## 1. Introduction

1. **Introduction**  
2. **DIFX Vision**  
3. **Key Industry Problems**  
4. **DIFX Exchange’s Solution**  
5. **Code of Ethics**  
6. **Why is DIFX Different from Existing Platforms**  
7. **Why DIFX is Disruptive?**  
8. **Technical Aspects of the Platform**  
9. **Know Your Customer (KYC)**  
10. **DIFX Additional Features**  
11. **Benefits of DIFX Over Conventional Crypto Only Exchanges**  
12. **DIFX Token and Features**  
13. **Exchange Workflow**  
14. **Matching Engine in the Exchange**  
15. **DIFX Platform, Investment Preferences**  
16. **DIFX Multi-currency Wallet**  
17. **DIFX Crypto Exchange Platform**  
18. **Proposed Payment Cards**  
19. **Security & Coin Theft**  
20. **Legal Basis and Licenses**  
21. **Exchange Revenue**  
22. **Tokenomics Allocation of Tokens**  
23. **Marketing Strategy**  
24. **Goals for Entering the Token Sales**  
25. **Roadmap and SAFT**  
26. **Disclaimer**  
27. **Risk Factors**
1. Introduction

Since the advent of blockchain technology and its disruptive effect hit virtually every world, including global finance, there has been a need to put an end to the notoriously vague and abysmal trends in the payment remittance and cryptocurrency exchange niche of the industry. This reality arises from the fact that the world is evolving with new and emerging technologies. As such financial transactions and payment remittances must not be left to wallow in the backwardness, it is still stuck in.

High transaction fees, slow payment remittance, cross-border payment inefficiencies, value lost in money translation, and many others are some of the numerous problems affecting the current cryptocurrency exchanges. This calls for an urgent and immediate solution that will ensure seamless P2P exchange of cryptocurrency and fiats by leveraging the countless opportunities offered by blockchain technology and bring an end to the years of untold woes that have blemished the industry.

With this in mind, DIFX was created as a blockchain-based cryptocurrency exchange platform that will bring significant and lasting change to the trading of financial products by creating the first true Cross-asset blockchain-based trading network that will connect individuals, prime brokers, corporations and also solves real-world payment problems by provides simple, effective, and secure payment and trading solutions across borders.

This solution is unique but straightforward; we are set to permanently address the numerous issues faced by existing exchange platforms by leveraging blockchain technology to facilitate a safe, fast, highly secure, and accessible cryptocurrency exchange and trading solution with a pocket-friendly transaction fee. That is not all; we also have a Blockchain-powered currency that is the native currency of the DIFX ecosystem with which transactions will be carried out between users.

The Blockchain was ranked one of the top 5 emerging technologies in 2019 by the World Economic Forum, and it is speculated to hold 10% of worldwide gross domestic product (GDP) by 2025. Currently, it has already surpassed $1 billion in global investments. It has also been forecasted that every entity in the finance sector will be affected by it.
Extensive research on the users of remittance, financial, and exchange gateways has revealed that users are only managing the existing ones as they don't get maximum value from their money and are not truly satisfied with the services they get. This shows that it is clearly time for a groundbreaking solution like ours to hit the industry and change the status quo.

DIFX will allow high leverage margin trading with meager latency rates and a corresponding API in sync with the high leverage margin trading. We will create a trading program that provides for and facilitates cross-asset class trading.

That's not all. There will also be exotic trades that will carry better earning margins and lending programs for Margin Trading. This will enable DIFX to earn interest on the amount lent for trading. This system will have a very robust Risk Management Cell. The high trading volume programs will have a dedicated subscriber/trading assistance cell that will cater to the needs and queries that maybe. This assistance will always be rendered round the clock, and DIFX will work on a zero-redundancy model.

Activities on the DIFX exchange will be on multiple levels, including:

- Trading
- ICOs
- Entities trading in cryptocurrencies
- Asset management related to cryptocurrencies, and lots more that will be mentioned in this treatise.
- This whitepaper is written to give DIFX users a deep insight and understanding of the network and product line built by the company.
2. DIFX Mission & Vision

- DIFX mission is creating hybrid working model of a centralized as well as a decentralized exchange which incorporates atomic swaps with the power of Blockchain technology.

- We aim to provide a platform for beginner and advanced traders, investors, and institutions with a user-friendly interface that combines the best practices of Decentralized and Centralized trading.

- We want to create a new financial order, wherein Digital Currency is used for direct settlement between the Payer and Receiver. Our Platform will further help millions of unbanked individuals to use digital currencies due to the simplicity of its use.

- We will leverage the blockchain technology to make the remittance services accessible, and to add value for more consumers for auspicious use of Digital assets.

- Reduction in settlement time and efficiency while exchanging along with immutable ledger records, and security-rich transaction network will be our top priority.
3. Key Industry Problems

3.1 Poor Customer Support Services

When users of cryptocurrency exchange or trading platforms get stuck with anything on the platform or want to find out more about user features, they go straight to customer support contacts for advice or resolution of their issue.

Adequate resources for customer support is something that's definitely lacking within many cryptocurrency platforms, as too many growing exchanges don't scale up their resources for the amount of users they serve.

3.2 High Trading Fee

Traders address trading fees as one of the three most significant issues with crypto exchanges. Many well-known crypto exchanges ask a fee between 0.25% to 3%. In contrast, a decentralized exchange mostly requires no fee or a small fixed fee.

