

# Blockchain Investment Platform

Connecting Ordinary Investors to Fund Managers

BIP.fund



## Our Vision

**To provide a simple, secure, and affordable platform to all investors to maximize their return on investment**

## Abstract

BIP aims to be the first-ever fintech platform that seeks to connect new investors to a diverse portfolio of cryptocurrency based funds in a simple and easy manner. BIP is an innovative concept to (i) incentivize, simplify and encourage the creation of cryptocurrency based funds using blockchain technology, and (ii) allow investors to enter a rapidly growing cryptocurrency market while minimizing the risk, time and dedication required in trading.

The BIP token presale and crowdsale will help fund the development of the platform, its marketing and branding. The investors will be offered with access to the platform at a discounted rate. The presale will start at 16:00 UTC time on 20<sup>th</sup> October 2017.

To be developed as state of the art fintech platform, BIP will use smart contract technology on the Ethereum blockchain to securely utilize deposited funds.

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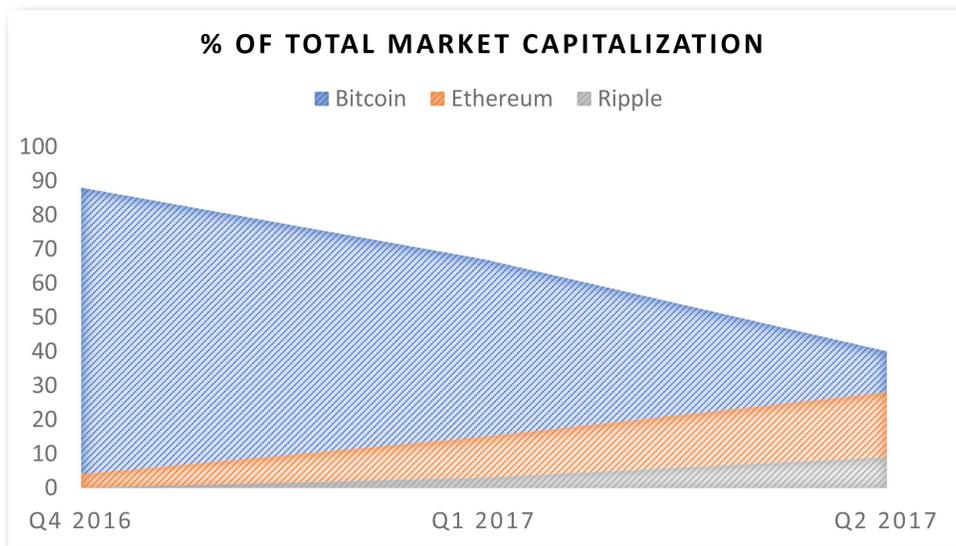
## Introduction

### I. Current Cryptocurrency Market

Cryptocurrency markets in 2016 had a total market capitalization of 17.4 billion USD. By the end of the first two quarters in 2017, the total market capitalization had rapidly increased to over \$100 Billion USD. [1]

