



**TAGZ GROUP**

# WHITE PAPER

v1.1

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# Our Mission...

To create a trusted trading environment and liquid Dual Gateway Exchange that allows users to confidently trade with an enhanced experience by removing all pitfalls of the unregulated cryptocurrency space and regulating transactions on a stable and sustainable platform.

## 2. Executive Overview

It is mostly well known and common knowledge that within the cryptosphere a vast majority of online exchanges offering crypto trading services are purely unregulated. This presents a huge cause for concern as **unregulated exchanges are high-risk** to both the average investor, day and swing traders and are a fantastic target for hackers.

In addition to the above, **cryptocurrency is a very fragile and volatile market** and cryptocurrencies such as Bitcoin have begun to evolve into mainstream adoption providing for Futures Markets to arise with Derivative Trading as well as Traditional Crypto Markets

This is where TAGZ aims to 'kill two birds with one stone' in an effort to solve this problem by creating an environment where **Regulation, Security and Liquidity is paramount** and **both markets on one platform** is also achieved.

We call this a **Dual Gateway Exchange (DGE)** which allows for both traditional trading of cryptocurrencies while also offering futures trading in form of derivatives, all whilst being **100% regulated** and eliminating any risk to users.

## 3. The Platform

### 3.1. Dual Gateway Exchange

#### 3.11. What is a Dual Gateway Exchange (DGE)?

A Dual Gateway Exchange referred to as a DGE allows for both **Traditional Trading** of an asset in what's commonly known as an Order Book and the market of **Futures Trading** where a Derivative is being traded and not the actual asset itself.

▼ ORDER BOOK BTC/USD			
COUNT	AMOUNT	TOTAL	PRICE
1	0.02	0.02	8,222.4
1	0.00	0.02	8,221.3
3	1.02	1.05	8,221.1
4	1.60	2.65	8,221.0
1	0.40	3.05	8,220.8
1	0.10	3.15	8,220.5
1	0.20	3.35	8,220.1
1	0.40	3.75	8,220.0
1	2.50	6.25	8,219.7
1	0.10	6.35	8,219.5
1	1.20	7.55	8,219.0
1	0.10	7.65	8,218.9
1	0.10	7.75	8,218.6
2	20.24	27.98	8,218.5
1	0.01	27.99	8,218.4
2	1.21	29.20	8,218.2
1	2.30	31.50	8,218.1

The order book lists the availability of a specified asset (cryptocurrency) with asking prices both for buy orders and sell orders with the ability for a customer to fulfill an order at the current best market price. The price is always determined by the last sale and is marked toward the exact asset that is being traded.

*Example of an Order Book (Left)*



A derivative is a contract that derives its value from the performance of an underlying entity. This underlying entity can be an asset, i.e. Bitcoin or an Index.

### 3.12. Traditional and Futures, Derivative Trading & Pairs

#### Traditional Platform Pairs:

Upon launch we will be listing the following 8 main cryptocurrencies:



#### Futures Platform Pairs:

Upon launch we will be listing the following 4 main cryptocurrencies:



- ❖ **NOTE:** Our Platform will allow any user to trade both markets at the same time allowing for **increased liquidity** on the exchange.

- ❖ *All of the above cryptocurrencies will be offered through pairings of **USD, AUD & TAGZ** and are the first of many that will be added to our platform. They will **NOT** be the only cryptocurrencies available to trade as our agenda is to add **2 new coins to our exchange every 30 days**.*
- ❖ *As part of our strict criteria and **due diligence process** our team will only be selecting the best cryptocurrencies that we feel will benefit from our platform and hold up true to **our high standards**.*
- ❖ *In order to add new cryptocurrencies to our platform we will reach out to current users of our platform and **community to vote** in allowing us to appropriately select the right asset to be added to our exchange.*

### 3.13. Benefits of a DGE including Margin Trading

# 200x

*Futures will allow maximum Margin Trading leverage of **upto 200x**.*

- *Enhanced asset volatility*
- *Increased market momentum*

- ✓ **TAGZ will be the first** to offer 200x Margin Trading against crypto assets.
- ✓ Margin Trading option between **0 – 200x is offered**.
- ✓ There will be **NO FEES** when trading **200x** on any asset.

### 3.2. Fee Structure

- **First 90 Days:** There will be **NO FEES** charged **for the first 90 days** after official exchange launch **on both Traditional & Futures** on any asset.
- **Next 90 Days:** After the initial 90 day period has lapsed, our fees are only: **0.0005%**
- **Day 181 - 240:** In this next period our fees remain ultra-low and are only: **0.0010%**
- **Day 241 - 365:** This period will mark 12 months in operation and our fees are only: **0.0015%**
- **Low Fees Forever:** The above fees are on all TAGZ pairs and our exchange fees are among the **lowest in the industry**, if not the lowest!

