

# Whitepaper

Innovative and secure cryptocurrency trading  
for all users

September, 2023

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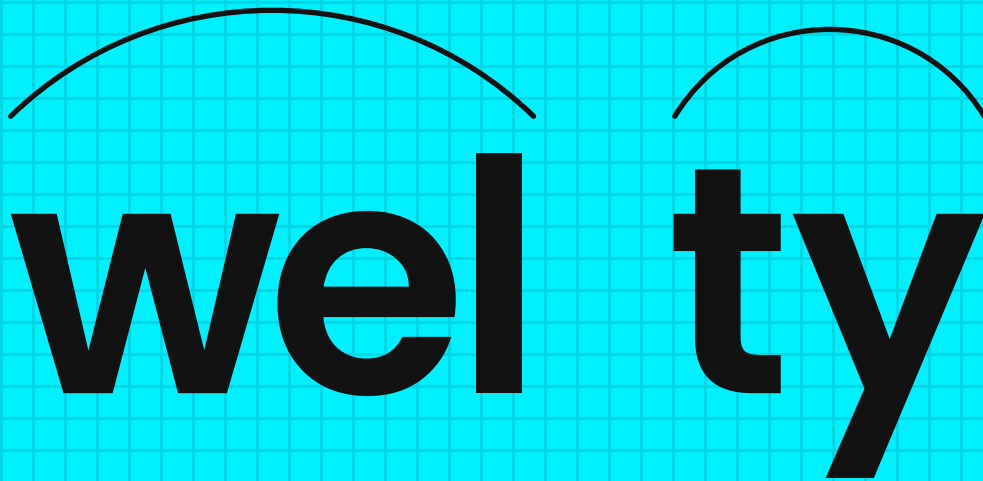
# Introduction

Cryptocurrency exchanges are the main guide for users to the world of blockchain and cryptocurrencies. And today, when cryptocurrencies are rapidly gaining momentum, choosing the right exchange becomes one of the decisive factors for successful investments and safe trading. However, not every exchange meets the criteria of optimal choice: free deposit/withdrawal of funds, compliance with high security standards, customer-oriented, user-friendly interface, accessible and open trading policy of the exchange with low commissions not to the detriment of its economic condition.

We are active participants of the crypto market since 2016, and our team consists of people with over 15 years of experience in the FinTech field. Thanks to our knowledge and experience, we have formed a holistic view of the modern cryptocurrency exchange market with key features and shortcomings.

## There are 3 types of exchanges on the market

1. Convenient, secure exchanges with high trading volumes, but can block a user at the first request of the SEC or regulator.
2. Exchanges with low liquidity, complex interface, but full customer focus, anonymity, no KYC and no limits (there are less and less of them every year).
3. Safe, convenient exchanges with optional KYC, high trading volume and transparent reporting. While the 1st and 2nd types of exchanges are the most common, the 3rd type simply did not exist on the market until recently. There have been many attempts to create such exchanges, but insufficient experience of the teams together with lack of preliminary research buried the project at the planning stage.



Welfare – prosperous platform

Safety – a safe  
and convenient exchange  
for every crypto investor

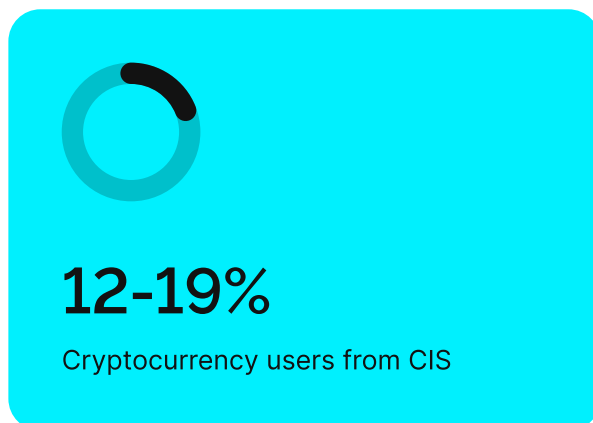
That's why we created Welty - an exchange built by professional traders and experienced cryptans. We have done not one hundred research to develop an intuitive, user-friendly and secure platform. Our mission is to bring Welty to the world:

- Welfare (WEL) - a prosperous platform,
- Safety (TY) - a safe and convenient exchange for every crypto investor.

Welty does not set limits for its users, but strives to support them. Welty is able to shape the future of the cryptocurrency world by working closely with its community.

# Market overview

Today, the cryptocurrency market is experiencing a lot of problems and difficulties due to problematic exchanges. One of the most serious problems is the lack of feedback and support for users in the CIS. Many exchanges impose sanctions and restrictions, as a result of which users cannot access their assets. People, feeling that they can be cheated and have their funds frozen, stop using centralized exchanges. Below are some statistics to understand the scale of the cryptocurrency market in the CIS:



- The cryptocurrency market in the CIS is over \$214 billion (RUB 16.5 trillion)

[Read more](#)

- Cryptocurrency users in the Russian Federation alone: 12-19% of the population (17 to 27 million)

[Read more](#)

The Russian cryptocurrency market is estimated at \$214 billion. For this purpose, we have assembled a team of professionals who know this region and its unique needs well. We have developed a comprehensive marketing strategy, which at the start will effectively prove itself in the CIS region, and later on at the global level. We also strive to constantly improve our offerings based on user feedback.

**\$214 billion**

Assessment of the Russian market cryptocurrencies

**Our goal**

**No.1**

**Exchange in the region**

Our goal is to become the top-1 exchange in the region in a short period of time and, after a fast start, to continue our expansion into the international market.

Plus, we don't intend to block or place unnecessary restrictions on our users. Even our KYC is optional. As we grow, we are committed to making our customers feel they can trust us. We are willing to engage with users from anywhere in the world, regardless of geography.



# Problems and solutions from Welty

Here we outline the actual problems that users face today and that our exchange is designed to solve



# 1. KYC

Yes, there are anonymous exchanges, but the volumes there are quite small. Every year there are fewer and fewer anonymous crypto exchanges on the market. The main problem of such exchanges is low liquidity and frequent fraudulent schemes in their creation. One of the anonymous options is DEX (decentralized exchanges). But not all people know how to use DEX, so they avoid conducting transactions with their funds on such platforms.

## Welty's solution

At Welty, we appreciate investors' request for anonymity, so KYC will be optional at the start for withdrawals and deposits up to the equivalent of 5 BTC per day. If the investor needs to increase the volume up to the equivalent of 100 BTC, then basic KYC is required. Welty exchange offers 2 KYC options to the user:

### Up to the equivalent of 5 BTC

- Indication of full name
- Confirmation of e-mail address
- Confirmation of phone number

### Over the equivalent of 5 BTC

- Confirmation of date of birth
- Confirmation of country and address of residence
- Verification by ID / passport / driver's license





## 2. Replenishment from cards of Russian banks

Today, on most platforms it is possible to buy cryptocurrency only through P2P. Hence the problem that not everyone wants to use the complicated interface of a P2P service. We understand the importance of being able to buy cryptocurrency with a bank card. Given the current sanctions and restrictions on major exchanges, today it is almost impossible to buy cryptocurrency directly from an exchange. Such problems have a very negative impact on crypto-activity in the CIS.

### Welty's solution

Thanks to our technical team, we will integrate payment gateways that will support direct deposits/withdrawals for CIS residents. This in turn contributes to an improved user experience as part of the convenience of using cryptocurrency funds through our platform.



## 3. Security

There are many projects on the market that neglect any one element in the issue of security. As a result, users and platforms in general are exposed to serious risks from attackers: hacks, data leaks, dirty cryptocurrency and other attack vectors.

### Welty's solution

What sets Welty apart is that it is built to the highest security standards. During the development process, we have provided every circuit to ensure comprehensive protection, to name a few:

- Continuous audit of balances and integration with AML & KYT services to prevent 'contamination' of our service users' funds and ensure the financial health of the service.
- Cold storage of customer funds using network isolation, physical media and internal multi-level authentication.
- Multi-round encryption of authentication data with pre-added random data to prevent decryption.
- DRP protocol for automatic disaster recovery with data backup and geo-distributed data centers.

Security is one of our team's top priorities. From the moment of design, we have installed advanced technical solutions and built a staff training program to guarantee the protection of user data and facilities. This task wasn't just set - it has already been successfully accomplished. On our platform, every user can feel safe and secure.



## 4. Low liquidity, because of which all stops are knocked out

The problem of low liquidity is also prioritized at Welty. After all, low liquidity = significant impact on traders and investors due to slippage and simply lack of orders in the stack.

### Welty's solution

The Welty team has been in the industry since 2016, has partnered with market makers, liquidity providers, miners and large groups of individual and institutional traders. Liquidity will be taken through gateways from major providers. Moreover, our partners, including popular influencers, will play a key role in launching the exchange and ensuring that activity is maintained.



# 5. The problem with securing the exchange's reserves

Mass withdrawals can lead to severe FUD and bankruptcy. Hence, some exchanges start hiding information about their reserves, freezing users' funds and increasing withdrawal deadlines.

## Welty's solution

Welty guarantees the availability and security of all funds deposited on the exchange. Everyone who wishes to withdraw funds will be able to receive them without any restrictions. It is important to note that unlike many competitors, the exchange will not use investors' funds for its own purposes - all reserves of the exchange will be open and transparent, at any time you can see the current on-chain information about the reserves.



# Key features of Welty

# Commissions

## 1. Low deposit/withdrawal fees

We at Welty value the financial independence of our users and want them to be able to freely dispose of it without any indirect restrictions in the form of high transfer fees. As part of the competition, we are quietly ready to set fees lower than other players.

