



# **Robin8X KOL Token Whitepaper**

**August 1, 2019**

**A KOL Projects Cryptocurrency Exchange**

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## **SUMMARY**

This Whitepaper describes the funding and development of the Robin8X, a KOL Projects Cryptocurrency Exchange, along with the issuance of the KOL Token, Robin8X's exchange token. Blockchain technology and cryptocurrencies (tokens) can allow any celebrity, KOL, brand or charitable project to establish a closely associated token. The Robin8X Exchange will connect token development and other services to support KOLs and their projects to include cryptocurrencies. Similar to the way airlines, credit cards, retailers and others have established loyalty points programs, KOL tokens will open new markets and provide consumer value far beyond the traditional points-based system. The anonymous, trustworthy nature of transactions and smart contracts on the blockchain opens a new way of ascribing and transferring value. Unlike loyalty points systems, crypto can give transferability of value across products and geography similar to traditional currencies while offering the benefits of a loyalty program. We believe it will be commonplace to create Blockchain based "tokens" in the future and that celebrities, athletes or anything with proven influence will be incentivized to do so. A KOL exchange is a necessary part of an ecosystem where rewards and other benefits are possible because of cryptocurrencies. The Robin8X Exchange will connect to the Robin8 KOL ecosystem that allows IP protection, and control of data by the owner. This will allow Robin8X KOL projects to better connect with communities of interest and gain the maximum value of their projects.

## **ABSTRACT**

2017 experienced the rapid growth of digital asset exchanges. As of August 1, 2018, there were 215 Exchanges listed on CoinMarketCap. Cryptocurrency exchanges fall into certain basic categories: they may have a regional or language emphasis for instance; or they may offer only crypto-to-crypto transfer; or they may provide crypto-to-fiat transfers. Listing and exchange fees from ICOs or IEOs that depend on exchanges to give liquidity to their investors have made these new exchanges very profitable. The leaders of this new industry quickly achieved substantial valuations and have been able to continue to command high listing fees.

First generation exchanges enabled holders of almost any new cryptocurrency to convert to Bitcoin or a limited number of other currencies. Users would then seek fiat liquidity via a specialized exchange. However, most new currencies are scattered across different exchanges with high variations in prices. The pairings for most currencies are limited and the exchange times are frequently very long, which creates further transaction risks and high costs. The other equally large problem is the "knowledge gap": News and understanding of currencies is limited or gained at a slow pace. While crypto market growth and engagement have been rapid, the disorganized and often volatile marketplace acts as a disincentive for potential new actors.

Digital asset exchanges have opened the way for a potentially major disruption in the financial system by allowing a non-governmental form of payment and transfer. The blockchain may do for value what the Internet did for information. The Internet enabled permissionless storing, aggregation and exchange of information. Similarly, the blockchain enables permissionless storing, aggregation and exchange of value.

We are now in the first phase of a major change in the relationship between currencies, people, products and companies. Under traditional monetary systems, a fiat currency represents a standardized system of trade underwritten by the government. Throughout

history, standardized currencies made commerce easier because they resolved the trust problems involved in individual transactions when nonstandard currencies (e.g. gold or silver) were used. They allowed people to bypass the costs of guaranteeing transfers of value and the friction that arose through the circulation of many smaller currencies. The fact that many disparate societies, isolated from each other, have realized the usefulness of this principle shows it to be a near universal feature of practical, everyday money.

A fiat currency that becomes a “standard” internationally is one whose solidity means it can be used as a guarantee and measuring instrument for others. In the postwar world, the US has been the largest beneficiary of an international standard currency emanating from one country. After many years, several European Union nations formed a currency union to replace their national fiats with a new standard. The Euro was born. The EU’s common currency promised to reduce trade barriers and transaction costs and increase economic growth.

The decade since the financial crisis of 2007 has caused many to seriously question the value of a standard currency or marketplace. The extended recession and financial distress of many European nations has been at the center of these concerns. Countries such as Greece, Spain and Ireland suffered severe recessions after the crisis and many blamed the Euro. Meanwhile, citizens in stronger economies such as Germany complained that they had to subsidize the reckless actions of smaller nations. Although the standard currency appeared to be more efficient, it did not incorporate the structures needed to make it work efficiently. The actual underlying costs of keeping an international standard currency were much higher than many anticipated. In sum, the intertwining of economies undermined the benefits from lower trade barriers and increased liquidity. Stronger regions had to subsidize weaker regions. At the same time, citizens of smaller countries also lamented their lack of control and influence within the common currency, the shortcomings of which were revealed after the crisis. Within Europe, Iceland, which was not in the single currency, was able to choose a sharper, shorter recession after revaluing its own fiat currency and applying other stringent measures.

