



## **Executive Summary**

Zeus Exchange bridges financial and crypto markets

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# Our vision

## Bridging financial and crypto markets

We are building a legally compliant investment environment comprised of the hybrid trading platform and an asset tokenization vehicle, connecting crypto and conventional exchanges, as well as the banks and payment providers.

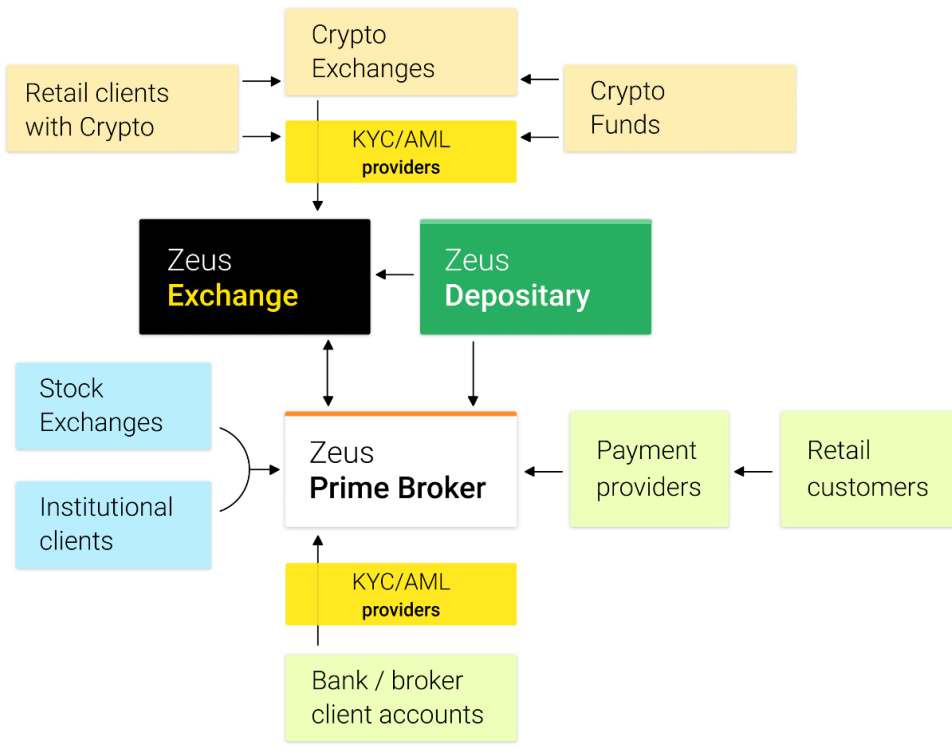


Figure 1. Zeus Investment Environment.





We intend to:

- Introduce a hybrid trading platform fit for the financial industry of tomorrow;
- Build a transparent asset tokenization vehicle, that would become a part of the global financial infrastructure; and
- Develop coherent protocols to integrate partners and transfer solutions.

Our vision is to merge the traditional investments with the power of the blockchain, to allow our clientele to trade between conventional financial instruments and digital assets, using a single platform, and in a legal and fully transparent fashion.

We intend to execute this vision in a coherent manner, and with attention to detail in each key part of the proposed solution, such as fintech technology and infrastructure, licensing and compliance, client interface and integration with partners.

We aim to become a vehicle of choice for professional and retail investors around the globe.



# Problem

Crypto investors are locked out of capital markets.

We see unique market opportunities arising from the need to bridge conventional financial markets and cryptocurrencies, and to provide ready liquidity for crypto investors. We understand the limitations of the traditional financial markets and their tough regulatory requirements, while also recognizing that the crypto world lacks basic regulations needed to avoid outright fraud.