With regard to withdrawals from the platform, we can afford to offer such a unique proposition because of our transaction aggregation technology on the blockchain: we aggregate withdrawal transactions into a single group instead of sending them one at a time. This reduces the amount of data needed to store and process them on the main chain, which helps reduce the cost of commissions on the network.

## 2. Exchange trading with minimal commissions

### Spot trading

0.1% — maker's commission

0.1% — taker commission

### Futures trading

0.02% — maker's commission

0.06% — taker commission

# Multilingual support service 24/7

Blockchain, as a breakthrough technology, has no boundaries. While many exchanges provide quality user support only in a specific language, Welty is focused on every user.

The platform will have 24/7 support in Russian and English. You can get advice both in text format via ZenDesk and Telegram platforms, and in voice format by contacting our support team at the number provided at any time of the day.

We specifically provide different multi-lingual 24/7 support options to maximize the user experience.

Welty support is provided by professionals with extensive experience in various crypto projects, where the emphasis has been on responsiveness and high quality of service. It is thanks to our team of specialists that we guarantee uninterrupted world-class support.



## Accessibility for the CIS user

The CIS is our target audience we are focused on.

Right now, major players have little focus on this market, while the CIS is one of the most active regions of the crypto community.

We understand this fact and are ready to provide users from the CIS with the highest level of service, in particular even direct deposits/withdrawals from Russian bank cards and not only.

# **Ecosystem as a user's guide to the cryptoworld**

## **Intuitive interface**

Nowadays, speed and convenience of interaction with digital platforms are becoming a key success factor. Our exchange design is designed so that even a beginner can start working with cryptocurrencies without any problems, and an experienced user can quickly and easily start working with crypto-tools.

## **Advanced technologies**

Based on the latest technology, our platform ensures that all transactions are fast, safe and secure. This guarantees our users a comfortable interaction with the platform.

# **User security**

The security of user data and funds always comes first. Realizing this, our cryptocurrency exchange has integrated a number of advanced technologies to provide the highest level of AAA-standart security.

- Cold storage of part of the funds
- MFA
- Anti-phishing measures, encryption using modern algorithms
- Payment codes
- Regular audits and inspections to mitigate risks even from zero-day vulnerabilities



## Referral program

At the heart of our approach to growth and user engagement is an advanced voucher-based referral program that provides unique benefits to our users. The referral program consists of two large components:

- Mass referral program system with rewards for regular users.
- As well as a separately implemented referral program for Influencers who work with a wide audience.

## Wide functionality

From simple buy and sell transactions to complex tools for professional traders — our exchange provides all the necessary tools for successful trading. We strive to create a universal solution for all categories of users.

We will tell you more about it below



































# Overview of Welty's main functionalities

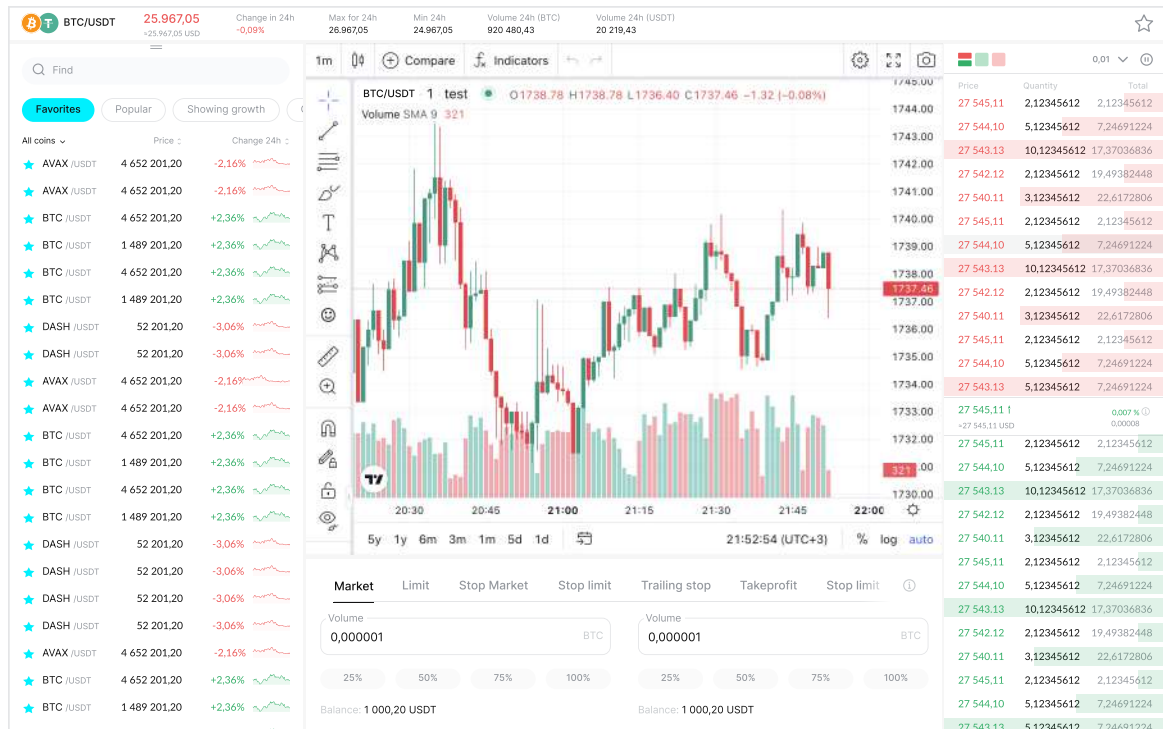
# Coins and trading pairs

Welty will primarily support coins from the top-30 CoinMarketCap along with the major trading pairs for them. Deposit and withdrawal is available in all popular blockchains. Below we provide the full list of cryptocurrencies that will be available on Welty from launch:

 BTC	 ADA	 DOT	 BUSD	 SUI
 ETH	 DOGE	 OP	 LEO	 DYDX
 USDT	 SOL	 SHIB	 ATOM	 BCH
 BNB	 TRX	 TON	 TUSD	 ETC
 USDC	 MATIC	 DAI	 LINK	 XLM
 XRP	 LTC	 AVAX	 UNI	 APT

More coins will be added over time. We will only add reliable cryptoassets with a high level of trust, active community and sufficient liquidity.

## Overview of Welty's main functionalities



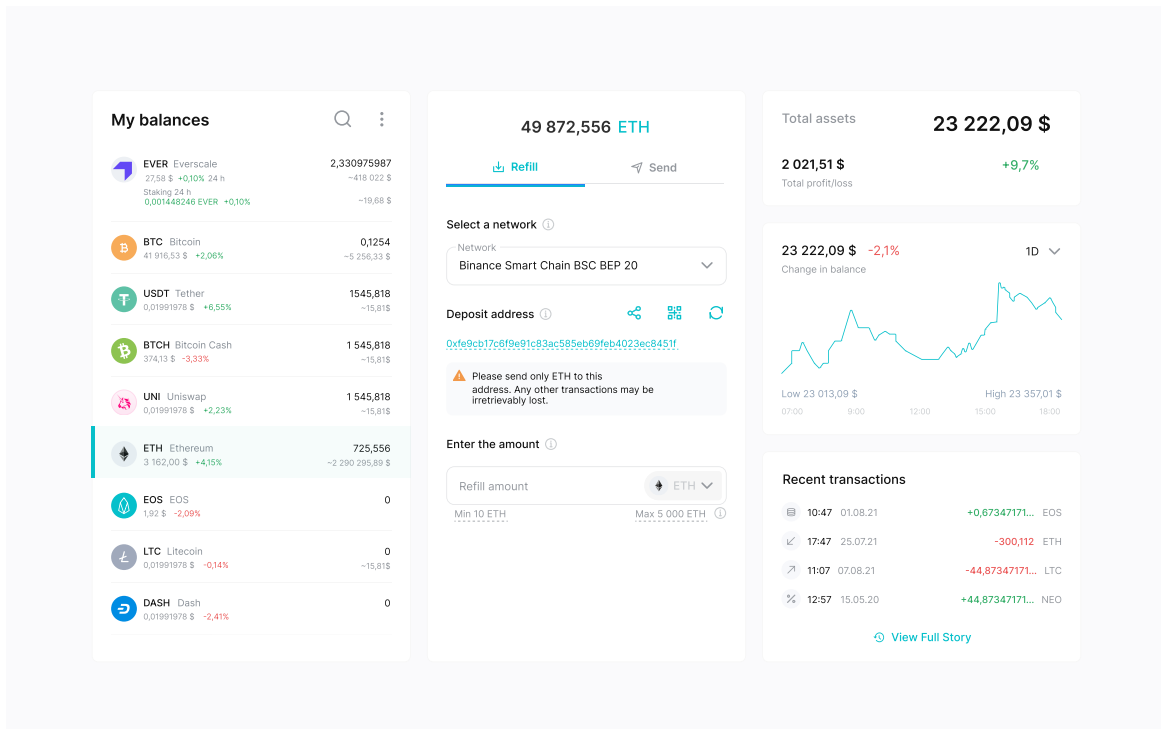
# Trading. Spot, Futures, Margin Market

Spot trading will be available from the start. Further, as the platform develops, futures trading and the margin market will be added.

