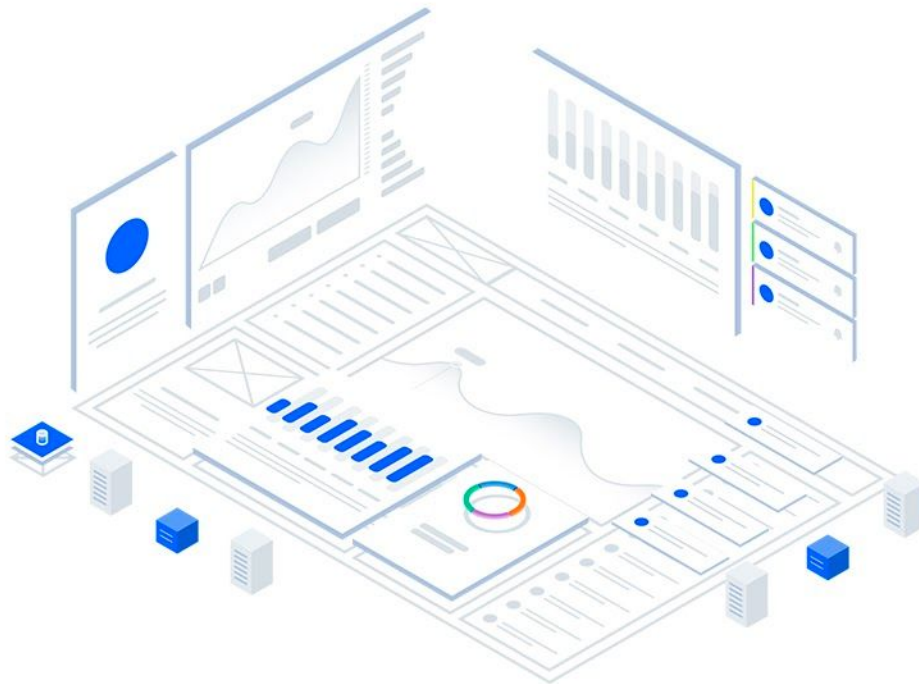# zenfuse

# Revolutionary
# Trading Platform

Power up your trading experience. Start using 90+
exchanges from one smart platform.

Version 0.16

# Table of Contents

# Abstract

Zenfuse aims to be the ultimate platform for cryptocurrency trading, with built-in connectivity to major exchanges, a next-gen toolset, sophisticated analytics, total portfolio management, and customizable news aggregation, set within an ecosystem extensible by developers.

# Value Proposition

### One Tool to Rule Them All

The popularity of cryptocurrency trading continues to expand rapidly. The largest cryptocurrency exchange recently reported the onboarding of up to a quarter of a million new users per day. Serving that growing user base are hundreds of cryptocurrency exchanges, along with a growing array of portfolio trackers, news aggregators and other supportive tools.

However, all these services and tools remain far from ideal. Most require special skills or a steep learning curve to properly use them. New traders must potentially collect dozens of tools and websites before they can begin.

Zenfuse will address these issues and pioneer a new level of user experience, allied to powerful functionality, with the goal of making trading less stressful and more profitable. With an intuitive user-friendly interface and high affordability, we expect Zenfuse to become the standard for all who trade and invest in cryptocurrency.

Cryptocurrency traders and investors will be able to trade across more than 90 exchanges from a single platform, which will be available on

mobile devices – as well as desktop and web – crucially enabling trading while on-the-move.

Zenfuse will additionally combine:
- Easy-to-use analytics.
- Comprehensive portfolio management.
- News aggregation, for delivery of updates tailored to the user's portfolio.

## Enhanced Trading

The "smart trading" toolset provided by Zenfuse will include an array of powerful, next generation tools. These tools will be applicable across the user's entire portfolio and its respective cryptocurrency exchanges - even on those exchanges which do not themselves feature such functions.

These tools will include:
- *Panic sell button* – which will sell an entire portfolio of altcoins for bitcoin with one click, if markets suddenly take a dive.
- *Whole portfolio stop-loss* – which can automatically sells the user's altcoins when specific conditions are met.
- *Trailing stop* – *an order to buy or sell a coin if it moves in an unfavorable direction.*
- *OCO orders* – *a combination of a stop order with a limit order.*
- *Quick rebalancing* – Zenfuse will also rebalance a trader's portfolio distribution in seconds. So, when the markets suddenly change, and a rebalance becomes desirable, this feature automates the execution of the necessary trades, across the various exchanges of a portfolio.

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### Accelerated Growth

Zenfuse will also be horizontally scalable, thanks to its own App Store. Here, independent developers can list their own Zenfuse widgets, to add new features to the Zenfuse platform.

### Security Point

Zenfuse will also be highly secure, with all sensitive user data encrypted. Important information will not be stored on our servers, so no data can be stolen. Our users will employ a disposable password to manually authorize the platform to perform actions on their behalf.

Additionally, if an external attack is registered, the system can instantly perform a break-glass procedure to protect users' tokens and prevent all data from being stolen.

### All-in-One Solution

The Zenfuse solution is inspired directly from our experiences, and, by extension, what we are confident the market requires. We believe trading can be straightforward, affordable, and far less risky. That is why we are building Zenfuse — the first truly all-in-one multi-exchange platform for cryptocurrency traders and investors.

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# Message from the CEO

The idea for Zenfuse originated in frustration and fear. Frustration at the countless stresses and difficulties of trading. And fear of suddenly losing gains, for want of a few features and failsafes. It made me dream of an answer.

So I have to be thankful for those painful experiences. And without them, neither would I have so easily gathered a team of like-minded and similarly frustrated crypto traders.

It's not every project that can motivate team members solely by its own vision. I know, I've worked in many. Team members have willingly dropped their other projects to help make Zenfuse a reality - because, like me, they want to use the platform ASAP.

From collective pain, we have built a talented and motivated core team, experienced across the fields of IT, UX and UI design, PR, fintech, and blockchain consulting.

We all believe that a single platform is the answer, cutting through the chaos of hundreds of exchanges, portfolio trackers, news aggregators, and all the other tools. Zenfuse will be that platform, combining an intuitive user-friendly interface with maximum affordability.

It will be a platform on which traders and investors can operate with minimal stress, empowered by the ability to easily analyze and manage their portfolios, while kept up-to-date by filtered and relevant news. We

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are confident that such a platform will quickly become the standard for anyone who trades and invests in cryptocurrency.

