



White Label Exchange
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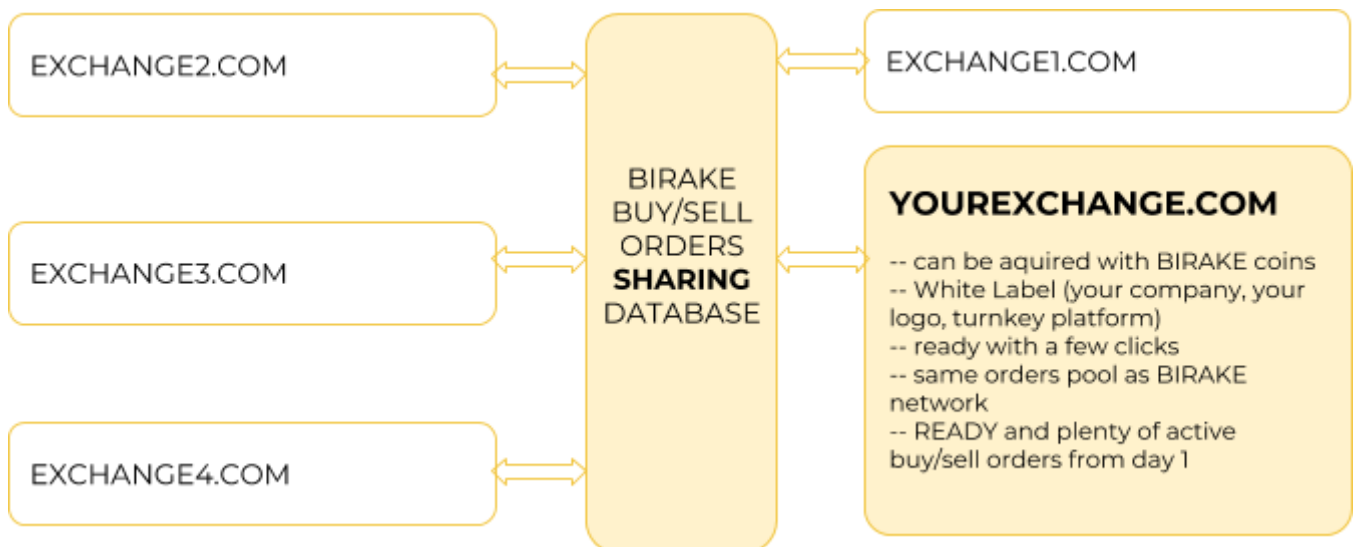
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Our Vision

Cryptocurrency is the future, people need tools to exchange and use these cryptos. We want to build the largest exchange network. Moreover, we want to allow ICO communities, cryptocurrencies communities and people from this industry to create their own trading platform with a few clicks.

We strongly believe in the future of cryptocurrency and its main strength: the decentralization! We believe that allowing the market to be controlled by a single (or very few) privately owned exchanges goes against this strength. This is why we believe that everyone should be able to create their own exchange with just a few clicks and that the orders should be openly shared across all exchanges in the market.





Market

The Cryptocurrency market today comprises a multi-billion-dollar industry. Though, it is yet to be accepted by the masses as a tool for everyday exchanges, comparable to your standard fiat currency such as the dollar or euro. While currently holding a market share of more or less than 1.2% in current exchange currencies, it is expected to see rapid growth during upcoming years.

By our opinion the cryptocurrency market now is in the stage of "volatile growth", which began in late 2016 and most likely will continue in medium perspective. Sharp price fluctuations and correction are the natural state for this stage of development.

We believe that cryptocurrency market is not an accidental phenomenon and it is based on fundamental factors, which is confirmed by the eight-year history of development which began in 2009 when Bitcoin - the cryptocurrency which change the usual means of payment and digital transactions – has appeared.

Over the last 8 years Bitcoin and other cryptocurrencies only by the fact of their existence and growing distribution refuted many negative forecasts, opinions and assessments. They debunked some of the myths about their insolvency, the lack of prospects and the impossibility of changing global financial relations.

Over the mentioned period of time many alternative cryptocurrencies appeared. Many of them are embodying completely different ideas and fundamentally new concepts of economic ties. There is a gradual official legitimization of the legal status for cryptocurrencies and the integration of digital transaction elements into the traditional economic systems.

In 2017 the total capitalization of all cryptocurrencies (according to coinmarketcap.com) increased by more than 4000% from \$18 billion to over \$800 billion. The daily trading volume for this period increased from \$130 million to over \$46 billion (almost 300 times!).



Figure 1. Cryptocurrencies capitalization growth for 2017. (by <https://coinmarketcap.com>)



Based on these and many other factors and assessments, it is possible to come to a very concrete conclusion - staying away from this market means to standing still without seeing the prospect and to lose the profit which now is on its maximum level by the point of view of the market in the initial stage of growth.

Cryptocurrency market is developing rapidly in many different directions, so it is very difficult to predict the profitability of a project in advance. However, we see the most profitable strategy in organizing and creating our own white label platform, which will unite different cryptocurrency exchanges and will become the biggest cryptocurrency exchange network with sharing orders between platforms. It is suitable for a variety of tasks and will be able to solve many tasks regardless of the specific user's activities and needs.

