PUKKAMEX

The world’s first leveraged cryptocurrency derivative trading platform that shares revenue with its token holders

Business White Paper V1.1

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1.Introduction

1.1 Background

The digital economy is evolving rapidly, and blockchain technology has transformed the way businesses operate and transact financially. The cryptocurrency market grew from 1.5$ billion in 2013 to 800$ billion in 2018, with total trading volume in 2018 exceeding 1.2$ trillion. But existing trading platforms and exchanges are built on old infrastructure. They're unresponsive and unreliable during times of high volatility, and they're difficult to navigate, with a steep learning curve. Security can also be a problem, and language support is minimal.

1.2 Market Opportunity

With the cryptocurrency market cap growing by a staggering 700X since 2013, and trading volume increasing by an average of %108 per annum, we foresee massive demand for leveraged trading platforms over the coming years. For example, the Bitcoin Mercantile Exchange (BitMEX) already exchanges up to 100$ billion on a monthly basis. The more mature traditional market also sets a precedent for leveraged exchanges gaining most volume; about %96 of trading volume in traditional markets is traded on leverage.

Considering this environment, we see a strong market opportunity for a simple, secure and highly reliable leveraged cryptocurrency derivative trading platform. To meet this demand, we have designed pukkamex to deliver an intuitive, robust, lightning-fast platform that offers a unique range of digital investment opportunities for our users. Pukkamex will utilise its own ERC20 utility token (PUX) to fund our launch, price our services, and share revenue with our token holders.

We estimate overall market trading volume will continue to increase by an average of at least %25 per annum over the next decade, and we aim to capture %5 of the global market share on the long run, for a projected total platform revenue target of 400$ million by 2025.

Delivering an exceptional user experience is a core focus of our vision. We intend to offer a feature-rich platform that combines highly secure infrastructure with a simple, streamlined user interface. Achieving our market-share goal will also be aided by our Arabic language support, revenue sharing and copy trading – features not offered by any of our competitors.

2.The Problem with Existing Trading Platforms and Exchanges

2.1 Unreliability

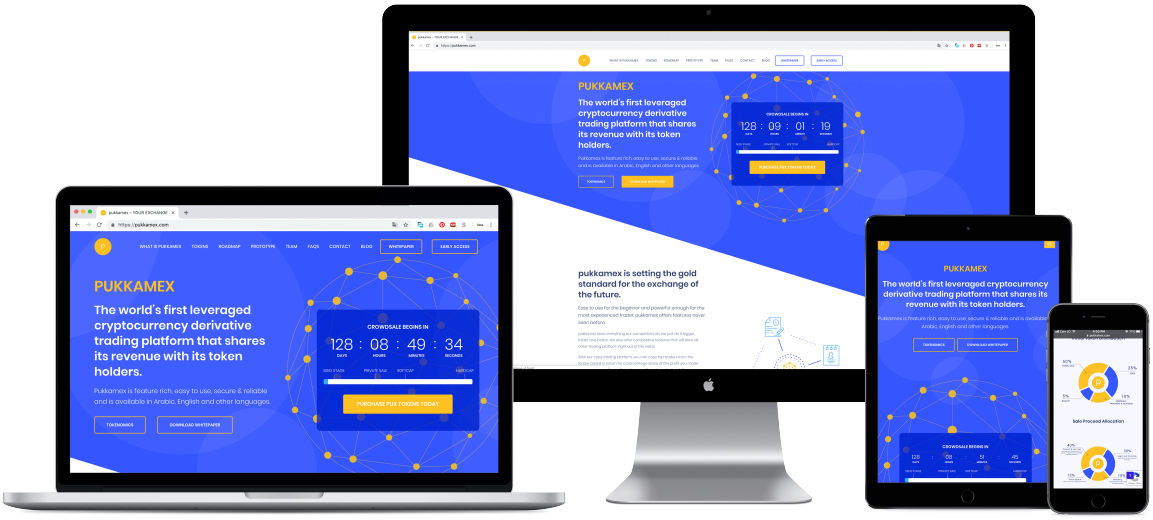
First generation cryptocurrency exchanges are built on out-dated infrastructure, making them unresponsive and unreliable, especially during periods of high demand and volatility when it matters most. These issues can result in poorly timed trades or an inability to buy or sell with sufficient immediacy.

2.2 Undue Complexity

Existing exchanges are difficult to navigate, with a steep learning curve that disadvantages new traders. A complex interface can disorientate or alienate users, leading to trading errors or missed opportunities while attempting to operate the platform. This complexity is further compounded when the system does not support the user's native language.

