

# Welcome to NuMoney

Trade cryptocurrencies in a single Southeast-Asian market

# Steven Goh

## My credentials and why you should listen to what I have to say about exchange coins

- Core developer of NuMoney Exchange
- NUS Computer Science Major
- Developer of not 1, but 2 separate apps which has more than a million users before embarking on NuMoney (see <https://nubela.co>)
- Bought cryptocurrencies (Monero) before it was vogue
- CEO/Founder of NuMoney - and we are releasing our own Exchange Coin

# What is an exchange coin?

An exchange coin is a token released by a cryptocurrency exchange during its ICO

# Why care about an Exchange Coin?

- They consistently buck the bearish trend of the general cryptocurrency market
- Why?
  - Exchanges are extremely profitable given that profit is made whether it is bull or bear
  - In a gambling den, the House always wins

# Utility of an Exchange Coin

1. Fee burning
2. Buyback (dividend) schemes
3. Serve as base currency on home exchange

# Fee burning

- Use coin to burn X% of fees
- Basically, the exchange is taking future earnings from you as an investment, in return (you, the investor) will enjoy lower fees

# Buyback and dividend schemes

- Buyback and burn schemes employed by Binance Coin is a workaround the "security" nature of dividend schemes, which is similar to what stocks do
- These buyback/dividend schemes reduces the supply, and should demand remain the same or increase: this will lead to an increase in price of the coin

# Base currency

- Exchange coins can be used as a base currency as a proxy to other coins
- For example, if NEO is only paired with BNB, to purchase NEO, the user must first purchase BNB
- This leads to consistency in trading volume for an Exchange Coin

# Exchange Coin

So, besides the fact that an exchange coin is a coin minted by an exchange for an ICO, they usually share a subset of the features below:

1. Fee burning
2. Buyback (dividend) schemes
3. Serve as base currency on home exchange

And these features, inadvertently makes an exchange coin useful while providing the extra benefit of being a low-risk investment given how lucrative exchanges are

# Let's talk about Exchanges

2 types

1. crypto-crypto
2. fiat-crypto

# Crypto-Crypto Exchange

- Low-hanging fruit, any programmer can build it
- Pretty much solved
- Okex, Bittrex, Binance
- No need to worry about regulations/banking issues
- IMO, I do not find there to be much opportunities in crypto-crypto exchanges
- 2 sub-types
  - i. Centralized
  - ii. Decentralized (DEXes)

# DEX (Decentralized Exchanges)

Examples: Switcheo, Idex, Etherdelta

- Mostly hype
  - Secure? FALSE. Bancor just got hacked.
  - Do not store user funds? FALSE. They hold empty cheques of your funds, which is analogous to having access to your funds
- There are some benefits
  - Anyone can list their tokens without paying, or waiting for approval
- There are some serious flaws
  - Super slow, each trade requires block commits
  - Each trade requires miners fees + transaction fees
  - Cross-swaps are still a pipe dream (say swapping between Monero and Ethereum)

# Centralized Exchanges

Examples: Coinbase, Bittrex

- Efficient (all transactions are done off-chain)
- Hold user funds (potential target to get hacked)

# **But the point is, there is no competition between centralized exchanges and decentralized exchanges**

They serve the same audience, with completely different use-cases. They are complementary. Like MRTs + Buses. MRT (centralized exchanges) take you quickly for a general area A to general area B. The feeder buses (DEXes) take you to your specific destination from the MRT interchange.

(Binance has announced that they are building their own DEX. Coinbase just bought a DEX)

# Fiat-crypto Exchange

Fiat-crypto exchanges are the bottleneck to uptake. Without fiat-crypto exchanges, no one can get their Bitcoin to trade in crypto-crypto exchanges.

- Much rarer compared to crypto-crypto exchanges
- Focused on regulatory compliance and banking relationships
- Usually 1 primary fiat pair

# So, why are large fiat-crypto exchanges rare?

Because there exist only a few fiat currencies for which exists a large enough market to support a large cryptocurrency exchange.

Every fiat currency that has a large enough hinterland already has a winning fiat-crypto exchange:

1. USD - Coinbase
2. JPY - Coincheck
3. KRW - Bitthumb
4. IDR - Indodax
5. EURO - Bitstamp

*What about SGD? Or MYR?*

# NuMoney is a fiat-crypto exchange in Southeast Asia

- Local bank transfers
- Local physical offices for customer support
- Abide by local regulations
- Local banking relationships

For example, NuMoney Malaysia (Numex Sdn Bhd) is a registered cryptocurrency exchange with Bank Negara.

# NuMoney specializes in local fiat-crypto trading

- SGD (Live)
- MYR (Live)
- IDR (Live)
- PHP (Coming soon)
- INR (Coming soon)

Most of these currencies, especially SGD has too small a market to support NuMoney as an Exchange

# NuMoney Coin - One coin for One Southeast Asian Cryptocurrency Exchange

Instead of SGD-BTC, MYR-BTC, IDR-BTC, let's merge these order books under a single liquidity book.

In other words, let's form the Euro for Southeast Asia. A crypto-Euro.

This is our secret sauce in building Southeast Asia's largest crypto-exchange.

# So let's recap why Exchange Coins do so well, even in a bear market

For a coin to moon:

1. Demand goes up and/or supply goes down
2. Consistent demand for the coin
3. Natural incentive to use the Exchange Coin to trade

# NuMoney Coin supply will never go down, and demand will only go up

- We locked the total supply in our smart contract, unlike other ICOs
- Supply is fixed
- NuMoney Exchange's user base is growing 30% week-to-week,  
demand will grow

# **Newly listed coins will be exclusively paired with NuMoney Coin**

For example, to buy/sell NEO, a user will have to trade in/out of NuMoney Coin, this creates a consistent demand

# NuMoney Coin markets will have the lowest fee structure amongst all of fiat-crypto exchanges at 0.35% for taker orders

Instead of burning fees, we will just offer the lowest fees amongst all of fiat-crypto exchanges so long as you trade with NuMoney Coin.

- Coinbase - 1%
- Coinhako - 1%
- NuMoney - 0.35%

# **Single liquidity order book shared amongst all of Southeast Asian countries**

Whether you are a trader in Indonesia or Singapore, with NuMoney Coin, all orders are shared under a single liquidity book.

# NuMoney Coin will go on public sale on 3rd August, 11am

- All funds raised will go into market making
- NuMoney Private Limited has raised a separate VC round, with the funds raised dedicated to regional expansion

# Interested in participating in NuMoney Coin token sale?

1. Register an account at <https://numoney.exchange>
2. Verify your account
3. Send funds
4. Detailed instructions will come next week

OR

1. Make an appointment at <https://numoney.store>

# One more thing

Heard of FCoin?

# **Binance took 6 months to build the world's largest exchange**

FCOIN took 2 weeks.

Trade-driven mining is the new gold.

# Trade driven mining

Fees used for trading, is used as funds to "purchase" tokens, for which the user is reimbursed in FCOIN tokens.

## Exchange accomplishes 2 goals

1. Get volume
2. Raise funds

# **Trade Mining will launch on NuMoney Exchange on Monday, 16th July 2018**

Get the first block of NMX worth \$10,000 USD just by trading on NuMoney Exchange

# Questions?

Ask me anything.

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