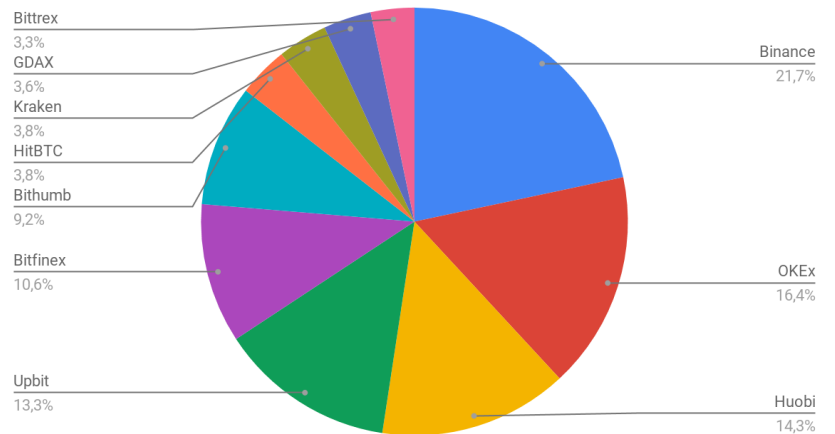


Cryptocurrency exchanges

According to coinmarketcap.com on 28 of March 2018 the top 10 exchanges based on 24h volume of trading are:

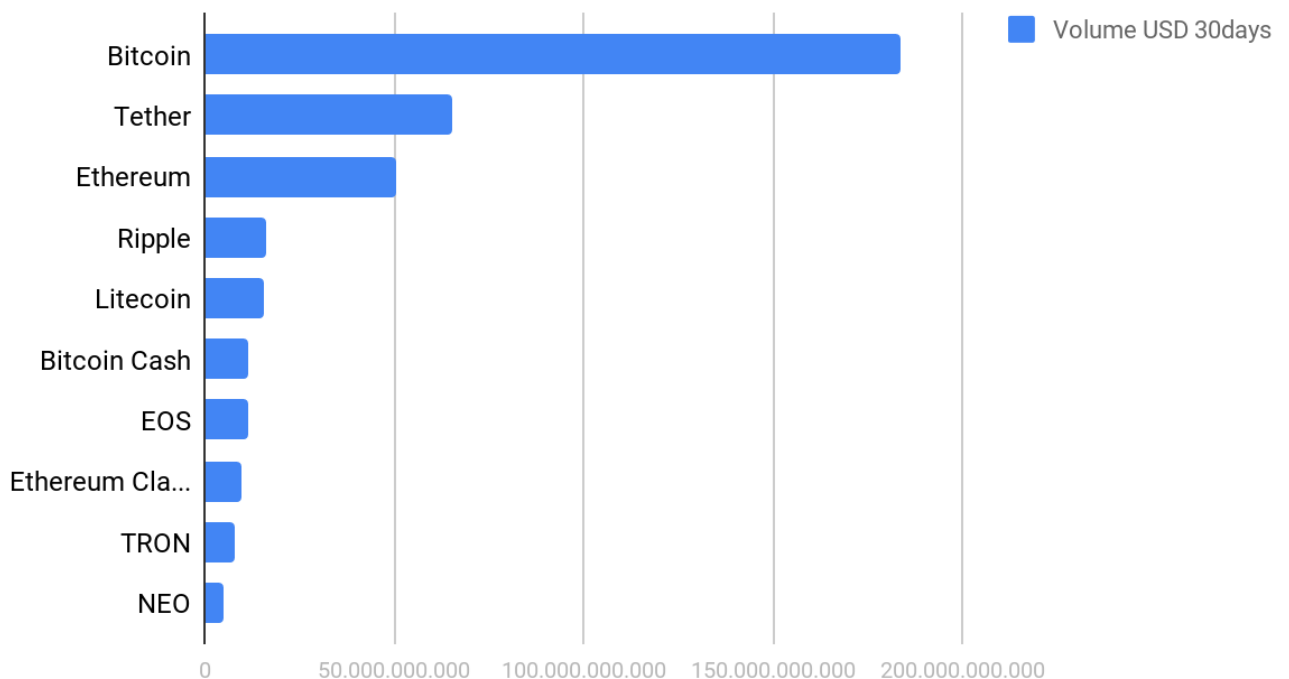
	Volume USD 24h
Binance	1.429.182.051
OKEx	1.083.299.780
Huobi	944.016.257
Upbit	879.664.562
Bitfinex	696.195.532
Bithumb	605.903.024
HitBTC	250.694.215
Kraken	249.504.284
GDAX	238.858.138
Bittrex	217.659.185