High fees for trading are the norm for many cryptocurrency exchanges. With every trade someone makes on an exchange, a specific percentage of their order activity is taken as commission for the trade even if they are trading with a loss. This, therefore, becomes a money-making option for exchanges, without the community getting a share.

3.3 Liquidity

The crypto market is not yet ready to absorb large orders without changing the value of the cryptocurrency. This happens due to the lack of liquidity, compared to traditional financial markets. Both small and large exchanges have fallen victim to shrinking liquidity, as a sudden influx of cryptocurrency transactions has meant the value of these transactions has lessened.

Apart from the trading activity, for a single exchange, its unique liquidity is determined by its ability to keep reserves to draw on when running out of coins to sell. Exchanges, with a daily trading volume of around 1k BTC, often face supply-and-demand issues or local price slippage and require the buyer to cover it, together with the gas—transaction cost of around 1–10% above the original price, making it one of the core problems of the industry.
3.4 Poor Security

Security breaches are common in the industry and frightening for owners of cryptocurrency platforms, as they can mean that personal information of those using a platform can be compromised. People are losing life-shattering amounts of money due to scams and fraud, something that needs to be tackled to protect those investing in coins. Investing in maximum platform security to prevent hack, fraud, and scam-related activities should be taken seriously by exchanges.

3.5 Lack of Diversified Portfolio Option

Lack of portfolio diversification is another issue plaguing the industry. Without diversifying risk, investors may lose interest in the market since it is easy to lose one's assets and investments. At present, the most preferred method of diversification is having a portfolio of more than one digital currency.

For instance, an individual can have both Bitcoin and Ethereum in their digital currency portfolio. However, since both currencies are interconnected, instability, and volatility that have been frequent occurrences in the market recently, will affect them both. Therefore, the diversification approach may not be suitable in the long term since it is now likely that both currencies (Bitcoin and Ethereum) can be affected at the same time. The problem here is that many exchanges don't offer several portfolio options for users, making them restricted to the significant coins and risking the loss of their investment.

3.6 User-friendliness

For any platform today, but in particular cryptocurrencies, the user-friendliness of a system is critical to creating a perfect user experience. With complicated pages and users needing to scroll down to find what's required, customers will look elsewhere if a site is hard to use. This tends to be the norm of many exchange platforms today, and it's one of the issues that plague the industry.
4. DIFX Exchange's Solution

4.1 User-Friendly Interface

Every trader/subscriber, regardless of their level of skill sets and trading experience in various asset classes, will find using the highly intuitive and very user-friendly DIFX a true delight that cuts across cross-asset class trading under a single window. DIFX provides a single account with ease of access to the most advanced and artificial intelligence (AI) based asset management tools. Along with the support features, DIFX also has easy to follow explainer videos for all of the basic functions (like deposits, withdrawals, placing an order, etc.) to help users get accustomed to the exchange.

4.2 Dedicated Support with AI-based query Resolution Bots

DIFX will have automated query bots and an artificial intelligence (AI) query resolution system. This will automatically ensure that every ticket raised will be answered instantaneously, barring specific instances that require human intervention. This solution provided by DIFX is being bet upon to be a disruptive game changer and will go a long way in satiating the client feedback system. We shall also be embedding an algorithm that can alter out high priority queries, which shall then be sent in for immediate redressal.

This system will automatically involve a jump out of the queue option to facilitate response to high priority tickets. The root of this high priority aging system is to ensure that there is no lag time in the remittance/withdrawal of funds, acknowledgment of deposits, and trades.

4.3 Dedicated Cloud Servers

We have dedicated cloud servers in different locations to ensure a lightning-fast response, zero redundancy, low latency tickers, and no lags in the execution of orders. This will completely marginalize the slippage and impact cost of large trading orders. Since the cloud servers enable the speed of access, DIFX will not be faced with a daunting task of matching up speed with execution.
4.1 Proper Security Audit to Eliminate Price Manipulation and Front Running

DIFX will be subject to security audits that will completely eliminate front running and do away with any possibility of price manipulation and swelling up the volumes that are untrue. The subscribers and traders can thus be assured that DIFX is a sincere platform and “What an Exchange Should Be.”

4.2 Token Vetting and Pre-screening

DIFX’s pre-screening of tokens before listing them on the exchange will ensure that dubious coins are left out and not allowed to enlist. DIFX has set out a complete set of norms based on which it will decide whether or not to list the token. A few of the major points it will look deeply into are:

- The need for a blockchain.
- The team’s experience in blockchain.
- The promoters holding
- The business models.
- The roadmap.

4.3 Assurance of Price Uniformity with other Leading Exchanges

Through an Artificial Intelligence (AI), we shall be interpolating the price of the top five exchanges and ensuring that there is no lack of price uniformity. This is extremely important since one of our revenue models is the technical analysis module. This entire module will become meaningless if the prices are not matched across exchanges and time frames.

4.4 Wide Bandwidth to Accommodate Numerous Transactions per Second

DIFX will be hosted on cloud servers with a huge bandwidth to handle more than two million transactions per second. Because the cloud servers are in multiple locations, the load will not be focused on a single server, thereby making it look even faster than it actually is.
5. Code of Ethics

DIFX's actions are not only influenced by European data protection laws, but also by its self-imposed Code of Ethics. This manifests itself as a commitment to absolute transparency in terms of costs and fees, primarily through our multilingual support.

