



MOONX

Say No to the Centralized Exchanges; Say Yes to MoonX

MoonX - WhitePaper

Version 1.0 in progress



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01. Vacuum Spaces in the Exchanges being addressed by MoonX

(i) Redefining 'Decentralization' of Exchanges:

The true meaning is that the Moon Exchange isn't owned by a single entity, person or board. True 'decentralization' of MoonX means that the family members are the business owners of the MoonX, they equally are responsible for making the decisions.

(ii) Limited Technical Capabilities :

The Crypto Exchanges currently operated in the market are with limited TPS, highly inefficient latencies, lack of scalability. MoonX would be more evolved with its groundbreaking engineering excellence ahead of the current tech stack of traditional stock and future exchanges in re-defining the technology in setting the benchmark for the whole Exchange and Fintech industries. At present, both individual and institutional investors suffer a lot from current crypto exchange offerings, downtimes and inefficiencies.

(iii) High Commission and Listing fees :

Currently there is a 'profit driven' business modelling the centralized exchanges. High commission and listing fees negatively affect both ICO project side and the investor side. This model goes against the very purpose of a decentralized concept which should provide a 'Transparent & Trustworthy platform to facilitate crypto asset transaction and liquidity.

(iv) Navigation and Family Support Center :

Almost all available exchanges are either too complex to navigate for an average user or offer very restrictive technical practices and almost no customer support. MoonX would stand to continuously improvise on the feedback and suggestions from its family members in creating the world's best user experience and shall also providing 24/7 support on queries on various messaging platforms

(v) Limited Offerings :

There is a huge demand for more financial products which can't be met by existing crypto exchanges. MoonX would provide diverse financial products like margin trading, leverage trading, futures, options, OTC, market connectivity for the Mutual Funds and Brokers to meet needs of both institutional and individual investors. A whole ecosystem shall be created for the third-party players to jump in and create businesses on the top of the exchange. At MoonX, we believe in "give more and take nothing" philosophy.

02. Features of MoonX

FASTEST, MOST SECURE AND USER-FRIENDLY EXCHANGE WITH ITS TRULY DECENTRALIZED OWNERSHIP.



(i) Pure Free Trading System:

MoonX formed to debunk the idea of 'for profit' traditional 'centralized' crypto exchanges who make money from the end users and the ICO listings.

Zero Commission Fees for users and family members: These are not chargeable once you are part of the Moon family, after all you become one of us just by trading once.

There are no listing fees for ICO projects, MoonX's mission is to promote and help other coins to be traded with more liquidity and freedom.



(ii) Revolutionary Coin Mechanism :

Every user gets Moon Money reward and becomes a Moon Family member with potential profit dividend, decision making and voting rights included. Moon Money is mined by all community members based on the contribution to Moon Family and they eventually benefit from the performance and appreciation of Moon Money.

Rewards early users with Moon Money and transaction fee shall be reimbursed with Moon Money.

MoonX would enable coin holders to make decision based on their own willingness via smart contract which would be built in the future.



(iii) Military Level Tech and User -Friendly Product :

Real Stock Exchange Technology developed by Global Stock Exchange Leaders. MoonX aims to offer a comprehensive cryptocurrency trading platform with 'crypto-to-crypto' and expanding the same to 'fiat-to-crypto' trading engines.

MoonX will offer clients an 'end-to-end trading system' with a buy-side and sell-side hooking back directly into fiat currency system.

MoonX shall create Fund of Funds to support new projects which support Moon Ecosystem and address critical problems in the real world. Moon Money would become the transaction hub to support other crypto assets.



03. MoonX Built with love & Built to Last

MoonX is the World's first 'truly' decentralized crypto exchange. The unique decentralized ownership of the Exchange lies entirely with the Brothers and Sisters of MoonX Family. Investors, contributors, MoonX angels and traders on the platform shall be rewarded with Moon Money and they shall automatically be a brother or a sister of MoonX family. From a 'trading exchange' standpoint, the immutable distributed ledger technology offers a secure, transparent, and robust platform. Using blockchain as the underlying layer allows MoonX to be very flexible to offer a pure crypto exchange with both Crypto and Fiat, forming the entry and exit on a core trading engine periphery.

