



Definitive Platforms to Foster the Growth of Cryptocurrency

For and By a New Token Economy

PITCH DECK



The Problem

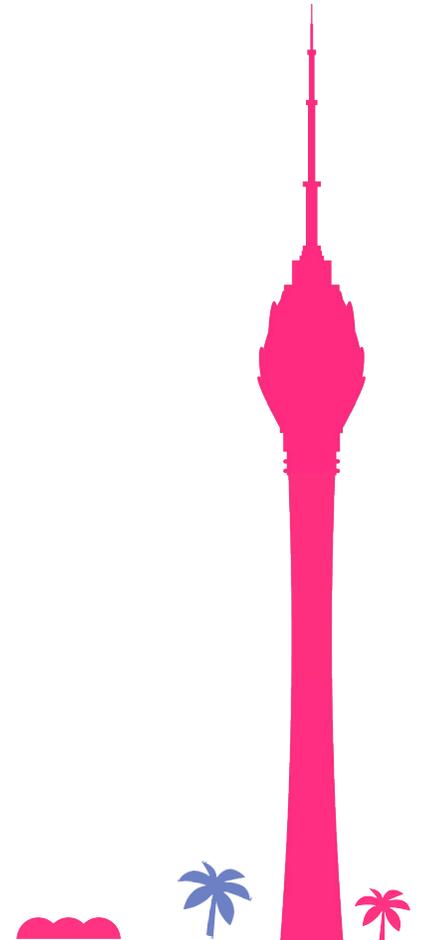
Lacking a local cryptocurrency exchange for people to purchase and trade easily in Sri Lanka.

Price is an important concern for people in developing countries when considering making investments (both digital and physical assets).

Affordability is extremely low for top five cryptocurrencies, and makes them more risky as safe assets in developing countries.

Volatility leaves investors and speculators somewhat reluctant to engage.

Token models mostly expect utility of platforms will indirectly drive value (external demand) instead of internally tying the platform to its token value through real economic activity.



The Solution

An **exchange** which buys back its token as and when fees are collected from trading transactions.



Market Validation



There has been a huge **surge in demand** for cryptocurrency in developing countries.

LUNO

Transactions: **\$16+ million**
(2000 BTC in Nov 17)

Users: **1.5 Million**

Operations in: South Africa,
Indonesia, Malaysia, Nigeria and
the U.K.

coins.ph

Transactions: **\$4.4 million**
(per month)

Users: **2 Million**

Operations in: Philippines

12 New Exchanges Applying for
License in Philippines

zebpay

Transactions: **\$6.4 million**
(per month)

Users: **3+ Million**

Operations in: India

5 Million users in
Cryptocurrency

40%

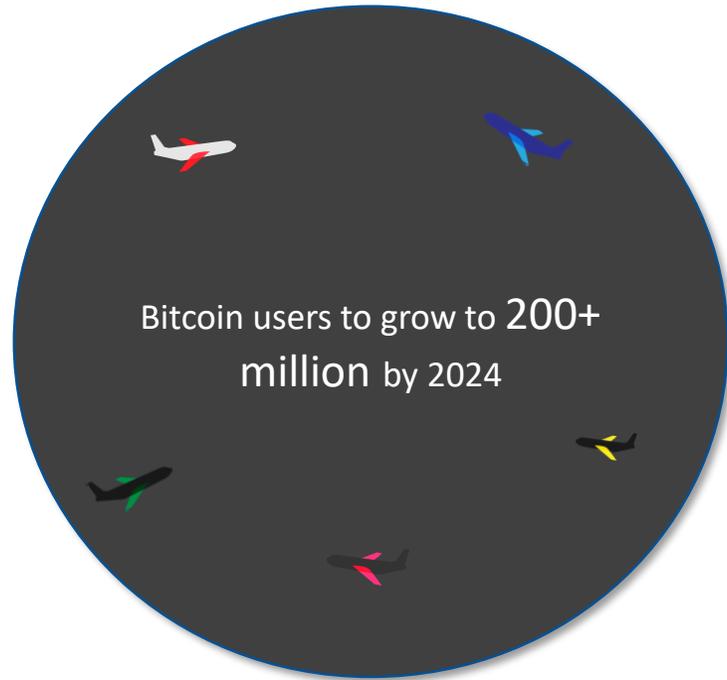
Premium paid by Africans to obtain
Cryptocurrency

