



HIGHBANK

DISRUPTING CRYPTO ECOSYSTEM

The Next-Generation One-stop Crypto Ecosystem

Whitepaper | Version 1.1



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DISRUPTING CRYPTO ECOSYSTEM

Abstract

HighBank is creating the next-generation Blockchain-based ecosystem required to allow the crypto community to maximize and diversify their portfolios in the volatile crypto marketplace. We are transforming the foundation of crypto markets to create a viable trading ecosystem that boosts the adoption of cryptocurrencies. Our platform—to be built on top of Ethereum Blockchain—will be a one-in-all crypto trading platform housing a Decentralized Crypto Exchange, ICO Listing, ICO Launch, and Crowdfunding, Marketing and Partner programme, Online and Offline community center, and Blockchain Consultancy.

HighBank democratizes crypto trading in the following sense:

- (i) Creating more opportunities for traders to buy, sell and exchange their favorite virtual currencies;
- (ii) Providing start-ups, that intend to use ICOs as a means for raising funds, an international platform that allows them to gain global recognition;
- (iii) Providing Blockchain start-ups all the necessary tools they need to execute and market their ICOs securely;
- (iv) Partnering with established marketing communities on popular platforms such as Telegram and YouTube to help start-ups fast-track the reachability of their ICO to as many communities as possible;
- (v) Regularizing and organizing annual seminars and conferences that promote knowledge creation and sharing among the Blockchain communities; and
- (vi) Acting as a hub of technology innovation that encourages and supports start-ups to design, create, and commercialize innovative technologies

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Introduction

2019 marked ten years since Bitcoin—the first ever peer-to-peer (P2P), decentralized cryptocurrency and use case of Blockchain—was unveiled. In a sense, Blockchain solved the decades-long double spending problem that had stopped cryptocurrencies from being created and deployed. And at the initial stages of its launch, many people doubted its potentials.

Today, the raging debate as to whether virtual currencies will ever go mainstream or not has finally been settled. Based on the current growth rates, financial analysts and Blockchain experts estimate the number of Bitcoin users to skyrocket to over 200 million by 2024. With such a number of users, there is no doubt that cryptocurrencies are primed to penetrate the traditional markets, as a vast majority of consumers, investors, and governments, consumers adopt them.

Despite these remarkable statistics, it is worth noting that cryptocurrency markets have a fundamental distinction when compared to traditional marketplaces. Osterrieder and Lorenz, in their paper titled: “Bitcoin and Cryptocurrencies-Not for the Faint-Hearted” argue that Returns from Investments (ROI) from cryptocurrencies follow heavier distribution tails and non-Gaussian behavior.

Because of non-Gaussian behavior, cryptocurrency prices are prone to speculative bubbles as witnessed in 2017 when the price of Bitcoin rose to \$20,000 for the first time. Whereas such behavior can lead to high gains, it can also present extreme downside shocks with the potential to increase the likelihood of market failures.

Moreover, even though knowledgeable and experienced crypto traders are aware of these pitfalls, most seem to either ignorant or uninformed about the inherent risks that are involved in crypto trading. As it is the case with new technologies and trends, media attention is more often than not fixated on price movements, leading to a general feeling about the likely returns that virtual currencies provide.

However, such an assumption can only apply to a knowledgeable and experienced crypto trader. According to the United Nations (UN) agency reveals that nearly 3.9 billion people (representing about 51 percent) of the world population have access to the Internet.

Yet, the same statistics cannot be said about cryptocurrency adoption. A new report by the Cambridge Center for Alternative Finance reveals that roughly 3 million people (less than 1% of all the internet users) are actively using cryptocurrencies.

Evidently, there is a disparity between the level of internet adoption and cryptocurrency usage. Notwithstanding the rapid growth of cryptocurrency marketplaces, mass adoption into mainstream business is still a challenge. This is because most cryptocurrency trading platforms have primarily focused on single systems that provide only one service.

There is no one-stop platform where traders can exchange cryptocurrencies, launch ICOs, list ICOs, provide marketing and partner programmes, offer online and offline community centers, and Blockchain consultancy services. A one-stop crypto trading platform supported by latest ML and AI models would help spread risks by allowing traders to diversify their portfolios.

HighBank Model

Consider, as a general case, a sequence of identically and independently distributed random variables $\{X_1, X_2... X_n\}$ having a continuous cumulative distribution function F_X , for $i=1, 2... n$. Given a threshold $u > 0$, $X-u$ (Excess distribution) denoted by $T(x)$ can be formed as:

$$T(x) = P(X - u) \leq x | X > u \dots\dots\dots (1)$$

This can be simplified as follows:

$$\frac{F_X(u+x) - F_X(u)}{1 - F_X(u)}, 0 \leq x \leq x_{FX} - u \dots\dots\dots (2)$$

Where

$x = X - u$ is the number of excesses

While

$x_{FX} \leq \infty$ is the right endpoint of F_X .

Balkema and De Haan postulates that for a large class of distributions, the excess distribution F_X can be computed using a general Pareto distribution (GPD),

$$T(x) \approx G_{\xi, \sigma}(x) \text{ when } u \rightarrow \infty$$

Thus, using the peak-over-threshold approach, the excess distribution $(X-u)$ can be modeled a general Pareto distribution as:

$$G_{\xi, \sigma}(x) = 1 - \zeta \left\{ \frac{x-u}{\sigma} \right\}^{1/\xi}, x > u \dots\dots\dots (3)$$

Where

x denotes the exceedance ratio;

ζ the tail probability associated with the exceedances over the threshold u ;

$\sigma > 0$ is the scale parameter; and

$\xi \in \mathbb{R}$ denotes the tail index.

In this case, $x \geq 0$ if $\xi \geq 0$, and $x \in [0, -\sigma/\xi]$, if $\xi < 0$. When $\xi > 0$, the $G_{\xi, \sigma}(x)$ will correspond to Fréchet type distribution (fat-tail distribution).

On the other hand, when $\xi=0$, $G\xi, \sigma(x)$ will correspond to an exponentially declining tail distribution (Gumbel type) or thin-tailed distribution. When $\xi<0$, $G\xi, \sigma(x)$ function will correspond to a distribution with no tail such as a Weibull type distribution. If the number of cryptocurrencies was small enough and markets were not as volatile as they are today, then cryptocurrency traders would encounter minimal challenges due to the thin-tailed distribution nature of the distribution.

However, this is not the case.

In October 2018 the number of cryptocurrencies surpassed 2000 for the first time. As of this writing, the total market capitalization of all the cryptocurrencies is nearly \$119 billion with a 24-hour trading volume of roughly \$15 billion. Therefore, if a statistical distribution were to model the behavior of current crypto markets, then it would result in a fat-tailed distribution obeying the conditions $x \geq 0$ if $\xi \geq 0$, and $x \in [0, -\sigma/\xi]$ if $\xi < 0$.

Such a distribution would heavily disenfranchise novice traders who are still learning the steep cryptocurrency trading curve. This would not only apply to novice traders but experienced traders as well. It can take many years of hard work for a trader and an investor—whether novice or experienced—to acquire the knowledge required to invest or trade and generate profits in the process.

Why ICOs have been failing?

The ICOs which were like ‘hotcakes’ in 2017 are failing miserably as of yet (not all of them). There are several reasons behind this massive decline.

Let’s discuss some of them in this section.

Inadequate market value

About 70% of ICOs fail in the initial stages because their services or products do not have any value and demand in the market at the given time. So, it is very important that before you announce an ICO, make sure that it has a proper audience which indeed ‘craves’ for the services you are offering. Moreover, you should also be very particular about establishing your reputation and building trust in the niche in order to make your ICO a booming success.

Failure to establish brand identity

Most of the newbies invest in a venture by getting trapped in its visual appeal. Therefore, several researches have shown that it is imperative to establish a decent and appealing brand identity.

It includes every element of your website, including content, logo, visuals, fonts, ICO white paper, and selection of colors. If your website seems unprofessional, investment is most likely to decline.

ICO is not just about representing your idea. In fact, one of the crucial aspects is to get your word across by marketing and branding. That’s why it is very important that you spend quality time creating a reasonable brand identity to outperform your competitors.

Unrealistic budgetary assessment and objectives

The unrealistic budgets and objectives of the new business always put the venture in hot water. The higher you set your objectives, the more budget you will need to make both ends meet. So, in order to avoid this, make sure that the objectives of your offering match the scope of your project’s outline.

Before initiating the public sale, it is ideal to conduct a private sale first, if your team is small for an ICO.

Lack of audit, reporting, and measurement

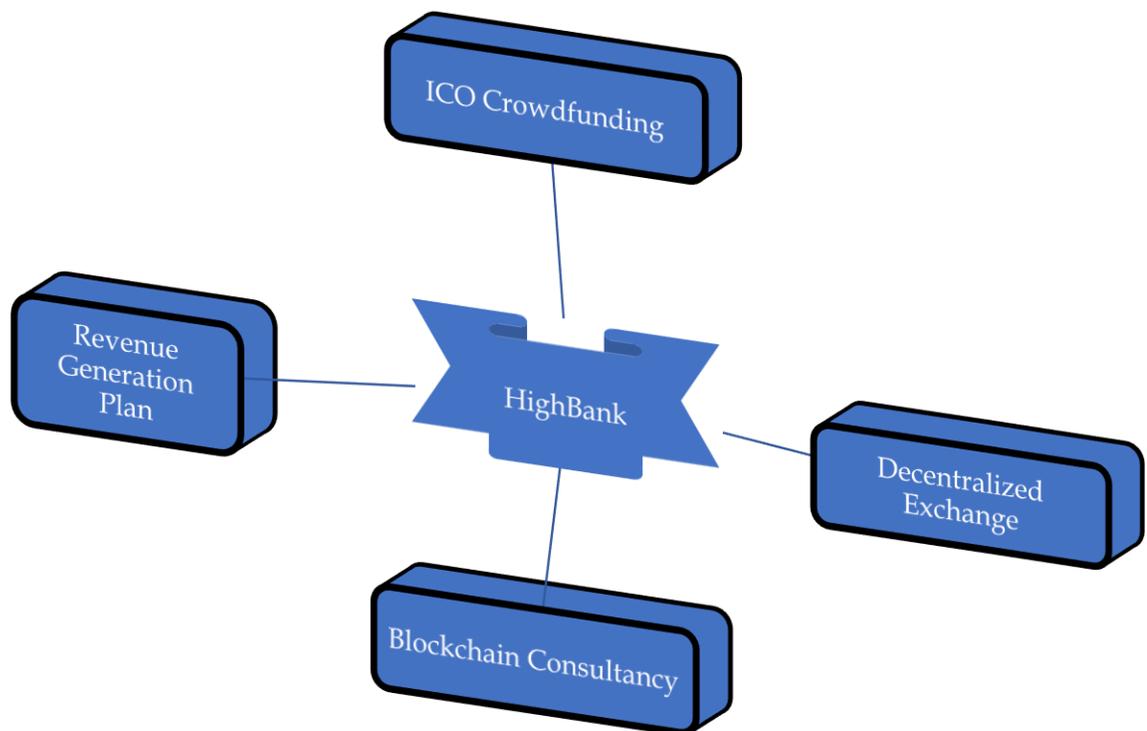
Majority of failed ICOs are launched by newcomers who have very limited knowledge of the online marketing techniques and do not understand the need for continuous auditing, measurement and reporting to improve their ICOs. To avoid this, make sure that you know about the relevant online tools which can help you to do all these things in an automated environment. Hence, diminishing the likelihood of errors. If you are not an expert, hire one!

Remember that an ICO is like a product or service which cannot survive until and unless you are marketing it the right way. You need to understand your audience, ways to find it and then converting the prospects into leads.