Recent history shows that standard currencies produced by individual nations have limitations for the global marketplace. As the Chinese authorities seek to place the Renminbi into the “club” of international “reserve” currencies, it is striking to see how rapidly decentralized cryptocurrencies have taken center stage as the most radical alternative to the status quo. Nevertheless, while immense potential for a multitude of applications has been described, crypto is still waiting for a breakthrough moment that will see tokens become a part of the vocabulary of everyday life.

If the costs of exchanging currencies can be reduced and the benefits of customized currencies given leverage, the creation of targeted currencies that establish their own values can become the norm. The same issue that limits the value of currencies also applies to loyalty points systems. Currently loyalty systems must independently make deals with merchants to provide value outside of the Company. The rise of cryptocurrencies makes this a possibility. At present, wary investors see the increasing numbers of coins as a drawback. Within a coherent system of efficient exchanges there could be a fertile growth area with many more cryptocurrencies than currently exist, each given a realistic assessment for users and investors. Exchanges that support information flows to keep transaction costs between currencies at a minimum will constitute the next generation of exchanges. It will become possible to create a token based upon individuals or organizations of almost any size, with the possibility of proportional investment in any coin or token open to anyone else.

A significant aspect of this will be the creation of currencies that represent the value of prominent and influential people: KOLs. As creative individuals that already build value that

is self-contained, their celebrity is the ideal support for this kind of personal currency. In a related way individual brands will be able (and will be incentivized) to create coins that lift their profile and allow consumers to interact with their brand in an unprecedented way. The value for brands, KOLs and individuals to create coins will in the future be too great to ignore. At present there is no single exchange seeking to target this attractive section of the marketplace.

An efficient cryptocurrency market also requires convenient and plentiful exchange into fiat currencies. A system where value can be easily captured within a cryptocurrency and monetized through the broader economy with fiat currency is the situation that every engaged actor wishes to encourage. At present the process of converting across fiat and crypto is laborious and often expensive.

Robin8 proposes to create the first exchange that will lead to rapid development of custom currencies that trade in an efficient system. It will consist of three components: 1) a crypto exchange with standard utility token pairings 2) integrated news and information sources to facilitate efficient trading and 3) a coin mining and ICO/IEO system to support new cryptocurrency integrated projects. It will also support social media integration to facilitate better information flows between market participants.

The PUT will be a core pairing in the exchange and the Robin8 profile management system will be integrated into creation of the new tokens. This will ensure a high trust system that will be part of the Robin8 ecosystem.

Robin8 is building a new exchange to deal with the issues of first generation exchanges and take advantage of the full potential of cryptocurrencies. The Exchange will support the creation and support of new cryptocurrencies at scale. It will also focus on creating a platform that will simplify making a new token (cryptocurrency) valuable. This includes integrated news feeds that can assist crypto buyers in making knowledgeable and timely decisions on buying and selling. It will also address one of the biggest sources of news for most people: Social Media. Just as the Robin8 Profile Utility Token (the PUT) seeks to give control of profiles back to the owners, Robin8X will introduce the KOL Token to interact with Blockchain technology to filter exchange news based on integrity and transparency. Robin8X will be the first to include integrated news and data feeds to improve customer value. Most importantly, Robin8X will integrate the ability for any person, brand or media outlet to access the full power of Blockchain and cryptocurrency. The obstacles to wider adoption will be removed and the latent power of cryptocurrencies will be unleashed!

## **THE KOL AS A DISTRIBUTED AUTONOMOUS ORGANIZATION**

Part of being a KOL or Influencer is that as value grows the potential for making use of the influence increases. This is true for people, media and brands. For example, popular singers can extend their value across products such as clothing or beauty products. Using the example of a hit movie, there may be many spin-offs of new movies, TV shows and merchandise. These products create their own ecosystem of value that is captured by the owner through additional financing or licensing the IP. Blockchain and cryptocurrencies have the potential to completely disrupt this current system of value creation by enabling the KOL to capture and expand their value. KOLs can use Blockchain to authenticate and document IP ownership and support managing a business directly with their customers or fans on a peer to peer basis. It can also do this on geography neutral basis. This can create the disruption of central control by an organization or established supply chains. The other key element of

the current system is the financial flows controlled by the larger, well-financed entity. For example, the nature of credit often requires a major celebrity to depend on the studio system to finance and distribute a movie. Both financing and distribution are locked into a relatively concentrated market system.