**Inflation | Financial Instability
Financial Exclusion | Corruption**

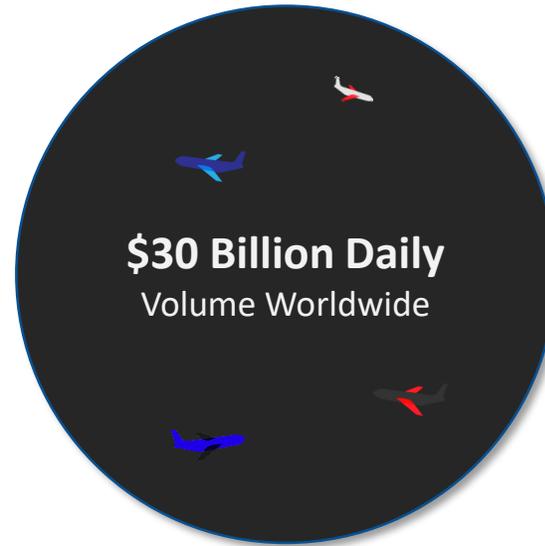
Driving demand for cryptocurrency in
developing countries

Cryptocurrency projected to
make the **Biggest Impact** on
middle income and
Developing Economies

Market Size Globally and Potential Locally



Current **Active wallets** are sitting between **2.9 – 5.8 million**



170-200 exchanges **active** around the world

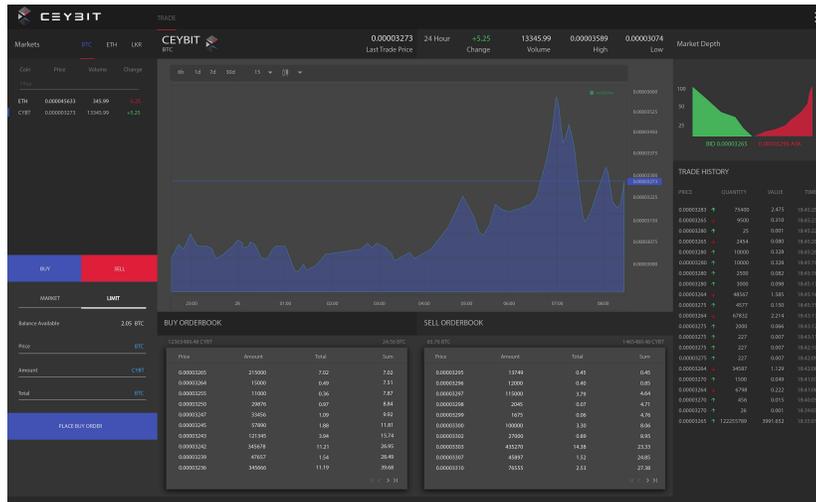


Sri Lanka one of the **highest growth** rates in Smart Phone purchases in the Region

Products and Platforms



Three essential products to achieve market dominance and propel the use of cryptocurrency.