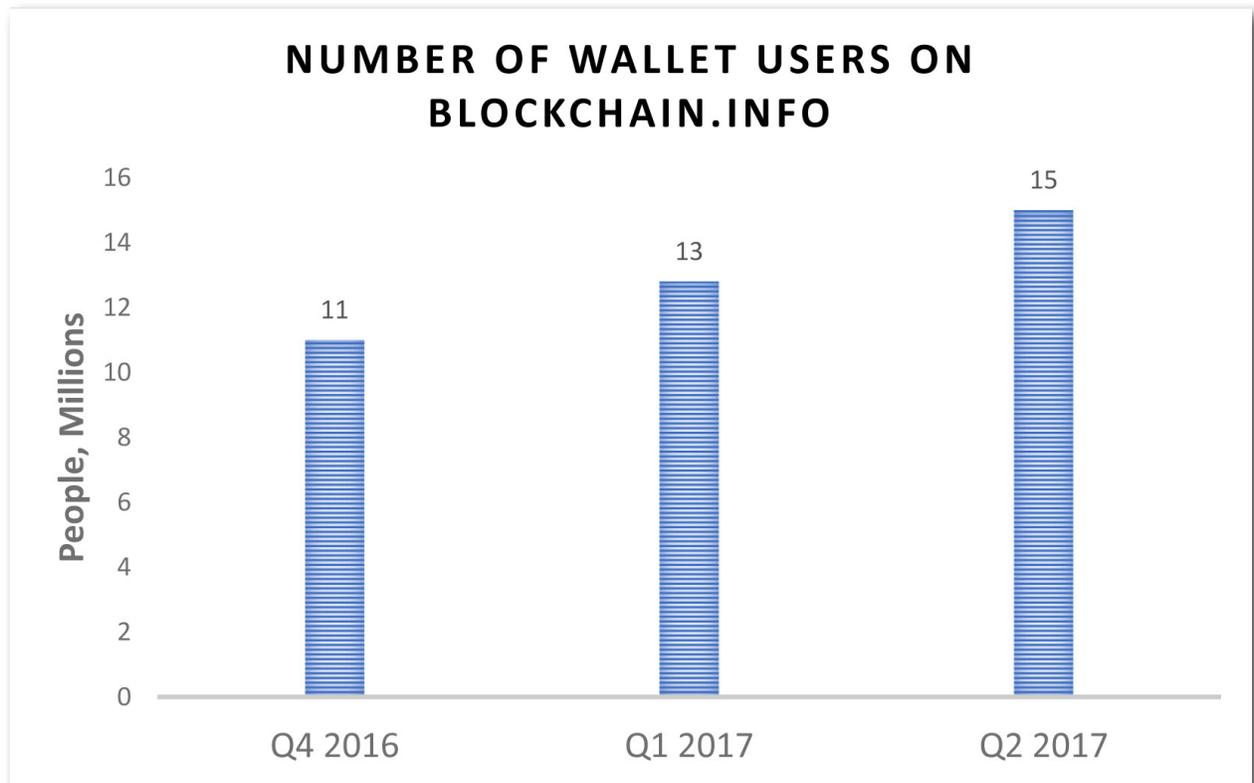


The rise of Ethereum, Ripple and several other cryptocurrencies, other than Bitcoin, have been responsible for an estimated \$57 billion dollars increase in total market cap since Q4 2016. [1]. \* - As of August 25 2017



### II. Growth

The increase in market cap has led to interest from a range of investors, small and big - all wishing to take a pie of this golden run. The current buzzword in financial markets is bitcoin and blockchain. This growth can be seen from the increase of users in bitcoin-based companies such as blockchain.info. [2] [3] [4]



Further, the increasing number of users willing to invest in blockchain technologies and cryptocurrencies has led to an increase in small, informal trading groups and private hedge funds. Several of these are handled under pseudonyms and are not regulated by a platform.

### III. The Need

The rapid increase in price along with the increasing realisation of credibility and opportunities in blockchain technologies has led to many new investors and users to enter the cryptocurrency markets. However, the risks, times, and knowledge required in investing has deterred or resulted in losses for users. The increasing market cap and number of cryptocurrencies in the market have created several opportunities for profitable investments – yet people are left confused and unclear ‘where’ to invest and more importantly ‘how’ to invest. This platform seeks to bring the concept of investing in cryptocurrencies to ordinary investors. BIP seeks to provide a simple secure interface between the investors and fund managers.

## IV. The Platform

The Blockchain Investment Platform will be a medium for investors to meet fund-managers. The fund-managers will setup funds, known as vaults, which consist purely of cryptocurrencies. Many measures will be planned and taken to ensure fairness for investors such as the provision of historical and current data will be provided to investors transparently on the platform. Security and preventive measures are mentioned in this paper.

## V. Business Model

To gain membership into the BIP platform, there will be a monthly fee in the form of tokens, which must be bought by fund managers and investors. In total, 30% of the tokens are being offered in the presale and crowdsale for a discounted rate. The funds raised will be used for platform development, marketing, and developing security features. Additional tokens will be sold at the platform launch for a marked-up price. To attract new investors once the platform is launched, a limited period may be allowed for investors to demo the platform for free. Fund-managers will be able to set a percentage fee on the entry and exit between vaults.

