

Source of Energy for Worldwide Online Traders



Initiating a New Pattern for the Development of  
Blockchain Financial Community and Internet

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## Abstract

### Definitions

**Online Trading :** It mainly refers to the online trading with high risks and profits whose main characteristics are no limitations of SL/TP, and some of the trading products are with the characteristics of 24-hour trading, high margin leverage and the profit way of long/short. Currently, the main online risk trading products of ifx.do include forex, futures, precious metals and crypto-currency, besides, the US stocks, HK stocks and other underlying assets will be included in the future.

**Strategy-sharing:** It refers to kind of act that the analysts and traders with the market analysis ability to lead others to trade. In this white paper, it refers specifically to the act that traders with strategies to output trade via the independent trading competition system developed by ifx.do so as to affect other traders' accounts that follow.

**Heavy Position:** It refers to high percent of the use of the margin. If the judgment of the market is correct, this kind of trading way could expand the profit, otherwise, that will speed up the loss. As for trading products with margin leverage, it will force the exchange to close the position (stop out).

**Orders without SL/TP:** As for the uncertainty of the market fluctuation, the probability of rising and falling in price is 50-50 in the big time dimension. In theory, random orders without SL/TP will definitely take profit someday unless they are set at the peak or trough of the prices. As long as the profitable positions are closed timely, the profit is more than that of the loss positions closed due to the risk control. In this period, the profit status will float along with the market price, so it is called orders without SL/TP.

Considering the actual time cost with positions, orders without SL/TP do not make any sense in real trading; however, it may help to win in a competition with a long trading period.

**One-click strategy-following:** The traders only need to use the independently self-developed system of ifx.do to replicate the strategy of some analyst/trader to their own real accounts only by one click.

**Crowdfunding Asset Management:** The users initiate a crowdfunding account for certain star analyst/trader, and this account will be operated by this analyst /trader or their team to achieve the role of asset management.

**New Intelligent Trading fund :** The concept of the traditional intelligent trading fund is to build a quantitative automatic execution system based on the historical data and market indicators which could be used to trade fund, but there is congenital defect from the concept of this mode.

The concept of the new intelligent trading fund system is to capture the fundamental factors (act of account for buying/selling) that influence the fluctuation of the market price to trade automatically. This system is combined with massive big data analysis and application which will ensure the steady profit of the ultimate trading fund in the market.

## Key Points

Ifx.do is a one-stop online risk trading service platform based on the concept of blockchain technology.

The services ifx.do are divided into four levels. Based on the personal homepage that could be mutual follow, the first level is to provide the traders with the community communication services including information exchange, trading exchange, experiences and technology exchange and etc.; the second level is to serve the professional trading competition and one-click strategy-following based on the independently self-developed system of ifx.do ; the third level is to manage crowdfunding asset and increase the wealth; and the fourth level is intelligent trading fund service.

In the meantime, the Token circulating in ifx.do will eliminate the barriers between the traditional online risk trading and token value investment of blockchain so as to provide a channel for the traditional centralized traders who tend to be crypto-currency investors during the process of strategy-following and strategy-sharing.

In a word, ifx.do will achieve the purposes below through these four levels of service: to provide the global online risk trading lovers with a platform to communicate and learn through these four levels of service; to provide the valuable trading strategies for the ordinary traders; to provide high-quality crowdfunding wealth management for the asset trust; to provide the institutional investors with intelligent trading fund services based on market behavior. ifx.do will create the world's first one-stop online risk trading services platform based on these four levels of service.

## Missions

- To provide the online risk traders with a specialized social platform where industry information could be communicated, industry ideas could be shared and industry knowledge and experience could be learned.
- To make the trading wisdom of a tiny elite understood and applied by the majority directly, and to make the ordinary traders to get account appreciation more conveniently.
- To build AI Fund and other financial services based on the market conduct by making use of the platform data accumulated and intelligent algorithm.
- To eliminate the barriers between the traditional financial derivatives and token value investment of blockchain. Providing a channel for the traditional centralized traders who tend to be value investors of blockchain .
- To be a global leader in blockchain technology which applied to online high-risk trading scenarios. In future, we will standardize and subdivide the trade standard by using technology and models

# Project Overview

## Project Introduction

ifx.do is committed to building the world's biggest one-stop online risk trading service platform integrating deep social communication, trading competition & one-click strategy-following, crowdfunding asset management and AI fund. The exclusive automatic risk control competition and strategy output system developed by ifx.do will effectively realize the intelligent interaction and value transmission.

In the meantime, ifx.do has already started layout and R&D in big data, AI trading and etc.