Currently, in the crypto trading landscape there it's a centralized ownership. This brings in a serious demand for decentralized decision making. Secondly, it means limited access to very secured and transparent assets. Third, the family members collectively participate, contribute and get rewarded. The exchanges that are available to users today, serve only a handful of people and not the entire eco-system. MoonX instills a sense of ownership for each member in the family which in-turn facilitates constant learning from each-other within MoonX Family. Eventually MoonX Family grows a bigger heart to address the needs of brothers and sisters in creating a real family based on strong ethics and values.

MoonX enables every family member (Coin holders) to make decision based on smart contract which would be developed in the future. These legally-binding contracts between 2 parties automatically react to a "if then, this that" algorithm. Meaning 1 action triggers another action. And once the information is transmitted, it can't be undone. Issuing a smart contract to each registered family member limiting them to one vote could lay the groundwork to provide a reliable and virtually flawless decision-making voting system.

04. MoonX Technology & Product



MoonX is the first and only true multi-crypto exchange built on scalable and robust multi-tier architecture with isolated security layers. MoonX will be capable of supporting a capacity of over 100 million accounts with an unmatched high transaction throughput per account.

MoonX's goal is to outperform the leading stock exchanges and the crypto exchanges across the world. The framework has been designed to deliver robust business functionality across the crypto trade lifecycle in an open, agile environment. Standardized and unified operations, messaging, and data infrastructure coupled with unparalleled flexibility shall ensure users to have seamless accessibility and cater to their real needs. MoonX also allows third-parties to integrate their own business functionalities, such as ad hoc offerings to meet the long tail needs of family members.

(i) High Volume and High Throughput Trade-Engine :

MoonX trading and matching engine supports more than 100 million accounts at peak scale with near-linear scaling architecture. The product is being built to support a larger account base with a higher transaction throughput per account. The matching engine offers the industry's lowest latency, accommodates exceptionally high throughput, and has in-built fault tolerance, risk management and disaster recovery mode. With the throughput of several million transactions per second, ultra-lean design with advanced risk controls shall be incorporated.

(ii) A Real-Time Open Order Book :

The MoonX trading client is currently building, what is referred to as an open-order book exchange, with an underlying engine that aims to reflect price movements in near real-time. This will significantly boost one of the most sought-after trader needs for speed to market action. The open-order book will alternately support more advanced trading features including trading products, charts, and technical analysis etc.

(iii) Implication Engine- Any to Any Trading Pairs :

One of the most basic and pertinent requirements, in the Crypto context, is a trading client that offers a large bouquet of altcoin trades and access to trade any coin to any coin. The MoonX Implication Engine is the first of a kind in the world which enables users to literally trade any coin to any coin within the platform. For Example, a user shall be able to Trade with NEO or Ripple and be able to buy ADA or EOS without have to going through the base pair (BTC, ETH or USDT etc.) conversion. This shall improve the liquidity in the market and encourages and supports the high volumes and promote every good quality Coin to compete against each other to be on the top of the world.

Apart from altcoin trading, MoonX will provide support for implication engine, giving traders the flexibility to gain from relative price-volatility within crypto-pairs. MoonX intends to provide initial support for few coins as base pairs and set to remove the concept of base pairs within 6-8 months down the line.

04. MoonX Product & Technology



(iv) OTC Trading Desk :

One conspicuous gap is the unmet need for bulk buys and sells of crypto assets at fixed predetermined prices. OTC desk which is also referred to as the 'Over the Counter' service desk provides a bulk buy and sell desk to crypto traders and investors who are seeking higher value transactions without moving prices on public exchanges.

MoonX will offer an OTC desk for Bitcoin and other top altcoins to the crypto traders and the investor community. There has been demand within the SME/MSME business community, reviewing cryptocurrencies as an alternate mode of transacting in the cross-border business environment.

Worldwide altcoin trades account for roughly 75% of all crypto-trading by volume. MoonX will provide users with a client that offers support for an extended list of altcoins available for trading with extended support for altcoin wallets for deposits and withdrawals.

(v) Multi-Device and Cross-Platform Support

MoonX aims to provide multi-device and cross-platform trading clients. In a bid to improve and enhance the trading experience, new platforms and devices will be supported in the future.