2.3 Financially Punitive

Most exchanges charge excessive fees and impose punishing liquidation measures on their users, while also failing to incentivise traders through an equitable revenue-sharing model



3. The Solution

3.1 Overview

Simplicity, security, reliability and speed are the defining features of the Pukkamex exchange. These features are critical to our mission of delivering an exceptional user experience for all traders on our platform, regardless of their experience level. Multiple language support, competitive fees, an equitable revenue sharing model, and effective risk mitigation mechanisms are also designed to create a welcoming trading environment for Pukkamex users.

3.2 Intuitive User Interface

Our clean, streamlined and intuitive user interface provides immediate access to the all data and controls needed to make quick and informed trading decisions. The Pukkamex trading platform uses a robust web-based interface that can be accessed from any device, at any time, allowing users to easily speculate on prices or hedge existing positions.

3.3 High Reliability

In a fast moving and volatile market, the last thing traders want is a platform that crashes, freezes or slows down during critical trades. Pukkamex uses leading-edge, high-performance technology infrastructure, with built-in redundancy and no single-points-of-failure. We've designed Pukkamex to eliminate unscheduled outages, so trades will always be processed instantly, even during times of peak demand and volatility.

3.4 Multiple Language Support

The Arabic language is used by a substantial proportion of the global population, and is becoming increasingly important in the online world. In order to open up the Pukkamex exchange to a wider market, Arabic language support will be one of our core features, alongside English. Within our first year, we intent to add support for Russian, Mandarin and Korean.

3.5 Supported Cryptocurrencies

Pukkamex will support a Bitcoin/USD and Ethereum/USD derivative at launch, with Ethereum, XRP, Litecoin, Monero, EOS, and Bitcoin Cash/BTC derivatives added over the following months. Market makers will be offered a market-making rebate to assure liquidity. Our own utility token, PUX, will also be tradable on spot in Pukkamex and other decentralized exchanges that support ERC20 tokens.

3.6 Cryptocurrency Deposits and Withdrawals

Deposits are processed instantly and are available for trading after 3 confirmation. As for withdrawals, pukkamex employs a failsafe multi signature cold storage wallet for storing all crypto. None of our holdings are stored in hot wallets. As such our withdrawals are processed manually; all withdrawals are processed at 12pm GMT. Any withdrawal request submitted after the processing time is postponed to the next processing time.

3.7 Fee Structure

Pukkamex will charge a %0.075 industry low taker fee and offer a %0.025 maker rebate.

3.8 Revenue Sharing

%25 of gross revenue will be automatically distributed to PUX holders on weekly basis using a Smart Contract. More details are available in section 4.4 of this whitepaper.

3.9 Use of the token

The PUX token will be used to fund our launch, price our services, and share revenue with token holders. The token will tradable on Pukkamex and other decentralized exchanges that support ERC20 tokens.

3.10 Lending

Pukkamex is a purely peer to peer trading platform. That is for every buyer there is an opposing seller. We employ index pricing, fair price marking and funding rates to ensure liquidity and prevent undue volatility.

3.11 Leverage & Liquidation

Pukkamex will employ a state-of-the-art liquidation mechanism that is much fairer to traders than the liquidation mechanism used on existing exchanges such as Bitmex.

Crypto is an extremely volatile asset class infamous for liquidation wicks. At pukkamex we liquidate positions incrementally such that a portion of the position will be liquidated ensuring that position margin is equal to required maintenance margin. As such our traders can still make money if the asset is to move in their favour after touching liquidation price.

3.12 Copy trading

Copy trading is a revolutionary feature of pukkamex never before done at this scale, it is an integral function that differentiates pukkamex from direct competitors.

Essentially what the copy trading does is allows beginners or less experienced traders to copy the trades of more experienced traders automatically.

It all starts with the leader board. The leader board is a simple table that lists each traders username, a summary of their trading strategy (entered in the appropriate section by the user, 200 character max.) and their % ROE since they joined the platform. In addition to the percentage profit these traders choose to charge their followers.

Only traders who have been verified by pukkamex, or have been trading for at least 3 months with a minimum trade volume of 25 BTC are eligible for a ranking on the leader board. The leader board shows the top 100 traders on pukkamex, ranked by ROE and is updated in real time.

Beside each trader is a button enabling the user to copy this person's trades, and to choose how much of their available balance to allocate. Users may only copy one trader at a time and can stop copying at will. Any trades placed automatically using the copy process are highlighted in all position pages and tables. If copy trading is terminated, no future orders will be made, but open positions remain unaffected until manually closed or cancelled.

This copy feature is available to toggle from the leader board page. For now, we explain the copy trading section of my account, which allows users to control the preferred settings.

My account, copy trading:

This section allows users to control their settings:

1. Allow traders to copy me: Y/N; the choice determines whether the trader is willing to allow other traders to copy his trades.

2. Show my position on leader board: Y/N; this determines whether the trader wants to qualify himself for a spot on the leader board, choosing “no” automatically disables the option for other traders to copy his trades.

