

PROUDLY PRESENT

# BDCC COIN WHITEPAPER





The founders of the company Block Beats believe their main mission is to build a society united by common desire to learn how to manage sophisticated technologies changing more and more our normal reality. From one side we see and accept the progressive role of digital technologies in the modern world. From the other side we understand not everyone has access to them. A big number of fully-fledged citizens are cut off from technological progress owing to financial, political, geographical, mental and other reasons. We see the digital divide as a global challenge to humankind and are ready to work on overcoming it. Our contribution to deal with this problem is our unique product, a high-tech platform making advanced technologies publicly accessible and Promoting them We developing powerful platform based on advanced technologies. However it' s structured the way that every step made by every user is user-friendly and does not require any special knowledge and skills.



*Welcome to the new digital era*

## What is Binance Smart Chain?

Binance Smart Chain (BSC) is a blockchain network built for running smart contract-based applications. BSC runs in parallel with Binance's native Binance Chain (BC), which allows users to get the best of both worlds: the high transaction capacity of BC and the smart contract functionality of BSC.

Furthermore, Binance Smart Chain also implements the Ethereum Virtual Machine (EVM), which allows it to run Ethereum-based applications like MetaMask.

The aim of the platform is to enable developers to build decentralized applications (DApps) and help users manage their digital assets cross-chain with low latency and large capacity.

Binance Smart Chain has made immense traction in early 2021 so far partly thanks to Ethereum's congestion and gas fee issues, which has caused developers and staking investors to look for other options. The BSC community made the network even more appealing to new users as a cost-effective and stable alternative, by lowering its gas fee from 15 Gwei to 10 Gwei to counter Binance Coin (BNB)'s insane price jump to over \$300 in February.

## What is Bitica Token (BDCC)

Bitica Token (BDCC), created in 2018, it is based on BEP-20 Smart Technology which is owned by Block Beats Company Registered in Estonia (the first country to legalise Cryptocurrency). Since then, numerous cryptocurrencies & tokens have been created. These are frequently called bit coins, as a blend of BDCC coin alternative. BDCC and its derivatives use decentralized control as opposed to centralized electronic money/central banking systems. The decentralized control is related to the use of bitcoin's blockchain transaction database in the role of a distributed. At Bitica, we believe in financial freedom and economic independence, which is possible through BDCC coin.



*“BDCC COIN, giving people control over their investment”*

## MISSION

Our Mission is to provide innovative tools and solutions to spread the reach of digital currencies and integrate them into today's industries and people's daily lives. We understand the challenges currently faced in blockchain technology better than anybody else. Hence, we want to show people its full potential by giving them the power to buy, sell and send digital currencies with our private, secure and confidential products.

We want to offer financial inclusion and help fight against inflation and economic collapse by facilitating access to the new digital economy.

*"BDCC COIN, giving people control over their investment"*

## VISION

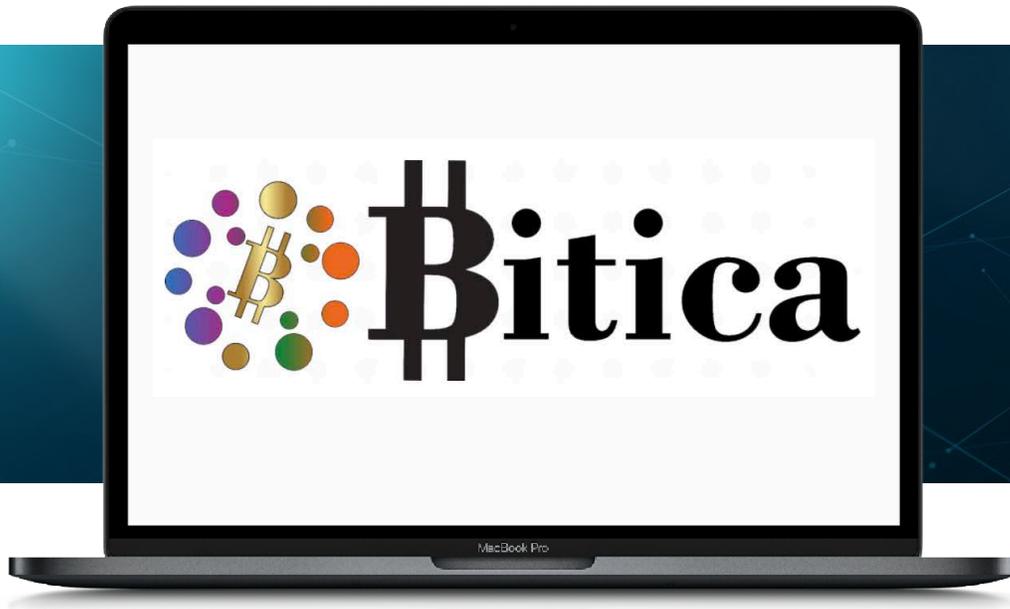
Our vision is to provide digital currencies with accessibility and usability all over World. Eventually, we intend to expand to Worldwide by creating a vast Crypto-network with a variety of innovative and secure products to enable individuals to buy, sell and spend their cryptocurrencies. We are aware that over the next half decade, we will see crypto markets disrupt conventional stock markets, resulting in explosive growth. Economies are declining and global debt is rising, thus the need for a new economic system will cause an increase in demand. With our expertise, it will allow us to facilitate direct transactions between two willing parties, therefore avoiding high transaction fees, credit card fraud and theft on their data.