(vi) Trading Products and Services

MoonX will provide industry standard trading products and services including - Spot Trading, Margin Trading & Futures.

(vii) Extended Feature Support



Enterprise-Grade Security

MoonX is built with enterprise-grade security on a multi-tiered server architecture with isolated layers for enhanced security.



Instant Access to Real-Time API and Historical Data

MoonX provides access to enterprise-grade feeds for individuals and institutions



Trigger SMS, E-Mail, and In-Browser

MoonX users will be able to set price alerts through low-latency data feed.



Bouquet of Services

MoonX plans to offer a bouquet of professional and semi professional services on financial market, including but not limited to ICO/ITO campaigns and trading venues.

04. MoonX Product & Technology



(viii) Compliance and Regulation

We will follow regulations where applicable according to the prevailing laws. Although central banks have not set clear regulations for cryptocurrencies for now, we plan to self-regulate by studying and following the best practices across geographies. To fulfil this goal, we are in the process of designing our very own know-your-customer/KYC and anti-money laundering/AML Policy to safeguard our customers. We will appoint a competent and qualified team to review and update the KYC and AML policies to ensure the compliance with all relevant and applicable legislation, regulations and recommendations and monitor changes to the national compliance laws for KYC and AML policies.



05. Coin Plan

(i) Mining by Transaction

The essence of this part is to reward the real users and contributors who do transaction on MoonX with our own coins. Users would get reimbursement for commission fee in the form of Moon Money on the average price of the given reimbursement period. People who really contribute to this ecosystem would naturally become coin holders and family owners.

(ii) Empowering rights by holding MM

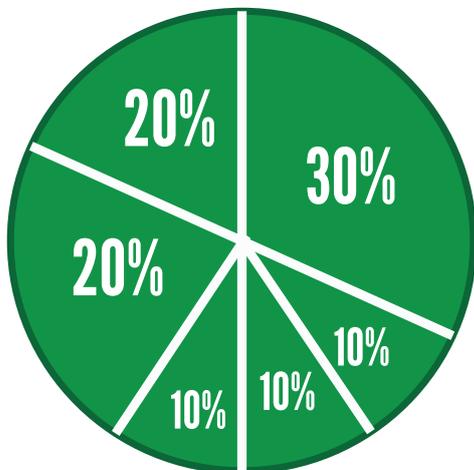
MoonX would enable every family member (Moon Money holders) to make decision and vote based on smart contract which would be developed in the future. Family members can really decide their own fate and future of the ecosystem based on their own willingness instead of being controlled by centralized exchange owner. Issuing a smart contract to each registered family member limiting them to one vote could lay the groundwork to provide a reliable and virtually flawless decision-making voting system.

(iii) Transaction Regulation Method

Moon Money would only be reimbursed to those who really contribute to the ecosystem and who have done real transaction. Only real contributors can become Moon Money holders. MoonX would restrict fake auto trading and encourage real active trading.

05. Coin Plan

(iv) Coin Plan Distribution



30% of coins would be distributed in 8 years, and detailed coins mining plan would be released in Moon Money technical white paper.

20% of coins are held by early sponsors and strategic investors. MoonX sets very selective standards on early sponsors and investors.

20% Family Executives is the executive team who are the early founders and serve the team.

10% is for marketing and operation for developing Moon Ecosystem.

10% Ecosystem Fund invested in the form of FOF, and it avoids direct investment to set MoonX as purely independent platform and supports good crypto project to grow Moon Ecosystem in the long run.

10% Moon Currency Fund acts as central bank whose major role is to stabilize the price growth of Moon Money and set currency regulations to make Moon Money sustainable in the long run.

Moon Family would select several nodes and super nodes on different layers, we create a mechanism for any normal user to become a super node based on the performance and contribution to the ecosystem and all coin holders can vote on their opinions via smart contract.

(v) Listing and Commission Fees Die

MoonX would not accept listing fees and we would set clear criteria for excellent coins to be listed on MoonX. All commission fee would be reimbursed to users. The key is to promote Moon Money as transaction hub among crypto assets and to build up MoonX ecosystem in the long run.

