WHITEPAPER

# Verify

AUGUST 2021

# Mission

To make cryptocurrency safe and accessible to all by collating data for greater transparency

# Vision

To be the pioneer of digital identity and provide innovative value-added solutions in data storage and financial security

# Values

Strengthen Security

Embrace Transparency

Maintain Integrity


# Contents

# Executive Summary

Over the last decade, the development, adoption and expansion of blockchain and its applications has redefined the FinTech and DeFi ecosystem. With seemingly no end to the exponential growth, rising adoption from institutions and increasing regulatory body scrutiny, cryptocurrency will remain at the pinnacle of Finance and Technology.

What exactly is cryptocurrency?

Cryptocurrency is a digital, virtual currency secured using cryptographic methods and run on their native blockchain (Bitcoin and Ethereum). Crypto tokens are virtual currency tokens or a denomination of a cryptocurrency built on an existing blockchain. Its decentralised nature is what allows these currencies to exist beyond the reach of government or central authorities.

FinTech criminals are rapidly evolving their old-fashioned tactics in order to survive and continue to victimise unwitting investors. In an era where societal norms have been uprooted, this shift to digital financial crime sparks an equally motivated driving force to protect the best interests of the community.

The Verify Board have gathered to create *Verify Lens*, a frontier for FinTech aimed at preventing incidence and prevalence of financial and technical deception, enhancing end-user safety and security and community education on cryptocurrency. As this sector continues to integrate smart contracts into utility and finance, there will remain the on-going imperative to ensure the protection of consumer investments.

The Board is not solely limited to this project; rather, we are a collective of passionate individuals seeking to revolutionise blockchain utility for the purposes of digital identity, data storage and access and financial security.

# Background

In 2008, Satoshi Nakamoto's paper 'Bitcoin: A Peer-to-Peer Electronic Cash System' revolutionised the digital finance sector, upheaving traditional, long-standing and outdated financial systems.

*'What is needed is an electronic payment system based on cryptographic proof instead of trust, allowing any two willing parties to transact directly with each other without the need for a trusted third party.'**

Since this discourse, we have witnessed the global aggressive development and implementation of blockchain and cryptocurrency as decentralised trading avenues and other finance utilities. It has not been confined to this area, however, with exploration surrounding governance, data storage and cross-border payments ongoing to utilise the scalability and security for modern day applications.

Blockchain appears to be the solution for the future:

i. Peers have a single shared ledger
ii. Smart contracts eliminate need for third parties
iii. Increases efficiency, transparency and reduces human error

Within the last 5 years alone, the global cryptocurrency market cap has grown from just under $13B USD to $1.4T USD between July 2016-2021, an increase of more than 10,000%, reaching a peak of $2.5T USD**. Further evidence of growing global adoption is reflected in the exponential growth in number of blockchain wallets; from 8 million to 74.5 million within the same time frame***.

# Background cont...

**While most are aware of Bitcoin and Ethereum, there are over 11,000 crypto tokens listed on CoinMarketCap, covering areas including Digital Art/NFTs (non-fungible tokens), Gaming and Finance to name just a few. Binance Smart Chain (BEP-20) alone currently has over 1500 active tokens trading while Ethereum (ERC-20) has over 800 listed on EtherScan, and over 440,000 smart contracts in place.**

**The acceleration of technological development in blockchain has become the subject of speculation, which has been plagued with fear, hype, scepticism, disillusionment and greed. While many investors have experienced first-hand the monumental payouts, the on-going mentality around 'getting rich quick' and endless 'promotion' on social media without any clear utility apart from mere hype, has spawned a new generation of scammers and fraudsters finding new methods to target unsuspecting or poorly educated investors.**

**In 2020 alone, there were more than 400,000 crypto-related scams, reflecting a 40% increase since 2019 with the number expected to increase by 75% yet again in 2021****. Throughout 2020, almost 26,500 investment and cryptocurrency scams, resulting in $419 million lost, were reported to the FTC (Federal Trade Commission). In Q1 of 2021 alone, the FTC reported $215 million in losses from investment fraud, with the median loss over 5 times that compared to 2017.**

**Loosely, cryptocurrency fraud can be categorised into financial or technical:**

| Financial | Technical |
|---|---|
| Ponzi scheme | Crypto-jacking |
| Fake ICO | Phishing attacks |
| 'Pump and Dump' | SIM swapping/hacking |
| Honeypot | Hacking exchanges |
| Rug-pull/Exit scam | Malicious actors/hackers impersonating cryptocurrency support staff |

