

Bulleon



Decentralized ICO

Operated from European Union

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## INTRODUCTION

The innovation that has been carried out by technology in this modern age transcends human imagination. The ideas are going crazy, and it's going to become even crazier in years to come. The only permanent thing in life is change. Technology is changing every part of our daily lives. One of the most important aspects of human life that has received considerable attention of technology is the financial sector; technology is revolutionizing the way financial transactions are being done all over the world via the introduction of cryptocurrency into the financial market.



Bulleon is not just another digital asset service, it will be a product combination with a massive amount of high skilled labor input. Bulleon is a Universal digital asset platform, which is also aimed at building a strong, concept-driven currency that offers the chance to see profits and gains considerably snappier and can take benefits out more effortlessly. Bulleon will provide customer user-friendly tools to satisfy his all the digital resource needs and help

comfortably navigate the crypto world. The customer only needs to focus on his own business, not its technical difficulties.

Our strategy to make Bulleon mighty and respectable is simple and unique in the crypto-market. Bulleon will raise funds by directly selling its token, turning supporters and investors into users. Our ICO will offer 96% of our total Bulleon supply in a total of 10 phases, and each phase will contain 760,000BLN for a fixed price. All funds raised at the development stage will be re-invested into further development, expansion, and promotion of the Bulleon guaranteeing a quicker growth rate and increased popularity.

Bulleon is backed by an ever-growing team of highly experienced professionals, at present there are 12 seasoned veterans working on the project and the speed will accelerate as we continue to reach our quarterly targets. We believe that millions of people need this kind of service, on top of that the “digital asset” -audience is growing by one hundred thousand new users every day (Joseph Young, Cointelegraph, 2018<sup>1</sup>).

## 1. MARKET ANALYSIS

### 1.1. Blockchain Industry: Current Market Analysis

Companies around the world have been developing solid applications using the Blockchain technology. The financial sectors including banks and other payment processing institutions have begun exploring ways to incorporate the technology into their systems to improve efficiency, security, and speed of transactions and information.

Other sectors that are adopting the use the revolutionizing technology are the medical industry, the legal industry, government institutions in managing vital data. The growth of the Blockchain technology in 2017 was the highest in the history of the digital assets since the internet. It was a year of explosive growth and the market experienced real breakthroughs in Blockchain technology applications across the sectors mentioned, among others. The

cryptocurrency prices, led by bitcoin, were increasing; culminating in all-time highs at the end of 2017.

The skyrocketing prices have brought the global attention to the technology as institutions and companies around the world desire to tap into the benefits of the technology. Extreme high accuracy, proved security and the ability to verify information especially monetary transactions and secure online payments and money transfers are just but a few byproducts of the Blockchain revolution. It is not only the companies that have been reaping the benefits of this technology but also individuals have had a lot to gain as well.

Data from leading job sites in the United States show an increasing number of Blockchain related jobs. The jobs tripled in 2017 indicating that the industry is growing at a fast pace of about 207% from December 2016.



There is a considerable growth in Major Bitcoin and cryptocurrency trading exchanges showing that the global market has in the last one year been recording new user signups per day going beyond 10,000. Most cryptocurrency exchanges are struggling to keep up with the growing numbers. Some of these exchanges include Coinbase (GDAX), Binance, Bittrex, Bitstamp, and Kraken. The growth is so high to the extent that some of these exchanges have

ceased new member signups while others are upgrading their systems to handle the volumes. Exchanges like Coinbase, Bitstamp, Kraken, and Binance are valued to be worth more than \$1 billion.

The Global Blockchain market is still growing and the numbers will continue to surge. The current systems are already overwhelmed. The market needs a platform that can handle this type of data; a platform that is all in one where users can manage cryptocurrency accounts and access trading from one central digital asset application. The market requires a platform that has features such as digital asset exchange, peer-to-peer lending, cloud mining, biometric authentication as well debit card transactions from all over the world. All these features need to be accessible on an application that can withstand the global Blockchain market growth.

## 1.2. Blockchain: The 21st Century Unicorn

The world is changing the way problems are solved and we have the Blockchain revolution to thank for the amazing solutions. The introduction of Artificial Intelligence (AI), Internet of Things (IoT) and the Blockchain is proof that humankind is on a different level of technology and the solutions to the problems are quite achievable and within reach. The Blockchain revolution exceeds the “.com” revolution more than a decade ago. Despite the fact that the internet received a lot of criticism, in the beginning, it has grown to achieve the unimaginable, creating great opportunities and multi-billion companies that have prospered with it. The Blockchain is set to transform the world if it hasn't already. The technology has already brought new applications in industries such as finance, supply chain, trading, and medicine.

The public ledger Blockchain, for instance, Bitcoin and Ethereum are already enabling people and organizations to transfer monetary value confidently without fear because of the security and accuracy offered Blockchain. The transfer of funds is also fast in comparison to the traditional money transfer systems offered by banking institutions. The people want to take control of their finances and get rid of the middleman; the Blockchain has brought this to

reality. The technology keeps improving as companies explore different ways to improve the Blockchain.

Cryptocurrencies are the future of money and are eliminating the traditional electronic money transfer systems. The incorruptible digital ledger will in future ensure that people can send money across the borders without worrying about fraud and loss. Major Banks have begun to use Blockchain to rewrite the financial markets to bring optimized cash management to the customers. The same banking institutions are keen on transforming online payments and it's only the Blockchain technology that can make this kind of change to the financial industry.

On the other hand, the health industry will in future incorporate Blockchain for medical data record keeping. The current healthcare data is distributed across the various health providers. Some of these records are not accessible from another city or country. Lack of a way to retrieve health information endangers patients' lives especially if the data is vital to the treatment. Having the Blockchain technology in the health industry to store data will ensure that health providers access the information from anywhere in the world fast and accurately for better treatment.



Huge tech corporations like IBM believe that the future is wrapped around the Blockchain. People will have financial transparency in their finances. People are able to buy stocks using digital currencies. The stock markets are being transformed and growing with the adoption of the Blockchain. The trading industry especially cryptocurrency trading is growing with every passing day. A future without Blockchain is not a future worth waiting for. The future of the world will be intertwined in in the Blockchain technology. The people should expect solutions



to major world problems from Blockchain and related applications. The growth of the Blockchain industry and technology will continue into the future. Investment in the technology now will guarantee a good future for both individual investors and organizations as well.

### 1.3. Utilizing Blockchain for Big Data

Big data and Blockchain are technologies that have individual capacities that can transform the way business will be conducted in future. The two technologies are powerful separately, however, when combined they become a forceful revolution to be reckoned with and the benefits that can be reaped from the pair are immense.

Big data refers to huge data sets which are voluminous and much more complex for traditional data processing application software to deal with. Big data has a number of challenges including data storage, capturing data, data analysis, searching, sharing, transfer, information as well as visualization.

On the other hand, Blockchain is a distributed public ledger system that stores and manages transactions. The transactions are recorded in a block. The block of transactions is linked in order to the previous block forming the Blockchain.

Copies of the processed transactions are sent to the members on the network of computers making it very difficult to



duplicate or alter the records. Blockchain technology is secure in design as the data is distributed to multiple systems on the network.

Since the introduction of big data in the early 2000s, it has gradually transformed many enterprises data processing and management systems. As mentioned earlier, big data has many issues. It is, therefore, crucial to understand how Blockchain is providing the solutions to the challenges. Business like financial institutions have huge volumes of data and sometimes these data proves difficult to retrieve and analyze using the traditional software. These huge data lakes containing the history of financial data in this case transactions, if stored and distributed on the Blockchain decentralized system will be available at any given time.

Consequently, Blockchain brings data integrity for the fact that the data stored is incorruptible and shared in the database in blocks that are linked to one another. The analysis, however, will not be done by Blockchain but using big data and the accompanying tools. Blockchain will allow providers in the healthcare industry to share their records with insurers, employers, and even justice departments. When it comes to banks, Blockchain works together with big data analytics to avoid double spending and achieve real-time transactions that are fast and accurate. The banks are able to identify the risk and share the information among interested parties.

Real-time analyses are a pipe dream for many businesses. Businesses desire to spot fraud in real-time and the Blockchain technology coupled with big data analysis has made it possible. The database is made accessible on the Blockchain platform and the big data goes ahead to provide analysis. Big data has benefited from the transparency offered by the Blockchain technology. Transparent data helps businesses read the trend in the market and get the real picture. User experience recorded on the Blockchain platform will help the companies predict behavior patterns that are accurate and useful.

Big data benefits from the Blockchain technology are endless including monetization of data collected and distributed at a fee to users on the Blockchain system. Businesses have

numerous ways to transform big data tools solutions to get the real-time market temperature that will allow discounts to be given to customers at the right time. Blockchain in data monetization could lead to the creation of new marketplaces that thrive on analytical data that is shared in real-time.

#### 1.4. Bulleon – Decentralized ICO

Most of the current ICOs have a private sale. Large portion of shares/tokens is sold to investors with huge amounts of wealth at a cost that is lower than what is expected to be the cost in main ICO. The pre-sale is used to raise the capital to finance the Pre-ICO and the main ICO marketing strategy development and execution. In other words, the price of tokens at the next stage is much higher for the regular investor.

We have taken a different approach to this method of funding. Bulleon has enabled the smaller investor to participate in the early stages.

While most other ICOs sell their cheapest shares/tokens to the major investors, venture

capitals, and angels, Bulleon has a vision of decentralization of tokens. Tokens are available to



anyone willing to participate in early phase funding. Bulleon is distributing the power and opportunities regardless of the size of contribution from investors. We are inviting all the investors to participate in the initial stages of the ICO. It is an opportunity to make higher ROI regardless of the investment you seed in the project. The ICO is open to all participants from the early stages, as we usher in the new era of decentralized ICOs.

## 2. BULLEON STRUCTURE

### 2.1. ERC20 token cryptocurrency

The Blockchain technology have been utilized to provide Bulleon users with financial value. Ethereum Blockchain has been the go-to platform when developing new tokens and coins. Bulleon is powered by Ethereum technology, which features smart contracts that are decentralized, self-executing and work as agreements coded in the Blockchain. Ethereum Blockchain exceeds the capabilities of Bitcoin Blockchain to the point that most tokens of value are launched on the technology.



Consequently, the surface token has been greatly improved and is considered as one of the most exciting developments in the cryptocurrency market. Bulleon is considered as the digital asset that goes beyond the functions of cryptocurrencies to give users access to digital asset exchange, biometric hardware wallet coupled with login authentication, international debit card transactions, e-commerce service platform specialized for merchants, secure peer-to-peer lending platform as well as the much sort after cloud mining. All these are made possible by the ERC20 token standard.

The ERC20 standard for tokens ensures that the digital assets are much more interchangeable. Besides, Bulleon and other tokens issued on the ERC20 token standards are capable of working with Dapps while at the same time, adhering to the same standards for tokens. The Dapp can easily interface with other virtual currencies in the market even in instances where multiple tokens operate and behave in a similar way.

The cryptocurrency market has a countless number of digital assets and virtual currencies that are not compatible. Bulleon is built with the user interest in mind, and that is the reason

it has achieved high levels of compatibility with other tokens and projects in the market. In addition to that, ERC20 token standardization allows Bulleon to be a natural fit in the cryptocurrency market. Moreover, Bulleon integrates voting rights in the platform which give you "the user" the voice in future matters concerning the project and the direction it should take. The integration of ERC20 standardization in the Bulleon project has eliminated the fear of bugs and errors completely.

## 2.2. The ERC20 token standard

Ethereum offers a standardized method for creating new tokens in its Blockchain called the ERC-20 protocol. ERC-20 is not some line of code, software or technology. On the contrary, these are the guidelines that facilitate the integration of several currencies.

Before the ERC-20, each new cryptocurrency created its account balance verification system and initiated transfers. These methods included different functions and arguments that are not necessarily compatible with other systems. The ERC-20 streams have the same functions, with the same names, having the same arguments. They use a standard set of rules and guidelines that ensure that both monetary systems can relate to each other. Since the year 2015, developers have adopted mainly the ERC-20 standard, but then Ethereum has not imposed its use. In September 2017 Ethereum formalized the protocol, which means that all signs in the Ethereum Blockchain must comply with the standard. Creating an ERC-20 compliant cryptocurrency in Ethereum implies that the new streams have immediate interoperability in the Ethereum Blockchain.

## 2.3. Bulleon as a token

The Bulleon is a hybrid token; the token is both a share-like token and a cryptocurrency token. Bulleon is designed to be a precious possession in the growing cryptocurrency market. We give Bulleon owners control over their money without compromising on convenience. Therefore, a token that was not only a store of value as a cryptocurrency, but also a means to

be part of the Bulleon team; sharing dividends, profit-shares and voting rights to the owners of Bulleon was imminent.

As a share-like token, Bulleon highly regards the owners of the token. The success does not belong to Bulleon board members only; it is shared among the investors by sharing profit and dividends, in addition to that, owners have voting rights inside the corporation. Voting rights give the owners the voice to shape Bulleon for the future.

On the other hand, as a cryptocurrency token, Bulleon is a store of value and a great medium of exchange. It is built on the ERC20 token standardization requirements that achieve total decentralization. Bulleon tokens are not issued nor are they regulated by any central authority. Bulleon joins other cryptocurrencies in the market as a functional currency capable of multi-platform value exchange.



The token is tradable on the exchanges, besides the Bulleon network gives the owner access to a number of exchanges where they can buy and sell other cryptocurrencies. Similarly, it is not regulated by any laws put in place to regulate fiat currency or by e-money laws.

It is essential to note that the supply of Bulleon tokens is capped and no one will ever create more tokens in future. The tokens cannot be moved to another address, or otherwise, manage Bulleon inside the ICO smart-contract. Furthermore, even the Bulleon Corporation has no mandate to manage the tokens in the smart-contract. These measures have been put in place to ensure that the only way to acquire the tokens is by purchasing them out of the contract. The investors' peace of mind is paramount to the growth of Bulleon and the token decentralization process.

## 2.4. Why we chose Ethereum ERC20 token standard as our main token?

To better understand the Ethereum ERC20 token standard, it is essential to know why it is difficult to create new applications and currencies in the original Bitcoin Blockchain. The Bitcoin Blockchain has some problems that make it a bad choice for ICOs. These problems are highlighted below.

1. **Bitcoin Blockchain is not a more general-purpose program:** What distinguishes Bitcoin from not being a more general-purpose program is its design as a monetary system. Therefore, the ledger of the account balance is its internal program state. This means we can easily set up a new Bitcoin wallet for our ICO, but writing a program that calculates and distributes the tokens on top of that wallet is difficult. So, to execute ICO contracts, a more general-purpose program state is needed
2. **Security Issues:** Talking of security, Bitcoin cannot be referred to as a Turing-complete scripting system. This is because a Turing-complete scripting system can find answers to any computable problem when given enough time and memory. In general, two things are required by a Turing-complete scripting system: firstly, the ability to repeat or ignore instructions when certain conditions are met, and secondly, the ability to store data as a variable. Indeed, Bitcoin Blockchain is not a Turing-complete scripting system.

One of the main reasons why Bitcoin is not a Turing-complete system is because it does not support programming loops as a security measure. The programming loops will activate a DOS (denial of service) attack because the attacker can tell the miners to make infinite loops. However, this is a problem when it comes to implementing ICOs, because loops allow developers to check and recalculate data. An effective crowdsale requires the calculation of the total contribution after each new investor, then the closing of the ICO is determined after





certain conditions have been met, and the tokens are distributed to investors during ICO based on an algorithm.

3. **Longer Block time (Slow Confirmation):** Finally, the block time of Bitcoin is too long for a cryptocurrency or ICO to be feasible or achieved. At 10 minutes per block, transactions could take over an hour to clear and then be verified after they are few blocks deep within the chain. This means that new contributions to the crowd-sale will only be checked after one hour, and any later ICO steps will be postponed or delayed.

## 2.5. Why we chose Ethereum ecosystem to drive our ICO

Ethereum, a multi-purpose program: Ethereum stores a tree of program states by using a complex data structure called the Merkle Patricia Tree, which allows for faster changes and tests of the different rules required to run the ICO. Instead of having a single transaction ledger, multiple programs in the Ethereum Blockchain allow smart contracts to automatically calculate the amount of funds raised; test and confirm transactions; and distribute new tokens during the crowdsale or at the end of it.

Ethereum is Turing Complete: Ethereum (which was created to correct Bitcoin flaws) is a Turing-complete system. The instructions in the program code of Ethereum are processed using what we call "gas" payment. Gas encourages miners to provide their GPU power to run programs in Ethereum Blockchain. If there is no more gas left to run the transaction; it will be canceled. This avoids infinite loops and DOS attacks on the ICO since each execution has been finally canceled. Because of this, an attacker can't deny service to our crowdsale due to denial of service attacks because ICO are more secure on Ethereum networks.

Ethereum uses GHOST protocol: The Greedy Heaviest Observed Subtree (GHOST) protocol of Ethereum makes it possible to create blocks faster without compromising the security of its Blockchain. This means that ICO transactions are processed more quickly. When it comes to dealing with the crowdsale of new tokens; transactions can quickly be verified and added to

the overall amount derived from the crowdsale of new tokens. Without sacrificing the security and integrity of the Blockchain, the distribution of the new tokens occurs quickly.

## 2.6. Milestones

### **Timeline**

- Q4/2017 - Project launch
- Q4/2017 - Bounty program start
- Q1/2018 - Decentralized ICO start
- Q1/2018 - Listing on decentralized and smaller exchanges
- Q1/2018 - Official marketing campaign start
- Q1/2018 - Recruitment & selection hiring process start
- Q2/2018 - The establishment of a headquarters
- Q2/2018 - The beginning of Bulleon platform development
- Q3/2018 - The first beta versions are released

### **After the completion of the ICO**

- Listing on major exchanges
- Maintaining brand awareness
- Close cooperation with the BLN owners

### **Phase-by-Phase milestones during the ICO**

- Phase 1 - Preparing a transparent structure and commercial activity plan of the company
- Phase 2 - iOS/Android/Windows/Mac/Web app development start
- Phase 3 - Cloud mining platform and datacenter
- Phase 4 - Bulleon International Debit Card
- Phase 5 - Independent cryptocurrency trading platform
- Phase 6 - E-Commerce payment gateway for Merchants
- Phase 7 – Peer-2-peer lending platform
- Phase 8 - Biometric hardware wallet & login authentication
- Phase 9 - Integration of services into a single active platform

- Phase 10 - The first payment of dividends and launch of a full-fledged commercial activity

### 2.6.1. Phase 1 - Preparing a transparent structure and commercial activity plan of the company – aka establishing a business model as transparent and adaptable as the Blockchain

Bulleon's initial marketing strategy is being guided by the current market analysis (ref. to section 1.1) which will be refreshed quarterly through scheduled in-house and external market research as new competitors and new functionalities are connected to the Blockchain. The market research, in combination with SWOT analysis conducted on no less than a quarterly basis, will identify opportunities for refining marketing and promotion as clarity on the Blockchain revolution emerges.

- Promotion - initial marketing of Bulleon will focus on Bulleon's ability to build upon the Ethereum Blockchain's value proposition with respect to security, privacy, wealth building, incorruptibility, and non-discriminatory and non-jurisdictional accessibility and will focus on establishing Bulleon as the all-in-one platform to manage, trade, lend, mine, and authenticate cryptocurrency.
- Competitive analysis – Bulleon will conduct simple research and analysis of other digital currencies along with other Blockchain technology. Bulleon will not limit its potential to the cryptocurrency space but will innovate and organically position itself where there is demand in terms of other products and services on the Blockchain.
- Audience – Bulleon will run concurrent marketing campaigns to both prospective token holders and to other potential partners in the Blockchain innovation space.

- Marketing mix – in response to its ongoing market analysis, the marketing mix will be a rotating blend of social media, paid media (online ads), earned media (publicity gained through industry-leading expertise, i.e. guest blogging, conference appearances, article contribution), and word of mouth. The Bounty Program described in section 4.10 will incent and reward translators, bloggers, and commentators for their promotional efforts. The majority of proceeds will be committed to marketing efforts – an aggressive approach that will be fueled by the Force Gathering Whirl of Bulleon.

#### 2.6.1.1. A decentralized workforce for a decentralized digital asset service

Bulleon is backed by an ever-growing team of highly experienced professionals and recruitment will accelerate as we continue to reach our quarterly targets. We believe millions of people need this kind of service, on top of that the “digital asset” audience is growing by one hundred thousand new users every day.

While the principals of Bulleon live in Helsinki, Finland, contract specialists are working around the world and the company and communication tools will be structured to support cross-border employee/contractor collaboration in keeping with the decentralization ethos that drives Bulleon. It is expected that each phase of the project will be led by a project team (branch) that, thanks to collaboration technology, can operate on a decentralized basis.

#### 2.6.1.2. Executive Summary

The future of the world will be intertwined in the Blockchain technology. People will soon be demanding solutions to major world problems using the Blockchain and related applications. Fixing the current international currency system is the logical first start. Bulleon is in the business of helping to consolidate the Blockchain’s currency potential into a full economic system. Investment into this technology—as easy as the purchase of tokens—will guarantee results exponentially beyond what the current economic system can deliver.

Bulleon is not just another digital asset service; its purpose is to provide end users with everyday digital asset-related services from a single place, operating on a massive operation

of high-skilled labor input. As a currency, Bulleon is a shareholder's certificate with voting rights and the right to receive dividends through Bulleon's operating income. The concept of Bulleon is a safe, user-friendly, clear and attractive digital asset service that will allow users to navigate the crypto world seamlessly. Through its model, Bulleon will be able to harness the knowledge from its success in its primary usage to scale and adapt to the growing uses of the Blockchain for the betterment of its users.

### 2.6.1.3 Business strategy

#### **Current position**

Bulleon is in the first stage of its 10-phase trajectory: Preparing a transparent structure and commercial activity. The present focus is on expanding the expertise by recruiting skilled experts and employees and completing the marketing and planning steps outlined in this section. See section 2.5 for the full timeline.

#### **Competitive advantage**

Bulleon is distinguished in the marketplace by its operation as a fully integrated system on which a cryptocurrency is offered via universal access that can be managed, traded, stored, and exchanged, and can support transactional activity like redemption for fiat money through an international debit card, and hassle-free peer-to-peer lending in fiat currency. Bulleon transactions are protected through state-of-the-art biometrics.

#### **Growth plan**

See section 4.3 for a description of Bulleon's ICO phase structure. Since Bulleon operates on a model of openness and access to all, future movements of Bulleon will be democratically decided as all token holders will have an equal opportunity to vote on initiatives and expansion. Development and execution of this concept will require significant human resources in the form of financial planning and management professionals including specialists in financial statements, internal accounting, management accounting, payment transactions, payroll accounting, budgeting, profitability, taxation, legislation, finance and project management. Recruitment for the position of CFO will precede this recruitment initiative.

#### 2.6.1.4 Benchmarking the revolutionary

Bulleon will implement a state-of-the-art benchmarking discipline to measure its progress toward its overall marketing objectives in the areas of ease of use, availability, speed, security and user support against identified competitors. Regular reviews of these objectives will provide feedback and possible corrective actions on a timely basis. Benchmarking results will be transparent and openly shared with employees and subscribers through a digital dashboard application.

#### 2.6.1.5 Budgeting, forecasting and finance management in a decentralized model

In the traditional economy, projects of this scale involve private sales, seed funding, venture capital funding, etc. behind the scenes before anyone is aware of the offering. Bulleon embraces an opposite ethos where the Bulleon ICO will be decentralized, meaning all tokens will be available to all people in the market from the beginning.

Bulleon will raise funds by directly selling its token, turning supporters and investors into users. Our ICO will offer 95.2% of our total Bulleon supply in a total of 10 phases, and each phase will contain 760,000BLN for a fixed price. All funds raised at the development stage will be re-invested into further development, expansion, and promotion of the Bulleon, guaranteeing a quicker growth rate and increased popularity. See section 4.4 for the distribution of Bulleon proceeds. Bulleon will establish a public relations campaign to demonstrate the lack of insider involvement in its universal governance.

#### 2.6.1.6 Researching legal details and locating solutions

Bulleon will be operating in the cryptocurrency market; therefore, the regulation in the market will affect us as well. The Bulleon team is aware of the temperature in the market and

research is underway to determine the current regulations in the Blockchain industry. The SEC intends to have tokens offered as securities to be registered for operation.

Consequently, this phase will give Bulleon team an opportunity to research the regulations that apply to the critical business activities. A successful cryptocurrency project understands its duties to the employees and the investors alike. Moreover, Human Resource management is an integral part of Bulleon. The talents of the employees in Bulleon will be managed to ensure that every employee can yield as expected. Bulleon treasures the input of every member of the team.

The location of a project is very crucial to the success of any company or business. Bulleon will be tasked with choosing the exact location for the project management: The headquarters as well the branches for ease of operation. A team of researchers will undertake a feasibility study to determine the most suitable location for the project. It is also essential to realize that, as a corporation, the need to have legal representation is paramount to the success of Bulleon. Therefore, Bulleon team will seek to acquire the best legal advice in the cryptocurrency market. The most efficient legal advice will help us be proactive to avoid being caught up in unnecessary problems with the law.

Another critical aspect of Bulleon is being tax compliant. Taxation advice is necessary for efficient running of the project. Different jurisdictions have different tax requirements. The legal team will ensure that the company is ready to comply with the set regulations.

Business licenses and permit acquisition will be done efficiently by the experts at Bulleon. Bulleon team is aware that this should be done in time as the project approaches the launching stages.

## 2.6.2 Phase 2 - iOS/Android/Windows/Mac/Web app development start

To achieve a seamless integration of all its services into a single active platform, Bulleon is kick starting the app development phase to give users ease of access to all the brand's amazing services from the comfort of their homes, offices or on the go. With the Bulleon app,

users can sync across devices and perform different activities on the system with real-time access to the crucial information they need.

### **Purpose of the Bulleon App**

Among other things the Bulleon app serves the following purposes for users and the platform:

- **All-in-One Service:** All Bulleon crypto services are offered in one unified UI
- **Security:** All data is encrypted in the app before it is sent to the network
- **Privacy:** Data presented in the app is cleaned from any form of personal information identifying patterns
- **Simplicity:** Simple interface abstracts Bulleon network's complexity for the everyday user.
- **Sell Functionality:** Users can choose to selectively sell anonymized data to trusted entities in return for Bulleon tokens

### **Key Elements of App Development Phase**

**Mobile App UX Design:** End users do not need to interact with complicated wallets because Bulleon provides a simple to use cross-platform mobile and web app with UI and UX that represents the best creativity in the business.

**Service Backend Development:** Here we are developing API plugins, Bulleon engine optimization, and UI connectivity. This involves developing a Sidechain Support functionality (explorer and security) which allows users to inspect the blocks, transactions, and account balances of any sidechain. This will provide a consistent, transparent, and easy to access viewpoint of each sidechain to all users. This also involves implementing validated hashes of individual sidechain states, at configurable checkpoint intervals to ensure there is some basic validation of sidechain integrity and provide payback to the parent network.

**Smart Contract Support:** Smart contracts are an interesting concept for many different use-cases, and we believe it would be extremely interesting to implement a smart contract VM



natively into the Bulleon App SDK. In the future, Bulleon can decide which smart contract languages it wants to support, or if it can even develop JavaScript smart contracts on its own.

App Integration with Bittrex: With this, Bulleon guarantees users an SSL-protected transaction environment so that they can rest easy about the safety of their funds and personal information.

### **The Bulleon App Models**

The models for both web and mobile operating systems are explained below.

#### **Mobile OS**

The mobile-first approach is the mantra for tech and indeed most online businesses today. No organization can ignore the increasing use of mobile apps to engage their user and increase brand loyalty. As a result, Bulleon's approach is to use the most pragmatic and cost-effective mobile app development model to achieve our goal. To this end, the team has decided to build on the React Native mobile app development model. Our preference for this is based on the following calculations:

- **It's an All-in-One Cross Platform Model.** This eliminates the hassles of having to write separately for Android, Windows and iOS apps on different platforms. With React Native we can write all of them in one place and save a huge chunk of time and budget.
- **Easier Transition from Web to Mobile:** React Native functionality provides a smooth UI that makes it easier to transition into mobile development from a web background.
- **Powered by JavaScript** — That's one language to rule all.
- **Ability to quickly push updates directly to a published app** — bypassing the app store review process and timeline.

Additionally, the number of top-level businesses (including Facebook, Walmart, Airbnb, etc.) who have leveraged on RN's model also validates its usefulness, maturity, and stability.

#### **Web OS**

For the complete implementation of the project, it is critical to developing an exchange application that is web-based for the most optimal user experience. Like the mobile process,

the web experience is optimized for both Windows and Mac operating systems using Electron software. The idea is to create a seamless cross-platform user experience on the Bulleon ecosystem with an embedded API via a backend service that both iOS and Android devices can use. This will allow for the creation of accounts, request for deposits and transfers, cryptocurrency to fiat exchange proxy APIs and management of bank accounts.

Afterward, a backend portal will be implemented into the exchange application, which will allow the user to modify the information on his profile.

### **Conclusion**

It is pertinent to state that Bulleon apps development will continue throughout the life of the project. This constant development is because (besides innovation) building and maintaining a decentralized application is fundamentally different from an application using client-server architecture.

### **2.6.3 Phase 3 - Cloud mining platform and data-center construction start**

After months of delicate evaluation of selected digital assets, all done according to market situation analyses, mining challenges, and other factors, Bulleon has gathered enough information and is now set to roll out this phase with a master plan to build a data center in a country that is friendly to crypto-mining. The datacenter is one with the requisite good conditions such as climate, electricity prices, political attitudes amongst other variables. The execution of this phase of the Bulleon ICO project represents a major test of its resolve to stand out in the cryptocurrency ecosystem.

### **Why Bulleon Cloud?**

As a unique window for global wealth creation in the digital currency evolution, cloud mining or cloud hashing is a concept which allows users to buy mining power of the hardware placed in remote data centers. With the growth of digital assets price, Bulleon hopes to be able to make a profit for investors around the world - anyone can join us and get a stable source of income.

With Bulleon’s industrial cloud mining setup, everyone can now buy hash power and start mining quickly, instead of waiting for the delivery of solo mining hardware which could waste valuable resources. With Bulleon cloud mining users never have to send back faulty equipment or troubleshoot new hardware because our base, the cloud, is big enough to accommodate everyone.

The data center is tasked with providing users with hardware that works and will absorb the cost of hardware failure, maintenance, and configuration to provide users guaranteed uptime and payout.

### **Key Functionalities**

**Instant Activation:** Buy hash power and start mining quickly, instead of waiting for delivery of mining hardware which could waste valuable time.

**Environment-Friendly Experience:** Mining hardware are notoriously noisy and generate extreme heat. By using cloud mining, you don’t have to put up with any of the noise and heat.

**No Maintenance Fee for BLN owners:** When you buy a mining contract from Bulleon there is no extra maintenance fee applied for the whole contract duration.

**No Risk of Hardware Failure:** Because we have made the right investment in equipping our data center and have replaced hardware mining with the cloud.

#### 2.6.4. Phase 4 - Bulleon International Debit Card



Imagine paying for a bottle of Coke in one of your travels to another part of the world without ever having to worry about foreign exchange! That and more is possible through a smart deployment of Blockchain cryptocurrency technology on even the tiniest forex transaction by way of The Bulleon International Debit Card. Our technology enables holders to connect their Blockchain assets to real-world payment platforms, offering quick, reliable and affordable withdrawals all over the world. Integrated with all other services on the Bulleon platform (Exchange, Mobile/iOS/Android/Web app), the debit cards are well-positioned to serve as a one-stop hub for seamless interaction between the Blockchain ecosystems and the real world.

### **Why Choose Bulleon Debit Card**

There is no doubt that the application of Blockchain to everyday activities will keep making business transactions easier and faster. To this end, Bulleon's international debit card affords the global business environment the following unique value chain:

**1.A Boost to Globalization:** With Bulleon International Debit Card, everyone can harness the power of Blockchains for travels and other transactions by enjoying access to multiple virtual currencies across different Blockchains.

**2. Real Freedom and Control:** Convert your Bulleons and other cryptocurrencies into FIAT whenever you need, easily through Bulleon mobile or web app. It's easy to exchange and load your Bulleon card with funds from Bulleon Wallet. Use your card anywhere major cards are accepted. You can also send and receive funds all in one app. Withdraw from any ATM around the world. Receive real-time notifications when the card is used. Lock or unlock your card whenever you wish to. All at your fingertips Benefits

**3. Convenience and Real-time Transparent Rates:** Holders can spend their virtual currencies directly and conveniently anywhere around the globe with complete ease of mind, just like how they spend their local currency — at a faster rate and the most cost-effective transaction processing rates - no additional fees imposed.

For instance, when a holder pays with the Bulleon debit card at a store that doesn't accept cryptocurrency, the cryptocurrency is immediately converted to fiat currency on the spot without the recipient ever knowing about it. This feature is convenient for digital currency owners and allows them to make faster purchases or other forms of payments or receipts with their crypto coins on a day-to-day basis.

**4. Easy Application:** You don't need to undergo a credit check when you apply for a Bulleon debit card. The card also supports multiple nationalities with an option for e-residency.

**5. Easy Top Ups:** Holders can top up their debit card via a Blockchain assets address either on the website or through mobile apps.

**6. Wide Usage Area:** Because the card supports multiple currencies, holders can spend money at the point of sale machines worldwide. Bulleon also supports cloud services, and online shopping is available

#### 2.6.5. Phase 5 - Cryptocurrency trading platform (Bulleon Exchange)

The purpose of the Bulleon Exchange is to provide an investment multiplex for traders and users at all levels. Bulleon believes that every single person can become a successful trader as long as they have access to the right tools and trading styles.



That is why the trading platform is designed to work seamlessly with integrations for Android, IOS, and web operating systems. Additionally, inbuilt APIs will allow users to view the progress

of multiple exchanges at a glance with highly accurate (80%+) Bulleon propriety trading signals which can guide investors making the best decisions.

The goal is to offer the most liquid exchange website in the world, leveraging on the most advanced software to enable traders and users to easily exchange Bulleon and a host of other altcoins, providing quality order types and liquidity to help traders take advantage of every situation.

## **Key Features**

**1. Simplicity and Ease of Trading:** Bulleon exchange software offers users a suite of order types for every scenario and guarantees the convenience of a simple and quick process, with the additional promise of keeping users informed of the latest changes in crypto trends.

**2. User-friendly interface and competitive rates:** Bulleon allows users to work on using the platform according to their requirement, making it possible to customize according to their user experience based on their preferences for the theme, notifications, and presentation of figures section

**3. Affiliate Program:** Earn with Bulleon! Offer favorable terms to your customers and make a profit!

**4. Third-party API Integration:** Because Bulleon Exchange is designed to create digital asset trading applications & trading tools, its API integration plug-in helps users to discover all the cryptocurrency trading possibilities, create their trading charts, edit order types & trading positions, and track trading history and crypto wallets movements.

**5. Reliable Protection of Funds:** To protect your funds our platform will use a cold storage system. Bulleon is equipped with advanced verification features that help users ascertain the honesty of traders, ensure withdrawals protection and enable advanced API key permissions. To achieve this, Bulleon Exchange uses a combination of digital wallet options to ensure maximum security.

With these multi wallet features, users can trade freely and securely without depending on third-party platform. These options include hardware wallet, cold wallet, desktop wallet, mobile wallet and paper wallet.

Additionally, the UI design also provides an extra layer of security by enabling users to restrict access to their accounts by using a biometric and two-factor authentication system.

### **Using Bulleon Trading Platform**

The following simple processes are involved in interfacing with the Bulleon Exchange platform:

**Bulleon Sign up:** The simple, user-friendly interface makes the process of signing up to the Bulleon exchange platform very easy and straightforward either for token holders or those hearing about the Bulleon ICO for the first time.

**Funding:** After signing up users can choose from a multitude of digital currencies, but it is recommended to do so with the Bulleon token.

**Trading:** Once the account is funded users are ready for trading, exchanging and investing in various digital currency pairs. Bulleon offers plenty of choices, as it supports all major digital currencies, and even new ICO listings and their respective tokens.

**Supported Cryptocurrencies:** Traders can use the platform for multiple digital currencies, including, but not limited to Bulleon, Bitcoin, Bitcoin Cash, Bitcoin Gold, Ethereum, Ethereum Classic, EOS, Dash, Litecoin, NEO, GAS, Zcash, Dash, Ripple and more. As mentioned before, Bulleon also supports numerous tokens, as part of ICO listings. With this in mind, traders can use the platform to trade these tokens for a profit as well.

**Bulleon Customer Support:** We place a premium on Customer Service because we know it is key to the success of every exchange on the platform. Live support features are currently being deployed both for chat and calls.

Based on the above service outlay, it is safe to be optimistic that Bulleon is poised to become the leading Cryptocurrency Exchange in the world. This is predictably so because of its operating principle of offering great fees and awesome digital currency support service. All of that combined with the human and financial resources from partnerships and direct investment at the firm's disposal, chances are that Bulleon will continue to evolve and offer great digital currency exchange services to its clients.

## 2.6.6 Phase 6 - Bulleon E-Commerce Payment Gateway for Merchants

As more businesses embrace the e-commerce model, the need for efficient payment gateways and shopping carts integration services in the transaction cycle has been increased. Bulleon payments gateway for merchants represents a one-stop solution in this direction.

This tool enables merchants to receive cryptocurrency/Bulleon (BLN) and facilitates it's easy as well as aid merchant accounts in their interaction with other Bulleon services and tools (Bulleon Debit card, Exchange, Bulleon Mobile/iOS/Android/Web app).

### **Key Features of Our Service:**

- Point of sale for merchants
- Integration with Bulleon Debit card
- Bulleon Exchange API (crypto to fiat and reverse conversion service)
- In-store Payments (Merchant can accept cryptocurrencies for e-commerce and physical stores)
- Easy integration on e-commerce platforms
- Accept cryptocurrencies in physical stores with Bulleon app (Instant FIAT/crypto convert possibility)
- Easy reporting tools
- Web Payment Buttons
- E-commerce integration with any external systems or tools

### **Existing E-Commerce Payment Models and Their Shortcomings**



The existing traditional payment gateway model integrates into an e-commerce website's shopping cart by collecting payment information provided by customers at the check-out. The gateway then encrypts the data and transmits it to the card issuing bank for authorization. The authorization response is then sent to the merchant and is displayed to the cardholder. In essence, the payment gateway serves for web-based merchants the same purpose that a point-of-sale (POS) terminal does for brick-and-mortar businesses. Apart from slow transaction speed, this model means cardholders share a lot of personal information in the process and ultimately get to pay, sometimes double, processing charges.

### **The Bulleon Advantage**

Unlike the traditional payment gateway model above, Bulleon e-commerce payment gateway brings on board Blockchain smart contracts crypto technology to speed up the process more securely and privately, eliminating the issue of double transaction charges while doing so. With the Bulleon merchant account service, merchants can accept cryptocurrency in place of fiat through a seamless connection of the merchant's physical and/or virtual check-out tools with Bulleon's crypto-fiat exchange interface.

### **How it works**

#### ***(a) For Non-Crypto Cardholders***

1. The cardholder fills out an online payment information form to pay for a purchase at an e-commerce website's check-out.
2. The Bulleon gateway interfaces between cardholder's bank and converts cardholder's input into cryptocurrency through Bulleon Exchange API.
3. The Bulleon gateway then connects the merchant's physical and/or virtual check-out tools with Bulleon's Exchange API to process payment.
4. The merchant can decide to convert sales back to fiat via the Bulleon Exchange API or retain payment in cryptocurrency

#### ***(b) For Bulleon Debit Card Holders***

For Bulleon Cardholders the process is even simpler.

1. The cardholder pays for anything on merchant check-out with their card by inputting the value of their purchase on the Bulleon gateway web, app or physical point of sales button. Instant validation takes place and transaction is done. No bank, card issuer or processor downtime or charges!
2. The merchant can decide to convert sales back to fiat via the Bulleon Exchange API or retain payment in cryptocurrency

***(c) For Other Cryptocurrency Card Holders***

1. The cardholder pays for anything on merchant check-out with their card by inputting the value of their purchase on the Bulleon gateway web, app or physical point of sales button. Bulleon Exchange API then converts the cryptocurrency to Bulleon and adds the full payment to merchant's Bulleon account settlement.
2. The merchant can decide to convert sales back to fiat via the Bulleon Exchange API or retain payment in cryptocurrency

**Integration with Any External Systems or Tools**

Using our Bulleon Exchange API, JavaScript API & webhooks, merchants can supercharge their e-commerce platform integration: connect with inventory management systems, drop-shipping solutions, email marketing platforms, POS solutions, CRMs, and use Bulleon encrypted data bank with their favorite tools to create an efficient omnichannel shopping experience!

Our feature-rich gateway processes online card payments as well as popular alternative payment methods from any device (mobile/laptop/in-app) in a secure, fast and consistent manner. The gateway is highly reliable and is designed to provide high availability, even in times of peak transaction volumes. A single integration enables access to a variety of innovative solutions and connects each merchant to a large number of acquirers via our vast global network.

**Benefits of Our Service**

The benefits of our smart solution include:

- 1. Increased Sales:** The rollout of our new payment acceptance technology will help merchants reach a tech-savvy generation and increase sales.
- 2. Guaranteed Security:** Build trust and ensure safety to overcome security concerns using infrastructure and technology which adheres to standard safety and security protocols.
- 3. Optimized Checkout Conversion:** A seamless payment process and tools to aid convenience to minimize basket abandonment.
- 4. Reduction in Operational Costs:** Utilize a single solution to meet all global needs.
- 5. Enjoy Global Appeal:** Because we offer the best conversion rates from digital to fiat currency and Bulleon is spendable anywhere.

The list of services our platform offers as listed above make us a top choice for any serious e-commerce business today. All of the business types below can partner with us for an optimal e-commerce platform leveraging on the revolutionary Blockchain technology.

#### 2.6.7. Phase 7 - Peer-to-Peer lending platform

Having carefully analyzed cryptocurrencies and their growth in relation to fiat money, we concluded that this market lacks lending vehicles. The most popular way to get a fiat currency for a digital asset is to sell the asset on the exchange. This is economically unfeasible, since the value of cryptocurrency can significantly increase literally within a week, after which the holder will lose an impressive amount. The Bulleon project offers an alternative. Using our system, a cryptocurrency holder can get a loan in fiat money on the security of his/her digital asset.



Before the end of the loan period, the security deposit will remain in the protected Bulleon system. Once the loan and the interest are paid within the agreed period, the pledged asset will be returned to the borrower in full. The Bulleon platform will provide an opportunity to instantly issue our internal virtual or plastic payment card (read more: Bulleon International Debit Card). Using Bulleon International Debit Card, you can make payments around the world wherever debit card payment is enabled. It is convenient and beneficial, as the user of such services does not pay additional fees. Besides, the platform users will be able to order a debit card with worldwide delivery. Borrowers will be able to instantly receive credit funds in the fiat currency or use it depending on their needs – cash out funds in ATMs, pay through terminals, shop online.

Compared with traditional financial institutions that issue loans, Bulleon has many advantages. In the traditional collateral scheme, the lender is forced to do a huge amount of work to secure the deal: maintain a credit center that verifies the borrower's solvency, arrange the collateral assessment, transfer and store the borrowers' assets.

It may seem that the lender's work should not be of interest to the borrower. However, one should remember that all costs are included in the interest rate, which results in a rise in the loan price. Bulleon solves this problem. Our system guarantees repayment of funds in full together with interest for using the loan and dispenses the lender from additional actions and risks. Consequently, the borrower will receive the lowest interest rate and will not spend time on signing papers, going to the bank, waiting in a line and carrying out the property assessment.

There is no need for a credit centered on this approach. This gives advantages to both parties in the deal: the lender does not need to independently assess the risks; the borrower receives a loan regardless of the credit record. In the traditional system, one needs to have a sufficiently solid startup capital and know the subtleties of the profession to become a successful lender. Bulleon allows absolutely any individual or legal entity that has fiat funds to become a lender, and it assumes risks associated with the loan repayment. A user who offers to lend funds sets the interest rate, amount of the loan and its term on his/her own, and our system seeks the borrower in the database, who is interested in such terms.

## **Key Features**

- 1. A Peer-to-Peer Lenders Platform:** Using our system, a cryptocurrency holder can get a loan in fiat money on the security of his/her digital asset. Before the end of the loan period, the security deposit will remain in the protected Bulleon system.
- 2. Secured Lending:** Once the loan and the interest are paid within the agreed period, the pledged asset will be returned to the borrower in full.
- 3. Instant Disbursement:** The Bulleon platform will provide an opportunity to issue our internal virtual or Bulleon International Debit Card instantly
- 4. Transparent Internal Ecosystem:** Borrowers will be able to instantly receive credit funds in the fiat currency directly to the Bulleon account or use it depending on their needs – cash out funds in ATMs, pay through terminals or shop online.

## **Advantages Over Traditional Loan Schemes**

The overriding benefits include:

- 1. Fast Response:** With Bulleon, anyone can borrow and lend almost instantaneously without unnecessary friction from banks and government regulations.
- 2. Flexible/Customized Interests Rate:** You can crowdsource your loans from lenders around the world powered by a Bitcoin economy by choosing an interest rate which you can afford.
- 3. No Processing Charge:** There is no processing fee charged to the borrower or lender for this.
- 4. A Win-win for Lenders and Borrowers:** Through this system, lenders get profitable interest rates, and borrowers can borrow cheap loans, all thanks to the power of Blockchain's speed and Bulleon's quest to offer a cheaper alternative.

## **Risk Management and Assurance**

Apart from the protection that comes with the flexibility of interests rates, open access to information about users and direct choice of interests between peers, all loans on the platform are protected by Buyback and Default guarantees, which allow users to have full control over your finances at any given time. Through Buyback, the platform obliges itself to buy back the investment in 1 single day in case the clients wish to stop investing.

Default Guarantee is activated when a borrower is late with the payment for more than three days. Bulleon will cover all late installments with digital assets held by borrowers.

### **Conclusion**

Bulleon is growing in stature by the day even at its ICO continues to command more global patronage. With the full deployment of this Peer-to-Peer lending platform the company has opened a priceless vista of global wealth building to the individuals seeking loans and investors alike. Regardless of the budget thanks, Bulleon's no-fees and low entry point service is a perfect tonic for the next global economic boom for all the world's population. Small budget investors, seasoned investors, moneybags, everyone can reap the benefits of the Blockchain revolution.

#### **2.6.8. Phase 8 - Merging services into a single active platform**

Integration of all services into a single active platform; fully integrated solution will give you an interactive view of all Bulleons services and instruments.

Bulleon will help you to meet everyday digital asset related needs. With Bulleon you get the user-friendly tools you need to handle all your digital resource needs and navigate the crypto world easily - by focusing on your business requirements.

Focus on your idea, let us do the rest. With our solutions, you can break down information silos, better exploit synergies, and pool efforts among your staff and departments through a clear, common vision of all key elements of your organization and the role of each stakeholder.

By utilizing open APIs, we create an integrated software ecosystem that stores all the data required for running the company while simultaneously providing all users with real-time access to the crucial information you need.

#### **2.6.9. Phase 9 - Biometric hardware wallet & login authentication**

To deliver a most secure and safe operating environment for all its users, Bulleon has adopted an advanced biometric security technology to process user access to its services at any point in time. This measure which serves as a reliable means of ensuring that users are who they say they are, also help ensure that Bulleon’s service complies with Know Your Customer (KYC) requirements in any country where it operates worldwide.

With Bulleon’s biometric hardware wallet & login authentication, users get secure access to all our services across all mobile app and web platforms using biometric fingerprint authentication. With this all user assets are safely protected from scammers through a one-way conversion of biometric data into a proprietary template format which prevents recreation, reverse-engineering or use for unintended purposes, thereby protecting the user from any form of theft.

Furthermore, this biometric data will be encrypted and digitally signed using strong 256-bit AES technology. This hardware-generated, one-time encryption keys ensure that biometric data remains entirely within the host’s trusted execution environment, where it's available only to processes known as trustworthy. In the end, by combining the decentralized Blockchain principle with identity verification, a digital ID is created to act as a digital watermark which can be assigned to every online transaction of any asset.

### **Key Functions**

**1. Eliminates Fraud and Hidden Fees:** By eliminating fraud, it also eliminates interchange fees in addition to making sure that the person doing or authorizing the transaction is 100 percent the owner.



**2. Enhancement of User Privacy and Security:** With Bulleon's biometric hardware wallet all user's personal information such as their biometrics and payment details are decentralized, meaning hackers cannot tap into a central data source to gain access to user credentials.

**3. Improved Customer Experience:** With lightning-fast biometric authentication, our hardware wallet and login authentication provide a superior security experience across all devices without having to wait for emails and texts to complete login process to conduct any user activity or transactions

### **How it Works**

Using Advanced Encryption Software, AES, 256-bit, the Bulleon hardware wallet and login authentication protocol converts biometric data and other 2FA into a one-way proprietary template format, making it impossible to recreate, re-engineer or use for unintended purposes. This encryption method AES is a symmetric block cipher which is used at the highest level of security to protect classified information and is implemented in software and hardware throughout the world to encrypt sensitive data.

### **Why We Chose AES 256-bit**

AES 256-bit encryption represents top-level data/file encryption technique that uses a 256-bit key to encrypt and decrypt data or files. The 256-bit encryption refers to the length of the encryption key used to encrypt a data stream or file. A hacker or cracker will require 2256 different combinations to break a 256-bit encrypted message, which is virtually impossible to be broken by even the fastest computers.

Now, when you consider the fact that the fusion of passwords and other 2FA procedures expire quickly, a hacker's effort to repeatedly beat the time allocation for each login he initiates. Since the system has been built to detect such, multiple failures to successfully login by a hacker will then raise a red flag which will lead to an autoprotective action by Bulleon engine.

### **Security Tips for Wallet Authentication and Login**



Because of the digital space volatile and prone to malicious users, the following additional precautions are very vital to every single transaction process on the Bulleon platform.

**Authentication:** All Bulleon platform users and token holders must understand that authentication should only be used to access their account or merchant orders. If Bulleon application requires access to other Bulleon users' accounts, do not use API Key. To securely access other Bulleon users' accounts, the Bulleon in-app messaging should be used.

**Signing Requests:** API key authentication requires each request to be signed (enhanced security measure). Users can create and activate new API keys in their API settings. It is very important to note that each user's API keys should be assigned to access only accounts and permission scopes that are necessary for the app to function.

In conclusion, it is pertinent to state that Bulleon prioritizes the security of its operating environment and as such will continue to stay alert to better ways to safeguard it and assure investors and users of the safety and security of their investments and information.

#### 2.6.8. Phase 10 - Payment of Dividends and Launch of a Full-fledged Commercial Activity

In line with its ICO promise, Bulleon, the all-in-one digital asset platform, is glad to unveil the Phase 10 of its project outline. This stage marks a deployment of at least public beta versions of all previous phases that have been released. It represents a major milestone for not just Bulleon, but the entire cryptocurrency ecosystem as the steady incline of Bulleon's first of its kind 'no time limit' ICO continues to wow investors and industry watchers.

What this milestone means is that in less than a year, Bulleon has gone beyond the execution of the first five items on its roadmap, to kick starting ten of its project phases. These phases include:

Phase 1 - Preparing a transparent structure and commercial activity plan of the company

Phase 2 - iOS/Android/Windows/Mac/Web app development start

Phase 3 - Cloud mining platform and data-center construction start

Phase 4 - Bulleon International Debit Card

Phase 5 - Independent cryptocurrency trading platform

Phase 6 - Bulleon E-Commerce Payment Gateway for Merchants)

Phase 7 - Peer-2-peer lending platform

Phase 8 - Biometric hardware wallet & login authentication

Phase 9 - Integration of services into a single active platform and

Phase 10- The official announcement of dividends payments

### **Setting Quarterly Dividends Payout Clock**

It is pertinent to state that as a natural order of the project life of Bulleon, that integration of services and tools takes place from Phase 2 onwards. At this stage, commercial activity has already begun, and 40% of the operating profit is invested in the dividend fund. However, since the integration of services and tools commenced from Phase 2, it is only normal for it to be the benchmark for deciding the commencement of quarterly payments of dividends because that is when the Bulleon engine became operational in the marketplace.

### **Dividend Calculation Formula**

At Phase 2, Bulleon can be said to have laid the groundwork for engaging in a robust cryptocurrency business, and from here the funds raised from the ICO are calculated

FORMULA: (ICO raised funds) – (the cost of executing the project) = DIVIDEND

ALLOCATION: 80% are allocated to BLN investors/shareholders/token-holders. 20% of the funds remain available to continue the operation of the company.

### **Bulleon Quarterly Payments Outlay**

#### ***1. One-Time Dividend Payments***

At the end of Phase 10, 80% of surplus funds (ETH) will be distributed to the top 25% in total ownership percentage of a total surplus of funds.

#### ***2. Quarterly Dividends***

40% of operating profit will be paid quarterly to the top 25% in total ownership percentage in relation to total operating profit of the whole company.

NB: Payments of one-time dividends or quarterly dividends will be sent to those addresses whose BLN Blockchain snapshot will prove token ownership.

### **Interests of the Shareholders**

In line with our commitment to protecting shareholders' interests Bulleon makes it a top priority to update them with information regarding any changes on projections as to how payments would be calculated and distributed. Some conditions and timing may change, but the overall process for going forward remains in place.

### **Transparency and External Auditing**

Because we operate on the principles of best practices, we will not leave all the calculations of the operating costs and revenues to our in-house financial team alone. Bulleon's entire operations will be audited by an A-list auditing firm and a report from the audit will be made public before any dividends are paid.

In the meantime, there will be some visibility into the performance of current business operations for token holders via the investor dashboard as Phase 2 unbundles successfully. Our priority is to give as much visibility into our operations as practicable.

*NB: Holders who sell their tokens will not get the dividends. Payments will only go to wallets holding Bulleon at the time of payout.*

## **3. SMART-CONTRACT STRUCTURE**

### **3.1. Bulleon smart-contract**

Bulleon's smart contract is written in the Solidity programming language and is completely open source. Anyone who wants to explore it gets full rights to do so. It is perfectly understandable to know what functions its code contains.

### **3.2. Smart contract functions**

Smart contract is constructed in a way that the contract owner would not have any authority to control it after it will be deployed on the Ethereum Blockchain. A few functions have been left in the assembly in case something unexpected happens, but they have no effect on Bulleon and its economy; hence, there is nothing to be worried about. The functions left to maintain the contract owner are: change contract owner or withdrawal address, force withdraw ETH (if the funds are stuck in a contract), burn a specific amount of Bulleons. No one can ever create more Bulleons, move them to another address, or otherwise manage Bulleons inside the ICO smart contract. Even, we do not have the authority to manage them in the contract. Thus, the only way to get them out of the contract is by purchasing them. This decision has been made for the peace of mind of investors.

## 4. FINANCES & ICO

### 4.1. Force Gathering Whirl of Bulleon

Bulleon's internal cryptocurrency gains its value by gathering the labor input into it. Continuous hard work makes it better and stronger, and exponential labor input for the project's developing and marketing and fast business expansion will guarantee it a continuous price-lifting force. Look at the infographic.



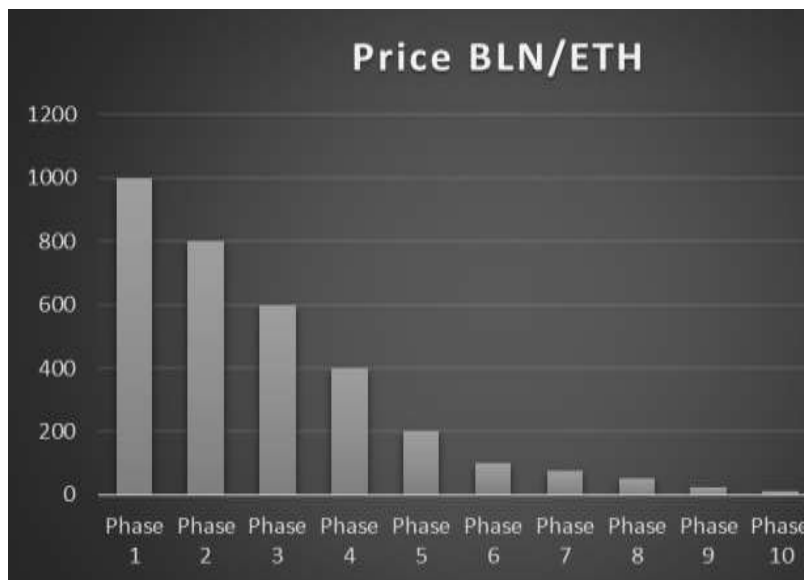
1. Bob purchases some Bulleons. After purchase, he will immediately receive the Bulleons in his favorite wallet.

2. Bulleon receives a payment and uses part of it immediately on his own development by hiring more required employees and specialists (marketing experts, advisors, finance managers, designers, programmers, assistants).

3. The other part will be used for aggressive marketing via all possible channels of the internet.
4. Because marketing will be very effective, it naturally will bring new investors.
5. Whenever a new supporter purchases Bulleons, it will make Bulleon more powerful.
6. Once the Force Gathering Whirl of Bulleon is rolled out, it begins to gather reputation and trust, causing the price to rise.

#### 4.2. The factors affecting the sales of the Bulleon

What happens if Bulleon's market price exceeds the selling price of a smart contract?



In case a token sale is on (at any phase) and Bulleon's market price reaches the level, which is greater than smart contract selling price, it will automatically trigger the token sales process through a ICO-smart contract and will subsequently affect the market price as a correction.

#### 4.3. ICO phase structure

There will be a total of 10 phases, with no time limit. Each phase will contain 760,000BLN for a fixed price.

ICO Phase	Tokens (BLN)	Price BLN/ETH	Financing (ETH)
<b>Phase 1</b>	760,000	1000	760
<b>Phase 2</b>	760,000	800	950
<b>Phase 3</b>	760,000	600	1,266
<b>Phase 4</b>	760,000	400	1,900
<b>Phase 5</b>	760,000	200	3,800
<b>Phase 6</b>	760,000	100	7,600
<b>Phase 7</b>	760,000	75	10,133
<b>Phase 8</b>	760,000	50	15,200
<b>Phase 9</b>	760,000	25	30,400
<b>Phase 10</b>	759,000	10	75,900
<b>Total:</b>	7,599,000	<b>Hard cap:</b>	<b>148,009 ETH</b>

#### 4.4. Distribution

- Total Bulleon supply: **7,97 million** (7,970,000) BLN, of which:
- 95.2% will be offered for purchase
- 2,4% will be distributed for bounty program
- 1,2% will be distributed for airdrop program
- 1,2% will be reserved for founders
- Ethereum ERC20 token – Bulleon (BLN)
- Purchase methods accepted: Ether (ETH), USD and other cryptocurrencies

- Maximum cap on crowdsale: **148,009ETH**

#### 4.5. Funds allocation

The fund raised during ICO activity will be fully and completely used for the development of the Bulleon platform. Depending on the volume of funds raised, a specific scheme for the allocation of the fund will be chosen.

At the beginning, three important tasks need to be resolved. The first is to expand the team, as well as recruit skilled experts and employees and preparing a transparent structure and commercial activity plan for the company. The second is to be listed on major stock exchanges and start researching legal details and locating solutions. The third is effective marketing strategy development and execution.

Once these things have been handled, Bulleon will get a boost to start building a solid and firm foundation.

One of the main goals of the Bulleon project is to build a strong and durable cryptocurrency. Up to 10% of the raised funds will be used to support this goal. To support a strong exchange rate, Bulleon will constantly purchase BLN currency from active BLN markets. The BLN currency will be bought back only in the case when the market rate is lower than the ICO selling price.

30% of total raised funds will be used to cover expenses for promoting the project and expanding the user base, promotion on new markets, international partnerships, visiting conferences and issue-related exhibitions.

40% will be used for development of the core, adoption of Blockchain technologies and smart contracts, creation of new products and services, implementation of the voting mechanism.



20% will be used for payment for services, legal expenses, accountancy, operating and other expenses.

#### 4.6. Dividend distribution

The dividends distribution process consists of two stages: getting the accurate data about the BLN distribution among users (dividends report) and spreading the company profit among the token holders.

To have a proof of BLN ownership by exact addresses, Bulleon will make snapshots of Blockchain prior each dividends distribution using a specially developed tool. It allows capturing of the current state of tokens distribution among investors as on the exact block. The number of the milestone block, as well as an approximate date and time of its appearance, will be announced in advance, both by email and on the Bulleon Website.

Bulleon financial management undertakes to transfer 40% of the company distributable profit to the dividends distribution smart-contract on a quarterly basis. The date of dividends distribution will be announced in advance at Bulleon official website.



A dividends distribution smart-contract is designed to distribute profit among the investors according to their stakes. All the payments will be made in ETH. Dividends will be sent to those addresses whose BLN token ownership will be proved by a snapshot of the Blockchain.

#### 4.7. One-time dividend payment

Once all tokens are sold, the first goal is achieved. At the end of Phase 10, it is calculated how much funds the project needs to reach all the goals, 80% of surplus funds (ETH) will be distributed to the top 25% in total ownership percentage in relation to the total surplus funds. 20% of the funds remain available to continue the operation of the company. This is a one-time dividend payment.

*Example, after the end of Phase 10, the surplus funds will be a total of 25,000ETH. You own 6650BLN, which is 0.07% of all BLN supply. You get 0.07% of the surplus funds in dividends, which is 17.5 ETH (roughly 14,000USD).*

#### 4.8 Quarterly dividends

40% of operating profit will be paid quarterly to the top 25% in total ownership percentage in relation to total operating profit of the whole company. Dividends are paid to shareholders as long as the company makes the operating profit.

*Example: You own 6650BLN, which is 0.07% of all BLN supply. The company's operating profit for Q1/2019 is \$ 90 million. You will receive 31,500USD dividends.*

#### 4.9. ICO Schedule and limits

ICO will start at phase one. Phases are not time-constrained, once one phase sells out, the next one will start automatically.

The one-time purchase is limited by 1000 BLN/per address. That means, if you purchase 800 BLN at phase 3, and decide to purchase 500 BLN from the same address, you will get only

charged for 200 BLN from the second payment, and the rest of payment will be automatically refunded to your address.

However, there is no limit to how much BLN you can hold on your address, the limit is valid only for purchasing from the same address. You can contribute with several ETH-wallets and move all your BLN to your KYC-registered wallet. Once the Bonus has been paid, you can freely manage your BLN tokens.

If active phase has only a little BLN for sale, the purchase is calculated according to the buying phase rate and the next phase. For example, in phase 4 there's only a remaining 100 BLN, and you decide to buy 800 BLN. The first 100 BLN will be charged by phase 4 rate and the rest of 700 BLN by phase 5 rate.

#### 4.10. Bounty program

Bounty program will help spread the word, and translators, bloggers, writers or otherwise helping people will get the reward for their work.