## Background

### 1. Industry Background

The current on-line trading services of ifx.do are mainly covered with trading competition and one-click strategy-following in the field of forex, futures and crypto-currency, and the services for the product of US stock, HK stock and others will be added soon. The analysis for the relevant market involved will be made as below.

#### (1) Overview of the forex market

Led by the international trends of economic globalization and financial transaction liberalization, forex trading has seen its penetration and competitiveness constantly growing. Data shows that forex market is the only market in the world without holiday throughout the year and its average daily trading volume reaches USD6 trillion which is around 53 times of that of the New York Stock Exchange and the average annual trading volume is 4 times of the global GDP. There are 9.6 million online traders worldwide, and over 70% of the respondents trade once every day, and 13% of the respondents trade over 10 times or even more every day.

Regarding China's forex market, the official coming-into-force of RMB's accession to the SDR (Special Drawing Right of the International Monetary Fund) on October 1, 2016 marks an important milestone and new starting point of China's participation in the global financial regime. On May 10, 2018, Wang Chunying, Director General of the Department of International Balance of Payment of the State Administration of Forex (SAFE), published an article in China Forex Magazine, saying that the SAFE will prioritize the expansion of transaction scope, enrichment of the means of exchange, enlargement of market players, promotion of opening-up, perfection of infrastructure and improvement of market supervision, continue to facilitate the deepened development of the forex market, support financial institutions to innovate so as to release forex derivative instrument varieties that are needed by the market and risk controllable, so that it is easy for financial institutions to provide forex services to market players." This is the first clear declaration of the SAFE on opening up the varieties of forex derivatives.

#### ● Capital Trends of China's Forex Industry

January, 2015, CITIC Group acquired KVB, an online forex dealer of New Zealand;

June, 2015, Everbright Securities acquired 70% of stock rights of Sun Hung Kai Financial and officially got involved in Margin FX;

November, 2015, China Ping An became the shareholder of Israeli forex trader etoro with USD27 million;

May, 2017, Li Shufu of Geely Group acquired Saxo Bank, the largest forex trader of Denmark;

March, 2018, China Minsheng Financial completed a USD100 million worth financing of etoro together with Korean Investment Holding and SBIWWI.

#### (2) Overview of the futures market

The trading size of China's futures market grew rapidly from 2011 to 2017. In 2017, China's futures market

had 1.98 million accounts opened in total, 1.07 million active clients, and recorded RMB375 trillion in the turnover and 61 trillion lots in trading volume, up by 36.64% and 191.83% compared with that of 2011 respectively. From 2011 to 2017, the compound average annual growth rate of volume of turnover and trading volume of China's futures market stood at 5.34% and 19.54% respectively.

On March 26, 2018, crude oil futures was officially listed on the Shanghai Futures Exchange, signifying the grand debut of China's first internationalized futures variety – crude oil futures.

### **(3) Precious Metal Market**

As an important risk hedging instrument and alternative underlying asset, precious metal is one of the bulk commodities featured by the most active trading and the largest trading volume in the world. Gold attracts extensive investors in the world thanks to its special market position and cognition. In October 2002, the Shanghai Gold Exchange was opened officially, marking the completion of the market-based reform of China's precious metal market. As the largest gold producer in the world, China saw its gold output accounting for about 23% of the global gold output in 2016; in the meantime, China is also the second largest gold consumer in the world, with its consumption occupying roughly 14%. The Precious Metal of Industrial and Commercial Bank of China, an industrial leader in China, saw its turnover of precious metal exceeding RMB1.69 trillion, trading volume jumping up to 156,000 tons, and the number of customers surpassing 32 million in 2016.

### **(4) Crypto-currency investment**

As blockchain technology develops rapidly and blockchain concept prevails, crypto-currency have been highly sought after by global investors as emerging underlying asset. The World Investment Report 2017 -- Investment and the Digital Economy of the United Nations indicates that the crypto-currency markets are increasing and growing rapidly, becoming a crucial part of the global economy; in addition, crypto-currency develops rapidly due to the impact of the skyrocketing BitCoin, and the entire market value once approached a high figure of USD835.69 billion.

According to statistics on 246 digital exchanges and the trading data of nearly 2,000 types of crypto-currency in the world included by feixiaohao (an institution analyzing big data of the blockchain industry), the 24-hour turnover of the 246 exchanges is maintained at a range from RMB100 billion to RMB300 billion. Statista, an authoritative data research institute, estimates that global digital wallets had 23.95 million users in total in the first quarter of 2018, up by 85.8% year-on-year.

## **2. Pain Points for Various Roles of Traditional Online Risk Trading Industry**

### **(1) Ordinary traders**

- The excessive marketing and over-packaging of a celebrity or institution become the common practice, which make the ordinary traders feel difficulty to distinguish truth from falsehood during the strategy-following and learning process, so they easily be cheated.
- Due to the lack of the strong incentive mechanism, there is no social platform within the industry with high user activity in the market. The confusion and feelings of the ordinary traders during the trading could not be responded fast.