**In a highly dynamic and volatile environment, and in a social situation where globally we are experiencing one of the worst recessions in modern history, novice investors are turning to alternate income streams. It is these investors who are being targeted and taken advantage of by malicious actors, often promising wealth and a grandeur lifestyle.**

**With international bodies such as the EU's MiCA (Regulation on Markets in Crypto Assets) and US' SEC (Securities and Exchange Commission) exploring the blockchain and cryptocurrency space, some level of stringent regulation must be put in place in this relatively naive sector as:**

***"Investors using these platforms are not adequately protected...[the asset class] is rife with fraud, scams, and abuse."***

**Gary Gensler 2021, US SEC Chairman**

*Nakamoto, S. (2008) Bitcoin: A Peer-to-Peer Electronic Cash System. <https://bitcoin.org/ bitcoin.pdf>
**CoinMarketCap. 2021 Global Cryptocurrency Charts. <https://coinmarketcap.com/charts/>
***Statista 2021. Number of Blockchain wallet users worldwide from November 2011 to July 28, 2021. <https://www.statista.com/statistics/647374/worldwide-blockchain-wallet-users/?
****Bolster 2020. Cryptocurrency Scam Report

# Meet The Team

**Thomas Baker**
**Business Strategist**
**USA**

**Ryan De Souza**
**COO**
**UK**

**Laith Nizam**
**Technical Lead**
**Mid East**

**Scott Plucker**
**Analytics Guru**
**USA**

**Jeremy Chen**
**Programme Dir.**
**Hong Kong**

**Mohammad**
**Software Engineer**
**Mid East**

# Meet The Team

**Reggie Hathaway**
**Marketing Dir.**
**UK**

**Anthony Bentley**
**CFO**
**UK**

**Mary Jones**
**Community Dir.**
**USA**

**Kevin Morgan**
**Verify Intern**
**USA**

AUGUST 2021

# Scope And Utility

# Verify Lens

**The beauty of blockchain is that all data is stored for public access. While this serves as a means of bringing some level of transparency with 'block explorers', true anonymity is not guaranteed, allowing individuals or organisations to utilise this open-access data in how they see fit.**

**<u>Block Explorer</u>**

**Websites which track blockchain information**
**e.g. BscScan, EtherScan**
**Traders are able to verify transactions, organisations are able to audit data and law enforcement can monitor and trace fund movements.**

**<u>Pseudonymity vs Anonymity</u>**

**The majority of blockchains enable pseudonymity, but not anonymity. While there are no real world details linked to the blockchain (such as name, address, ID details), it is possible to follow the string of data and utilise external sources to find identifiers of the address holders. On-chain activity, transactional history, timestamps and IP addresses can all hold clues to the identity behind a specific wallet address.**

**Smart contracts run on Solidity, an object-oriented programming language. It is simple enough for most to snip and modify an open source code for an active crypto token and deploy it within 30 minutes. This raises the concerns over legitimacy and end-goal of these projects. The ultimate goal of Verify Lens is to bring greater transparency to the high risk DeFi sector.**

**APIs (Application Programming Interface) are software intermediaries which allow for communication between two applications. *Verify Lens* will initially employ APIs running on the Binance Smart Chain (BEP-20) and Ethereum (ERC-20) networks. In essence, this allows for the aggregation of market data, wallet balance and transactional history of all crypto tokens running on either of these blockchain platforms.**

**Aside from basic market information (such as crypto token name, ticker, contract address, market cap, volume and circulating supply, a few key data metrics utilised and displayed by the Verify Lens dashboard include:**

| Key Metric | Details (e.g.) |
|---|---|
| Token Contract Analysis | Contract creation date<br>Contract creator<br>Contracts created by same address<br><br>Analysis of Tokenomics<br><br>Developer Wallets - locked status<br>Are developers publicly known? |
| Live Price Trackers | Live crypto token price across all active exchanges<br>Volume and liquidity |
| Token Holder Analysis | Token wallet holder breakdown (including top holder dominance)<br>Presence of large, unlocked wallets (with unbacked tokens) |
| Transaction History | Access to all transactions (buys and sells) on blockchain<br>Filter settings based on:<br>- Largest total volume of transactions<br>- Most frequent number of transactions<br>- Internal transfers |
| Audits | Companies such as Certik and TechRate offer contract auditing services. These can detect bugs or assess risk of encountering issues |
| Social Media Analytics | Cryptocurrency and investing has become entangled within social media, even causing the boom in popularity of platforms such as Telegram which hosts pump and dump groups and other fraudulent schemes.<br>It is important to ensure the project has a legitimate website and contact address.<br>- Facebook<br>- Instagram<br>- Twitter<br>- Youtube<br>- Telegram |