In this document you will find an introduction to the Zenfuse platform, our business model, tokenomics, roadmap, and details of our team.

I hope you will also discover some of the same inspiration as both myself and my team feel for Zenfuse.

*Best regards,*

*Yuriy Kovalev,*

*CEO and founder of Zenfuse.*

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*Yuriy Kovalev*

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# Problem

### Inability to Execute Advanced Trade Orders

As the popularity of cryptocurrencies continues to rapidly increase, more and more people are developing an interest in cryptocurrency trading. The suite of available trade orders greatly varies across each exchange, and the majority of exchanges do not offer advanced trade order types (such as 'stop loss', 'trailing stop loss', 'one cancels the other' and many more). The inability of traders to execute advanced trader orders may result in traders not only losing money but also missing opportunities to make profits.

### Poor User Experience Provided by Existing Exchanges

Existing cryptocurrency exchanges have not focused on user experience and accessibility when their interfaces were designed. Navigation between charts, portfolio management and analytics tools is very cumbersome. The cryptocurrency world moves exceptionally fast and often traders do not have sufficient time to quickly access their PC to execute quick trades. Most exchanges and trading tools currently do not offer mobile solutions for traders. A limited number of exchanges and trading tools do provide mobile apps, however these apps do not offer the full suite of trading options.

### Fragmented Cryptocurrency Ecosystem and Tools

To consistently make good decisions and trade successfully, the average cryptocurrency trader and investor has more than five cryptocurrency related apps downloaded on their mobile device.

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There are three pillars to success in cryptocurrency trading: executing orders, performing portfolio analysis, and keeping up-to-date with news.

Types of apps include:
1. Portfolio management tools
2. Exchange apps
3. Price tracking tools
4. News monitoring tools
5. Third-party trading tools

There is limited integration between different apps, and often they are not automated, meaning the user must enter a great deal of data manually.

## Portfolio Management Is Inefficient

Existing cryptocurrency portfolio tracking tools are time consuming and not user friendly.  Even for casual traders, it takes a significant amount of time to manually input orders and it's easy to make mistakes. Furthermore, existing solutions cannot track balances from non-exchange wallets, such as software and mobile wallets.

Another key missing feature is historical order analysis. Only a limited number of portfolio trackers allow users to analyse historical data, and this data is very helpful for any trader, from beginner to professional.

## Using Multiple Exchanges Is a Challenge

Managing assets on multiple cryptocurrency exchanges is a tricky business. For many reasons, it's nearly impossible for a user to gain a complete picture of their portfolio and act quickly. Firstly, different exchanges have their own separate order histories, making it hard to

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analyze past transactions. Secondly, all exchanges have their own complicated user interface, which adds another entry barrier for users. Lastly, managing multiple accounts with multiple services is always an exhausting and time-consuming business.

Switching between multiple cryptocurrency tools is inefficient, which can often lead to missed opportunities that directly impact profits.

## API Keys Are Not Securely Protected

The secure storage of API keys is very important for those who employ third-party tools for cryptocurrency trading and portfolio management. There have been cases where the misuse of API keys has lead to manipulation, which is detrimental for the API key owners and the entire cryptocurrency community.

Due to the current lack of trust amongst users regarding API key management, many members of the community are hesitant to use third-party tools which use API keys that connect to their exchange accounts.  In order to integrate API keys into their third-party apps, developers must spend a great deal of time and effort to ensure the security and protection of the data, which is a big obstacle for cryptocurrency trading app developers. Furthermore, secure storage requires a lot of time and resources to maintain.

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# Zenfuse Solution

## What Is Zenfuse?

Zenfuse is a cryptocurrency ecosystem that uses API key technology to safely connect the user with their cryptocurrency exchanges of choice. The user can use the Zenfuse platform to execute advanced trading, holistically manage their portfolio, and keep up to date with the latest cryptocurrency news and analytics - all from a single platform that can be used on any device.

The platform will be simple and enjoyable to use, with intuitive and user-friendly operation utmost in its design. Experienced and new traders will require no technical skills or coding experience in order to leverage the platform.

Zenfuse will be presented to users in the form of a customizable dashboard with widgets. The user will have the option to create a customized panel, consisting of a unique set of widgets with a broad scope of features, allowing for detailed customization. The widgets relate to three broad categories: trading, portfolio tracking, and news monitoring. The tight integration and synergy between these key pillars of trading will deliver a convenient, efficient and powerful trading experience.

## Trading Widgets

Smart Trader will comprise the main part of the Zenfuse platform. It will contain powerful functions to make the trading experience both more profitable and stress-free. Zenfuse will have what most cryptocurrency

exchanges are lacking, with the functionality available from a single control center.

### Unified Terminal

There are key differences between the various cryptocurrency exchanges which affects how cryptocurrency traders operate. In particular, the exchanges have different trading markets, different volumes and liquidity, and different verification processes and jurisdictions. For these reasons, a significant amount of traders and investors use multiple exchanges at once. But doing so can be a very complicated process. Zenfuse will empower users to control their coins across multiple exchanges, using a single cross-platform tool.

### Quick Rebalancing

Cryptocurrency changes fast, so traders need to think and act fast too. A user with several altcoins faces a challenge every time they manage their portfolio distribution. Zenfuse users will be able to perform rebalancing of a portfolio within just a few seconds. So, rather than a user manually executing the various trades - across different coins and respective exchanges - Zenfuse automates the process, and rapidly.
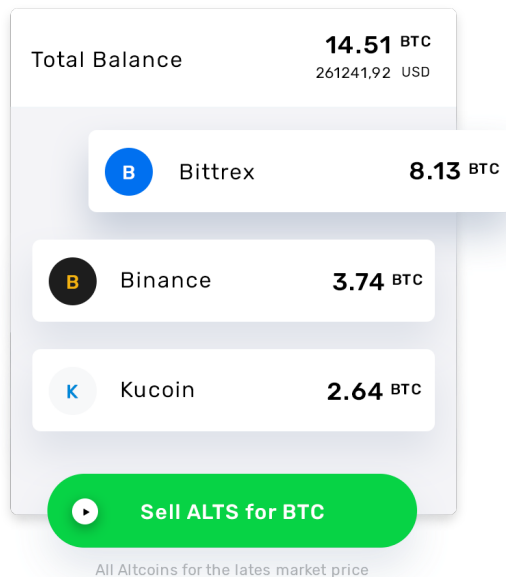
### Panic Sell Button

When all markets are starting to move down, experienced traders tend to sell their altcoins and stay in BTC or ETH. Zenfuse users will be able to instantly sell all altcoins, in all exchanges, with just one click. This action can save your portfolio.