Volume USD 24h 28.03.2018



Cryptocurrency volume

Monthly Volume Rankings (Currency) 28.03.2018

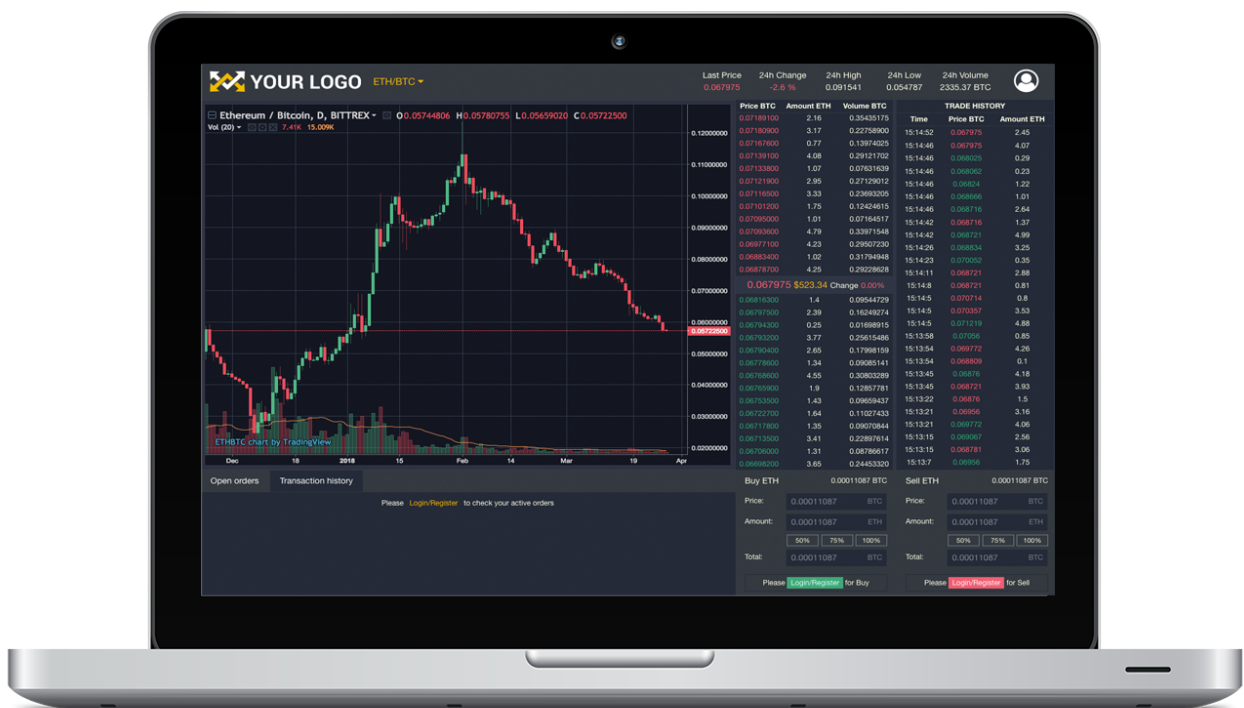




Birake White Label Solution

Considering only the total volume of top 10 cryptocurrencies of 377.176.960.776 USD in one month we can easily estimate the total income of the exchanges. Considering the average fee of 0.05% the income of the exchanges was over 180\$ millions / month only from transactions fee. Here we will sum up also the deposit and withdraw fees which are much higher than previous one.

Birake White Label Solution will come up with an exchange platform, ready to go live from day one for anyone who will pay a small monthly fee. All the exchanges running on BIRAKE network will have orders openly shared. This means if a customer acquire one exchange platform, this will have plenty of orders from day 1.



- custom domain name
- custom logo and personalization
- possibility to set custom fee per transaction
- all the active orders will be available to anyone from BIRAKE network and vice versa all orders from BIRAKE network will be available to you
- technical support
- possibility to add one cryptocurrency to BIRAKE network (depends on package acquired)



Exchange Platform

Whether you're a professional trader or just starting out with cryptocurrencies, Birake will offer a wide variety of tools for engaging with digital asset markets. It will be a straightforward to buy and sell cryptocurrencies through the BIRAKE exchange, while additional features will make the platform capable of handling complex trading operations, as well.

Working demo exchange platform can be found at <http://demo.birake.com>



- over 100 cryptocurrencies available in 2019
- desktop and mobile friendly
- custom transaction fee (up to the customer if will apply low or high fees)
- capable of processing high volume of transactions per second
- low fees on deposits and withdrawals
- bounty and reward programs for the community

Birake Mission

The mission of BIRAKE is to provide both website owners and users of BIRAKE exchanges network, the biggest database of orders / users and achieve the biggest trading volume from cryptocurrency area. For the website owners: providing a fully functional platform, ready to use from day one, full of orders and transactions; and for the users: possibility to find the best deal from a huge amount of orders, low commissions, high trading experience, bounty and rewards programs.



Technology description

System Functioning Model

Step 1. Domain owner buys one of Birake's packages with BIR , for example 10 000 Birake Coins (0.3 BTC) / month for a fully functional platform

Step 2. Website owner set his own fees and start personalizing he's platform

Step 3. Website owner brings new users to his platform.

Step 4. Those users start trading within BIRAKE network with all the users registered in BIRAKE network

Step 5. BIRAKE platform calculates all the fees individually from one platform to another

Step 6. Considering the package acquired the total fee accumulated will be splitted between website owner and birake company (example 60% to website owner and 40% to birake)

Schematically, system functioning algorithm may be displayed as the following sequence:

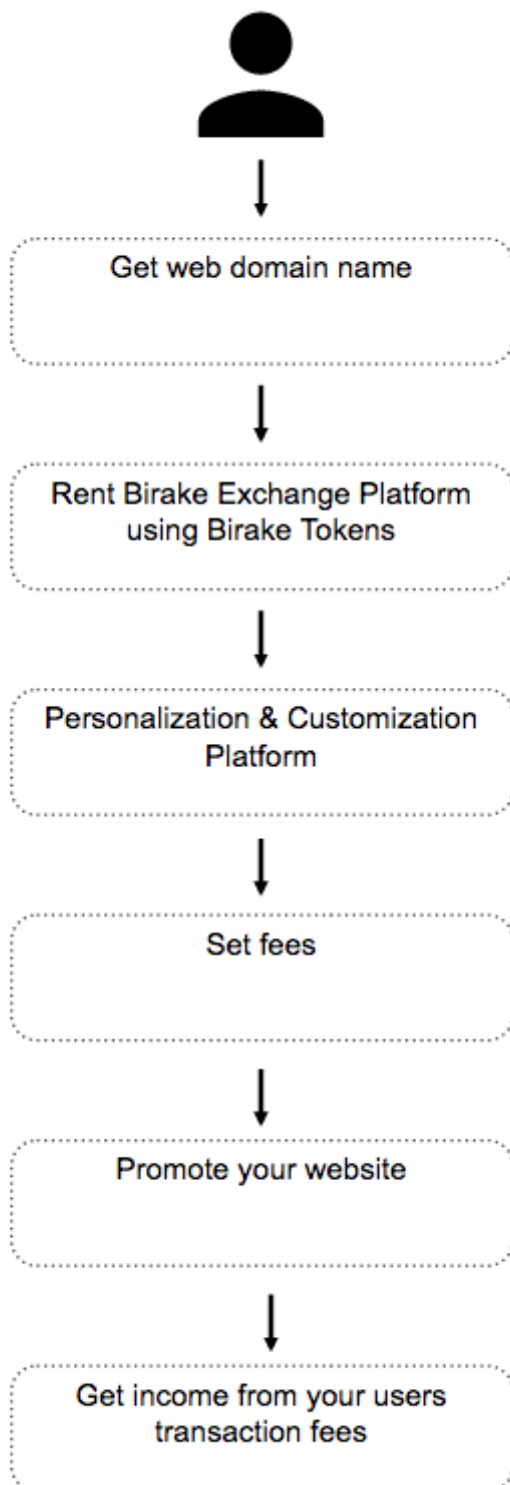
Technological features

To optimize the work of the Birake project, the system has a number of technological features. Some of them are listed below:

- **easy integration:** Birake platform can be easily personalized with few clicks into any Company's Cryptocurrency exchange business
- **built-in tracking fees:** Birake will track all the orders in real time mode, will calculate fees diferentially between user from platform A (which has a fee for example of 0.05%) and another user from platform B (which has a fee for example of 1%)



- **real time updates:** users using the trading platform will experience the real time update of the active, history orders and current price.
- **protection from fraud:** to avoid abuse, the system has a mechanism to protect against bots, unauthorized withdrawals, 2 factor authentication, ip detection and email confirmations
- **referral program mechanism:** each website owner can set the percentage of referral program if they want to activate it. The tracking of the referrals will be made individually per exchange owners



The principle of operation

To successfully integrate and use the Birake White Label Platform, website owner need a domain name and a personal logo.

After that with just a few clicks away to have the platform ready for trading.

Owner of the platform must invite as many users he can to use the platform.

The number of transactions of his users are directly proportional with the income at the end of the month.



Economic model

An important element of the whole system is the number of users who comes to trade on BIRAKE platform. Considering that, we as a platform provider we will offer a big variety of cryptocurrencies, user friendly platform and a huge amount of orders and transactions in Birake network. On the other side the website owner (which can be a owner of a community, someone capable to bring thousands of users, ICO owner or a cryptocurrency owner) must promote their platform in order to increase their income. A simplified economic model is that website owner receive a part (depend of the package acquired) from transactions fee made by its users and BIRAKE company gets the rest.

Birake business model

The basis of the economic model of Birake is the following:

- **Transaction Volume** - is the volume in USD transacted during one year
- **Number of website exchanges** is the number of websites which are running on our white label platform. Each website will have separate domain name and custom personalizations
- **Cryptocurrencies** - average of cryptocurrencies available for trading in each month
- **New cryptocurrency price** - an average cost for adding a new cryptocurrency to the network (one time fee)
- **Customer percentage** - average website owner income percent from transactions fee
- **User transaction fee** - average of transaction fee percentage applied by website owner to each transaction
- **Birake percentage** - is the average percentage from transactions fee from website owners



- **Exchange platform price** - is the average cost of the exchange platform for one year
- **Hardware units** - number of servers needed for running the BIRAKE network

Development scenarios

Following are 3 models of Birake development are presented, depending on the Birake Coin price results:

Development model, BirakeCoin no less than 0.00003 BTC	2019	2020	2021
Transaction Volume (millions USD)	4400	12000	30000
Number of website exchanges	10	20	50
Hardware units	35	60	110
Exchange platform cost for one year	\$12 000	\$30 000	\$200 000
User transaction fee	0.05%	0.03%	0.02%
Cryptocurrencies	25	50	100
New Cryptocurrency price	\$10.000	\$20.000	\$50.000
Customer percentage	60%	65%	70%
Birake percentage	40%	35%	30%


**Development model,
BirakeCoin no less than 0.00006 BTC**

	2019	2020	2021
Transaction Volume (millions USD)	6000	16000	40000
Number of website exchanges	15	30	70
Hardware units	40	70	120
Exchange platform cost for one year	\$12 000	\$30 000	\$200 000
User transaction fee	0.05%	0.03%	0.02%
Cryptocurrencies	25	50	100
New Cryptocurrency price	\$10.000	\$20.000	\$50.000
Customer percentage	60%	65%	70%
Birake percentage	40%	35%	30%

**Development model,
BirakeCoin no less than 0.00010 BTC**

	2019	2020	2021
Transaction Volume (millions USD)	8000	22000	55000
Number of website exchanges	20	40	90
Hardware units	50	90	150
Exchange platform cost for one year	\$12 000	\$30 000	\$200 000
User transaction fee	0.05%	0.03%	0.02%
Cryptocurrencies	25	50	100
New Cryptocurrency price	\$10.000	\$20.000	\$50.000
Customer percentage	60%	65%	70%
Birake percentage	40%	35%	30%



Financial plan

The source of Birake monetization is from the fees from users transactions, from monthly fee for website owners and from fee for adding a new cryptocurrency to the BIRAKE exchange network. The calculations in this Financial Plan are carried out according to the plan of revenue received from this sources. Note that in future it is planned to activate additional ways of monetization.