3. %age of the profit to charge copied trades: the trader enters his %age cut of the profit from copied trades, minimum is %1 maximum is %50.

4. My followers: a table with current followers showing the following information:

Username	Following Since	Open positions	URPNL	RPNL	Commission	Stopped following on
shows followers username	date and time copying started	yes if they have open positions, no if they don’t	Current URPNL	total RPNL from closed positions	commission paid	date copy trading was stopped

5. Commission history: table showing commission income for copied trades.

6. Brief about your trading strategy (200 characters max): shows as a description of your trading style on the leader board.

Trader b and c are following trader a, trader.
Trader a account: 10k usd
Trader b account: 25k usd
Trade c account: 1k usd
No orders are currently in and entire balance is available for margin use.

Last price: 6400

Trader a enters the following buy orders:

Order price	No. of Contracts	Type
6287	1000	Limit buy
6251	500	Limit buy
6211	1000	Limit buy
6178	1000	Limit buy
6095	500	Limit buy
	4000	
5720	**4000**	Stop

The platform automatically assigns the following orders for the trader b and c:

Trader B		
Order price	**No. of Contracts**	**Type**
6287	2500	Limit buy
6251	1250	Limit buy
6211	2500	Limit buy
6178	2500	Limit buy
6095	1250	Limit buy
	10000	
5720	**10000**	Stop

Trader C		
Order price	**No. of Contracts**	**Type**
6287	100	Limit buy
6251	50	Limit buy
6211	100	Limit buy
6178	100	Limit buy
6095	50	Limit buy
	400	
	400	Stop

Scenario 1:

The price falls to 5400, all buy orders and stops are triggered. All traders take their loss and move on.

Scenario 2:

The price wicks 6095 and starts moving upwards, for simplicity we assume that only trader a,b and c have orders placed at 6095.

But not the entire book is filled at 6095. Only %50 of the total 1800 contracts are filled.

Consideration 1:

The matchmaking engine fills on a first come first served basis. Since only 1800/900 contracts are filled it follows that:

Trader a is filled in full (400 ,(400 = 500-900 contracts remain.
Trader b is partially filled with 400 contracts out of intended 1250 contracts.
Since trader b followed trader a before trader c followed, priority fill is given to trader b. priorities are as follows in order;

Trader a
Trader b
Trader c
* end of 1st consideration.

From above it follows that the position of the traders are:
Trader a: long 4000 contracts
Trader b: long 9150 contracts
Trader c: long 350 contracts.

Stop is still at 5720, stop orders are:
Trader a stop @market for 4000 contracts, trigger price 5720
Trader b stop @market for 10000 contracts, trigger price 5720
Trader c stop @market for 400 contracts, trigger price 5720

Consideration 2:
2a. note that since trader a placed the stops before the orders went through the cover the full amount, which explains why the stops for trader b and c also cover the fully intended amount and not the filled amount. If trader a placed the stop after he got filled and did not get filled %100 then the stops placed for trader b and c would be relative to available margin size.

2b. even if stops were placed after orders were filled there might be cases where the amount filled for the following traders is not equal to the originally intended amount, which is the case in the example above.

2c. to make sure that this does not result in trader b and c taking unintentional positions, all stops placed automatically are marked to trigger, that is if the stop goes through it results in reduction of position size. Any remaining quantity is cancelled if it results in a position size increase.
* end of consideration 2.

Building on the information from consideration two it follows that; even if the price rises to 6600 and trader a raises his stop loss to 6450 without changing the companies it will not result in unwanted positions.

Lets assume that price is now 6600 and trader a decides to raise his stop loss to 6450 to lock in profit in case it goes south, trader a raises the stop loss without changing the quantity because he got a full order fill, it follows that updated positions are now:

Trader a: long 4000 contracts
Trader b: long 9150 contracts

Trader c: long 350 contracts.
Stop is still at 5720, stop orders are:
Trader a stop @market for 4000 contracts, trigger price 6450
Trader b stop @market for 10000 contracts, trigger price 6450
Trader c stop @market for 400 contracts, trigger price 6450

So if the price drop to 6449 does this mean trader b and trader c will be in a short of 850 and 50 contracts respectively?

No! since the market stop that the platform placed for them is triggered, the order will only prompt the engine to close existing longs while discarding remaining quantity as cancelled. Hence if price drops to 6440 then the positions of all traders will be closed and they will have all taken profit.

3.13 Customer support

Pukkamex will offer a wide range of support options, tutorial videos and documented guides for both novice and experienced users. Community managers and admins will be available 7/24 to monitor platform chat users, support mail and all social media channels.

3.14 Security and Cold Storage

Pukkamex will include a cutting-edge, highly secure cold storage custody solution to eliminate the risk of hacking or theft, and to guarantee that our traders' funds are always safe. Pukkamex is virtually un-hackable.

