

PLUTUX is a cryptocurrency exchange that empowers traders with customizable, user friendly advanced trading features in a mobile centric, gamified and ethical environment.

Plutux will also develop a protocol for the tokenization and trading of private securities upon obtaining relevant regulatory licenses.



Exchange Launch **DEC 2018**








## PLUTUX DEVELOPMENT TIMELINE

Utility Token Exchange

Security Token Exchange

Digital Asset Management

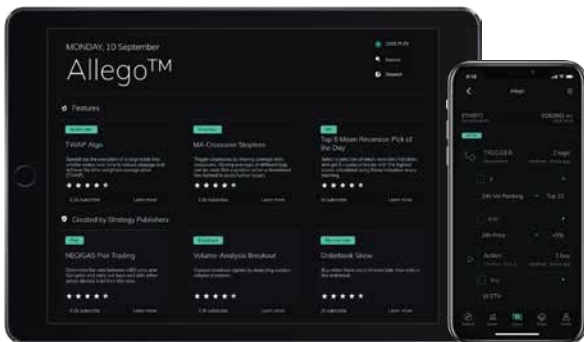
## HIGHLIGHTS

	EXISTING PROBLEMS	OUR APPROACH
<b>ALGORITHMS</b> 	Absence of algorithmic strategies for cryptocurrency traders who cannot program; leads to precision, speed and time constraints for traders	We offer pre-set algo order templates, algo order building tools, and a marketplace on our mobile app with drag-and-drop functionalities to allow convenient precision trading with no programming skills required
<b>GAMIFICATION</b> 	Poor product design with lackluster functionality	Gamification features like leaderboards, missions, leveling and trading games keep users engaged without compromising the core elements of an efficient and high caliber exchange
<b>REGULATION</b> 	Uncertainty over the validity of security and general operational claims	By obtaining a Distributed Ledger Technology license from the Gibraltar Financial Service Commission, we operate in a compliant environment and will share financial and security audits from a multinational accounting and auditing firm
<b>LISTING</b> 	Limited, low quality and non-compliant token offerings, which lack community input	Our listing pipeline and screening priorities are democratized through community delegates and councilors, while approval criteria and process are managed independently by an experienced listing team to guarantee compliance
<b>LIQUIDITY</b> 	Thin orderbook leads to slippage	Competitive designated market making schemes are available to help drive liquidity. Our APIs, trade and order matching engines have been designed to cater to demanding quantitative participants with mirroring, failover, and deduplication designs
<b>SECURITY</b> 	Security infrastructures and protocols are weak or not validated	Best-in-practice security protocols are designed for client asset and info storage, website, application and back end systems with continuous penetration tests run on our testnet by Red Teams. Our regulator and auditor also ensure that our security claims are implemented
<b>SECURITIZATION</b> 	The absence of fully compliant exchanges that can bridge the gap between traditional and cryptocurrency markets.	Tokenized securities will revolutionize the financial market and provide liquidity across multiple asset classes. In response to this shift in the global financial landscape, Plutux is actively exploring to obtain a securities license to deal security tokens in a compliant manner.

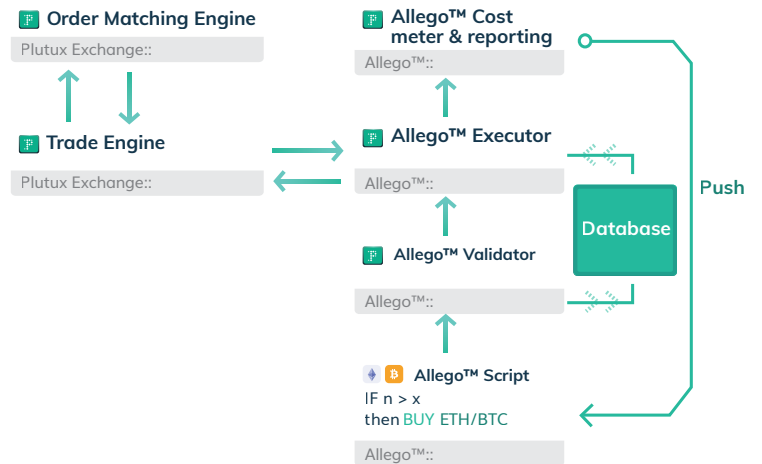
## EXCHANGE OFFERINGS

### ALGORITHMS

Plutux's mobile application will offer a **drag'n'drop algorithm** platform named **Allego™** that empowers users to trade with precision and capture opportunities in the cryptocurrency market that operates continuously around the clock.