The economic model of BIRAKE is based on the following formulas:

- **Transaction Volume per year** - is the volume in USD transacted during one year in BIRAKE network
- **User transaction fee** - average of transaction fee percentage applied by website owner to each transaction
- **Customer percentage** - average website owner income percent from transactions fee
- **Birake percentage** - is the average percentage from transactions fee from website owners
- **Customer income** - total income during one year for website owners. Customer income is calculated using the following formula

Customer income = Customer percentage * User transaction fee * Transaction Volume per year

- **Birake transactions fee income** - total income durring one year for BIRAKE from transactions fee which is calculated as:

Birake transactions fee income = Birake percentage * User transaction fee * Transaction Volume per year

- **Birake new cryptocurrency income** - total income durring one year from subscription of new cryptocurrencies into BIRAKE network

Birake new cryptocurrency income = New Cryptocurrencies * New Cryptocurrency price

- **Birake rental platform income** - total income from renting the BIRAKE exchange as White Label Solution

Birake rental platform income = Number of website exchanges * Exchange platform cost for one year



- **Infrastructure and human resources costs** - estimated costs with infrastructure and human resources
- **Birake Profit** - total profit for one year

Monetization model, BirakeCoin no less than 0.00003 BTC	2019	2020	2021
Transaction Volume (millions USD)	4400	12000	30000
Number of website exchanges	10	20	50
Hardware units	35	60	110
Exchange platform cost for one year	\$12.000,00	\$30.000,00	\$200.000,00
User transaction fee	0,0005	0,0003	0,0002
Cryptocurrencies	25	50	100
New Cryptocurrency price	\$10.000,00	\$20.000,00	\$50.000,00
Customer percentage	0,6	0,65	0,7
Birake percentage	0,4	0,35	0,3
Customer income	\$1.320.000,00	\$2.340.000,00	\$4.200.000,00
Birake transactions fee income	\$880.000,00	\$1.260.000,00	\$1.800.000,00
Birake new cryptocurrency income	\$250.000,00	\$500.000,00	\$2.500.000,00
Birake rental platform income	\$120.000,00	\$600.000,00	\$10.000.000,00
Infrastructure and human resources costs	\$460.000,00	\$788.571,00	\$1.445.713,00
Birake Profit	\$790.000,00	\$1.571.429,00	\$12.854.287,00



Monetization model, BirakeCoin no less than 0.00006 BTC	2019	2020	2021
Transaction Volume (millions USD)	6000	16000	40000
Number of website exchanges	15	30	70
Hardware units	40	70	120
Exchange platform cost for one year	\$12.000,00	\$30.000,00	\$200.000,00
User transaction fee	0,0005	0,0003	0,0002
Cryptocurrencies	25	50	100
New Cryptocurrency price	\$10.000,00	\$20.000,00	\$50.000,00
Customer percentage	0,6	0,65	0,7
Birake percentage	0,4	0,35	0,3
Customer income	\$1.800.000,00	\$3.120.000,00	\$5.600.000,00
Birake transactions fee income	\$1.200.000,00	\$1.680.000,00	\$2.400.000,00
Birake new cryptocurrency income	\$250.000,00	\$500.000,00	\$2.500.000,00
Birake rental platform income	\$180.000,00	\$900.000,00	\$14.000.000,00
Infrastructure and human resources costs	\$460.000,00	\$805.000,00	\$1.380.000,00
Birake Profit	\$1.170.000,00	\$2.275.000,00	\$17.520.000,00



Monetization model, BirakeCoin no less than 0.00010 BTC	2019	2020	2021
Transaction Volume (millions USD)	8000	22000	55000
Number of website exchanges	20	40	90
Hardware units	50	90	150
Exchange platform cost for one year	\$12.000,00	\$30.000,00	\$200.000,00
User transaction fee	0,0005	0,0003	0,0002
Cryptocurrencies	25	50	100
New Cryptocurrency price	\$10.000,00	\$20.000,00	\$50.000,00
Customer percentage	0,6	0,65	0,7
Birake percentage	0,4	0,35	0,3
Customer income	\$2.400.000,00	\$4.290.000,00	\$7.700.000,00
Birake transactions fee income	\$1.600.000,00	\$2.310.000,00	\$3.300.000,00
Birake new cryptocurrency income	\$250.000,00	\$500.000,00	\$2.500.000,00
Birake rental platform income	\$240.000,00	\$1.200.000,00	\$18.000.000,00
Infrastructure and human resources costs	\$460.000,00	\$828.000,00	\$1.380.000,00
Birake Profit	\$1.630.000,00	\$3.182.000,00	\$22.420.000,00



Strategic Plans

Over the next 3 years, Birake plans to:

- attract companies / business developers / community owners/ entrepreneurs and expanding the Birake network all over the internet
- along with our customers Birake plans to contribute and promote the trading platforms from Birake network to community traders from all over the world
- Birake plans to grow the community around Birake network and to offer periodically Bounty and Reward programs in order to keep them close
- The uptime of the platform is always important for us as a company, for our customers and for traders from our network and we will work continuously to keep it close to 100%
- We plan to build the safest way of trading, to acquire third party security audits for our platform
- Birake support will grow directly proportional with the infrastructure and number of users
- As in our Business Model our plan is to reduce the fees for the users but also for our customers as website owners
- We have one of the lowest fees for listing cryptocurrencies and we are flexible to negotiate different partnerships
- For website owners, if they are able to bring an average number of new users they can make an income of 10 times bigger than the costs of the platform

Risks and opportunities

Considering our Business Model and taking a look at Total Volume traded for 24h from top 10 Exchanges our necessary trading volume for one year is lower than one month trading volume from one of the top 10 competitors or even few days for Binance. We consider that our Model is the most pessimistic model and the opportunities are unlimited.

Birake is one of the first White Label Cryptocurrency Exchange from the internet which will support about 100 currencies and providing live trading platform for traders.

The most innovative key of our project is sharing orders from our Central Database within all platforms from our network. Considering this will be a win, win and win situation. Birake will develop faster than a normal exchange platform, owner of the website will have a fully functional website with plenty of orders from



day one and trader will complete its trades much faster and maybe for a better price.

Considering also risks we are aware that Birake will be the main target of attacks from all over the internet, we plan to take all the necessary measures including ddos protection, cold wallets, 2 factor authentication, ip tracking and monitoring.

Marketing and sales

The successful market penetration of birake platform depends on the efficient development of the birake exchanges using our White Label Platform. Birake along with our website owners will promote using the following channels:

- Search engines, platform owners and contextual advertising operators: Google, Yandex, Mail, Rambler, Begun and others - the largest market players of all categories of digital marketing services.
- Social media. We are already present on telegram, twitter, facebook, reddit, medium, bitcointalk and many more
- Online media. Wider coverage in the distribution of news and content.
- ICO and Cryptocurrency related communities
- Owners of online services and widgets
- Mobile applications and services. One of the key and fast-growing development areas of the entire digital economy. They are most interested in all the services driving successful communication.
- Referral operators

With a correct marketing strategy, according to our Business Model we can achieve easily a profit of over \$20 millions after 3 years of development and up to \$1 billion if we achieve one of top 10 positions considering the Trading Volume from Cryptocurrency market.



Roadmap

Below you will find the main 4 stages from our Roadmap:

Stage 1

List on masternodes.pro and masternodes.online.

List on crypto-bridge.org.

Bounty Distribution.

Stage 2

Birake Exchange new features:

- Simulate trading;
- Matching orders;
- Multiple pairs for trading;
- Others features;

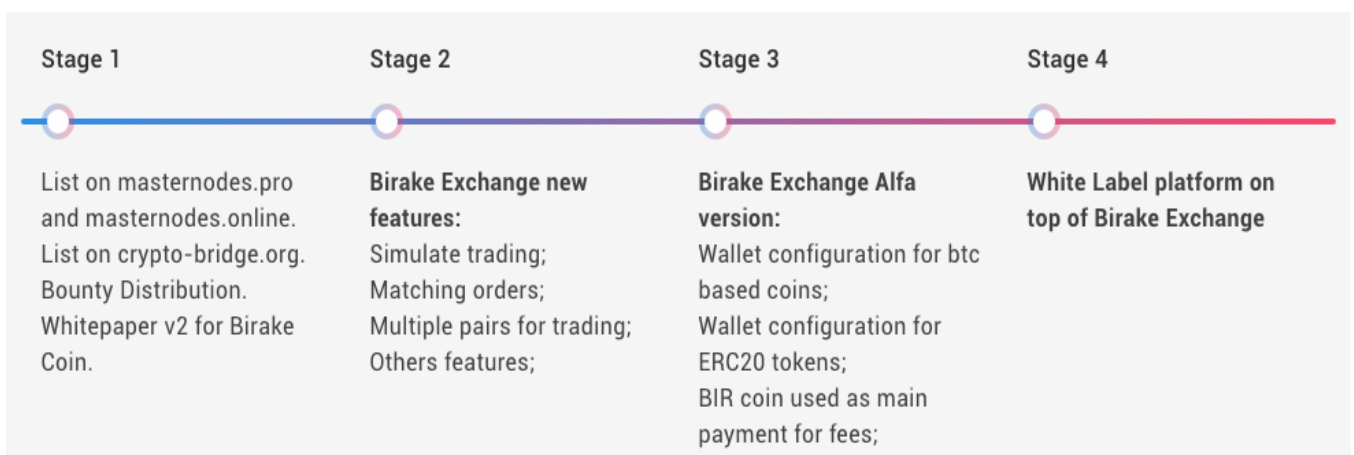
Stage 3

Birake Exchange Alfa version:

- Wallet configuration for btc based coins;
- Wallet configuration for ERC20 tokens;
- BIR coin used as main payment for fees;

Stage 4

White Label platform on top of Birake Exchange.