3.15 Contract Specifications

Pukkamex will launch with two perpetual future contracts; a BTC/USD pair and an ETH/USD pair. Both trading pairs are quoted in USD and settled in BTC. Margin is only accepted in BTC.

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BTC/USD

Ticker	PBTCUSD
Size	1 contract = 1 USD
expiry date	Perpetual
initial margin	100/1 * position size + 2*taker fee
maintenance margin	100/0.5 * position size + 2*taker fee
taker fee	%0.075
maker rebate	%0.025
Funding rate	Variable
Funding Interval	8 hours
Type	Quoted in USD, settled in BTC
Fees	As per fee schedule
Settlement	No settlement, perpetual contract
Minimum price increment	0.5 USD
Minimum position size	1 contract

ETH/USD

Ticker	PETHUSD
Size	1 contract = 1 USD
expiry date	Perpetual
initial margin	100/2 * position size + 2*taker fee
maintenance margin	100/1 * position size + 2*taker fee
taker fee	%0.075
maker rebate	%0.025
Funding rate	Variable
Funding Interval	8 hours
Type	Quoted in USD, settled in BTC
Fees	As per fee schedule
Settlement	No settlement, perpetual contract
Minimum price increment	0.05 USD
Minimum possition size	1 contract

4.Token Economics

4.1 Overview

As founding members of pukkamex our job is to maximize value for our shareholders, or more accurately our token holders; every token metric has been extensively researched and thoroughly discussed in order to ensure our token holders' best interest.

Pukkamex will be funded via a token sale. Our ERC20 utility token, PUX, will be distributed to contributors when the platform launches, and will be used to price our services and share revenue with token holders. The utility offered by PUX will create significant organic demand for the token.

An immutable Ethereum Smart Contract will automatically distribute a %25 share of gross revenue to PUX holders each week. PUX can be exchanged into Bitcoin or Ether on Pukkamex or any other decentralized exchange. To convert into a fiat currency, PUX can be transferred to an exchange with a fiat gateway.

4.2 Details

The PUX token will launch at an ICO price of 0.05$, with a total supply of 250 million tokens.

%60 of the tokens (150 million) will be available for sale during the ICO, and 100) %40 million) will be retained by Pukkamex. The %40 retained by Pukkamex will be allocated as follows – %25 to the Pukkamex team, %10 to our strategic partners and advisors, and %5 as bounty.

The ICO will consist of three stages – Private Sale, Pre-Sale and Public Sale. Tokens purchased during the private sale will enjoy a %30-20 discount, three months or free trading on Pukkamex, and a lock-up period of six months. Tokens purchased during the pre-sale will enjoy a %15 discount and one month of free trading.

The market cap based on the ICO price of 0.05$, and the circulating supply of 150 million tokens, will initially be 7.5$ million.

Our fundraising hard-cap is 3.75$ million, and we will have a soft-cap of 1.5$ million.

Whitelisting and KYC (Know Your Customer) are both mandatory for participation in the ICO. The ICO is closed to citizens and/or nationals of The USA, China and Canada.

PUX tokens may be purchased using Bitcoin, Ethereum, or US dollars during the private sale and presale stages. Only Ether is accepted during the public sale.

Funds raised during the ICO will be allocated as follows:

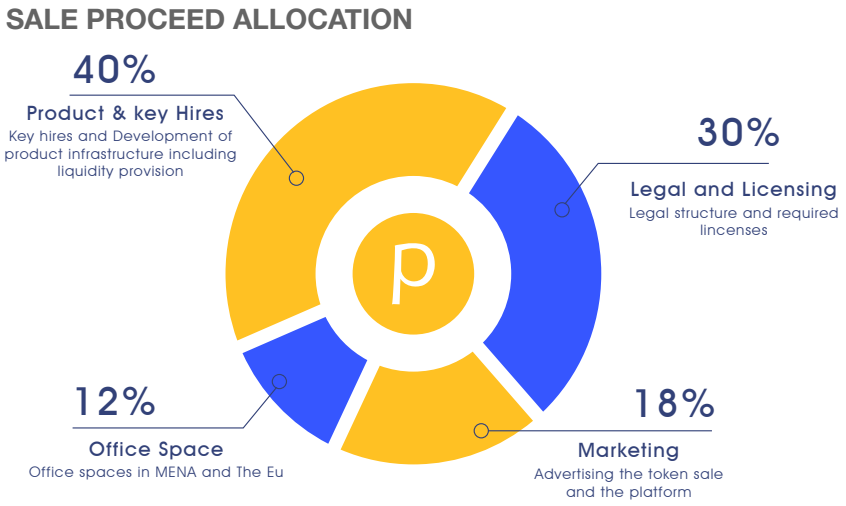
• %40 of funding is allocated to the hiring of key personnel and to the development of our infrastructure, including liquidity provision