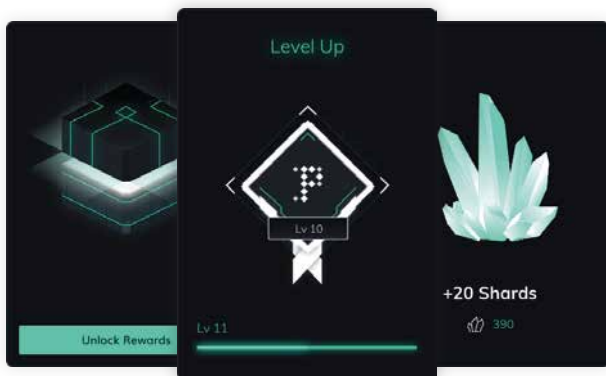
#### ALLEGRO™ DATA FLOW



### GAMIFICATION

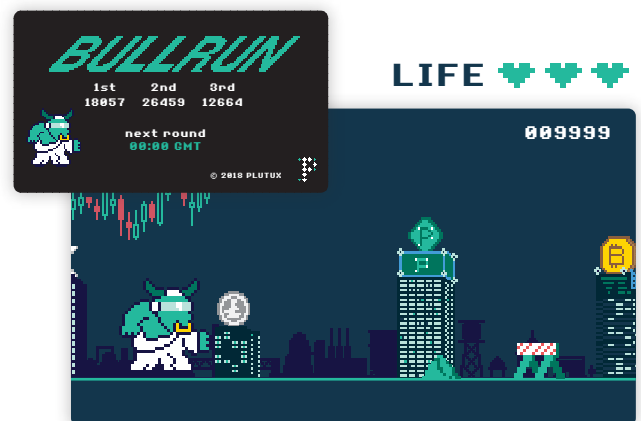
#### ◆ LEVELING SYSTEM

Plutux features a unique leveling system in which users can gain Experience (EXP) by completing various daily missions and gamified achievements, including trading and non-trading activities. When a sufficient amount of EXP is obtained, users will level up and unlock trading fee discounts and/or other benefits and gifts.



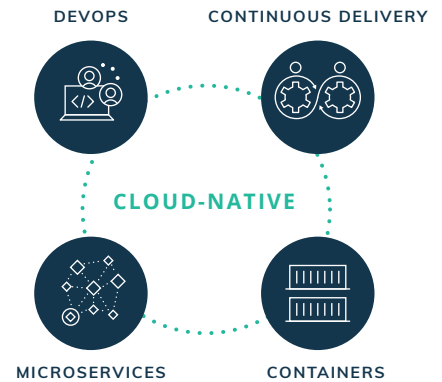
#### ◆ MINI-GAMES

To make trading fun for retail traders, Plutux will introduce mini-games unique to our ecosystem such as "Quick Attack" and "Volume Tug of War" - effectively providing liquidity on the exchange platform while increasing user engagement. Certain games are also designed to familiarize users with Plutux's wide range of advance trading tools.



## TECHNOLOGY STACK

### CLOUD NATIVE ARCHITECTURE



We have built our platform and infrastructure using the Cloud-Native approach for reasons of scale, efficient development and deployment. Our approach incorporates the following four principles. We chose Kubernetes as the container orchestration platform, as it is supported by all major cloud service providers. This makes integration easy and allows Plutux to be agnostic to a specific service provider.

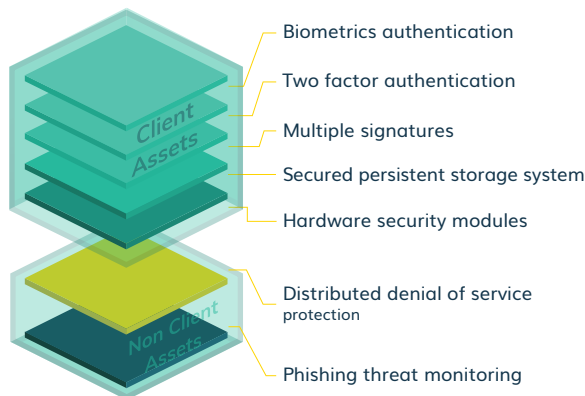
### ORDER MATCHING ENGINE



Our order matching engine is built on Event Sourcing and Red Black Tree data structures. Actual performance tests on our engine show that we can effectively clear 3.3 million orders within 1 second with 50,000 price levels. We have built the trade engine to use the Actor Model on top of Akka Cluster. Vert.x is the foundation of our API Service Layer offering REST and other types APIs for trades, general queries, prices, and even exchange maintenance and wallet address update notifications.



