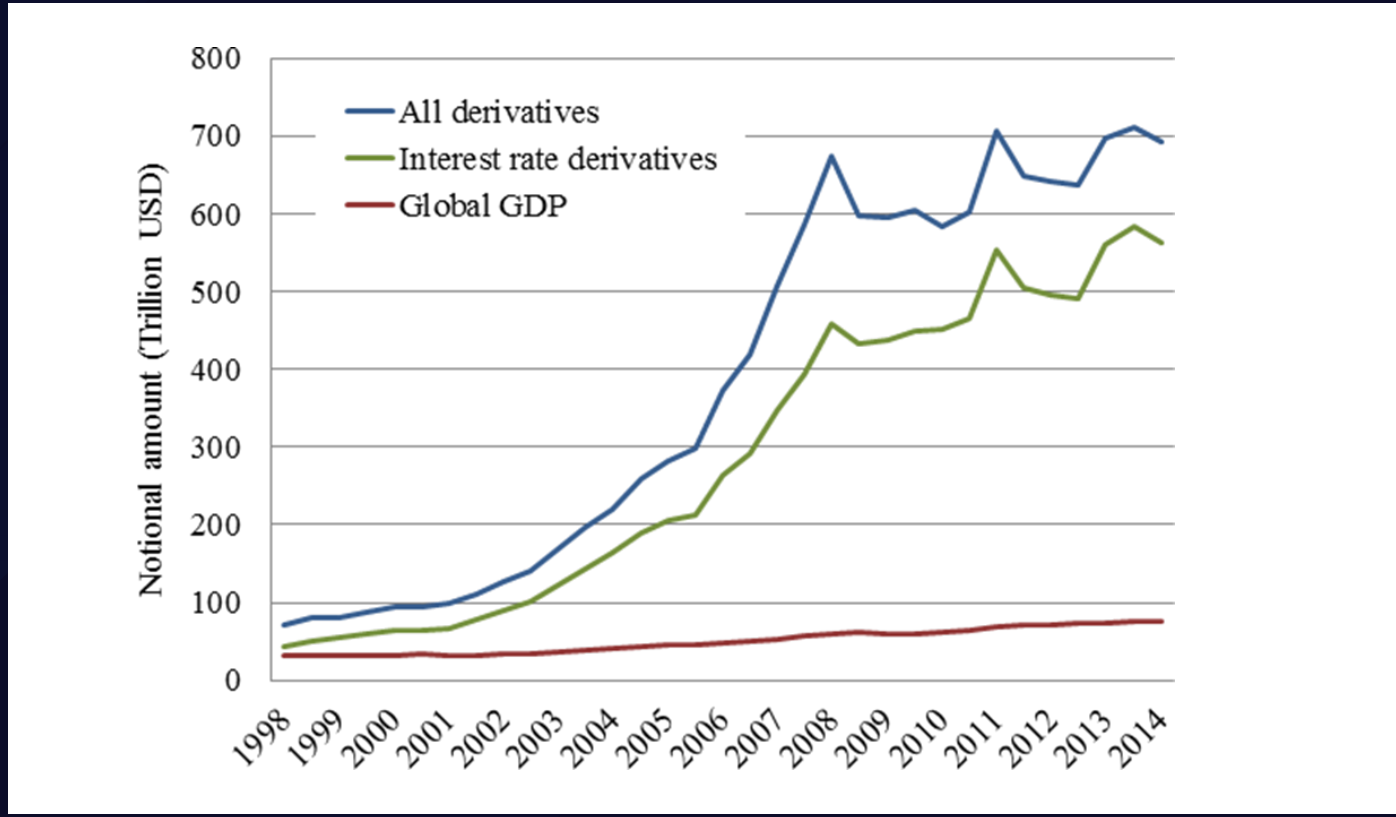
Derivatives Market

- Over the last three decades, the derivatives market has grown at to an astonishing size of over $1Q.

- The derivatives market's global nature allows users to trade 24/7 and make use of almost any market and asset class. The most common being stocks, bonds, commodities, currencies and indexes.