HighBank at a Glance

Our mission is to create a one-stop platform providing a holistic blockchain experience to any developer or crypto trader. The venture is expected to go live in the first quarter of 2019 and this section will shed light on the following most important components of the ecosystem:

1. **ICO Crowdfunding**
2. **Decentralized Exchange**
3. **Blockchain Consultancy**
4. **Revenue Generation Plan**

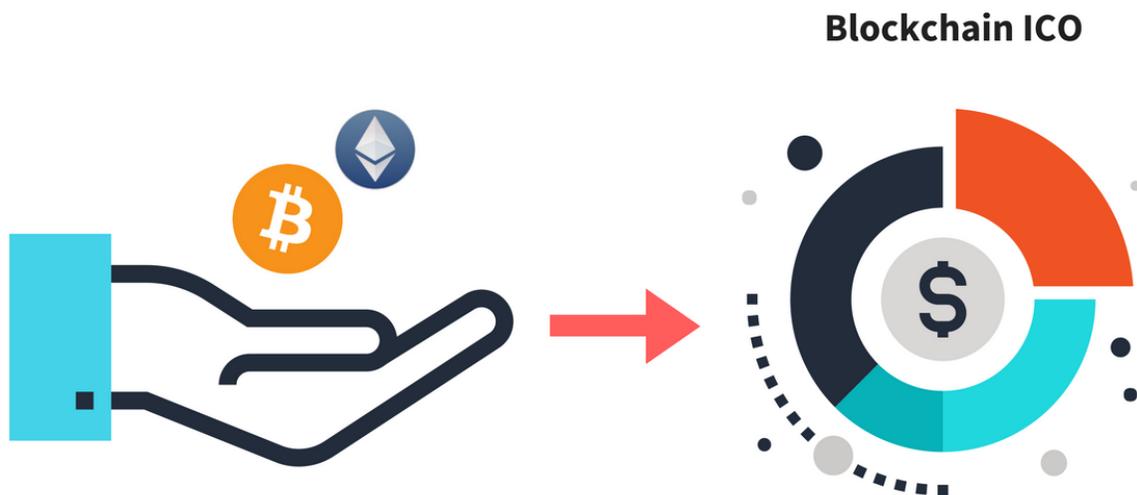


ICO Crowdfunding

Ever since the launch of Kickstarter and Indiegogo, crowdfunding has boomed significantly and it has turned out to be a lucrative business model. Its dynamic nature allows it to work with pretty much all niches. What's more exciting is its adaptability with the crypto industry.

2018 has proven to be great for ICOs and the primary credit goes to the BTC hype created towards the end of last year. Fortunately, in the last 12 months, we have observed a surge in crowdfunding campaigns, mainly being conducted for cryptocurrency ventures – ICOs to be specific!





Of course, there is no barrier and you could go for traditional platforms as well, but the real problem is the audience and feasibility. Since the business models for ICOs are entirely different from traditional crowdfunding campaigns, it is important to create dedicated crowdfunding platforms.

It does not only allow the users to enlist their ICOs at a dedicated platform with a highly targeted audience, but the investment rate also climbs up. This is because if an investor visits such website, his goal is clear – he wants to invest in crypto token!

This is exactly what HighBank’s crowdfunding platform for ICO offers to its users, by allowing them to list the ventures or make an investment, either for short or long term.

The Perks of ICO Crowdfunding

The niche is gaining traction and particularly, the popularity for ICOs has increased. Let’s have a look at a couple of perks that investors and entrepreneurs consider before investing or launching a crypto business, respectively.



Accessibility and Affordability

The use of the internet for any crowdfunding campaign removes the regional boundary. Which means that if an ICO is listed in the USA, investors from all over the Globe can try their luck and make investments.

Another reason for greater accessibility is the use of cryptocurrency while funding a project. The primary advantage is that the transaction fee is cut off significantly and transactions are carried out instantaneously. Secondly, there is no geographical boundary for possessing a crypto token.

However, in traditional crowdfunding campaigns, investors mostly pay in their preferred fiat currency which then gets converted into a standard (or rather central) currency. This process does not only take a lot of time but incurs a huge transaction fee.

The 'feel' of a product

See, it is important for you to understand the difference between donators and investors. If someone visits Kickstarter and pays \$100 to a grandmother living in Somalia, that is a donation. But honestly, such people are less likely to make hefty investments in something 'real'.

Investing in an ICO provides the customers with a real feeling. They know that they have poured in their hard earned money into something way more useful that could potentially pay off really well in the foreseeable future. This feeling is crucial for investors.

Plus, since the use of technology is on rise these days and people prefer investing in tech-based ventures, ICOs enjoy a favorable end there as well due to the use of blockchain.

Rewards

This is what I have been talking about. When people invest in your product, they NEED something in return. They are not donating. They are investing!

Even though crypto investment is a gamble in most of the cases, it has produced several millionaires. Cutting the long discussion short, the Return on Investment could be several hundred percents if the ICO takes off with your funding. So the more you pour in, the better.

Basically, with every investment, the ICO investors get their share in the venture and are rewarded in terms of tokens. Just imagine you invest in an ICO and get rewarded with 1000 tokens. 5 years later, if it manages to reach the heights of ETH, you are going to be a billionaire.

That's tens of Lamborghinis!

Liquidity

If you invest in traditional crowdfunding campaigns, you are either just 'donating' or your investment is going to be locked for several years until a reasonable threshold is achieved by the venture. This is often tragic for newbie investors who already have a limited supply of cash.

However, ICOs are quite different as they allow you to convert your tokens with any available pair and withdraw whenever you want. It does not only give the investors a sense of security but boosts up the chances of cash influx for the project owners.

In fact, to make the process seamless for you, we have our own cryptocurrency exchange that you could use to exchange your tokens. We feature almost all of the popular token pairs so that shouldn't be a problem for you. Just hit the button on your dashboard, and you will be redirected to our exchange section.

What is the profit and loss ratio?

Short answer? It's 50 - 50.

It's kind of a gamble for newbies. However, HighBank has made this process incredibly easier and reliable as we scan every ICO that gets listed on our platform. It does not only increase the probability of getting funds, but investors also enjoy a fraud-less experience.

Despite that, we encourage you to look at what the venture founders have to say. Evaluate whether their statements make any sense or whether their promises are rational. In this industry, PR plays a pivotal role and therefore, we encourage you to look into the background of the team behind every ICO based venture.

For instance, if we talk about ETH token, it was sold for 0.0005BTC per token. But today, it trades at about 0.04. Now, this jump is significant and the Return on Investment stands to be about 8000 times. Several ERC20 based ICOs have run successful campaigns and it has been noted that if the crowdfunding goes as expected in the niche, the RoI falls in between 100 to 500 percent on average, in 3 to 5 years. What else do you need as an investor?

Features of our ICO crowdfunding platform

This modern-day economy is highly dependent on algorithmic verification and expert reviews. Whether these reviews are merely word of mouth or a concrete statement from a well-reputed individual on the internet, it matters a lot.

It is estimated that about 90 percent of the users base their decisions on the information provided in reviews (by an expert team).

Our algorithms and expert team will evaluate every ICO before registering it on the platform. Furthermore, a comprehensive evaluation of each Initial Coin Offering together with its scope and likelihood of market share will also be determined by looking out for the following factors in every project:

1. There must be a fully functional, responsive and professionally designed website
2. The details of founding members and the management team must be provided to the general public
3. Every budding ICO must have a well-organized roadmap
4. It must be made clear to the prospects that their investments will be safe and there are efficient and sufficient measures incorporated to ensure that the wallets do not encounter an attack. Moreover, you should also possess a substantial plan to mitigate any wallet hack
5. You should not be involved in ANY controversy, online or offline, whatsoever
6. Customer outreach to maximize lead generation

Reviewing the reliability of different ICOs

If you have been following cryptocurrencies for some time, you must have realized that ICO is a very important aspect in this industry and as of January 2019, they have managed to raise hundreds of billions of dollars, let alone the boom that comes as a result. ICOs are not only important for the investors, but they have reasonably high importance for issuers as well. Therefore, reviews can help your ICO to establish a very reliable presence online.



Our procedure is pretty straightforward. Firstly, when you send us an application to list the ICO, our algorithm will run a 'background check' to determine the authenticity and future prospects of your project. By considering the points mentioned above, if you qualify, we will pass on the application for a manual review (conducted by our experts).

Please note that this process might seem exhausting, but it merely takes 2-3 business days (maximum).

Our investors know the procedure we follow for listing any ICO. Therefore, once you pass these scans, your probability of penetrating the market and gathering funds for your venture will increase exponentially.

We actively counter fake reviews

Even on the reviewing sites, the concern regarding fake reviews is aggravating, which is a serious matter to deal with. Of course, when this problem engulfs a multi-billion-dollar industry, the worries grow exponentially.

But that is exactly what we have managed tactfully with the help of blockchain. Each of the review posted on our website will be added to the chain and after validation, no one will be able to fake it.

Certainly, if our team uploads a review on the blockchain, they will be allowed to update it. But history will be displayed to the customers to provide them with a comprehensive chain of events for how the opinion or rather a review changed.

The very first step is that we hire professional crypto journalists with sound experience in the industry. Secondly, if multiple journalists upload their reviews regarding an ICO, the artificially intelligent system is responsible for picking up the best review that provides a comprehensive overview. It is not important to us whether the review is positive or negative. All we care about is that the users must be provided with authentic information.

We believe in adapting to the changes and therefore, we guarantee timely upgrading of our robust algorithms such that they remain competitive and are always able to battle with fraudulent activities.

Services

As mentioned before, we do not randomly add ICOs or show the lists to our investor base blindly. Let's have a look at a couple of most important features that make us stand out of the competition.

Dashboard

We offer a multi-functional dashboard where you can monitor everything centrally. Moreover, it also allows you to do upgrade your membership, create new campaigns, and of course, manage the distribution of tokens or define new rules.

KYC

It is a new trend in the online industry, crypto in particular. When the influx of ICOs grew in the mid of 2018, there were several scams erupting out of nowhere. People lost a huge amount of money by investing in wrong schemes.

Considering that, we have also incorporated the 'Know Your Customer' verification in our platform. It allows us to assure the investors that project owners are not fraudsters. In fact, you happen to be a decent team, willing to undergo an audit to prove your authenticity.



Basically, it is a voluntary process but it gives immense credibility to your team. We randomly select a couple of team members from the given list to verify their identity. If they pass the test, we put a badge on your profile, telling everyone that your team is verified and they can trust you.

Marketing tools

Nobody is an expert in all fields. Therefore, we allow you to just focus on getting your project listed at HighBank and then thinking about future moves. We provide you with all the marketing tools that you could use to run your social media campaigns from our dashboard.

It also allows you to get insights and statistics for each campaign so you know that you are getting the required results.

API

Most of the ICOs prefer telling their audience that they have been listed on a renowned review site. Plus, they also want to fetch the important information to boast about their progress.

Therefore, we provide an API that you could call to show important information (like total funding until now) on your landing page. It is a major factor in boosting your conversion rates in the long run.

Nowadays, visitors are most likely to stop navigating your website if a link jumps them to another page. It also damages your credibility and lowers the user experience. Well, you don't have to suffer from all that now!

Seamless token distribution

This is where the true perks of automation seem like a blessing. Once you have done all your marketing and you receive funds from an investor, just hit the confirmation button and our smart contracts will automatically distribute the funds among all of your investors, depending on the amount they have spent.

Please note that we allow you to accept all major coins for ICOs including BTC, ETH, XRP, and LTC.

Smart contracts

After automatic and manual verifications are performed, you can launch a setup wizard to enter all of the details and rules you want to set for your ICO. Basically, it allows you to create a customized crowdfunding campaign.

All of the details are collected and turned into token and distribution smart contracts automatically. So you never have to worry about anything. It is as simple and efficient as a drag and drop feature.

More than 'mere' ICO listing

Apart from offering extended features listed above, we also allow our customers to setup Airdrop and full bounty programs from the dashboard. Both of these are 'sort of' marketing strategies and in the past, many ICOs have benefited from them.

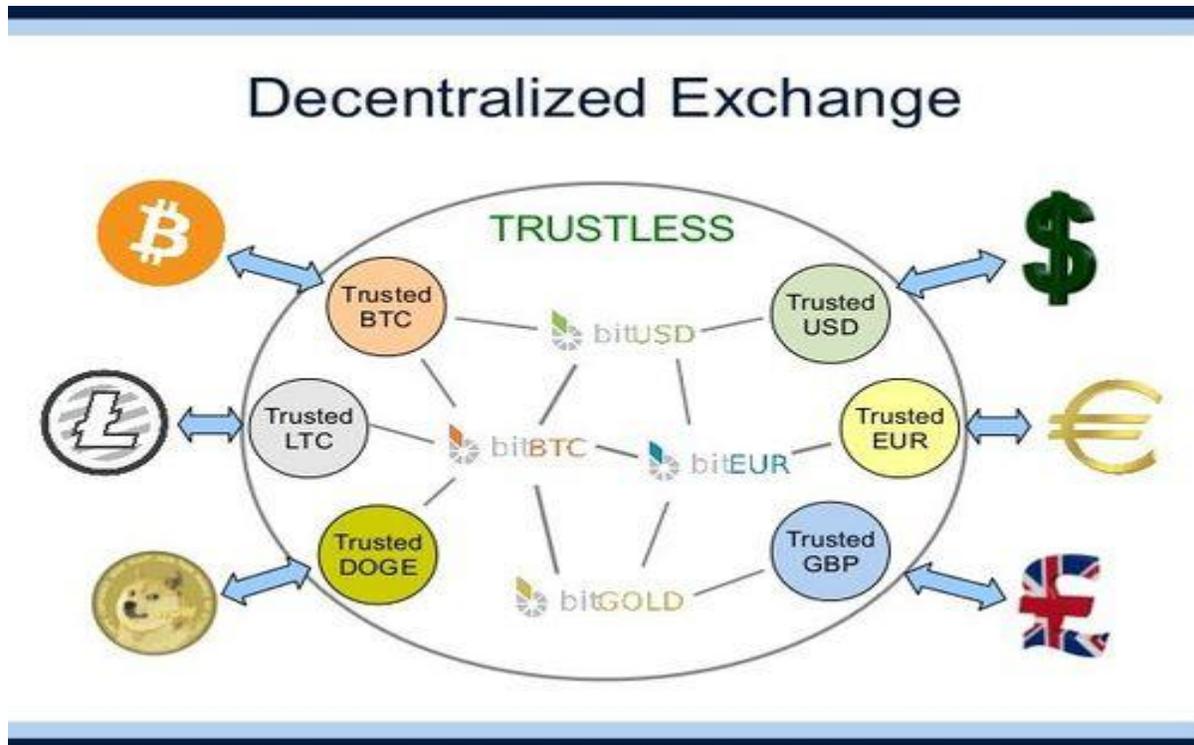
Usually, it happens to be a manual process, but HighBank takes care of the automation required to gain maximum results from Airdrop and Bounty campaigns.