For its comfortable use we will provide an advanced trading terminal:

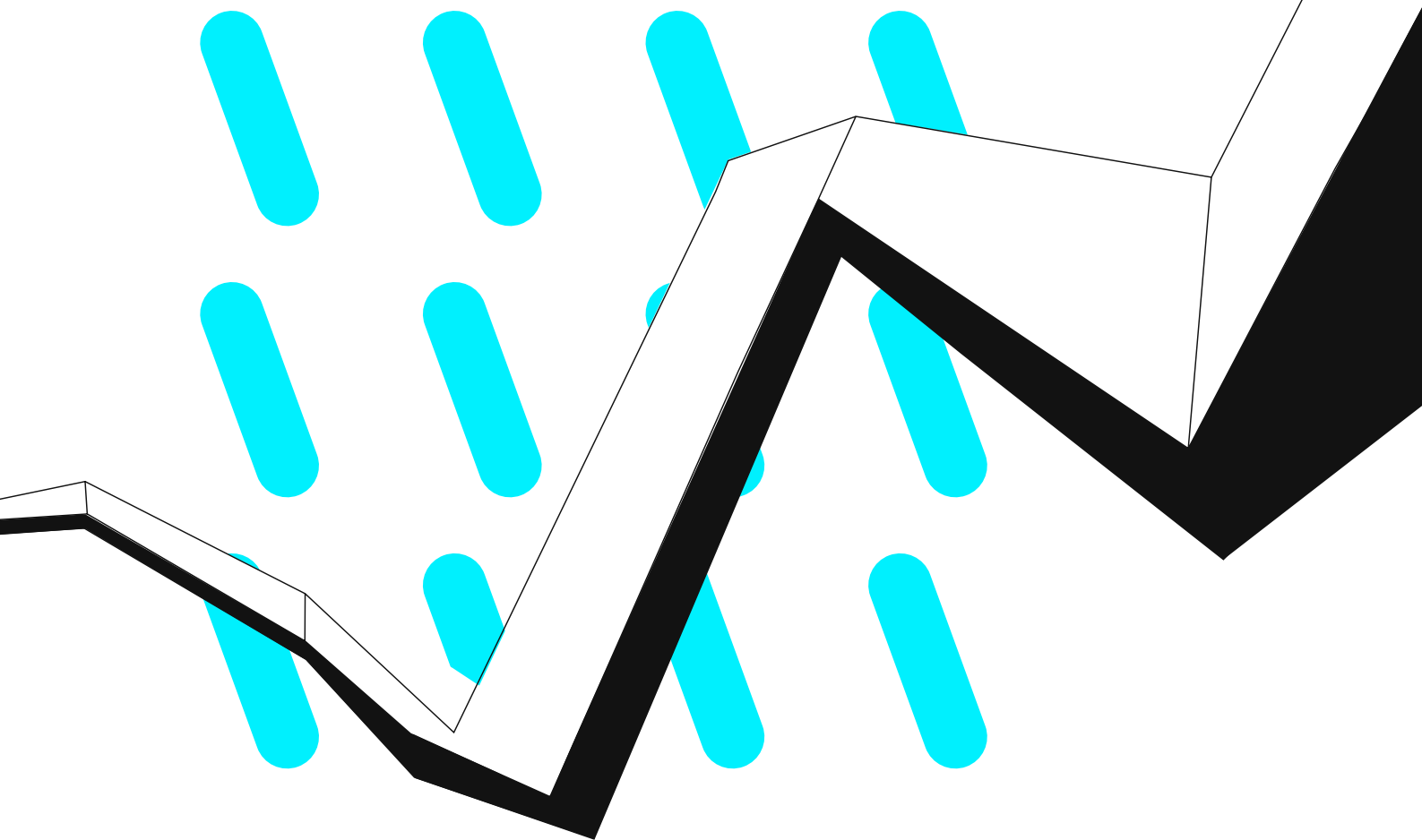
- Several chart types: line/candlestick/bar chart
- Technical analysis tools straight from Trading View
- 8+ order types with different variations of Time in Force parameters
- Filtering and sorting for easy search of trading pairs

## Overview of Welty's main functionalities



# Internal balances

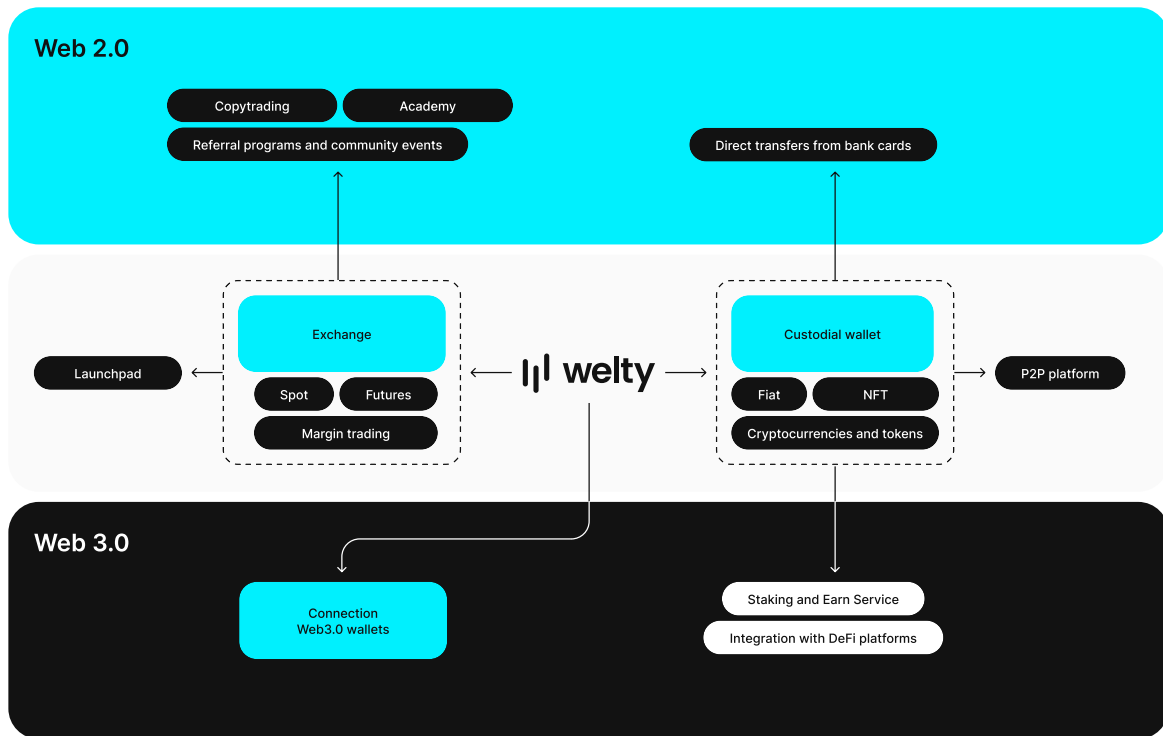
A user of the platform will have their personal cryptocurrency wallet linked to their account, which will support various payment systems and a large set of Digital Financial Assets: cryptocurrencies, steyblocks, tokens and fiat currencies.



## Section "Markets"

In the era of big data, we understand the importance of access to concentrated analytics. That's why users will find a dedicated section with key market information on our platform:




































































- List of Top Cryptocurrencies by popularity and trading volume
- List of Top Cryptocurrency Growth Leaders
- List of popular trading pairs and their quotes



# Welty ecosystem map

The Welty platform will not limit users to just the usual stock trading functionality. We aim to build an entire ecosystem that will serve as a bridge between Traditional Finance and the Web3.0 world.

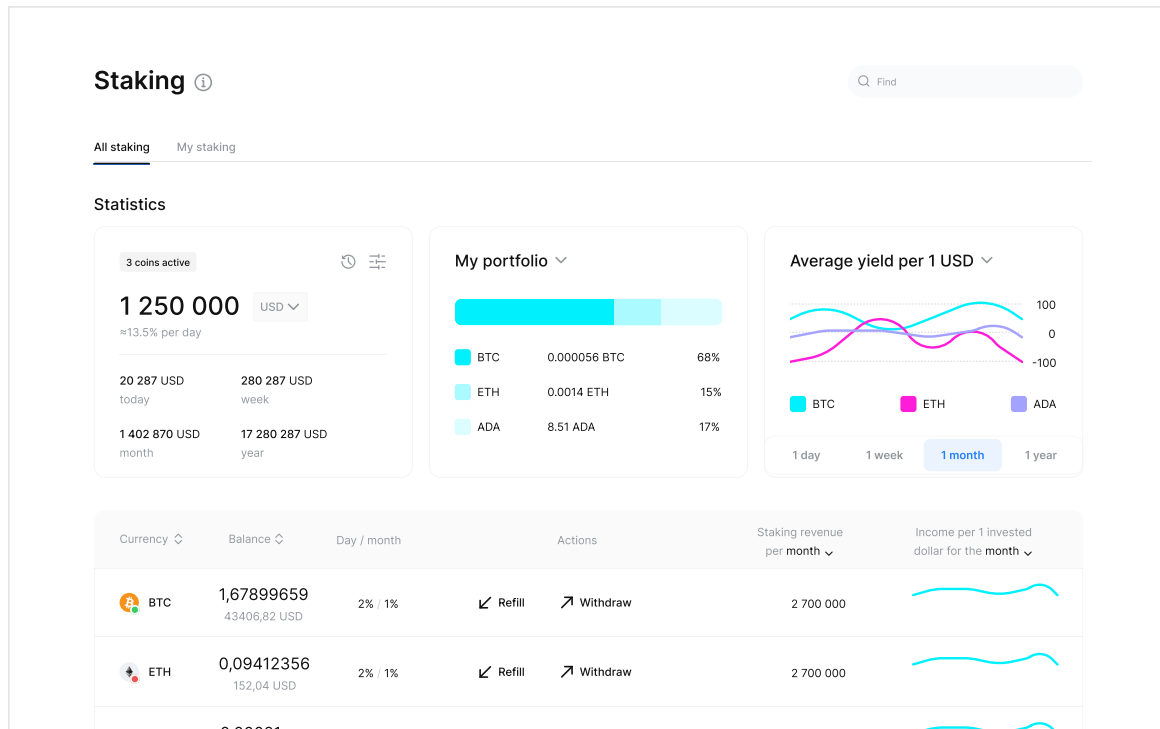
## Overview of Welty's main functionalities