We are addressing the following problems:

- Lack of trading terminals with simultaneous access to financial and cryptocurrency markets. Crypto investors cannot trade conventional financial assets for cryptocurrencies unless registered at multiple trading platforms and being subject to transaction and deposit fees on each.
- Lack of familiar investment instruments and ready liquidity in crypto markets. Investors either face high volatility of individual cryptocurrencies or have a choice of investing into a variety of even more volatile digital tokens, issued by startups that may cease to operate at any moment.
- Disconnect between traditional and cryptocurrency markets prevents easy movements of capital between asset classes and trading the difference in pricing of similar asset classes. For example, in order to arbitrage between shares and their GDRs, a human or computer trader goes through one trading terminal or API and creates trades in a matter of seconds. With crypto assets a similar arbitrage style of trading may involve a number of exchanges and interfaces, while transfer of digital assets and funds between the exchanges could take hours, if not days. Direct exchange of digital assets for conventional financial instruments is not possible at all at this time.
- Insufficient legal, compliance and security framework for crypto investments. We appreciate the promise of shared and distributed economy but have to conclude that without proper legal structure and consistent regulatory compliance, any type of an investment would become risky and unduly volatile.



- Lack of retail investment instruments. Financial markets generally have higher limits for retail investment, which provided a boost for the crowdfunding markets some time ago. Digital assets present a lower threshold to new entrants, which accelerated the development of innovative retail investment products, and will spur the competition with traditional markets.



# Solution

Zeus is a bridge between financial and crypto markets

Zeus Exchange intends to develop a hybrid investment environment to trade traditional financial instruments and digital assets in a single place and at a low cost, while staying fully compliant with applicable legal and regulatory requirements in each of the jurisdictions of our operations.

We intend to develop:

- A real-time hybrid trading platform Zeus Exchange, that allows investment in digital assets and conventional financial instruments in a single place;
- Tokenization vehicle Zeus Depository, that allows creation of digital equivalents of securities belonging to conventional asset classes, and to manage these digital assets through their life cycle;
- Techniques and protocols for Zeus Exchange and Zeus Depository to interoperate with banks, exchanges, brokers, investment funds and various financial partners;
- Legal, compliance and security framework to deposit and withdraw funds and cryptocurrencies, to trade conventional financial instruments and digital assets, effectively going between various markets.

Our future product architecture integrates established financial technologies and new blockchain approaches to build a vehicle of choice for professional and retail investors around the globe, integrating conventional and crypto markets.



## Value proposition

- Trade on a single platform. Zeus provides an opportunity to trade conventional and digital assets on a single platform, accessed through mobile, web and desktop interfaces.
- Start trading with as little as \$100. A range of new trading instruments combined with low fees and solid legal framework create a new window of opportunity for retail investors.
- Bridge the liquidity gap. Zeus connects cryptocurrencies to global financial markets and provides additional liquidity between the markets through the asset tokenization. Traditional markets feature less volatility compared with cryptocurrencies, and Zeus allows current crypto investors to participate without leaving the more familiar "crypto-world".
- Implement arbitrage. Zeus business and legal framework allow traditional and crypto investors to execute arbitrage between exchanges, thus benefiting from price differences between digital assets and matching conventional assets.
- Enable security and trust. Zeus is using the blockchain technology to assure the emission of digital assets, secure deposit and withdrawal of crypto assets, and tracking of settlement and trade completion.
- Engender transparency. Zeus is developing a securities and cryptocurrency trading platform duly licensed and complying with capital requirements and AML regimes in jurisdictions of our operations.



# Zeus Exchange

We intend to develop a real-time hybrid trading platform Zeus Exchange, that would allow investors to invest in digital assets and conventional financial instruments in a single place and at a low cost.