Decentralized Exchange

Over the past couple of months, we have observed an exponential growth in the number of decentralized exchanges. There are several reasons, but the primary one is that the business model is lucrative for founders and investors. Moreover, the thing that makes it so attractive is that it offers a solution for the mainstream cryptocurrency users.

Crypto is facing immense pressure from the organizations that run on fiat currency and therefore, their regularization has become a major problem. Unless there is a legal framework derived at an International or even national level, it is hard to expect that traditional exchanges, currently dealing with fiat, would ever accept cryptocurrencies.

Furthermore, their nature also makes them difficult to be traded in an environment that is several decades old. Since crypto runs on blockchain technology, it is important to create an exchange infrastructure that favors decentralization.



This is exactly what HighBank is offering to the community. However, there is one big difference. Apart from just rolling out 'yet another crypto exchange', we have incorporated an extensive level of decentralization that you will read and realize in the article below.

The technology

As per our core technology is concerned, we always ensure that HighBank's main-chain works seamlessly with other networks. In order to achieve that, we will make use of Polkadot. It is

designed to enable applications and smart contracts on one blockchain to transfer data and assets on other chains.

Polkadot consists of many parachains with potentially differing characteristics which can make it easier to achieve anonymity or formal verification of the transactions – which can be spread out across the chains, allowing hundreds of them to be processed at the same time.

Specialized parachains, called bridges, can be created to link independent chains and the relay chain is used to achieve consensus between two different networks.

Following are the 4 participants of our system:

1. Validators
2. Nominators
3. Collators
4. Fishermen

Why pursue decentralization?

This question must be buzzing you for quite some time now. If you want to evaluate the perks of decentralization, I recommend you to think about 'not putting your trust in one person'. Everything revolves around this notion.

Let's see how.

No single point of failure

When we use databases on centralized servers, they are not only prone to hacking attacks but if ANY problem occurs, there is no way to keep the stuff running that is currently being hosted on the server.

Now apply the same concept to our use case. If you happen to visit an exchange for currency trading and its servers go down, you cannot exchange your currency, whatsoever. Both of you are bound until the constraint is resolved.

But in the crypto World, the concept of depending on someone for any transaction is eliminated and everyone has an equal share in the network. Which means that if HighBank's exchange hosts 1000 users and 5 of them go down simultaneously (which is practically equivalent to 5 full fledged servers), the network can still use the remaining 995 nodes to keep the infrastructure alive.

Therefore, it is highly fault tolerant and the fraudulent elements out there need immense resources to compromise the network – which is only theoretically possible, as of yet.

Scalability

When servers are centralized, they have hardware and software constraints. Issues like maximum bandwidth and the number of users have always halted the exponential growth in present infrastructure.

However, if you read the above point thoroughly, you must have understood that a blockchain-based system does not have any scalability concerns and the credit goes to its decentralized approach.



If we think about that in our context, we come to realize that this scalability ultimately results in higher liquidity, means that our customers can exchange different tokens with a variety of pairs and they never have to worry whether their counterpart is ready for the trade or not.

Come on. It's hundreds and thousands of users.

Variety of choices

See, when something is centralized, it has to cater to the requirements of a very limited class. Moreover, even if the majority is willing for something, it cannot be implemented if the central authority disapproves the proposal. It results in a shortfall of innovation and ultimately, the customers suffer from the unavailability of opportunities.

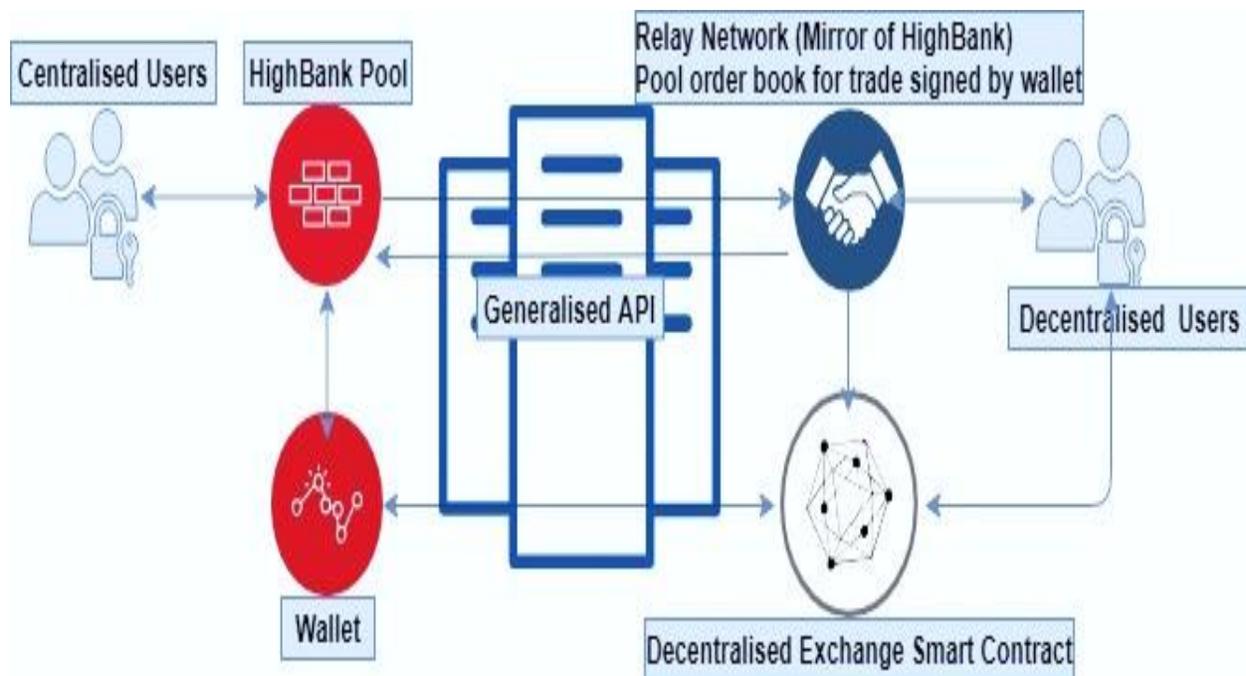
But a decentralized system considers the input and opinion of several people. It elevates the probability of innovation and users have plenty of choices to increase their wealth.

How does HighBank exchange blends into the current scenario?

As mentioned above, we do not only allow you to trade ERC20 based tokens, in fact, the use cases go far beyond that. We allow you to trade tokens belonging to (pretty much) all protocols in the industry. So it is not important for you to own BTC, ETH or any other ETH based coin to use HighBank's exchange effectively.

It is as simple as owning a token and joining the platform.

So, for instance, if your business model requires you to accept a variety of tokens, you do not have to create accounts on several different platforms. Just sign up for HighBank exchange and you are good to go.



Let's have a look at the salient features before we explore other aspects:

- High liquidity (it is quite important to ensure that there is always a buyer available for the seller and vice versa)
- The fee structure for transaction and withdrawal is kept at its minimum. The aim is not to charge you a hefty amount of money but to provide economic support so that our network does not get packed
- Our exchange never faces a downtime

- The data of each coin available at the exchange is transparent and we retrieve it from the server of the respective cryptocurrency. It ensures least discrepancy in the values being shown to the users
- One of our core features is that we have multiple currency pairs for you to trade with (in fact, several of them since it happens to be a cross-platform solution)
- It ultimately means that the exchange offers an array of payment options to cater to the requirements of a wide base of prospects and customers
- We believe that user-friendliness is rather a generic term. Therefore, we have invested a huge amount of time and resources to guarantee that the interface is beginner friendly

Provides Indicators

At an exchange, it is crucial to have actionable insights. However, the markers for interpreting these insights must be differentiable. Therefore, we offer you an array of technical trade indicators (e.g. different graphs and buttons display in different color schemes). Moreover, we also feature multiple colored graphs to differentiate between their functionalities.

Furthermore, if you are curious about implementing 2FA and receive notifications and email for every activity that occurs within the exchange, that is taken care of very well.

Features

Following is a list of features that are common to almost every exchange in this niche:

1. **Sell order**
2. **Buy order**
3. **Stop limit order**
4. **Atomic swap**

The first two are quite easy to understand since they explicitly refer to the 'plain' selling and buying of cryptocurrencies. However, the stop limit order is quite an interesting feature as it allows users to execute the order at a particular price. As soon as a given price (also referred to as the stop price) is reached, the order turns into a limit order and allows the trader to carry out a transaction at the limit price, or avail an even better option.

Please be advised that the cryptocurrency trading niche is quite volatile, because of the very products it allows to be traded. It implies that the variations or rather abrupt fluctuations in the prices of assets are quite a mainstream happening here. This high level of volatility presents deeply embedded challenges for the investors because they could even lose the entire investment based on a single bad decision. Since it is a recent domain and masses are not quite aware of the tactics of investing, we aim to provide training as well. Furthermore, our client-first

approach is right at the core of this exchange, which facilitates every trader and prospect to enjoy the minimum risk on investment.

Atomic swap

Our platform offers atomic swap as well, which is quite a decent functionality and gives you a sheer authority over the type of trade you execute.



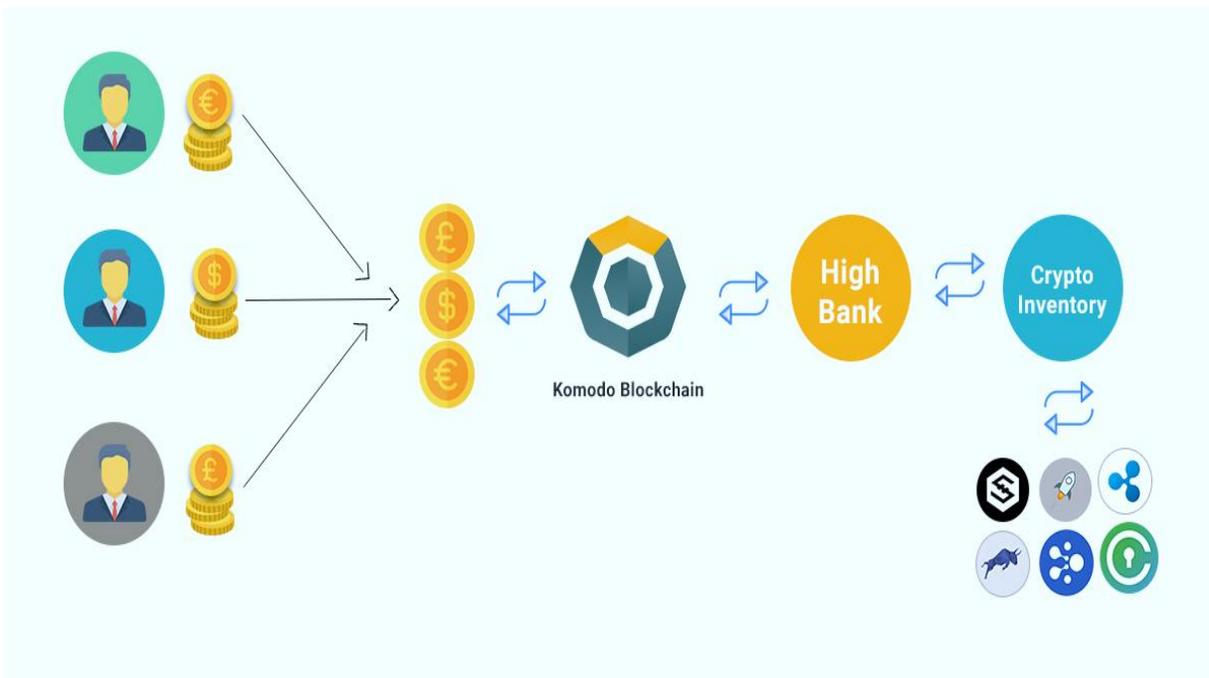
It is very different from the regular crypto exchange mechanism and under atomic swaps, even if a hacker gets through the security of the exchange, he cannot steal the coins, whatsoever. Basically, it is the next generation of security.