### 3.3. Regulated Exchanges VS Unregulated Exchanges

There is big need for regulation in the industry with the call of official government bodies and regulators such as SEC and ASIC cracking down on unregulated exchanges. This is due to 'shady practices' and questionable behavior being orchestrated by some of the most well known exchanges still being used today.

- ❖ Our aim is to clean up the 'bad taste' in the industry and focus on setting a clear benchmark for others to follow.

Our regulation method will aim at **protecting users** from some of the top flaws and irregularities caused from unregulated exchanges including:

 **Flash Crash**

Sudden downward spike in price usually caused by panic-selling and excessive volatility.

 Solved by implementing Circuit Breakers preventing sudden price fall.

 **Pump & Dump**

Pump and dump schemes artificially and rapidly increase the trading volume and price of specific asset.

 Smart Artificial Intelligence (AI) Engine enforces preventative action.

 **Spoofing**

Spoofing is a form of market manipulation by placing an order which the user doesn't plan to actually execute to influence traders.

 Smart Artificial Intelligence (AI) Engine enforces preventative action.

 **Lack of Due Diligence**

Minimal or non-existent identity checks on customers from unregulated exchanges.

 Tight KYC and AML procedures to prevent money laundering, terrorist funding, fraud and corruption.

 **Fake Volume**

Artificially inflated volumes from illegal wash trading.

 Smart Artificial Intelligence (AI) Engine enforces preventative action.

 **Security Hacks**

Exchanges not having a tight and stringent security policy in place.

 By design, first and foremost security is the foundation of our platform.

### 3.4. Affiliate Program

In order for our userbase to grow it is important to deploy an **Affiliate Program** to **incentivize users** to be part of our exchange and to **encourage others** to do the same.

Most other exchanges have deployed the same philosophy either through **paying out referral commissions** upon new user signups or paying out a set amount on trading activity over a specified time period.

It is with the same intention in mind of running a **successful incentive program** like others have that we believe our Affiliate Program has one of the absolute **highest paying commission structures** on the internet, if not the highest.

#### 3.41. Affiliate Commissions

# 25%

*Each user on our platform is **automatically approved** with an Affiliate Account.*



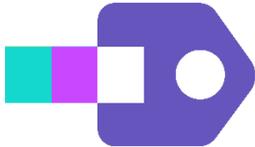
*Paid every 30 days*



*Perpetual trailing commissions*

- ✓ *Commission paid on all trading activity fees from each user you bring!*
- ✓ *Make a **healthy ongoing income** from active traders just for telling them about TAGZ.*

## 4. TAGZ Token



**Name:** TAGZ

**Ticker:** TAGZ

**Maximum Total Supply:** 500,000,000

**Contract:** 0x5d8cE06A40fB101895bE5b6560931b92a1b3444F

**Decimals:** 8

### 4.1. Token Utility

As part of our business model, the TAGZ Token was created to reduce exchange trading fees for all of the users of our platform as well as increasing the net worth of all TAGZ Tokens through achieving higher market capitalization.

With this in mind and through the pairings of both USD & AUD, the introduction of the TAGZ pair against cryptocurrencies offered on our platform provides a clear path to market.

- ❖ **NOTE:** Please see **3.2. Fee Structure** for exchange fees in the first year.
- After the first year of trading any user that maintains holdings of at least 3,500 TAGZ Tokens and trading against any TAGZ pair will **save 50%** on all fees.

## 4.2. Crowdsale

TAGZ will be holding a worldwide crowdsale in an effort to hit our goal of raising enough funds to meet our Hardcap in order to build our exchange platform and progress ahead in line with our roadmap. To successfully launch we must at least hit our Softcap.

- **Softcap:** 1,100,000USD
- **Hardcap:** 7,500,000USD

### 4.2.1. Bonuses & Airdrops

Every user that contributes during our Crowdsale will receive an extra **10% Airdrop Bonus** in TAGZ Tokens to ANY and ALL token purchases on top of any ICO round bonuses in place during that period.