### **(2) Analysts/Professional Traders**

- They have professional financial knowledge and investment skills but lack a platform to demonstrate their capabilities in a fair and objective manner, which make them difficult to be found and recognized by mass traders.
- They lack the channel to transform wisdom into wealth.

### **(3) Exchanges**

- The traditional marketing expenditure is not proportional to the number of the clients acquired.
- They lack the relevant service channel, resulting in the slow customer development but rapid loss as well as the low trading activity of the current traders.
- The fin-tech innovation ability is poor, and they do not have instruments for enlarging wealth bonus.

### **3. Pain Points for the Traditional Online Risk Trading Website**

- The demo account trading competition held by the exchanges did not appeal to the ordinary traders due to its lack of fairness and objectivity.
- Normally, only the top three to ten traders could be rewarded from the trading competition constrained by the capital and labor costs, while the lacks of continuous incentive for the most competitors, therefore, the loss rate of the competitors is very high.
- There lacks of communication incentive mechanism. Although there exists the social function, the enthusiasm and timeliness of user communication is extremely poor, which affects user experience.
- The lack of incentive mechanism of the website resulting in the short active period of new users and large number of inactive users, which make it difficult to collect big data so that it is difficult to build various kinds of financial products based on the big data further.

## **Solutions and Ecological Advantages**

As a decentralized one-stop online risk trading service platform, ifx.do has independently researched and developed the first independent competition system in the global on-line trading industry, creating a win-win situation that is open, fair and equitable for ordinary traders, professional traders and exchanges, which can achieve the effective transmission of value and build a industrial ecology where different interest claimants benefit from and enjoy common development with each other. In the process, its community value is endowed by the majority of users and returned to users in the form of community Token (community crypto-currency).

### **The most suitable application scene for the implementation of blockchain technology: Finance + socializing**

The core characteristics of blockchain technology, such as decentralization, tamper-proof nature, openness and transparency, are identical with the concept of safety, efficiency, and promise-keeping pursued in the financial trading. By applying the Ethereum smart contract, ifx.do effectively puts an end to the transmission of low-value and false information, builds trust among the traders, and enables the point-to-point transmission of valuable information at low cost and high efficiency through the blockchain network. Every user's behavior in the community could create economic value, which effectively enlarge the value scale of the financial community and expand the service boundary and ecological dimension of the financial community.

### **1. Exclusively developed trading competition system and the mass-elected top-quality trading strategies**

Relying on the independently developed trading competition system and the technological application of Ethereum smart contract, ifx.do automatically issues TOKEN as reward to those analysts/professional traders whose performance meets basic requirements corresponding to their performance, thus effectively changing the pattern that only the top players are rewarded in traditional order strategy competition and the malpractice that the enthusiasm of the participants cannot be fully stimulated.

To protect the interests of the traders, ifx.do puts the authenticity and effectiveness of investment strategy in the first place, so we initiate the blockchain technology-based trading competition function.



- (1) We start from controlling the source and all participants shall start from zero at ifx.do , and we put an end to any false propaganda and unfair competition environment.
- (2) We offer the full live broadcast of the entire competition and bill in blockchain distribution in real time, avoiding black box manipulation so as to build a natural trust foundation.
- (3) We enforce risk control rules. All participants shall implement the unified risk control rules of the trading competition system established by ifx.do in order to completely avoid the possibility of winning by heavy position & position without SL/TP and truly ensure the validity of the performance, which could effectively protect the interests of order-following users.

### **3. Deep social function covering online and offline communication**

The social system of ifx.do mainly relies on the personal homepage nodes that could mutual follow to share market information and trading feelings. Besides, ifx.do will launch an online pay knowledge system in view of the rigid demand for the risk trading knowledge and experience by the ordinary traders in the future.

The ordinary traders can buy courses online of well-known analyst/professional traders in the industry directly. As for the difficult knowledge points not fully got online, they can also communicate directly through the periodic offline activities held by ifx.do or make an appointment for one-to-one offline teaching.

In the future, ifx.do will develop more kinds of social modules gradually to assist the online traders to find mentors in there trading lives.

### **4. Seamless Connection with Dealers from All Sides**

ifx.do gets through the trading connections of over 1,000 dealers in the world. Theoretically, as long as dealers with any types of products offer the API connection, the functions of one-click strategy-following and one-click flash strategy-following could be enjoyed by the exchanges' investors offered by ifx.do , which help to enhance user experience significantly and increase the volume for the exchanges greatly.

ifx.do could also help Exchanges to find and target the potential clients. The business promotion activities placed to ifx.do by exchanges are promoted in the pattern of participation equals mining, which means the corresponding Token can be obtained after users fully participate in the online promotion activities of the advertiser. This pattern will help Exchanges to deliver their information and brand value to the accurate clients more efficiently.