# Verify Lens

**The challenge with crypto tokens and blockchain is not necessarily the sheer volume of data available, but how to turn this priceless data into an effective means of self-education, safety, and one cannot forget, investor protection. With the countless exit scam tokens, rug-pulls, internal transfers and large unlocked wallets with unbacked tokens; these merely scrape the surface of the concerns surrounding the integrity of the crypto token space. This compounds the choice of investment in a naive sector without relevant knowledge.**

**Here, Verify Lens becomes the all-in-one investor data and analysis tool, where all areas from contract security (audits), transaction history (internal transfers, sales & purchases) and social media analytics are accumulated. By aggregating data across multiple sources and platforms, Verify Lens first and foremost aims to allow greater knowledge for informed decision-making, but also provides clinical evidence of any potential warning signs or triggers in order to protect the investments of each individual.**

**Through both on-chain and off-chain data analytics metrics, Verify Lens will utilise a personalised analytics algorithm in order to create a *'Verify'd'* score: an objective rating to guide users on our platform on the safety of investment for crypto tokens.**

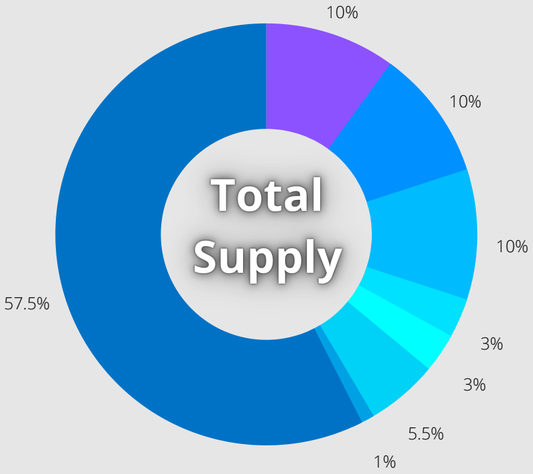
**Certainly, Verify Lens was created for the people, and thus the community are able to share personal experiences of cryptocurrency investments, seek newly listed projects to be vetted by the Verify Lens team and continue to engage and learn in a rapidly evolving marketplace.**

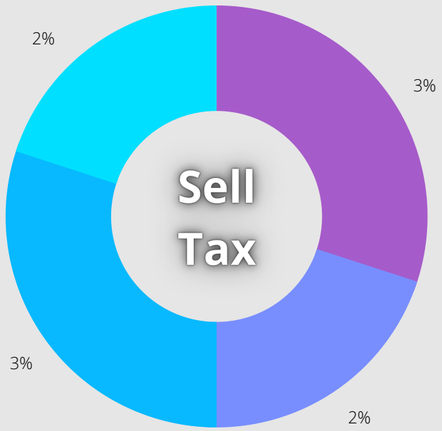
**A comprehensive Verify Lens manifesto will be released at a future date.*

AUGUST 2021

# Tokenomics

## Verify (VFY) Token will start with a maximum supply of 50 Trillion (50,000,000,000,000)




**57.5% will be the circulating supply for public release on PancakeSwap**

**10% will be allocated to ICO Stage 1***

**10% will be allocated to ICO Stage 2***

**10% will be allocated to ICO Stage 3***

**5.5% will be allocated to the Verify Team Wallet**
**- This will be locked for 12 months**

**3% will be allocated to the Verify Research and Development (R&D) Wallet**
**- This will be utilised to fund operational costs including exchanges, on-going technical development.**

**3% will be allocated to the Verify Charity Wallet**
**- This will be dedicated to support Verify's philanthropic endeavours.**

**1% will be allocated to the Verify Marketing Wallet**
**- This will be used to fund marketing for Verify.**

***In the event that ICO Stage allocations are not sold out, they will be utilised in subsequent stages or burned prior to public release.**

**Revenue and Earnings**

**All purchases of VFY will have no transaction tax.**

**All SALES of VFY will incur a 10% transaction tax.**

**This has been put in place for 2 purposes:**
**- Limit the ability of trading bots to exploit price discrepancies**
**- Ensure the long-term sustainability of Verify Token and the goals we have set out to achieve**

**This 10% sales tax will be broken down into four areas:**

1. **3% distributed to the Verify R&D Wallet**
2. **3% distributed to the LP (liquidity pool)**
3. **2% distributed to the Verify Charity Wallet**
4. **2% automatically burned**

# ICO Funding Goals

The Verify Token ICO will be split across 3 stages.

Following each stage, there will be an incremental increase in price per single token.

Individual wallet addresses will be limited to a maximum purchase of 25,000,000,000 (25 billion) in total throughout the course of the ICO period. There will be no limit restrictions put in place on public launch.