*"BDCC Coin, providing a unique, secure and innovative Digital Ecosystem"*

## OUR CORE VALUES

BDCCs team is guided by our core set of values, they are the foundation for every single decision that we make here and the way we behave as a company. We take our responsibility seriously to ensure that our values are the compass of everything we do and we will take action to always stand for them. In the same way, we value our investors, because they are part of our core and creating token purchasers value is a top priority within the company.

- Innovation
- Transparency
- Integrity
- Commitment
- Token purchasers value



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# Mission Statement:

## 1

Our mission is to disrupt financial mass-adoption and to be aware of the impact on all aspects of our society, including economic, social and human factors. Despite the massive digitalization of our world, the majority of people does not have access to the banking system. Society is continuously developing and changing at great speeds and people are connected everywhere, anytime through globalization. The economic changes which the Fin-tech sector brought us, are enormous, while social and human behavior is changing due to our technical culture. Still, over 1 billion people will join the digital economic revolution in the following years and BDCC COIN will be there to welcome them - powered by its user-friendly and decentralized approach.

We are convinced that a user-friendly experience and easy trading functionalities are the key to involve new users in the crypto ecosystem. It is inevitable to meet the requirements of both new and experienced traders to be successful. Finding no such existing exchange, we created BDCC COIN - a new exchange experience combining all of the following features:

- ▶ An easy-to-use trading interface with the possibility of switching to a state of the art, professional trading experience
- ▶ Social trading, which provides inexperienced users with the ability to follow professional traders and participate in their profits
- ▶ Instant convert, a feature with which any coin can be converted into any other coin
- ▶ BDCC COIN Pay, a full-service payment provider with crypto to fiat conversion
- ▶ BDCC COIN TV, a news channel for crypto-related topics
- ▶ A native Blockchain providing us with the power to run a decentralized exchange

# Historical view on Bitcoin and Exchanges

## 2

### 2.0 History of Blockchain

Blockchain technology is, perhaps, the single most exciting innovation regarding its enormous potential for enabling innovative, disruptive products and services. The current state of the Blockchain technology is often compared to the invention and the establishment of the internet.

Bitcoin was created by Satoshi Nakamoto who had the vision of creating a completely decentralised system - his identity remains unknown ever since. It was never made public on whether it was one person or an entire team. Ultimately, the design of Bitcoin is one that makes its creator irrelevant as it operates in a decentralized manner with no middle men. The idea of Bitcoin aired in 2009 with the generation of the Bitcoin genesis block.

The innovation of this new currency is that it is not issued by a government or any single entity. It is based on a cryptographic algorithm and is created during a process called mining. During the mining process, a network of computers compete to produce new BTC. This competition involves solving complex mathematical equations.

The second crypto protocol worth mentioning, Ethereum, is a cryptocurrency platform that established the concept of smart contracts in 2014. This, in turn, has led to forming the foundation of numerous other cryptocurrencies and additional complex developments. Taking into consideration the limitations of Bitcoin, ETH has become the second most valuable cryptocurrency in existence at the time of writing.

Moreover, Ethereum also started as an innovative project. "Whereas most technologies tend to automate workers on the periphery doing minimal tasks, Blockchains automate away the centre. Instead of putting the taxi driver out of a job, Blockchain puts Uber out of a job and lets the taxi drivers work with the customer directly." stated Vitalik Buterin, Founder of Ethereum.

Over the last decade the crypto industry has reached immense dimensions, involving millions of people around the world. At the core of this new ecosystem are the crypto exchanges, led by the largest amongst them, Binance and Bitfinex.