Let's have a look at how the mechanism works at its core:

1. Suppose Adam has some ETH and Clark possesses XRP and they both are willing to swap their coins

2. Through HighBank's dashboard, both of the parties will start a payment channel and the user who initiates the swap process also creates an address for this smart contract
3. Now, this contract address happens to be a highly safe vault that stores coins for both of the parties. The encryption for this vault is not to be joked about. It's secured with multiple encryption layers
4. The transaction initiator, let's say, Adam, will proceed forward and deposit all of his ETH tokens into the vault. Hence, a value will be created, which is very important in a decentralized environment
5. The 'value' created by Adam will act as a key to the vault
6. The hash generated, as a result, will serve as a lock for the 'secure address box'
7. You must have understood that both of these elements are crucial for unlocking the vault at the other end of the transaction (Clark)
8. As soon as these steps are over, this hash is shared with Clark
9. Now Clark further generates a contract address using the hash shared by the initiator
10. Clark's XRP tokens are deposited into the vault
11. Please note that at this stage, Adam can unlock the tokens sent by Clark
12. The procedure is simple as Adam just needs to sign a transaction for the smart contract sent by the other party and the same goes for Clark

Off-chain Matching Engine



An off-chain matching engine allows HighBank to benefit from the performance characteristics of centralized exchanges but in a decentralized way. Orders are signed and sent from user addresses to the matching engines, where they are quickly and deterministically processed using high-performance hardware. Matched orders are then signed off-chain and committed back to user accounts present on the exchange.

A payment gateway for everyone

There are several different kinds of gateways in the market that have been around for decades and have provided very commendable services. But most of them with established legitimacy and reputation deal with fiat. That's not what we want. After all, we seek decentralization!

So we do not only offer an exchange. In fact, every successful exchange needs a robust payment gateway to maximize the inflow of cryptocurrencies and cater to the requirements of a wide variety of users. Please note that our support extends far beyond ERC20 based tokens and therefore, with our API, you can accept a crazily huge amount of tokens and assets on your website or store.

Let's shed some light on a couple of salient feature of the payment gateway:

Automated conversion

Since HighBank's payment gateway nests an array of assets, belonging to different blockchains, we think it is very important for our customer to enjoy an utmost level of automation. Firstly, all conversions on the exchange are instantaneous so you never have to worry about facing time delays.



Secondly, some merchants are willing to view a 'net value' of their wallet by summing up the values of different assets in possession. So in order to cut off the confusion, you just have to select a default currency on your dashboard and the net value of your exchange account will be visible in your preferred currency.

It must be mentioned that since this currency is merely for 'weighing' the 'worth' of your account, it could be any fiat or crypto.

Escrow

If you happen to be a freelancer, you must already be in love with this feature!

Now, with the help of HighBank, the probability of our customers undergoing a fraud is at a bare minimum. Whenever you initiate a transaction and exchange is expected, always ensure to go through Escrow's channel.

Cost efficiency

You already know that, right? That's one of the reasons why you love cryptocurrencies. But have you ever thought about the reason?

Well, you need to dig a little deeper. Everything happening on the internet is several times more advanced and efficient than a traditional procedure. Particularly, when we talk about financial use cases since the money gets transferred in a matter of seconds and the infrastructure does not require you to set up heavy machinery and vaults, the operational costs are significantly reduced.

These reasons allow HighBank and any other DEX in the industry to offer cost-effective solutions to the customers.

Vault

It serves as the basic and yet the most important component of our infrastructure. Regardless of the factors whether you have ERC20 based tokens or not, you can store pretty much any crypto-based asset that you accept from your clients in this vault.

Dashboard

This dashboard makes you the boss of your payment gateway account because everything that you do on our platform, will be executed through the interface. It does not only facilitate you in interacting with your vault, but you can perform all of the management-related tasks as well.

For instance, you could fetch a list of transaction history to view your activity, with no names, of course. Crypto is anonymous, after all.

The greatest perk (probably) is that you can always schedule a recurring payment by creating a schedule. Let's say you have to pay your landlord a monthly rent of \$2500 through LTC. You just need to click a few times and the system will automatically generate a smart contract to fund your landlord's account at a fixed date, each month.

Blockchain Consultancy and Advisory Services

Blockchain has taken the World by storm. Previously, the use cases were just limited to cryptocurrencies, but now, the issuance of a token is just another use case of a larger ecosystem. Although HighBank happens to be a for-profit venture, our goal is much more generic and extended towards helping our clients, whether online or offline.

This article will shed light on a variety of areas related to our blockchain consultancy services. If you are thinking that this advisory service is a part of our business model to charge premiums, you are not quite right. So, please follow through and at the end of this article, you will understand how we are trying to bridge the gaps and create ecosystems based on mutualism.

Consultancy for the ICO owners

Suppose you have the funds, but you are absolutely clueless as to how the ends would meet to create a globally recognized ecosystem. Now consider another scenario. Suppose you have the perfect skillset required to create an ICO and the venture after that, but budget is a major constraint.



Whichever be your case, no worries. That's what we are specialized to handle. See, it is important for you to realize that your success is our marketing and therefore, we consider every piece of advice as a ladder step for your booming success.

Coming back to the point, if you plan to launch an ICO, but you are unsure in any of the relevant areas, need some help in cutting off your cost or making your venture penetrate through the dense market, we can provide the consultancy at very reasonable costs.

Usually, we assign each case to an expert team member. However, if need be, depending on the scope of your project, we can dedicate a team, collaborating with you on a daily or weekly basis to help you through.

Offices across the Globe (online and offline community centers)

Some people care more about the physical presence of a team instead of relying on remote meetings. We understand that. After all, it is a very volatile industry as of now, particularly if you are focusing on a financial use case.

In order to extend the helping hand even further, we aim to establish our offices, aka community centers, all over the Globe. It would not only help us in reaching out effectively, but you can also get a greater sense of security. Obviously, a multinational company cannot screw you up on will!

Moreover, it would also help us in our vision – handpicking and recruiting the perfect talent from all over the World.

For instance, if you visit our office in Belgium and you want a detailed explanation regarding a particular aspect of ICO launching, we will sail you through. Our teams will be there to give you the presentation, make you accustomed with a variety of aspects related to your query and even link you up with the right skill set for your problem statement.

Furthermore, if we ever realize that you are not satisfied by our team at your location, we can always conduct remote sessions from experts based in other continents.

Error finding teams

You are no longer required to offer bug finding bounty as it costs a lot from what we offer. Our remote and on-site experts are always keen to help you with the launch of your ICO and if you

buy the required membership plan, we can always assign a team to find the loopholes in your project.

Their findings will always remain confidential and you will save tens of thousands of dollars by NOT offering an open bug finding bounty. What's more exciting is that we have seen plenty of ICOs going live with an unidentified bug at the time of their launch. But when they found out something was wrong, the projects had already suffered and they couldn't continue any further. Some of them terminated their services and some lost community's support.

Please note that this particular service is not only related to finding errors in your code. In fact, even if there is a conceptual problem or any other thing in your business model that could be exploited at a later instance by someone in the community, we will look into that and offer our best support.

The reason is simple. Your success is our marketing.

Partnering with us

We like taking the possible future moves into account. Therefore, if you ever wish to partner with us for one of your ventures, we could always explore the possibility.

For instance, you come up with a brilliant market-thrilling idea. But you do not have the skillset and/or funds to make both ends meet. If we find your idea viable for the market and we also evaluate that the Return on Investment will be decent enough in the future, we will certainly craft a plan to work with you.



We will either buy your idea, hire you as the concept leader or we will give make you a shareholder in the project. Please note that becoming a shareholder in the project does not make you a decision making authority of the HighBank ecosystem. You will just lead the concept of YOUR idea.

Architectural and other technical support

Money is not everything, we understand that. As mentioned above, we also provide you with teams to execute your idea. Let it be defining the complete architecture, filling in the missing gaps to make your concept work or to create a solution from scratch, you do not have to worry.

Writing smart contracts

It forms the basis of any blockchain based venture. Before we explore further, you need to understand what a smart contract is.

As the name suggests, it just refers to the digitalization of a contract in the blockchain World where nobody can ever tamper with anything agreed by the two parties, mutually.

The programming language we support is solidity and whether you want our assistance in a financial use case (i.e. a cryptocurrency) or you plan to launch an enterprise-level blockchain with a native token as one of its use cases, our developers can write and even guide you in writing your own smart contracts.

Why smart contracts?

Well, because they cut off the hassles. Even though writing a contract might be difficult in some cases, generally, it is easy. This is because A LOT has happened in the niche in the last 12 months and since our experts belong to a wide variety of domains, we can guarantee you won't experience any problem.

But once a smart contract is composed and deployed on the network, it is self-executing for all the future transactions and you need not to worry at any instance.

Particularly, if you are planning to introduce an e-commerce solution in the market, trust lays the foundation. Many buyers are often worried about price manipulations because the traditional contracts can be tempered, especially when there exists a central authority. However, the likelihood of such an event is absolutely zero when we talk about a blockchain environment.

Specifying the consensus algorithm

Before we move towards discussing the specifics, it is very important to realize that without the concept and functionality of consensus, the blockchain technology would be devalued in a short span of time.

Since there is no centralized authority in the network, we seek the help of a consensus algorithm which allows all nodes on the network to verify a transaction and accept it as legal before registering it on the immutable chain. But once the consensus passes it and the transaction is recorded, there is no way that anyone could tamper or delete it from the record. It stays there forever.

Let's have a look three of the most popular consensus algorithms that you are most likely to choose for your ICOs.

Proof of Work (suppose you are launching an ERC20 based token)

As of yet, this protocol is being used by a wide variety of organizations ranging from Bitcoin to an array of budding currencies and the primary aim is to halt the DDoS attack, preventing the unexplained exhaustion of resources.

In order to understand the concept and its working at the grass root level, you should think of yourself as an accounting student, who is solving a specific problem at any particular instance. You should also assume that the room is filled with an array of students, attempting to solve the same problem. For instance, you take one hour to solve a specific question and other pupils in the class have done only half of it. Don't you think that you deserve a reward provided that you have a well-driven method for reaching the conclusion and the examiner is able to evaluate each step of your iteration?

Now if the question you are solving is difficult enough that it requires a reasonable amount of brain power, your resources are being used. That is exactly the scenario on Ethereum blockchain. Users solve different math problems to allow an efficient running of the network and then based on the effort they have offered and the hardware resources they have used, they are rewarded accordingly.

As such, the Proof of Work model does not have any flaw apart from the fact that its extensive usage may lead to a 51% attack. Therefore, even though this protocol is fine for most of the scenarios, the PoS is way ahead of PoW.

What is 51% attack?

As the name suggests, it is a situation or rather an event where a miner (most commonly referred to as a pool of miners) take control of 51% of the entire computational power associated with the network. With such a heavy computational power limited to a narrow stream of users,

attackers have the ability to invalidate transactions and even the double spending of coins. It ultimately thwarts all the measures offered by the Proof of Work model.

It becomes possible with the creation of fake blocks. These blocks will be used to confirm invalid transactions and even reject the authentic and legal ones.

This is where the Proof of Stake model comes into play and offers yet another layer of security and transparency.

Proof of Stake (consider a mining scenario)

Since it rests on the concept of a person's stake (we'll learn that in a while), the percentage of blocks that can be confirmed by the user is offered on a linear scale. It means that if person A has ten times more coins than person B, then A would never be able to mine more than 10 times the ability of B.



As compared with the Proof of Work model, it overcomes the challenges and proves to be an even better option in the following ways:

- Expensive hardware is not required, and even an ordinary laptop would serve the purpose, as long as it is online
- Since it does not consume high electricity, PoS is an energy efficient model
- Validations are efficient

In the PoW model, miners are given rewards on the basis of solving mathematical problems and deriving new blocks. However, this robust and futuristic model has a keen focus on the wealth of each individual.