DIFX’s motto is: The best protection against losses is granted by the comprehensive education and involvement of the community in the decision-making processes of the company. The community, therefore, has the opportunity to participate in DIFX through forgery-proof blockchain votes.

DIFX also believes that cooperation, and above all, the achievement of common goals, can only succeed with clearly defined values and Codes of Conduct. That is why DIFX sees its Code of Conduct as its most important statute because it serves to bring ethical values and rules to employees and stakeholders.

This allows DIFX to share its values with its users and business partners and to strengthen the DIFX community and reputation.
6. Why is DIFX Different from Existing Platforms?

Cryptocurrency and blockchain platforms have been driving investment, trading, and financial inclusion options for people. However, there is no single platform that offers an “all-in-one” approach to cryptocurrency exchange (which includes buying, selling, trading, and management of investment portfolio). This leaves a significant gap in true financial inclusion globally, and that's where DIFX is different from the rest.

The implementation of the DIFX ecosystem unifies the internal and external operating system with our customer-centric approach to providing a seamless experience to our users such that they can be able to buy, sell, trade and manage their cryptocurrency assets on a single platform. Our platform is designed to deploy a futuristic financial service platform regarding an omnichannel and cross-functional customer journey.
7.1 Why DIFX is Disruptive?

DIFX team believes that the investment process should be more democratic and accessible to the vast majority of people who want to increase their funds. Investors who have cryptocurrencies in their asset portfolio do not have the opportunity to trade on world financial markets by investing in conventional asset classes Stocks of world-famous companies, Indices, Commodities, and Forex, etc.

DIFX will have several tokens of a special kind that will correspond to one or another type of traditional assets. Trade-in such assets will occur in the same way as trading in cryptocurrency on any exchange. Here are the tradable variants across multiple asset classes cast in the decentralized platform being created by DIFX:

Over the next three years, we are poised to become a front running digital operative of centralized and decentralized multidiscipline and yet regulated platform of exchanges, listing venues for foreign exchange pairs, stocks, commodities, and cryptocurrencies. We intend to become a provider of data services for commodities and cryptocurrencies.
We also plan to operate regulated marketplaces for listing, trading, and clearing a broad array of structured derivatives and securities contracts across major asset classes, including metals, energy and agricultural commodities, forex derivatives, bonds, and currencies. Our exchanges will include platforms for trading in forex, stocks, commodities, and cryptocurrencies. Our cryptocurrency exchange has been set up in the European Union (EU), and we are making inroads in the Middle East too.

### 7.2 Our Competitive Advantage

DIFX’s competitive advantage is our advanced trading terminal that outperforms any current offering available to traders on the market. To be a leading exchange platform, analyzing current exchanges, improve on their existing flaws, and create possible business models that will increase our acceptability and customer retention ability. Furthermore, unlike other exchange platforms that are plagued with fragmented cryptocurrency capital markets, we have condensed our platform into a single trading terminal, first of its kind in the exchange industry.

We also have a strong legal and financial backing as we are associated with the ruling family of Abu Dhabi with multiple approvals from Estonia, Mauritius, and UAE. This gives our platform a good standing and a soft cushion.

Finally, unlike other exchanges that are only after the user's money and profit racketeering, we have a dedicated tether website with multiple tethers of all the asset classes actually backed by value. This makes us distinct and highly competitive in the market.
8. Technical Aspects of The Platform

8.1 Encrypted user access
This exclusively designed procedure offers significant protection to the user's funds by placing an additional encryption layer between the user and the wallet. By employing this strategy along with the blockchain wallet approach, the user is substantially shielded but still has all alternatives for password recovery.

8.2 Auto re-login
When the user chooses to withdraw funds from the wallet, he is required to re-enter his password. This prohibits scenarios where a malicious attacker could hijack an ongoing account-session on the exchange and withdraw funds, which would otherwise be possible in the absence of a verification procedure in between. The password is additionally encrypted via a secure hashing algorithm, which ensures that nobody (including the exchange) can ever retrieve the user's password.

8.3 Two/Three-Factor Verification and Google re-captcha
Google Authenticator and email authentication provide the users with an option to establish additional verification through their smartphones or e-mail accounts to unlock certain activities like trading or withdrawals. Google re-captcha will also help us in eliminating spam by separating humans from bots.

8.4 Distributed architecture with DNS Failover
The platforms keep up DNS failover to provide DDOS resilience as well as fast failover. In the case of a server outage, failover time is at 180 seconds (depending on DNS TTL). Geo IP routing users incredibly rapid access for users across the globe by routing track based on their geo-position. Architecture built upon the latest technical structures by employing the most up to date software, we can alleviate the threats of leaks based on the immaturity of software. Our constant updates and technological developments will consistently enhance the overall resilience of the exchange.

8.5 Automated multi-signature cold storage:
The exchange's hot wallet has an automated procedure that swaps the crypto funds to multi-signature cold storage according to the pre-decided equation of hot wallet storage concerning the total funds, ensuring that a majority of the assets are protected in the event of an attempted hack or a brute attack on the platform.
8.6 Automated trade and account related notifications:
The users have access to automated trade-related notifications regarding order matches, order books, charts, etc. The current and historical data, including a detailed list of debit or credit entries, transaction fee, etc. can be availed under their account information panel.