This development of rapid growth reached its tipping point at the end of 2017, when ICOs raised an astonishing amount of capital (often in seconds) and the prices of nearly each crypto currency reached their all-time highs (with Bitcoin at 20,000 USD). Over the following months the price and volume declined steadily, resulting in a so called "crypto-winter".

As a result, many ICOs were unsuccessful in completing their funding rounds, resulting in an overall low number of new ICOs and many projects stopping business operations.

Despite the harsh market conditions, we approach the current developments as a chance. We believe that Blockchain technology will eventually attract more users once again and that the regulated Security Token Offering (STO) will be the future of fundraising for start-ups. This creates the possibility, amongst others, of established middle-class companies to facilitate funding rounds in a very quick and easy manner. BDCC COIN strongly believes that the current market phase, poses the perfect entry space to set up our infrastructure for the bright years of Blockchain and STO's ahead.

## 2.1 Blockchain Industry vs. Traditional Fin-tech Industry

### ▶ Traditional Fin-tech Industry

The traditional fin-tech sector emerged in the 21st Century, where the term was initially applied to technology integrated within the back-end systems of established financial institutions. However, since then, there has been a broad shift towards a more consumer-oriented service within the traditional market environment. Fin-tech has expanded and evolved, including technological innovation of the financial sector, progressions in financial literacy, education, as well as the development of wealth management, lending, retail banking, fundraising, transfers/payments and investment management.

The traditional fin-tech market is based on four main regulatory aspects: The establishment of a trusted marketplace; to ensure that markets run fairly and effectively; the insurance of solvency of financial institutions and the protection of consumer assets. Business conduct legislations protect consumers and investors throughout this sector.

Within the fin-tech industry however, regulatory authorities are struggling to keep up with the rapid pace of technological disruption. Fin-tech regulation is traditionally targeted at the institutional industry players including banks, insurance companies and asset managers. Over-regulation is in turn prohibiting innovation in the long run, but a lack thereof may lead to uncertainty, missed possibilities and financial damages. The current marketplace represents the debate of limiting the risk that comes with new technology (hackers, cyber attacks, money laundering and terrorist financing) and completely oppressing innovation through strict fin-tech compliance - specifically referring to the Cryptocurrency sector.

At the core, financial technology is utilised to help companies, consumers and business operators to improve the management of their individual financial operations and processes through the utilisation of software used on computers and in the current era: smartphones.

Fin-tech also includes the development and use of cryptocurrencies such as Bitcoin. This segment within the sector is currently acquiring the highest share of growth, however the traditional global banking industry proceeds to remain the market leader with \$8 trillion market capitalization.

## ► Blockchain Industry

Blockchain technology is the true driving force behind the ever growing crypto sector, where over the next 10 years a large part of cryptocurrencies will likely catapult to dramatically higher prices - where Blockchain technology will remain the latest disruptive and revolutionary change in history.

The global Blockchain technology market size was valued at over USD 600 million in 2016. Blockchain technology is one of the most promising advancements in the information technology sector. This innovative technology holds the ability to change the way the financial sector works and several financial institutions and banks are developing a keen interest in this particular technology, considering its innovative and unique structure.

A broad range of players in the industry are looking out for investment opportunities and many have participated in first investments to develop products and services within the industry. Though the market may be having problems with regulatory uncertainties and security concerns, the coming years are expected to witness a bigger role in financial transactions based on Blockchain.

Apart from the financial sector (Fin-tech), Blockchain technology holds enormous opportunities across multiple application areas. This technology has the potential to challenge economic, political and social foundations of society. Predictions are based on the next few years where the Blockchain industry will experience a great boost, as institutional money enters the market. The revolution will be taken forward with those supplying big enough investments. The number of daily cryptocurrency interactions shows substantial growth and great potential for the future, during what represents 'the next Internet'.

## 2.2 The Evolution of the Crypto Market

At this moment in time, we find ourselves in the early phase of the information age with new technology reaching the market on an annual basis. We can expect the digital revolution to extend into the next 10 years, growing immensely along the way. Blockchain - a game changer within the digital revolution.

Interestingly enough, Blockchain technology is still in its beginning stages - where in approximately 20 years it will be fully functional within the global economic environment. Blockchain technology will alter consumer behaviour and the way we travel, work, communicate with each other and even educate ourselves.

Blockchain technology's strong point is the elimination of the middle-men, often standing between the supplier and consumer of products and services. This sector will with no doubt continue to be a growing factor in today's economy and go down in history as one of the strongest disruptive forces in the worldwide market.