# 10%

### 4.2.2. Crowdsale Pre-ICO Details



**Extra Bonus:** 40%  
**Price Discount:** 25%  
**USD Price:** \$0.0825  
**Tokens:** 10,000,000  
**Start:** 20-MAY-2019 9AM  
**End:** 31-MAY-2019 11:45PM

### 4.2.3. Crowdsale Rounds, Discounts

Round

1

**Extra Bonus:** 30%  
**Price Discount:** 20%  
**USD Price:** \$0.1100  
**Tokens:** 10,000,000  
**Start:** 01-JUN-2019 12AM  
**End:** 10-JUN-2019 11:45PM

Round

2

**Extra Bonus:** 20%  
**Price Discount:** 15%  
**USD Price:** \$0.1168  
**Tokens:** 10,000,000  
**Start:** 11-JUN-2019 12AM  
**End:** 17-JUN-2019 11:45PM

Round

3

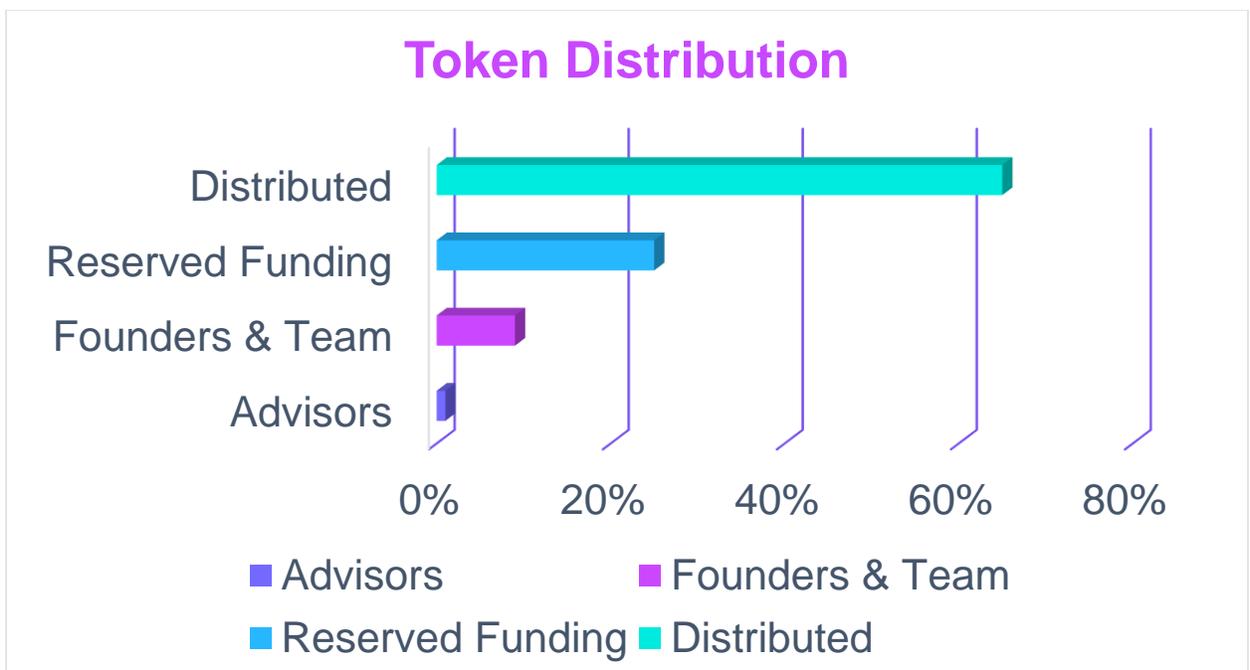
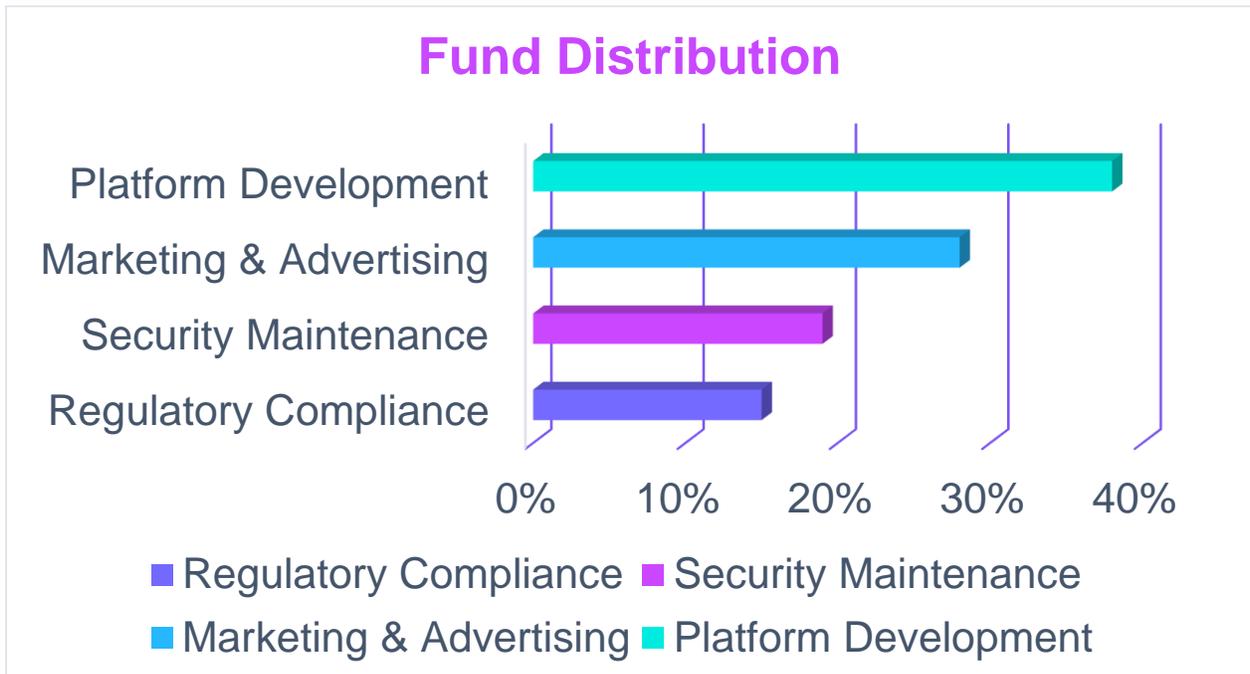
**Extra Bonus:** 15%  
**Price Discount:** 10%  
**USD Price:** \$0.1237  
**Tokens:** 10,000,000  
**Start:** 18-JUN-2019 12AM  
**End:** 24-JUN-2019 11:45PM