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Competitive **Analysis**

The most important facts to understand about Verox's competitive statistics; we are disrupting a one quadrillion dollar market and we have only a few competitors. In other words, the playing field for disrupting the largest market in the world with the newest technology -DeFi and Blockchain- is virtually untouched. Building our Decentralized Cryptocurrency Exchange with AI at the foundations of our platform; we can take advantage of this incredible opportunity.

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STRENGTHS

- Verox is building upon the largest and fastest growing markets: DeFi (TLV: $20B, CAGR: 1,082%), AI (Market Cap: $710B, CAGR: 45%), and Derivatives (Market Cap: $1Q, CAGR: 24%).
- An Untapped Global User Base: 8 billion people are alive and less than 99.99% use DeFi and less than 99.9999% use a decentralized cryptocurrency exchange, whereas these numbers may be over 50% by 2050.
- Verox uses an easily scalable SaaS business model in which the company hosts a decentralized cryptocurrency exchange where people can trade cryptocurrency-pegged crypto.

STRENGTHS

We have the potential to add all DeFi services, including crypto mining, crypto loans, crypto pension funds and crypto trading bots, onto our platform.

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WEAKNESSES

The government can severely limit the scope of a DeFi application’s services and which cryptocurrencies can be traded.

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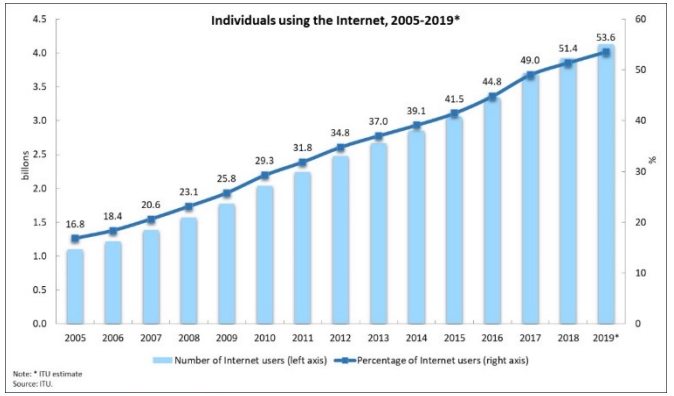
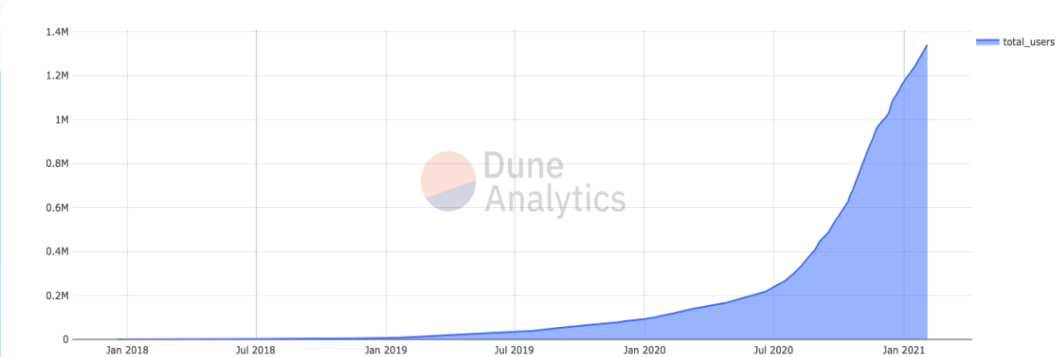
Opportunities

There are currently about 1.2M DeFi users and the DeFi user base is growing at over 1000X per year, and this is just beginning.





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Threats

The government may outlaw DeFi applications that threaten the power of centralized financial institutions. These include the Federal Reserve, hedge funds, banks, and large corporations.

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Outlook

The AI-powered Decentralized Exchange for crypto and synthetic assets platform (Verox DEX) that we are building will enable users to have best experience in the amazing world of DeFi. Using our AI-based Automated Trading Bot available for users, high throughput AMM, best in class next-gen order book, world-renowned charting platform with 100s of indicators, unique and highly intuitive user interface, and seamless trade executions with the best prices.

Verox will change the landscape of Decentralized Exchanges.

AI and DeFi, Merged!

Thank You