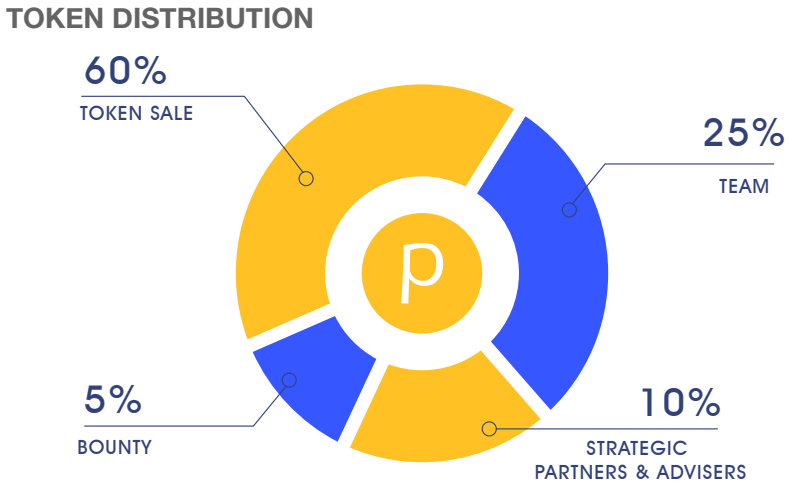
• %30 of funding is allocated to the establishment of our legal structure and provision of the required licenses

• %18 of funding is allocated to marketing the platform and the token sale

• %12 of funding is allocated to leasing of office space in MENA and the EU

Tokens	
Ticker	PUX
Token Type	ERC- 20
ICO Token Price (USD)	0.050
Total Token Supply	250,000,000.00
Available for token sale	60%
Retained for team and strategic partnerships	40%
Circulating Supply	150,000,000.00
Market cap at ico price	7,500,000.00
Fund Raising Hardcap (USD)	7,500,000.00
Soft Cap	1,500,000.00
Hard Cap	7,500,000.00
Whitelisting	Required
KYC	Required
Accepting	BTC, ETH & Fiat (USD)
Token Utility	Revenue share





4.3 Funding caps and stages

Stage	Dates	Soft Cap (USD)	Hard Cap (USD)
Seed Stage	Completed	75,000.00	250,000.00
Private Sale	March-May 2019	425,000.00	1,500,000.00
Pre-Sale	May-June 2019	500,000.00	1,000,000.00
Public Sale	July 2019	500,000.00	1,000,000.00
TOTAL		**1,500,000.00**	**3,750,000.00**

4.4 Token Utility; Revenue sharing & Listing Fees

PUX's utility is epitomized by listing fees; all listing fees are charged in PUX tokens. In addition to to revenue distribution.

pukkamex distributes %25 of gross revenue to PUX holders on weekly basis; the payments are made 12 PM GMT on every Sunday. The revenue is distributed in the Ether equivalent of returns made in BTC at the prevailing market price at time of purchase.

Purchase is made on the morning of the distribution day via an automated bot that is designed to buy Ether at the best ask prices on Binance.

Daily Gross Revenue Determination

A scheduled downtime of around 5 seconds will be a daily occurrence on the platform; the chosen slot for this downtime to take place will be determined in due course based on daily average showing lowest volume time.

The goal of this scheduled downtime is to calculate the days total trading volume, taker fee paid, and rebate made to arrive at the gross revenue for the day.

During the downtime the platform will make the following calculations:

Total trade volume (TTV) = total BTC value traded across all traded assets and instruments = Market trades + limit trades

Taker fee received (TF) = Taker Fee % * Market trades

Maker rebate paid (MR) = Maker Rebate % * Limit trades

From above, the daily gross revenue can be determined as follows:

Daily Gross Revenue (DGR) = TF – MR

From above, we can arrive at the DGR in BTC.
The platform will then write the calculated DGR to the smart contract on the Ethereum Blockchain which is available for everyone to see. The process is repeated daily.

Weekly Gross Revenue Determination

Every Sunday, at the allotted time, the daily gross revenue process is repeated, but we perform another calculation to determine the total weekly revenue;

Total weekly revenue (TWR) = Σ DGR of current week.

The platform writes the TWR to the smart contract.

Smart contract; determining distributable amount

The smart contract is programmed to distribute the BTC equivalent in Ether equal to %25 of the TWR at 12PM on Sundays. Such that:

Distributable amount in Ether (DA) = %25 * TWR / Ether price (BTC)

Purchasing the distributable revenue share

Once the DA is determined by the smart contract it prompts the trading bot to withdraw the BTC (it being revenue from trading fees) from the pukkamex platform and deposit into a Binance trading wallet. Where;

Withdrawn amount in BTC (WA) = %25 * TWR

The bot will then purchase the DA amount in Ether at the best ask price.

