



# **Africa's crypto trading platform**

Secure Cryptocurrency exchange and trading made easy

**WHITEPAPER V.1.3**

## ABSTRACT

Vendex is a cryptocurrency exchange and trading platform that focuses on emerging markets, making it easy for people to access and trade cryptocurrencies in Africa.

What makes us stand out from the big players in this fledgling industry, is how we support FIAT deposits/withdrawals in local currency.

Through a network of merchant stores, mobile money operators, kiosks and banks, Vendex is able to bring crypto to the unbanked, underbanked and banked in Africa. For example, your phone number serves as a mobile wallet in which you walk into a store and load your wallet with FIAT which you can exchange for any cryptocurrency on the platform .

We also aim to incubate African blockchain projects thereby simplifying the path to listing and trading credible African tokens on our platform, enabling global exposure and foreign investment.

We note that Africa has shown high interest in cryptocurrencies as seen in google trends but has suffered from high exchange rate issues with local currency, trust and easy means of access.



# VENDEX ECOSYSTEM



The advent of **bitcoin** being the first decentralized cryptocurrency has disrupted the startups industries, through digital currencies and their use cases.

With the rapid evolvement of this space thousands of cryptocurrencies are being created from **tokenization** of projects and **blockchain** technologies, which has given rise to the need for a platform to trade and exchange coins/tokens assets of various projects.



Vendex is a cryptocurrency exchange and trading platform that focuses on emerging markets, making it eas for people to access and trade crypto currencies in Africa. Through a network of merchant stores, mobile money operators, kiosks, and banks, Vendex is able to bring crypto to the unbanked, underbanked and banked in Africa.

Kenya for example has been a case study of how mobile money operator already shown a taste of innovation in payment and transaction by processing over 40% of their Gross Domestic payment transactions. However, it has proven difficult for these operators such as MPesa to

scale globally, but with the advent of blockchain and cryptocurrency technology, decentralised payment methods will make it seamless to scale globally without much dependence on traditional financial institutions.

# MARKET DYNAMICS



AFRICA

Vendex aims to be globally known but has its focus on the African market. The dynamics of the African market is quite different from other regions. In Africa we have got many challenges and these include but are not limited to the following:

- A large percentage of the African population is unbanked [that is, do not have or use formal bank accounts];
- Have a below average level of formal literacy and exposure; and
- Are hampered by limiting cultural orientation amongst others.

Vendex focuses on creating solutions around these perceived or anticipated limitations, through inclusivity and creating reliable and effective bespoke strategies to achieve projected and set objectives.

This is possible at Vendex because the team's diverse workforce includes Africans who understand Africa and her diversity working in tandem with professionals and other team players in the blockchain space to create and sustain an engaging and interactive system for the benefit of the Public for the African cryptocurrency exchange and trading platform.

"The strong interest from emerging-market countries could be reflective of relatively less stable local currencies or a byproduct of greater exposure to financial and economic crises that makes an alternative system like bitcoin relatively appealing."

**Spencer Bogart,**  
head of research at Blockchain Capital LLC in San Francisco

# VENDEX

One of our core motives is to provide a **platform for African entrepreneurs and innovators** to see the potential of cryptocurrencies and also give traders and investors easy access to them.

We believe the **potential** of African innovators are unimaginable, which is why we are building a platform for them to realise and actualise their potential. The talents in African projects haven't gained as much exposure as they deserve.



We want to **encourage** more African projects be built on the blockchain and provide an **easier avenue** to get listed and traded by anyone in the world. This exposure will certainly drive **innovation** and encourage more developers and startups to venture into this fascinating space.



Although in February 2017, a South African project Augmentors raised over 800 BTC using DataBits token, which was at that time the first token sale project conducted in South Africa and most successful as a mobile gaming project.

# WHY BUY VEND

VEND is anticipated to be a channel in driving **mainstream cryptocurrency** adoption in **Africa**.

- Support for FIAT deposit/withdrawal in local currency.
- Ease of access through partner network(Mobile money operators, merchants, kiosks)
- Trading of popular and credible assets voted by community
- Web and mobile apps for exchange, trading and partners

1

VEND will be used to incentivise partners to facilitate **FIAT withdrawal and deposit** on our platform, although users can withdraw and deposit every other coins/tokens to their respective addresses.

