



Bringing stability to the world of Cryptocurrency with the BiPS Exchange Token.

Total supply of BiPS Exchange Tokens:	Exchange Tokens to be issued:	Exchange Token Price:
500,000,000	455,000,000	£10.14

*Exchange price will vary

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The Global Vision

Millions of people around the world have been speculating in Cryptocurrencies such as Bitcoin and others for the last ten years.

Cryptocurrency has been volatile and has often been referred to as the financial wild west. BiPS which is short for basis points, is used in the finance and banking world to describe units of financial measure. i.e. a 0.25% interest rate rise is known globally as a 25 BiPS rise.

The technology and global network of computers behind the Cryptocurrencies, is known as blockchain. The blockchain is actually very secure, in-fact most clearing banks of the world are currently piloting their own digital transactions. The security and speed of transfer for digital money is in the seconds as opposed to old school clearing banks day's. This near immediate transfer brings many benefits, not at least huge structural costs savings.

The transfer is done via a "Smart Contract" and BiPS have successfully established and traded their own smart contract during BETA testing.

The BiPS Exchange Token is a new digital currency backed by Property and Assets. The press are referring to the Token type as an Exchange Token. The BiPS Exchange Tokens will be sold in an orderly manner to create stability and value for the BiPS Exchange Token holders. Unlike other digital currencies that have very little behind them, the BiPS network will have cash and property creating stability and liquidity together underpinned by the following four elements;

- 1. Security(Proven regulated platform)**
- 2. Trust (Ourteam)**
- 3. Regulation (where appropriate)**
- 4. Privacy(Blockchain anonymity via smart contracts)**

The BiPS Exchange Token will be used to securely remit, store or trade globally on blockchain Token exchanges, both in and out of FIAT (GBP, USD, Euro+++) and other digital currencies via the secure BiPS and other Ethereum digital wallets and our global technology platform.

The Opportunity

We have the opportunity to solve a major financial problem in the world.

Since the financial crisis in 2008, trust in the worlds banks, financial institutions and Governments is at an all time low and ripe for disruption, the blockchain and the BiPS Token holders can accelerate this much needed global evolution by creating a secure trusted network, using Distributed Ledger Technology (DLT).

We seek to bring trust to the crypto world, by creating underlying value in the BiPS Exchange Token. When the Token is used as a payment or exchange, not only will the trade be on the public blockchain ledger, but the network will have underlying resources and real world stores of value such as property and other assets.

85% of the worlds population have minimal access to financial security and freedom. With the decentralised blockchain and BiPS Token that could very well be about to change.

Market Size

Crypto Market as at 28th May 2019
Source: www.coinmarketcap.com

£214.57BN

Global Market Capitalisation

2208

Cryptocurrencies

£75.2BN

Daily trading volume

Top 5 secured assets available for purchase	Approximate UK Market Size
Mortgages	£ 1.3TN
Bridging Loans	£ 10BN
Property Development	£ 30BN
Rental Properties	£200BN
Blue Chip Commercial	£500BN

The BiPS Exchange Token custodian has direct access to the above markets via the JustUs P2P platform integration to maintain platform liquidity and support the BiPS network.

Top 10 Cryptos	Market Cap Billion	Single Unit Token/ Coin Price	Volume traded in last 24H	Number of Tokens/ coins in supply
Bitcoin	£ 121.914	£ 6,877.46	£ 21.103BN	17,726,637
Ethereum	£ 22.603	£ 212.73	£ 9.552BN	106,253,913
XRP	£ 14.144	£ 0.34	£ 2.261BN	42,116,677,673*
Bitcoin Cash	£ 6.087	£ 341.84	£ 1.982BN	17,806,750
EOS	£ 5.737	£ 6.26	£ 4.586BN	17,711,500*
Litecoin	£ 5.579	£ 90.03	£ 4.589BN	61,970,451
Binance Coin	£ 3.742	£ 26.50	£ 0.422BN	141,175,490*
Tether	£ 2.449	£ 0.79	£ 21.549BN	3,092,390,215*
Stellar	£ 2.031	£ 0.11	£ 0.423BN	19,299,666,166*
Cardano	£ 1.828	£ 0.07	£ 0.156BN	25,927,070,538*

* Not Mineable



Capital Flow

The BiPS Exchange Token Use Case.

You can buy BiPS via the portal. Payment can be made by standard bank transfer or if you currently own a crypto wallet we can accept this payment method also.



BiPS Exchange Token Issue Proceeds.