## VI. The Presale

The Presale is necessary to distribute tokens and to gain product development and branding funds. During the presale, BIP tokens will be sold at a discounted rate, while they will be marked up during the crowdsale and platform launch. There is no cap to the number of BIP tokens generated; however, the number of BIP tokens generated in the crowdsale and presale combined will consist of no more than 30% of the total BIP tokens in existence. Presale investors will all be given a referral link to earn bonus tokens. 2.5% tokens have been set aside for this. All tokens are ERC-20 Standard and are issued on Ethereum and WAVES Blockchain.

## VII. The Opportunity

As mentioned previously, the presale will provide an opportunity for investors to acquire BIP tokens at a discounted rate before the platform launches and sells tokens at a marked-up price. The platform also allows investors to invest in the new innovative code that will make BIP unique, secure, and efficient. Some innovations from BIP include:

- **VeriRisk – an algorithm that uses several unique indicators to analyse the ‘risk level’ of individual cryptocurrencies in detail. This is an important innovation as new investor are often unaware of the risky cryptocurrencies. Indicators that lead to the output of risk level will be provided transparently.**
- **Smart Audit technology - All capital, for investors and fund-managers, that has not been invested is stored in a secure multi-sig cold storage wallet that is audited via a coded mechanism. This will be executed via an Ethereum Smart Contract.**

The BIP also aims to become a fully decentralised and trustless platform once the volume of the platform is sufficient and the key back-end technologies such as smart contracts developed to a sufficient level. Future plans include developing tools for market research, integrated order management and real-time performance forecasting.

## Platform Mechanics and Features

The BIP provides a platform for investors to invest in different cryptocurrency funds set up by fund managers. The fund manager and investors will need tokens to gain access to the platform.

### I. Fund Managers

Traders can become fund managers and set up their “Vault” comprising of various cryptocurrencies. The fund managers will provide identity verification and have experience in trading cryptocurrencies.

Once fund managers gain access to the BIP platform, they can create a fund – which is called a “Vault”. Fund managers will have a profile page, outlining their skills and experience. They will be able to customize the features of the vault, including:

- **Public fund: open to anyone who is a BIP member**
- **Private fund: accessible by invitation only**

Based on the nature of the fund, the fund managers can select different coins for their “vault” in varying percentages. The fund manager can also choose to invest his own funds in the vault, and this amount will be listed on the vault’s public page.

Each Vault will have an assigned risk level: low, medium or high. The risk level will be assigned through BIP’s proprietary coding implementation “VeriRisk”. A variety of factors will be weighted by “VeriRisk” to assign a risk-level to each coin. Each risk-level will be represented by a subset of data which will help investors understand the risk profile in a transparent manner. These risk levels will be a mere preventative indicator, and final decisions on the risk level of each vault should be made solely by the investor himself.

Example:

<b>Vault A</b> 60% BTC 40% ETH <i>Risk Level: A-13</i>	<b>Vault B</b> 50% BTC 30% ETH 20% LTC <i>Risk Level: B-122</i>	<b>Vault C</b> 40% LTC 30% BTC 30% Dash <i>Risk Level: C-312</i>
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## II. Investors

Investors can simply sign-up to gain access to BIP. Prior to investment, investors will have to undergo automated verification.

As investors browse the various vaults, an overview of historical statistics and graphs will be displayed. This will include details such as:

- **Total amount invested**
- **Performance of the fund**
- **Appreciation or depreciation of funds**
- **Profile page of the fund-manager**

Investors will be able to choose to allocate their money into multiple funds. As investors opt into these funds, their money will be invested by the respective percentage breakdowns.

Once investments have been made, investors will have a personal Fund Portfolio. This will allow them to manage their funds and give them historical and current view of their investments. The investors could alter the investment amount, cash out and view the progress of their investments.

The platform will provide option for investors and fund managers to communicate with one another. This will give the investors a sense of security with their investments as well as allow them to ask questions and learn about the portfolio management process.

## III. Platform Access

To access and use the BIP platform as an investor and fund manager there are two associated fees:

### 1) Platform Fee

In order to gain access to the BIP platform, there is a membership fee called "Platform Fee" in the form of tokens. Individuals who like to invest or set up funds can purchase tokens either in presale or in open market when these tokens are listed on different exchanges. The Platform Fee will create the user base, and generate revenue to run the platform.