06. MoonX Family

Dr. Nithin Palavalli Founding Chief Executive

Dr. Nithin can be easily defined as a Crypto Evangelist, ICO Advisor, Investment Banker, Investor, Strategic consultant and an advisor for Hedge funds, Crypto Funds and Private companies in China, US, Israel, India and APAC markets. He is also a Monte Carlo modelling and High Frequency Trade algorithm designer.

He has comprehensive research interests on the High Frequency Trading, Hedge Funds, Nanotechnology, Semiconductors, Brain research and High Voltage devices. He is the founding member and the ex-CSMO of the Beijing Underwater hockey team.

He is a PhD in Nanoengineering and Microsystems from National Tsinghua University and a PhD in Material Science and Engineering from the Universidad Carlos III De Madrid, Spain. He also has a MBA from the Cheung Kong Graduate School of Business, Beijing, China

His real career started with the authoring of world record semiconductor device design “Buried P-top rings with lowest RDS-on” and followed by co-authoring of several records, publications and patents. He excelled in building the world’s most efficient Monte Carlo simulator for the Silicon-Germanium Transistors at IMDEA Materials Research Institute in Madrid, Spain. He used the same methodologies to solve the problems in Nuclear, Biomedical and Financial Applications.

He is adept at solving the complex Algo-trading and Hedge fund simulations at Wall Street that helped several top tier Hedge Funds across the globe. Nithin has been a regular consultant for the top tier Investment Banks, Hedge Funds and Market Makers in North America and East Asian Markets. He also consulted top tier Venture Capitalists, Sovereign Funds, Ultra High Net Worth Individuals and the internet companies in China, Japan and Hong Kong and has been a key player in scaling the Snaptube app from zero to 60 Million downloads within 6 months.

He holds a Commercial Pilot License along with the Multi-Engine and Night Rating and passionate in Aerobatics. He is diehard fan of Real Madrid football club and a Master Scuba Diver. He was awarded with the highest number of customer satisfaction survey award for a Consultant at Hewlett Packard Company in 2013.

Dr. Nithin Palavalli was awarded with a Marie Curie research Fellowship in 2011 -2012 and a research Scholar in 2013. He was awarded the outstanding international scholarship at National Tsinghua University in 2010-2011. From 2008 to 2010 he was an Executive Yuan – Taiwan fellowship holder.



06. MoonX Family

Tony Lee Founding Financial Controller

Tony can be easily called a serial entrepreneur who keeps on exploring his business adventures in different countries. He has been a part of institutions like the World Bank and Cheung Kong China International Capital.

Tony has solid experience in both start up and investment fields, and a deep understanding of crypto design mechanism and industry trends. His experiences and knowledge comes from active engagement in both traditional equity and crypto worlds among different countries.

His first startup was in Beijing which combines game and auto industries together. In his own words, this is something that sounds fancy but not achievable in business which happened to be a learning lesson early in his career.

His second startup was on fintech company concentrating on cross-border investment in real estate and financial products between Asia and the US. Tony made his break here which paved his way to do business in global resources integration.

Tony's third business is with - Cheung Kong China International Capital, which covers investments in USA, China & India. Here, Tony started investing in ICOs and the crypto secondary market. And after this he invested himself into one crypto exchange.

He has a Bachelor's in Economics from Renmin University of China. He then did a Master's in Public Administration from Columbia University specializing in International Finance and Economic Policy Analysis. He also has an MBA from Cheung Kong Graduate School of Business, Beijing China.





06. MoonX Family

Rahi Racharla

Founding Technology Executive

Mr. Rahi Racharla is a Technology and Management Expert with over 21 years in his rich career. It is a great honor to have him be a part of the Moon Family.

Just before he joined the Moon Family he has held a very important portfolio of being the CIO of the Multi Commodity Exchange (MCX), Mumbai, India, one of the largest commodity exchanges in the world. Here he was in charge of real time exchange system. He was also responsible for evaluating and enhancing various real time systems for aligning the business strategy with technological capabilities.

He started his education in Industrial Engineering and a Masters in Finance and eventually an MS from West Chester University, PA, USA.

He joins the Moon Family having had tremendous experience in understanding Blockchain and nanosecond order matching engine and working with Regulatory bodies. He also comes with domain experience in Exchange Technology, Investment Banking, HFT's and Software Products. This is apart from his prowess in many other critical areas.