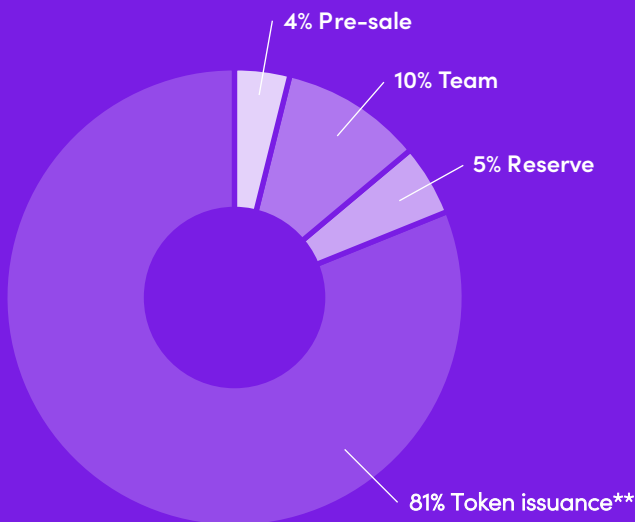
Proceeds from the issuing of the BiPS Exchange Token issuance will be used to expand the network globally.

To create stability for the network as a whole, Moneybrain Ltd, will purchase secured assets.

Moneybrain Ltd intends to provide a global secondary market for BiPS Token sales.

95% of funds raised globally from the issuance will go to purchase assets.

% Use of funds split



**455,000,000 BiPS will be available for issue to the public. Exchange Tokens will be released for acquisition over a 35 month period post month one. Price, proceeds and demand will be market driven.

*The BiPS Token has been minted/created using a technical standard known as Ethereum or ETH for short. When the BiPS Token publically trades on an exchange, ETH is used as the exchange value and is quoted 24/7 along with 2000 Cryptocurrencies.

www.CoinMarketCap.com

BiPS Roadmap

The roadmap is a guide.

Q4 2018

01

Token pre-sale & BiPS portal go live

Stage Complete

Pre-sale engagement to launch network and welcome global contributors

Q1 2019

02

Token issuance programme & mobile BiPS Apps Go Live



Q2 2019

03

Platform live & Token trading commences

BiPS Exchange Token to be listed on UK and european liquid blockchain exchanges.

Q3 2019

04

Global PR & International exchange rollout

Plans for blue-chip asset and debt acquisition program in USA (subject to SEC approval), Australia, Spain and Canada

Q4 2019

05

Platform fully operational

BiPS Exchange network expansion continues globally and asset acquisition to maintain network stability and liquidity in full flow.

BiPS Exchange Token Cryptocurrency

Technology development and the use of the internet continues to gather pace and increasingly touches all aspects of our lives.

The introduction of efficient, swifter and more secure means of acquiring goods and services online is a natural progression in our data-driven world.

The introduction and establishment of Cryptocurrencies has surprised many by their success. This success has been underpinned by blockchain and the certainty this gives to users. The ability for users to have immediacy in transactions and for those transactions to be recorded securely via the blockchain has driven the use of Cryptocurrencies globally.

Our business has been committed to the introduction of peer to peer financial services, allowing UK customers to take advantage of a branch of investment products that had not been previously available. The introduction of the BiPS Exchange Token is a natural extension to this.

The BiPS Token is designed to give acquirors direct line of sight to the asset backed security value of the Token itself. This visibility alone provides transparency on the value above and beyond current offerings.

One of the challenges of these new means of value transfer has been volatility. Fuelled by speculation and uncertainty, prices have fluctuated. For BiPS, on issuance, token proceeds will be used to develop the network.

As the number of tokens in issue grow, the value of assets grow in parallel. This is designed to give those tokens a clear, intrinsic value. The value of token proceeds is directly linked to the asset base. The higher the token issue value, the higher the value of assets acquired to support it.

The BiPS token issuance is not regulated, it is innovative and ground breaking for a UK Regulated Business and we are delighted to be again part of designing a small part of the future financial services landscape.

Token Value v Asset (£ Milliion)



Assets as percentage of Token Value



The above graphs are based on an initial £10 Public Token issuance. The increase in Token and asset value takes into consideration a gradual rise during the 36 month issuance period.

Team Members



Lee Birkett
Executive Chairman & CEO

Founder and CEO of AIM Listed financial services business Prestbury.com 1994-2008 originating in excess of £5BN of Loans and Insurance with full regulatory oversight.

Presented the Peer to Peer lending and saving opportunity to the Crowd in Dec 2013. Successfully closed an oversubscribed crowdfunding pitch April 2014 raising £6M to date to develop and prove the platform with the support of 400+ investors.



John Gray
Finance Director

John was appointed Finance Director March 2016. Before joining JustUs, John held a number of senior finance roles over a 12 year period at Rolls Royce plc. John began his career with Arthur Andersen and is a member of the Institute of Chartered Accountants in England and Wales.