Blockchain and crypto have the potential to free talent beyond the current ecosystem. Releasing a token enables a KOL to both raise money and control the flow of transactions across customers, suppliers and borders without the typical constraints of traditional capital. Since a token is both a store of value as well as a promise or expectation of future value, it incorporates a way to pay in real time, support projects that require loyalty and compensate based on future value. Unlike cash, which is purely transactional, or a security, which is a promise on potential value, a token is a tool to build customer loyalty while providing value. This will enable new business models for KOLs that are far beyond the current systems today. A few examples include:

- A rising YouTube personality (KOL) could distribute tokens to the audience through an Airdrop. The fans could trade the tokens among themselves based on their expectation of future benefits. If the KOL did a live event, the biggest holders could go to the show. In this case, token trading among users is purely a signal and a bet on the KOL popularity. If this same KOL released videos, tokens could be used to get the videos and token levels held by the fans could determine what access to videos the fans would get.
- A producer of Instagram stars creates an MCN (multi-channel network) to develop and support the pool of talent. The producer can release a token that supports the MCN and the talent. Fans can hold tokens to get preferred access to MCN programming and access to stars. The producer creates a loyalty program that rewards the biggest holders of the token. Since the token supply is limited as the MCN and talent pool grows in traffic and demand, the token value grows as fans seek to have them. As talents on the MCN create their own token, the producer buys back the original tokens to hold them.
- A fashion designer (KOL) creates a new dress that becomes an instant hit among friends and gets distributed by a major retailer. Under the current traditional system, the KOL must pitch retailers and manufacturers to get production and distribution of the next dress. However, now the KOL can issue a token and get direct fan support. This will support financing, production support, distribution and marketing. The token holders will become the marketers. Blockchain smart contracts can be used to manage the supply chain, IP and administration of the business.

In this world where KOL ecosystems can be quickly hatched using Blockchain and cryptocurrency, the number of projects may multiply very quickly. Prior examples of self-established projects pre-Blockchain include Kickstarter, Indiegogo, and eBay. They help solve the “fan” funding of a project, but they leave other parts unresolved. Since it is based on receiving cash, or fiat currency, the use cases are limited. Cash cannot be reasonably used to establish a loyalty program of encourage trading among fans.

A KOL Crypto Exchange is a necessary part of this new world. The number of token

projects could rise exponentially. The use cases for how to use tokens could similarly rise. The KOLs need a place to launch and manage crypto projects so they can focus on their core business and use cases. An exchange needs to be built to manage the launch and exchange capability of projects at scale. This new type of exchange will complement the current exchanges since most tokens will eventually convert to the popular cryptocurrencies such as Bitcoin. The promise of Blockchain is to create a world where projects can be launched autonomously using teams that remain anonymous, but with full trust. These new type of DAOs or distributed autonomous organizations to support popular and valuable projects created by known and undiscovered KOLs. Robin8X will be the world's first KOL crypto exchange that will support this revolutionary change.

## **MANAGING TOKEN GROWTH AND QUALITY**

A key challenge of the KOL exchange is to manage the growth of quality projects. Using publicly available sources, Satis Group LLC classified initial coin offerings (ICOs) with market capitalizations of at least 50 million USD by quality, following an ICO's evolution from white paper, fundraising, to eventual trading online. Their findings include the eye-popping claim that 80% of ICO's are scams, and only 8% managed to trade on an exchange. (bitcoin.com March 28, 2018). Robin8 is uniquely suited to building a viable exchange and solving the fake project problem using Bloqbox, where users are validated on the Blockchain with a system that goes beyond the normal KYC of an exchange (which will be used also). The authenticity of the KOLs and the data will be validated using BLOQBOX and KOLs can also use it to protect their IP and build projects. Robin8 also has a social media search engine that uses artificial intelligence to categorize the social comments and support the validation of projects. The system enabled by BLOQBOX and the search engine can empower an honest KOL to launch a project, tokenize it and measure progress on social media.