*The mechanism of the Panic Sell Button is described below:*
1. User firstly decides whether to sell some or all altcoins using a limit or a market order.

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2. User clicks the Panic Sell Button.
3. Zenfuse remembers the current state of the user's portfolio.
4. Zenfuse algorithm decides how many orders are needed to sell all altcoins.
5. Zenfuse sends API requests to cryptocurrency exchanges, and places the required orders on behalf of the user.
6. The orders are successfully executed on all required cryptocurrency exchanges.
7. Zenfuse receives responses from all required cryptocurrency exchanges.
8. Zenfuse notifies the user about the successful "sell" of his altcoins.

After the Panic Sell Button process completes, the user can also buy back the altcoins by clicking just one button.

Total Balance    **14.51** BTC
                 261241,92 USD

**B** Bittrex          **8.13** BTC

**B** Binance          **3.74** BTC

**K** Kucoin           **2.64** BTC

▶ **Sell ALTS for BTC**

All Altcoins for the lates market price

Whole Portfolio Stop Loss

Zenfuse will allow users to protect their funds via the setting of Whole Portfolio Stop Losses. This will be an exclusive function that automatically

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sells the user's altcoins when specific conditions are met. For example, the user can set a Whole Portfolio Stop Loss to trigger when his whole portfolio goes down by 20% in BTC. Then, when a user's portfolio moves from 10 BTC to 8 BTC, Zenfuse automatically sells all altcoins, protecting the user against future losses.

### OCO Orders

A One-Cancels-the-Other (OCO) order combines a limit order and a stop order in one action.  When the price of an asset has reached a minimum, a stop order is executed, and the limit order automatically is canceled.

When the price of an asset reaches the maximum, a limit order is executed, and the stop order automatically is canceled. The minimum and maximum values are set by the user. OCO orders are designed to mitigate risks and maximize profits for traders.

### Scaled Orders

Scaled orders are designed to help traders spend less time on trading. This powerful tool automatically creates multiple limit orders within a defined price range.

### Order History

This feature allows the user to analyze all orders from multiple exchanges, all in one place. Since Zenfuse tracks all trading activity for the user, researching their order history is simple and quick.

### Hidden Orders

Hidden orders are not visible in the order book. This type of order is useful for those seeking to avoid influencing other traders with their orders.

This functionality will allow users to replicate the trading actions of professional traders. Copy Trading will be a huge support for newbie users, while simultaneously providing an opportunity for experienced traders to gain a following and earn. As entrusting funds in this manner is risky, only verified traders will be able to share their strategies.

## Portfolio Tracker

Zenfuse's informative and effective Portfolio Tracker will work on any device. Portfolio tracking is an integral part of the trading process for those seeking to make the best decisions.  With Zenfuse, the user's portfolio will be located alongside the exchange's functionality, allowing for easier and more convenient analysis.

### Synced Tracking

Zenfuse connects directly to cryptocurrency exchanges. This saves considerable time for the user, which must otherwise be spent manually collecting balances from all exchanges and all wallets.

### Customizable Reports

Zenfuse will allow users to create reports about significant price changes. Users will be able to adjust the type of report they need. It can be a weekly, daily, or even hourly report. Choose between watching specific coins or receive reports about your portfolio.

**Daily Report**  ▲ **11.52** BTC

↗ +14.2%  +0.47 BTC
+9345.33 USD

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### Coins List

Users can better manage their portfolios by creating Coins Lists, categorizing their holdings according to particular strategies. For example, a user might create a list entitled 'Long-term', containing only coins bought for holding, and another list called 'Short-term', comprised of speculative coins.

### Goals and Achievements

The user will be able to set custom goals, aiding motivation towards greater trading efficiency and profitability. For example, if a user sets a goal to make a specific amount of money for the following year, Zenfuse assists by calculating daily goals and guiding throughout the progress.

## News Monitoring Center

Staying aware of the most important news and events is essential for a trader. We will employ modern machine-learning technologies to deliver the most relevant crypto news. Users can target attention specifically on the coins in their portfolio, with news and events sorted accordingly, and also filter-out FUD noise. Zenfuse will enable this all in one place, within its powerful News Monitoring Center.

### Powerful Parser

Stay 'in-the-know' with Bitcontalk, Reddit, Twitter, CoinDesk, CoinTelegraph, Medium, Steemit, and similar significant sources that our algorithm will parse.

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### Google Trends

Another source monitored will be Google Trends, which shows how often a specific coin is being searched for on Google. This metric correlates with popularity.

### Calendar

Keep track of upcoming events. Zenfuse will alert users about upcoming hard forks, exchange listings, airdrops, and other significant events.

### Track GitHub Commits

GitHub, the social network for coders, is a place where open source code lives. Zenfuse will monitor the GitHub repositories of all open-sourced cryptocurrency projects, helping sort the better developing coins from the rest.

### Social Activity Tracker

Zenfuse will monitor Telegram, Twitter, Reddit and Facebook  to track network user growth, informing users of projects with rapidly developing popularity.

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# Zenfuse App Store

## Marketplace

The Zenfuse App Store will be a hugely important part of the Zenfuse ecosystem. The App Store significantly increases the value and potential of the project. Third-party developers and companies will be able to create their own widgets for the Zenfuse platform users. To enable this, we will provide rich API for the platform, write descriptive security and design guidelines, and create a marketplace of widgets.

## Inside the Store

Users will be able to install a new widget from a selection created by both third-party developers and by the Zenfuse team. The process of installation will be as simple as clicking a button and will not require any programming skills. After installation, new widgets will instantly be available for use from the user's personal Zenfuse dashboard. There will be widgets in many categories, such as manual trading, portfolio analytics, news tracking, taxation, automated trading, etc.

Users will be able to give feedback to the developers, write reviews, and submit bug reports. The selection of widgets in the Zenfuse App Store will depend upon community votes and will be as fair as possible.

## New Market

The Zenfuse App Store will become a new market for developers. This will provide a great opportunity for talented independent developers to code useful widgets and earn money. Cryptocurrency companies can also

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benefit from creating widgets, as being a part of the Zenfuse App Store will help promote their brand.