The bot withdraws the purchased go tokens and deposits it into the smart contract.

Revenue share distribution

Once the DA is deposited into the smart contract, the smart contract distributes the Ether to PUX holders at a ratio relative to their holdings to total token supply. Such that the ether received by user X;

= PUX holdings / 250,000,000 (total supply) * DA

PUX holders who choose to hold their PUX holdings on pukkamex will find their deposit in their pukkamex account. Users are unable to use Ether as collateral for trade, if they wish to do so, they can convert their Ether into BTC on platform.

4.5 Exchange of PUX Tokens

The pukkamex platform will include a spot exchange. The spot exchange offers liquidity for PUX tokens and for Ether which is distributed as revenue share.

Traders, holders and investors can utilise the spot exchange to exchange their PUX holdings into BTC or Ether at ZERO cost. The exchange will also provide a BTC/ETH pair for beneficiaries from distributed revenue to convert their Ether into PUX or BTC.

Funds can be withdrawn in PUX, Ether or BTC.

4.6 Long-term token value and proposed valuation model

While we cannot guarantee that the PUX token will increase in value over the long term, we strongly believe that the long-term value of the token will increase in line with volume growth.

Two comparable exchange tokens are Binance Coin (BNB) and Kucoin Shares (KCS). BNB increased in value by %21,170 from its ICO price of 0.12$ to its all-time-high of 24.46$. KCS increased in value by %10,400 from its ICO price of 0.20$ to its all-time-high of 21.00$. While these tokens have since fallen in value during the recent market downturn, they are still up substantially on their ICO price.

Our token valuation model is based on DCF and NPV, essentially utilising a traditional Capital Asset Pricing Model (CAPM).

5. Use of Funds

5.1 How we generate revenue

We generate revenue through trading fees and listing fees.

We will charge a standard fee of %0.075 per trade.

Listing fees will be also charged to any blockchain projects that wish to have their token listed for trading on Pukkamex. Listing fees will only be accepted in PUX tokens.

5.2 Our operating expenses

Pukkamex will be immediately profitable, with revenue greatly exceeding expenses. Nevertheless, like any trading platform we must cover various operating expenses. Our ongoing expenses are listed below.

- Management
- Support
- Infrastructure
- Legal
- Marketing
- Development
- Real estate
- Energy
- Insurance
- Liquidity provision

6. Team

6.1 Core Team

Ahmad Sharkatly, Cofounder and CEO
Ahmad graduated with a Bachelor of Science from the University of Essex, specialising in the derivatives stream. A seasoned risk manager with over 10 years' experience in financial markets, trading commodity derivatives, Ahmad is an early blockchain adopter with a passion to improve the ecosystem, and a serial entrepreneur who has founded three companies in the past five years.

Mohammad Masri, Cofounder and Head of Compliance
Mohammad graduated with a Bachelor of Laws (LL.B Hons) from the University of Hull and a Masters in Law (LL.M Hons) from the International Legal Practice University of Law in London. Mohammad has advised and represented global clients on a variety of matters including banking, financing structures, M&A, and investments in trade, infrastructure and energy. In 2017 Mohammad began advising clients on cryptocurrency investment and wealth management. He has also advised syndicates on ICOs, conducting due diligence, evaluating compliance standpoints, reviewing SAFTs, and monitoring execution.

Fuad Abujaber, Cofounder and CCO
Fuad is a Global Business Management graduate from Regents University London. Fuad has extensive strategic planning and business development experience across various industries including finance, insurance, agriculture and solar energy.

Mahmood Sharkatly, Cofounder and Head of Business Development
Mahmoud graduated from the University of Exeter with an honours degree in Business Management and Consumer Behaviour. Mahmoud is part of a business development team at Itochu Corporation, and is highly experienced in sales and business development. He is adept at identifying business opportunities and strategies.

Laith Alghoul, Cofounder, Smart Contracts and Frontend Lead Developer
Laith is the founder of JorCoin and Arab Bit. He has over six years experience working in product development and the cryptocurrency industry. Laith is proficient in C++/C, PJP, Python, Java, C# and Solidity, and has developed numerous decentralized applications (DApps) and smart contracts

6.2 Advisors

Sheikh Almualla

A blockchain visionary with extensive experience, he has active presence in the United Arab Emirates government and business environment. With the vision to be one of the first to push for digitalization of the economy in the UAE. His connections and understanding of the blockchain ecosystem brings enormous value to our team.

Nayef Copty

Nayef is a Trading Platform Software Engineer at Citadel. Before, Citadel, he was at Hudson River Trading, a leading global high frequency trading firm based in New York. Nayef holds a degree in Computer Science, and has experience in designing and developing financial and trading systems, markets microstructure and markets networks and latencies.

6.3 Strategic Partners

Pukkamex is working on forming strategic partnerships to ensure liquidity, technical support and representation the world over with industry leaders.