## **KEY BENEFITS OF ROBIN8X KOL EXCHANGE**

Robin8X will include the following benefits:

- **Democratic access to Blockchain and Cryptocurrency**

It is now possible for anyone to manage their data, direct their social media in a more logical way, and derive the maximum benefit from their influence online. The Robin8 PUT token and BLOQBOX (Profile Management Ecosystem) enable users to manage the value of their own data and the Robin8 Exchange will allow them to create their own cryptocurrency when this becomes the most viable option. The Exchange will include a mining engine to permit personalized tokens. These tokens will be exchangeable for other coins and eventually fiat currencies. The exchange will thus introduce a new level of market efficiency and the ability to self-manage one's influence across industries and international boundaries.

- **Excellent technical architecture**

Robin8 is using a SAAS system built by a leadership team works with engineers that have worked on some of the most successful exchanges in the world in both digital assets and other securities and commodities. All exchange elements are made to the highest standards of security and undergo extensive auditing and

penetration testing before being released. Furthermore, the exchange is designed to meet the regulatory requirements of fiat currencies in the various jurisdictions to be supported. The technical team in Ukraine is supported by leadership in China and the US with exchange experience.

- **Currency information integration**

Robin8 plans to integrate real time integrated news feeds on the target currencies and related information. This will provide better data transparency and support to make better trading decisions. The information feeds will also include activity from other exchanges to provide users with the full set of data they need to follow and respond to price movements, etc. In future releases data analysis will be used to predict short term trend pricing.

- **Leveraging a professional network**

Robin8's team have been in both the finance and crypto industries for many years. The team has worked on and operated several exchanges and members have accumulated a large network of partners in this space. These partners will be key in bootstrapping the exchange.

- **Listed currency marketing services**

Any currency that lists on the exchange will get access to the Robin8 search engine that can identify KOLs or reporters that will write stories related to the topic of the listed company. Additionally, the project can also access the Robin8 App to help promote and educate audiences via thousands of micro influencers sharing the project's content on their social channels. This will give listed companies the best opportunities and tools to market their services and inform the market of updates and important news.

## **KOL ADVANTAGES**

For KOLs, the advantages of Robin8X are many. At base, it will bring a new dimension to the relationship between the KOL, their projects and their audience. The introduction of a simplified and reliable exchange, including straightforward mining or creation of tokens, together with the direct connection to KOLs or related projects will offer a streamlined access to the crypto economy. Additionally, KOLs will be able to introduce new ways to encourage transfers of value that are of interest: for instance, it will be possible to make an automated smart contract connecting holders of a given token to a charity or other group, enabling easier transfer of value to that cause with greater ease and greater trust than if people donated money or other resources to such a cause in a traditional way. Smart contracts set conditions of transfer and can reduce the legal and administrative costs for a traditional charity.

Another separate example of unleashing value in a new way is the "virtuous circle" of exposure to competitive cultural ranking. As a singer's perceived profile affects the ranking of their songs in the charts, which in turn grants them access to more exposure and opportunity to develop an admired profile, so a higher-valued token will enable KOLs to raise awareness of who they are and what they do, hopefully drawing in further investment in their personalized token.

## **THE TOKEN TRACK: HOW USE CASES CAN WORK**

How will tokenization work in the career landscape of a KOL who decides to adopt the crypto economy? The following are hypothetical use cases where a token powered by Robin8X could add an infusion of valuable crypto lifeblood to things like endorsements, charitable projects, and more.

*Note: These narratives do not imply ownership or equity on the part of Robin8 or the Robin8X exchange of the projects or promotions. As outlined in the description of Trade Mining (see below), value accrues tangentially for Robin8X through the use of the platform and circulation of tokens powered by the platform.*

**Merchandise:** Celebrities generate substantial income from crafting brands around themselves and applying the brand to consumables like clothing, alcohol, perfume, etc. With a KOL token in place the possibility of boosting the synergy between the different products in such a brand family greatly increases. As Disney once created its own branded “currency” to function within Disneyland, enhancing the immersive experience of visitors, paying for or receiving a personal KOL token within the fan “space” of appreciation for the KOL reinforces the value of the transactions for the KOL and for the fans.