It is important to note that Zenfuse widgets will be made with classic programming languages, such as JavaScript. Developers will also be able to use popular libraries to speed up the development process. This low threshold advantage will allow more developers to create widgets for the Zenfuse App Store, without the need of learning new technologies, such as the Solidity programming language.

### Better Experience

Zenfuse platform users will enjoy a better trading experience from a growing selection of widgets. Competition between third party developers will stimulate the continuous development of widget quality and range.

### Huge Boost

The Zenfuse App Store will enable a huge boost in horizontal scaling. Thus, the team will have more time and resources to focus on vertical scaling and attracting more and more users.

### Additional Token Use

Third-party developers will set the price for using their widgets, with users paying with the ZEFU token. Developers will be able to choose any pricing model they prefer; it can be a free widget, one-time purchase widget, subscription widget, or even a widget with in-app purchases.

Zenfuse will generate additional revenue by retention of fees, which will be a significant portion of our profit.

## Security Aspects

To ensure a high level of security, all third-party widgets will need to pass through three levels of approval before being published in the Zenfuse App Store. These are:

- A sandboxed testing period by the Zenfuse technical experts.
- A testing period by selected beta testers.
- A testing period by community early adopters.

Every new widget will need to pass all the security guidelines provided by the Zenfuse technical experts.

# Zenfuse Secure Gateway

## Safe Place

Secure Gateway is an independent part of the Zenfuse ecosystem. It will be a safe place for storing users' cryptocurrency exchange API keys. Secure Gateway will also store all user trading data, such as orders history and portfolio states.

## Public API

Secure Gateway serves as a bridge between cryptocurrency exchanges and the user, and it is a significant part of Zenfuse. Additionally, however, we have plans to share the power of Secure Gateway with the world. In particular, we will provide public API to allow third-party developers to create powerful applications, using the Secure Gateway data and functions.

For example, the creation of trading bots will be possible using our API. A user of this bot will be able to "Sign Up via Zenfuse Secure Gateway", and instantly be able to start trading on multiple exchanges, which they previously added to the Secure Gateway storage. After signing up to the new app, and consenting to its accessing of trading data, users will be able to view their current portfolio state and trading history there.

Thus, Secure Gateway will become a single entry point to all cryptocurrency trading apps, providing a better user experience for all. No more need to manually input data or generate new API keys. The only step to using a new cryptocurrency app will be the click of a single button.

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## Safe Storage

Users will get one place for storing and controlling all their cryptocurrency exchange API keys and trading data. This will allow for easy control of API keys access. For example, users will be able to instantly limit access to a particular third-party app, in case the app is under suspicion, or give temporary access to API keys for a new trading app, only for the period of working with it.

## Big Idea

Storing API keys in *one* place is a huge step forward for the whole cryptocurrency industry.

Developers will be able to create standalone apps for crypto trading, portfolio tracking and other areas, thanks to our API. New entrants to the market will not have to hire expensive security experts and deal with storing cryptocurrency exchange API keys, because Zenfuse Secure Gateway will handle it for them. They will need only to use our API, and to ask their users to allow access in their Secure Gateway personal dashboard.

Storing API keys is a big deal, and Secure Gateway will solve the problem once and forever.

## Revenue Generation

Third-party apps will use Zenfuse Secure Gateway API to provide a better and safer experience for users. Users of third-party apps are charged ZEFU tokens by the creators of these apps. The developers will be free to

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choose any pricing model they want to. It can be a subscription based model, a one-time purchase, in-app purchases, or any other model. Zenfuse will generate additional revenue by retention of fees.

Zenfuse will form partnerships with exchanges in terms of volume contribution. Zenfuse contributes volume to a crypto currency exchange and negotiates an agreement on lower trading fees. A part of that lower fee model is given to the user means the user trades cheaper through Zenfuse than on the exchange itself. The remaining difference results in profit for Zenfuse.

# Technical Overview

## How does Zenfuse work?

Zenfuse will act as the interlayer between the user and their exchange accounts, using secured API keys to process requests. An API key[1] is a code passed in by a computer program to identify the calling program.

To give the Zenfuse platform access to place orders on a specified cryptocurrency exchange on behalf of the user, the user need only enter exchange API keys once, while logged in to Zenfuse.

It is important to note that Zenfuse will never request full control of the assets of the user. The platform will require access rights to place orders on behalf of the user, but will not require access rights to withdraw money. This means that the user's money will always be kept on cryptocurrency exchanges and will never be transferred to Zenfuse.

The majority of cryptocurrency exchanges allow users to access their API keys to enable third-party software, such as Zenfuse. The largest exchanges, such as Binance, Bittrex, Bitfinex, GDAX, Bithumb, Bitstamp, Huobi, OKEX, Kraken, and more than 100 other exchanges, all allow users to obtain the API key.

API key solutions require a huge focus on security, as there are risks for the user if an API key is compromised. Zenfuse incorporates a secure gateway, with end-to-end encryption and two-factor authentication, to

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[1] API Key definition from [Wikipedia](#).

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protect users and their API keys. For more details, see the Security
Considerations section of this document.

## Technologies Used

One of the most suitable technology options for Zenfuse is the
combination of Elixir programming language and Open Telecom Platform
(OTP).

"Elixir is a dynamic, functional language designed for building scalable and
maintainable applications. Elixir leverages the Erlang VM, known for
running low-latency, distributed and fault-tolerant systems, while also
being successfully used in web development and the embedded software
domain." - elixir-lang.org

The Erlang and OTP stack is widely used to build large
telecommunications systems. This technological stack will make Zenfuse
fault tolerant and simply scalable.

We will use ReactJS library for the frontend part of the web version of
Zenfuse, and the React Native framework for the frontend part of the
mobile applications. This approach will save much development time
because we will be able to reuse a great deal of code between Android
and iOS. React Native-based interface is built on bindings to the native
code. This will allow us to reach maximum interface responsiveness and
smoothness.

# Security Considerations

It is important to emphasize that the Zenfuse platform will never request access to withdraw funds from cryptocurrency exchanges. This particular aspect alone reduces risk of fraud against Zenfuse users to a negligible level. Nevertheless, continuing to meet the highest possible security conditions across all areas remains our top priority.

We devote special attention to the protection of the user's API keys. Our carefully built team of professionals commands more than the requisite expertise to create and maintain an entirely protected platform. Security features include: regular backups and user data encryption (API keys will be encrypted and stored in secret), two-factor authentication (2FA), IP whitelist, instant login notifications, secure SSL, strong DDoS protection, and account/IP lockouts to prevent brute force. With these and other security layers, users can rest assured their data is safe.