Now let us assume that you happen to be a validator and that you are in possession of 100 tokens. It is your stake and the duration for which you have held each coin will be referred to as its very age. But please be advised that if you transfer the currency to any other wallet, the age tag associated with each transferred coin will be refreshed. The number of coins and the age associated with them could be regarded as a guarantee which assures the automated system that this very individual is more loyal to the network, so he should be rewarded by allowing him to validate a block.

Hence, it happens to be a robust solution for diminishing the risk of frauds (nearly eliminating it). This is because the algorithm prefers those individuals for block building who appear to be more loyal to the network.

Delegated Proof of Stake

If you are familiar with the concept of democracy and voting, you already know half of the mechanism here.

Basically, this algorithm works on voting and reputation maintenance system. So, for instance, if you are allowed to vote but your reputation on the network is down for a legitimate reason, your opinion won't carry much weight. Until now, it has proven to be (probably) the most decentralized thing on the blockchain technology since it allows everyone on the network to give an opinion about something and yet, it covers pretty much all of the necessary parameters required to give permissions.

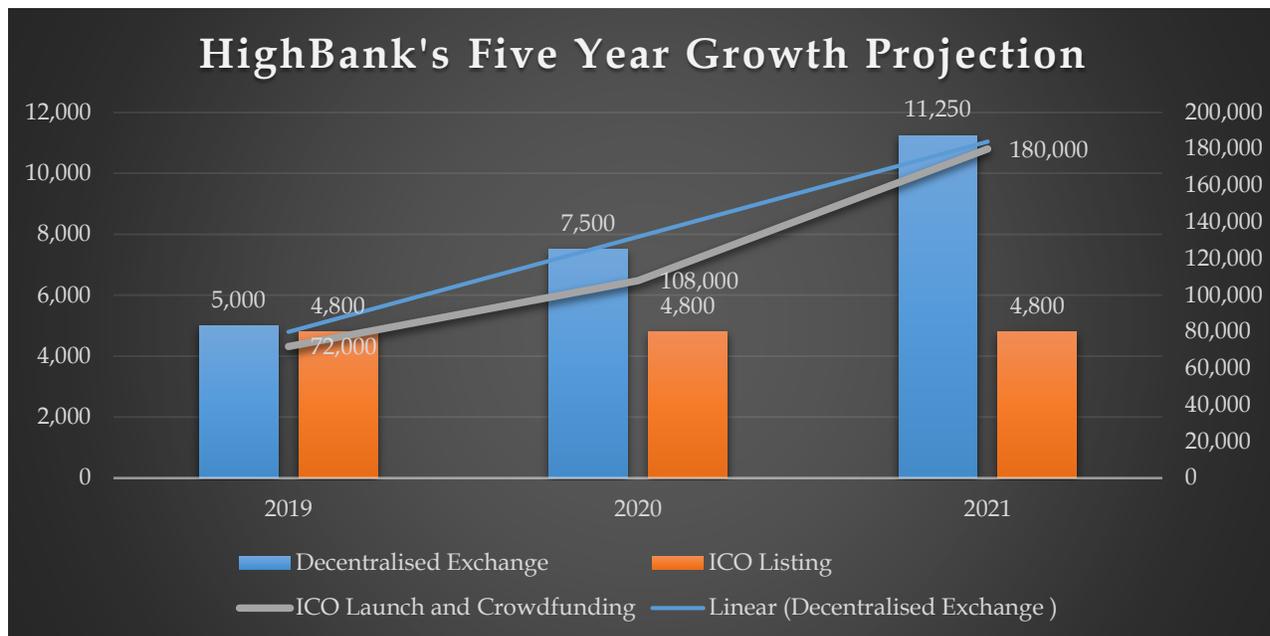
Please note that the new role assignment is at the discretion of current token holders. For instance, if Adam wants to join the network and Chris is already a member, then the later mentioned needs to vote for Adam's approval, provided that Chris has a certain threshold of tokens in the wallet to prove his loyalty to the network. Therefore, it is very important to assign roles in a purely decentralized environment to minimize the risks associated with the centralization of power.

Revenue Generation Plan

Here is a five-year forecast for income generated from the HighBank ecosystem:

Platform / Year	Fee generated from the Decentralized Crypto Exchange (in USD)	Fee generated from the ICO Listing (in USD)	Fee generated from the ICO Launch and Crowdfunding (in USD)	Fee generated from the Marketing and Partnership programme (in USD)	Fee generated from the Community Centres (in USD)	Fee generated from the Blockchain Consultancy and Advisory (in USD)	Total accumulations per year from HighBank services
2019	5,000	4,800	72,000	18,000	90,000	24,000	213,800
2020	7,500	4,800	108,000	18,000	90,000	24,000	252,300
2021	11,250	4,800	180,000	18,000	90,000	24,000	328,050
2022	16,875	4,800	288,000	18,000	90,000	24,000	441,675
2023	25,315	4,800	432,000	18,000	90,000	24,000	594,115

The chart below summarises the growth of HighBank regarding a five-year projection:



Strategy and Implementation Details

One of the key elements of successful marketing is community building. It must support novice traders who would like their questions answered regarding the product.

At HighBank, we are confident that the marketing strategy we are offering, is an incredibly fast-paced, complex and technology-driven. It covers:

- A one-tier and coordinated marketing program
- Revenue sharing with token holders via a fair share program
- Digital Media such as news websites and blogs
- Social Media such as Facebook, Telegram, Twitter, Instagram, LinkedIn, and YouTube.

Community building, marketing strategy, and investor outreach

Successful community building and marketing requires a great degree of transparency between the platform's programmers and potential users. Also, market awareness about the platform and its potential use cases must be highlighted more simply and effectively. Investors, other than private investors, should be targeted as well to achieve the funding goals as set out in the business plan.

Our strategy is grounded in providing a strong customer value proposition in the crypto markets. We have already set up a global marketing infrastructure to reach as many customers as possible.

Pricing strategy

Currently, solution providers continue using sophisticated stand-alone platforms that are not user-friendly. But we are launching our platform to address the current gaps in the existing crypto markets.

Therefore, our pricing will be competitive but will not depend on factors that can overshadow other merits of trading.

Promotion strategy

This section contains a blueprint for our promotion strategy.

#1: Social media marketing

We will leverage social media platforms such as Facebook, Twitter, LinkedIn, and YouTube. Our Head of Social Media will lead an active campaign to help create awareness about HighBank. Video marketing will play a crucial role in our social media engagement to educate our users.

#2: Online Forums

We intend to use online forums such as Reddit and BitCoinTalk to reach out to as many users as possible in the crypto community. To provide timely information, the platform's community will be active on these channels.

#3: Blogs

We will leverage online blogs such as Medium and Steemit. An ongoing blogging campaign will be executed as part of the HighBank's educational initiative. Because we are targeting a specific market, we will craft detailed and informative blogs that will form successful harness uptake of the platform.

#4: Email Marketing

Key leads and potential partners' contact details will be collected to periodically communicate to them via newsletters about the progress of the platform's implementation.

#5: SEO

By participating in active SEO campaigns, our venture will rank higher on search engines. This will help scale the conversion rate. We intend to leverage both on-site and off-site SEO campaigns to improve our search engine rankings.

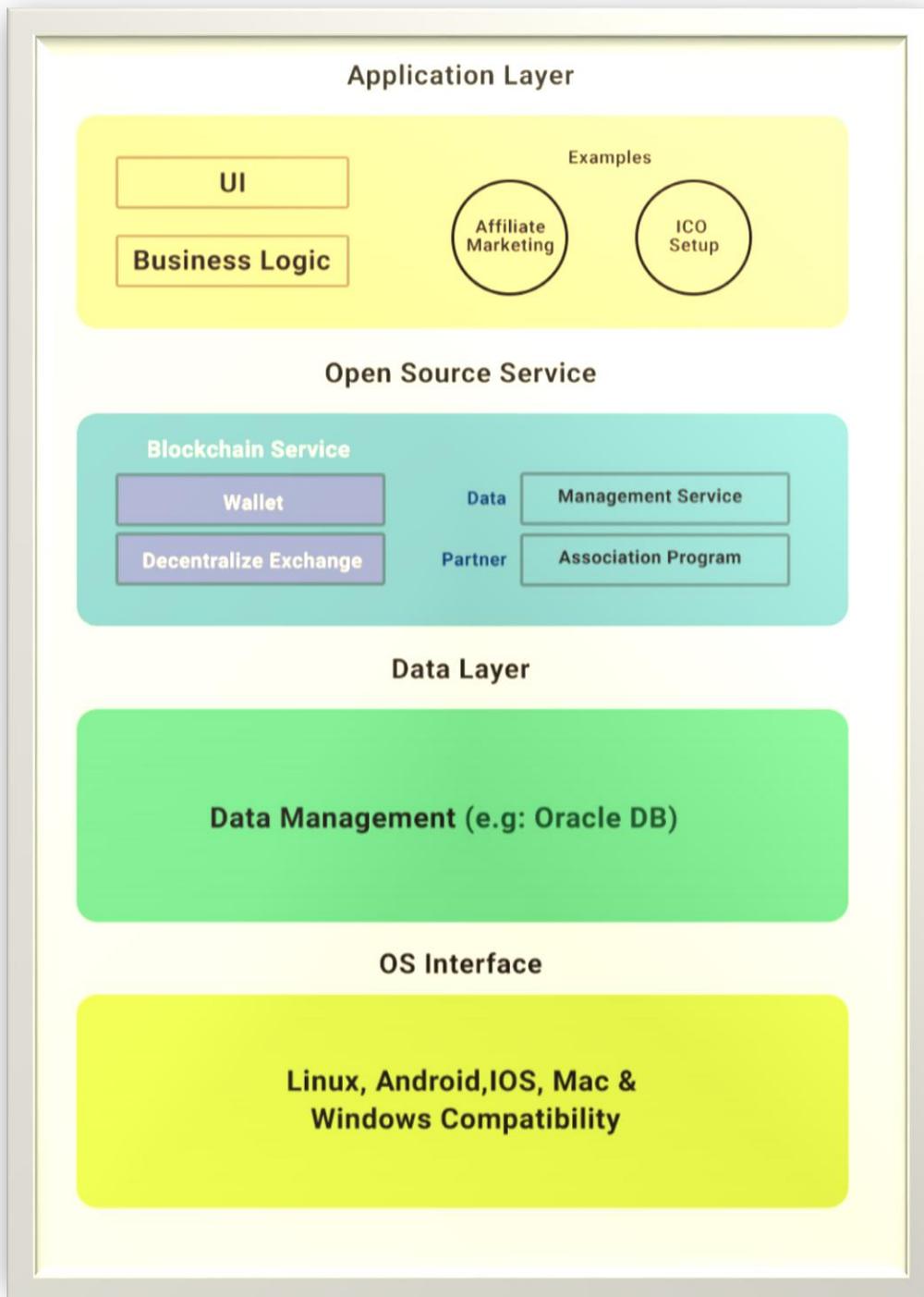
#6: Telegram

To enhance real-time community engagement, HighBank will maintain a telegram channel. It will have the most up-to-date progress about the platform's implementation. The telegram channel will serve as a central node of the platform's community.