**Restaurant/ Venue:** Blockchain and crypto, despite their emerging power and value, lack physical expressions, i.e. walk-in, immersive environments of whatever type to raise credibility and engage users. A KOL created or endorsed venue wherein consumers can pay or receive the KOL token would be a pioneering example of a physical space with a smooth, attractive crypto element built into the experience.

**Charitable endeavor:** Involvement by talented persons in social or environmental causes is a well-known element of the culture of celebrity underlying the notion of an Influencer or KOL. Tokenization of a celebrity’s influence can allow swift international transfers of value to benefit groups, populations or individuals that a given KOL is giving public support. Within the crypto space there is an important ongoing dialogue about the social impact of decentralized currencies, with their egalitarian potential seen as game changing by growing number of people around the world. The ethically engaged side of the self-branding universe can thus be said to be supporting the socially beneficial side of crypto by linking it to a worthy cause or individual—many possibilities for community building and empowerment are present in this aspect of tokenization.

## **WHY KOL TOKEN FOR THE EXCHANGE?**

Introducing a new token carries advantages for each player in the ecosystem: the company, investors, KOLs and users. As other blockchain projects charge for transactions (e.g. “Gas” in Ethereum), so Robin8X users will pay for transactions in KOL Token. For KOLs involved in the ecosystem, it will be encouraging to see the value of the KOL Token rise, as their involvement will mean increased market value for them. For investors the process of supporting the exchange and buying into its success is streamlined. From a user’s point of

view, holding a quantity of tokens immediately conveys and encourages loyalty to the platform and the monetizing principles behind it. In the future the KOL Token will also allow for rapid “Kickstarter” type funding, with support from a fanbase and/or from the Robin8 platform. Before the introduction of cryptocurrencies, media celebrities needed to find financial sponsors to support their projects or advertising. They were limited in their ability to utilize tools of larger companies that could use loyalty programs to attract and retain customers. Now, token holders can be rewarded for their loyalty with discounts and other offers, to drive more participation and curiosity. Special access to events in which KOLs from the ecosystem are involved, promotions and other activities can all be made available. Importantly, users will also earn KOL Token for trading on the platform—an added, crucial layer of incentive. The KOL Exchange will provide access to cryptocurrencies and an effective way to trade into other tokens because it will foster rapid pairings to promote activity. Holding KOL Tokens will encourage use of the Robin8X Exchange because of these pairings and the discounts offered for trading based on the level of KOL Tokens held.

### **ROBIN8 ECOSYSTEM “OWN YOUR DATA – CONTROL YOUR DATA”**

The premise of Robin8 is that everyone should own and control their own data and decide who and when it should be monetize. Starting with Bloqbox, users can protect their data on the Blockchain before they share it. With the Robin8 App, users can get a social media profile for matching with advertisers or connecting with others of similar interests. Connecting the Robin8X with the Robin8 profile provides a form of KYC that authenticates the user that can be valuable when a KOL decides to Tokenize their projects and connect with others that have interests in similar topics. For the first time, KOLs have a powerful three step solution to support their projects: 1) Protect the IP of the KOL; 2) Profile and connect the KOL with those interested in the subject and 3) Tokenize KOL projects based on the interests of the similar community.

### **TOKENOMICS**

The KOL Exchange is a typical open utility crypto exchange that supports trading in common cryptocurrencies such as BTC, ETH and LTC. However, it is much more than that by helping KOLs take full advantage of Blockchain technologies and cryptocurrencies. The Robin8 Ecosystem helps a KOL protect their data, and understand the full value to be sold, used for career purposes or connecting with communities of interest. Robin8X will offer a services to make the most of the Token economy through token creation and listing services, IEO listings and KOL marketing services. Robin8X will require new Token projects to pay a percentage of the fees in KOL Tokens. Marketing of the new KOL sponsored projects will include KOL Token Airdrops to potential buyers. These new buyers will use the KOL Token bonuses as partial payment into new projects.

### **TRADING ENGINE**

The Robin8 exchange will employ the latest technology to execute matching trades at speeds as high as any exchange on the market. To improve customer service, the exchange will report expected transaction times, like Google’s search time results. Any trades that may be delayed will include alerts on the causes. This visibility should significantly improve customer confidence and trading experience.