BIRAKE coin

Utility

- BIR coin will be the main payment method within Birake Network
- Birake exchange platform will be acquired only with BIR coins
- Monthly income generated by website owner will be paid in BIR coins
- Referral program will use also BIR coins to pay the users
- Rewards and Bounty programs
- Promotions for BIR holders from Birake Network

Coin description

Coin name: BirakeCoin

Ticker: BIR

Algorithm (POW/POS): Quark

Block reward: 30 – 260 BIR

Masternode Collateral: 10000 - 50000 BIR

Masternode Reward: 90%

Staking (POS) reward: 10%

Block Time: 60 seconds

Total supply: 300 000 000 BIR

Premine (2%):

- 1 000 000 BIR pre-sale masternodes & collaborators
- 2 000 000 BIR reserved for exchange listings & marketing
- 2 000 000 BIR bounty distribution after exchange listing
- 1 000 000 BIR reserved for latest developments of Birake Exchange

Once we build out our exchange software, we will require vendors to use BIR for renting BIRAKE software exchange.

Clients will be able to pay with BIR coins for parts or complete software solution in cryptocurrency area. Basically you can own a complete exchange software as WHITE LABEL form paying with BIRAKE coin.

The total supply of the coins is limited to 300,000,000 units.



Any coins not sold during the presale will be held in our corporate wallet as reserve coins for development expenses and working capital in future raises.

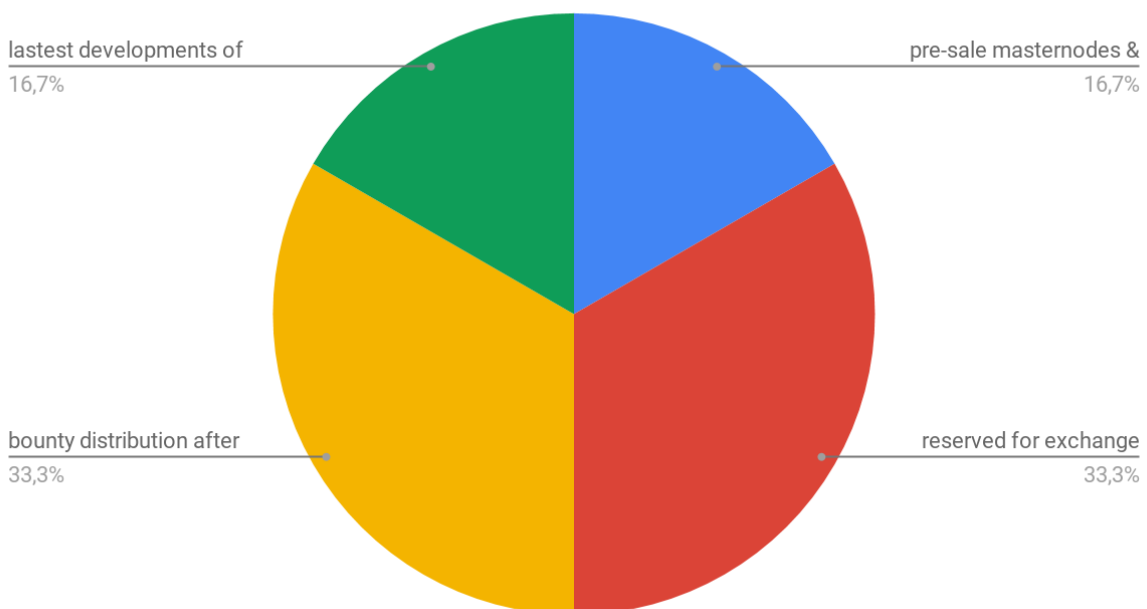
In the public presale, participants can obtain the MN rewards bigger as described bellow



Birake Coin Specification		Special Specification for Presale	
		Phase Presale Blocks	2 - 20000
Coin name:	BirakeCoin	Special ROI for Presale	
Ticker:	BirakeCoin	Masternodes Online	ROI %
Algorithm (POW/POS):	Quark	5	28382
Block reward:	30 – 260 BIR	10	14191
Masternode Collateral:	10000 - 50000 BIR	15	9460
Masternode Reward:	90%	20	7095
Staking (POS) reward:	10%	25	5676
Block Time:	60 seconds	30	4730
Total supply:	300 000 000 BIR		
Premine:	6 000 000 BIR (2%)		

Coin distribution

Premine allocation = 6,000,000 BIR Coins





- As mentioned before 98% of total coins will be available for MN rewards and POS mining

MN rewards and POS 294,000,000 BIR (up to 98%)

- We are reserving 2M of our supply to be used for bounty programs and community rewards.

Bounty - 2,000,000 BIR

- Finally, we keep communication, marketing and exchange listing up to the highest standards possible.

Marketing, Communication and exchange listing - 4,000,000 BIR

Coin considerations

Strongly consider the following prior to purchasing BIR coins; BIRAKE exchange will be one of the biggest exchange software from crypto area.

BIRAKE targeting different type of clients like end users or companies. We already implemented two main wallets (ETH and BTC) in the current platform, we are about to finish the first exchange between two cryptocurrencies.

Consumers will see a day-to-day development of BIRAKE exchange until the final stage when BIRAKE will offer a White Label solution for them, We are considering providing back end support to B2C solutions and B2B solutions.

We hope to minimize speculative value of the coin and maximize utility value of it when first White Label exchange will be released.

This will be a huge product with billions of customers and billions of buying / selling orders. coin sale hard cap, dates and milestones may change in accordance with unforeseen BIRAKE expenditures and/or client/talent opportunities.