Mike Moroney
Chief Operating Officer

An accomplished Sales and Compliance Manager. Mike joins us from Santander UK plc where he has spent the last 9 years supervising regulated sales teams. 1995-2008 Mike was a member of the senior leadership team with Lee Birkett at the AIM listed financial services business Prestbury.com.



Mehdi Dana
CTO & Lead Blockchain

- Computer science advocate
- Full-stack software developer
- Software architecture
- Blockchain developer
- Student forever

Held senior developer roles across multiple industries including Financial Services, e-Commerce and Software development.



Simon Dempsey
Corporate Lending

Over 20 years' experience within the corporate finance sector providing advice and capital raising for SME's, focusing on private equity and institutional debt, ensuring business owners and stakeholders are fully furnished with transparent decision-making potential.

Advisors and BiPS Founding Members



Miriam Greenwood OBE DL
Global Bond Expert

<https://www.linkedin.com/in/miriam-greenwood-3860615/>

Miriam is a founding partner in Spark Advisory Partners. A qualified barrister, Miriam has had a distinguished City career and was recognised and awarded the OBE for her services to corporate finance.



Richard Farr
Compliance

<https://www.linkedin.com/in/richardfarr/>

An accomplished FS risk and compliance consultant, Richard was a Director of the Association of Mortgage Intermediaries 2007 – 2008. In 2008 to date as CEO of Telos Solutions Ltd, a multi-disciplined management consultancy who are appointed to FCA/ PRA Skilled Persons Panel.



David Newns
Investor

<https://www.linkedin.com/in/david-newns-49a58134/>

Serial entrepreneur and investor. Joined the JustUs board in 2014 following a substantial investment in the businesses via oversubscribed Crowdcube equity placement.



Tom Teichman
Investor

<https://www.linkedin.com/in/tom-teichman-bb918b14/>

A serial tech & web investor and Board member of many disruptive businesses such as lastminute.com, Kobalt Music, Moshimonsters, notonthehighstreet.com. His portfolio companies have already exited over £1 billion in IPOs on NASDAQ, LSE, AIM and via trade sales to Financial Times, France Telecom, Dell, Oracle and Thompson Corp.



Nigel Payne
Global Mortgage Assets

<https://www.linkedin.com/in/nigel-payne-59965514/>

Highly experienced Managing Director of large scale mortgage institutions including The Mortgage Business PLC and BM Solutions.



Rob Colin
Investment Advisor

<https://www.linkedin.com/in/robert-colin-ba555118/>

Managing Director of Sequence Financial Management with over fifteen years' industry experience. Specialist advisor to both corporate and individual clients specialising in Pensions (SIPP & SSAS), Investments, Alternative Investments, Tax Planning and Finance.



Jeremy Bostock
Audit and Reporting

<https://www.linkedin.com/in/jeremy-bostock-67bbb612/>

Director in Accountancy Firm, Thompson-Wright, An audit specialist, Jeremy provides a wealth of experience with VC backed companies and non-listed PLC's.



Jack Hallam MRICS
Property Acquisition

<https://www.linkedin.com/in/jack-hallam-0203128/>

Founding partner of Hallams Property Consultants, Jack has in excess of 20 years' experience in agency investment and development. Jack joins as Head of Property Acquisitions.

Advisors and BiPS Founding Members



Mark Brady
Corporate Finance

<https://www.linkedin.com/in/mark-brady-51a0366/>

Mark is a founding partner of Spark Advisory Partners. He has considerable experience in providing advice to corporate clients on IPOs, takeovers and a wide range of other transactions involving private and public companies.



John Barker
Legal Counsel

<https://www.linkedin.com/in/john-barker-18952b14b/>

John is a partner in Metis Law LLP. He deals with all aspects of commercial law, including the preparation of commercial contracts, advising on points of regulatory law (including data protection, intellectual property and consumer credit) and the registration of trade marks.



Sir John Hegarty
Creative

<https://www.thegaragesoho.london/about>

Founding partner in Saatchi and Saatchi in 1970. Knighted in 2007 and was the first recipient of the Lion of St Mark award at the Cannes Festival of Creativity in 2011. Co-founder of The Garage Soho. Creative founder of international advertising agency BBH.



Jon Butler
Branding

<https://www.linkedin.com/in/jonbutler77bigbrandideas/>

Founder of customer engagement agency Big Brand Ideas in 2010 after 10 years working in agency and client side martech. Jon leads a team of digital specialists focused on delivering immersive and engaging experiences for brands.