8.7 Tools for Technical Analysis and Price Prediction:
Professional analysis tools are essential for successful trading. Currently, graphical analysis of the following tools is in a later stage of development. It will be available after the token sale and launch of the platform. Since the public trading platform does not have access to the user data, a new security standard is set here.

The user can access all of DIFX’s services without worrying about a third party reading their data.

- MA (Moving Average)
- EMA (Exponential Moving Average)
- BBANDS (Bollinger Bands)
- SAR (Stop and Reverse)
- MACD (Moving Average Convergence Divergence)
- KDJ
- StochRSI (Stochastic Relative Strength Index)
- DMI (Directional Movement Index)
- CMF (Chaikin Money Flow)
- OBV (On-Balance Volume)
- RSI (Relative Strength Index)
- Bid Ratio
Votes determine the selection and implementation of additional analysis tools from the community. Users can publish chart analysis, as well as related content (video, text, and audio) on the community platform. On the platform, users and their content can be rated by the community with the DIFX token. Through this system, analysts, YouTubers, influencers, and bloggers can increase their reach within the community and are also rewarded for their work in monetary terms.
9. Know Your Customer (KYC)

Payment tokens, exchange of cryptocurrencies into fiat money, custody wallets, banks, securities dealers, and asset managers are generally subject to anti-money laundering requirements, such as registration, supervision, and identification of counterparty requirements. Anti-money laundering obligations are the basic regulatory requirements that apply to most entities trading in cryptocurrency markets.

To combat and prevent criminal activity such as money laundering, economic crime, and terrorism, international standards have been set up for the identification of new customers. DIFX abides by these standards, and of course, meets this challenge.

To address this issue, DIFX has created an authentication platform that allows investors to transmit the requested information to meet anti-crime standards, and still enjoy protection against unauthorized access of personal data by third parties. The transmitted data will be cryptographically signed with the ID Key to ensure an anonymous user login.

KYC is exclusively performed by DIFX and not a third party to ensure data protection. Services outside of Account Management have no access to personal information. DIFX guarantees that customer data is subject to confidentiality and is not made accessible to third parties without authorization.
10. DIFX Additional Features

- Encryption of track using the latest tools such as VPN, SSH, and 256-bit AES encryption.

- Individual verification of crucial details to avoid identity theft and other forms of fraud.

- AES encryption prevention: A sophisticated encryption algorithm that decrypts encrypted confidential data.

- Anti-CSRF token: CSRF is Cross-Site Request Forgery, which is a type of attack in which a malicious actor makes an unwanted action on a trusted site.

- Mail ID encryption: Prevents hackers from decrypting/editing our email address using our database.

- Device-based tracking (IP Address, MAC Address/Mobile device ID, User) and IP-based admin panel login.

- A hidden mailing system implementation for the exchange to know the present login credentials for the admin panel, in case a hacker changes it internally or externally.

- The Database retains a log of admin login pattern and wrong login attempts.

- Auto logout and re-login for the admin to protect attempted hacks on ongoing sessions.

- We are constantly exploring the latest techniques to strengthen our safety measures and security features of the services. We have a development board where our team is constantly assessing new features and algorithms that can spruce up the security as well as the performance of all the components of our exchange.

The Decentralized Exchange

Custom Matching Engine as used in Centralized Exchange. The matching engine will also be having access level for the Blockchain to change the status of the coin/token to the respective token to be kept for a transaction. The matching engine will also be having access to change the status from Net Exposure to Trade.

Integration of Wallet All the transactions within the Exchange will directly be made on the user wallet and be updated as a blockchain transaction. This will ensure that the exchange is entirely decentralized, and all the cryptocurrencies will always be with the users.

Each users' public and the secret key would be required for the exchange to be decentralized. All the tokens/coins in the centralized wallet will be transferred to the user's wallet. All Future transactions for the users will take place from their wallet to the respective wallet of other users participating in the transaction.
12. DIFX Token and Features

- DIFX Token is a utility token created on the ERC20 Ethereum blockchain. Utility tokens are tokens that are intended to provide digital access to an application or service through a blockchain-based infrastructure. DIFX allows for instant transfers while providing specific value and discounts to DIFX users. Its key features include:
  - ERC-20 based token used within DIFX Ecosystem
  - Future plans to build a native blockchain platform
  - It will power future DIFX services and products
  - Faster transaction times
  - Quicker payment settlements

**Tokenomics**

- Symbol: DIFX
- Total supply: 550 Million Tokens
- Soft Cap: USD 13.2 Million
- Hard Cap: USD 50.94 Million
- Acceptable payment options: BTC, ETH, USDT
- Acceptable payment gateway: we are in discussions with few players, and this will be updated in the whitepaper as soon as it's done (we take wire transfers)

While paying trading fees on DIFX Exchange in native token, the value of DIFX token will either be current market value or $0.24. Which means that 1 DIFX token has a minimum value for fees of $0.24 for year one, plus users get an additional trading discounts up to 50% for paying fees in DIFX ecosystem.