Users should consider the utility of the BIR coin prior to purchasing. Our team will work to expand the utility of BIR coin as our software portfolio continues to grow.

How to participate

Those interested in purchasing masternodes in presale period (until block 20000) can participate on our website <https://birake.com>. Masternode cost is 0.3 BTC (10000 BIR coins)

Team

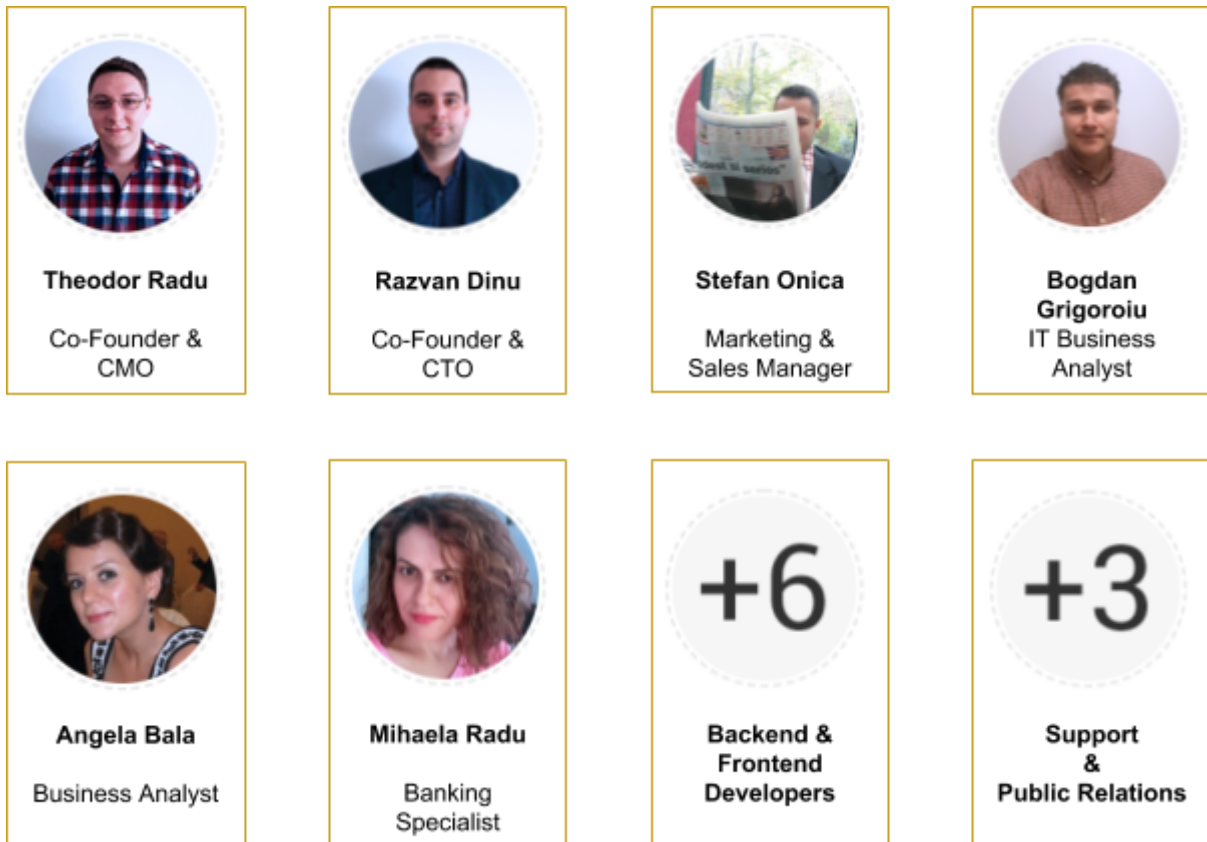
Our team is dedicated to this project, has over 10 years of experience in web development and manipulation of huge volume of data and users.

For the past 7+ years, we've been working daily with technologies like Symfony3, Node.js, NoSQL data stores, AngularJS, ReactJS and others.

We're constantly growing and are always looking for new, talented and innovative members.



"As a trader for more than 10 years, very experienced Programmer and Team Leader I consider this project revolutionary and I am confident that will be a huge success. We are very experienced in trading and programming and along with my team we will build a great product"



BIRAKE is built by a software company that has been operating since 2010 in the web software industry. We have been more active in the media industry and especially in South America. We have portfolio and software solutions that have supported over 20 million users per day.

Starting with 2010 we have developed / implemented a global content management system for different industries. So far, the main activity of our business was the financial and media industry.

We are experienced trading in the forex industry and ending with the cryptographic industry for over 5 years.

We have deployed automated trading systems, exchange platforms, and lately we've been focusing more on the encryption area.

As traders and investors, we have overcome the situation of overloading trading platforms in the cryptographic area. Especially in 2017, there have been times when more than 50% of large cryptographic trading platforms have been overloaded / closed / inoperable for long periods of time.



For this reason, we believe that the BIRAKE platform will come with a solution for the end user, but also for companies that target a business / exchange of information in this field.

Also, the BIRAKE platform can be used successfully in new emerging communities and coins, eager to join a exchange platform.

Conclusion

We will exercise our expertise in web development and data management to build out the biggest White Label Exchange Platform.

Our BIR coin represents a vehicle to enable spend management in a distributed ledger environment. Funds raised from our coin sale will be used to develop the utility of the platform and to maximize the value of our products.

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