Abi Owers
Engagement

<https://www.linkedin.com/in/abi-owers-4446754/>

Former earned media director for McCann. Engagement director for Big Brand Ideas. Extensive experience in creating paid and earned strategies that focus on content to drive brand awareness and engagement.



Tim Dempsey
Corporate Finance

<https://www.linkedin.com/in/tsdempsey/>

An energetic dealmaker in the VC space, focussed on Series A/B fundraising, secondary transactions and fund services; with a strong track record. listed in Insider's 42 under 42 (2012) and prior to this, profiled as a "Rising Star of Deal making".



Thomas Adalbert
Investor

<https://www.linkedin.com/in/thomas-adalbert-6b49392/>

Former Global Principal at Google, responsible for Fintech unit offering financial comparison in EMEA and USA. A member of founding team for beatthatquote.com, a leading fintech comparison site in the UK sold to Google in 2011.



Barry James
Blockchain and
Crowdfunding Advocate

<https://www.linkedin.com/in/barryjames/>

Founding Chair of the British Blockchain & Frontier Technologies Association (BBFTA). Pioneer of the Crowdfunding & Blockchain ecosystem. Thought-leader, adviser & CityAM columnist.

Token Use

The BiPS Token Use.

- Access to the global BiPS platform and network.
- Gas fees for the transfer of BiPS Tokens via the network.
- Maintenance of the BiPS platform and network.
- Platform liquidity maintenance.
- Rewards for those assisting with the platform and global network development.
- Payment for legal advice and or marketing services.
- Custodian and security fees.
- Blockchain exchange listing and management fees.
- Global regulatory registration fees and advice.
- Using BiPS Tokens as security for a loan.

History

For the last twenty five years the executive team have been responsible for the foundation and operation of 3 online platforms and brands, trading in excess of £5 BN of lending and insurance to UK customers with full regulatory oversight.

- **JustUs (P2P savings and loans) 2013 to Current**
- **Moneybrain (Business to consumer mortgages and insurance – B2C) 1999 to Current**
- **Prestbury (Online Financial Adviser Network). 1993 to 2008**

Prestbury closed in 2008 following the Lehman Brothers banking collapse and credit crunch that followed. Lee Birkett as CEO and founder vowed never to be reliant on Banks and securitisation money markets ever again.

The JustUs centralised P2P platform concept was funded by the crowd in 2014 with £430,000 raised on Crowdcube. The funds raised were used to build out of the platform and regulatory applications.

A further £1.2M in equity and £5M in crowdfunded lending capital raised has proved out the systems and controls.

The JustUs platform is now out of BETA and is a fully regulated FCA Authorised P2P platform and has been on a 5 year journey from being a non-regulated platform to a fully regulated platform.

The next stage of the platform development is P2P for the world via blockchain protocols and the engine to facilitate the global roll out of P2P is via the issuance of the Moneybrain BiPS Token to a global network of contributors.

Related Parties and Risks

The JustUs P2P software platform, for which the BiPS network will be developed, is owned and operated by eMoneyHub Limited. eMoneyHub Ltd is authorised and regulated by the Financial Conduct Authority.

Moneybrain Ltd has also secured exclusive licensing rights for the P2P software code to enhance the value of its third party relationship.

The acquisition of the BiPS Token by a person (Contributor) does not represent the purchase of equity or shares in eMoneyHub Ltd, BiPS Foundation or Moneybrain Ltd.

Important Risks

There are a number of risks involved in the purchase of the BiPS Token. Blockchain and the use of distributed ledger technologies (DLT) could be deemed unfit for their intended purpose.

The trading of Token sales and the ability to convert the Tokens to legal tender (Fiat) could be compromised due to specific governmental and regulatory intervention in certain exchange jurisdictions.

If the owner of the Token loses their passwords or private keys, then the Token value could be lost and irrecoverable.

The FCA have warned UK consumers about scams and rogue operators.

<https://www.fca.org.uk/scamsmart/cryptocurrency-investment-scams>

The BiPS Smart Contracts

The Decentralised BiPS Smart Contract.



What is a centralised smart contract and network?

JustUs as our project software partner, currently facilitates online P2P contracts between borrowers and lenders. The contract is described as a bilateral P2P loan agreement.

The contract has to be formed on the internet and be executed via the JustUs platform between the two parties. The value of the contract transfers between the two online.

In The United Kingdom, new legislation has been introduced to recognise and regulate these smart contracts. The amendments of the Regulated Activities Order are laid out in Article 36H.

Financial settlement of the contract takes between 24 and 72 hours due to bank clearing systems.

There is trust by all parties that there is "finality" and a protective compliance wrapper to the origination and management of the contract, as the parties operating the platform are fully regulated.