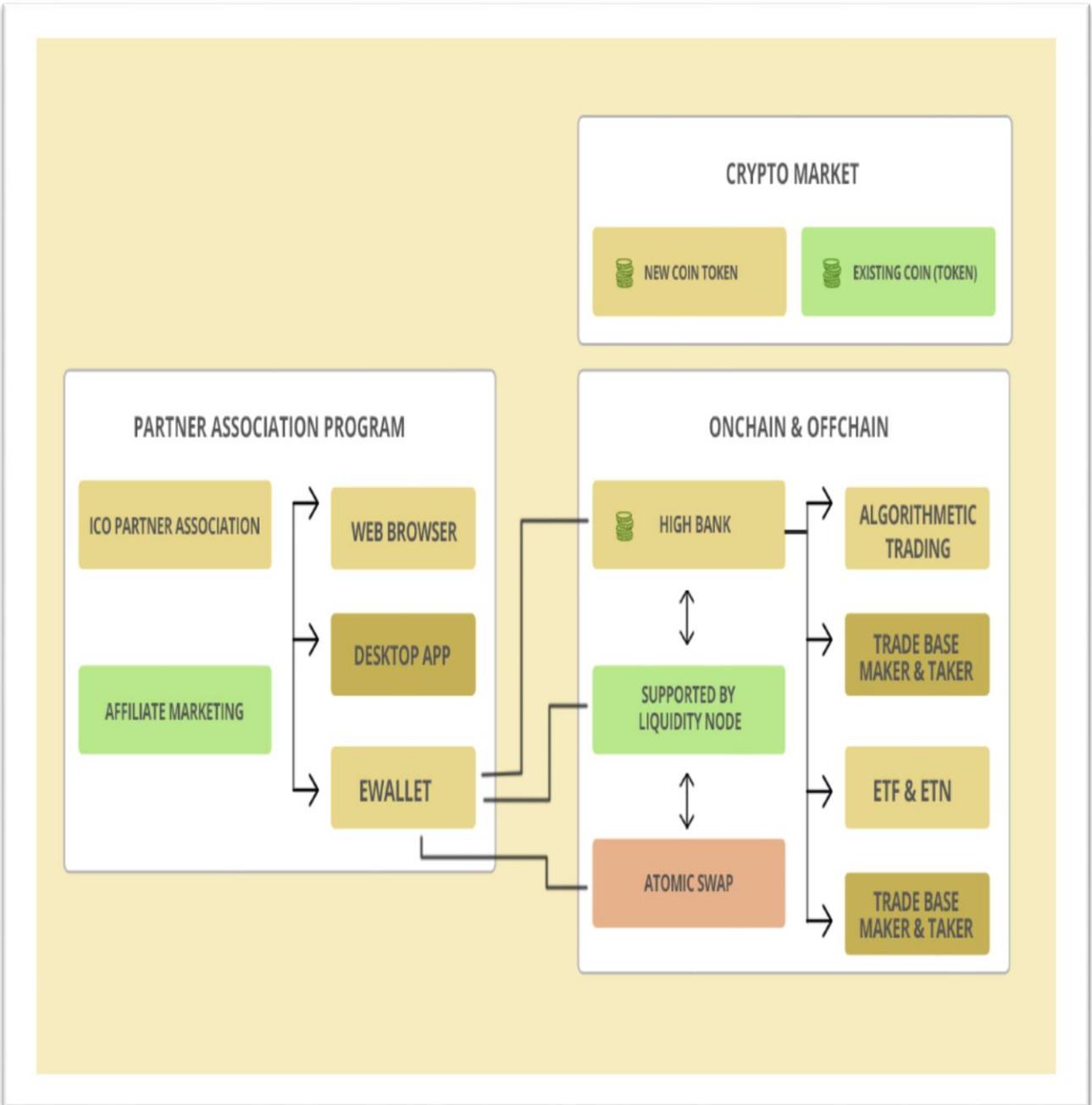
#7: Slack

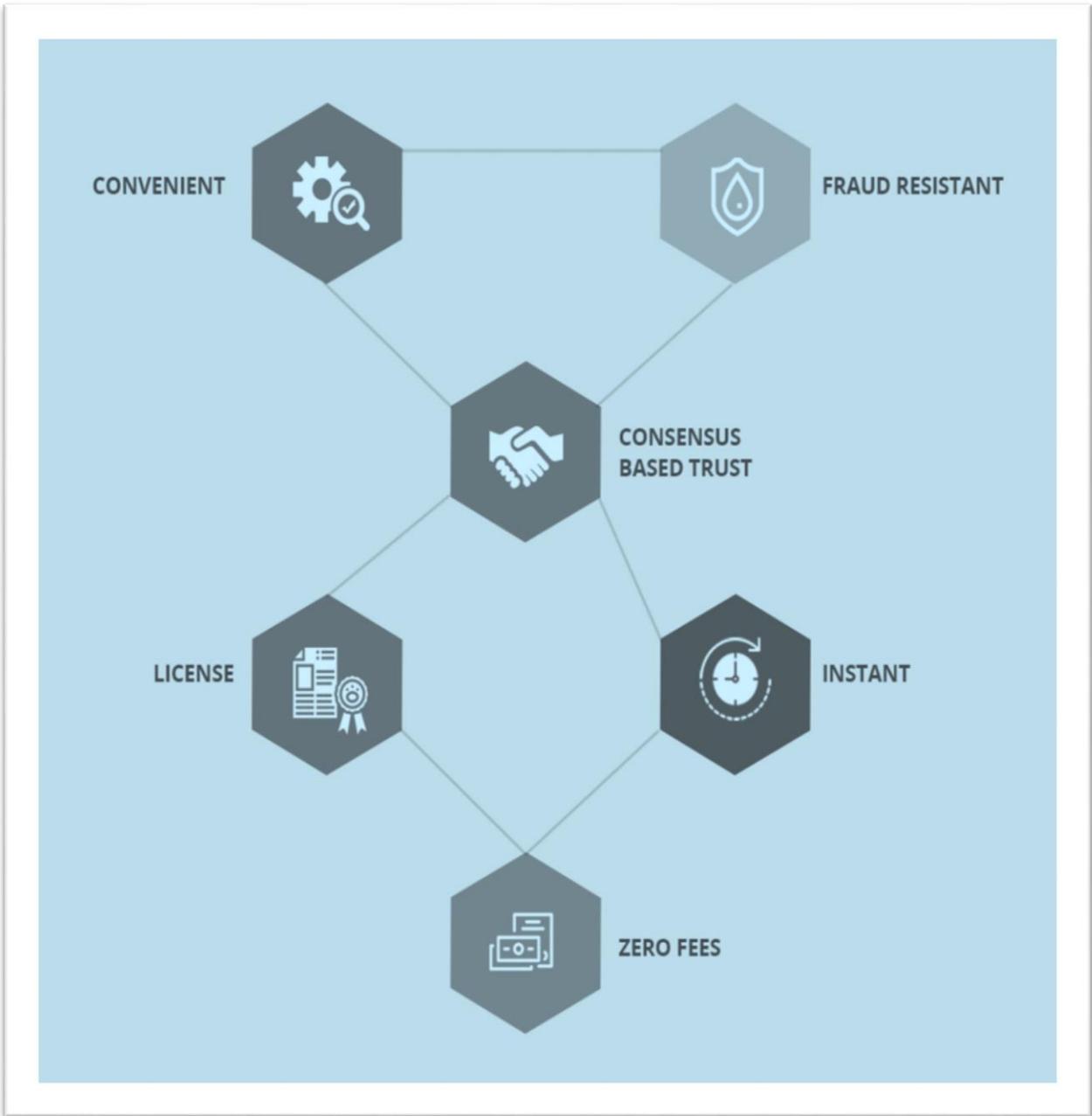
An equally important communication channel besides Telegram is the Slack. It will be managed by the platform's community team to address various aspects of implementation.

The architecture of the System:



HighBank Eco-System :





Tokenomics

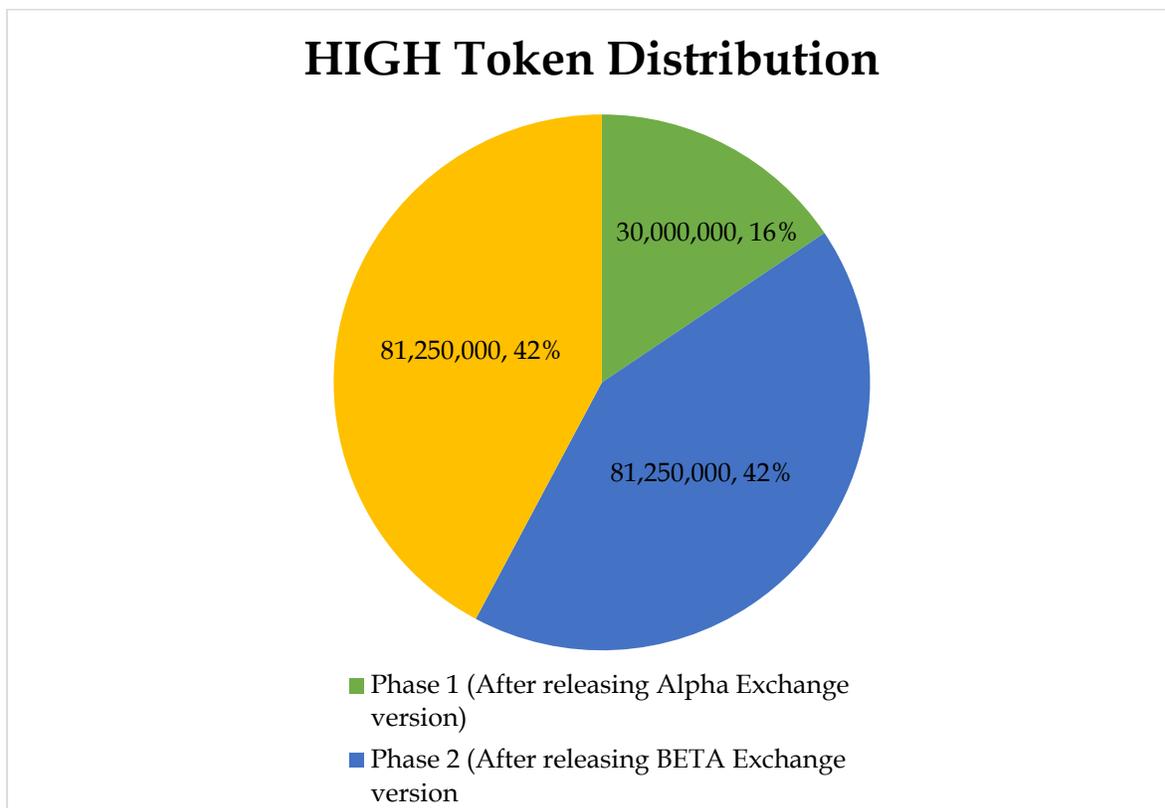
'HIGH' token is the engine that fuels all the transactions on the platform. It will be compatible with the Ethereum ERC20 standards and are required to link power all the transactions including the following:

- Facilitating transactions on the Decentralized Crypto Exchange;
- Facilitating ICO Listing on the platform;
- Facilitating ICO Launch and Crowdfunding on the platform; and
- Facilitating marketing and partner programmes on the platform

The following table summarizes tokenomics:

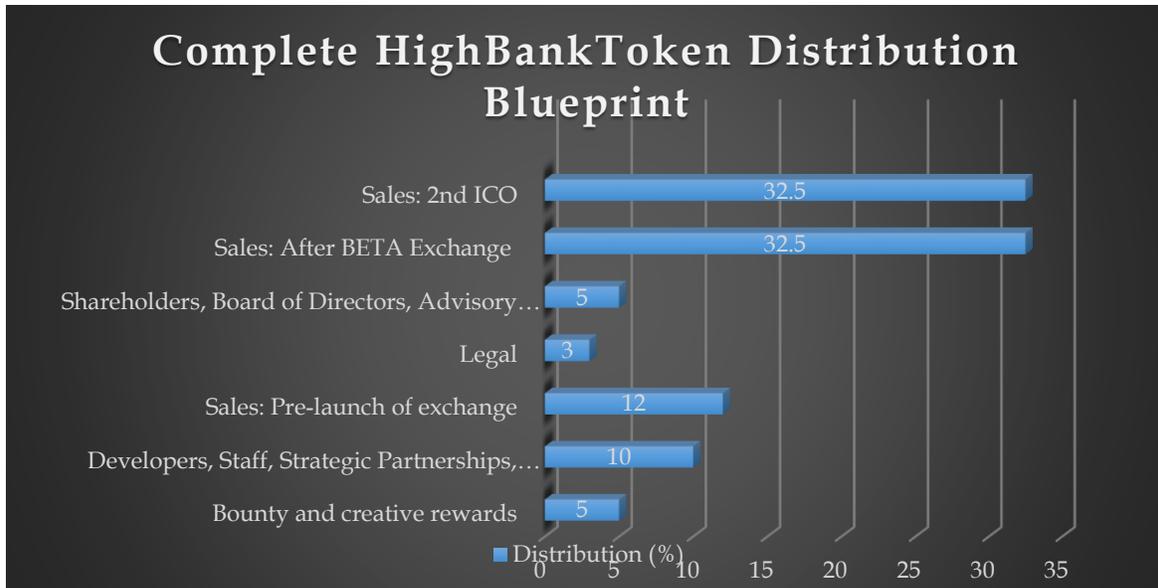
Name	HighBank (HIGH)
Blockchain	Ethereum
Standard	ERC20
Purchase methods	ETH, BTC, LTC
Hard cap	40,000,000 USD
Soft cap	5,000,000 USD
Cost of a token	1.00 USD
Total supply	100 Million
New token emissions	No (fixed)
KYC	Yes
Min purchase cap	50 Tokens
Max purchase cap	No limit

Whitelist	No
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The following table summarizes distribution:

Token sale programme	40%
Staffing	32%
Marketing	10%
Operating Expenses	9%
Consultancy	6%
Legal	4%



Security Protocols

HTTPS: We will use it everywhere in the system.

Bcrypt Hashing Technique: We have used advanced Bcrypt hash to store sensitive information. It is an adaptive function - over time, the iteration count can be increased to make it slower, so it remains resistant to brute-force search attacks even with increasing computational power.

Session Identifier: We have incorporated it after each logout.