In addition, users need to pay certain Token as reward to the analysts/professionals in the process of strategy-following, which could eliminate the barriers between the traditional financial derivatives trading and token value investment of blockchain so as to provide a channel for the traditional centralized traders who tend to be value investors of blockchain. In the meantime, it could help to direct the clients for cross-type exchanges.

### **5. The Integration of Big Data, AI and Blockchain**

In light of its exclusive, massive, precise and high-quality training data advantage and years of technical reserve, ifx.do is deploying the artificial intelligence technology in the trading field in order to build AI fund and other ultimate financial services for institutional investors.

# The Impact of ifx.do on the Online Risk Trading Industry

## 1. Impact on the Ordinary Trader

The ordinary traders seek to gain profits, obtain relevant trading information and knowledge, get acquaintance with and communicate with other like-minded traders.

In the traditional model, it is hard for the ordinary traders to maintain stable profits due to their personal trading level, the substitute traders' trading level and other issues. In the meantime, there is no convenient way for them to communicate about the related trading matters timely due to the market mechanism. Most of the traders are at a relatively disadvantageous position in the industry throughout the entire trading process.

Under the established mechanism of ifx.do , the interests of the traders are put the first place. It can be found from the above introduction about the functions of ifx.do that the traders can find the right mentors and friends when they need to improve their trading level; they can choose to follow the strategy freely in the condition of controllable risk and measurable level; they can even sponsor a crowdfunding asset management plan online for certain star analyst/trader that they admire. Moreover, all the activities of the traders at ifx.do can be quantified as TOKEN to further gain the benefit of consideration.

## 2. Impact on Analysts/Professional Traders

The appeal of a trader/professional trader is to demonstrate their capability and gain by their own capability.

In the traditional mode, the competence of the analysts/professional traders cannot be reviewed under a unified condition. It is not excluded that quite a number of traders succeed by heavy position/orders without SL/TP and luck even in various kinds of trading competition. In addition, the star traders are excessively packaged by the risk trading industry while some other traders truly devoting themselves to trading are always not in the mood to package themselves, which has led to such trend of the industry that bad money drives out good.

On the one hand, the system independently developed by ifx.do removes the position indicator and only calculates performance with profit points or percentage; on the other hand, the website has a strict automatic stop-loss logic, which make it impossible to trade with heavy position and order without SL/TP so that it can truly select out high-level traders and provide them with profits corresponding to their trading competence.

## 3. Impact on the Exchanges

The pursuit of the Exchange is to get clients and real trading volume.

As competition intensifies, it becomes increasingly expensive for Exchanges to acquire clients through the traditional marketing model. Some clients are limited by the trading procedures since risk online trading normally requires English and VPN service while some clients lose fast due to the lack of trading guidance, which leads to the high customer acquisition costs and low retention rate, resulting in the unmatched trading volume and returns as the Exchanges expect.

The existence of ifx.do has perfectly addressed the difficulties of the Exchanges. Firstly, the web users are all online risk traders who are the target clients for every exchange; Secondly, the excellent mass-elected trading strategies are available to clients of every exchange , which could ensure the trading volume of clients' accounts; Finally, the profit and loss of the accounts affected by the normal market fluctuation are only related to the strategy of the trader, thereby excellently maintaining the business reputation of the Exchanges.