Buyer/Feedback	Pair	Rate/Limit	Payment system
<ul style="list-style-type: none"><li>Username_25_qrx   65% 55-deals 15 min </li></ul>	  1 LTC for 5 94732 RUB	+3% above the market	 Sberbank  Tinkoff  Otkrytiye  QIWI
<ul style="list-style-type: none"><li>Username_26_qrx   65% 55-deals 15 min </li></ul>	  1 LTC for 5 94731 RUB	+3% above the market	 Sberbank  Tinkoff  Otkrytiye  QIWI
<ul style="list-style-type: none"><li>Username_27_qrx  65% 55-deals 15 min </li></ul>	  1 LTC for 5 94730 RUB	+3% above the market	 Sberbank  Tinkoff  Otkrytiye  QIWI
<ul style="list-style-type: none"><li>Username_28_qrx  65% 55-deals 15 min </li></ul>	  1 LTC for 5 94729 RUB	+3% above the market	 Sberbank  Tinkoff  Otkrytiye  QIWI
<ul style="list-style-type: none"><li>Username_29_qrx  65% 55-deals 15 min </li></ul>	  1 LTC for 5 94728 RUB	+3% above the market	 Sberbank  Tinkoff  Otkrytiye  QIWI
<ul style="list-style-type: none"><li>Username_30_qrx  65% 55-deals 15 min </li></ul>	  1 LTC for 5 94727 RUB	+3% above the market	 Sberbank  Tinkoff  Otkrytiye  QIWI
<ul style="list-style-type: none"><li>Username_31_qrx   65% 55-deals 15 min </li></ul>	  1 LTC for 5 94726 RUB	+3% above the market	 Sberbank  Tinkoff  Otkrytiye  QIWI
<ul style="list-style-type: none"><li>Username_32_qrx  65% 55-deals 15 min </li></ul>	  1 LTC for 5 94725 RUB	+3% above the market	 Sberbank  Tinkoff  Otkrytiye  QIWI

# P2P-platform

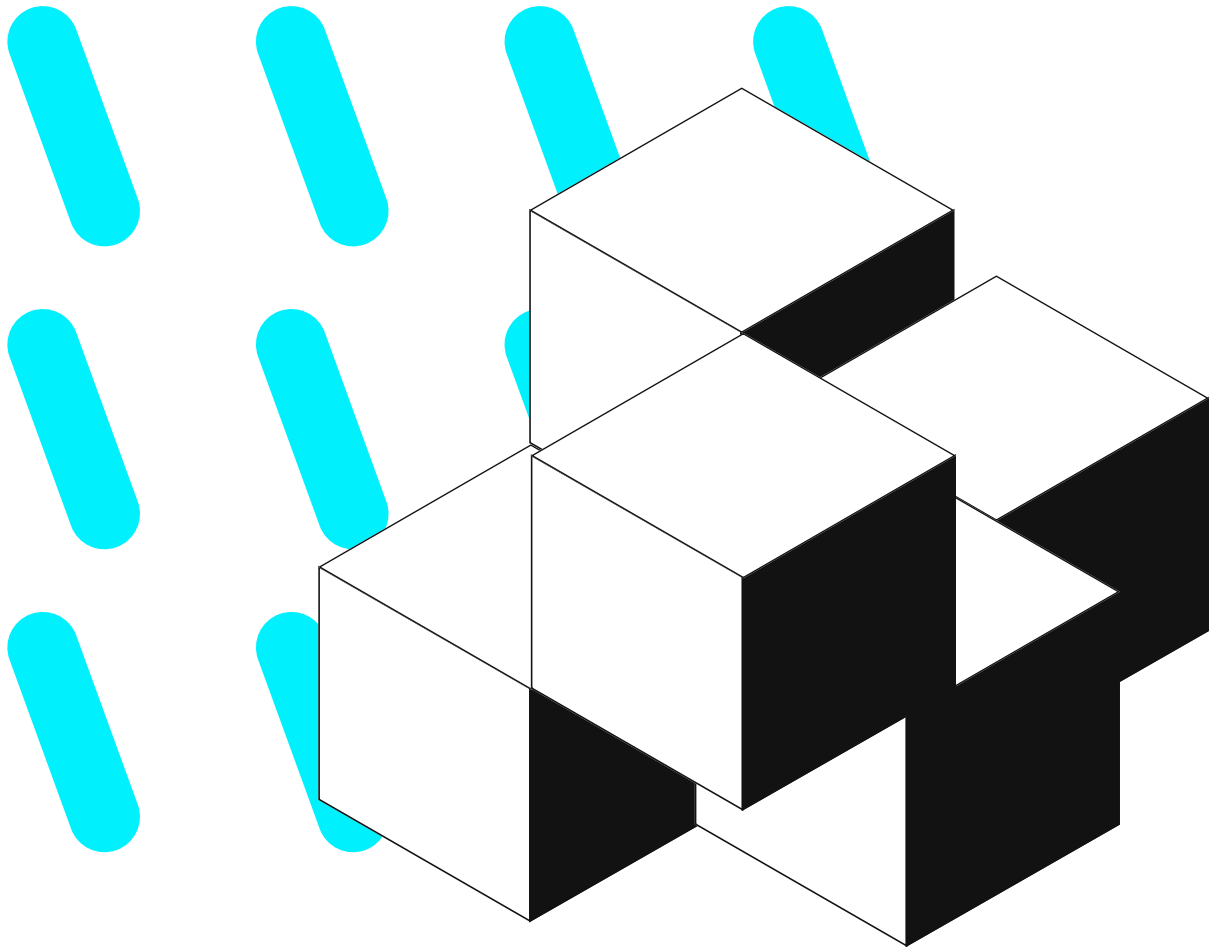
A platform for placing ads for buying/selling financial assets between users (Peer-to-Peer)





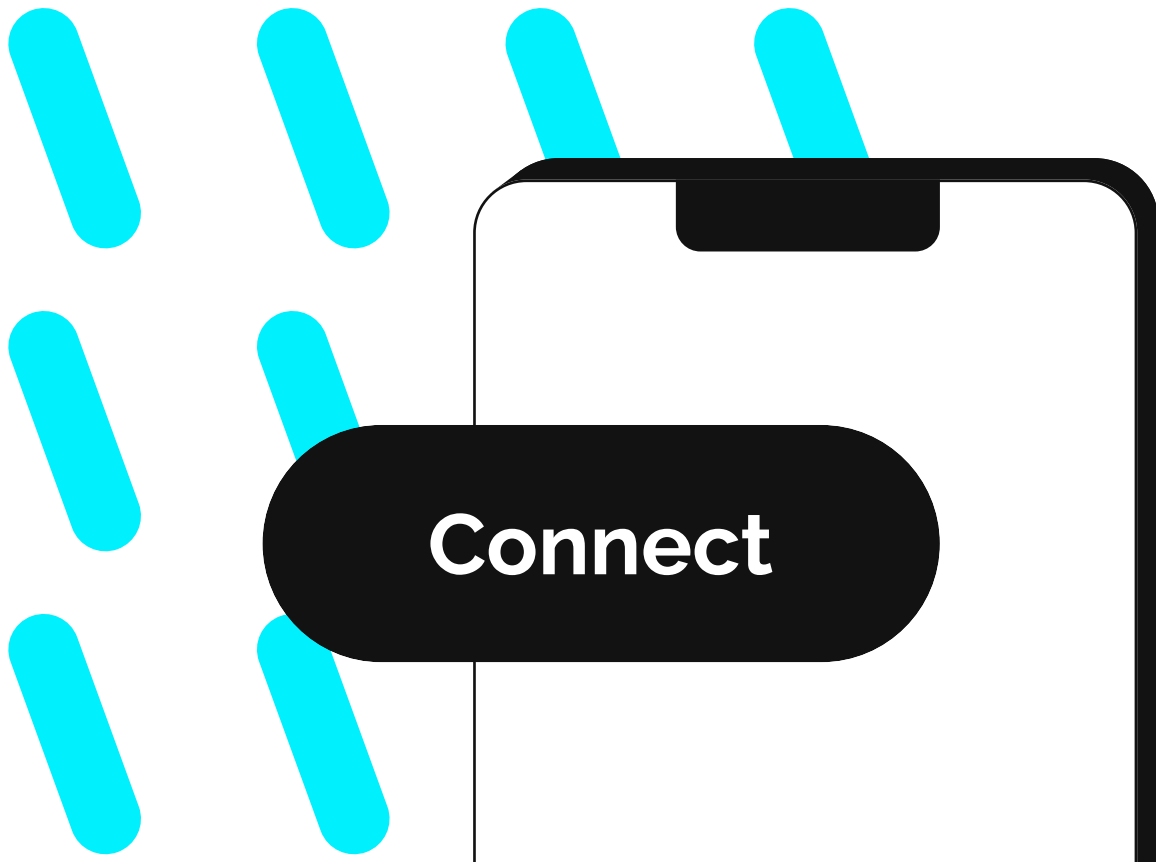
# Staking service with Earn offers.