As we have a CFD platform, all our token holders can put their token in their margin account in exchange. They will be eligible to trade on any asset class - Crypto Futures, Commodities, Forex and Stocks Futures. They will be provided with a 5X to 20x trading limit to trade on their total token investment.
The Utility of DIFX Token:

- Commission fees will be made in DIFX tokens at a market rate.
- The financing of ICO-campaigns in DIFX will be carried out only through DIFX tokens.
- Purchase of Bots, API, and White Label solutions will be accepted only in DIFX tokens as a mode of payment.
- Payments for the listing of tokens/coins on the DIFX exchange will be carried out exclusively in the form of DIFX tokens.
- DIFX tokens will be traded on the centralized as well as on the proposed decentralized P2P exchange.
- Owing to the genesis of the DIFX Blockchain, DIFX tokens can be instantly transferred to any account in the decentralized DIFX Block network.
- DIFX tokens have been designed to be exchangeable / swapped for any other DIFX Block-tokens and crypto-currencies.
- DIFX Token is a distributed (decentralized) firewood for the complete life span of the DIFX ecosystem.

The ERC20 order book ledger is a completely global market of offers. For each of the pairs, issuer & currency, there is an order book. Therefore, if someone wants to exchange exotic cross-asset pairs, the same will be available on the exchange as a trading pair.

DIFX will see the listing of over 2400 pairs across Cryptocurrencies, Forex, Commodities, Stocks, Indices, and ETFs over the next 18 months. One of the most powerful functions of DIFX will be the ability to issue, store, transfer, and trade any assets: US dollars, Euros, GBP, JPY, AED, CAD, CHF (and 9 other currencies) BTC, ETH, XRP (and a whole host of cryptocurrencies), Gold, Silver, Crude, Natural Gas, Lead, Nickel, Aluminum, Zinc, Copper, Platinum amongst others that form a DIFX Block asset in DIFX can be exchanged for any other.

This truly makes DIFX a multi-asset platform that seamlessly cuts across verticals and delivers the perfect pairs that a trader needs or can wishfully conjure as a list.
13. Exchange Workflow

Below is the workflow pattern of DIFX Exchange Platform:

- Public and the secret key will only be stored in the wallet.
- An Electron bases app, web-based app, or Mobile application will be provided to the user who will use the customer's keys for the authentication.
- In the next phase, Ledger Nano S Wallet can also make the transactions.
- All trades and wallet related functions will be made using the exchange User interface, which will be hosted on the website as well for Ledger Nano S users and browser extension users.

14. Matching Engine in The Exchange

- Matching Engine of the System for each Script will be a separate Kubernetes cluster.
- Each Matching Engine will have its public and secret key within the Blockchain; the role for the matching engine accounts will be defined within the blockchain transaction.
- On placing an order in the matching engine, the matching engine will first store the currencies in the “net exposure” state and reduce the amount for the “currency” state and then make the transfer request with the appropriate data order data. The transfer will then be validated with the signed key from the matching engine.
- Matching Engine for the System will be centralized but on execute of a particular trade a Transfer Request for the two transactions (buy and sell) will be initiated within the blockchain and for only the cryptocurrencies and validation for the currency state will also be check and only if both the trades are in the “net exposure” state the transaction will be validated with the signed key from the matching engine.
15. DIFX Platform, Investment Preferences

15.1 DIFX Online Payment System

DIFX is aiming to develop an online payment system enabling merchants to accept cryptocurrencies for the goods which they sell on their websites.

The visitors will be able to buy the goods and services for crypto. The list of cryptocurrencies is determined by those that the DIFX Wallet supports, i.e., 95% of the crypto market. Those merchants who have DIFX's tokens on their balance will be provided with a discount.

The visitors of online stores will be able to pay either copying the wallet address manually or just scanning the QR-code automatically with a mobile phone.

After the payment is made, the client will be able to track the transaction in the blockchain. When it's confirmed, the merchant's balance will be replenished with the funds. There are foreseen a referral system for resellers. Those who will invite new merchants to the system will earn from each purchase made on his website.

15.2 Benefits of DIFX Platform to Users

Users of the DIFX platform will benefit immensely from the several features of the platform. These include but not limited to:

• Cross asset trading
• Biometric security
• Multiple licenses across different jurisdictions
• High-security wallet
• IOS and Android app
• Prepaid brokerage package
• Airdrops
• Services with a price markdown
• Overnight interest rate and staking
• Discount on the use of DIFX token
16. DIFX Multi-currency Wallet

One of the products being developed by the DIFX cryptocurrency platform is a DIFX Multicurrency Wallet. It has the following technical functionality:

- The ability to securely store the most popular cryptocurrencies: Bitcoin Ethereum, Litecoin, and many others.

- The possibility of exchanging funds in the following ways: fiat-cryptocurrency, cryptocurrency, cryptocurrency-fiat.

- The ability to instantly cash out cryptocurrency through the withdrawal on the card VISA / MasterCard, UnionPay, Payeer, AdvCash, Yandex, Money, etc.

- The system automatically generates statistics on the overall account Balance, displaying it in dollars, euros, or yuan.

- The system provides up-to-date, cryptocurrency rate data. The system allows you to create a virtual portfolio of cryptocurrencies, which automatically calculates the value of it in dollars, euros, or yuan. It also displays the percentage of each cryptocurrency in the portfolio to the total number. The ability to create your cryptocurrency portfolio by importing data directly from the balance of the web wallet.

- Account login is protected by a two-factor authentication system (2FA).

- Ability to send money to business partners, friends, and relatives via SMS.

- Ability to send money to business partners, friends, and relatives via e-mail.