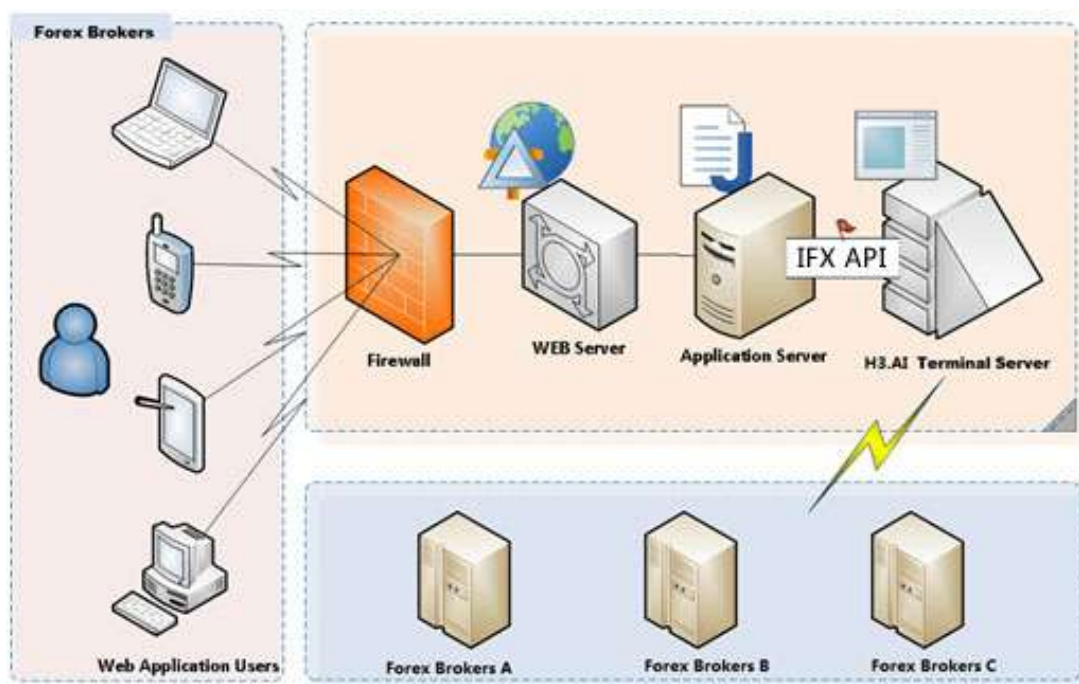
## Products Technical Advantages

### 1. High Concurrent Processing Capacity

As a one-stop online risk trading service platform, ifx.do has reserved many technical talents and made adequate matched optimization plans in advance. During the design process, we have taken into full account the special demands of financial business for concurrent processing capacity, arranged massive technical R&D and tests from language design to architecture design, so as to ensure that the financial community can be run stably when responding to numerous core technical requirements, such as instant data, online risk trading, and multi-user requests.

### 2. Technical Innovation in cross-platform one-click strategy-following

As one of the core functions of ifx.do , how to ensure the promptness and effectiveness of the investment strategy in the ever-changing financial market represents the bottleneck that is the hardest to make a breakthrough in the industry for a long time . After years of technical accumulation, R&D and innovation, ifx.do has made key technical breakthrough in the function of trading competition and one-click strategy-following and realized the function that the trading strategy of the community can be instantly executed across various platforms. For now, it has connected over 1,000 API of the global Exchanges, and truly realized the function that the strategy is useful and usable as well as global followed. Moreover, it has greatly improved the convenience and usability of user experience.



### 3. Micro-service Framework & Containerized Docker

As a blockchain-based financial community, ifx.do has developed several vertical applications catering to the needs of investment users. To ensure the stability of website, we have utilized micro-service framework. The basic concept of micro-service lies in creating applications by focusing on the modules of business fields. These applications can independently developed, managed and accelerated. By using micro-service cloud architecture and platform in distributed modules, we make the deployment, management and service function delivery simpler. At the same time, we use containerized docker solution to provide users with more computing resources on the

precondition of saving hardware resources in a maximum way.

#### **4. OPEN API of Platform is offered by ifx.do**

In order to create better service ecology and serve more user groups, ifx.do will offer API application service to industry peers, which is designed to meet the demands of different business partners for market exploitation, help partners reduce the technical R&D input of engaging in the financial service field and accumulate more user resources for ifx.do.

## **ifx.do and IFX**

ifx.do is a platform built based on blockchain underlying technology that transmits decentralized knowledge and smart commodity value. We use IFX to name our Token in the process of transmission, to represent users' right to use the entire ecological services of ifx.do.

ifx.do has powerful and flexible TOKEN policy, uses IFX to stimulate users' positive actions, and relies on blockchain smart contract technology to motivate every user who has contributed to the platform. The incentive mechanism promotes the stable, rapid and sustainable development of the community, and forms the positive energy effect of the fusion.

## **The Significance of Token(IFX) Issued by ifx.do**

### **1. Motivating Traders Effectively so as to Improve Their Activity**

One of the biggest and unsolvable pain points of the traditional competitive community is that there is no effective user incentive model other than the prize offered to a small number of competitors, thus many competitors of middle or upper-middle level do not have passion to compete continuously, which results in the huge registered users but low ratio of the daily active user.

The use of blockchain Token binds with the ethereum's smart contract by ifx.do can motivate every competitor who gets profit. Besides, with the rise of the popularity and the expansion of the users of ifx.do , the expected future appreciation is huge , which can effectively increase the enthusiasm of the participants so that the user's activity and stickiness of ifx.do is expected to improve substantially. As well, it helps to further accumulate massive big data in order to provide a foundation for future smart trading funds.