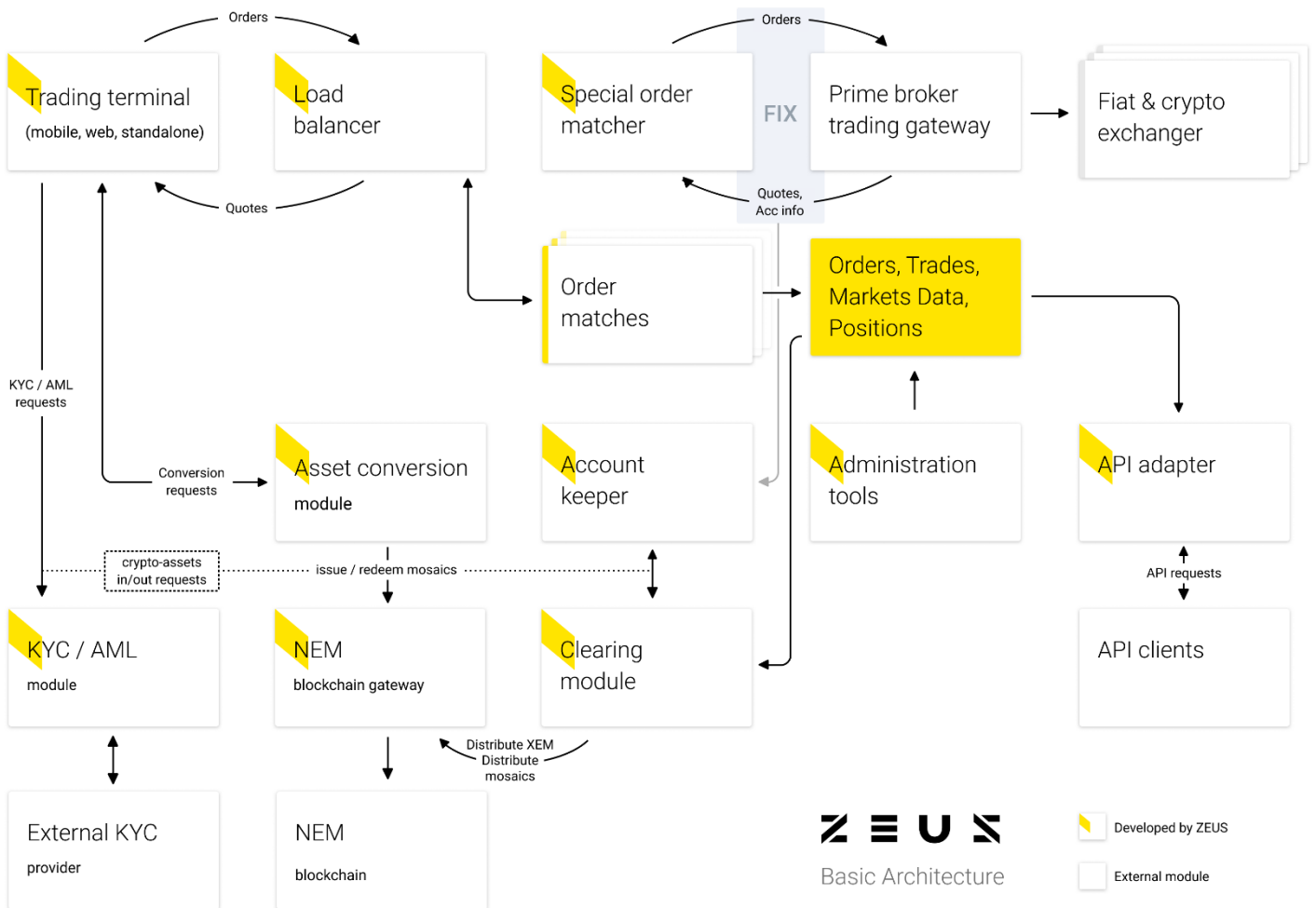


Figure 2. Zeus Exchange Workflow.







Zeus Exchange clients will be able to trade XYZ stock shares for fiat currency, and optionally take delivery of XYZ in their broker accounts, and to withdraw funds to their bank account, all utilizing legally compliant methods. Likewise, Zeus Exchange clients may trade tokenized CRYPTO-XYZ (CXYZ) for cryptocurrencies.

Once CXYZ is issued at Zeus Depository, the underlying XYZ instrument is held frozen at the Zeus Exchange broker account until the CXYZ redemption. A client may choose to redeem CXYZ at a nominal cost and receive the actual XYZ instrument.

Once the client sells CXYZ on Zeus Exchange, she can withdraw cryptocurrency to her own wallet, to exchange the cryptocurrency to fiat, and then withdraw the funds to a bank account.

Bank accounts, broker accounts, cryptocurrency wallets, and payment solutions would be integrated with Zeus Exchange and Zeus Depository through a set of protocols and APIs, such as FIX and FAST, with strict security between our platform and our partners'.