Most partnerships are still under NDA but will be announced in due time.

7. Registration, Licensing, and Regulations

Nations around the world are just beginning to establish legislation for the operation of cryptocurrency exchanges and trading platforms. At pukkamex, our focus on compliance is paramount, and is central to our hiring strategy.

In contrast to other exchanges that fall foul of regulators and get shut down in certain jurisdictions, we are implementing the most stringent procedures and documentation standards to ensure that pukkamex is fully compliant with all relevant rules and regulations.

pukkamex will maintain full compliance with relevant AML legislation and will not accept fiat currencies, rather all transactions will be conducted in Bitcoin. We are adopting a tried and tested model for the setting up and operation of the platform, following the likes of BitMex who have been in operation and in full compliance with regulatory requirements since 2014 and have proven the model and strategies pukkamex is adopting.

Though as mentioned earlier, due to the quickening pace of regulatory evolution in the cryptocurrency industry by regulators around the world and keeping in-line with our vision to be a globally accessible and highly transparent platform that aids in the proliferation of cryptocurrency trade to the benefit of all pukkamex will be actively working with regulators in a number of jurisdictions to develop frameworks for licensing and regulation of regulated markets and security offerings that relate to our operational model.

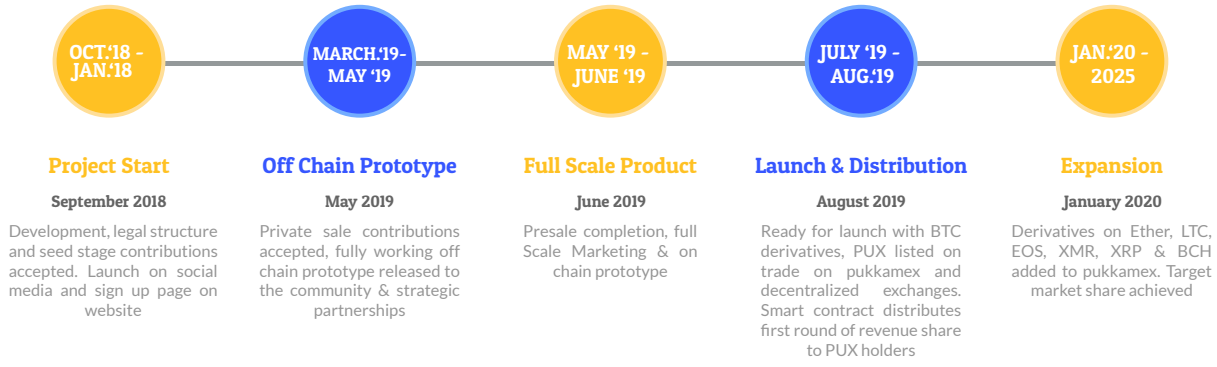
We have already identified regulatory authorities in multiple jurisdictions who have outlined a procedure in which they seek to cooperate with burgeoning cryptocurrency service providers seeking licensing in their respective jurisdictions; this will entail us putting forth our compliance procedures and manuals for examination by the relevant regulators as well as providing an in-depth inspection when required into our technological architecture, thereby allowing regulators to reconcile market requirements, investor protection and regulatory requirements in a homogenous framework.

In order to ensure we do not risk infringing any regulatory requirements in certain jurisdictions, pukkamex will not be available to citizens and residents of the United States, Canada, and China for the time-being, strict ‘geo-fencing’ will be utilized to enforce this policy until all regulatory requirements in the aforementioned jurisdictions are satisfied in the assessment if their respective authorities.

8. Roadmap

8.1 Milestones

Date	Phase	Details
September 2018	Project Start	Development and legal structure. Seed stage contributions accepted. Launch on social media. Sign-up page on website.
May 2019	Off-chain Prototype	Private sale contributions accepted. Fully working off-chain prototype released to the community. Strategic partnerships.
June 2019	Full-scale Product	Presale completion. Full-scale Marketing. On-chain prototype.
August 2019	Launch and Distribution	Ready for launch with BTC derivatives. PUX listed on Pukkamex and decentralized exchanges. Smart contract distributes first round of revenue share to PUX holders.
January 2020	Expansion	ETH, LTC, EOS, XMR, XRP & BCH derivatives added to Pukkamex. Target market share achieved.



8.2 Growth Projections and Revenue Targets

The following table summarizes our growth projections and revenue targets over the next decade.

Projections and Targets	2019-2021	2022-2025	2026+
Annual Trading Volume	2$ billion	11$ billion	21$ billion
Annual Revenue	40$ million	206$ million	396$ million
Market Share	%1	%3	%5
Revenue Share to Token Holders	10$ million	51$ million	99$ million

8.3 Marketing strategy

The greatest challenge facing Pukkamex is user adoption. For this reason, adoption is central to our go-to-market strategy. During the seed stage, marketing efforts will be focused on raising awareness and directing traffic to a sign-up page offering one month of free trading upon launch.