Key features of the exchange will be:

- Market trades
- Limit trading
- News feeds by currencies
- Quick Exchange or instant market trades
- Multiple displays of trading activity
- Decentralized (on-chain) exchange
- “Staking” promotions to earn KOL Token
- Extensive pairing of tokens beyond the popular coins such BTC ETH and LTC
- An ICO engine to integrate mining and offering of new coins and tokens

## COINS LISTED ON ROBIN8X

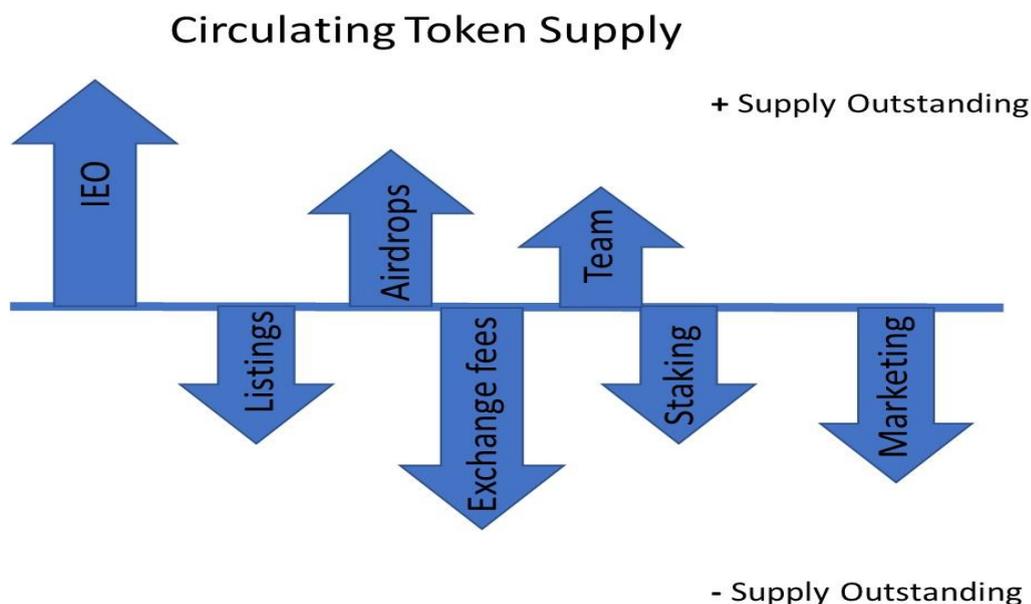
The Robin8X KOL Exchange will aggressively pursue a full suite of crypto pairs. Additionally, the company plans the rapid introduction of KOL pairs that meet Exchange requirements. The following are the initial tokens to the exchange:

- BTC
- ETH
- LTC
- QTUM
- PUT (Robin8 Coin)
- KOL Token (Robin8X Coin)

## REVENUE MODEL

The exchange revenue will come from the following sources:

- Exchange listing fees
- Trading fees
- IEO offering fees
- Premium news subscriptions
- Premium advertising



## ROBIN8X TOKEN (KOL TOKEN)

Robin8X will issue a new token, the KOL Token, specifically for the exchange. The KOL Token will have a permanent limit of 1 billion KOL Token. The new Token will power the transactions within the exchange and the related services supporting KOL projects.

**PUT (Profile Utility Token):** This is the existing token type that fuels the Robin8

ecosystem including Bloqbox. It will be tradable on the new exchange. PUT holders will be granted a bonus for trading on the exchange and conversions to KOL Token. To receive KOL Tokens, PUT holders must maintain a balance of PUT in the Exchange as follows:

PUT Balance	Bonus	KOL Token value
\$100	5.0%	\$5.00
\$250	7.5%	\$18.75
\$500	10%	\$50.00
\$1000	20%	\$200.00
Max \$10,000	25%	\$2500.00

PUT Token balance will be calculated based on three-month average balance of the account.

Users can also receive KOL token bonuses for based on any newly established Token balances not resulting from trading tokens already in the Exchange. These balances will receive KOL Tokens at half the rate of PUT tokens.

## **ROBIN8X WILL BE INTEGRATED WITH BLOQBOX**

Robin8X will allow practical interaction with the Robin8 Profile Management Ecosystem (BLOQBOX) tools developed by Robin8. Using the Robin8 Profile Management Ecosystems, users can establish peer-to-peer trades on a trusted basis. Social media and messaging interaction can be transparent, trusted and private. The goal is to make an information system that will allow anyone from any country or background to interact with others in a way that reduces inherent prejudice and focus on the merit of straightforward communications. Fake data will be discouraged because exchange users will be tied to a blockchain profile.