BDCC COIN has optimally positioned itself with its state of the art Crypto Exchange, innovative features such as Instant Convert and Social Trading as well as a wide pool of global expertise within this growing industry, aiming for further growth parallel to the Blockchain market.

# USP's (Unique Selling Proposition)

## 3

### 3.0 Ecosystem Overview

The main idea came up in 2014 by a group of professional traders and entrepreneurs. In the early days of the beginning of the crypto industry, crypto trading was only accessible for a certain group of highly skilled IT experts that acted as early investors. Large-scale traders holding millions of Dollars' worth of coins, are so called 'BDCC within the industry'.

The idea of bringing this opportunity to the masses, resulted in the creation of the BDCC COIN Exchange. An easy to use ~~at~~ platform for everyone and everywhere!

We believe BDCC COIN will not only deliver a high quality exchange but also a wide range of ground breaking products and services, that will help to position the BDCC COIN brand on a global scale. Services such as BDCC COIN Paý, BDCC COIN Bank and the Stable coin BDCC COIN EURO, will offer a synergetic range of products that meets the expectations of modern cryptocurrency traders from any skill level.



BDCC COIN Exchange USPs include the following:

					
Top trader program ( Follow the BDCC)	No restrictions regarding geographical borders	Simplistic trading experience during small and large volumes	Fast clearing	Easy user interface	Highly Secure
					
Low operational fees	Transparency	Positive social impact / profit share to organizations around the world	Equity token	Profit share / dividend payment token	Voting rights

### 3.1 BDCC COIN Exchange

The BDCC COIN Exchange aims to render an easy and simple, yet highly professional trading platform for beginners and advanced users on a global scale. BDCC COIN brings beginners and advanced traders together, where starters and newcomers can follow the big BDCC and copy their trading expertise.

This system documentation describes the functionalities, operations, processes and infrastructure of the BDCC COIN exchange platform. The platform itself has the following core functionalities:

- ▶ Crypto exchange (trading platform) with modern and intuitive graphical trading and financial interfaces
- ▶ High frequency matching processes for exchanging assets between users
- ▶ Double-entry bookkeeping for all financial transactions on the platform
- ▶ Crypto coins and BDCC COIN stable coins the can be deposited and withdrawn
- ▶ A dynamic KYC process, to present the identity of customers, fully manageable by the compliance team
- ▶ A redundant and scalable micro-service infrastructure, for high availability

Users can buy and sell different currencies over the platform. Limits can be used to do so, as well as market orders, that are matched in high frequency. The P2P exchange platform allows one to trade various assets such as cryptocurrencies or fiat currencies (currencies which are valued by the strength by their issuing government) on a high performing and scalable platform. Thanks to the High Frequency Trading Architecture, thousands of trades per second can be processed. Fiat currencies such as Euro, US Dollar or similar can be added as required and added as a trading currency. Furthermore, the integration of new Blockchains is possible at any time.

Thanks to the integrated innovative KYC-Processes, it is possible to reproduce any process to ensure the identity of the users. The platform contains a dual accounting system that records all financial transactions and allows you to generate an excerpt at any time.

The Crypto Exchange Platform is hosted on our High Security Servers and monitored by our team of experts 24 hours a day, 7 days a week. The integration of third-party software such as Trading Bots is possible via the API of the Exchange at any time and in High Frequency mode. Fees are charged at various points. For example, for user deposits on the Exchange, payouts, or trading. (API = Application programming interface)

The main aspect of BDCC COIN is that traders are able to copy and follow the BDCC (the early investors in cryptocurrencies and big large-scale traders) and follow their profit generation. Traders can follow a successful trader and make money bycopying the trades.

Investors and traders will generate fees when trading on the BDCC COIN Exchange, in detail, when buy and sell orders are submitted and executed. The platform also charges a small fee on any user withdrawal, whereas a listing fee will be generated for new coin offerings, together with a marketing package for such listings. Income through fees will result in profit share and dividends for token holders.

The software is made in Germany, a fully regulated exchange operated by industry professionals and early adopters of the crypto industry. It is backed by successful private investors and top international technology partners. The BDCC COIN Cryptocurrency Trading Platform allows investors and traders to trade and monitor accounts.

### 3.1.1 Social Trading

Start following the expert network, and copy the leading global traders on their trading successes. A smart and interactive way to trade. Where traders can automatically follow the best performing traders, monitor their statistics and profitability in a quick and simple way. Join the worldwide community, connect with fellow traders on a global basis and discuss features and ideas. Top traders can be found on the BDCC COIN Exchange, on the expert board - where followers can choose from the leading global traders - The BDCC. Always stay up to date with their performance and profits and follow the whale in one click. Become an expert yourself and have others copy you too!