Our technology solutions will establish controls and maintain compliance with audit and reporting requirements. Security systems will monitor, track, filter, and ultimately restrict various categories of transactions. This will allow us to satisfy regulatory and compliance criteria in jurisdictions of our operations, and to work with the strictest of financial and investment partners.

# Zeus Depository

We intend to develop a legally compliant tokenization vehicle Zeus Depository, to create digital equivalents of securities belonging to conventional asset classes, and then manage such a digital asset over its life cycle.

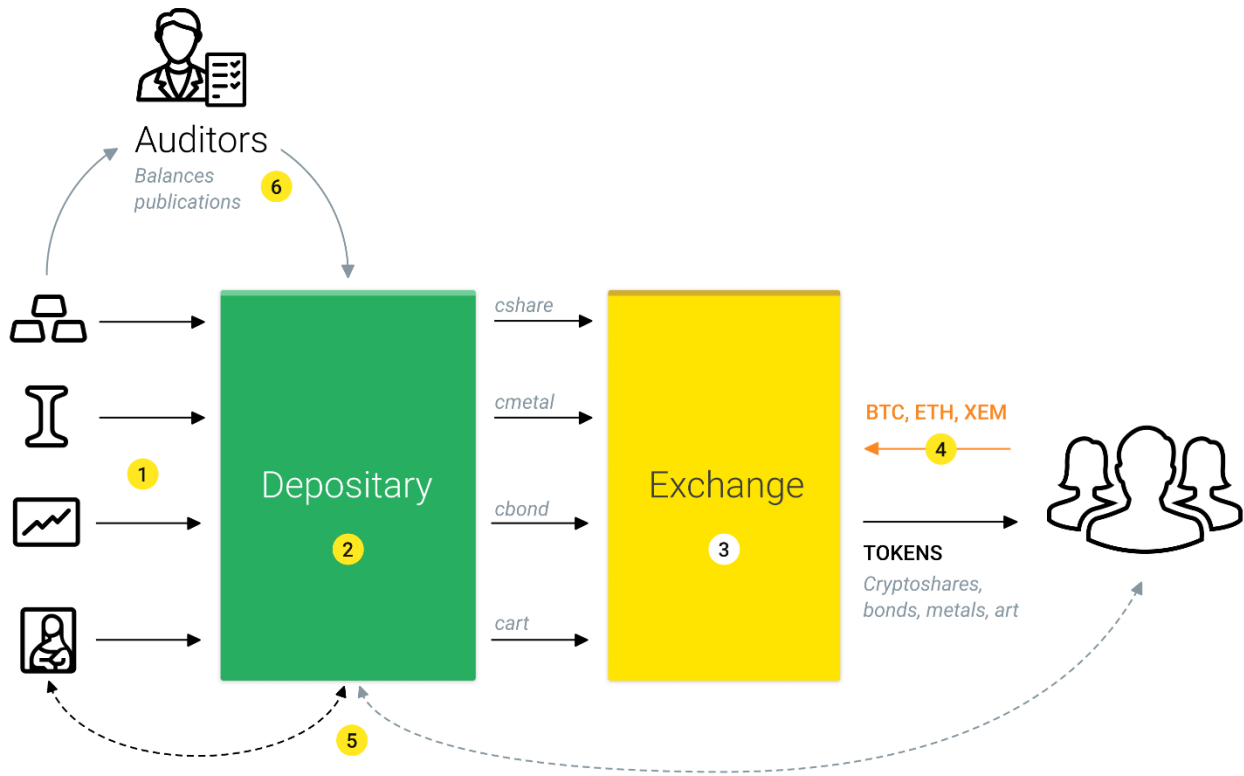


Figure 3. Zeus Depository Workflow.



Zeus Depository is an asset depository, which is used to hold and manage traditional and digital financial assets. The Depository ensures exact correspondence of all issued digital assets with their matching conventional instruments. External auditors can readily verify all reports produced by Zeus. Digital asset settlement and deal completion are published to the blockchain.

We will open Zeus Depository solution to the broader market in 2019 but will be launching an alpha of Zeus Depository in 2018, for internal use only, under our prospective broker-dealer and depository licenses, and through our prime brokers' custodian license.