In an era of rapid growth and development of cryptocurrency markets, the ability to hold assets while generating income is becoming a key factor for investors. Our staking service, with other various Earn offerings, provides an innovative mechanism that allows users to maximize the return on their assets in the most efficient and simple way possible



## Integration with DeFi protocols

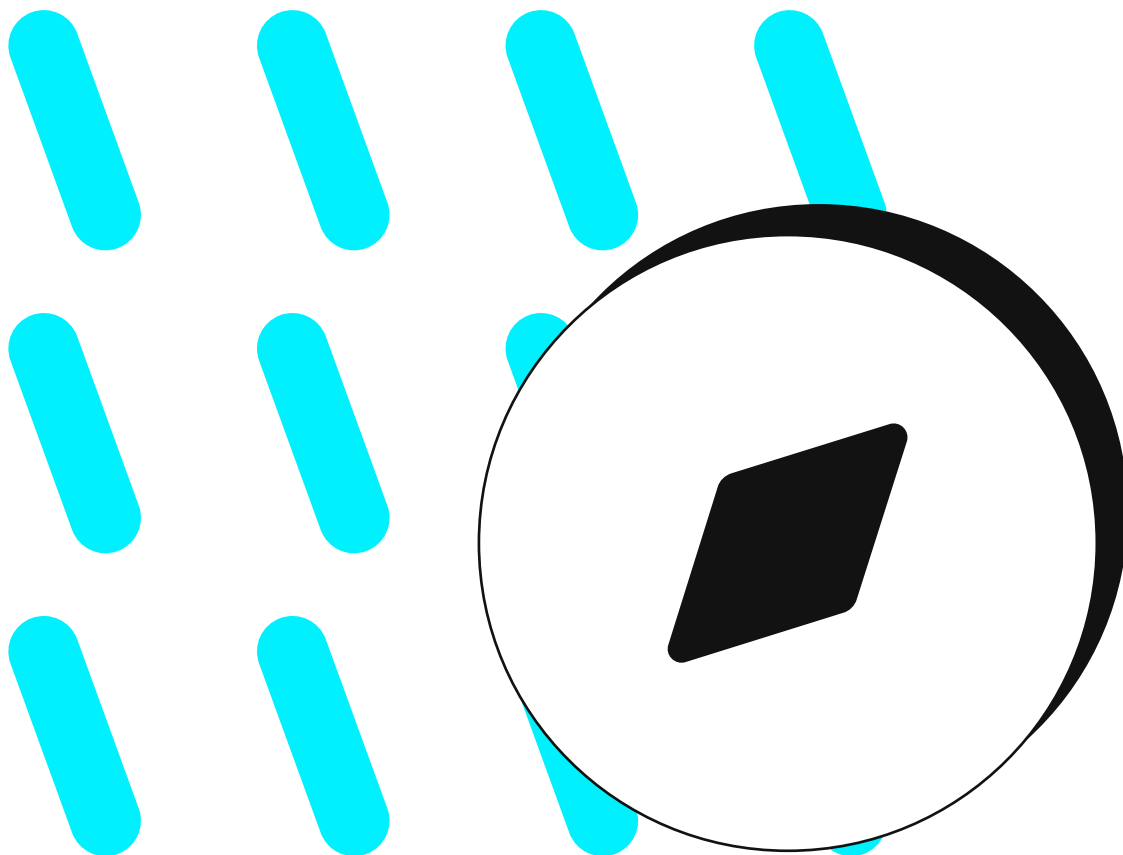
After authorization on the platform, users will get access to the DeFi interface through which they can interact with various protocols. The main objective here will be to create a seamless and secure experience for users, connecting the world of Welty ecosystem with the possibilities of decentralized finance. Integration with DeFi protocols will enable our users to expand their investment strategies and achieve better results.



## Connecting Web3-purses

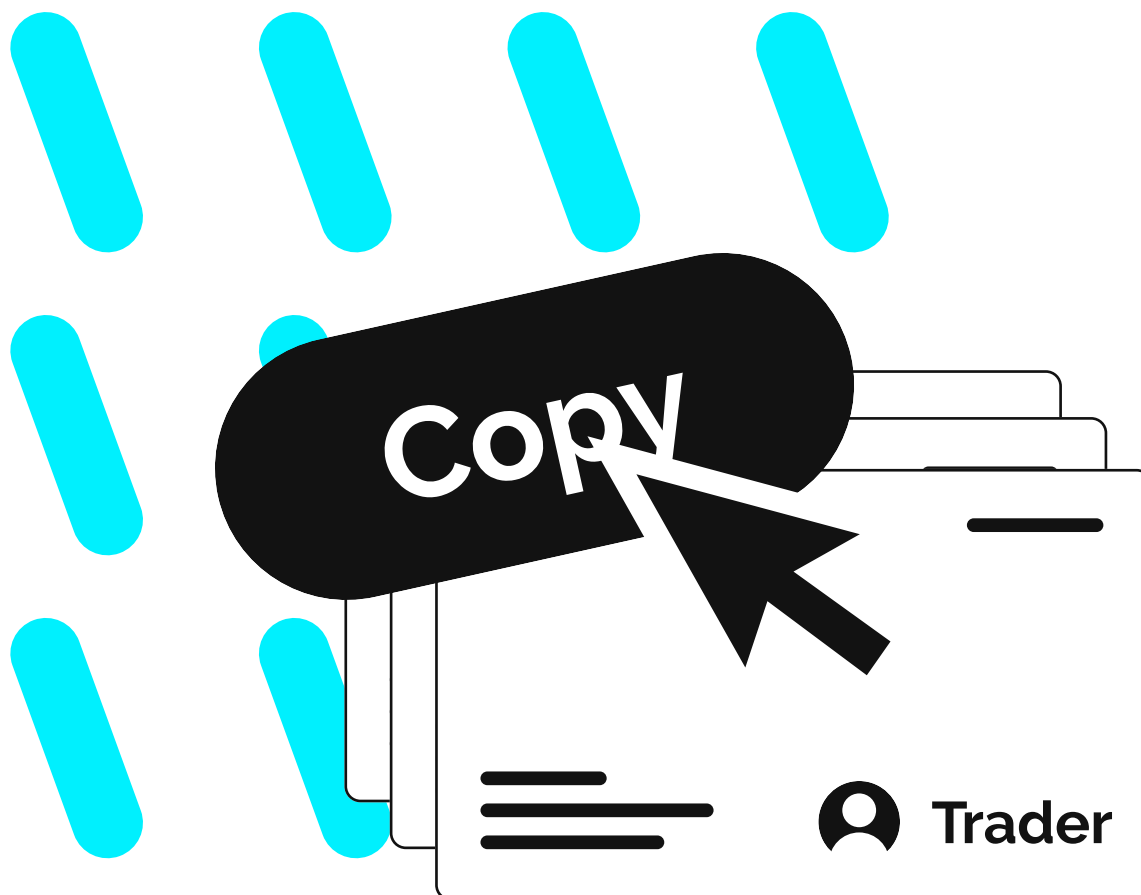
Users will be able to link their Web3 wallet with an account on our platform. They will then be able to interact with any Web3-enabled dApps and manage their assets in one place.

The integration of Web3 Wallets represents an important step towards a more versatile, flexible and decentralized cryptocurrency exchange. It will allow our users to seamlessly interact with the latest blockchain technologies and decentralized applications.



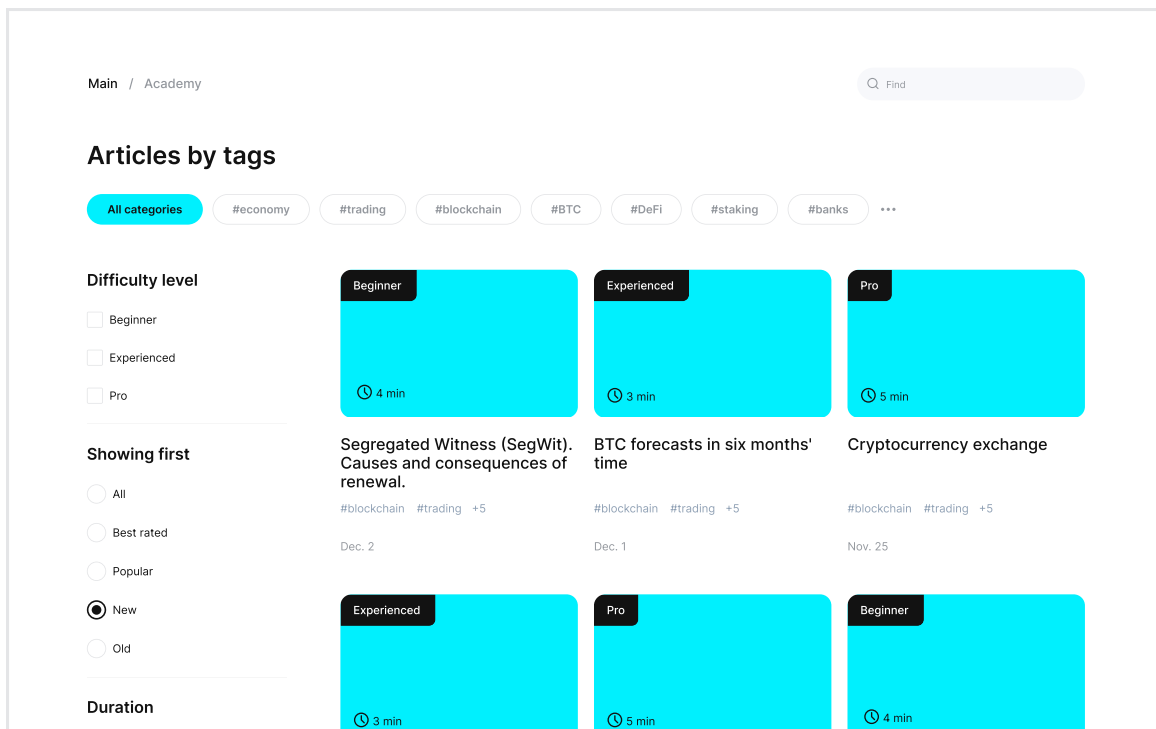
## Launchpad

Launchpads have become one of the key tools for listing new cryptocurrency projects, providing users with tools to vote and interact with projects. On our exchange, all projects will undergo a strict selection procedure to ensure their reliability and potential value for investors



## Copytrading


Copytrading represents a new stage in the development of traditional exchange trading and interaction between traders, giving beginners the opportunity to copy the strategies of experienced professionals. Users will be able to select a trader from the rating system, then set the following parameters and start automatically copying trades of the selected trader. Everything happens in real time, allowing beginners to get the same results as experienced traders. While the latter will be rewarded for providing their strategies.