- The ability to accept payments in cryptocurrency on your website or online store by installing a special module from the DIFX Multi-currency Wallet.

- Instantly withdraw the money earned to your bank card or any other wallet.

- Ability to track all transactions performed in the section “History of transactions.”

- Ability to recharge your mobile phone balance and pay utility bills using the DIFX Multi-currency Wallet.
**17. DIFX Crypto Exchange Platform**

Our cryptocurrency exchange features a unique token-staking mechanism, a powerful trading UI, and seamless all our other products. Its key features include:

- **IEO support**
- **Low trading fees**
- **Crowdfunding platform**
- **Bonuses and discounts to DIFX holders**
- **Exchange of referral traders**
- **Fiat support**
- **Referral system**
- **DIFX fee discounts**
- **Simple, intuitive interface for new traders**
- **Facial recognition, voice ID**
- **Robust trading software for professionals**

**18. Proposed Payment Cards**

This feature allows merchants to receive payments in DIFX or another cryptocurrency, and consumers to pay using payments cards or our mobile app. This will include:

- **Cash-in**
- **Cash-out**
- **Purchase**
- **E-commerce**
- **P2P**
- **Payments**

Card Processing

Cash-out

E-commerce

Multi-currency/ Crypto Cards
19. Security & Coin Theft

DIFX’s approaches the issue of security in the most serious way and offers the following mechanisms designed to protect traders from intruders:

- 70% of the funds will be stored in Cold (Offline) wallets 30% of the funds will be divided into 3 hot wallets with multisig.
- DDoS - protection from Cloud Flare service
- Two-factor authentication (2FA) when you log into your account and withdraw funds
- The strict requirement to create a password containing a combination of numbers, uppercase and lowercase letters and other characters and consisting of at least eight characters
- The current extension of the HTTPS Protocol to support encryption to increase security
- Bug Bounty program for finding vulnerabilities
- Face ID
- Voice ID
- Integration of SPV technology that has never been hacked
- Encryption of login Page
- Constant backup of data
- Consistent scan of the website for vulnerabilities
- Security expert team to ensure maximum protection against intruders.
20. Legal Basis and Licenses

It is not a secret that concise, well-defined regulations for cryptocurrency fields are scarce, vary dramatically from country to country, and are somewhat tricky to comply with due to the nature of rapidly evolving legal grounds for cryptocurrencies. To have DIFX operate exclusively in the legal field, we will have to collaborate with appropriate legal agencies and advisors towards building a proper basis for our business extensively.

The next logical step towards providing our services legally and worldwide is obtaining appropriate licenses, allowing transactions with fiat and cryptocurrency assets, as well as with electronic money. Filing for these licenses becomes the top priority for successful project development. This is why we allocated up to 11.5% of the raised amount towards obtaining the following essential licenses, allowing us to remain legal, expand our geography and lawfully offer financial services for customer around the world:

- Regulation D, rule 506c by U.S. SEC
- Estonian license "Providing services of exchanging a virtual currency against a fiat currency" allows exchanging cryptocurrency for fiat and cryptocurrency for cryptocurrency
- Estonian license «Providing a virtual currency wallet service» provides fund storage services (both 'hot' and 'cold' storage) in cryptocurrency wallets
- Electronic Money Institution (EMI) license in the UK (EMI licenses are entitled to issue electronic money in addition to their ability to function as Payment Institutions and provide payment services)
- EMI license in Singapore
- Security Dealer License in Mauritius & UK
- Commercial Brokerage License - Central Bank of UAE (United Arab Emirates)
21. Exchange Revenue

21.1 Brokerage Commission

While DIFX will earn the regular trading commissions on all vanilla trades executed across Forex, Commodities & Cryptocurrencies, it will formulate a trading program that allows for cross-asset class trading. Exotic trades will carry better earning margins.

21.2 Listing of Tokens

The cryptocurrency segment is still in its infancy stage. The next few years will see explosively exponential growth in the number of coins being listed. While the quantum of ICOs may trail, newer methods like airdrops, amongst others, may take center stage. Owing to this phenomenon, one can expect a spate of listings. Because DIFX is a multidisciplinary exchange, it is embedded with the advantage of capitalizing on such progressive moves in the crypto segment.

21.3 Deposit Fees

Deposit fees will be levied in cases where the deposits do not qualify for the minimum deposit amount. There shall be no levies on any deposits above this minimum deposit line.

21.4 Withdrawal Fees

As is the norm, DIFX will impose withdrawal fees on all the withdrawal requests.

21.5 Margin Lending Fees

Lending program for Margin Trading. This will enable DIFX to earn interest on the amount lent for trading. This system will have a very robust Risk Management Cell.

21.6 Market Making

DIFX will get into agency trades and be able to generate revenue on such market-making. No principal trades will be entered into for its account.

21.7 ICO Listing

DIFX will have its own ICO calendar with elaborate ratings that subscribers can avail of and ensure that they do not participate in unworthy ICO's.
21.8 **White Labeling of Cryptocurrency, FOREX, and Commodity Platforms**

We shall make available our multidiscipline exchange of cryptocurrency, forex, and commodity for white labeling. API Income for Cryptocurrency Exchange. We shall give away our push and fix API to funds, banks, institutional clients, and HNI's. This translates into revenue for DIFX.