### 3.1.2 Instant Convert

This feature is essential for trading beginners, as it allows to convert any coin into any other coin without the hassle of managing an advanced trading interface. It is directly integrated into the platform so beginners can open the website and instantly convert one coin to another coin or token.

### 3.2 BDCC COIN Pay

Similar to payment providers like Bitpay or Paypal, BDCC COIN Pay aids in the settlement of payments for online stores and local businesses that are able to accept multiple cryptocurrencies through BDCC COIN Pay.

The payment service provider allows the integration of payment options into online shops, but also within physical shops. Payments can be confirmed in the shortest possible time, so as not to interrupt the flow of sales. A customizable point of sale (POS) is provided, to enable customers to pay in their familiar environment. In a Multi-Merchant instance, the payment service can be used to manage as many merchants as needed, in the system. In doing so, merchants who use the payment service as a payment basis can calculate a percentage of the turnover, but also fixed monthly amounts. Sales are automatically settled with the merchants.

### 3.3 BDCC COIN Bank

BDCC COIN Bank will be a fully licensed bank, offering bank accounts and payment options to BDCC COIN clients. Users can open a bank account, as with the traditional banking sector and hold, move and withdraw currencies. This account will have integrated crypto and fiat options where all holdings (crypto and fiat) can be stored in one place.

BDCC COIN Bank will be linked to all other BDCC COIN products such as the BDCC COIN Exchange, BDCC COIN Pay, BDCC COIN Wallet and the BDCC COIN EURO Stablecoin. The mission of BDCC COIN bank is the merging of both worlds, the accessing of cryptocurrencies through one's bank and making instant converts between cryptocurrencies.

The banking identity will offer accounts to individuals and corporations for traditional banking services such as current and saving accounts. Customers will pay fees for opening, account management, wire transfers (incoming and outgoing) and premium services. The premium services will be offered to high net worth accounts, it will include but not limited to private broker and private banking services. BDCC COIN Bank will generate fees which will result in profit share and dividends for the BWT tokenholders.

### 3.4 BDCC COIN Wallet

The BDCC COIN Wallet is a native wallet for desktop and mobile Users. Developed for Windows, Mac and Linux Platforms, the wallet is coded in c++ and has integrated the latest usability design and features. Users can store all their crypto assets on an open source BDCC COIN wallet, where only the user has access to the private key. With the mission of merging the crypto industry with the traditional banking industry, the BDCC COIN wallet will be linked to the BDCC COIN bank account.

### 3.5 BDCC COIN TV + News

The BDCC COIN crypto news channel will offer users the latest updates on the crypto world, potential crypto investment opportunities, trading advice and daily price updates on the top 10 coins on the market. An interactive Youtube channel was created in an integrated BDCC COIN brand design, producing professional video content in order to educate the broad community on the Cryptocurrency Industry.

### 3.6 BDCC COIN EURO Stablecoin

The BDCC COIN EURO Stablecoin will minimize price volatility, backed by the EURO. Stablecoins are used as a storage of value or units of account. The Stablecoin is based on Ethereum's ERC-20 TOKEN standard and is managed by the Funds Management Tool. It requires users to deposit FIAT or Cryptocurrencies onto BDCC COIN in order to buy the BDCC COIN EURO Stablecoin. In the first 6 Months there will be no withdrawal functionality for the Stablecoin in order to stabilize the pegged funds. Once partners are established for spending/depositing the Stablecoin, the BDCC COIN EUR Withdrawal functionality will be enabled.

Our Reserve software and Asset Management Dashboard allows us to manage large amounts of assets and thus generate profit. It allows for the creation of portfolios and to trade and exchange various goods, such as speculative cryptocurrencies, stable cryptocurrencies, FIAT currencies, stocks or commodities. This forms the core for all further software. Trading routes are defined within the software and triggered under defined market situations.

Asset Management can be used to map tasks of a central bank, such as the value preservation of goods, issuing of currencies and the securing of investments. Exchange transactions into valuable assets are fully initiated automatically.

The BDCC COIN EURO stablecoin will be managed by BITWHALE's experienced trader team and computer algorithms. The stable coin will be audited by a fully regulated third party auditor.

BDCC COIN will generate income when customers buy or sell the stable coin against traditional fiat currencies. The fees generated in the BDCC COIN Stablecoin business, will result in profit share and dividends for BWT token-holders.