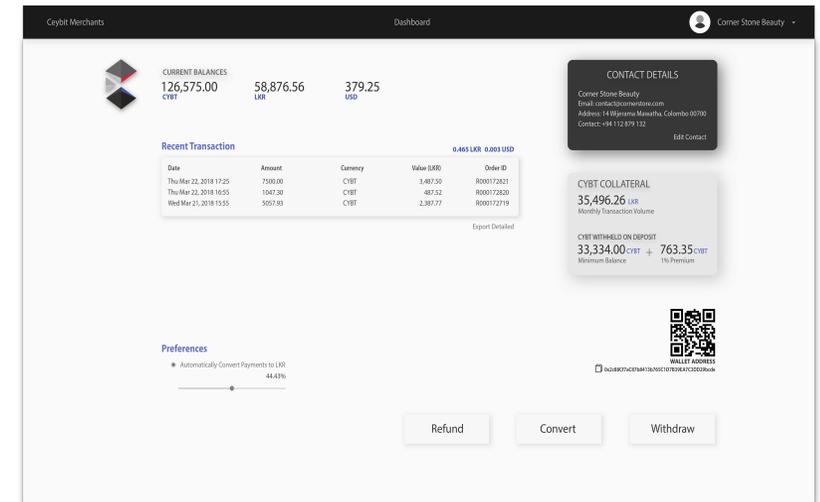
An exchange to drive a token economy

Hybrid Exchange: Fiat & Crypto
Powerful API's
High Transaction Capacity (1mil +)



A wallet advancing the use of blockchains

Ceybit Merchant Map
Peer-to-Peer Crypto-to-Cash Trading
Peer-to-Peer Transactions



A new gateway to get online

Quick Set-up & Flexibility
Low Complexity
High Cost Efficiency

Business & Token Valuation Model



Since our **initial market** will be Sri Lanka; below stats focus on the country with values represented in USD using **conservative figures**.

For the purpose of demonstration, **only the LKR markets** will be considered; we will take a 2.5% commission on each transaction in these markets.

Initial buy back percentage is 50% of fees collected; and are used to create a limit buy order (25%) and a market order (25%).

Monthly Active Users	 2800	 10,000	 50,000	 250,000
Penetration Rate	0.01%	0.05%	0.24%	1.18%
Daily Trading Volume per User	50	50	50	50
Daily Fees (Revenue in USD)	7,000	25,000	125,000	625,000
50% Fee for <u>Daily Buyback</u>	3,500	12,500	62,500	312,500
Limit Buy Order (Liquidity adding)	1,750	6,250	31,250	156,250
Market Order (Sell book taking)	1,750	6,250	31,250	156,250
Monthly Buyback Value	106,458	380,208	1,901,042	9,505,208
Yearly Buyback Value	1,277,500	4,562,500	22,812,500	114,062,500

Penetration rate is calculated on a population of 21.2 million



Market Adoption, User Acquisition and Retention

EVENTS

Target events monthly
Education seminars
Meetups and discussions

Forms a part of our go-to market strategy
in country of operation

DIGITAL MARKETING

Direct email campaigns
SEO
Social Media

PARTNERSHIPS

Merchants and Stores
Charities
Local Taxi Networks
Online Businesses
Startups

TRADITIONAL MARKETING

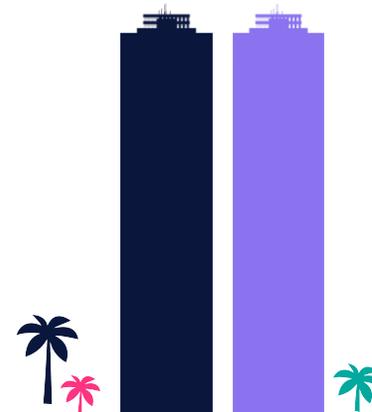
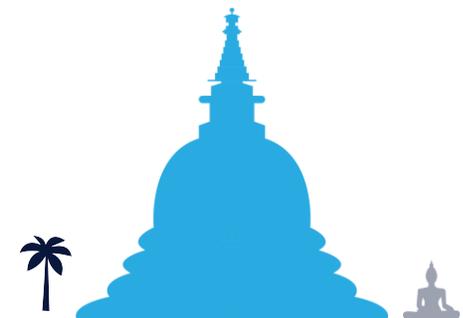
Billboards
Newspapers
Gazettes
Brochures