Here is the breakdown below, with our set soft and hard caps during each stage:

| | Price per VFY | Total VFY allocated | Soft Cap Target (20% allocation) | Hard Cap Target (100% allocation) |
|---|---|---|---|---|
| ICO Stage 1 | $0.0000004 | 5,000,000,000,000 | $400,000 | $2,000,000 |
| ICO Stage 2 | $0.0000005 | 5,000,000,000,000 | $500,000 | $2,500,000 |
| ICO Stage 3 | $0.0000006 | 5,000,000,000,000 | $600,000 | $3,000,000 |
| | TOTAL | 15,000,000,000,000 | $1,500,000 | $7,500,000 |

| PRE SALE | % OF ALLOCATION | SOFT CAP | HARD CAP |
|---|---|---|---|
| | | $1,500,000 | $7.500,000 |
| Liquidity | 65% | $975,000 | $4,875,000 |
| R&D | 15% | $225,000 | $1,125,000 |
| Marketing | 10% | $150,000 | $750,000 |
| Charity | 3% | $45,000 | $225,000 |
| Launch Costs/Exchanges | 3% | $45,000 | $225,000 |
| Staff Salary | 4% | $60,000 | $300,000 |

# Wallet Security

**In order to maintain a high level of security over Board controlled wallets, as well as provide transparency and protection of investor tokens, there will be 3 wallets which will be digitally secured using multi-signature wallet technology.**

**All required signatures for these wallets will be undertaken by Verify Board Members.**

**The security and signature requirements for the wallets are as follows:**

### Verify Research and Development Wallet

- **5 of 9 signatures from Verify Executive Board Members**
- **This wallet will be maintained in BNB**

### Verify Charity Wallet

- **5 of 9 signatures from Verify Executive Board Members**
- **This wallet will be maintained in BUSD**

### Verify Marketing Wallet

- **5 of 9 signatures from Verify Executive Board Members**
- **This wallet will be maintained in BNB**

### Verify Executive Board Wallet

- **The Verify Executive Board consists of 9 members.**
- **Initial project allocation will be 5.5% between Board Members**
- **This wallet will be locked for a period of 12 months with a third-party**
- **Following unlock, there will be conditional selling rights from this wallet for the Board.**

# Governance

**The innovation behind blockchain is its decentralised nature, however developers are faced with the challenge of incorporating blockchain architecture that is decentralised, scalable and secure.**

**The 'Blockchain Trilemma' as coined by Ethereum co-founder, synonymous with 'Vitalik Trilemma' underlines the forced trade-offs current developers must make, preventing the ultimate goal of building a project which is able to target all three key issues:**

1. **Decentralised: creating a blockchain with no central authority**
2. **Scalable: ability of blockchain system to handle high volume of transactions**
3. **Secure: ability of blockchain system to operate without errors, bugs or attacks**

**New blockchains and cryptocurrencies are unfortunately heavily reliant on investor funding in order to put their vision into action. The challenge of full decentralisation can be, in part, blamed on the lack of technological innovation in this field.**

**Governance is evident in both the real and digital worlds. For the purpose of Verify and its Board, we will discuss two key categories:**

1. **Standard Governance**
2. **Blockchain Governance**

**<u>Standard Governance</u>**

**The Verify Board will utilise a 'Direct Governance' model.**

**All off-chain decisions will ultimately be decided upon by majority voting from the Verify Board.**
**Any Board member may suggest a motion to be voted upon.**

**This means that 5 of 9 Board members must agree to a change in order for a motion to pass.**
**Board members are not mandated to vote on every decision if there is merit in a tied vote, and thus the Board must reconvene to discuss the motion at hand.**