### 3.7 BDCC COIN Blockchain (DEX)

On most current exchanges, the trading part (order-book, the settlement, etc.) is executed in a centralized manner on the servers of the exchange. In addition to this, a KYC process often has to be completed by the customer should he wish to withdraw funds. The process centralisation makes an exchange a potential hacking opportunity and there have been numerous security breaches on most prominent exchanges, leaving them with a loss of millions of dollars.

While BDCC COIN is centralized exchange at first, the aim is to introduce a so called decentralized exchange (or “DEX”) in the following years. This means that users would have the ability to trade without the need to trust anyone but themselves. An account on the BDCC COIN Exchange is not even required and full control of funds is made possible. Additionally, a DEX can be accessed worldwide with no exceptions.

To achieve this goal BDCC COIN aims to develop a Blockchain that is tailor made for our needs. The advantages for using this Blockchain will be:

- ▶ Protecting large amounts of data through encryption and access management
- ▶ Easier verification of data reference points
- ▶ Reduction or avoidance of unnecessary costs for the IT infrastructure
- ▶ Reduction of costs for internal and external financial transactions, financial reporting and administration

The result will be that there is no central-controlled server(s), and the networks' nodes are distributed.

# Business Plan

## 4

### 4.0 Market Analysis

BDCC COIN is aware that there are many existing exchanges on the current market and that main competitors will be established exchanges such as Bitfinex and Binance. In the following section a closer look will be taken and elaborate in which way BDCC COIN differs from the current exchange market.

#### ▶ Bitfinex

Bitfinex was established in 2012 and is based in Hong Kong. While open to everyone for quite some time, Bitfinex decided to aim its business at larger investors in 2017 and has implemented a mechanism that requires new accounts to deposit fiat or cryptocurrency amounts above 10,000 USD upon account activation. The user interface is quite complex, has several options to place orders and allows the user to do margin trading and lending. During its history, Bitfinex was hacked twice and paid back the lost funds via a recovery token that could be converted into shares. Despite this, Bitfinex is still one of the largest exchanges by volume and holds the leading, premium BTC/USD trading pair of the market.

#### ▶ Binance

Binance was established in China and is currently the biggest exchange based on overall volume. Binance was founded in July 2017 and has acquired spectacular growth since then. Binance's user interface is aimed at the everyday user but is, compared to the one of Bitfinex, quite unstructured (based on subjective opinion). Recently, Binance has launched its own Initial Coin Offering launchpad, via which it will introduce new projects to the community.

On a general note, there are currently many more smaller exchanges, of which a large number utilises fake volume and wash-trading mechanisms to attract attention, thus damaging the entire ecosystem.

**BDCC COIN** and its infrastructure, in contrast, will provide an honest and trustworthy place for users to trade and interact with the Crypto-economy. There will be no such option as fake volume and wash-trading, where BDCC COIN will combine and offer all features you as the user need, for a successful and easy trading experience.

## 4.1 Business Model

BDCC COIN is a Crypto-ecosystem designed around an exchange. The features make it easy for newcomers to convert fiat into cryptocurrencies and provides the necessary support for everything that is required from the first transaction to the cold storage of the user's assets.

One of the main features (USP) is the Social Trading (follow the trader) and Instant Convert feature, which is explained in more detail in section 3.0 of this Whitepaper. We believe BDCC COIN will not only deliver a high quality exchange but also a wide range of ground breaking products and services, that will help to position the BDCC COIN brand on a global scale. Services such as BDCC COIN PAY, BDCC COIN BANK and the Stablecoin BDCC COIN EURO, will offer a synergetic range of products that meets the expectations of modern cryptocurrency traders from any skill level.

The business model of BDCC COIN can be divided into two parts: BDCC COIN Exchange and BDCC COIN Bank. The BDCC COIN Exchange will generate income mainly through trading and listing fees. In addition to this it will be possible to advertise on the exchange, adding advertising fees to our revenue model.

The BDCC COIN BANK will generate revenue through banking and payment fees, together with its further integrated product selection including amongst others, BDCC COIN PAY.