AIRDROP, SIGNUP BONUSES AND VOLUME REBATES

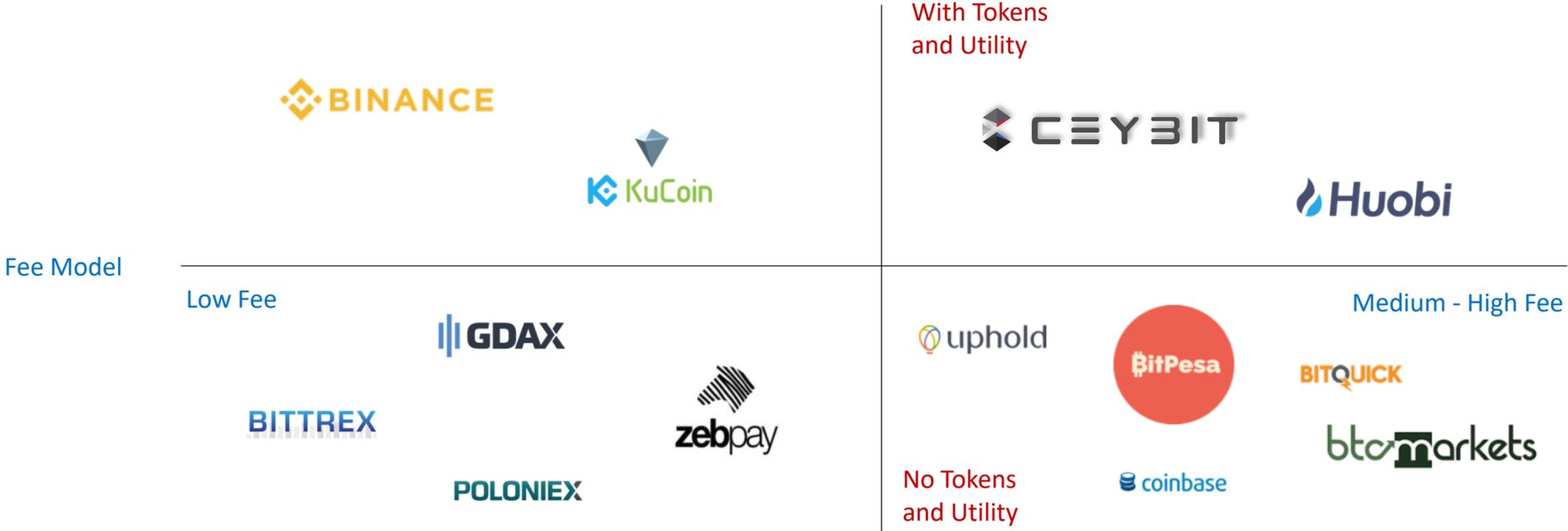
Key **Driver** of Adoption
Leveraging Bandwagon Effect
More keen to experiment if tokens are provided
Customer Rewarding and Retention
Community Creation

These token are distributed from the User Growth Pool (UGP),
and exchange buy back mechanism. Released carefully in
intervals to ensure Ceybit Token (CYBT) value is not
compromised.



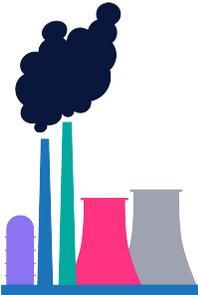
Competition

There are **no competitors** in Sri Lanka, as Ceybit will be the countries **first** exchange. Below is a comparison at the global level.



Token Model & Utility

Note: Ceybit is charging a fee of 2.5% only in the LKR markets. In all other markets a fee of 0.95% is applicable at launch. Lower fees will be introduced after 6-12 months of operation to reflect global standards as expansions to overseas markets begin.



Comparative Differences

	Ceybit	Binance	Huobi	KuCoin
Buy Back Mechanism	Daily buy back algorithm, stored for rebates, reserves, bonuses, growth and marketing of platforms and burning. Driver of the Ceybit Token Economy.	Quarterly buy back from 20% Net Profit. Up to 50% of token supply.	Quarterly buy back from 20% Net Profit and stored in reserve.	Quarterly buyback from 10% Net Profit and destroyed until approx. 55% of supply is burnt.
Utility	Purchases, rebates, monthly bonuses, Ceybit Map, access to Merchant Gateway.	Fee Reductions.	Subscriptions for professional platform.	Daily payouts representing 50% of trading fees.
Exchange Type	Fiat & Crypto	Crypto	Crypto	Crypto
Liquidity	Market Demand & Supply, Buyback liquidity adding enabling token holders to exit on demand.	Market Demand & Supply.	Market Demand & Supply.	Market Demand & Supply.
ICO Price	\$0.031	\$0.10	\$1.58	\$0.072
All Time High	N/A	\$22.76	\$2.59	\$20.44
Current Price	N/A	\$12.11	\$1.90	\$3.2