### 2) Entry & Exit Fee

Once the BIP platform has been launched, investors will be able to explore and invest in various funds hosted on BIP. Each Vault will have an associated Entry & Exit fee, to be paid by the investors when entering and exiting the respective Vault. This fee will be decided by and given to the fund manager.

## IV. Security Features

While the platform is open to all individuals, there will be a verification process for both fund managers and investors to use the platform. In addition, there will be features within the platform to ensure clear communication and security.

### 1) Platform Security

All capital, for investors and fund-managers, that has not been invested is stored in a secure cold storage wallet. Once capital is invested into vaults, all funds will be stored on the third-party exchange. To view the security of funds in the third-party exchange, SmartAudit will be used.

Two-factor authentication will be provided for fund-managers and investors to prevent any unauthorised activity. Funds will not be stored on the central servers of BIP, and fund-managers cannot control the withdrawals from the fund.

### 2) Transparency & Safety

To ensure transparency and reduce risk to the new investors, investors will be able to view information about the BIP prior to making any investments. This includes an associated risk level, as well as historical insight and trends of the Vault. The BIP platform will also provide a background and risk level on the coins through our proprietary Veririsk technology.

In maintaining a transparent relationship between the investors and fund managers, investors can view the fund manager profile, providing full transparency and insight into their background, experience and specialization. In addition, the Fund Portfolio of the fund managers will be public to anyone using the BIP platform. Thus, investors can view the number of Bitcoins invested by the fund manager himself into the vault. The BIP platform will include a special feature that will alert the investor if the fund manager withdraws his personal investments from the Vault. This will provide full transparency and create trust between the fund managers and investors.

### 3) Communication

Within the BIP platform, there will be a function that will allow investors and fund managers to partake in direct two way communication. Fund managers will be able to communicate their thought process and provide updates on decisions made, while also allowing investors to pose any questions. This will not only further create trust between the two parties, but it will also allow the investors to ask questions and better understand portfolio management process.

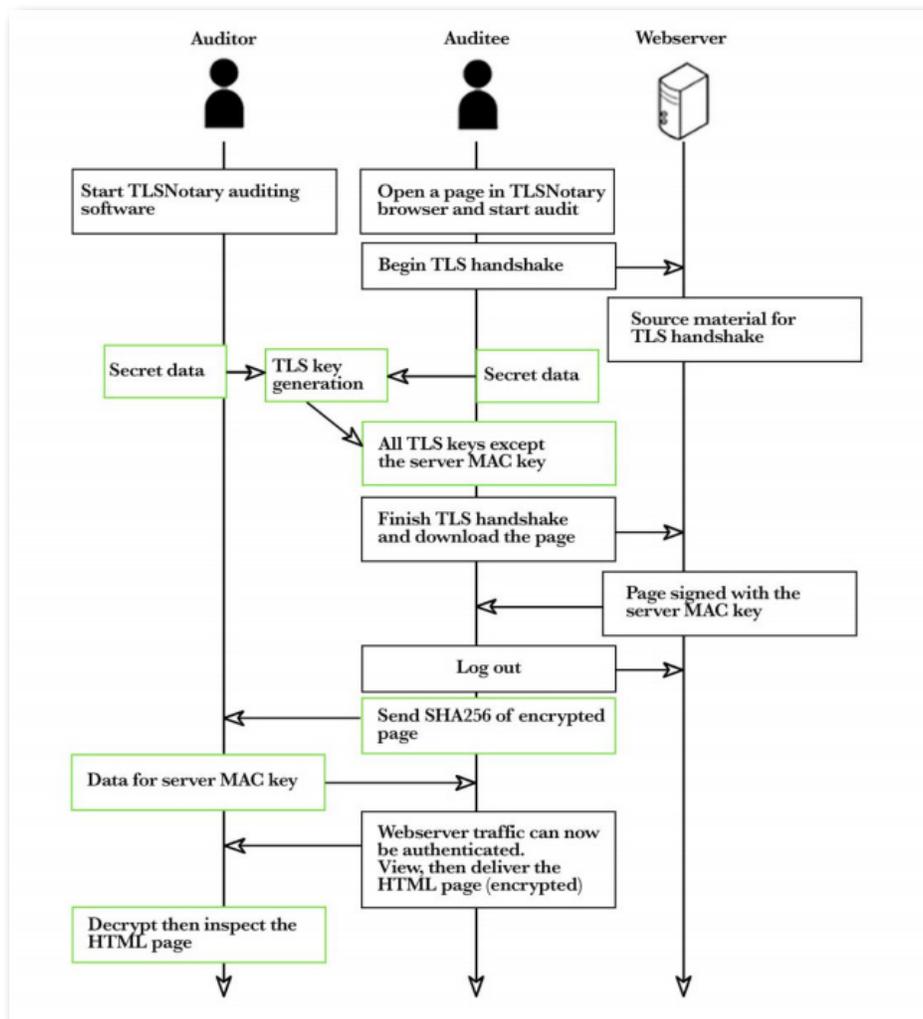
As new investors experience a dip in their Fund Portfolio, they may want to choose to withdraw from the fund. The communication medium will enable fund managers to explain the intentions as well as a rationale for the dip.

## Technical

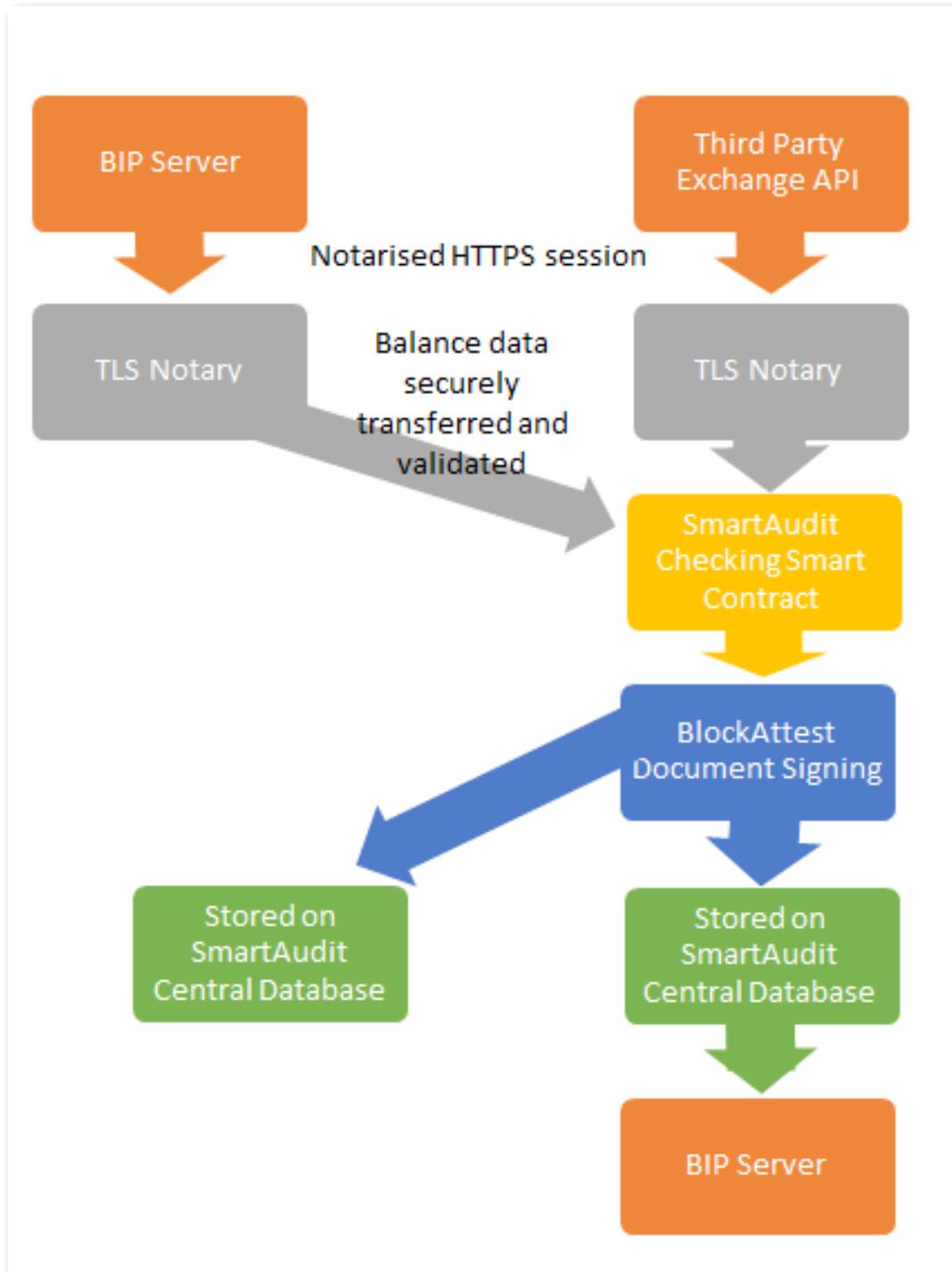
### I. Smart-Audit Contract

The Smart-Audit Contract is a two-step auditing solution to verify and prove that the platform has control of each user’s declared funds (Proof of Solvency). To carry this out, TLS notary and Block-Attest auditing technology is used. Both steps give a unique checksum to verify the authenticity of the reports. This is inputted in the SmartAudit database which will be hosted on the platform’s website. Through this database, the investors may verify that the checksum and timestamp match the ones stored on the Ethereum Blockchain. This multi-step auditing procedure will prevent fake website data from being recorded and also prevent fake report generation.

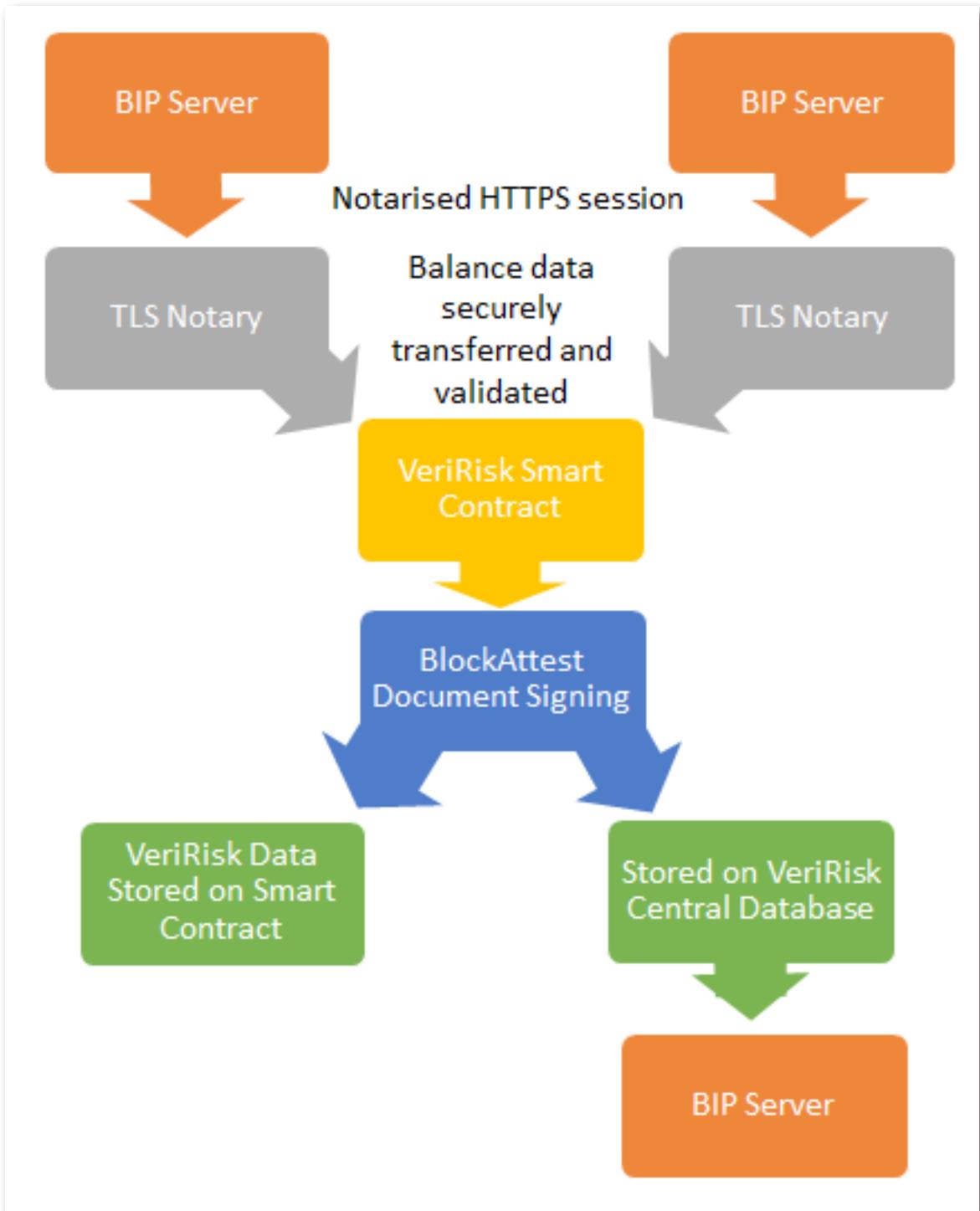
Smart Audit Contract-TLS Notary [5]



## Smart Audit Contract-Overall



VeriRisk Smart Contract



### BIP Token Sale Details

During the presale and crowdsale, a total of 30% of the total available BIP tokens will be sold. Another 5% will be allocated for referral rewards at the time of crowdsale. A referral link will be provided to all initial investors. 25% tokens will be sold once the platform is launched. The presale and crowdsale date is yet to be finalised.

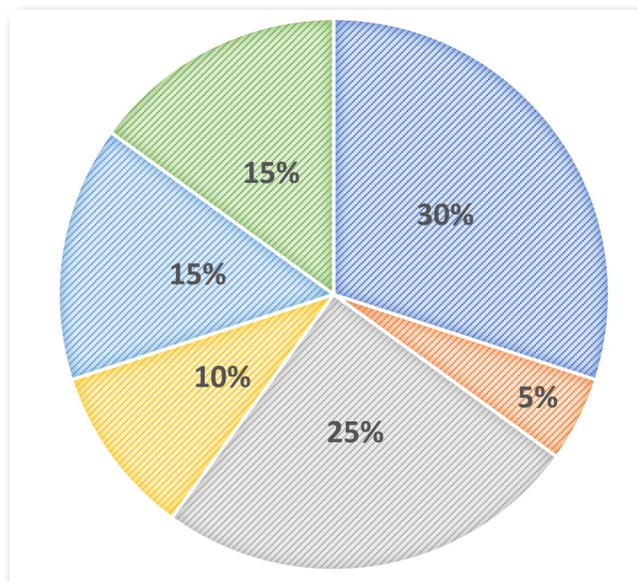
The presale will start at 16:00 UTC time on 20th October 2017 and will be close at 16:00 UTC on 20<sup>th</sup> November 2017.

All tokens are ERC-20 Standard and are issued on the Ethereum and WAVES Blockchain.

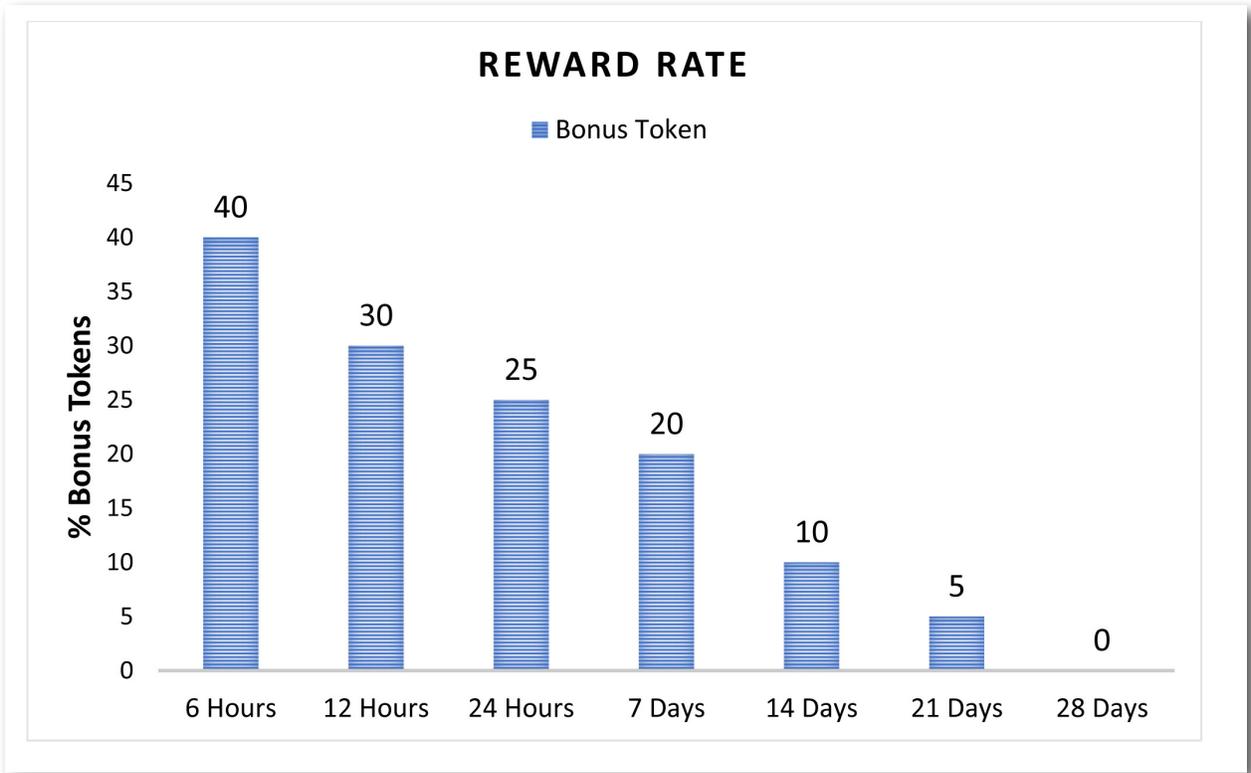
#### Allocation & Distribution of Tokens

The tokens will be distributed in the following proportions:

- **30% tokens will be sold during the presale and crowdsale**
- **2.5% tokens will be reserved for Referral Rewards**
- **2.5% tokens will be reserved for Bounty Programs**
- **25% tokens will be offered after Platform Launch**
- **10% tokens will be offered for Founders, Advisors and team members**
- **15% tokens are allotted for Other Expenses (Operations, Legal, PR, Consulting, Development, Technical Support, and Audit)**
- **15% tokens are kept as Reserve Fund**



Reward Rate



# Team

### **Core Team:**

Manav Prakash, Founder and CEO:

Manav is a passionate innovator and technology enthusiast. He has been involved with bitcoins since 2012 and has since been a bitcoin miner, trader and blockchain enthusiast. He has deep knowledge on blockchain and has written research papers about its security features and possible applications in solving today's development challenges.

Kunal Goyal, Director of Operations:

Kunal graduated from IIT in India and has adept knowledge in electronics and computer science. Specifically, he has experience in creating smart contracts and knowledge on blockchain technology. Will help develop platform features and its security protocol.

### **Advisors:**

Arvind Mathur, Investment Banking Advisor (TBC):

Ex-Citibank investment banker will help guide the team to set up the fund management protocol.

Omar Tiwana, Legal Advisor:

Omar is an attorney specializing in international banking and corporate transactions with over 25 years of experience at multilateral development banks and major U.S. banking and finance companies, as well as with private sector law firms. He received his undergraduate degree in economics from the University of Chicago and his law degree from Northwestern University Law School. He is a member of the State Bar of California (admitted 1982). He has made professional contributions in issues of the *International Financial Law Review* and other publications.

Mansi Prakash, Business Development Advisor:

Mansi Prakash graduated from New York University in 2016. During her time at NYU, she founded Brighter Today, a non-profit that brings eco-friendly light bulbs to cut costs, provide opportunity and help alleviate poverty in developing countries. With a passion for making an impact in the lives of others, and a growing interest in emerging technologies, she will advise BIP's Business Development team. She has featured in the top college women of USA 2015 and a winner of the Clinton Global Initiative.

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