### 4.1.1 Profit Model - Exchange Platform

Many exchanges are finding innovative ways to quickly adapt to the market's changing landscape, and BDCC COIN aims to be the leader in this process. The BDCC COIN Exchange platform will generate profit and turnover through mainly trading fees. However, there are further innovative features integrated within the profitability model. The exchange will require listing fees to be paid, prior to listing a new cryptocurrency on the platform itself. It has become evident that after a token/coin is listed on a major cryptocurrency exchange, its value often increases – therefore projects such as ICO's and STO's, who hold a large amount of collected capital, are willing to pay large listing fee amounts. A further fee that is charged is that on withdrawals and deposits, this amount varies, depending on the specific amount withdrawn or deposited. Moreover, an additional profit stream can be generated through charging different companies to support airdrops and further promotional activities. In this way, the user may directly take part in the airdrop of a coin, by registering themselves on the BDCC COIN exchange.

### 4.1.2 Profit Model - Payment Provider ( BDCC COIN Pay)

Profits are generated through fees. Fees are generated when a customer purchases a product or service with a merchant utilising the BDCC COIN Pay payment processor. The merchant has multiple options of internal currency conversions, where a conversion fee is charged. The fee charged to the merchant is defined on its turnover volume. The payment provider will have two streams of income, online merchants (e-commerce, freelancers and start-ups) and POS terminal payments: BDCC COIN Pay will develop apps that can be used by merchants and customers in store and at POS. A payment processing fee will be charged to the merchant on each online and offline transaction.

### 4.1.3 Business Scenarios

#### ▶ The BDCC COIN Competitors

Competitors of BDCC COIN include already existing, well established exchanges such as Binance, Bitfinex, Kucoin and trading platforms with copy-trading features similar to that of BITWHALE. The increasing importance of digitalization on a daily basis is driving massive demand for next- generation digital currencies and products. BDCC COIN however, has optimised its social trading feature optimally to suit the needs of todays traders, amplifying ease-of-use and simplicity.

#### ▶ Emerging Technologies

There are currently over 1,000 cryptocurrencies on the market, with a combined market capitalization of over \$400 billion USD. They represent a minor portion of the global economy. However, these alternative, digital currencies continue to grow as investors are constantly trying to find new investments. One of the main issues why large-scale investors do not find the gate to the Cryptocurrency market is because it is simply not possible to enter the market with larger amounts of money, where the discussion is based around possibilities with ETF's and other upcoming solutions. BDCC COIN will be moving through this process in a more convenient and revolutionised manner. This will be achieved with the BDCC COIN Bank. In addition to digital currencies, BDCC COIN Bank will provide an electronic payment system that enables paperless P2P transactions. The transactions are secured with cryptography (hence the name) and can remain entirely anonymous.

### 4.2 SWOT Analysis

#### Strengths

- Experience in the crypto market
- Innovative product ideas
- International team
- No use of fake volume

#### Weaknesses

- Start-up company
- Rising amount of competitors

#### Opportunities

- Growing industry
- Emerging markets
- Cryptocurrency becoming a common payment method
- Cryptocurrency is becoming a backing possibility (Stablecoin)

#### Threats

- Volatile cryptocurrency environment
- Negative outcome of legal regulations
- Strong country-specific crypto regulations (US, EU etc.)

# Marketing and Go-to market strategy

## 5

### 5.0 Go-to Marketing Strategy

Preferably, BDCC COIN uses the word of mouth to announce and sell the product. The BDCC COIN team has acquired excellent knowledge in PR on different areas, during everyday working practices under the management of our marketing department.

Furthermore, we encourage our customer to refer our product to their network of partners and friends - full customer satisfaction guarantees word of mouth. We also inform token sale investors on a monthly basis on upcoming releases and ongoing developments.

#### ▶ Market Growth

##### Target Market / Clients

BDCC COIN focuses on an international market, with a special focus on Blockchain Technology and the financial business (Fin-tech market). The target market is investors and traders who wish to make use of a simple yet highly professional trading platform and follow the BDCC in the industry.

##### Breaking Barriers to entry

At BDCC COIN we are confident that our products are the best in the market and work on spreading the word through effective marketing strategies. With our team of lawyers, marketing professionals, online exposure, high standard and consistency, we plan to expand our operations on a vaster international scale. BDCC COIN offers a simplistic user interface, and innovative features - always aiming towards 100% customer satisfaction.

With a fully set up exchange, BDCC COIN will commence with a go-to-market strategy in the early stages of the STO. The first step ensures the exchange is tested within a testing environment, giving users the opportunity to familiarise themselves with the interface and all features.

During the testing period there will be an extensive bug bounty program for all participants, as well as the possibility to participate in the BDCC COIN Token air-drop. This early access phase will be accompanied by an extensive marketing campaign (as outlined above). After the testing phase, there will be a short period of time in which adjustments of the platform will be made. We expect the exchange to kick-off with live trading in the third month after the STO has begun. During the start of BITWHALE, orderbooks must be filled and extensive trading competition is to be expected. To ensure a successful launch process, our market makers will provide liquidity from the very beginning.