Competitive Advantages

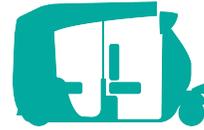


1st TO MARKET

First Exchange in Sri Lanka

First Mover Advantage
Market Dominance
Bandwagon Effect

The exchange is likely to see a **very high** demand when considering impact of cryptocurrencies in other developing nations.



GO-TO-MARKET

Physical Presence

Easy Onboarding
Greater Connectivity
Faster Growth

Effective onboarding mechanism to educate and acquire new users. Particularly necessary in developing nations.



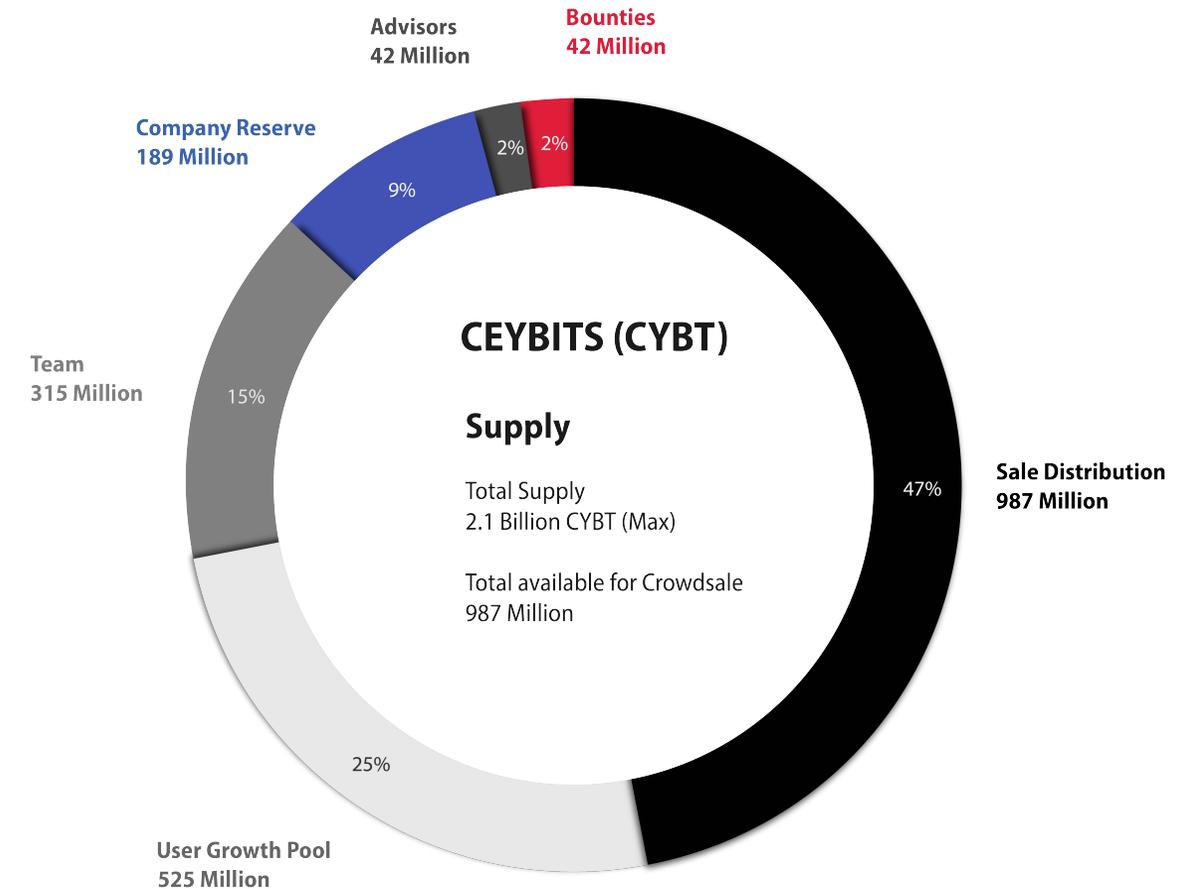
TOKEN INHERENTLY
TIED TO PLATFORMS

Activity Based Token Valuation

Value Stability
Value Growth
Attractive Safe Asset

Token economy and engine designed to drive ecosystem **value by platform utility and performance.**

Token Metrics and Crowdsale



*All unsold tokens will be retained and used for platform development purposes, and user growth pools. They will be locked for a period of 12 months before becoming available for use, if necessary.



Partnerships



Blockchain.LK

Strategic Partner

Blockchain Education Partner.
Collaborative Events Management.
Blockchain Centre Initiatives Partner.

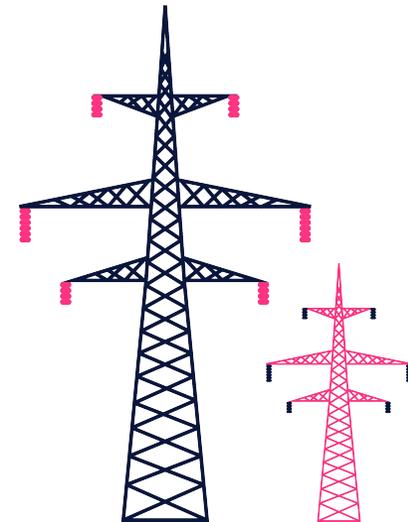
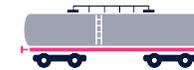