What is a decentralised smart contract and network?

The Moneybrain BiPS smart contract, whilst not-regulated, is issued by the same trusted network of people, however instead of issuing and recording over the internet, it is issued over a secure global network called blockchain.

The blockchain has a higher level of encryption, validation and speed. Where the centralised contract can take up to 3 days to formulate and finalise the value transfer, the blockchain can do it in seconds.

What's even more powerful is that the ledger is in the public domain, anonymous to the world apart from the two parties, true Peer to Peer.

The global financial system currently functions on old technology, at the end of the day, the days trade is added up, checked and stored via a disk and the exchange of total value is carried out in bulk. The blockchain is live 24/7/365 days a year, and trades happen in seconds.

A number of clearing banks are trialling blockchain to improve security and efficiency, and the BiPS network are doing it in a live global environment.

KYC and Digital Wallet

Know your customer (KYC).



The integrity and trust of the BiPS network is key to its long term prosperity and success.

The blockchain and Cryptocurrency industry has in the past been criticised as an underworld method of money laundering and other criminal activities. The BiPS platform and network adheres to the highest level of Anti Money Laundering (AML) systems and controls.

Whilst the issuing of the BiPS Token is not a regulated activity, we have an appointed Money Laundering Reporting Officer who has oversight of ensuring that only accredited and vetted individuals can join the network and purchase BiPS Tokens.

We have 3 partners for identity verification.

EQUIFAX



BCB GROUP

The BiPS wallet

The BiPS wallet will display Token ownership and exchange value.

The BiPS wallet will display the unique code (Crypto hashes).

Aligning Cryptoasset regulation across the Globe.

The launch of BiPS is timed to coincide at a crossroads of crypto regulation. The first flush of crypto bad actors have come and gone, demonstrating the good and bad practice that a purely unregulated market can foster.

As a UK regulated firm the custodian of BiPS understands the importance of the trust that regulation brings to market. It is also expert in influencing and interpreting the complex requirements to strike the balance between healthy competition, product innovation and most importantly customer protection.

Various groups across many jurisdictions are coming together to map out what global regulatory standards for coins and tokens should be.

BiPS has already taken part in mini summits and consultations on Token taxonomy involving EU and US participants with more planned involving Hong Kong, Singapore and Japan. We have entered into dialogue with the FCA in the UK and the SEC in the US. We will continue to play a part in developing the emergent global standards wherever we can and are keen to collaborate with organisations such as the London based Global Digital Finance (www.gdf.io).

In the UK the FCA is consulting on the regulated perimeter with some tokens falling outside and some within depending on a variety of attributes – this is and will continue to be a complex area.

Our current interpretation of the January 2019 guidance consultation is that BiPS is a “decentralised exchange token backed by property assets”, and is not a “specified investment” and therefore falls outside of the regulated perimeter, even though the issuer and custodian is a regulated firm. So long as this interpretation remains we will ensure that we are always clear that the token does not have regulated status in the UK.

In the US the SEC have their hands tied over their definition of Tokens by the “Howie Test” which is a fairly blunt tool and takes little account of the various attributes of Tokens, labelling them all as “Securities”. Our discussions with the SEC have unearthed this limiting test and they are driven to find a solution so that the US does not fall behind the rest of the world in the development of Cryptocurrencies and Assets. The BiPS model is of interest to the SEC as a prime example of where the test could be made more relevant to digital financial solutions.

Moneybrain Ltd is the issuing entity of the BiPS Token.

Incorporated 24th July 2007.

Registered office 28B London Rd Alderley Edge Cheshire SK9 7DZ.

Company Registration Number 06322797.

Moneybrain Ltd is authorised and regulated by the United Kingdom Financial Services Regulator, The Financial Conduct Authority.

Firm reference number: 733680.



Blockchain and the issuing of Exchange Tokens from the United Kingdom is not regulated by the Financial Conduct Authority.

The acquisition of the BiPS Token by a person (Contributor) does not represent the purchase of equity or shares in Moneybrain Ltd. The BiPS Token acquisition does not represent an investment in Moneybrain Ltd.

The BiPS Token is not legal tender or regulated as an asset or commodity. If a regulator or Government deems the Token status as being that of a security i.e. United States, then Token can not be acquired or held by those citizens.

BiPS tokens value is volatile and whilst the backing of assets is designed to reduce volatility risk, there is no guarantee that the value could reduce to zero.

Liquidity is reliant upon there being sufficient buying demand at the time of sale, so there is also the possibility of being unable to exchange your BiPS at any one time due to this liquidity risk.





*Exchange price will vary

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