# Academy

In the rapidly changing world of cryptocurrencies, it is important not only to provide tools for trading and investing, but also to provide education and access to up-to-date information for users. Our exchange is introducing "Academy", an educational section on the platform aimed at informing and expanding market participants' knowledge of cryptocurrencies, blockchain and financial innovations.

Thanks to the system of educational blogs, as well as regular posts with news of the crypto world, the "Academy" on our cryptocurrency exchange will not only expand the knowledge horizons of users, but will also stimulate them to more conscious and productive participation in the market. Education and timely information are the key to successful development in any field, and it is this key that we provide to our users.



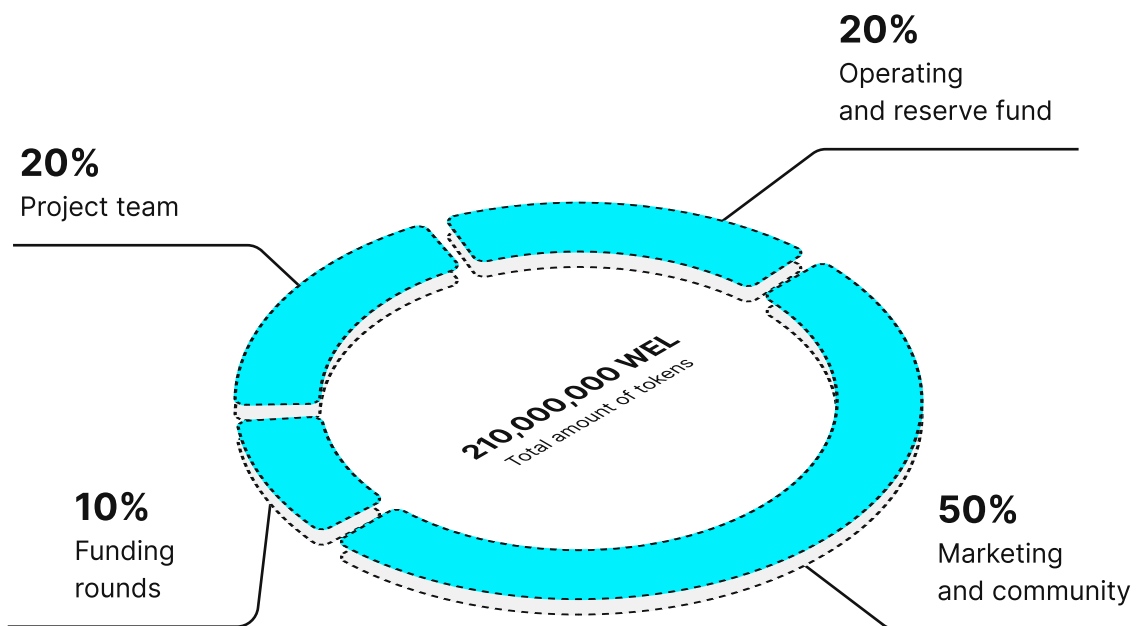
# Welty token (\$WEL). Economic model.

The token will play an important role in the process of building contact between the activities of the exchange and its users, while rewarding the latter for keeping WEL in their account.

## Staking WEL

By purchasing WEL and sending it to the staking on the platform, the user fixes his share in the total allocation of WEL. Further, in proportion to his share in the total WEL issue, the user will receive remuneration in the form of a portion of the traded commission on the platform. This mechanism will allow to increase participation and involvement of the community in the life of the project.

## WEL Allocation



## Funding rounds

Total pool for financing - 21,000,000 WEL (10% of the total issue)

The community receives 10% of the tokens, and accordingly, 10% of the exchange's percentage of revenue from trading commissions is distributed to holders who stake WEL.

Round 1	Round 2	Round 3 <b>IDO</b>
12,600,000 WEL (60%) 1st private sale of token \$WEL	6,300,000 WEL (30%) 2nd private sale of token \$WEL	2,100,000 WEL (10%) Public sale of \$WEL token on IDO platforms

Exact dates will be given after the first launch of Welty in Beta testing to see for yourself the quality of our work. Stay tuned for more announcements!




## Terms of ICO of token \$WEL

Token standard	The token will be issued on the Ethereum network in the ERC-20 standard
Total amount of tokens for public sale	1% of the total issue - 2,100,000 WEL
Cost of 1 token for IDO at the 3rd round of funding	\$0.6
Soft Cap	\$0 - the product originated with our own funds, so we don't have a mandatory minimum amount of investment to collect
Hard Cap for IDO in the 3rd round	\$1 260 000
How it will be possible to purchase WEL	<ul style="list-style-type: none"><li>• at the Welty Exchange in the WEL/USDT trading pair</li><li>• on IDO sites</li></ul>
Dates	The dates of the sale will be announced after the launch of the exchange

## Freezing of \$WEL tokens

After the 1st round of the WEL closed sale, there is a cliff (token freeze) for large investors for 3 months, followed by monthly unblocking of 10% of the funds of each wallet that participated in the closed sale. Thus, in 10 months the funds of the closed sale participants will be completely unfrozen.

Important to note: the WEL staking option on the exchange will be available to all users at all times.



# The "compound interest" of marketing

## The "compound interest" of marketing

Our marketing strategy is fully developed and tested on one of the currently successful top 5 exchanges. We have a professional team of developers and support staff who have already achieved impressive results within the framework of cryptocurrency exchanges promotion. In addition, we have a large media network and connections with numerous Influencers. In addition to our marketing strategy, we have developed a separate offer for Influencers as part of our referral program in order to stimulate a constant flow of new users and activity of old ones on the platform.

We have done such meticulous and detailed work to ensure that Welty's foundation and prospects are solid.

Based on our previous experience, we are confident of achieving a guaranteed marketing ROI = 172%. Thanks to a system where the marketing budget is a fixed part of the costs, revenue growth is regularly generated for both the Exchange and the \$WEL community.

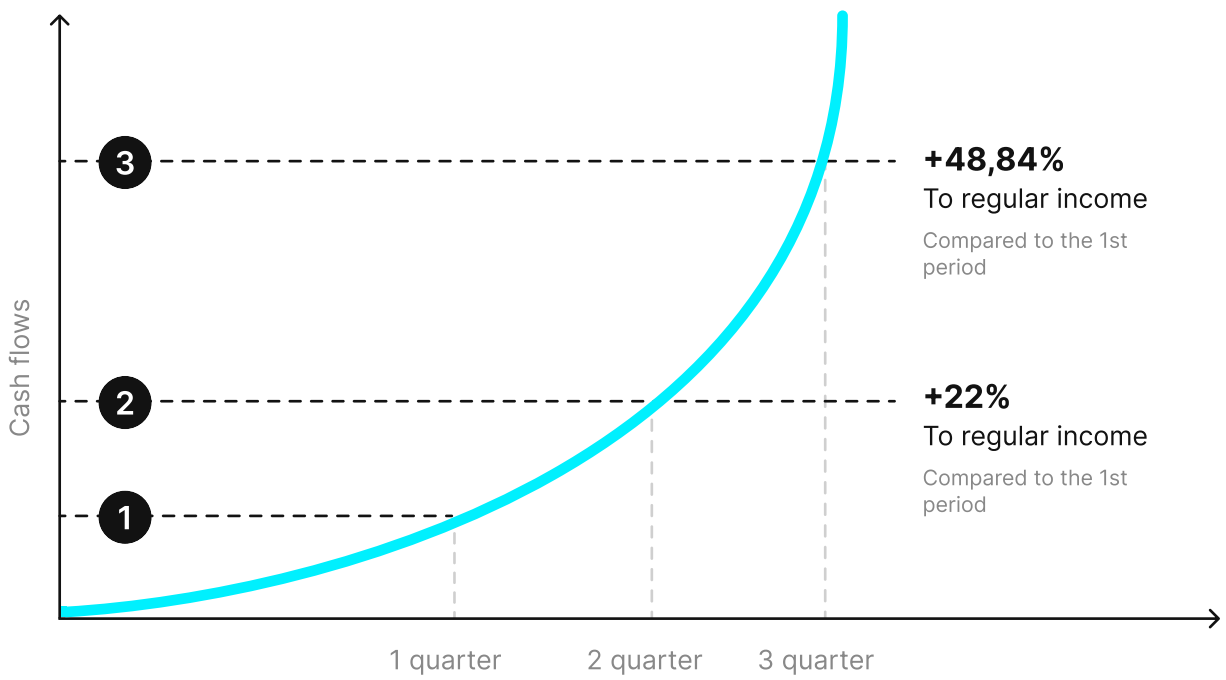
Now, for clarity, let's show how this will affect \$WEL holders