The Robin8 BLOQBOX technology is based on Personal Data Empowerment, and was made to promote the security, privacy and validity of the profiles of KOLs on the system. Numerous advantages and possibilities arise from this integration.

Machine learning will also be integrated in the Robin8X, the Robin8 Influencer Search Engine and Mainnet, helping users and others track and analyze the value of KOLS and match the best KOLS for specific purposes.

A summary of the foundation technologies that will benefit the new exchange:

- An app layer to create and store profiles on the blockchain
- Transferable PUT and KOL Token increasing monetization and value creation
- Smart contracts and wallets supporting all token activity in the Exchange

## **TRADE MINING**

Robin8X will consider the innovative reward/refund system now being implemented by other exchanges such as FCoinOfficial, CoinBene and Bit-Z. Known as Trade Mining or trans-free mining, this is a way of boosting the circulation and value of an exchange's native token while also addressing users' concerns over transaction fees. Simply put, activity on the exchange is rewarded through direct granting of native tokens based on the volume of trades. Daily trading fees are calculated, and the equivalent (or near) amount, in the form of the exchange token, is deposited in the wallet of each trading user. Users pay the initial trading fees but are then effectively given back a similar amount in a different cryptocurrency that they can hold or trade as normal. Instead of making money through transaction fees, we will reward transaction fees with KOL Token distribution. Precedent has shown that the incentive structure of Trade Mining has tended to help increase the value of exchange-native tokens, On June 20, 2018 CoinEX announced a Trade Mining scheme for its token CET, which then increased in value from 1 to 5 cents in a day. By July 1st as the program began, the valuation increased again to 15 cents. This meant the CoinEx team CET stake increased by \$700M in two weeks.

Robin8X will utilize Trade Mining because it is a cutting edge, attractive and currently successful approach to maintaining a crypto exchange. The allure of the payback in tokens attracts traders to the platform and the use of a refined and up-to-date system is a credibility booster. While the nature of adopting innovations means that long-term data can't be drawn upon to support a specific tool, it can't be doubted that the crypto trading ecosystem's fast-moving users "Vote with their feet", and their movements have shown that Trade Mining is an intelligent means of circulating, supporting and raising an exchange-native token. Robin8X will thus implement the strategy for KOL Token.

## ALLOCATION

<b>%</b>	<b>Amount (KOL Token)</b>	<b>Participant</b>
<b>100%</b>	<b>1,000,000,000</b>	<b>Total Supply</b>
<b>50%</b>	<b>500,000,000</b>	<b>Ecosystem Growth</b>
<b>20%</b>	<b>200,000,000</b>	<b>IEO</b>
<b>10%</b>	<b>100,000,000</b>	<b>PUT Holder Program</b>
<b>10%</b>	<b>100,000,000</b>	<b>Contributors &amp; Advisors</b>
<b>10%</b>	<b>100,000,000</b>	<b>Team</b>

## PUT HOLDER PROGRAM

As the sponsors of the Robin8 ecosystem, PUT holders that stake their tokens on the KOL Exchange will automatically participate in the PUT Token staking program. 100,000,000 KOL Tokens will be set aside and distributed to PUT holders that stake their tokens on the KOL Exchange for one year. Tokens will be allocated on a basis on their holdings proportional to the total PUT Tokens that were held for staking.

## INITIAL EXCHANGE OFFERING (IEO)

Private sales and the IEO will be done in BTC, QTUM, ETH and PUT, on the Probit and Robin8X platforms. The Funding has no soft cap and a hard cap set at \$20,000,000. To participate you need to register and perform normal KYC process.

## ICO SCHEDULE

All times below are Singapore Standard Time (SST), UTC+8 hours.

<b>Date</b>	<b>Task</b>
2019/08/09	Confirmed start of the Robin8 Exchange project
2019/08/13	Initial white paper circulated to potential investors
2019/08/13	Announce Robin8 IEO plan, and release whitepaper

2019/08/20	Private sales start
2019/8/28	IEO starts
2019/9/15	www.robin8x.com release v1.0 go live, active trading begins

Private sales start in August 2019. The following rules apply:

1. PUT holders can deposit PUT in wallet and we hold for 1 year and we give them bonus proportional to 100M KOL tokens
2. To participate in KOL token IEO you need to have at least US \$10 PUT in wallet.
3. If you decide to participate in the 80 percent KOL bonus then whatever amount you buy for the PUT we will give 80 percent bonus in KOL tokens starting in 3 months. Bonuses will be issued over 3 months. If you withdraw part of your PUT, your KOL bonus will be reduced based on revised balance.