## SECURITY



- Biometrics authentication within an already secured premise to access cold storage
- Two factor authentication and multiplesignatures used for core security
- Protection against distributed denial of service attacks
- Risks are partitioned using a microservice architecture
- Secured persistent storage system, Hashicorp Vault, to protect master keys
- Hardware security modules to protect our cryptographic infrastructure by managing, processing and storing cryptographic keys inside a tamper resistant device
- Phishing threat monitoring to watch out for suspicious SSL certificates

## GOVERNANCE & LEGAL

- Gibraltar's Distributed Ledger Technology ("DLT") license is one of the world's first bespoke licenses for blockchain financial technology companies, it offers a flexible and responsive framework for regulation.
- Unlike other jurisdictions, the GFSC provides regulatory clarity in a time of high regulatory uncertainty in the blockchain sector.
- We are exploring security license in various jurisdictions.
- Plutux will have various suitability tests throughout our service offering process embedded in the web and mobile applications including disclaimers, warnings, risk questionnaires, and user journeys where certain achievements are required to activate advanced features.
- We have engaged a multinational accounting and auditing firm to act as our accounting advisers and security auditor.

## OPERATIONS

- Our management, technology, financial control, business development, marketing, product development and administrative teams are located in Hong Kong.
- Risk, compliance, governance, legal and administrative departments will be located in Gibraltar to oversee the respective functionalities.
- Our onboarding process will be straightforward, highly accessible and streamlined for users. Screening and due diligence process will be highly automated with manual oversight, enabling us to onboard users within 48 hours under normal market conditions.
- At launch we will offer 24/7 English customer support over email, online chat and telegram. Several months after launch we will have English and Chinese email, online chat, telegram, and voice support.
- We intend to engage Coinfirm and Cynopsis who provide compliance as a service on automated anti-money laundering and counter terrorist financing checks.

	2018 Q1	2018 Q2	2018 Q3	2018 Q4	2019 Q1	2019 Q2
BUSINESS	<ul style="list-style-type: none"> <li>Gibraltar DLT license application preparation</li> <li>Establish Hong Kong Office</li> </ul>	<ul style="list-style-type: none"> <li>Submit DLT license application</li> <li>Establish Gibraltar office</li> </ul>	<ul style="list-style-type: none"> <li>Obtain DLT license</li> <li>Establish Singaporean office</li> <li>Offer live exchange access to set pool of users</li> <li>Business development with blockchain advisors and consultants</li> </ul>	<ul style="list-style-type: none"> <li>Active designated market maker acquisition</li> <li>Obtain securities, futures license to deal security tokens in a compliant manner</li> <li>Obtain asset management license</li> </ul>	<ul style="list-style-type: none"> <li>Expand customer service</li> <li>Apply for security dealing license</li> </ul>	<ul style="list-style-type: none"> <li>Explore securitization and tokenization of financial assets</li> </ul>
PRODUCT	<ul style="list-style-type: none"> <li>Trade engine completion</li> </ul>	<ul style="list-style-type: none"> <li>Front-end development complete</li> <li>Beta version available</li> </ul>	<ul style="list-style-type: none"> <li>Preset Algo functions launch</li> <li>Complete security audit</li> <li>Support BTC and ERC20 listings</li> <li>Community outreach</li> </ul>	<ul style="list-style-type: none"> <li><b>Launch utility exchange</b></li> <li>Launch activities center</li> <li>Support additional blockchain listings</li> <li>Start game points airdrop campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Launch Academy</li> <li>Launch DIY algo feature</li> </ul>	<ul style="list-style-type: none"> <li>Enhance market surveillance activities</li> </ul>

## TEAM

Our team primarily comprises alumni from STI Financial Group, GreenTomato, and Harborx, a forex exchange previously founded by STI.