### Security Goals

While users can trust their credentials and sensitive data to Zenfuse, no system can ever be 100% secure. We will strive to make our platform as safe and secure as possible. In particular, important information will not be stored on our servers, ensuring that no data can ever be stolen from them. Instead, users will employ a disposable password to manually authorize the platform to perform actions on their behalf.

### Access Token Storage

"An access token contains the security credentials for a login session and identifies the user, the user's groups, the user's privileges, and, in some cases, a particular application." - [Wikipedia](#).

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We will implement a centralized token storage facility to secure all sensitive data. This will allow us to provide a complete access log to track requests of a particular token.

We will use a hierarchical organization of access token distribution. For every new user, the system will issue a special Trader token. All the sensitive data, including credentials and personal tokens from cryptocurrency exchanges, will be treated as child tokens. The parental Trader token will be controlled by the user. For example, the user will be able to remotely revoke access to the data on his mobile devices. If a Trader token is revoked, all subsidiary tokens will be revoked as well. Thus, if an external attack is registered, the system will instantly perform a break-glass procedure to protect the user's tokens and thus prevent all data from being stolen.

## Server Side Encryption

User data will never be stored in raw format as we will employ the Digital Envelope encryption technique. This is a practice of encrypting user data with a unique key, combined with an additional encryption of the key with a master key.

This approach allows user data to be safely stored within Zenfuse, as both the data and its data key are protected by encryption. Furthermore, the Digital Envelope encryption method combines multiple encryption algorithms. For public key encryption, a specific algorithm will be used to meet specific requirements. For example, public key algorithms will have to provide a separation of roles, whereas, in other cases, symmetric key algorithms may be used to achieve the best performance.

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The Zenfuse system will be additionally secured on a hardware layer. Hardware Security Module (HSM) is a physical or cloud device that manages keys. HSM provides secure storage and generation of master keys. It provides both logical and physical protection of the data by keeping it inaccessible to destructive forces and unauthorized users.

This layer depreciates social engineering attacks by requiring physical access to HSM. The master key will be managed by the Zenfuse team and stored in the HSM.

While we are confident in our team's talents, part of our budget is assigned to performing prudent additional security audits before each major release.

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# Market Adoption Difficulties

As we bring our product to market, we anticipate certain issues. Most of these difficulties, along with their potential solutions, are listed below.

| Problem | Solution |
|---|---|
| Not all users are aware that their trading experience can be dramatically improved. | Communicate the message - via paid/earned media and organizing meetings - that trading experience can be greatly improved. |
| Not all exchanges have open APIs for trading. | Develop collaboration with exchange developers and help them to create a private API for us to use. |
| Reluctance of crypto traders to changing their habits. | Provide free access to the platform's features, therefore no pricing barrier to sampling all the benefits of Zenfuse. |
| People might not immediately "get" the idea of trading from their smartphones. | Functionality on mobile devices is ever-growing. Trading will become easily accessible on iOS and Android devices, thanks to Zenfuse. Convenient usability will quickly change user habits towards using Zenfuse mobile apps. |
| It is a complicated product that is hard to present. | Create more explanatory promotional content: videos, guides and articles. |

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# Understanding the Zenfuse Token

## How Is the ZEFU Token Used?

The Zenfuse (ZEFU) token is the unit of exchange within the Zenfuse ecosystem. The primary use case of the ZEFU token is to gain access to the platform and enable all features. There are other use cases which are listed below.

**Use Case 1 -** *Accessing the Zenfuse Platform*
The user has to stake a certain amount of token to access the platform for the time period the tokens are staked.  To unlock advanced features a certain amount of tokens need to be "settled", "settled" tokens will be burned once a month and lead to a **deflationary token ecosystem**.

Here are all possible types of trading actions on the Zenfuse trading platform:

- Buy or sell limit orders
- Stop loss order, trailing stop loss order, market order
- Panic Sell Button
- Portfolio rebalance button
- Copy orders from other traders

**Use Case 2 -** *Purchase items from the Zenfuse App Store*
Third-party developers can develop Zenfuse and API widgets which can be sold in the Zenfuse App Store. Developers may choose from a number of pricing models (such as free, one-time fee, subscription fee), set a price for their widgets, and receive payment in the form of ZEFU tokens.

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**Use Case 3 -** *Reward other users for their contributions*

Zenfuse users can share trading strategies and produce content for other traders and investors. Users can 'tip' others by sending an amount of ZEFU tokens to thank them for their work.

**Use Case 4 -** *Zenfuse Secure Gateway API usage*

Third-party developers can create standalone cryptocurrency apps with the Zenfuse Secure Gateway public API. Users of these developed apps may be charged ZEFU tokens for premium features, subscription or in-app purchases.

**Use Case 5** - Zenfuse Staking

Approximately twelve month after the launch of the platform, staking will become possible for users who used the platform at least three months in a row. To reward them for their loyalty, the tokens which they stake to access generate revenue. Staking as a means of loyalty not for speculation.

## Token Summary

The Zenfuse token (ZEFU) will be an Ethereum blockchain based ERC-20 token.

| Name | Zenfuse |
|------|---------|
| Ticker (symbol) | ZEFU |
| Token standard | ERC-20 |
| Network base | Ethereum Network |
| Total supply | 200,000,000 ZEFU |
| Hard cap | $1,418,000 |
| Type | Utility token |

The amount of ZEFU tokens is limited, and there will be no additional issuing[2] of ZEFU tokens in the future. The supply will remain the same forever.