We foresee that Zeus Depository may become a broadly used component of the worldwide infrastructure for the tokenized assets and anticipate a range of partnerships with major asset holders, exchanges, banks, brokers and investment funds.

## Asset Tokenization

Digital asset is a security token issued for the specific underlying asset held at the Zeus Depository. Digital assets provide a novel investment vehicle, create an arbitrage opportunity between the markets, and facilitate ready liquidity.

Traditional financial assets backing digital assets issued by Zeus, are held by the prime-broker, subject to all the traditional custodian, regulatory, and security levels of protection. Digital assets issued by Zeus are held on a public blockchain, thus ensuring full transparency. A special mechanism is present in NEM blockchain, which permits us to ensure that all movements of our digital assets are done through Zeus platform, allowing KYC/AML compliance and security protection.



## Team

The Zeus Exchange team combines expertise in trading, financial technologies, investment services, brokerage, hedge funds, startups, and blockchain development.

### [Olga Duka](#) — CEO

Olga is an infinitely curious serial entrepreneur with strong product vision backed by 15 years of experience in financial markets. Her professional career includes working as a trader and a portfolio manager in international markets and launching startups that produce unique events and develop products in Arts and Education. Among her recent projects are a fintech startup Startwise, a philanthropy startup Giveback, and the renovation of St. Petersburg Artplay Cultural Center.

### [Sergey Litvin](#) — CIO

Sergey is a veteran of Technology and Industry. His expertise includes extensive knowledge of business strategy and project management, backed by the entrepreneurial wit and clear investment vision. Sergey has a proven success record of growing companies toward global expansion that includes taking a company from a startup to an IPO.

### [Alexander Tsyglin](#) — CMO

Alexander has been working in the stock markets for over 11 years. His experience with brokerage and retail finance includes Marketing and Communications in financial markets in Europe and Ukraine. He creates effective teams, organizes marketing processes and generally thinks outside the box. He has worked in such companies as Socrates Asset Management and Grain Star International. He has created Inteksbrok, a licensed brokerage and a pioneer in Internet trading on the Ukrainian stock market.



## **Gennady Sorokopud – CTO**

Experienced developer and entrepreneur with over 25 years of experience in investments, financial technology, system architecture and startups. He advised several VC, hedge and option funds, founded and led several startups to an exit, and managed fintech companies. His expertise lies in the field of algorithmic trading, financial derivatives, volatility trading, options and futures, technological research, product management, multi-languages programming and system design. He is a co-author of a book “New Investment Culture Or Structured Products”. He has filed 5 patents in wireless communication and in traffic processing and optimization.

## **Viktor Arthyuhov – Lead Developer**

Victor has over 25 years of experience building and managing the development of complex software systems, including such areas as intelligent systems and pattern recognition, business planning and assessment of investment risks (Project Expert is now the standard for business planning and evaluation of investment projects in Russia, CIS and Baltic countries), 3D modeling, simulations and virtual reality (virtual trying on clothes and shoes, car simulators and training equipment machinery, small equipment, etc.), systems project management, automatic trading systems in the financial markets. He is the inventor and author of 2 patents.

## **Ekaterina “Catherine” Yushina - COO**

Catherine’s professional experience includes working in Venture Capital in Silicon Valley, organizing and running a global VC conference and a startup competition, advising startups and accelerators, being a co-founder of a fintech startup under the Regulation Crowdfunding. That gives her a unique perspective on building companies in an evolving and regulated environment and in identifying business opportunities. A strategic thinker with skills that include team management and business development, she leads public and customer relations.

## **Yulia Yanakevich - CLO**

Yulia has a broad range of experience managing legal teams and projects in investments, telecommunication, heavy industry and pharmaceuticals, including corporations listed on NASDAQ, Hong Kong Stock Exchange and Moscow Stock Exchange. She has built risk management and compliance systems related to corporate



and antimonopoly law, financial monitoring and anti-money laundering, contract law and stock exchange regulations. She knows how to combine effective solution of business needs with consistent implementation of compliance with legal restrictions and risk management.