Our team has a strong background in trading, investment, licensing, growth hacking, marketing, exchange operations and technology development with an award-winning tech team.

## PARTNERS AND INVESTORS



### CORE TEAM



CEO  
Cyrus Wen



President  
Kenneth King



President  
Willy Lan



CTO  
David Sung



CMO  
Jacqueline Chong



Investment Director  
Leo Luk



Markets Director  
Richard Wu



Sr. Soft. Engineer  
Gary Lo

### ADVISORS



CEO  
Amber AI  
Michael Wu



Founder  
Blockseer  
Danny Yang



Managin Partner  
MindWorks  
David Chang



Managing Director  
Cocoon Ignite Ventures  
Roland Yau



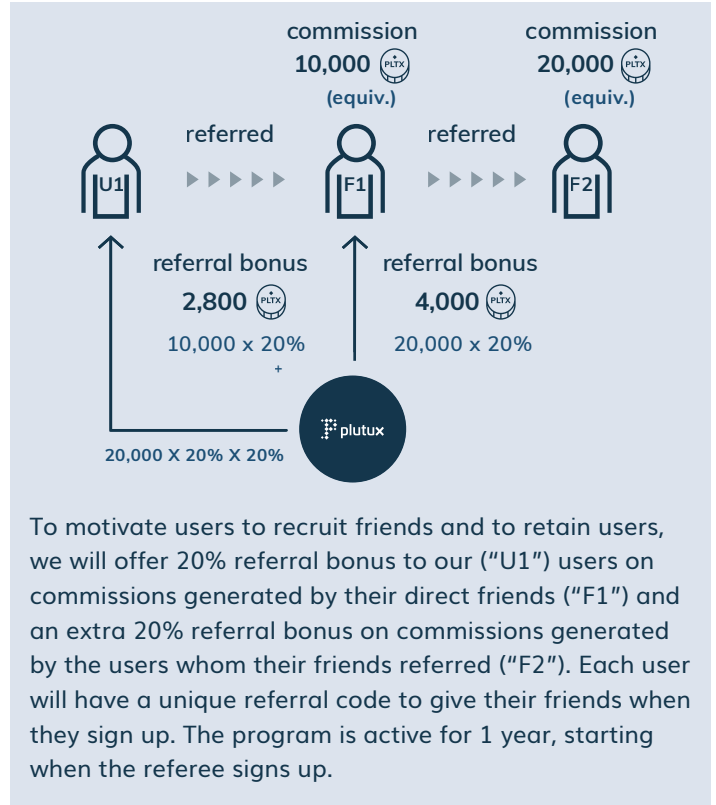
CEO  
GTGROUP  
Sunny Kok

## MARKETING

### USER ACQUISITION

Beyond marketing campaigns, affiliate referral programs and content marketing, Plutux is actively striking partnerships with blockchain projects, token issuers, and blockchain advisors as part of our user acquisition strategy. For example, Plutux works with blockchain projects to orchestrate community voting on a regular basis, rewarding participants with airdrops and prizes. Plutux also features a unique Game Centre with built-in bounty missions that will continuously engage with and reward users. On the securities token exchange front, Plutux leads discussions and developments on tokenized securities in Asia through thought leadership and community outreach, thereby driving awareness and adoption through education.

### REFERRAL PROGRAM



### ACQUISITION CHANNELS



### PARTNERSHIPS AND GENERAL BUSINESS DEVELOPMENT

**Blockchain Advisory Firms and Venture Capital Firms**  
 Sought after blockchain projects in order to provide our users with a steady stream and first accesses to promising blockchain projects with token generation events.

**Quant Trading Firms and Designated Market Makers**  
 Market makers will be incentivized to quote competitive prices across all pairs to help create thick orderbooks so that users can enjoy narrow spreads and minimal slippage.

- Over the Counter Trading Desks
- Event Organizers
- Regulators, Associations, Education Bodies

Please contact us at [partners@plutux.com](mailto:partners@plutux.com) if you are interested in exploring a partnership with us.