He has held key positions with many international firms that are names to be reckoned with. Relevant to what the Moon Family is planning, he has experience with Dow Jones Markets in New Jersey, building communication layers portable across the platforms that supports distributed computing at lightning speed and true multicasting.

Then moving on, he joined Tullett Liberty PLC, NY, USA, where he created hybrid electronic trading systems that helped the company enrich their businesses. Also, with Tullett Prebon Holdings, Inc, NY, USA, he planned and implemented an electronic trading platform end-to-end across the globe in a record time of 6 months from conception to implementation which is a tremendous feat.

After this he was also the Global Technology Director and Architect BFSI of HCL Technologies, to migrate and enhance Electronic Trading platforms' development, QA and support work for clients.

More recently, he has been the Executive Director and Head of APAC Equity Trading of JP Morgan Chase, building strategic OMS for equity and derivatives trading systems and design, development, deployment and also support of the Equity trading systems for the APAC region.



06. MoonX Family

Anil Kumar MoonX Technologist

Anil brings in the rich combination of technology and process to the product. He has been the Director of Engineering at NASDAQ. He has also been part of renowned companies like Thomson Financials, Thomson Reuters, and i-Flex Solutions.

He had led and managed global teams into delivering products, post-release maintenance and support, with up to 40% cost-saving during development phase. He has an in-depth knowledge of SDLC and years of performance driven experience in areas of Strategic Visioning, Leadership Focus, End-to-end Project Delivery Management, Workforce Management, Technical Support, Managing Client Relationships, and Stakeholder Expectations. SWOT analysis has been one of his greatest abilities.

His expertise is varied across Languages. Exchange technologies and fintech. He has experience in achieving Ultra low latency on Exchanges, UI, Reporting Tools, Data Modelling, Project Management Tools, Big Data and Machine Learning, and Database management.

Besides having the Bachelor or Engineering degree, Anil is a Certified Scrum Master (CSM), a Project Management Professional (PMP), and Management Program certifications from Indian Institute of Management – Bangalore and The Wharton School, University of Pennsylvania.

Brian Soans MoonX Evangelist

A versatile personality he has experience in the areas of Marketing & Outsourcing.

He has experience with outsourcing projects before as Director India Operations of Perry Johnson Outsourcing, Michigan, USA and with HSBC-EDPI, in migrating multiple outsourcing projects. He oversaw the outsourcing of projects like Medical Billing, Transaction Processing, Fraud, Money laundering, Accounting and also was in the CDM (Clean Development Mechanism) and worked with regulations associated with the UNFCCC.

Over the last 10 years he was heading CoffeeCup Ventures and An Open Mind in the areas of Marketing, Digital Marketing, Branding, PR and events across markets.

At CoffeeCup Ventures, and An Open Mind, he has worked with Industry majors such as ITC, Samsung & TANISHQ – to name a few as a 3rd Party executor to marketing initiatives. making concepts, visualizing them and their viability in the target markets and overseeing execution. He extended his expertise with FMCG, IT Majors, Automobile Motor Sporting, Hospitality and more.

07. MoonX Mentors



Jeffrey Wernick

Investment Guru

Anti-Centralization Investment Guru, Independent investor, early investor of Bitcoin and angel investor in Uber and Airbnb. Three of Wernick's investments were in their early stages, rumoured to fail, due to them being very bold new ventures going against traditional business models. Wernick made three investments semi-decentralized or decentralized which are continue to grow tremendously. All these Bitcoin, Uber and Airbnb

At the University of Chicago, Wernick began to develop an affiliation toward de-centralization and traditional banking that society cannot hold accountable.

After graduation he has worked with Salomon Brothers and the National Bank of Detroit. Since leaving a desk job at financial institutions, he has become a successful independent investor of sorts.

Jeffery Wernick capitalized on his opinion on centralization, and this has turned it into a radically new and successful investment strategy.

He worked at Salomon Brothers and the National Bank of Detroit in areas of quantitative research, capital trading, risk management and loan pricing. He started ran his own company AVI Portfolio Services Company, Inc. offered services in risk management in and exotic derivative products. He eventually sold it in 1984. Since then, he has been managing money, and investments including distressed and bankrupt companies. He also invested his money as seed capital, angel investing, venture capital, currencies, commodities, mining and a host of projects including the 'human genome project'.