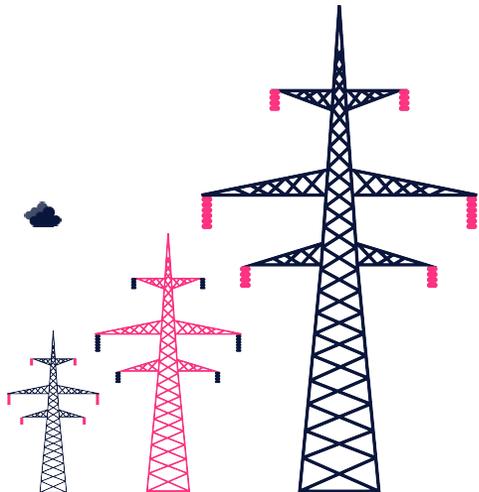


NetBees Consulting

Strategic Partner

Systems Support and Business Development.
IT Infrastructure Management.
Networking Systems.

Actively working on onboarding Ceybit Merchants whom will be announced after release.



Key Team Members and Advisors

Andrew Holmes

Founder and CEO

Finance and Accounting Professional.
Early Blockchain Asset Investor.
Cryptocurrency Trader.
Application and Business Logic.

Navaseelan Nadesan

Lead Solutions Architect

15+ Years Development Experience.
Large Scale Software Development.
Worked on Infrastructure Applications
for Governments.

Pav Tissera

Head of Legal and Marketing

Employment, Contract & Company Law.
Dispute Resolutions Specialist.

Lesley Warnakulasooriya

Advisor – Regulation & Compliance

Former Associate Director – Central Bank of
Sri Lanka.
Monash University Lecturer.

Daniel Hernandez

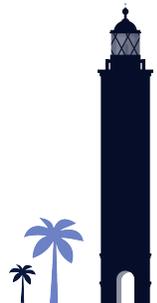
Advisor – UI/UX Systems Design

UI/UX Manager at Accenture.
Developer Relations.

Bimal Fernando

Advisor – Exchange Systems

Entrepreneur and Founder.
Systems & Software Architect.
Stock Exchange Developer.



Continuing Our Engagement

You can connect and find us on:

