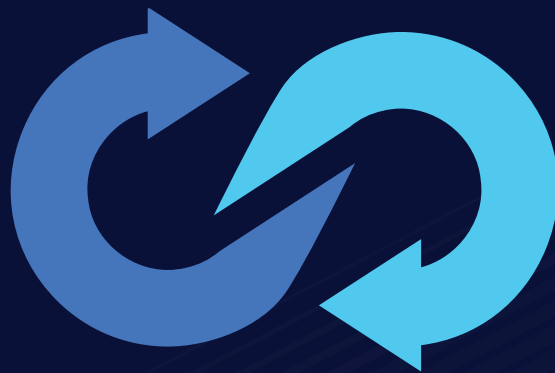


TrustSwap

White Paper
Version 1.0

July 2020



Decentralized Finance - Global Smart Swaps & Escrows

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<https://trustswap.org>

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Table Of Contents

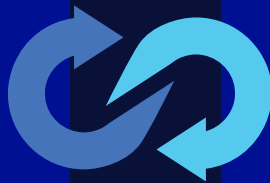
Disclaimer	1
Table Of Contents	2
Executive Summary	4
Vision	4
Mission	4
A Note From Our CEO	4
TrustSwap Overview	5
Value Proposition	6
Easy of Use	6
Immediately Applicable Tools	6
No Middle Man	6
Trustworthy Solution	6
Problem // Solution	7
Product & Service Description	8
TS SmartLock	9
TS SmartSwap	9
TS SmartSubscription	10
TS SmartLaunch	11
Supporting Technologies	12
Privacy & Security	13
Non-Custodial Model	13
Governed by Code	13
Enterprise-Grade Encryption	13
Team Behind TrustSwap	14
Executive Team	14
Advisory Team	14
Target Customer Segments	15
Value For Each Customer Segments	15
Market Assessment	15
Online & Mobile Banking	15
DeFi	17
OTC Trading	17

Crypto Trading	17
Subscriptions & Billing Management Software	18
Competitive Analysis	19
Competitive Assessment	19
Competitive Advantage	20
First-Mover Advantage	20
Potential Partners	20
Opportunity Size & Revenue Model	21
Capture Rate & Adoption Strategy	21
Addressable Market	21
Adoption Strategy	21
Revenue Streams	22
Tokenomics	27
Dev Roadmap - Development Timeline	28
Go-to-Market Strategy	31
1. Tech Development & Partnerships	31
2. Exchange Listings & User Onboarding	31
3. New Product Development & Integrations	31
4. Tech Fulfillment	31
Conclusion	32

Executive Summary

Vision

To become the go-to DeFi ecosystem for all smart-contract services including, but not limited to: escrow, time-release, token locks, crypto subscriptions, event-release, cross-chain integration, and other DEX solutions.



Mission

To automate and simplify the transaction process between people and/or organizations around the world through the use of well-built decentralized finance applications, eliminating the need for middlemen and 3rd party intermediaries.

A Note From Our CEO



“A Venture Capital firm wanted to invest \$50,000 in exchange for project tokens at a discount.

Our company wanted to make sure that once the tokens were sent, they wouldn't sell them all at once and crash the token price.

The only way to ensure this was to hire a lawyer to act as a middleman, who would send fractional amounts of the tokens to the VC firm over time for a 5-10% fee.

Absolute insanity. I figured there had to be something already created that implemented this service in a smart-contract, for a fraction of the cost.

There wasn't. In fact, there was nothing that allowed for time-based payments at all. No trustless escrow for institutions, no trustless team-token lockups, no automated employee payments... nothing.

That realization happened on June 19th 2020. Here we are today.

Welcome to TrustSwap.”

- Jeff Kirdeikis, CEO

TrustSwap Overview

TrustSwap is poised to become the go-to decentralized finance (DeFi) solution for automated smart-escrows, smart-swaps, and smart-locks. Our unique technology will allow people and organizations to easily execute smart contract-based agreements at a fraction of the cost of similar services provided by law firms and banks.

With a focus on building three primary functions as part of its phase one deployment, TrustSwap's mission is to simplify the transaction process between people around the world by offering an alternative to the expensive middlemen generally required in these specific types of transactions. TrustSwap is a foundational DeFi layer that will change the landscape of financial transactions.

TrustSwap will offer an interactive dashboard allowing users to see existing smart contracts, recurring payments and subscriptions, past swaps and escrows, and payment scheduling options.

The TrustSwap platform is powered by its own native token, SWAP, an ERC-20 token built on the Ethereum Blockchain. The SWAP token will be used for discounts on services, dividends from staking, and as a governance token allowing the community to vote on how foundation funds are spent. Staking the tokens at TrustSwap.org will allow holders to receive a share of all said fees that are paid in SWAP. With a maximum total supply of 100M tokens minted and the implementation of staking and deflationary tokenomics, we expect this utility token to offer significant benefits when being used on the TrustSwap platform.

Why TrustSwap? Why now? Decentralized finance represents the future backbone of the global economy and the need for a trustless way to transact with each other is becoming ever more apparent.

After careful analysis, the TrustSwap founding team came to the realization that there was no ready-made solution for escrows, multi-party swaps, and time-based recurring payments in cryptocurrency. The size of the financial services industry is over \$26 Trillion dollars and the transaction market that TrustSwap impacts eclipses \$72 Billion; this translates to over \$2.5 Billion in annual turnover if TrustSwap captures 1.5% of the total addressable market.

As the crypto world and traditional finance world continue to converge, we believe the stage is set for a global fintech and DeFi revolution and TrustSwap is positioned to lead the charge into 21st century finance.

Value Proposition

TrustSwap provides a key value proposition to users and token holders through a select set of decentralized finance (DeFi) applications.



Ease of Use

The TrustSwap Dashboard will make it easy for those with minimal experience working with cryptocurrencies to easily execute a trustless escrow transaction with complete strangers. It will also make it easy for the average bookkeeper or operations manager to create recurring payment contracts, making their job easier. The dashboard and contract creation settings will make it very easy for everyone involved.

Immediately Applicable Tools

As soon as TrustSwap is live, making time-based swaps and recurring payments will become a possibility. This will immediately give a better solution to thousands of companies that are currently paying high fees or monthly subscriptions to execute escrows or make recurring crypto payments.

No Middle Man

Long gone will be the days of 5%-10% escrow fees on large transactions. Anyone looking to perform large swaps or transactions with new people over the counter will be able to do so. TrustSwap will also make it easy for anyone with a need to make or receive recurring crypto payments to have the ability to do so without paying a costly monthly subscription fee.

Trustworthy Solution

The founding team behind TrustSwap have all owned and operated companies in the cryptocurrency industry for over 4 years. These include other token networks, advisory companies and blockchain development firms. Everything will be built with UI/UX in mind, without ever compromising on the two most fundamental aspects of any financial application: privacy & security.

Problem // Solution

High Escrow Fees

When making financial transactions with a new party or with multiple parties, thousands of dollars are paid as fees to have a credible firm back the transactions.

TS SmartSwap™

Performing multi-million dollar transactions will now become as easy as making a regular banking transaction - maybe even easier by avoiding the bureaucracy.

Unreliable Exchanges & Launch Platforms

When new blockchain projects have an initial Offering (ICO, STO, or ILO), there are usually very large costs involved to set up distribution and launch the token.

TS SmartLaunch™

Using TrustSwap during launch will allow both teams and investors to ensure that no one can dump right after the public sale.

This will be done in 3 ways;

1. Wrapping as a Service (WaaS) will allow for easy integration into the DeFi ecosystem. This is SmartWrap™.
2. Time-based SmartLock™
3. Event-based SmartLock™

Costly Agreements & Subscription Services

Working with lawyers to create options agreements is costly and time consuming. Getting a subscription payment set up requires costly solutions through 3rd party involvement or expertise in coding.

TS SmartSubscription™

Create your own P2P options agreements or set up recurring payments using TrustSwap's reliable solution - all at a fraction of the cost.

Simple, Secure P2P Transactions

During the Twitter hack of July 2020, scammers asked users to pay them in crypto and said they would pay them back double. This is the oldest scam in crypto and it is still being used. Let's fix it.

TS SmartSwap™ (P2P)

TrustSwap will allow anyone to exchange digital assets with anyone else in the world in a way that ensures both parties adhere to the agreement. As awareness of this option grows, people will be far less likely to fall for these scams.

Give Credibility to Projects

One of the largest drivers of insecurity for projects is the risk of big whales dumping their tokens and crashing a token price.

TS SmartLock™

Send your tokens to a SmartLock, and receive them in portions every set period of time for an allocated amount of time.

Products & Services Description

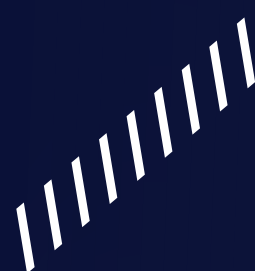
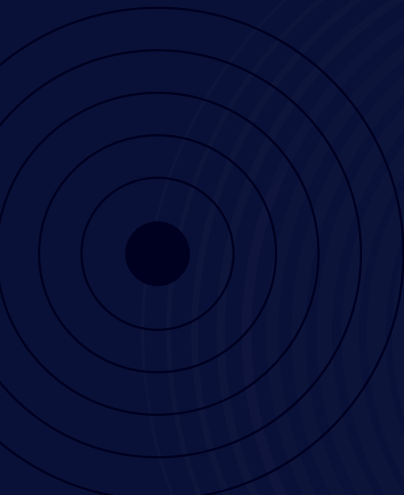
TrustSwap exists to make it easy, inexpensive, and safe for anyone to transact using trustless smart contracts thereby reducing the need and cost of hiring trusted 3rd parties like lawyers.

Performing transactions should be simple and easy. No one should have to worry whether the other party is going to engage in fraudulent behavior and not follow through on a particular transaction

This is why we are creating the following product suite.

All of Phase One products will be fully ERC-20 and Ethereum compatible. Phase Two will allow for cross-chain integration, thus enabling blockchain agnostic asset transference.

All services and products are *non-custodial*.



TS SmartLock™

SmartLock will allow for a variety of time-based and event-based functionalities to enable safe and secure P2P transfers and payments.

At first, SmartLock will be made available between Ethereum and/or any ERC-20 token. Other tokens and other stablecoins will be added in time. It will enable multiple parties to enter into a smart contract agreement and set certain payment parameters. SmartLock functionalities will increase with the progression of the project.

Example Use Case: Consider the case of a small to medium business that employs about 70 people. Rather than paying heavy fees to acquire payroll processing software, they can simply choose to use TrustSwap's SmartLock service. This will enable them to make time-based (monthly/weekly/bi-weekly) salary payments to their employees. Moreover, event-based functionalities like bonuses can also be integrated into this.



TS SmartSwap™

SmartSwap will allow for perfect strangers to perform reliable escrow-based transactions.

At first, SmartSwap will be made available between Ethereum and/or any ERC-20 tokens. It will enable two parties to enter into a smart contract agreement and reliably make an OTC exchange without any third party involvement.

As the project progresses, the functionalities of the SmartSwap will expand. Utilities such as the speed of token releases, time-sensitive repayment, progressive deployment of capital, and so on, will enhance the degree of control and security in transactions.

Example Use Case: You want to sell an amount of tokens into a stablecoin over the counter to avoid slippage. You find a buyer on a forum or through your connections and both agree on the price. You create a TS SmartSwap and activate it by sending your tokens to the specified contract. The buyer sends TUSD to the contract as well. Once both funds arrive, the TUSD is automatically transferred to your wallet and the tokens are automatically transferred to the buyer's wallet.

TS SmartSubscription™

SmartSubscription will allow for anyone to easily set up recurring crypto payments.

At first, SmartSubscription will be available for Ethereum or any ERC-20 tokens. It will enable TrustSwap users to set specific time constraints and other payment parameters. These include quantity of payments, size of payments, and time-interval between payments.

Initially, once a 'smart subscription' is set, it will not be changeable. This way, people can use TrustSwap to ensure they get paid on a regular basis for a set amount of time regardless of their clients intentions.

In the further versions, improvements will be made to set it up as a modifiable contract where both parties must agree to the proposed changes via a smart contract voting system utilizing SWAP token in order to change the terms.

Example Use Cases: You want to send a recurring amount of tokens to your children as allowance. You want to pay bills or subscriptions regularly with crypto. You want to pay for something over the course of 1 year rather than in a one time payment because you don't want them to get full access immediately. You want to pay an advisor for a yearly contract and choose to use TrustSwap's SmartSubscription rather than creating an expensive options agreement.



TS SmartLaunch™ & SmartWrap™

SmartLaunch will allow for token issuers to have a reliable, low-cost solution that gives them control over their sale and enables dynamic time-locked token distribution models.

Early in TrustSwap's development, SmartLaunch will be available for select projects that apply. It will enable these issuers to set up OTC parameters that ensure no pump-and-dump schemes are used to manipulate the price of the tokens. This will help build credibility and assurance for the public sale and additional OTC buyers. Moreover, Wrapping as a Service (WaaS) will also be made available through TrustSwap's SmartWrap. The ability to wrap a non-Ethereum asset and have it interact on the Ethereum blockchain is invaluable.

The TrustSwap team envisions many other functionalities to be deployed in subsequent phases including event-based lockups where a percentage of tokens can be unlocked whenever specific deliverables or milestones are achieved.

Example Use Case: A token issuer wants to sell 20% in OTC ahead of a sale. The issuer wants to make sure that the OTC buyers won't sell all their tokens as soon as the project goes public. They can use a TS SmartLaunch Contract and have each OTC buyer send TUSD to a specific address. These buyers then start to receive tokens on a regular basis for a predetermined amount of time. Both parties know that the token distribution is being handled trustlessly via open-source smart contracts.

NOTE: SmartWrap and SmartLock will be also available to use outside the limitations of the SmartLaunch service.



Supporting Technology & Development Work

Distributed Ledger Technology - Blockchain

TrustSwap is built on the blockchain DLT. All transactions are immutable and transparent on the Ethereum blockchain.

Interactive Web3 Dashboard

Users will be able to sign up on the TrustSwap platform and access a customized, easy to use and intuitive Web3 dashboard that populates directly from their Web3 wallet.

ERC-20 SWAP Token

The SWAP ERC-20 Token can be staked for rewards and voting rights on the TrustSwap platform. Any fees paid on the TrustSwap platform using SWAP will be eligible for a 50% discount.

Smart Contract Database

The TrustSwap ecosystem will grow over time to include a wide assortment of valuable smart contracts to interface with such as escrow, time released payments, subscriptions and more.



Privacy & Security

When dealing with issues of monetary nature, privacy & security are of the utmost importance. Here is how TrustSwap plans on making its networks, products, and services as secure as possible.

Non-Custodial Model

Neither the tokens nor the stablecoins will ever be in the custody of TrustSwap. TrustSwap operates under a non-custodial model and never has access to user funds locked in its smart contracts. Any funds locked in the TrustSwap ecosystem can only be retrieved by the rightful private key owner or the specific beneficiary set at time of contract execution.

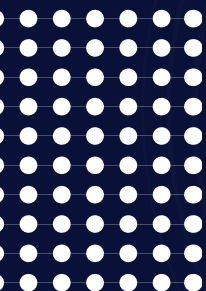
All pertinent data involved in transactions are entirely handled by the users. Users will not have to forfeit their rights to privacy in order to participate in the TrustSwap ecosystem.

Governed by Code

With TrustSwap, all operations are handled by smart contracts. This eliminates the nuances involved with enforcing compliance resulting in execution governed by code rather than bias.

Enterprise-Grade Encryption

By virtue of being an ERC-20 token, SWAP token inherits Ethereum's KECCAK-256 encryption. All transactions are immutable and transparent on the Ethereum blockchain.



Team Behind TrustSwap

The team behind TrustSwap is composed of 3 founding partners along with fast growing tech, operations and business development teams.

Executive Team



Jeff Kirdeikis
Founding Director & CEO

Jeff is the Founder and CEO of Uptrennd, the world's most engaged blockchain-based social media platform. He is also the host of The Bitcoin and Crypto Podcast and runs one of the largest and the most active crypto groups on Facebook, "Cryptocurrency Investing".



Adam Barlam
Founding Director & CTO

Adam is the developer and founder of previous blockchain projects like Bravocoin, a platform that allows users to earn crypto for writing reviews, and Rebuzz, a decentralized social network. He has 8 years of experience at Intel and GoDaddy.



Joaquim Miro
Founding Director & CGO

Joaquim has successfully scaled 2 companies in the past. He is the youngest person inducted to the Canadian Marketing Association and is a Partner at GDA Capital, connecting institutional money to crypto. He comes from a marketing background at Bombardier and L'Oréal.

Advisory Team



Michael Gu
Founder, BoxMining

Michael is the Founder of Boxmining, a popular crypto YouTube channel with over 200,000 subscribers and 15 Million Views. Michael is well known for consistently providing high-quality independent coverage of the cryptocurrency landscape. Michael participated in the first wave of cryptocurrency investing with a mining operation in 2012 and key investments in 2017.



Ivan Liljeqvist
Founder, Ivan on Tech Academy

Ivan on Tech is a blockchain developer, influencer and educator. His educational platform, "The Ivan on Tech Academy" is currently the world's largest blockchain academy. He is also known for his YouTube channel where 235,000 people follow him daily.



Mauvis Ledford
Former CTO, CoinMarketCap

Mauvis is the former CTO at Coinmarketcap as well as the former Technology and Research Consultant at the Bill and Melinda Gates Foundation. He currently serves as an advisor at the first full-service blockchain accelerator, MouseBelt.

Target Customer Segments

Our target customers are OTC Solution Providers & Brokers, C-Levels of Blockchain Organizations, Crypto-Savvy Funds, Crypto Startups, Traditional Funds, High-Volume Crypto Traders and Accounting & Fiscal Consulting Firms.

Value For Each Customer Segments

OTC Solution Providers & Brokers

They need reliable solutions to perform crypto escrows. Now they have it.

Crypto-Savvy Funds

They need to buy and sell large orders over the counter. TrustSwap makes it trustless, reliable, and cost-effective.

High-Volume Crypto Traders

They need ways to offset taxes and can use TS Smart Payments or TS Smart Swaps to get tokens sent in another tax year.

C-Levels of Blockchain Organizations

They need reliable solutions to make recurring payments, make OTC transactions, and control the flow of their token network. Now they can.

Traditional Funds

They need a reliable onramp into the industry. TrustSwap is their best bet.

Accounting & Fiscal Consulting Firms

Allow their clients to get paid in 6 months to go to the next fiscal year. This is currently a blue ocean space.

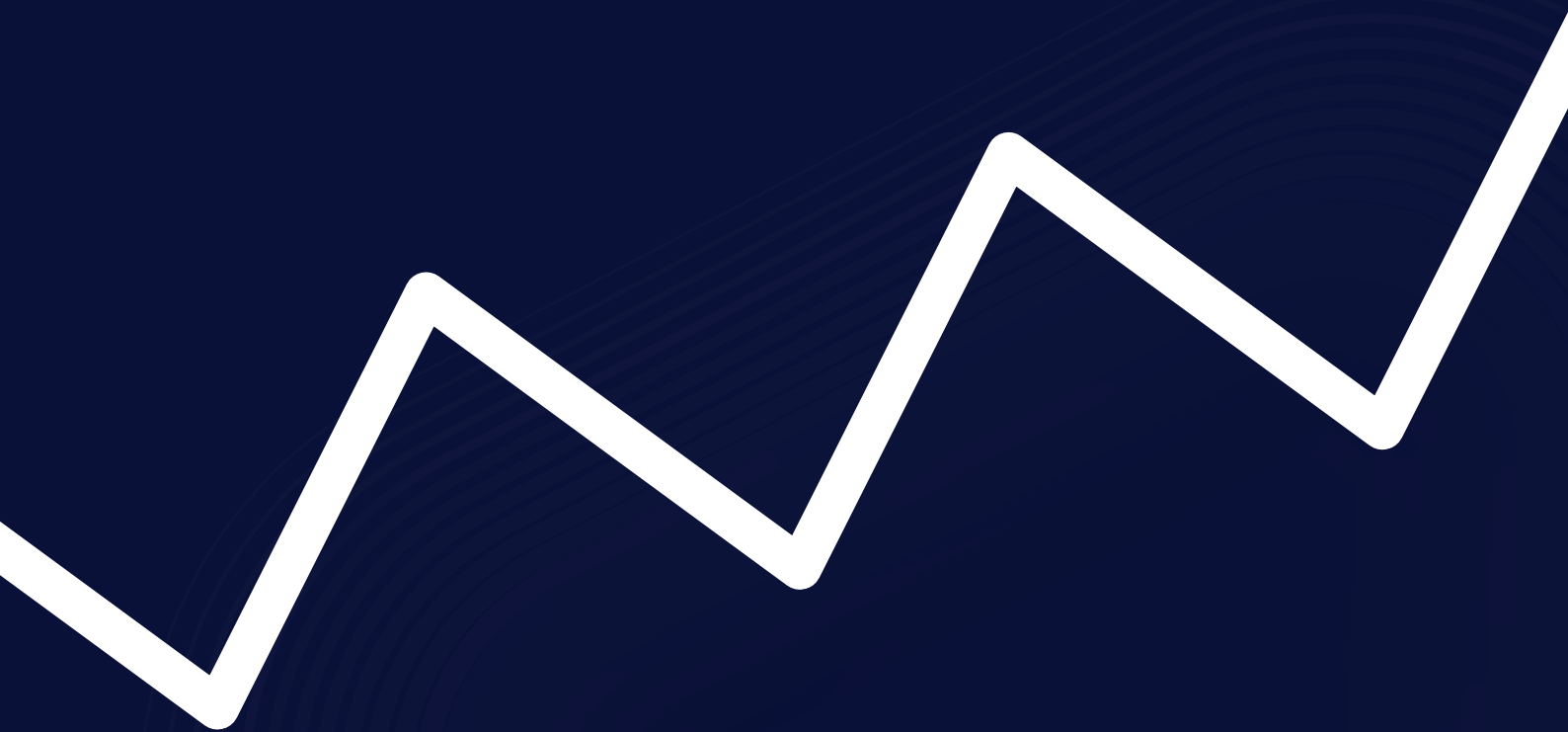
Market Assessment

The Financial Service Sector represents the largest services sector in the world, representing nearly one third of the global GDP of \$90 Trillion in 2020.

Online & Mobile Banking

The majority of innovation in the financial sector is currently focussed on financial technology (FinTech). The entire financial services market is in the midst of a great shift. Millennials and Gen Z are the largest growing consumer market, bringing commerce from brick-and-mortar to the palms of their hands. This shift in consumer behaviour driven by expectations of smooth, low-cost digital financial services creates an environment that grew by 84% in the year from 2017 to 2018 alone and is expected to grow year-over-year .

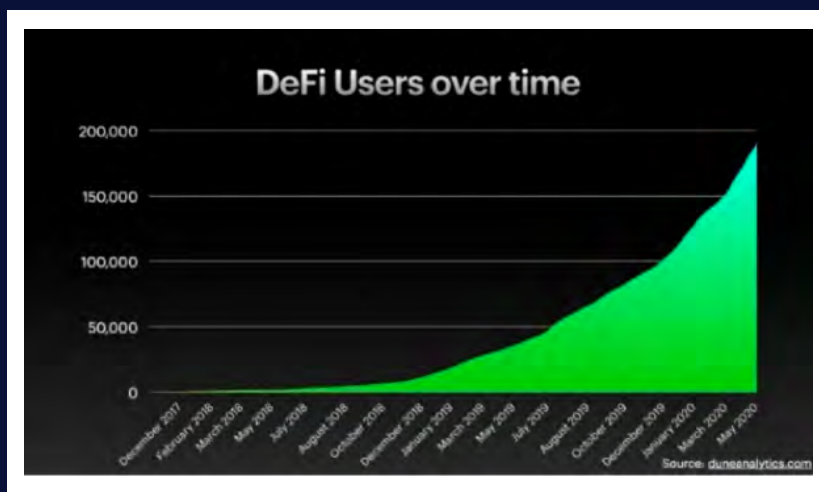
This represents an important trend that will help TrustSwap make its place in the market.



DeFi

The total value locked in decentralized finance (DeFi) surpassed the \$3 billion mark and has quintupled since the start of 2020.

As the fiat to crypto on/off ramps become more readily available to the traditional finance sector and to the middle income class, a movement towards mass adoption of certain easy-to-use DeFi applications is to be expected.



This highlights the perfect timing for TrustSwap to take over a large part of this market.

An Immense DeFi Trend

DeFi is now in a similar place to where Bitcoin was 5 years ago. Practical applications are currently burgeoning with a heavy focus on P2P Lending (Maker) and Trading (DEX). Other trends include prediction markets (Augur), decentralized leverage trading, and synthetic assets. The TrustSwap team believes there are many more practical DeFi applications that currently aren't being explored that the world is now ready for.

As of July 2020, there are nearly 10.5M ETH currently locked up in DeFi protocols. That is approximately 1 out of every 11 ETH. This means the amount of funds locked up in DeFi has grown by almost 500% from 2018 levels of 1 in every 56 ETH.

In all the fundamental metrics, DeFi has captured significantly more value over the course of 2019 despite slower price movements. This trend continues to grow in 2020. All the financial trends point to DeFi as being a viable alternative that is likely to go from representing less than 1% of the financial sector market to representing a large percentage over the course of the next 5-10 years.

If TrustSwap succeeds in its mission to become the go-to DeFi protocol for everything related to payments, swaps, 'smart locks' and subscriptions, it stands to gain at least 80% of this market.

OTC Trading

In the cryptocurrency industry, open market volumes are expected to be a fraction of total volume.

There's over 1 million daily transactions on the Ethereum blockchain, and over 350K Bitcoin transactions. These transactions vary tremendously in size totaling around \$50 billion in daily volume.

OTC trading represents the largest revenue opportunity for the TrustSwap ecosystem.

Crypto Trading

With centralized exchanges transacting over \$50 Billion in trading daily and over \$1 Billion being handled by Decentralized Exchanges, cryptocurrency trading remains the largest area of interest in Web 3.0 Finance.

By integrating some of the TrustSwap product suite with both centralized and decentralized exchanges, TrustSwap stands to become a pillar of the new DeFi-fueled world economy. It also represents the second largest revenue opportunity for the TrustSwap ecosystem.

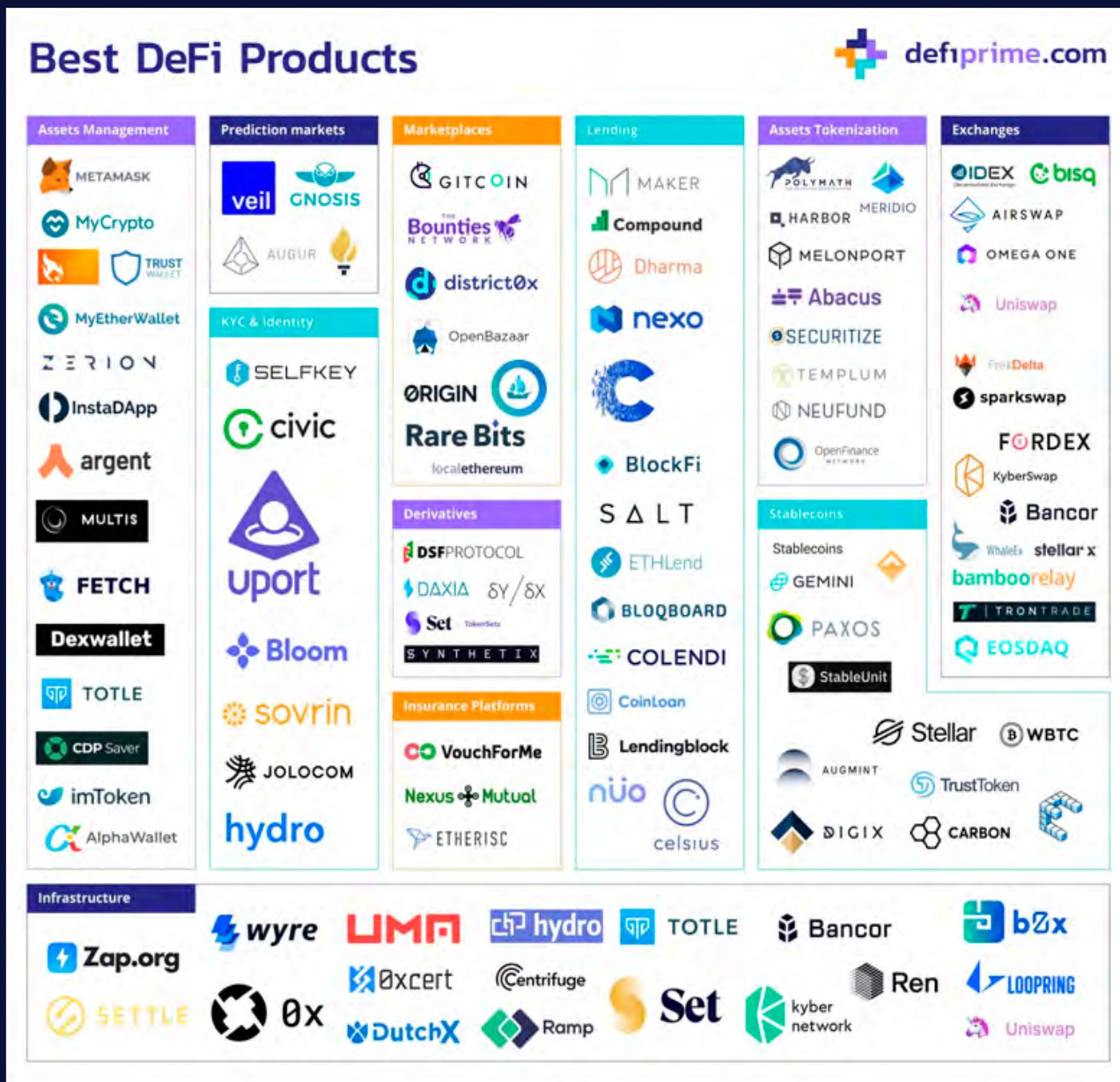
Subscriptions & Billing Management Software

The global subscription and billing management software market size is expected to grow from \$4 Billion in 2020 to \$7.4 Billion in 2025, representing a 14% CAGR year-over-year.

This is the fastest growing technology segment that is not directly focused on the blockchain industry. By focussing on offering TrustSwap SmartSubscriptions, TrustSwap will substitute the traditional clunky systems of Billing management Software and further solidify its role as a key player in the DeFi sector.

Competitive Analysis

Here is a list of the most important DeFi projects currently active in the blockchain space. None are clearly focussed on what TrustSwap will be delivering. TrustSwap is embracing the opportunity to become a new pillar within the growing DeFi ecosystem.



November 2019 DeFi Market Layout

Competitive Assessment

Currently there are no services or providers offering the same type of smart contract umbrella technology that TrustSwap is developing. TrustSwap is solely focused on offering secure, trustless, and decentralized solutions that cater to the needs of everyone from individuals to businesses and large corporations .

Competitive Advantage

TrustSwap's team and superior technology offers an additional advantage and will further the gap between any potentially relevant competitors.

The TrustSwap team is composed of an all-star level group of blockchain entrepreneurs, super-influencers, senior developers, and capital business development experts.

TrustSwap CEO Jeff Kirdeikis is the founder of the Cryptocurrency Investing Network, the largest cryptocurrency community on Facebook with over 1.6 million members concentrated across several crypto-centric groups. Jeff also created and runs Uptrennd, a social network with crypto monetized content.

TrustSwap CTO Adam Barlam designed and developed blockchain projects BravoCoin and Rebuzz, and brings his considerable development knowledge to the team along with his high-level industry experience at Intel & GoDaddy.

The remaining members of the team have extensive connections to big capital, top exchanges, expert advisors, and other relevant parts of the blockchain industry.

The TrustSwap advisory team is composed of some of the most well connected individuals in the blockchain space. These include the former CTO of CoinMarketCap and two of the world's most well respected crypto influencers.

Once TrustSwap mainnet is live, we will also benefit from major network effects. The friction of moving from a trusted financial service software to another is usually high. Since we are the first, people will want to try it. Once they see that it works, they won't want to change to anything else due to the price and ease of use.

First-Mover Advantage

TrustSwap is the first DeFi network to focus primarily on time-based swaps, smart escrows, and subscription-based crypto payments. By becoming the first mover in this section of the DeFi space, TrustSwap aims to gain a large percentage of the market share creating network effects that will be difficult to replicate.

Potential Partners

We aim to work hand in hand with OTC service providers, exchanges, law firms, and finance institutions to make our solution seamless between traditional finance and the bleeding edge of the DeFi industry. By becoming the bridge between both, TrustSwap stands to become the go-to solution for reliable smart contract service solutions.

For the SmartLaunch solution, we aim to work with crypto companies that are fundraising and the companies that usually help these types of projects raise funds (ie. blockchain consulting and advisory companies).

For the SmartSubscription solution, we aim to partner with subscription providers, and dev shops that create custom subscription solutions. Finally, the aim is to implement into the major ecommerce platform via an API.

For our crypto-focussed target segments, we see select DeFi oracles, crypto index funds and other major DeFi projects as interesting partnerships to pursue.

Opportunity & Revenue Model

DeFi Protocols

This is expected to be the next boom in the blockchain industry. Our target segments have been waiting for this.

The size of this market is growing exponentially, currently representing 3% of the crypto industry (double 2018 numbers).

OTC Trading

Clients need to buy and sell large orders over the counter.

This market size is estimated to represent over 50B in daily volume.

ICOs, ILOs, STOs, Etc.

In 2019, IEOs represented 1.5B in funding.

TrustSwap can become the go-to for all crypto-based fundraising by solving the current issues of the industry.

Revenue Streams

All of our revenue streams will come from taking a set percentage of all transactions that use the TrustSwap ecosystem. The fees can be paid either in ETH or SWAP tokens. When using SWAP, this percentage will be reduced in half in order to incentivize people to utilize the TrustSwap token. A summary of fees for various services offered by TrustSwap is shown in the following table.

Transaction Type*	Fee if Paid in ETH*	Fee if Paid in SWAP*
SmartLock	0.5% of the Locked Value	0.25% of the Locked Value
SmartSubscription	0.5% of the Payment Value	0.25% of the Payment Value
SmartSwap	1% of the Transaction Value	0.5% of the Transaction Value
SmartLaunch	0.5% of the Cost of Tokens Wrapped	0.25% of the Cost of Tokens Wrapped
SmartWrap	0.5% of the Cost of Tokens Wrapped	0.25% of the Cost of Tokens Wrapped

*If the project using our services is new, i.e., listed for less than 30 days on CoinGecko, the following fees will apply:

- If 'Y' percent of the new project's total token supply is serviced by TrustSwap, 'Y' percent of 10 ETH will be the transaction fee if paid in ETH.
- If paid in SWAP, 'Y' percent of 5 ETH worth SWAP tokens will be the transaction fee.

For any given transaction serviced by TrustSwap, if the fee is paid in ETH, 100% of the fee will go back to the company's wallet aka the Development Fund.

For any given transaction serviced by TrustSwap, if the fee is paid in SWAP tokens, the following distribution will apply:

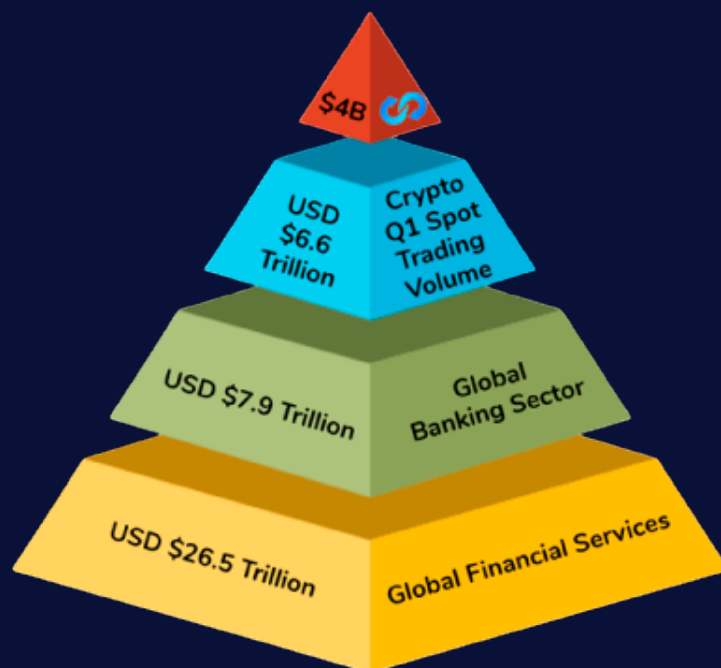
1) 80% of the transaction fee received in SWAP will be distributed proportionally (referred to as dividends) to the stakers on the official TrustSwap Mainnet Staking Platform, TrustStake™. The dividends start accumulating as soon as the SWAP tokens are staked and will be paid out once every 3 days. These dividends get attached to your stake as soon as they are released. It is to be noted that if the staker chooses to withdraw his/her stake, they will be held in the smart contract for 7 days before they are sent to his/her wallet.

An example of such a scenario illustrating the dividend distribution to the stakers on TrustStake is shown in the table below. Here, it was assumed that TrustSwap handles SmartSwap transactions worth \$10 Million over a span of three days and 0.5% fees are paid in SWAP tokens. Assuming a total of 40M SWAP tokens staked on the TrustStake platform, a user (Sunny) with 40,000 SWAP tokens staked will receive \$40 as dividends for those three days.

a) Transaction Amount Handled by TrustSwap over 3 days		\$10,000,000.00
Total Fee paid by people or organizations in Form of SWAP over 3 days (0.5%)		\$50,000.00
b) Total amount of SWAP staked on the TrustStake™ Platform.	40,000,000.00	
c) Sunny's Staked Amount of SWAP	40,000.00	
Percentage of Sunny's Stake	0.10%	
Fees allocated to all the Stakers		\$40,000.00
Fees (DIVIDENDS) Received by Sunny		\$40.00



Capture Rate & Adoption Strategy



Addressable Market

The global financial services sector is expected to grow to \$26.5 trillion dollars by 2022, and the average daily crypto trade volume was at \$70 Billion in Q1 2020, representing an immense addressable **market**.

The current addressable market is as follows:

- \$26.5 Trillion Total Global Financial Services Sector
- \$7.9 Trillion Total Global Banking Sector
- \$70 Billion Total Daily Crypto Trade **Volume**
- \$2 Billion Total Currently Locked In DeFi

Total Addressable Market = \$72 Billion

If TrustSwap can get 1.5% of the total daily volume in the first year, **this amounts to over \$10.8 Million in transaction fees per day, representing nearly \$4 Billion in annual turnover**. This does not include the other pillars of the TrustSwap ecosystem which hints to the sheer size and potential of this opportunity.

Adoption Strategy

In order to win business, the TrustSwap team will need to make it easy to onboard new users and make it clear that this is a reliable method to solve the problems that TrustSwap is trying to address. This will be done by having major integrations with select partners as well as streamlined training manuals and user onboardings including screenshare walk-throughs from crypto and fintech influencers. Consult the Go-To Market Strategy Section for the more in-depth plan.

Tokenization Information - SWAP Token

The SWAP Token is an ERC-20 token with many capabilities. At its core, the SWAP token is an upgradable and pausable ERC-20 contract that also has the ability to burn tokens.

Interfacing with the ERC-20 contract is the SWAP staking contract. The SWAP staking contract enables users who are staking SWAP to receive 80% of the transaction fees for services procured on the TrustSwapnetwork when paid in SWAP tokens.

Overview

Understanding the TrustSwap Solution

Requirements

1. Metamask (or any other web3 wallet solution)
2. Ethereum (ETH) or any ERC-20 token in the wallet that a user wants to schedule payments in

Definitions

Asset - Any Ethereum or Ethereum-based asset (ERC-20, ERC-721, etc).

Schedule - The process of initiating a time-based locked transfer of an asset inside of the TrustSwap ecosystem.

Locking Period - The number of days tokens will be locked in the smart contract before a user will receive or can claim their assets

SWAP Token - The SWAP token is a utility token that enables users to schedule any amount of Ethereum or Ethereum-based assets to be placed into a locking period via smart contract and then released at one time or in accordance to a recurring schedule. The SWAP token can be used in place of ETH for payment of fees on the TrustSwap network which offers additional savings.

Beneficiary - A separate Ethereum address that will claim the assets after the locking period has expired. A user has the choice to select themselves as the beneficiary, or another party. If another party is chosen as the beneficiary, the Ethereum address that locked the assets will not be able to claim them, only the beneficiary will have permission to do so.

Claim - Once the locking period is over, the user's (original locking user or beneficiary) assets will automatically be released via the TrustSwap executor. The user also can retrieve assets via the web3 interface by using the claim button.

User Sample Flow

1. Navigate to application at <https://app.trustswap.org>
2. Click connect wallet and login via Metamask or another web3 wallet
3. Choose Single Payment, Bulk Payment, or Recurring Payment
4. Choose asset type (ETH or ERC-20 token) to schedule payment for and quantity of tokens
5. Determine the duration of locking period in days, or schedule to adhere to
6. Decide whether fees will be paid in ETH or SWAP token
7. Determine whether there will be a beneficiary associated
8. Submit transaction
9. Once the lock period is over, funds are automatically transferred to beneficiary by TrustSwap executor, or are directly claimable by the user who deposited (or the beneficiary).

TrustSwap is a non-custodial solution and never has access to user funds locked in its contracts.

TrustSwap Executor

On the Ethereum blockchain, it is not possible to schedule calls to contracts at a point in time in the future. Due to this restriction, triggering time-based events can be challenging. This is because smart contracts cannot subscribe to events and therefore all actions need to be triggered by an entity external to the contract.

TrustSwap is a trustless smart contract-based system that solves this problem. The TrustSwap Executor listens for every scheduled event logged from smart contracts and stores their unique IDs and locking period.

TrustSwap Executor scans the latest blocks of the Ethereum blockchain at a particular interval and checks if any of the scheduled event locking periods have expired. If the executor finds such instances, it will automatically call the Claim function on the smart contract on behalf of the beneficiary, and all assets will be transferred accordingly.

Trustless

TrustSwap system rules are enforced by smart contract logic. This avoids the need of trusting third parties. Execution of the scheduled transactions is completely determined by the user's data input. Such a system makes it impossible to manipulate the contract details or data.

Fair

TrustSwap transfers all the scheduled payments to beneficiaries which are configured in our smart contracts. You can rest assured that your locked tokens are secured by reliable and audited code.

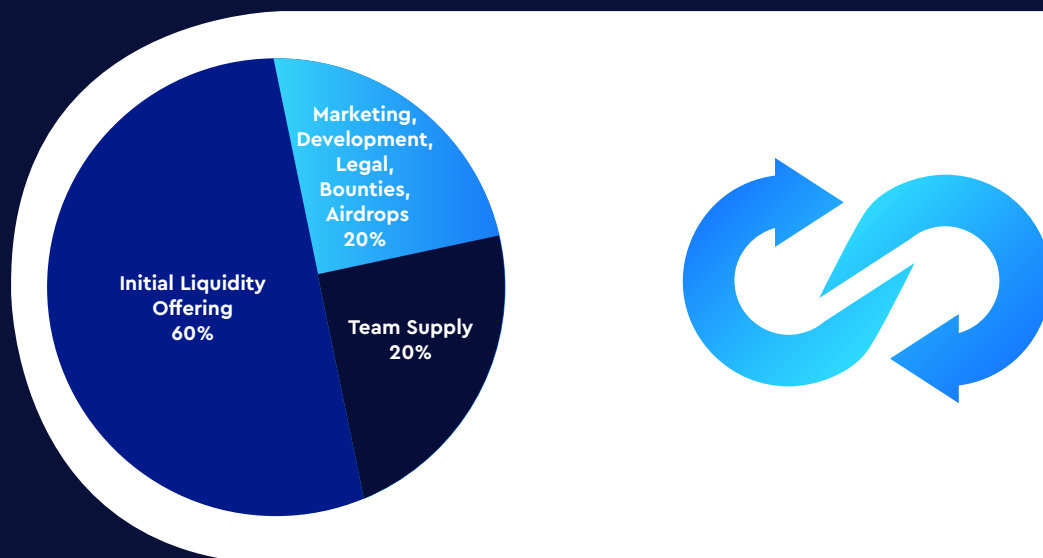
User Friendly

TrustSwap can be used by all types of users and any web-connected interface.

For non-technical users, an easy to use and an intuitive graphical user interface is available.

Tokenomics

The SWAP ecosystem was created to make it a practical deflationary currency that puts longevity and stability first in importance. This token has staking capabilities and focuses heavily on community governance.



Total Tokens Minted - 100,000,000

Total Tokens in Circulation - 63,500,000

Initial Offering Price Point - \$0.005 per SWAP

Circulating Supply: The current circulating supply for SWAP is 63.5M with 100M tokens initially minted. 60M tokens were provided to the ILO at \$0.005 per token. 3.5M tokens were used from the development and marketing fund for exchange listings, advertising, and payment of advisory roles.

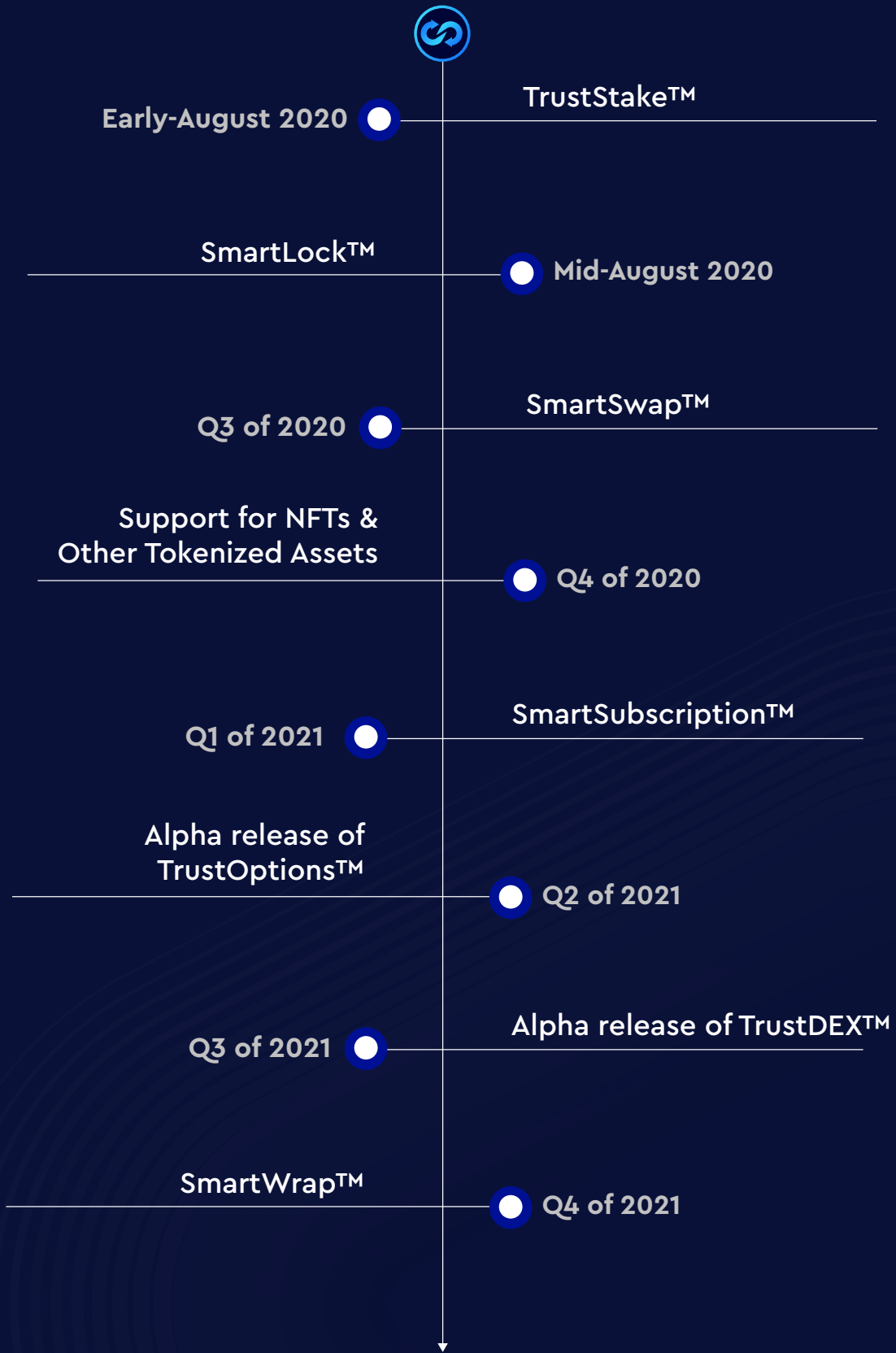
Governance: Stakers of the SWAP tokens are provided with enhanced voting rights to govern platform decisions.

Staking Rewards: Every transaction paid in SWAP will reward the stakers with 80% of the transaction fee.

Deflationary: 10% of every transaction fee paid in SWAP will be permanently burned. This will allow for the SWAP supply to continually decrease and further increase scarcity.

Utility: TrustSwap fees are reduced by 50% when opting to pay with SWAP tokens for services rendered.

Dev Roadmap - Development Timeline



August 2020

TrustStake: Web3 GUI - TrustStake is the internal TrustSwap staking smart contract that rewards stakers with 80% of all transaction fees that are performed in SWAP on the TrustSwap network. In early August of 2020, TrustSwap will be launching the Web3 GUI that interfaces with the TrustStake smart contract allowing all users to easily stake their SWAP directly from their Web3 wallet.

SmartLock: In mid-August of 2020, TrustSwap will be releasing the Time Released Payments system (SmartLock). This is another custom smart contract that will allow one or more parties to engage in decentralized time released payments of Ethereum or any ERC-20 token. We will be simultaneously releasing the smart contract and the GUI updates to our Web3 interface to allow for immediate use of this product. Any transactional fees processed through the TrustSwap network (paid in SWAP) will begin to be distributed as dividends to the TrustStake stakers after burning 10% of the transaction fees and allocating 10% of the transaction fees to the TrustSwap Foundation.

Q3 - 2020

SmartSwap: TrustSwap is targeting to launch SmartSwap in Q3 of 2020. Swap tokens directly with another person or organization(s) in a decentralized manner and have complete confidence they will hold up to their end of the deal. SmartSwap allows you to trade any Ethereum or Ethereum-based asset (ERC-20, ERC-721, etc.) with another user via a customized smart contract. The trade won't execute until both parties have satisfied the requirements of the smart contract.

Q4 - 2020

Support for NFTs & Other Tokenized Assets: TrustSwap is targeting to launch support for NFTs (ERC-721) and other Ethereum-based tokenized assets via our SmartLock in Q4 of 2020. With NFTs growing in popularity and value, this will provide the ability to transfer and lock these non-fungible tokens into the SWAP ecosystem.

Q1 - 2021

SmartSubscription: TrustSwap is targeting to launch support for our crypto subscription service, SmartSubscription, in Q1 of 2021. SmartSubscription will allow both content producers and consumers to engage in a subscription-based model agreement via customized smart contracts. Interface and easily manage all your subscriptions via your Web3 connected wallet and the SmartSubscriptions GUI. Pay monthly subscription fees in any Ethereum or Ethereum-based asset.

Q2 - 2021

TrustOptions: TrustSwap is targeting to release the Alpha of our decentralized options trading platform, TrustOptions, in Q2 of 2021. TrustOptions will allow option sellers to earn premiums on their Ethereum and Ethereum-based (ERC-20, ERC-721, etc.) crypto collateral, and option buyers to insure themselves against potential failures associated with technical, financial, and other risks associated with token projects.

Q3 - 2021

TrustDEX: TrustSwap is targeting to release the Alpha of our trustless decentralized leveraged exchange, TrustDEX, in Q3 of 2021. TrustDEX will support non-custodial margin trading with stop-loss orders for any Ethereum or Ethereum-based asset. Users will be able to take long positions with up to 5x leverage and short positions with up to 4x leverage directly from their Web3 connected wallets. Trading fees will be sent to liquidity providers and stakers.

Q4 - 2021

SmartWrap: TrustSwap is targeting to release TrustSwap's custom Wrapping as a Service (WaaS) option in Q4 of 2021. The ability to wrap a non-Ethereum asset and have it interact on the Ethereum blockchain is invaluable. From cheaper onboarding fees with exchanges to cross-chain interaction and integration with smart contracts and other oracles, along with support on Ethereum DEXes (such as TrustDEX), it is clear that having access to the Ethereum blockchain definitely has its advantages. Our WaaS will start by first wrapping Top 20 coins that haven't previously been wrapped, as well as looking at custom projects interested in our wrapping services.

Go-to-Market Strategy

1. Community Development & Partnerships

Many of the TrustSwap services and products will be readily available to implement within existing OTC and trade solutions. The same goes for the crypto subscriptions product, for which proper APIs will be created in order to easily implement the solutions within the existing payment channels.

Partnership Outreach Strategy - The TS Team will first partner with all the potential partners mentioned in the Potential Partners section of this WhitePaper. This will be the fastest driver of growth in the first phase of the TrustSwap Ecosystem.

Community Development - A token network is only as strong as its community, and this is where TrustSwap's CEO excels. There will always be a heavy focus on scaling the community and keeping them engaged while working with influencers in the space to keep raising awareness about TrustSwap.

2. Exchange Listings & User Onboarding

The SWAP token will follow a strict listing schedule to get on all the top exchanges as soon as possible. This is a key part of the GTM Strategy as it will allow for the trade volume to continue to rise and for the availability of the tokens to become ubiquitous across all major exchanges. This will be done through personal connections, negotiated listing agreements, and important smart drops when relevant. While nothing can be promised, the founders plan on focussing heavily on listing on the top tier exchanges as soon as possible.

3. Tech Development: New Product Development & Integrations

With each new product, new market segments and revenue lines become available. Furthermore, many of the current clients will be interested in the new products as well, increasing the average basket revenue per client.

By building easy to implement APIs and having a specialized integration team, the TrustSwap ecosystem will easily integrate into existing networks such as ecommerce platforms (think Shopify), payment platforms (think Paypal), financial service providers (think banks) and dev shops (think smart contract dev shops). The objective is to make it as easy as possible for both crypto-savvy and non-crypto-savvy organizations.

4. Specialized Sales Team

Alongside the continued development and improvement to the platform and its products, the TrustSwap Team will train and groom a specialized sales team as well as account managers to sell, implement and then upsell TrustSwap products and services.

There will be international hubs in strategic locations all around the world. The objective is to build out three North American hubs: Toronto, San Francisco and New York; two European hubs: one in London and one in Geneva; one in MENA in Dubai; and five in Asia-Pacific: Singapore, Beijing, Hong Kong, Seoul and Tokyo.

Conclusion

The blockchain industry is about to embark on the next wave of mass adoption. This wave will be fueled by Defi applications and TrustSwap stands to be at the forefront of the movement offering practical applications for a wide variety of users including escrows, swaps, time-based payments, subscription payments, token wrapping, and smart launches.

The TrustSwap team believes this platform can become a key pillar of the DeFi ecosystem by empowering people and institutions with financial tools that optimize efficiencies and minimize reliance on trust. The team believes that these tools will become industry standards in the new era of decentralized finance.

In order to get involved, please join our discord channel [here](#), telegram channel [here](#), or email TrustSwap at info@trustswap.org.

Before investing please make your own due diligence and revisit the disclaimer on page 2. None of this WhitePaper is a guarantee of future profit and can never be considered as such. TrustSwap is a utility token that aims to be a pillar of the DeFi industry and for all intents and purposes should be viewed as such.

Founded
2020

Website
trustswap.org

Industry
DeFi

Technology
Blockchain ERC-20,
Smart Contracts



TrustSwap is an Edmonton Limited Liability Company
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