It is important to note that the ZEFU tokens do not allow their owners to:

- Receive profit.
- Take part in making strategically important decisions in the company.
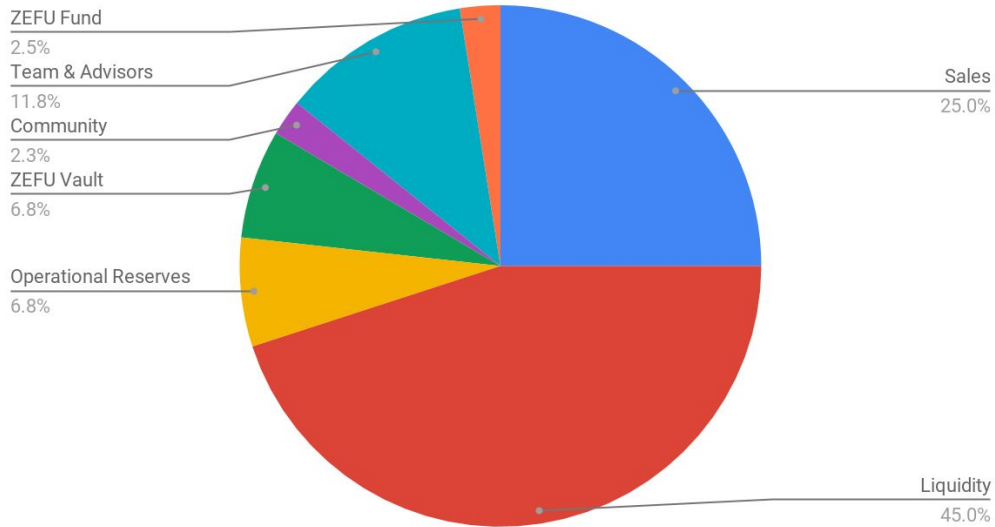- Be entitled to the company's shares.

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[2] Minting, mining or other token generation process.

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Token Distribution

ZEFU tokens will be sent to all participants of the private sale before listing on exchanges. Vesting to be applied. The distribution of tokens is as follows:

### Token economics



ZEFU Fund
2.5%
Team & Advisors
11.8%
Community
2.3%
ZEFU Vault
6.8%
Operational Reserves
6.8%
Sales
25.0%
Liquidity
45.0%

Sales:

50,000,000 ZEFU

25% of total supply for sale, visualizing a fair and widely distributed token holder structure.

- Seed Round: 20,000,000 ZEFU
- Private Round: 30,000,000 ZEFU

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## Liquidity:

90,000,000 ZEFU

- Initial Exchange Liquidity: 9,000,000 ZEFU
- Reward for Staking: 81,000,000 ZEFU

## Operational Reserves:

13,500,000 ZEFU

- Staff: 2,250,000 ZEFU
- Bootstrapping: 2,250,000 ZEFU
- Growth: 9,000,000 ZEFU

## Community:

4,500,000 ZEFU

- Bug-Finder: 2,250,000 ZEFU
- Reward for Staking: 2,250,000 ZEFU

## ZEFU Vault:

13,500,000 ZEFU

- Partnerships: 9,000,000 ZEFU
- ZEFU-Bridge: 4,500,000 ZEFU

## ZEFU Fund:

5,000,000 ZEFU

- Funding: 4,000,000 ZEFU
- Top-Ups: 1,000,000 ZEFU

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## Team & Advisors:

23,500,000 ZEFU

- Team: 20,000,000 ZEFU
- Advisor: 3,500,000 ZEFU

10% of tokens are reserved to the team.

It is worth noting that tokens for the core team (founders and key developers) will be locked up in a smart contract for 24 months. At the end of this period, the team will start receiving the token — 10% of the total pool to each participant — every three months. This will ensure the team remains motivated in releasing an efficient product onto the market.

# Roadmap

Our roadmap consists of six stages. For the period from 2020 to 2022, we plan to complete all the main functionality of the platform, release mobile and desktop applications, and release the SDK for developers.

In addition to the product development itself, each stage involves thorough testing, a bug bounty process, and a third-party security audit. Moreover, during the entire development process, our team aims to develop a global community of crypto traders, which we aim to draw upon to help address the varying needs of all types of traders and investors. Our choice is to dialogue during the development process, carefully processing received feedback, before presenting new and updated functionality to our users.

### Q4 2018 Milestone

- Transforming concepts and vision into a business plan
- Releasing the initial version of the white paper
- Scrupulous planning and creation of the roadmap
- Launching Zenfuse.io website

### Q2-Q3 2019 Milestone

- Improving our Back-End and Security
- Update the white paper to v1.2
- Scrupulous planning and creation of the roadmap
- Launching Zenfuse.io website

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## Q3-Q4 2020 Milestone

- Raising initial funds
- Releasing a public working demo version of the Zenfuse platform (web version)
- Launching the marketing campaign
- Starting community building

## Q1 2021 Milestone

- Releasing a beta version of the trading platform with core functionality (web), integrated with several API exchanges
- Starting work on the mobile apps
- Expanding the team of developers
- Official press release of the platform

## Q3-Q4 2021 Milestone

- Officially releasing the fully working trading platform and the Portfolio Tracker
- Staking
- Officially releasing the iOS mobile app
- Officially releasing the Android mobile app
- Starting working on the News Center

## Q4 2021 Milestone

- Launching new marketing campaign aimed at educating people about cryptocurrency trading
- Building strong cryptocurrency traders' community

## Q2 2022 Milestone

- Releasing Windows and OSX clients for the platform
- Releasing the open SDK for developers, allowing them to create their own widgets and plugins for the Zenfuse platform
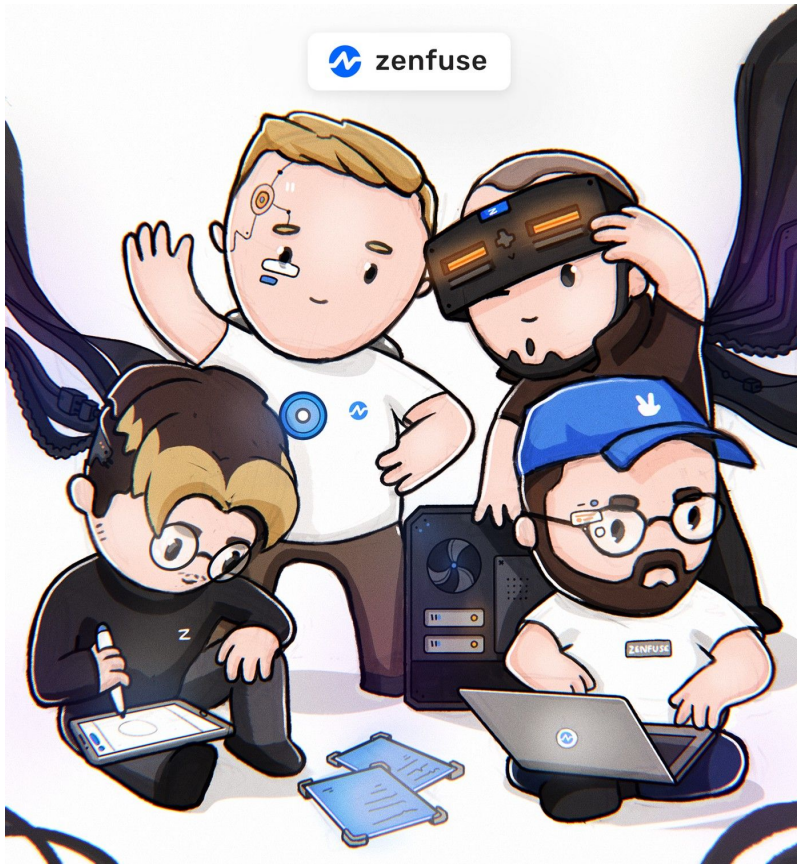
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# Team