### **2. Encouraging the Interaction within the Community to Rise the Users Stickiness**

The communication and interaction between traditional community users is mainly based on users' spontaneous hobbies , which leads to the unsteady activity. Token introduced by ifx.do can be used in the process of user interaction, strategy-following and rewards, thus ensuring the user's activity in the community and playing a positive role in promoting users to share original, profound and valuable experience, products and information with each other.

### **3. Helping ifx.do to Promote Rapidly and Be a Leader in Subdivision Industry**

The Token(IFX) will have an actual price basis when the service provided by ifx.do has value. When the price of IFX is accepted by the market, it will bring a large number of agents, website users and speculators who will further increase the price of IFX, which helps to expand the popularity of ifx.do. After a positive cycle is formed, ifx.do will quickly become the benchmark of the subdivision industry.

## **Conclusion**

Compared with the traditional cash or website credits, the price of Token is fluctuant and provides more to the imagination which is the most important feature of the Token economy. Therefore, its incentive effect is incomparable with the traditional way in the aspect of use and promotion for the competitive and social communities. This incentive effect has an amplification effect, which can help a website with value to gain market popularity, recognition and be shared rapidly. And the market popularity, recognition will drive up the price of

Token in turn, which promotes to achieve the positive circular and make the community bigger and stronger.

Meanwhile, the Token economy model helps to reduce the funding stress of the project team by means of leaving the financial pressure used to reward the users and promoters to the market, which enables the project team to focus on the project as as to enhance the value of the project and raise the price of the Token.

The introduction of Token by ifx.do is an inevitable trend from the above two aspects.

## **Application of IFXs in system motivation**

### **1. Motivating Analyst/Professional Trader**

ifx.do smart contract automatically releases IFXs as rewards to analysts/professional traders meeting basic performance requirements of the trading competition, so as to motivate every value contributor.

In addition, the ordinary traders need to pay a certain Token if they want to customize the trading strategy of some analyst/professional trader. TOKEN will be considered as income to be transferred to the analyst's / trader's account if the strategy helps to get profit after the trading circle finished, if not, the Token paid will be returned.

### **2. Motivating Content Originator and Sharer**

According to the originality and depth of the content shared by users, ifx.do issues corresponding TOKEN as a reward to encourage more users to share their knowledge and experience.

### **3. Motivating Spreaders**

ifx.do will issue appropriate TOKEN as a reward to every new registered user and excellent communicator of the community so as to provide the engines of rapid growth and development.

### **4. Special Incentive**

Good reputation is the cornerstone of the positive development of ifx.do. Providing extra-value services comes as a prerequisite for the establishment of a good reputation. ifx.do will issue certain amount TOKEN as special rewards to major contributors.

## **Application of IFX in User Interaction**

### **1. Customization of Pay Strategy**

Users of ifx.do can use TOKEN to customize the strategy of excellent analyst and professional trader, and bind with their trading account, so as to realize the functions of automatic one-click strategy-following. Throughout the entire payment process, we will control risks via smart contract, and the system will finish payment only after the strategy follower get profit, so as to truly achieve the goal of protecting ordinary traders.

### **2. Reward for Original Content**

Users of ifx.do can use TOKEN to reward the original contents released by other users, based on which determining the ranking of the posts. In this way, we can select out the most valuable information for the users through the natural adjustment of the market.

### **3. Pay Apprentice and Appointment with Industry Leaders**

Users of ifx.do can directly use TOKEN to pay for the online courses of financial tutors directly. Moreover, users can also make an appointment to meet the tutors or strategists by paying Token, so as to improve trading knowledge and skill rapidly.

## **Application of IFX in External Commercial Promotion**

Before conducting business promotion activities on ifx.do , any promoter/advertiser needs to buy certain amount of TOKEN, and the duration, position and effect of advertisement released are to be determined based on the amount of TOKEN purchased. During the advertising period, the smart contract of TOKEN reward amount of every user participating the business promotion activities can be set up in light of the click rate of advertisement and the complexity of the missions of questionnaire in order to achieve the goal of accurate projection.

## **Application of IFX in ifx.do 's Internal Commercial Promotion**

### **1. Online Promotion**

The online promotion of ifx.do gives priority to expand popularity and build brand and reputation. As for the online marketing activities, the smart contract of TOKEN reward amount of every user participating the business promotion activities can be set up in light of the participation, the click rate and the complexity of the missions of questionnaire in order to achieve the goal of accurate projection, accurate statistics and accurate analysis.

### **2. Offline Promotion**

ifx.do has currently achieved cooperation with dozens of online risk trading brokers in China to promote ifx.do activity experience center offline. The broker could get  $N*10\%$  to  $N*20\%$  TOKEN as a reward on the assumption that the number of TOKEN obtained from the community activities by the user introduced by the offline broker to ifx.do is  $N$  ( $N$  is not fixed). The offline brokers have a large number of target client resources, so this incentive mode can increase the community's profile rapidly in the industry and make ifx.do become the first brand of the users in this field quickly.