21.9 **Structuring Price Plans for Traders**

To attract subscribers to trade frequently, DIFX will have various structured commission plans based on various volume slabs.

21.10 **Advertising on the Exchange**

DIFX will allow banners on its various responsive pages to attract attention and result in mileage for the banner placer. This would turn into a win-win situation for both, the banner placer and DIFX.
22. Tokenomics Allocation of Tokens

- Private Sale: 35%
- Public Sale: 12%
- Founder and Affiliates: 7%
- Core Team: 3%
- Airdrops, Referrals & New Account Registration: 40%
- Advisory Panel: 2%
- Bounty: 1%
Allocation of Funds

- Liquidity: 50%
- Platform/Upgrades: 3%
- Product Development: 12%
- Business Development: 4%
- Operations: 6%
- Mergers & Acquisition: 6%
- Legal & Compliance: 5%
- Marketing: 3%
- Team: 3%
- Reserve: 2%
- Research Development & Startup investments: 4%

www.difx.io
23. Marketing Strategy

All the products and services of DIFX can be bought using the DIFX token. The contemporary methodology of marketing any product/service/cryptocurrency is through the digital medium. We have thus strategized a well thought out plan, the main pillars of which are:

- Affiliates fee-sharing program and Subscriber referral fee-sharing program
- Extensive social media coverage (Twitter, Instagram, LinkedIn, YouTube, Steemit, Medium, Telegram, Bitcoin talk, Reddit, Hacker noon and other platforms which act as executive tools and medium) Influencer Marketing
- Digital Media (News Portals, PR, ICO listing websites and blogs)
- Advertising with ICO rating agencies
- Participating in conferences and events
- Tying up with the professional bounty
- Management portals Banner ads on relevant
- High traffic websites and blogs Pay-per-click campaigns
- Search Engine Optimization
- Airdrops
24. Goals for Entering the Token Sales

As follows from the very definition of a token sale, the purpose of this process is to attract investment in a cryptocurrency project. The DIFX team sees its first task not in occupying one of the many empty niches existing in the market, but in creating a fundamentally new product that will unite at least three services in a single ecosystem:

DIFX Cross Asset Platform, DIFX Crypto Exchange platform and DIFX Multi-currency Wallet, and so that their potential customers could become users of the World Wide Web, living anywhere in the world.

There can be no doubt about the demand for such a product – there are no analogs to it at the moment. Attempts to create something like this have already taken place. However, the results invariably turned out to be far from the expected due to various obstacles – starting from the lack of professionalism of software developers who were disrupting the implementation of relevant technical solutions, and ending with the narrow thinking of their leaders, which did not allow them to aim at activities of their projects the whole world. The projected minimum amount of crowdfunding for the token sale is $30 million.

The DIFX token, created based on the Ethereum platform as the most popular core for building blockchain systems, will become a tool that combines the three services, as mentioned earlier in one ecosystem. The functions of the token are primarily utilitarian (this is the local currency of all DIFX services). Nevertheless, at the end of the token sale, the company intends to purchase tokens from those who want to sell it at the current price of investors, which will help maintain its liquidity at a high level regardless of market conditions.

The financial relationship between the DIFX platform and its customers will be governed by an open-source smart contract that is available for review in public sources.
25. Roadmap and SAFT

- Start of DIFX Exchange Software Development
- Start Development on the Private Blockchain
- Start of Private sale of DIFX Tokens
- Ongoing Private sale of DIFX Token
- Acquisition of Securities Dealer License.
- Launch of DIFX Exchange IEO Platform
- Launch of DIFX TOKEN on Exchange IEO Platform
- Launch of OTC platform along with Custodian Service.
- Offering White Labelled Solution of the Exchange integrated with Cryptocurrency, Forex & Commodities
- Release of DIFX Debit Card.
- Launch of Difx tokens trading on other CEX and DEX.
- Launch of DIFX Decentralized Exchange.
- Blockchain Start-ups Investments.
- Starting Blockchain Development Centre.

2019 Q2
- Inception of hybrid exchange
- Research for creation of Difx

2020 Q2
- Ongoing Private sale of DIFX Token
- Acquisition of Exchange and Wallet License

2020 Q4
- Launch of DIFX Cross Asset Exchange
- Launch of Cross Pairs between G7 Fiat, Cryptocurrency and Commodities
- Launch trading of Stocks futures, indices & ETFs for European and US Markets
- Release of DIFX Application on IOS & Android Application.

2021 Q1
- Offering API for all the exchange products
- Starting tie ups with FIs (Foreign Institutional Investors), Banks & large Corporations
- Starting roadshows of DIFX Exchange in Asian and African countries
- Launch of DIFX Blockchain Advisory.
26. Disclaimer

This document is a vision document and should not be considered a specification. It is not promotional material, reflecting the fact of issuance of securities and calling for investment in the sense in which it understands the law on securities. DIFX token does not give its holders ownership of a part of any segment of the public or private market. The main purpose of the DIFX token existence is its use in the DIFX ecosystem. The sole purpose of this document is to present the DIFX project to potential holders of tokens in such a way that they can make reasonable and informed decisions regarding the purchase of DIFX tokens. This document describes in detail the management of the DIFX project, its importance to the society based on our beliefs, its functionality, and objective grounds for investing in the acquisition of DIFX tokens distributed within the token sale campaign.