2

VEND will have it's own trading pair on vendexchange and will have the **cheapest trading and transaction fees** amongst its competitors.

3

VEND holders will be able to benefit from **monthly reward**.

4

VEND will be a **utility token** for the entire platform governance such as voting and rating tokens etc.

**25%** of the **total supply** would be locked up. Where **20%** VEND tokens allocated to **founders** would be locked up for 2 years and **5%** allocated to the **Advisors** would be locked up for 1 year. We are creating a system that **incentivises the users**.

Thus for transparency and inclusion we are **awarding users** who have traded a **volume of 5000 VEND** for the previous week to be eligible for the reward of **20% of the transaction fee** charged daily converted to VEND.

For example, every Saturday at 12:00 UTC, a snapshot of the volume traded in VEND is recorded. When this amount is at least 5000 VEND, you are eligible for the trading reward.

Local partners earn VEND by helping to facilitate FIAT deposit and withdrawals in their local areas or territory using the partner app.



According to Alberto Chaia's 'Counting the world's unbanked' article on mckinsey.com\*, Africa has the most unbanked adults compared to other regions, with an estimated 326 Million adults. This goes a long way to show the need for cryptocurrency adoption in Africa.

\*<https://www.mckinsey.com/industries/financial-services/our-insights/counting-the-worlds-unbanked>

How Vendex has set out to solve these problems:

## Local Strategic Partnerships

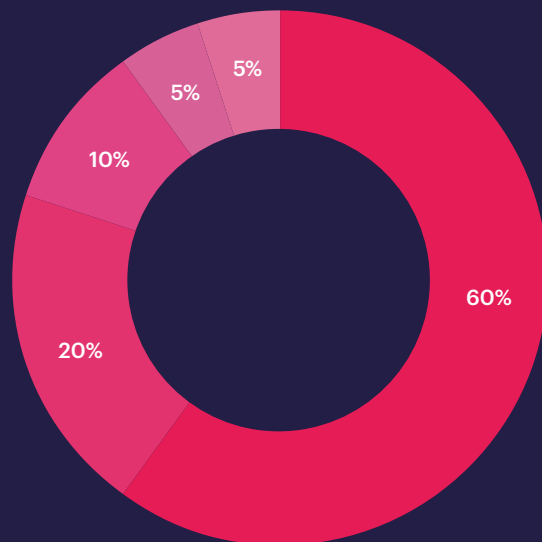
Vendex is partnering with a variety of subsisting money merchants to provide legal and transparent options for public consumption. These include telecommunication companies, Mobile money operators, Kiosks, selected participating stores and all aspects of traditional bank payment options. This strategy would cater for all types and classes of people.

## Create Multiple Transaction System

Vendex would be partnering with various Blockchain experts and Crypto-Token metrics professionals to organise regular and ongoing seminars, podcasts and trainings on Blockchain and Token metrics, to expose to and educate young Africans on how these technologies can, not only improve their businesses drastically but give them new perspectives to explore in developing their businesses. With this current knowledge provided, Africans would have a better opportunity to advance and implement creativity and innovation into their workspace and business ventures.

# TOKEN ALLOCATION

The total of **200,000,000** will be generated and allocations are as follows:



- **60%** Public Allocation - 120,000,000
- **20%** Founder & Key Employee Allocation - 40,000,000
- **10%** Market Place Incentive Fund Allocation - 20,000,000
- **5%** Advisory Fund Allocation - 10,000,000
- **5%** Legal Fund Allocation - 10,000,000

## Total Public Sale Use of Funds (120 Million Vend)

- 1 Development and infrastructural maintenance (30%)
- 2 Liquidity Pool, Central Banks Liquidity requirement (25%)
- 3 Brand Awareness (15%)
- 4 Regulatory, Licensing and compliance (10%)
- 5 Salary & Wages (10%)
- 6 Reserve (10%)

# TOKEN INFORMATION

Coin Name:	VEND
Coin Symbol:	VEND
ERC20 Compatible:	Yes
Decimal Places:	18
Hold/Vesting Period:	Yes 20% (Vested for 2 Years)
Time Based Bonus:	Yes
Volume Based Bonus:	Yes
Soft Cap:	\$2.52 Million USD   36 Million VEND
Hard Cap:	\$10.92 Million USD   120 Million VEND
No more VEND tokens will be created:	Yes
Supported Currencies:	BTC/ETH

Note: 50% of unsold tokens will be burnt and the rest will be allocated to the Vendex Foundation to incubate startups in the African region.