In addition to providing a cutting-edge product, Zenfuse will be led by a star-studded team with deep expertise at the highest level of the cryptocurrency industry. The core Zenfuse team is led by a former director of a leading cryptocurrency mining pool, a serial SaaS entrepreneur, and a designer who has worked with professionals from blue-chip enterprises. Moreover, Zenfuse will be advised by a Forbes 30 under 30 professional who has already experienced success building a multi-million dollar enterprise in the cryptocurrency industry. With decades of collective experience in the fields of development, design, and management — the Zenfuse team is poised to change the way crypto traders analyse and interact with the market.

## Core Members
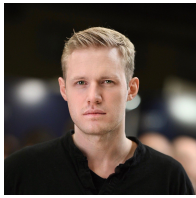


[Yuriy Kovalev](#) – CEO & Founder

The efforts to design and deliver Zenfuse are led by a seasoned entrepreneur with years of experience directing teams, delivering products, and leading marketing efforts. After acting as creative director at leading mining pool firm F2Pool, Yuriy is comfortable operating at the highest echelon of the crypto industry.

F2Pool is a multi-currency mining pool firm that regularly holds the highest portion of hashrate among Bitcoin mining pools. Yuriy managed the creative team at F2Pool and ensured that the marketing and design efforts were of exemplary quality.

Before entering an executive role at F2Pool, Yuriy recorded years of experience working with front-end and software solutions. This hands-on experience was essential to Yuriy's later role directing teams. Yuriy's intricate understanding of the challenges faced during product development allowed him to understand how to direct a team to overcome these challenges.

Yuriy will lead the design and delivery of Zenfuse. Experience in development and design combined with directing teams at the highest levels makes Yuriy the perfect CEO to guide efforts at Zenfuse.

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[Aleksandr Peresichan](#) – CTO

The CTO of Zenfuse has over 15 years of experience working in development and leading technical teams. Aleksandr launched several software ventures and also founded software development agency tehnobit.io.

Through his agency work, Aleksandr has become a leader in developing enterprise-level software solutions. This experience combined with personally launching SaaS products gives Alex rarely seen expertise navigating the product-to-market journey.



[Dima Braven](#) – CPO

Dima is an award-winning UI and UX designer with over eight years of experience giving the highest-end technology products a sublime design. Dima founded itmeo.com, a site which gives designers and developers the tools to launch a professional website with a breathtaking design quickly. Itmeo.com has been used by professionals at blue-chip enterprises such as IBM, Microsoft, and Disney.
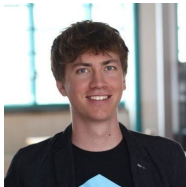
zenfuse
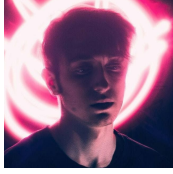
[Mikhail Vorontsov](#) – Designer and 2D Artist

Mikhail has been in the design industry for about 5 years.

Having started his activity in the field of architectural visualization and 3D modeling, he was engaged in interior design and product visualization. Mikhail worked in the financial sector, creating visual style for banks and consulting companies. For more than five years, Mikhail has been independently leading projects from web design to printing and is currently engaged in UI / UX development for the iOS market.

## Advisors



[Florian Wimmer](#) – Co-Founder & CEO at Blockpit GmbH.

The CEO of cryptocurrency compliance software solution Blockpit will act as an advisor to Zenfuse. Listed on the Forbes 30 under 30, Florian Wimmer is an entrepreneur who knows what it takes to build a successful enterprise in the cryptocurrency industry.

Blockpit is a sophisticated tax and portfolio management software for cryptocurrency users. Florian co-founded Blockpit and has acted as the CEO of the firm since its inception. Blockpit has been operating for over three years and is a shining example of how to build a multi-million dollar enterprise with a cryptocurrency software product.

# Get in Touch

If you have any questions or suggestions, if you would like to become an early adopter of the platform, or to contribute to the project, feel free to contact us:

Website: https://zenfuse.io

E-mail: contact@zenfuse.io

Telegram Community: https://t.me/zenfuse_en

Blog: https://medium.com/@zenfuse

Facebook: https://www.facebook.com/zenfuseio

Twitter: https://twitter.com/zenfuse_io

Telegram Channel: https://t.me/zenfuse

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# Legal Disclaimer

The Zenfuse White Paper (hereinafter "The White Paper," "The Document," "The Paper," or "WP") is presented for informational purposes only. This White Paper contains certain forward-looking statements.

A forward-looking statement is a statement that does not relate to historical facts and events but is based on analyses or forecasts of future results and estimates of amounts not yet determinable or foreseeable.

These statements appear in a number of places in this White Paper and include statements regarding the Zenfuse intent, belief, or current expectations with respect to Zenfuse financial position, business strategies, plans, and prospects of the industry. In many cases, but not all, forward-looking statements can be identified by forward-looking terms such as "aim," "believe," "could," "estimate," "expect," "intend," "may," "might," "outlook," "plan," "possibility," "potential," "probably," "project," "risk," "seek," "should," "target," "will," and similar terms.

These forward-looking statements are subject to risks, uncertainties, and assumptions and are based on current estimates and assumptions that Zenfuse makes to the best of its present knowledge. Should one or more of these risks or uncertainties materialize or should underlying assumptions prove incorrect, Zenfuse actual results may vary materially from those currently anticipated. Potential risks and uncertainties include, without limitation:

- Zenfuse ability to develop and launch the Zenfuse platform;

- Risks associated with meeting users' expectations regarding the functionality of the Zenfuse platform;
- Risks associated with Zenfuse business and operations;
- Risks associated with an unestablished public market;
- Risks associated with restriction of transfer of Zenfuse tokens;
- Risks associated with a user's inability to access their Zenfuse accounts;
- Risks associated with the compromise of a user's credentials;
- Zenfuse reliance on Ethereum blockchain as the base of the Zenfuse platform;
- Risks associated with insufficient interest in the Zenfuse platform or blockchain technologies;
- Zenfuse ability to continuously adapt its business model to meet market needs;
- Risks associated with competitive technologies;
- Risks associated with security weaknesses;
- Risks associated with large volume transactions occurring through the Zenfuse platform;
- Zenfuse ability to effectively protect its intellectual property;
- Risks associated with meeting regulatory obligations in the countries in which Zenfuse intends to operate;
- Risks associated with unfavorable legal or regulatory actions;
- Risks associated with the fact that Zenfuse tokens will not be legal tender of any jurisdiction;
- Risks associated with the tax treatment of Zenfuse tokens.