In addition, the intermediary introducing brokers could get certain proportion TOKEN as a reward.

According to the current market situation, it is estimated that ifx.do will plan 300-800 offline activity experience centers in Greater China Region within two years, which will greatly speed up the development of the community.

## **Calculation on the Scale of Investors and TOKEN Demand**

### **Model for Predicting and Analyzing the Growth in the Scale of Community Users**

As a one-stop online risk trading service platform developed and applied at relatively early days in the world, ifx.do owns a huge market with hundreds of millions of traders in the world, and enjoys unique development advantages. The team of ifx.do has sophisticated and visionary vision, stable operation, positive enterprising spirit, and strong technical reserve and product development strength. Together with the revolutionary blockchain technology, these advantages will generate enormous siphonic effect in the industrial competition.

ifx.do is marketed globally, but due to the limitation of development cycle, in Phase I, it will develop Simplified Chinese character and Traditional Chinese character versions, targeting at the Greater China area; in Phase II, it will develop English version, targeting at international customers in the English-speaking regions; in Phase III, it will develop Japanese and Korean version; and in Phase IV, it will develop French, Spanish, Russian, and Arabic versions. By that time, ifx.do will cover 85% of online risk financial derivatives traders in the world.

Data of the financial derivatives exchanges shows that the top 10 exchanges in the world have about 12.9 million valid accounts from 2016 to 2017, among which about 2.3 million are from the Greater China area. We conducted a preliminary market survey online by taking the Phase I target customer group (the Greater China area) as the sample. Among the 3,000 questionnaires issued, 87% of the traders meet the orientation of ifx.do (i.e., having the demands of communication, recognition improvement, trading competition, strategy output, auto strategy-following, directional funds management, etc.). Out of all the samples, 76% of the traders visit the website or the mobile terminals that are financial derivatives related every day; and 69% of the traders are willing to try community websites of the type of ifx.do. A reasonable estimation on this basis indicates that under the premise of normal propaganda and promotion, by December 31, 2019, the number of registered users of ifx.do will surpass 600,000, with no less than 200,000 effective users (IFX holders) (a+b+c).

### **Analysis on the demands and purchasing power of community users**

Based on the demands of different layers of users, it is predicted that the purchasing power of the effective users generated from the demand for TOKEN will be about CNY320-420 million in 2019. If calculated by CNY0.10 as the original price of TOKEN, the total number of TOKEN will exceed 3.2 billion. But our designed total issuance of TOKEN is 10 billion without additional issuance forever. And we will release 1 billion TOKEN to the market each year. As the community constantly expands new application scenes and the platform business develops rapidly, TOKEN will become rarer and realize appreciation.



# Investment Value Analysis on Token of ifx.do (IFX)

## 1. Possessing Real and Extensive Application Scenarios

(1) The trading competition and one-click strategy-following system independently developed by ifx.do can address the pain points of the online risk traders. IFX is the only voucher to use various services and applications of ifx.do , and its issuance is basically designed to meet the demands of tens of millions of traders for utilizing community services, interacting and communicating with other users.

(2) ifx.do has reached strategic partnerships with many online risk trading platforms in the world who allow IFX deposit, making IFX to be the deposit voucher approved by the trading platforms.

## 2. Natural consistency of Client Quantity, Client Nature and Crypto-currency Investors

(1) As a blockchain project under internal test, it is predicted that the number of users will reach 600,000 in 2019, with 200,000 effective users. The massive user size and the real and extensive application scenarios will become a fundamental support for IFX value.

(2) Clients served by ifx.do are high-net-value and highly active risk traders, who are potential investment group of crypto-currency.

## 3. Strong Liquidity

(1) IFX is the TOKEN issued based on Ethereum, supporting free online and offline exchange on the Exchanges and wallets.

(2) When traded with BTC, ETH, USDT and other mainstream TOKEN, the transaction and asset management become more convenient and flexible.

## 4. Demonstration Effect of Innovative Application Currency

As a platform serving for traders, ifx.do strictly follows the business logic that service is value. IFX, the only value object of all services within ifx.do , realizes point-to-point transmission among users. ifx.do adheres to the principle of currency issuance after implementation so that every IFX is spread on the basis of value rather than a simple financing tool. Different from previous blockchain projects, the team of ifx.do ' has been committed to internet trading community projects for 7 years and accumulated abundant project experience and resource reserve during the process. ifx.do will also make its debut as the first truly implemented financial trading blockchain community in the world.