Users will receive a small token reward from the 10% allocated to the referral program, when they refer their friend(s) or family to the platform, but during the ICO only.

## PRE-PERIOD

Token Price:	\$0.08 USD
Minimum Contribution:	\$1,000 USD = 12,500 VEND
Maximum Contribution:	\$5,000 USD = 62,500 VEND
Period:	Mar 31, 2018 0:00 UTC - Apr 8, 2018 23:59 UTC

## PUBLIC SALE

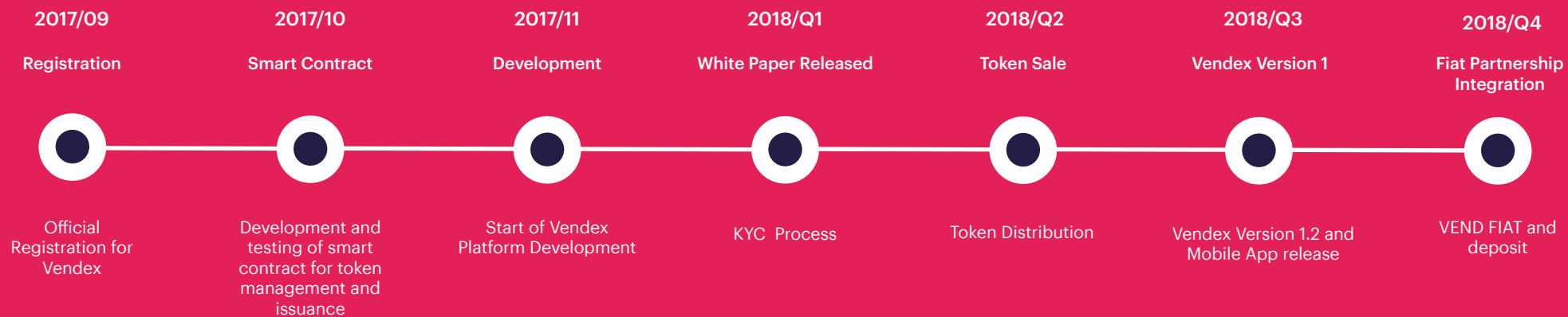
Token Price:	\$0.10 USD
Minimum Contribution:	\$50 USD = 500 VEND
Maximum Contribution:	\$5,000 USD = 62,500 VEND
Period:	Apr 14, 2018 0:00 UTC - Apr 29, 2018 23:59 UTC





# ROAD MAP

## Development Plan and Timeline



# FUTURE PLANS

## Decentralised Exchange

Vendex will build a decentralised exchange in the nearest future, where VEND will be **key asset** on the platform and also used for **gas fees**.



## ATM

Vendex plans to provide crypto ATM **protocols** and **infrastructure** across Africa.



## Vendex Foundation

### Goal

To empower African innovation and provide social amenities

### Location

Africa

### Period

Annual

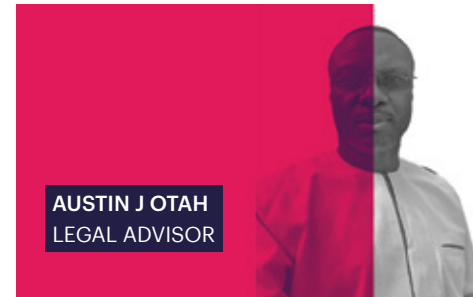
### Funds

Social responsibility 5% of net profit will be invested in the foundation to support African startups.

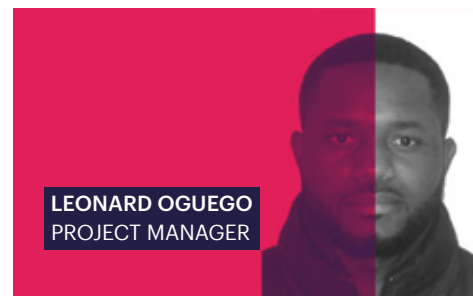




# ADVISORS



# TEAM





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 Join us on Telegram

Contact us

[info@vendexchange.com](mailto:info@vendexchange.com)

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