# Technical Aspects and Compliance

## 6

### 6.0 The Exchange

This technical system documentation describes the functionalities, operations, processes and infrastructure of the BDCC COIN exchange platform. The platform itself has the following core functionalities:

- ▶ Crypto exchange (trading platform) with lucid and intuitive graphical trading and financial interfaces.
- ▶ High frequency matching processes for exchanging assets between users
- ▶ Double-entry bookkeeping for all financial transactions in the platform
- ▶ Crypto Coins and different fiat currencies can be deposited and withdrawn
- ▶ Dynamic KYC processes, to provide the identity of customers, fully manageable by the management team
- ▶ Redundant and scalable micro-service infrastructure for high availability
- ▶ Users can buy and sell different currencies over the platform. Limits can be used to do so, as well as market orders, that are matched in high frequency.

When released in its first version, the platform will support these Blockchains including their tokens:

- Bitcoin (BTC)
- Ethereum (ETH)
- Litecoin (LTC)
- NEM (XEM)

Initial Markets on the BDCC COIN

- BTC/ETH
- LTC/BTC
- XEM/BTC

After listing our BDCC COIN Stablecoin:

- BTC/BWEUR
- ETH/BWEUR
- XEM/BWEUR

After listing the BDCC COIN

- BDCC/BTC

The software design allows to add more Blockchains into a running instance of the system. The software was developed by the team of BLOCK BEATS , ESTONIA

## 6.0.1 Cold / Hot Wallet Security

### ▶ Alert process

During many processes the Wallet Manager is used to sign and verify data between the different services and machines. Whenever a hash sign verification fails or in general any suspicious action is detected that threat the security of the software, the Wallet Manager will completely shut down, until a DevOPs checks the system for attacks. In this time the software will completely work for the users, only withdrawals and bookings are no longer possible. Users will see a sign, that the system is currently on maintenance and withdrawals will be processed as soon as possible.

## 6.0.2 API

### ▶ API requests and authorization

The entire application is built on an API structure. The user front-end, no matter if web front-end or mobile app, uses a JWT token for every single request.

The token itself is connected to the user record with its permissions. This ensures that a user can never do any actions he is not allowed – regardless of with the web front-end or a mobile app. All possible requests that the API allows to perform have a permission key and are all defined and validated within the back-end API. This will never allow for the passing of more data than the process requires.

## 6.1 Server Structure (Software Architecture)

### ▶ Key Management System

The BDCC COIN key management system (Wallet Manager) is a technology for the distributed storage of private keys. Private Keys, for accessing wallets, are never stored in one place only. To perform an outgoing transaction, several parts of the key from different servers will be passed through until it reaches the Wallet Manager server, where the last part can be obtained. Therefore, it won't be possible for a hacker to steal funds even when he has access to one or many servers in the network.

### ▶ Single responsibility principle

All components and services in the BDCC COIN exchange environment are determinate for one use case and are following the single responsibility principle. This allows for high-level maintenance, monitoring and testing of each component.

## 6.2 Security Concept

BDCC COIN has implemented a system of maintaining standards in all products offered through projections, the KYC system and effective vigilance. BDCC COIN is offering German quality and commitment. Quality is every team member's responsibility, this ensures a complete and suitable package for each individual client with guaranteed satisfaction.



Margin Trading & Lending



Wallet Services



API Integrations



Staking



Payment Provider



Security Mitigation Concepts (Anti Ddos)



Bookkeeping



Easy To Use Gui



Trading Engine



Instant Convert



Trusted Stable Coin



BDCC BNB SMART CONTRACT - 0x5b8dc8b4f438b1932ddb2f320b4b7ea65ba41798

COINMARKET CAP - <https://coinmarketcap.com/currencies/bdcc-bitica-coin/>

BDCC TOKEN

## Token Distribution



Name:	Bitica Coin
Symbol:	BDCC
Total Token Supply:	18,000,000 BDCC
Circulation Supply:	90,00,000 BDCC
Blockchain Technology:	Binance Smart Chain BEP-20
Smart Contract:	<a href="#">0x5b8dc8b4f438b1932ddb2f320b4b7ea65ba41798</a>
Purchase methods accepted:	BTC, ETH, LTC
Know Your Customer (KYC):	Yes



General ecosystem



Exchange for other crypto currency



Transfer to Debit card



## Block Beats, Estonia

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