The Crowdsale will start on September 28, 2019. Investors will be able to purchase KOL Token tokens in 3 phases on a first-come, first-served basis until 50,000,000 tokens are sold. As each new phase starts, the price will increase.

Existing holder of PUTs will receive KOL tokens based on a Staking Plan above.

Investors will receive KOL Token tokens within 5 working days after the ICO finishes.

## KOL TOKEN VALUE & PUT INTEGRATION

You can use KOL Token to pay any fees on the platform. PUTs can also be used with the same discounts as the KOL Token.

- Exchange fees
- Withdrawal fees
- Listing fees
- Marketing fees
- Coin mining
- ICO fees
- Any other fees

KOL Token (or PUTs) can be used to pay for exchange fees, and receive significant discounts:

	1st year	2nd year	3rd year	4th year	5th year
Discount Rate	25%	15%	10.0%	5.0%	no discount

These fee discounts will not apply during time of any Trade Mining offering.

## **FUNDS USAGE**

- 10% of funding will be used to develop the Exchange platform and upgrades to the system, including the development budget.
- 50% will be used for Exchange branding and marketing, including promotion and education of Robin8X exchange, the PUT and blockchain innovations in industry mediums. A sufficient budget to help the Exchange become popular among investors, and to attract active users to the platform.
- 30% will be used to support launch of KOL projects that will drive the growth of the ecosystem. It will focus on high profile celebrities and their projects that have wide market appeal.
- 10% will be kept in reserve to cope with any emergency or unexpected situation.

## **TEAM**

We have a solid team led by Miranda Tan, a leader in KOL marketing and Cryptocurrencies. The team is well positioned to solve the issues of the first-generation exchanges and create an innovative new platform.



**MIRANDA TAN**  
CEO + Co-Founder



**HASSAN MIAH**  
Chairman & Co-Founder



**DR. JANNA LIPENKOVA**  
Vice President



**TASHA MAYBERRY**  
VP Marketing & Communications



**FERGUS TANG**  
Project Director and full stack engineer



**GERION EDBERG**  
Technical Engineer / Dev Ops



**EVAN ZHANG**  
Head Engineer



**CICI HONG**  
HR and Operations



**VLAD VASYUK**  
Engineer



**VLAD BOHAICHUK**  
Engineer



**IGOR DUDCHENKO**  
Engineer



**GLEB VERNIGOROV**  
UI/UX Designer



**ALEX PLAKSA**  
Frontend Engineer



**STANISLAV SIDLETSKI**  
Frontend Engineer



**TIKHON ZAIKIN**  
QA Engineer



**YULIA MOGILINA**  
HR Manager



**CLARENCE GUO**  
Attorney



**BEN QUI**  
Partner, Loeb Partners

## COMPETITION

The Robin8X Exchange will compete with the existing exchanges and the service providers that support the marketing of cryptocurrencies. There are currently thousands of existing Exchanges. Robin8X is different in that it will specialize in the launch of Crypto projects created by KOLs and part of the Robin8X ecosystem including Bloqbox.

## **THE ROBIN8X EXCHANGE: A NEW WAY FOR KOLS TO CREATE PROJECTS**

The specialization in custom tokens creates an original point of entry and means of understanding how crypto works, connect to media profiles, popularity and influence. It will help to establish a new category of token while permitting interaction with the others.

Online users are already accustomed to the ways that individuals monetize their influence through content. By expanding that value creation to the exchange of tokens open fields for influencers and their fans to interact. This adds a layer of attraction that previous exchanges, with their single-minded focus on financial data and options, do not have.

Exchanges have been limited by their listing fees and transaction delays, and by the difficulty of establishing trading pairs for exchange and withdrawal. New market entrants such as KOLs and their projects need an efficient way to access the benefits of cryptocurrencies and their potential to create value. The Robin8x Crypto Exchange can offer an appealing alternative, simplifying market access with a complete integrated service and offer an Exchange with faster times, lower rates and multiple options in the most relevant pairs and added incentive for user and token-holders to exchange information via social platforms.

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