Variables	1st quarter		2nd quarter		3rd quarter
R - Exchange revenue	$R_1 = 100\%$	ROI from marketing = 172% →	$R_2 = R_1 + (M_1 * 0,72) = R_1 * (0,5 + 0,72) = 1,22 * R_1$	ROI from marketing = 172% →	$R_3 = R_2 + (M_2 * 0,72) = R_1 * (0,5 + 0,72)^2 = 1,4884 * R_1$
M - marketing costs	$M_1 = 50\%$ from R = $0.5 * R$		$R_2 = R_1 + (M_1 * 0,72) = R_1 * (0,5 + 0,72) = 1,22 * R_1$		$M_2 = 0.5 * R_3 = 0.7442 * R_1$
I - investor returns from WEL staking	$I_1 = 10\%$ from R = $0.1 * R$		$I_2 = 10\%$ от $R_2 = 0.122 * R_1$		$I_3 = 10\%$ от $R_3 = 0.14884 * R_1$

Total thanks to our approach, by Q3 the investor is already increasing his regular income by 48.84% of the original staking income.

The "compound interest" of marketing

For clarity, let's show the scheme of our model on the graph



<b>1</b>	<b>2</b>	<b>3</b>
<b>100 000 USD</b> Exchange revenue	<b>122 000 USD</b> Exchange revenue	<b>148 840 USD</b> Exchange revenue
<b>50 000 USD</b> Marketing budget	<b>61 000 USD</b> Marketing budget	<b>74 420 USD</b> Marketing budget
<b>10 000 USD</b> Income of WEL holders	<b>12 200 USD</b> Income of WEL holders	<b>14 840 USD</b> Income of WEL holders

- The platform maintains the same level of revenue from existing users while generating additional revenue from new users each time
- Along with the exchange's income, the marketing budget grows, which influences the income growth according to the principle of the multiplier effect
- Along with the platform, users also receive additional income

## Legal regulation

As a key aspect of our mission, we emphasize legal integrity and ongoing compliance in all regions where we operate. The safety of our users' funds and interests is of paramount importance to us, and we strive to ensure full compliance with all regulatory requirements.

From the beginning, we have been actively engaged with leading law firms specializing in cryptocurrency and FinTech regulation to ensure that our operations comply with all current laws and regulations.

Realizing the dynamism of the cryptocurrency market and regulatory landscape, we constantly monitor changes in the legislation of various countries. At the first stage of our development, we have already started the process of obtaining all necessary licenses in major jurisdictions. However, our journey in this direction is not limited to what we have achieved. As we grow and expand our presence, we will actively work on obtaining licenses in new regions. This process is complex and requires considerable effort, but we are fully confident of its successful completion thanks to our determination and the professional approach of our partners.



# Team

Our key strengths are the experience, knowledge and professionalism of our team, so let's say a few words about its composition.

## Development team

Our technical experts and developers have 15+ years of experience in the FinTech industry. They have played a key role in developing and integrating innovative solutions for leading fintech projects. Their in-depth knowledge of blockchain technology, cryptocurrencies and security systems has enabled us to create an exchange that offers both high performance and reliability.

## Marketing and Media

Our marketing team keeps a close eye on changes in the market to adapt our strategies and stay competitive. They managed to create a powerful campaign to attract users and realized a brand that inspires trust. And importantly, they have a lot of experience in promoting crypto projects, in particular cryptocurrency exchanges.

## Support Service

We understand that the key to a successful exchange is not only technology and security, but also customer service. Our support team consists of highly qualified specialists ready to assist our clients 24/7. We guarantee prompt resolution of any questions or issues.

## Senior managers

The masterminds behind our project have been actively involved in the crypto market since 2016. They have been involved in many crypto projects, both from the partners' and users' side, so they decided to create their own product, using the best practices from the acquired experience. Their knowledge of the peculiarities of the cryptocurrency market allowed them to create a concept of an exchange that is able to adapt to the rapidly changing competitive environment.

We hope that we have at least partially succeeded in introducing you to our team. As the project develops, we will reveal more and more facts about us. We will be glad to see you among our users and are ready to provide you with the best experience of trading on the cryptocurrency market!



# Further plans



## Further plans

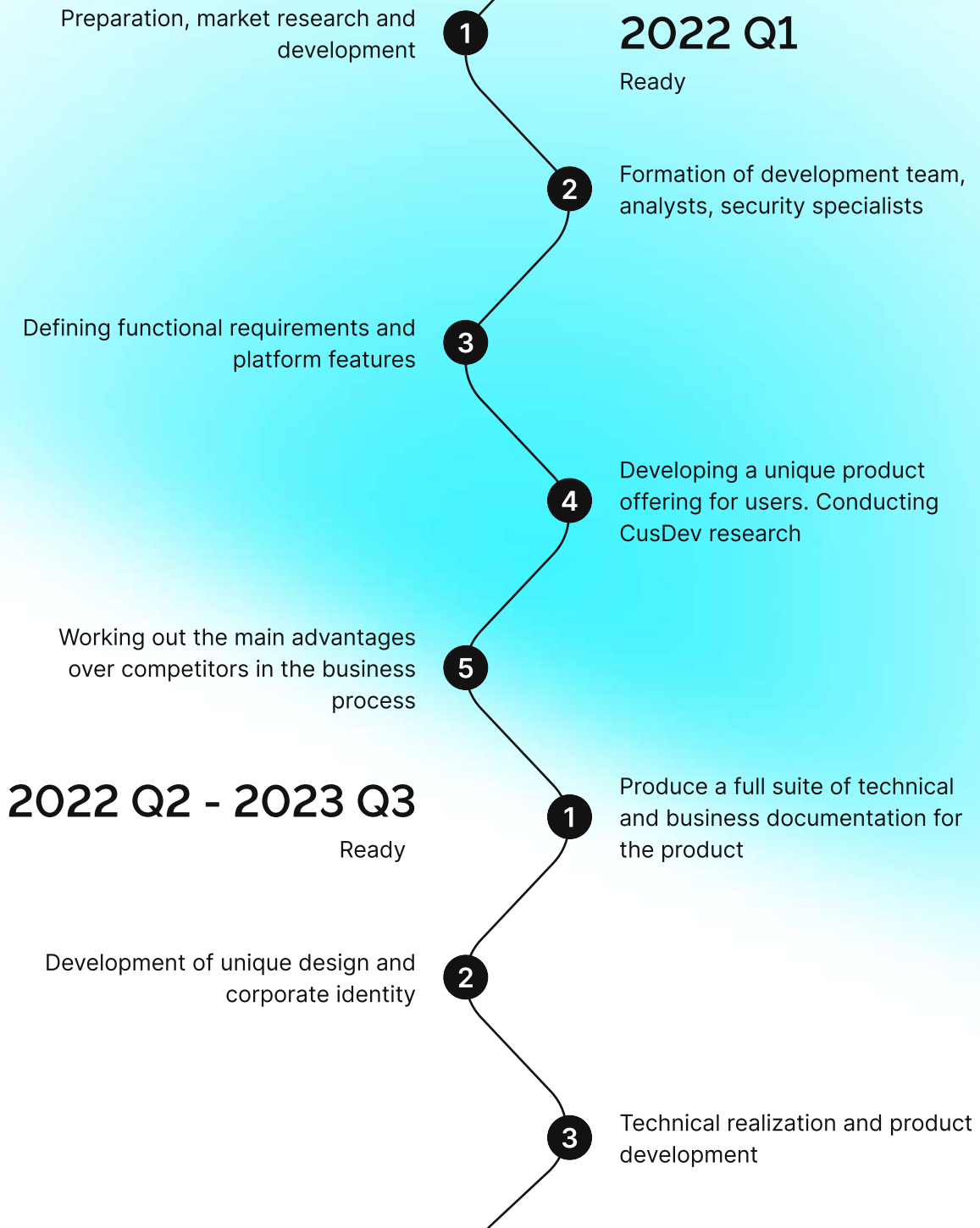
Welty's goal is to provide users with a convenient and secure tool for trading cryptocurrency and to become one of the top cryptocurrency exchanges first in the CIS and then in the world.

When it comes to technology, we understand how important it is to stay ahead of the curve. Our development team is constantly updating the platform to ensure it is smooth, secure and easy to navigate for all users. We also regularly introduce new features based on user feedback, constantly improving the trading experience on our exchange.

Looking to the future, we aim to become a key player in the crypto market. We plan to constantly expand our list of coins and support the release of new promising projects. In addition, our team is committed to providing first-class support to our users, including improving and expanding our customer service offerings. We are also exploring partnerships with other major players in the crypto space to further expand Welty's capabilities.