In general, the users, applications and services of ifx.do supplement each other and develop towards the ecological direction of mutual promotion and win-win outcome. The value of IFX is given by users, for users. In such a development space full of imagination, the total amount of issuance of IFXs is only 10 billion without additional issuance forever. As IFX constantly expands new application scenarios and the crypto-currency investment gets to understand the IFX value, IFXs is bound to achieve a huge appreciation.

# Token Allocation

## Total Amount of Issuance

ifx.do initially issues 1 billion IFXs and undertakes no additional issuance forever. The specific allocation is as follows:

Token of ifx.do is based on the rigid demands of the mass community user groups for purchasing the community services and will not conduct any ICO or quasi-ICO financing activity. The amount of IFXs generated is determined by market demands. The maximum amount of TOKEN released each year shall not exceed 10% of the remaining TOKEN in the corresponding part, based on which the amount shall be released on a monthly average. Thus, the stability of IFX in the market trend could be guaranteed.

- **Content Operation**

Four billion IFX accounting for 40% of the total is used to motivate the users to release high-quality strategies, provide high-value courses, and contribute more outstanding articles and top posts. Every year, it releases 10% of the balance of the incentive pool.

- **Registration Promotion**

Two billion IFX accounting for 20% of the total is used to rapidly enlarge the user scale of the community, attract high-quality user resources, and improve the vitality of the network, which will be distributed to the traders attracting customers, third-party platforms (specialized websites, communities, and public accounts), and C2C customer referrals based on different promotion approaches and modes.

- **ifx.do**

ifx.do holds 3 billion IFXs, accounting for 30% of the total. IFXs held by ifx.do are used to guarantee the smooth completion of technical development, operation, maintenance and other expenses.

- **Team Motivation**

The founding team of ifx.do motivates internally to ensure the project can attract talents, retain talents, and realize the right development direction of the community, ensuring healthy, stable and sustainable development. This part involves 1 billion IFXs, accounting for 10% of the total.

## Development Planning

The internal testing with a quota of 100 people of the core functions (Trading competition and one-click strategy-following system) and community interaction system is expected to be conducted in early August, 2018, and the quota is full now.

The testing period is estimated to be 20-40 days, during which we will continuously improve the bugs and correct the details. The open beta period begins after the end of internal testing, meanwhile, Offline brokers will be recruited. Three pilot areas have been currently set up and filled.

In the open beta period, the APP of ifx.do will be developed simultaneously, also, Token of ifx.do will be listed in the Exchange in order to realize its use and exchange function. Meanwhile, we will continue to improve and correct the details, start a trial operation on the crowdfunding asset management section urgently and make it officially launched, develop the function of pay knowledge section and introduce more strategic investors and industry leaders, so as to enhance the popularity and brand image of ifx.do further.

The broker investment will be officially started after the end of the open beta. More and more Brokers will be introduced on the basis of the previous pilot areas and the crowdfunding asset management section will be launched. Meanwhile, ifx.do will start develop mobile APP.

After the launch of the mobile APP, ifx.do will cooperate with a number of authoritative financial and economic media in China to jointly promote it extensively, including but not limited to announcement released, training, BBS, holding summit and etc.

## **Risk Warning**

ifx.do team will regulate the management of the project in accordance with the white paper content disclosed. The potential risks of the project are as follows:

### **Compliance Control Risk**

ifx.do will recruit a professional consulting team to design the issuance and application of digital assets under the conditions of compliance and legality in accordance with the project nature, thus ensuring the normative operation of the project.

### **Policy Risk**

ifx.do will not engage in ICO financing operation according to relevant national policies. It will only conduct legal and compliant stock equity financing in light of corporate development demands in the future.

### **Technical Risk**

Given the fact that ifx.do is a decentralized application developed based on Ethereum blockchain underlying technology, and although Ethereum is developing and running in a relatively stable manner, it may have unknown technical risks in the future. The team of ifx.do will pay attention to the development and operation dynamics of Ethereum in time, update technologies constantly, and safeguard the rights and interests of the investors and community users.

### **Cyber Hacking Risk**

Hackers utilize phishing sites, virus, Trojan and other means to attack the users, the network and others, resulting in more than a dozen incidents of loss caused by users and platforms. In view of the risk of cyber-attacks, we have employed professional technical security consultants to constantly improve security awareness and capabilities.

## Contact Information

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## Disclaimer

This document is mainly used for information transmission and does not constitute the relevant opinions of the ifx.do TOKEN trading. This document does not constitute any investment advice, investment intention or abet investment. The document content shall not be construed as forcing participation in relevant trading or investments.

Relevant potential clients are kindly advised to have a detailed understanding of the risks of TOKEN of ifx.do in advance, and once a trader participates in investment, it is deemed as having understood and accepted the risks of the project.