Timeout Sessions Management: We have timed the entire session management. Similar to banking websites, we monitor in-activity and timeout sessions. If multiple sessions are detected, we destroy all active sessions. Furthermore, if the user resets the password, we destroy all active sessions

No Open Redirects: The exchange takes care that “no open redirects” performed in the system post a successful login by the user.

Cookies Management: We have given extra attention to cookies management and processing in the HighBank Exchange. We have set only ‘secured’ and ‘Http only’ cookies.

JSON Web Tokens: We employ JSON Web Tokens wherever possible to represent claims between two parties.

One Time Password: OTP is secure but has become an old technique that hackers can sometimes get around.

Reset Password Token: Prediction in the pattern of reset password tokens is a common loophole used by hackers. We have ensured randomness in the reset password token that is generated and sent to users' emails.

RFC compliant UDIDs: We have adopted the best practice of using RFC compliant UDIDs for user ID, etc.

SMS Authentication: As with banking systems, any update in the personal contact details of the users is done via an SMS verification to the owner.

KYC Document Uploads: To neutralize the shell technique used by hackers to gain access to the exchange server, we are very careful while allowing KYC document uploads, carefully controlling how users upload files and what type of files are allowed.

Cross Site Scripting: We employ Content Security Policy headers to fight cross-site scripting and data injection attacks

HTTP Strict Transport Security: We implemented HTTP Strict Transport Security across the exchange to avoid the Secure Sockets Layer stripping attacks.

Clickjacking: We have taken steps to protect the Exchange from Clickjacking and cross-site attacks by making effective use of X-Frame and X-XSS securing.

Countering Phishing Techniques: We keep updating Domain Name System records to add Sender Policy Framework. It effectively counters hackers' phishing techniques to trick our users from the original site.

Time-locked Transactions: All transactions on HighBank Exchange are executed in a specific time-lock and across several steps based on the configuration of the time-lock.

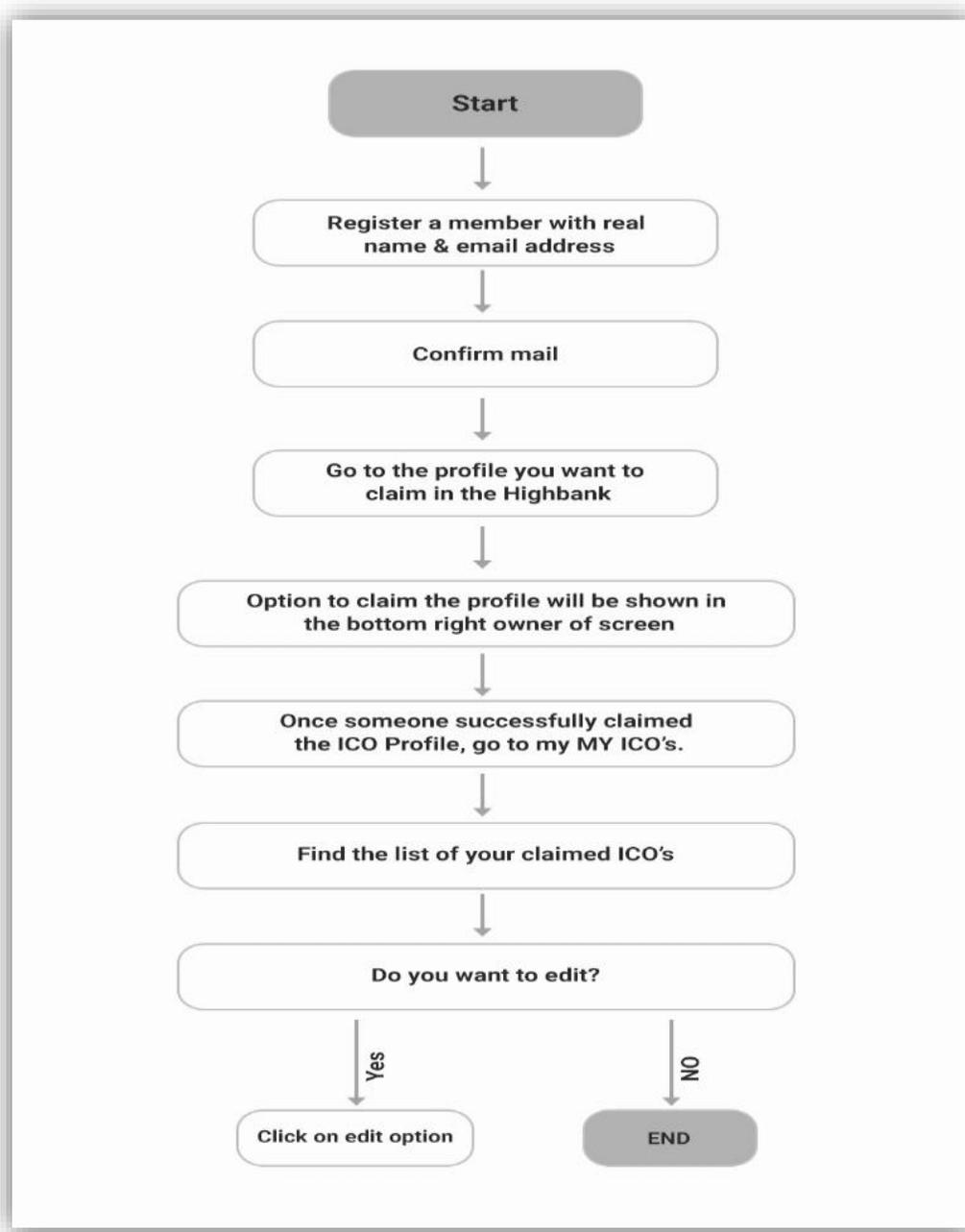
2-Factor Authentication: Using Google Authenticator as a 2-Factor Authentication process helps us to prevent hackers from gaining unauthorized access into users' accounts.

Cloud Flare: HighBank will use Cloud Flare to secure the exchange and APIs from online cyber-attacks.

Answering the potential queries

In this section, we will focus on answering (pretty much) everything in your mind. If you want to know more, please contact us and our team will be happy to help.

How would an ICO register at HighBank?



One of your team members must register the ICO with an authentic email address, name, and ID verification documents. Then the user has to confirm his/her email address.

After registering, the user must select a particular profile (or membership plan) which he/she wants to avail at HighBank.

After selecting the profile, the user has to hit 'MY ICO's' button.

There, a list of their ongoing ICOs will be shown and an option to launch a new ICO will also be provided.

How an expert can join the HighBank Platform (to give reviews and earn rewards)?



Suppose you happen to be an ICO expert and want to join our community to give your recommendations about the ICOs which are running on the platform.

You must follow these steps:

- First, you have to submit an application form
- Once the form is submitted, the community will verify your ID and background
- If the details are verified, the community will award you a membership
- Otherwise, the application will be rejected

How to choose team members from the HighBank Community?



The companies who are tying up with the HighBank community will be able to look into details of the team members onboard. Furthermore, they will also be able to choose one or more team members from the community.

Once their request is placed, the HighBank community will look into the proposal and take the decision whether to approve or deny it.

Market Overview

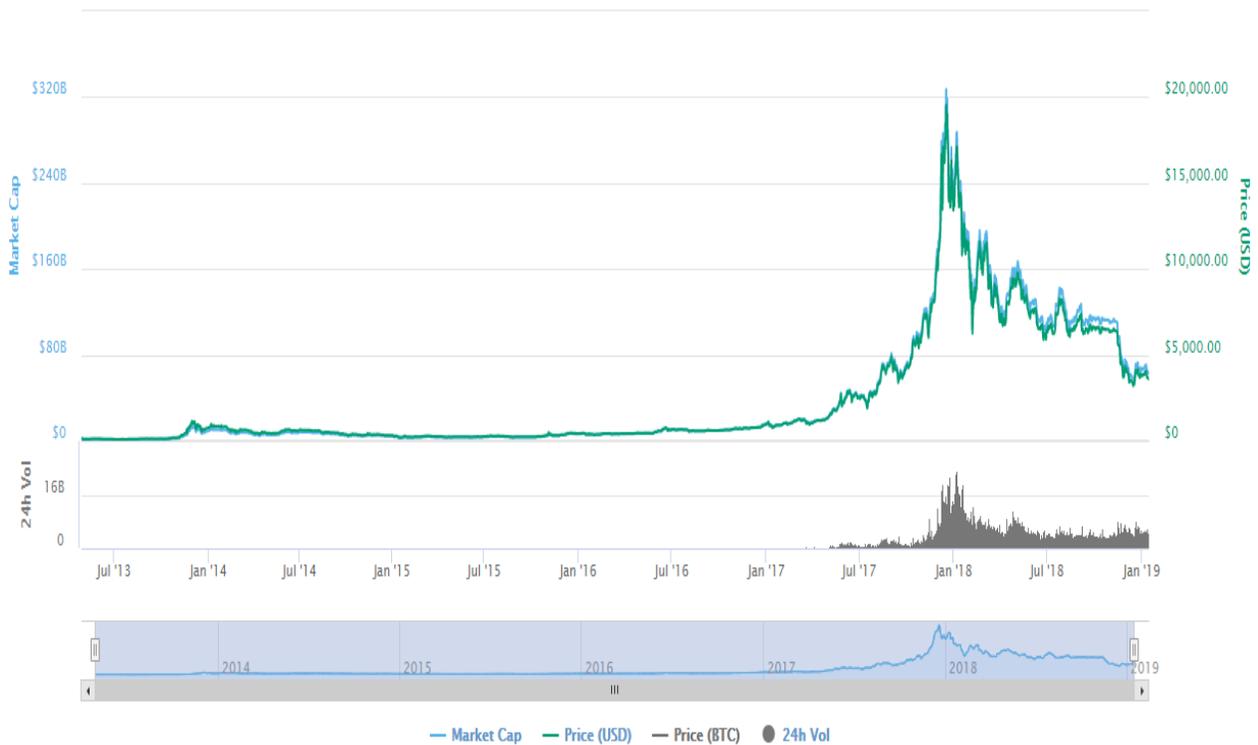
In 2019, Bitcoin marked its first anniversary after the unveiling. The intrinsic value of Bitcoin and other cryptos as an alternative for storage and transfer of economic value is steadily gaining acceptance by a critical mass of users, investors, and even governments.

Cryptocurrencies have demonstrated their potentials by allowing users to have direct access to the global financial system—anywhere, anytime, and without the involvement of financial institutions like bank accounts or credit history. Ideally, cryptocurrencies offer the promise of a decentralized and democratized global payment platform, just in the same ways, the social media democratized the internet in the early 2000s.

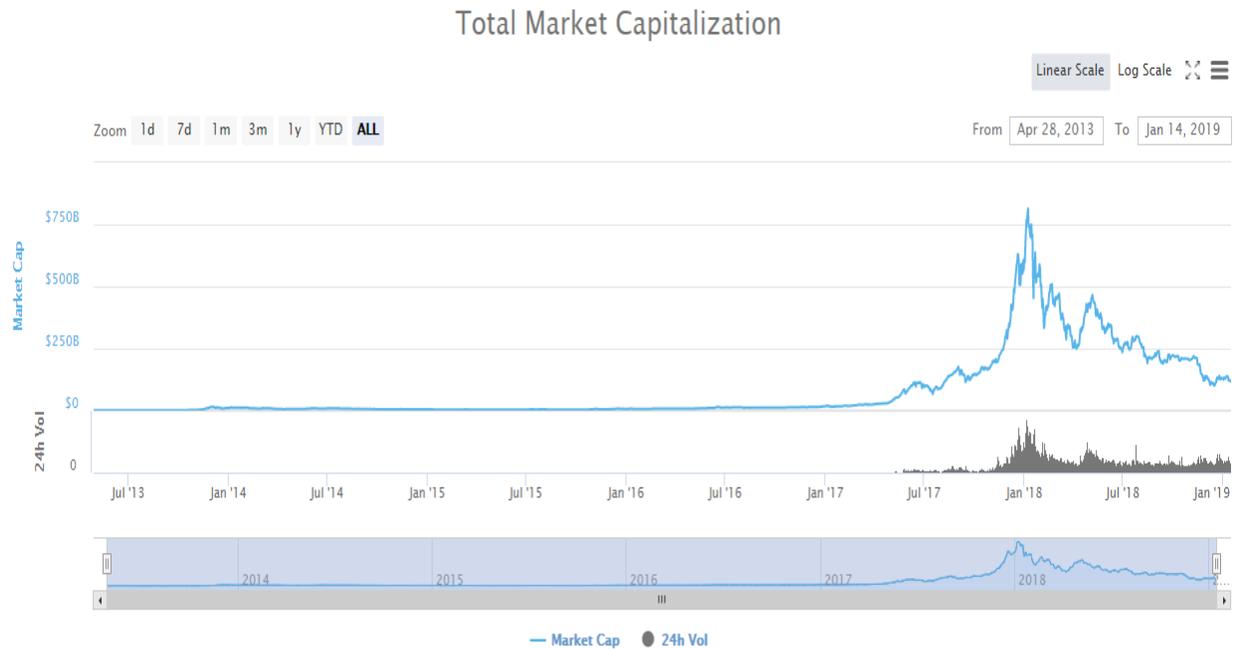
Increasing acceptance and range of cryptos is proof that virtual currencies will take on more important roles in trading.