## MANAGEMENT



**Cyrus Wen**  
CEO

Raised in Hong Kong, Cyrus incubated Plutux with assistance from shareholders and ex colleagues at Harborx, a licensed forex exchange brokerage, which he co-founded and subsequently sold. He is a partner at STI Financial Group, a Hong Kong based investment group that manages several funds and provides bespoke capital solutions across the capital structure, where he used to lead both the investment and trading teams. Through a wide range of work experiences, he has worked in investment, trading, business development, operation, regulation, corporate governance and risk management. He is particularly fond of financial service technologies, blockchain, card games and running. He previously worked at financial institutions such as VMS Investment Group and Citigroup, and graduated from Washington University in St. Louis with a double major in finance and international business. Together with an awesome team, Cyrus is excited to bring positive changes to the blockchain industry.  
<https://www.linkedin.com/in/cyruswen/>



**Kenneth King**  
President

Kenneth is a Stanford-graduated entrepreneur with a finance background who has built several successful companies in Asia. Kenneth was the co-founder and CEO of Chinese mobile video application Tiantian, which was acquired by China's largest mobile video platform Yixia Tech (Miaopai) in 2016. Kenneth subsequently served as a blockchain consultant to Yixia Tech. Kenneth also co-founded Coinicle Crypto Intelligence with his brother Spencer. Formerly, Kenneth co-founded and served as the founding COO of Tessa Therapeutics, Asia's leading cancer immunotherapy biotech backed by Temasek Holdings. Prior to building companies, Kenneth worked as an investment banker at Morgan Stanley Hong Kong from 2008 to 2010 before joining a global events driven hedge fund. Kenneth graduated from Stanford University with a B.A. in economics and a M.S. in Management Science and Engineering in 2008.  
<https://www.linkedin.com/in/kswking/>



**Willy Lan**  
President

In addition to joining Plutux, Willy is the Managing Partner of Hidden Street Capital, a private investment firm that focuses on early stage venture capital and blockchain investments. Before that he was a Portfolio Manager at Och-Ziff Capital and managed their Asian private equity and special situations portfolio. Before Och-Ziff, he was a founding member of SC Lowy, a global credit specialist firm focused on trading and principal investments. Prior to SC Lowy, he was a founding member of Abax Global Capital and was responsible for Greater China private equity and structured credit investments. He started his buy-side career at Merrill Lynch's Global Private Equity Group executing investments in Greater China and South Korea. He began his career in investment banking with Bear Sterns and a New York based boutique M&A firm. He graduated from Brown University with a BA in Business Economics and International Relations and is fluent in English, Chinese and Korean.  
[www.linkedin.com/in/willylan](http://www.linkedin.com/in/willylan)



**David Sung**  
CTO

Prior to Plutux, David was the CTO of Harborx, a licensed mobile-based forex exchange brokerage, which he joined from its inception in 2013. Working both in tech vision and commercial development, he built and managed a high performance, cross-functional team that spanned product management, design, development, UX and engineering. During his tenure, Harborx won the Most Innovative Finance Firm and Most Innovative Forex Broker in the World Finance Markets award series in 2017. Prior to Harborx, David was a system architect at Green Tomato, a regional leader in mobile enterprise solutions and a mobile innovation powerhouse based in Hong Kong, where he assisted development of 13 applications ranging from insurance, retail, health care and entertainment. David is in love with cloud computing, machine learning and fintech innovations. At Plutux, he aims to promote security, markets efficiency, transparency and most importantly fairness.  
<http://findevr.com/videos/findevr-london-2017-harborx/>  
<https://www.linkedin.com/in/davidsung/>



**Jacqueline Chong**  
CMO

In her past life, Jacqueline was a technical marketer and the Chief Strategy Officer and Chief Marketing Officer of Green Tomato, one of Hong Kong's leading innovation consultancies, and its startup incubation arm, GT STUDIO. In 2011, she co-founded TalkBox a mobile app with over 13 million users that pioneered hold-to-talk voice messaging, which was available in China, Taiwan, Malaysia, Singapore, Macau, Hong Kong and Israel. At Plutux, Jacqueline is primarily responsible for strategy, marketing, resource planning, business process instilment and mentoring. She earned her bachelor degree in Biology from The Chinese University of Hong Kong and received her master's in Creative and Media Enterprises from the University of Warwick. She is considered an early cryptocurrency investor and a long-time advisor at various incubation programs and startup competitions in Hong Kong.  
<https://www.linkedin.com/in/chongjacqueline/>