We will utilize social media influencers to promote the token sale and platform. We will both participate in and sponsor blockchain conventions and roadshows across the region. We will utilize free and paid data, such as SnapChat hot zones, to accurately target potential customers geographically and deploy booths in key locations.

We will employ PR agencies on a project basis to ensure PUX is featured prominently in the mainstream media (for example, Forbes and Reuters).

We will use our extensive personal and industry contacts to bring cryptocurrency fund managers on-board as clients. We aim to become the go-to exchange for managed cryptocurrency funds, and we are also targeting the financial institutions that use cryptocurrency derivative exchanges.

We will also offer bounties to find bugs, patch security issues, and translate the platform into new languages including Russian, Mandarin, and Korean.

A strong SEO campaign will ensure we are the number one result on search engines in the region.

Users can create referral links to attract new traders, with linked accounts enjoying a %5 discount on trading fees.

We will also run and promote monthly competitions awarding extravagant prizes to winners.

To learn more about how we plan to maximize user adoption please contact us on info@pukkamex.com and we will happily provide our high level marketing plan and periodic strategy.

8.4 Competitor analysis

While there are already a large number of cryptocurrency exchanges and trading platforms on the market, only two of these – Bitmex and Deribit – are considered to be direct competitors. The following table highlights the advantages of Pukkamex compared to other platforms.

Perceptual Comparison								
Exchange/ Feature	Security	Trading Features & leverage	Ease of Use	Reliability	Arabic Support	Native Token	Token Utility	Revenue Share
Pukkamex	✓	✓	✓	✓	✓	✓	Revenue share & discounted trading fees	✓
Deribit	✗	✓	✗	✓	✗	✗	✗	✗
Bitmex	✓	✓	✓	✗	✗	✗	✗	✗
Huobi	✗	✗	✗	✓	✗	✓	Discounted trading fees	✗
Binance	✗	✓	✓	✓	✗	✓	Discounted trading fees	✗
Kucoin	✗	✗	✗	✓	✗	✓	Crypto distribution	✗

Deribit suffers from a poor user interface, while Bitmex often experiences system overload. Bitmex also employs a punishing liquidation mechanism. Neither platform shares revenue with its users. Pukkamex is the first cryptocurrency trading platform to offer users and token holders a share of revenue. Furthermore, there are no other exchanges in the world that offer Arabic support, and we have no competitors in the MENA region.

Pukkamex's key strengths include:

✓ Security
✓ Reliability
✓ Responsiveness
✓ Ease of use for both novice and experienced traders
✓ Multiple language support
✓ Revenue sharing
✓ Cold storage
✓ Insurance fund,
✓ Support for multiple currencies with up to 100x leverage

On the other hand, the fact that Pukkamex is a new exchange, with initially limited liquidity, may be seen as a weakness. We also face an uncertain and evolving legal environment, and one in which user adoption has slowed as a result of the negative press following the recent cryptocurrency crash.

Nevertheless, the market moves in cycles, and we believe the current downturn is nearing its end. We believe the emergence of a new cryptocurrency boom market is only a matter of time, and we have a detailed marketing and development strategy in place to overcome all early challenges.

9. Legal Disclaimer

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This whitepaper does not constitute advice or a recommendation by Pukkamex, its officers, directors, managers, employees, agents, advisors or consultants, or any other person to any recipient of this paper on the merits of participation in the Pukkamex Token Sale. Participation in the Pukkamex Token Sale carries substantial risk that could lead to a loss of all or a substantial portion of funds contributed.

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This whitepaper contains forward-looking statements or information (collectively “forward-looking statements”) that relate to Pukkamex’s current expectations and views of future events. Pukkamex has based these forward-looking statements on its current expectations and projections about future events and financial trends that it believes may affect its financial condition, results of operations, business strategy, financial needs, or the results of the token sale or the value or price stability of PUX tokens. In addition to statements relating to the matters set out here, this whitepaper contains forward-looking statements related to Pukkamex’s proposed operating model. The model speaks to its objectives only, and is not a forecast, projection or prediction of future results of operations. Forward-looking statements are based on certain assumptions and analysis made by Pukkamex in light of its experience and perception of historical trends, current conditions and expected future developments and other factors it believes are appropriate, and is subject to risks and uncertainties. Although the forward-looking statements contained in this whitepaper are based upon what Pukkamex believes are reasonable assumptions, these risks, uncertainties, assumptions, and other factors could cause Pukkamex’s actual results, performance, achievements, and experience to differ materially from its expectations which are expressed, implied, or perceived in forward-looking statements. Given such risks, prospective participants in this token sale should not place undue reliance on these forward-looking statements.