Consider the case of Bitcoin.

At the initial stages of its unveiling in 2009, 1 BTC was trading for a paltry 1 USD making the majority of people to doubt its potential. When in 2017, 1 BTC soared to nearly USD 20,000 people began adopting it, and their doubts were erased entirely. Even though its price has now settled at USD 3,500, the increase is still phenomenal as the chart below demonstrates:



As of this writing the total market capitalization of all cryptocurrencies is nearly \$119 billion with a 24-hour trading volume of roughly \$15 billion as shown below:



Except for the big four currencies (the US Dollar, the Chinese Yuan, the Euro, and Japanese Yen), this figure exceeds the liquid money supply for some of the major fiat currencies such as the Swiss Franc and the Korean Yuan. Among the cryptocurrencies, Bitcoin has continued to show steady growth as more new wallets explode on its Blockchain.

HighBank believes that Bitcoin’s dominance will diminish in the future as more players join the crypto marketplace. Notably, Ethereum—a Blockchain unveiled in 2015 by Vitalik Buterin—has demonstrated its potential to change the entire structure of crypto markets via its smart contracts capability.

As a result of its smart contracts capability, Ethereum is now supporting hundreds of cryptos built on its Blockchain. If the number of cryptos launched on Ethereum is anything to go by, then it will continue to be a whole tokenized ecosystem where programmers create interfaces for any conceivable sectors of public and private activities at both individual and organizational levels.

Obviously, the existence and thriving of Ethereum-based cryptos add significant value to crypto markets, as they offer traders with native tokens which are applied far beyond just financial transactions. A new report by the Cambridge Center for Alternative Finance reveals that roughly 3 million people are actively using cryptocurrencies.

This number is projected to grow significantly as cryptos go mainstream. In this case, scaling will require a one-stop crypto marketplace that is not only user-friendly but can also appeal to the ordinary traders and investors who may lack the necessary knowledge and experience in Blockchain and cryptosystems.

HighBank believes that the intrinsic hurdles of conventional crypto trading platforms are a consequence of lack of one-stop crypto trading platform. We are certain that these challenges are a unique feature of crypto markets and can only be mindfully solved via an all-in-one crypto trading platform.

Competition Landscape

The individual HighBank services on our platform have various competitors. However, our platform promises to occupy a unique position in the entire crypto marketplace in many aspects.

The table below summarises the key competitors for our individual services:

Service	Major competitors	Strengths	HighBank's unique position
Decentralized Crypto Exchange	IDEX, Kyber Network, Waves DEX, OpenLedger DEX, and CryptoBridge DEX	<ul style="list-style-type: none"> • Experience with centralized exchanges. • Large customer base 	<ul style="list-style-type: none"> • HighBank's primary goal is focussing on a critical mass market with a focus on inexperienced traders and investors with little or no experience in crypto trading. • HighBank is providing one-one crypto trading platform featuring a Decentralised Exchange, ICO listing, ICO Launch and Crowdfunding, Marketing Partnerships, and Blockchain consultancy.
ICO Listing	ICO Bench; ICO Alert; ICO Champs; ICODrops; Coin Schedule;	The majority of these platforms are offering a single stand-alone service.	HighBank is providing one-one crypto trading platform featuring a Decentralised Exchange, ICO listing, ICO Launch and Crowdfunding, Marketing Partnerships, and Blockchain consultancy.

	ICOBazaar; ICO Rating; and ICO Watchlist		
ICO Launch and Crowdfunding	KICKICO, Blocker, and Cryptonomos	Apart from KICKICO, the rest of the platforms are still in the initial stages of development. However, scrutiny of their whitepapers reveals that they are just standalone systems not providing a holistic experience for traders and investors.	HighBank is providing one-one crypto trading platform featuring a Decentralised Exchange, ICO listing, ICO Launch and Crowdfunding, Marketing Partnerships, and Blockchain consultancy.
Marketing and Partner programme	None so far.	None	At present, HighBank is the only institution that has proposed to include marketing and partnerships with ICO launch and crowdfunding.
Community centers	KICKICO	These platforms do not provide a holistic experience for a trader willing to trade in cryptocurrencies.	HighBank is providing one-one crypto trading platform featuring a Decentralised Exchange, ICO listing, ICO Launch and Crowdfunding, Marketing Partnerships, and Blockchain consultancy.
Blockchain consultancy/Advisory	Starter Studio and NaiLab	These platforms do not provide a holistic experience for a trader willing to trade in cryptocurrencies.	HighBank is providing one-one crypto trading platform featuring a Decentralised Exchange, ICO listing, ICO Launch and Crowdfunding, Marketing Partnerships, and Blockchain consultancy.

Roadmap



Team



JUNG WOO

Co-Founder And Co-Chairman



SEUNG WON

Co-Founder And Co-Chairman



HYEON HO

Co-Founder And Co-Chairman



Keeley C. Wilkinson

Chief Executive Officer



Tapendra Shee

Blockchain Architect



Asad Hayat

Blockchain Expert



Sheraz Arshad

Full-Stack Blockchain Developer



Sakil Mahmud

Backend Developer



Bijon Pramanik

Blockchain Expert



Rasel Mahmud

UI/UX Developer



Tanmoy Banerjee

Business Developer



Prasad Seerapu

QA Specialist



Azeem Saifi
Editor in Chief



Ahsan Rasheed
Creative Head

Advisors



Minjun Jang
Korea Marketing Advisor



Jatin Kapadia
Partnership Advisor



Andrey Romanov
Crowdfunding Advisor



Elza Hovhannisyan
Marketing Advisor



Anita Erker
Community Advisor



Jean Paul Busuttil
Global Alliance Advisor

Legal Considerations:

This document is not an offer of securities or a collective investment scheme, nor does it require registration with or approval from any particular country. Contributors are advised to read this document carefully in full and perform due diligence. The content of the whitepaper is under our scrutiny and might get edited or changed as and if condition requires.

This Whitepaper has been developed in collaboration with our Currency and Financial advisors and has been reviewed by our Legal advisors. To the maximum extent permitted by the applicable laws, regulations and rules, , any entities of Highbank and officers and employees thereof shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this whitepaper or any part thereof by you.

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Regulatory authorities are carefully scrutinizing businesses and operations associated to Crypto Tokens in the world. In that respect, regulatory measures, investigations or actions may impact HIGHBANK's business and may limit or prevent it from developing its operations in the future. Any person undertaking to acquire HIGHBANK TOKEN must be aware that HIGHBANK's business model or HIGHBANK Ecosystem and its existing platforms may change or need to be modified because of new regulatory and compliance requirements from any applicable laws in any jurisdictions. In such case, purchasers and any person undertaking to acquire HIGHBANK TOKEN acknowledge and understand that neither HIGHBANK nor any of its affiliate shall be held liable for any direct or indirect loss or damages caused by such changes.

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Neither HIGHBANK nor any of its officers and employees are to be or shall be considered as advisor in any legal, tax or financial matters.

Acquiring HIGHBANK TOKEN shall not grant any right or influence over HIGHBANK's organization and governance to the purchasers.

This document is for information purposes only and is not an offer or a call to sell stocks or securities on the KES platform, or that of any other related or associated company.

Legal Governance and Compliance

We have invested in seeking out legal and compliance expertise to ensure that HIGHBANK ICO meets the new regulatory rules of the Initial Coin Offering at the ICO-stage.

According to the professional opinion of our legal advisors, based on the Howey Test our HIGHBANK TOKEN Coins should not be deemed as securities and do not need to be registered as a security.

HIGHBANK ICO focuses on the legislative regulation of ICO, digital tokens and operations with cryptocurrencies to provide our Users and Contributors safe and reliable solutions for crowdfunding

REPRESENTATION AND WARRANTIES BY THE PURCHASERS

By participating in the token sale of HIGHBANK TOKEN, the purchasers represent and warrant to HIGHBANK Ecosystem as follows:

(a) You are authorized and have full power to purchase HIGHBANK TOKEN according to the laws that apply in your jurisdiction of domicile;

(b) You are solely responsible for determining whether the acquisition of HIGHBANK TOKEN is appropriate for you;

(c) You are not acting as an agent on behalf of any other person or entity who wish to purchase HIGHBANK TOKEN or participate in its token sale;

(d) You have carefully considered the risks, costs, and any other demerits of acquiring HIGHBANK TOKEN and understood such the risks, costs, and any other demerits associated with HIGHBANK TOKEN and its token sale;

(e) You are not acting for the purpose of speculative investment;

(f) You agree and acknowledge that HIGHBANK TOKEN does not constitute securities in any form in your jurisdiction;

(g) You agree and acknowledge that this whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in your jurisdiction or a solicitation for investment in securities;

(h) You agree and acknowledge that no regulatory authority has examined or approved of the information set out in this whitepaper, no such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;

(i) you agree and acknowledge that this whitepaper, the undertaking and/or the completion of the HIGHBANK TOKEN sale, or future trading of HIGHBANK TOKEN on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of HIGHBANK Ecosystem or HIGHBANK TOKEN;

(j) the distribution or dissemination of this whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the

applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to HIGHBANK Ecosystem;

(k) You agree and acknowledge that in the case where you wish to purchase any HIGHBANK TOKEN, it is not to be construed, interpreted, classified or treated as:

- (i)** any kind of currency other than cryptocurrency.
- (ii)** debentures, stocks or shares issued by HIGHBANK Ecosystem.
- (iii)** rights, options or derivatives in respect of such debentures, stocks or shares.
- (iv)** rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss.
- (v)** units in a collective investment scheme.

(vi) units in a business trust.

(vii) derivatives of units in a business trust or

(viii) any other security or class of securities.

(l) You have a good understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;

(m) You are fully aware and understand that in the case where you wish to purchase any HIGHBANK TOKEN, there are risks associated with HIGHBANK ECOSYSTEM and its business and operations;

(n) You agree and acknowledge that HIGHBANK ECOSYSTEM is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this whitepaper or any part thereof by you;

(o) You will not use the token sale for any illegal activity, including but not limited to money laundering and the financing of terrorism; and

(p) all the above representations and warranties are true, complete, accurate and non-misleading from the time of your access to and/or acceptance of possession this whitepaper or such part thereof (as the case may be)

Conclusion

It is important to note that given the scope of every venture, there could be a few legal obstacles or rather considerations that might be important for you. However, we understand that onboarding an expert legal team might be really expensive. But you don't have to worry about that now. HighBank has a very dense network and we can arrange legal team from pretty much any country you prefer. Of course, depending on the feasibility, the charges may vary. But we assure competitive rates.

After all, your success is our marketing!

Moreover, we also offer professional whitepaper writing service which caters to the requirements of your technical as well as newbie audience (with no technical knowledge). Of course, this can happen remotely, but we have writers from all over the World so no need to worry about the language barriers.

It should also be noted that presales and backend management are very core aspects in this niche. So we think that you should focus more on the vision and network building instead of tiring your mind with management related tasks. When we have a dedicated team for that, why do you want to sweat?

Furthermore, we also help you in setting up the community, which happens to be a very basic yet imminent requirement for boosting your online presence and letting everyone know. Our teams are well versed in establishing your brand identity over some of the most popular blockchain and crypto websites, including but not limited to, Bitcointalk, Medium, Cryptocurrencytalk, and Bitcoinforum.

HighBank also assists its customers in running paid advertising and submitting blog posts on a recurring basis. Now, this feature demands SEO, SMM and PR marketing – one of the core features in which our teams specialize.

While launching an ICO, it is important to weigh in the requirements of both, investors and project owners. You must have realized that in the sections above.

Since several hundred of ICOs hit the market every couple of weeks, it is crucial to facilitate them for launching a next-generation blockchain-based venture. At the same time, their scrutiny is also important for gaining the trust of investors.

We also understand the risks associated with this volatile industry. This is why, for the investors, HighBank has offered KYC verification and reviews to keep the platform as unbiased and as genuine as possible.

This business model is incredibly helpful if you have the right idea with a rational roadmap to penetrate the market and establish your presence.

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