Amit Gupta

Co - Founder of InMobi & Founder and CEO of Yulu Bike

He is a graduate of IIT Kanpur and a later went on to do the Executive Program in Business from Harvard.

From its inception in 2007, Singapore based InMobi's mission has been to provide business model and technology in developing the mobile internet ecosystem as a whole. They were supported by investors such as Softbank, Kleiner Perkins Caufield & Byers (KPCB), Sheralo Ventures & Mumbai Angels. The aim was global mobile advertising network that delivers the best results to its partners through intelligent advertising solutions on the mobile. The advertisers are able to discover their target audience on mobile sites and its reach measured. Through his career with InMobi since 2006, there have been many rave reviews one such being chosen by MIT Technology Review as one of the 50 Most Disruptive Companies in the world.

In 2017, he co-founded Yulu with a vision to reduce traffic congestion by providing a clean solution of dock less bicycles available at strategic points which can be rented using a app and a pay per use function. Amit strongly believes that the short commute can be made more efficient, affordable and green, thereby ensuring that this venture promotes a smokeless environment during travel. This venture promotes the replacement of bigger vehicles that need the use of any form of combustion.

07. MoonX Mentors



Peter Du

Founder of Du Capital & Red Nova

Famous as 'Dakongyi' in the crypto world. Du Capital & Red Revo, CEO; One of most influential token investors in crypto field. An extremely successful seed investor of IOTA, ELASTIC, Wings, BAT, TEZOS, Zilliqa, SEELE, SCRY, ITC, RAIBLOCKS, AELF, Aeternity, THETA, CORTEX. Founder of DU CAPITAL and PIEXGO EXCHANGE.

He is devoted believer in crypto, and famous for value investing in crypto world. From IOTA, he made multiples in return from his investments and is still one of the biggest IOTA holders right now.

With an average annual return of more than 20,000 times, he is an authority in crypto-currency and blockchain investment. He is a seasoned crypto- miner with more than 6 years in blockchain investment.

Peter holds multiple cryptocurrencies and is actively involved in the crypto and blockchain sector. He is always on the lookout for the next opportunity with a creative edge and philosophy.

Allan Zhang

World renowned Security Expert & CEO of Trustlook

The name is synonymous in Cyber Security and combining AI to minimise intrusions. An expert to be reckoned with in terms of Cyber Security, he is an advisor to the US Government and other organizations whose primary areas are threat reduction in the networks and platforms that in a way connected to each other.

His passion and recognition came when he worked for Palo Alto as a Senior Vulnerability Research Engineer.

Allan Zhang a security industry expert, foresaw a mobile security problem that may arise and looked at a comprehensive solution of the future in terms of vulnerabilities when the android device would be used for very critical transactions. He co-founded Trustlook in 2013 a mobile security company, with a focus on the Android platform.

The company has gone on to develop security solutions for network appliance makers and IoT devices. He believes that the future of cybersecurity lies in Artificial Intelligence (AI)

There are just too many vulnerabilities when there are so many devices connected to each other with differing platforms and some with no protection at all. Many cyberattacks today are automated and engineered. He realized that we cannot depend on old security systems where there are manual upgrades and human intervention. Today, such outdated organizations may take months sometime to detect and lapse in security. Sometimes it happens too late. Thus he advocates uses AI which is the next best thing in the coming use of connectivity at various levels.

07. MoonX Mentors



R K Mishra

Advisor to Prime Minister's Office & Architect of the 'Smart City' project in India.

RK is a graduate from IIT, Kanpur in 1989. He was one of the 25 students, chosen from 18 countries, to pursue a Master's program from Tokyo University under an internationalization initiative of the Japanese Ministry of Education.

Much later after a stint heading and founding Tenet Technologies, Tenet Telecom & Tenet Holdings, he also founded India's Travel Portal, Traveljini.com. In the subsequent years his passion had turned toward Public Policy and Governance. He founded SAHYOG - Indian Council for Public Private Partnership which works on "Sustainable Development" in Urban Centres and "Livelihood Opportunities" in Rural India.