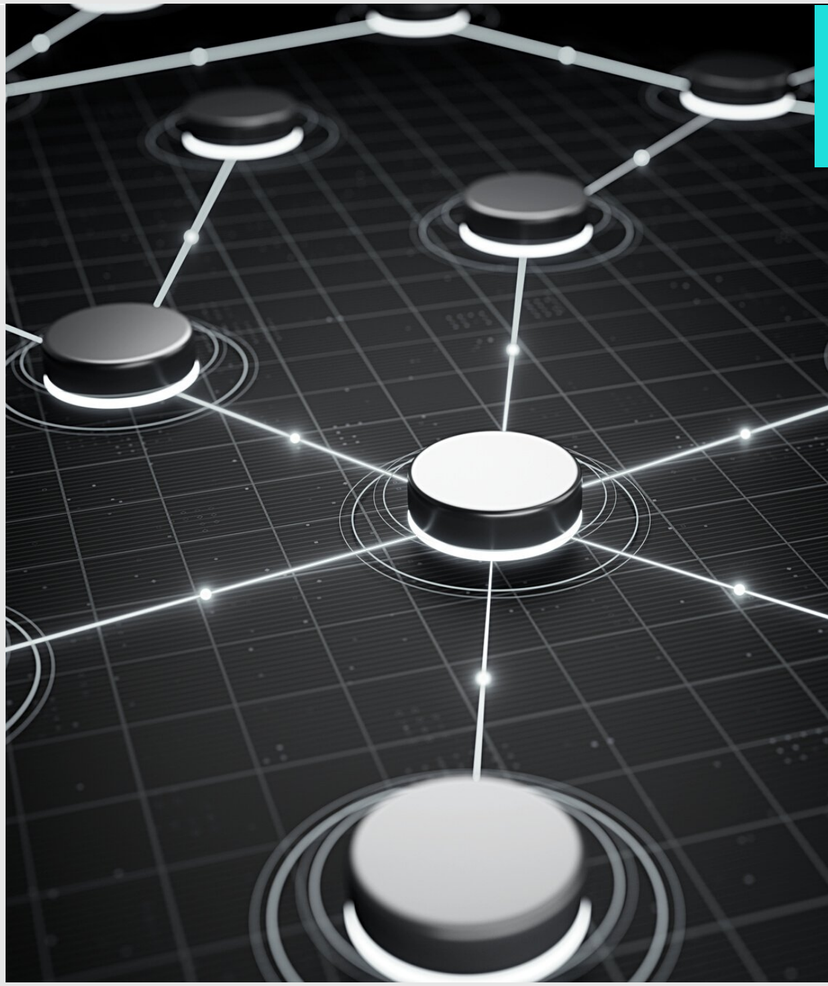
# Governance Cont...

**Blockchain Governance**

**The responsibilities surrounding 'Blockchain Governance' is underpinned by four key communities:**

| Community | Role |
|---|---|
| **Blockchain Team** | Management of the blockchain.<br>Obtain funding for blockchain.<br>Mediator for investor suggestions. |
| **Core Developers** | Direct development, management and maintenance of the blockchain and its functionality. |
| **Token Holders** | Investors who hold and become part of the ecosystem. |
| **Node Operators** | Operate and carry a full copy of the blockchain ledger.<br>Decide whether features run on nodes or not. |

**The Verify Board will run, for the foreseeable future, on a 'Benevolent Dictator' model. The Program Director will be responsible for guiding the project strategy, roadmap and direction of Verify until/if a time is seen fit for amendment to governance.**



# Development Roadmap

## Q3 2021

- Verify Token website registered and under development
- Commence Verify marketing plan
- Whitepaper and roadmap released
- Development and testing of Verify smart contract

## Q4 2021

- Audit to be completed
- ICO over 3 stages
  - Stage 1: October 15 - October 28
  - Stage 2: October 29 - November 11
  - Stage 3: November 12 - December 2
- Official public launch on PancakeSwap (December 9)
- Commence Verify Lens Research and Development
  - Release of Verify Lens manifesto
- Activation of Verify logo on Trust Wallet and MetaMask
- Listing on CoinGecko and CoinMarketCap
- Expansion of Development Team
- Commence Verify philanthropy endeavours
- Verify Education

## Q1 2022

- Aim to secure CEX listing
- On-going addition and integration of features and services into Verify Lens
- Verify Lens Beta Testing
- Offer initial Verify Lens subscriptions
- *Aim for Verify Lens launch end of Q1, 2022

## Q2 2022

- Consider strategic partnerships in line with Verify's vision
- Expand the Verify Project to cover various sectors in relation to data storage, access and utility

## Beyond...

# Beyond The Horizon

**We believe that mass adoption of blockchain and its applications is inevitable. Rather than tread with caution, the Board has a clear vision for the integration of blockchain to provide an efficient means of data storage and access, secure digital identity and allow seamless transactions globally.**

**Moving beyond Verify Lens, the Board are exploring further use-cases surrounding digital identity storage, access and verification.**

**Ultimately, it is the goal of the Board to develop and implement the 'Verify Blockchain', on which users and holders are able to mint the blockchain's native token.**

**The Verify Board further hold keen interests in the NFT space and AI/Machine Learning**

# Contact Us

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https://www.youtube.com/channel/UCHvTKi_mwDU0YPgTC2Skbqw

http://www.facebook.com/VerifyToken

https://www.reddit.com/r/VerifyToken/

http://www.instagram.com/verify.token

https://www.tiktok.com/@verifytoken?lang=en

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