No Advice

Just like any blockchain technology, the acquisition of DIFX tokens is associated with a high level of financial risk. All investments are made at your sole discretion, and you are solely responsible for assessing all potential investment risks as well as doing your due diligence before the time of investment. Consult your advisors before deciding to purchase any Tokens.

No Offer of Securities

DIFX and “DIFX Token” (as described in this Whitepaper) is not intended to constitute securities in any jurisdiction. This Whitepaper does not constitute a prospectus nor offer document of any sort. It is not intended to constitute an offer or solicitation of securities or any other investment or other product in any jurisdiction. All statements, project technical information, and other declarative information contained in this document cannot be considered as guarantees or promises to the holders of DIFX tokens. Such data may not be considered as a financial prediction of any. Forward-looking statements are based on publicly available statistics as well as the proposals and forecasts of the initiators of token sale DIFX. Even though the organizers believe the forward-looking statements are reasonable and implementable, DIFX cannot guarantee to buyers of tokens the correctness of such forward-looking statements, as well as the intended results of the company’s activities specified in them. DIFX will do everything in their power to fulfill predictions listed in the roadmap in good faith to the best of their ability.
27. Risk Factors

The risk of losing access to DIFX tokens in case of loss of private keys. A private key or a combination of private keys is required to manage DIFX tokens stored in your digital wallet. The loss of private keys connected to your digital wallet automatically leads to the loss of access to DIFX tokens. Also, if any third-party gains access to your private keys or data to enter your wallet, access to your DIFX tokens can be lost. Any technical issues related to the wallet on which you store DIFX tokens, including your wrong wallet maintenance actions, can also lead to the loss of DIFX tokens. We strongly suggest you take every safety measure available to you to protect your wallet, your private keys, and your DIFX tokens. No DIFX tokens will be re-issued in case of the loss or theft.

Ethereum Protocol Use Risk

Since DIFX tokens and the entire DIFX ecosystem are based on the Ethereum protocol, any possible failure of the Ethereum protocol can adversely affect the ecosystem of DIFX and DIFX tokens, which are in circulation within this system. The development of cryptography and technological advances in blockchain technology, in general, can also pose a potential threat to DIFX tokens and the DIFX ecosystem, including token functionality and value.

DIFX Whitepaper v 3.1 Last updated on March 19th, 2020.
Risk of Crack and Security Protocol Vulnerability

Hackers and other organized crime groups may try to hack the DIFX ecosystem and assign DIFX tokens to themselves in various ways. The risk associated with unpredictable actions of regulators and law enforcement agencies. Due to the imperfection of the legal framework, the legal status of DIFX tokens and blockchain technologies is not clear in some jurisdictions. It is impossible to predict any law enforcement actions regarding the operation of the DIFX ecosystem and the handling of DIFX tokens should the legal field change in such jurisdictions. It is also impossible to foresee possible changes in legislation made by legislative bodies of various jurisdictions related to the regulation of the blockchain sphere. The possibility of such changes represents a potential risk for owners of DIFX tokens. This may include, for instance, an updated requirement by a certain jurisdiction to have DIFX conduct a compulsory KYC/AML procedure, where it was not previously required to finalize the transaction.

Taxation Risk

The tax component of the acquisition of DIFX tokens is not clearly defined. Your purchase of DIFX tokens can lead to adverse tax consequences, including income tax or another type of tax.

Risk Associated with The Development and Maintenance of The DIFX Ecosystem

DIFX Ecosystem is under development and may be subject to significant changes and corrections in terms of technical operation up to the full completion of the development of the platform. The effectiveness of the DIFX ecosystem development largely depends on the number of DIFX tokens sold. Poor token sale results can lead to a shortage of the resource base required for the full development of the ecosystem. In case the project team does not collect the necessary amount required for product development (soft cap), all collected funds will be returned to the investors, minus the commission for such transaction.
The Risk of Liquidating A Company or Ecosystem

One cannot rule out the possibility that for some reason, including an unfavorable change in the exchange rate of currencies such as ETH, BTC, or other cryptocurrencies, a drop in the level of functional utility of DIFX tokens beyond our competence may occur. Legal problems and intellectual property issues of the DIFX ecosystem can also disrupt the operation of the DIFX platform or completely liquidate the company.

Other Unforeseen Risks Cryptographic

DIFX tokens are a new, technologically not proven technology. In addition to the risks associated with the factors listed above, there are some risks associated with the acquisition, ownership, and use of DIFX tokens. Such risks may represent various options or combinations of risks specified above. DIFX may change, delete or add any information in this document or documents reflecting the terms and conditions of its websites or applications, at any time at its discretion and without notifying the holders of DIFX tokens. Any such changes will take effect immediately after the publication of the revised versions of such documents. You are solely responsible for timely acquaintance with possible changes in them. Your continued use of the Site and/or Services after any such changes implies your acceptance of them. There is a risk of losing all invested funds. If you do not agree with any such changes, do not continue to use the Site and/or the Service. All concepts and technical proposals outlined in this document are working hypotheses.

This Whitepaper may be revised at the company's discretion at any time to clarify the vision and communication it better to the potential investors. An updated version will be provided for downloading on the difx.io website. It is a user's responsibility to verify that the most recent Whitepaper is referenced before the time of investment. Buying DIFX tokens indicates your agreement with Terms and Conditions and Privacy Policy found on DIFX website.