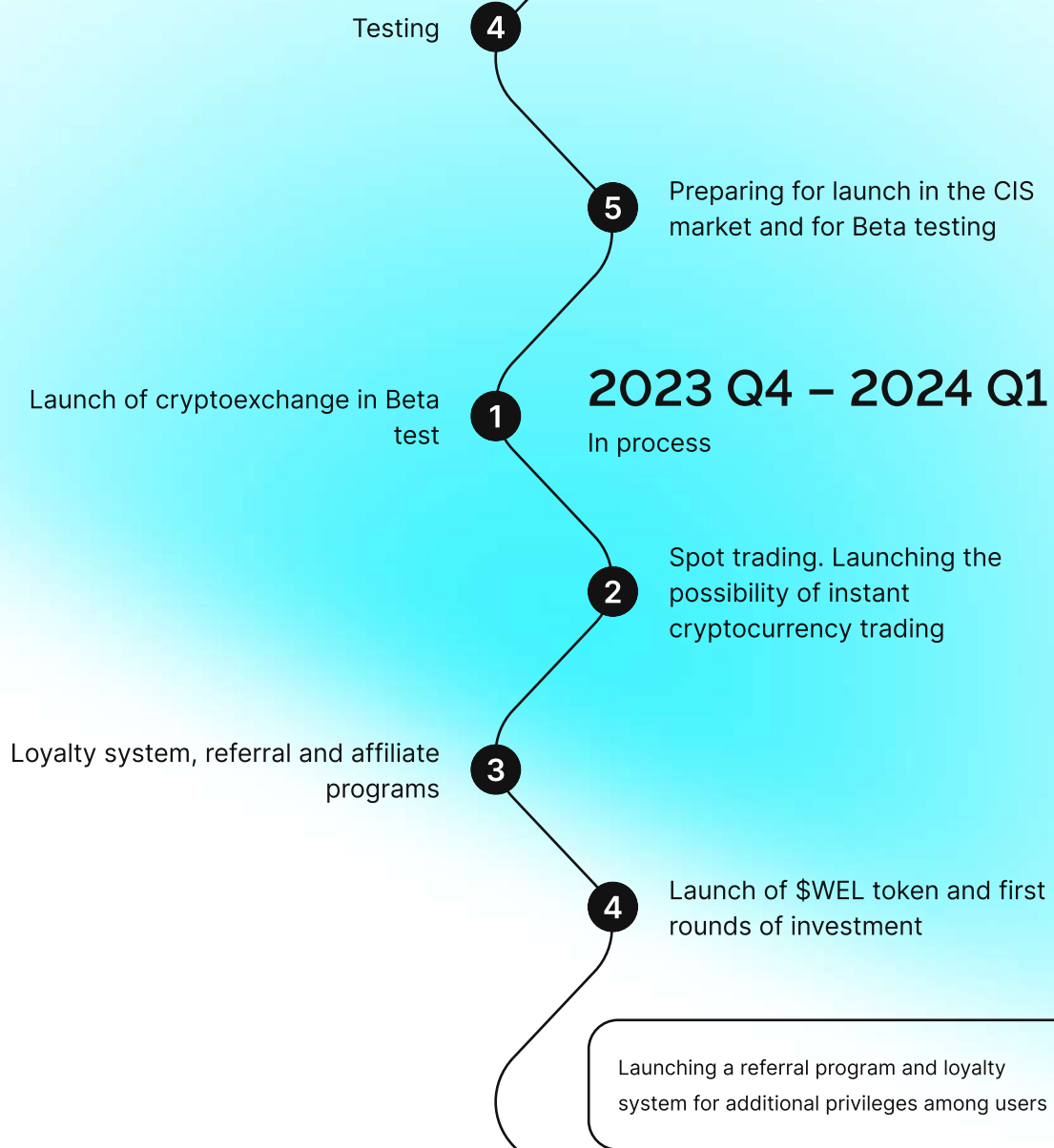
To reiterate, our goal is to provide a seamless and safe trading experience for all users by continuing to innovate and improve what we have already created. Now let's take a look at what the near future holds for Welty.

Further plans

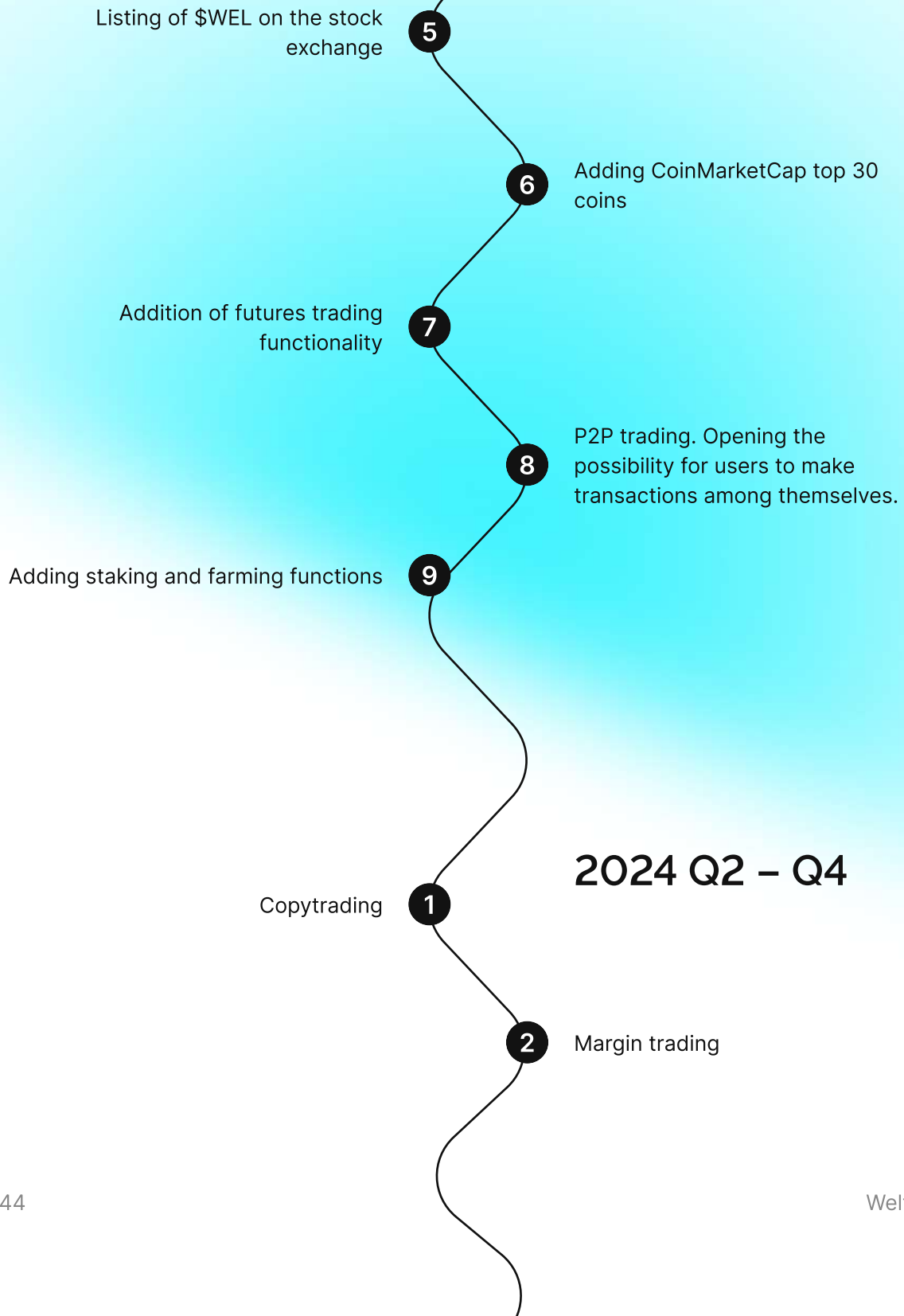


Further plans

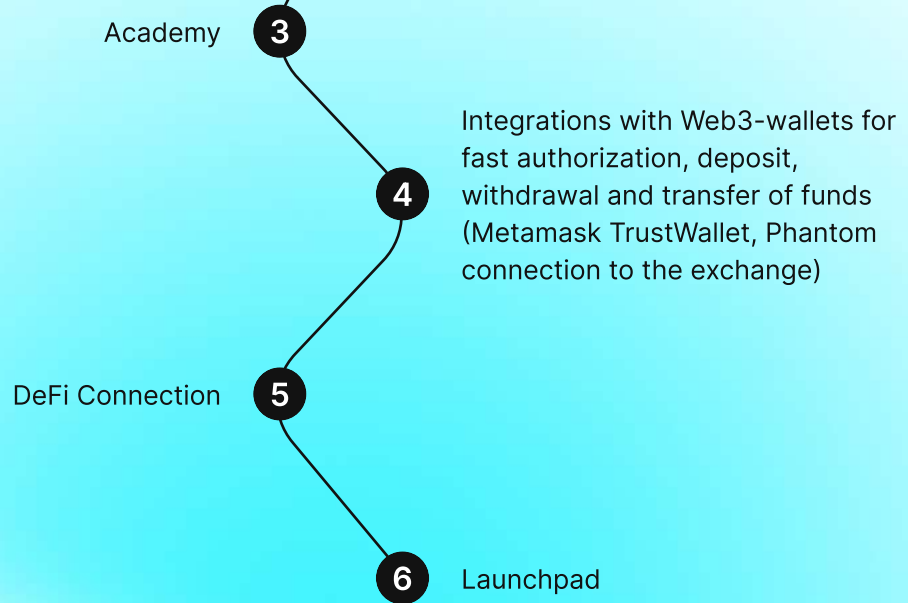
- Internal comprehensive testing for bugs and quality of all user stories
- Security Audit
- The pentesting of white hackers
- Load and regression testing



Further plans



## Further plans



We are actively following the trends in the crypto market and are not going to limit ourselves to the plans we have already outlined – we are always ready to realize a new idea demanded by the community.

**||| welty**