### **Sebastian Smakosz - SMM**

Sebastian is an ambitious and driven digital marketing specialist with experience in startup and blockchain industries, striving to integrate his knowledge in marketing and social media. His entrepreneurial mindset is backed by years of self-determination and accomplishments in a digital marketing industry with proven results. His professional experience includes developing a digital marketing startup, as well as being a digital marketing specialist. His approach is combining traditional digital marketing efforts with a focus on social media to create and implement effective strategies. His ability to efficiently perform tasks without compromising on quality allows him to thrive in a marketing setting.

### **Andrew Taranov – Lead Trader**

Andrew has over 20 years of experience working in financial, investment and banking industries. His skillset includes trading, knowledge of international markets, development of unique trading systems and algorithms, analysis of software products and blockchain technologies. His in-depth knowledge gives the opportunity to gain a clear understanding of the mechanism of operation and interaction of the various software platforms in the financial markets. He is focused on constantly developing his skills and building software products, gaining unique experiences that allow him to understand new software technologies and systems, including blockchain.



## Advisors

### [Walter Karshat](#) – Blockchain Advisor

Walter is an Innovator and a serial entrepreneur in blockchain technologies, wireless health and IoT. Walter's work in Cybersecurity developed into his present focus on crypto currencies, that includes smart contracts in Solidity, Zcash, Equihash algorithm optimization, and Altcoin minting.

### [Julian Zegelman](#) – Legal Advisor

Julian is an experienced corporate attorney, serial entrepreneur and angel investor. He is a Managing Partner at Velton Zegelman PC, a boutique corporate and securities law firm with offices in San Francisco (CA), Sunnyvale (CA), and Moscow (Russia). Julian's practice focuses on corporate law, securities, venture capital, and the emerging field of cryptocurrency law. Julian is also a Founding Partner at TMT Blockchain Fund, a \$60M blockchain focused VC fund and a Partner at Jaguar Capital Advisors, a blockchain business advisory firm.

### [Sergey Yushin](#) – Corporate Finance Advisor

Sergey Yushin is a serial entrepreneur, problem solver, and thought leader. He is a finance and corporate expert with experience in investments, Economics and Finance, working for JSC RusHydro, JSC ALROSA Investment Group, JSC SobinBank, JSC VneshTorgBank and BCEN-EUROBANK Group. He started many successful businesses in different industries, ranging from restaurants to airplane engineering.

### [Vakhtang Maskhulia](#) – Media Adviser

Vakhtang Maskhulia is a former Presidential spokesman in Georgia, and a successful TV journalist and sociologist. He is an accomplished public speaker and an influencer in the field of international relations. A visionary and a connoisseur.

### [George Paliani](#) - International Development Adviser

George Paliani is our key representative on the international scene. He has excellent negotiation skills and extensive experience working with Government and Industry. George speaks six European languages and is working toward a Ph.D. in History, specializing in Scandinavian politics.



## Partners

### NEM Foundation

NEM is the world's first Smart Asset blockchain. Zeus Exchange is a [Development Partner Company](#) of NEM Foundation.

### Ingvarr Advisory & Trust

[Ingvarr](#)'s team of advisory consultants are recognized experts in Corporate Governance, Mergers & Acquisitions and Finance.

### Cryptonomics Capital

[Cryptonomics Capital](#) is launching Crypto Quant Fund, focused on automated algorithmic trading of crypto currencies and tokens.

### Jetstyle

[JetStyle](#) digital agency helps companies reimagine how they interact with their customers and manage their businesses in digital sphere since 2004.

### Membrana

[Membrana](#) is the first trust management platform built fully on blockchain technology.

### ATAS

[ATAS](#) is a professional trading and analytical platform designed for order flow analysis, for traditional equity exchanges and cryptocurrency exchanges.

### Smart Valley

[Smart Valley](#) aims to eliminate fraud from the crypto industry, reinstate trust in ICOs, and create a decentralized global community of leading professionals. Smart Valley platform offers a reliable project evaluation system for modern startups.

### Cointoss

[Cointoss](#) is an IT company from Seoul, specializing in development on blockchain, working with South Korea regulator and gathering the Asian crypto community.





## Contacts

We would be happy to answer any questions:

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