Given these risks and uncertainties that may cause the actual future results, performance, or achievements of Zenfuse to be materially different from that expected, expressed, or implied by the forward-looking

statements in this White Paper, undue reliance must not be placed on these statements.

These forward-looking statements are applicable only as of the date of this White Paper. Zenfuse disclaims any obligation to update or publicly announce revisions of any of the forward-looking statements contained in this White Paper to reflect future actual events or developments.

Zenfuse reserves the right to update this White Paper at any time. Please visit Zenfuse's website (https://Zenfuse.io) for an up-to-date version of this White Paper. This White Paper does not constitute an offer for it is a concept paper.

Nothing in the Document shall be construed as an offer to sell or buy securities in any jurisdiction, a solicitation for investment, or investment advice. The Document does not regulate any sale and purchase of the Zenfuse tokens (ZEFU). The sale and purchase of the Zenfuse tokens (ZEFU) are governed by the Terms and Conditions. Several estimates, phrases, and conclusions incorporated in the White Paper constitute forward-looking statements. Such statements or information concern matters that involve uncertainties and risks, which may result in material differences from the anticipated results.

The White Paper may be updated or altered, with the latest version of the Document prevailing over previous versions, and we are not obliged to give any notice of the fact or content of any changes. Although we make every effort to ensure that all data submitted in the White Paper is accurate and up-to-date at the point in time that the relevant version has

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been disseminated, the proposed Document is not an alternative to consulting an independent third-party opinion.

The White Paper and the related documents may be translated into languages other than English. Should a conflict or an inconsistency arise between the English-language version and a foreign-language version, the English-language version of the Document shall govern and prevail.

The White Paper does not constitute an agreement that binds Zenfuse. Zenfuse, its directors, officers, employees, advisors, consultants, and associates do not warrant or assume any legal liability arising out of or related to the accuracy, reliability, or completeness of any material contained in the White Paper. To the fullest extent permitted by any applicable law in any jurisdiction, Zenfuse shall not be liable for any indirect, special, incidental, consequential, or other losses arising out of or in connection with the White Paper, including, but not limited to, loss of revenue, loss of income or profits, and loss of data.

Persons who intend to purchase Zenfuse tokens (ZEFU) should seek the advice of independent experts before committing to any action set out in the White Paper.

Persons do not have the legal right to participate in the Zenfuse tokens (ZEFU) digital asset public sale if they are a citizen, a resident of (tax or otherwise), or a green card holder of the United States of America (including Puerto Rico, the US Virgin Islands, and any other protectorate of the United States) or other representatives of the United States or any jurisdiction where the issue of Zenfuse tokens (ZEFU) would be illegal or subject to any requirement for registration, licensing, or lock-up. "A

representative of the United States" means a naturalized person resident in any of those jurisdictions or any institution organized or registered in accordance with the laws of any of those jurisdictions. According to the laws of the United States, citizens of the United States living abroad can also be considered "US representatives" under certain conditions.

Users agree that they purchase, receive, and hold the Zenfuse tokens (ZEFU) at their own risk and that the Zenfuse tokens (ZEFU) are provided on an 'as is' basis without warranties of any kind, either expressed or implied. It is users' responsibility to determine if they are legally allowed to purchase the Zenfuse tokens (ZEFU) in their jurisdiction and whether they can then resell the Zenfuse tokens (ZEFU) to another purchaser in any given jurisdiction. Users bear the sole responsibility for determining or assessing the tax implications of their participation in the crowdsale, purchasing, receiving, and holding the Zenfuse tokens (ZEFU) in all respects and any relevant jurisdiction.

No regulatory authority has examined or approved of any of the information provided in this White Paper. No such action has been or will be taken under the laws, regulatory requirements, or rules of any jurisdiction.

The regulatory status of tokens and distributed ledger technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether regulatory agencies may apply existing regulation with respect to such technology and its applications, including the Zenfuse Platform and Zenfuse tokens (ZEFU). It is likewise difficult to predict how or whether legislatures or regulatory agencies may implement changes to laws and

regulations affecting distributed ledger technology and its applications, including the Zenfuse Platform and Zenfuse tokens (ZEFU).

Regulatory actions could negatively affect the Zenfuse Platform and Zenfuse tokens (ZEFU) in various ways, including, for purposes of illustration only, that the purchase, sale, and delivery of Zenfuse tokens (ZEFU) constitutes unlawful activity or that Zenfuse tokens (ZEFU) are a regulated instrument that requires registration or the licensing of some or all of the parties involved in the purchase, sale, and delivery thereof.

The Zenfuse Platform may cease operations in a jurisdiction if that regulatory actions or changes to laws or regulations make it illegal to operate in such jurisdiction or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction.

Given that Zenfuse tokens (ZEFU) are based on the Ethereum protocol, any malfunction, breakdown, or abandonment of the Ethereum protocol may have a material adverse effect on Zenfuse tokens (ZEFU). Moreover, advances in cryptography or technical advances, such as the development of quantum computing, could present risks to Zenfuse tokens (ZEFU) and the Zenfuse Platform, including the utility of Zenfuse tokens (ZEFU), by rendering ineffective the cryptographic consensus mechanism that underpins the Ethereum protocol.

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As with other decentralized cryptographic tokens based on the Ethereum protocol, Zenfuse tokens (ZEFU) are susceptible to attacks by miners in the course of validating Zenfuse (ZEFU) transactions on the Ethereum blockchain, including, but not limited to, double-spend attacks, majority mining power attacks, and selfish-mining attacks. Any successful attacks

present a risk to the Zenfuse Platform and Zenfuse tokens (ZEFU), including, but not limited to, accurate execution and recording of transactions involving Zenfuse tokens (ZEFU).

This document does not give personal, legal, or financial advice. Users are strongly encouraged to seek professional legal and financial advice.

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