He is the Founder Director of 'Centre for Smart Cities', an organization that implements the best for planning, implementation & management of Smart Cities. Today he is also co-founder of YULU bikes with Amit Gupta.

Venugopal Sathyanarayana

Advisor to Qualcomm Ventures and Partner Veteran of TMT start-up till pre - IPO sector in investing and growth capital across the globe.

Has an overall 26+ years of experience spanning across Venture capital, Private Equity, Advisory Services, Investor Consulting, Mergers and Acquisition (M&A), Strategy, Business Development, Corporate Development and Product Development.

Most recently, he has been a part of CKCIC - a boutique investment bank primarily serving US, Indian and Israeli companies to match strategic and financial investors based in Greater China Area and other Asian major markets. Here he leveraged an extensive network of Asian companies, private equity firms, financial conglomerates and HNWIs, which provided our clients a global platform that connects them to Asian partners.

He is adept in construction of valuation models, designing deal structures and negotiating definitive agreements with CEO's and decision makers for Growth Capital, M&A and PE.

07. MoonX Mentors



Edward Lehman

Bitcoin Foundation Legal Advisor, Legal Advisor to the World Bank, the Chinese Government and the United Nations.

He is affiliated with the China University of Politics and Law (CUPL), China Academy of Social Sciences (CASS), Xavier University, Georgetown University, American University, and is an associate professor of law at Macau University of Science and Technology (LL.M. program). He has lived in the Peoples Republic of China for over 30 years.

Edward Lehman is the Founder and Managing Director of Lehman, Lee & Xu, a licensed People's Republic of China law firm. He is first foreign lawyer to work at a Chinese law firm. His practice encompasses all aspects of China Corporate Commercial Law, including Real Estate, Foreign Investment, IP protection and Enforcement among a few. He has advised international clients in all major economic sectors on investment, trade and dispute resolution matters in China.

He says "Blockchain, a novel financial technology, holds the promise to disrupt legacy parts of financial services, create liquidity not available through existing financial institutions due to their stranglehold on the laws, policies, and regulations." This is in an article 'Blockchain Enables A Distributed, Global Financial System' that he published on LinkedIn on Feb 28, 2018.

He was awarded the 2014 DePauw University Distinguished Alumni Achievement Award for Management and Entrepreneurship in conjunction with the McDermond Center for Management and Entrepreneurship.

Cho Dong-Sung

President of Incheon National University. Published over 70 books and over 100 papers in major journals. One of his book titles include "From Adam Smith To Michael Porter: Evolution Of Competitiveness Theory (Extended Edition)".

Cho Dong-Sung is Professor of Strategy at Seoul National University. He received doctoral degree from Harvard Business School and worked at Gulf Oil and Boston Consulting. He was visiting professor at HBS, Michigan, Duke, INSEAD, Helsinki, Tokyo, and Peking.

Aalto University has also granted him honorary doctoral degree. He was Dean of College of Business Administration, SNU; President of Korean Academic Society of Business Administration; and President of the Korean Association of Academic Societies. He is on the Presidential Council for National Competitiveness in Korea.

Also, he is the Honorary Consul of Finland in Korea, President of Supporting Committee for the International Vaccine Institute, Director General of the Ahn Jung Geun Memorial & Museum, Director of the Korea National Opera, and Director of the Korea Professional Football League.

07. MoonX Mentors



Ritesh Modi

Microsoft and Blockchain Evangelist, author of 5 best-selling books.

Cloud Architect, published author, speaker, and a known leader for his contributions towards Blockchain, Ethereum, Datacenter, Azure, Bots, Blockchain, Cognitive services, DevOps, Artificial Intelligence, and automation.

Ritesh Modi was a Microsoft Senior Technology Evangelist currently as a Principal consultant for Infront a consulting firm. He has worked on projects like Ethereum and solidity during his stint at Microsoft and helped advised startups and companies on implementation of Ethereum on Cloud as well as Solidity development.

He has spoken at more than 15 conferences including TechEd and PowerShell Asia conference and is a published author for MSDN magazine. He has more than a decade of experience in building and deploying enterprise solutions for customers. He has more than 25 technical certifications.

MOONX

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