Round

4

**Extra Bonus:** 10%  
**Price Discount:** 5%  
**USD Price:** \$0.1306  
**Tokens:** 10,000,000  
**Start:** 25-JUN-2019 12AM  
**End:** 30-JUN-2019 11:45PM

#### 4.2.4. Token Distribution and Allocation



## 5. Legal

### 5.1 Company Registration & ASIC Exchange Licensing

- ❖ We are **fully registered** with the Australian Securities and Investment Commission.
- ❖ The Australian Securities and Investment Commission is commonly referred to as **ASIC**.
- ❖ ASIC is the **governing body** for all Australian companies and securities.
- ❖ ASIC is the equivalent to **SEC** in USA.



## 5.2 AUSTRAC Reporting and AML/CTF Policy

- ❖ We are **fully registered and licensed** with the Australian Transaction Reports and Analysis Centre.
- ❖ The Australian Transaction Reports and Analysis Centre is commonly referred to as **AUSTRAC**.
- ❖ TAGZ is **regulated** and required duties are to report transactions to AUSTRAC.
- ❖ We also have an **Anti Money Laundering Policy** in place with reporting responsibilities to AUSTRAC.



Australian Government  
 Australian Transaction Reports  
 and Analysis Centre

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### AML/CTF Compliance Report

The *Anti-Money Laundering and Counter-Terrorism Financing Act 2006* (AML/CTF Act) requires reporting entities to submit compliance reports at the request of the AUSTRAC CEO. The report provides AUSTRAC with information about your compliance with the AML/CTF Act and Rules.

More information about AML/CTF compliance report is available on the [AUSTRAC website](#).



Australian Government  
 Australian Transaction Reports  
 and Analysis Centre

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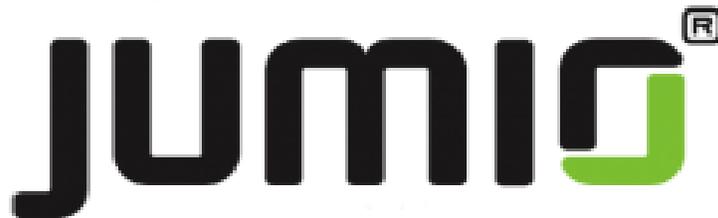
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o submit compliance reports at the request of the AUSTRAC

### 5.3 KYC Regulatory Requirements

- ❖ To maintain **AML/CTF** compliancy we are required by law to verify the identity on each customer we transact with on our exchange platform.
- ❖ This is known as **KYC** which stands for Know Your Customer.
- ❖ The KYC processes is important for the purpose of **ensuring compliancy**.
- ❖ TAGZ is partnered with world leading identity solutions provider; **Jumio**.
- ❖ All **verified identity** and customer details are held on record for 5 years.



## 6. Roadmap

**2019  
MAY**

**Official ICO  
Kickoff**

**2019  
JUN**

**ICO  
Completed  
and Funds  
Allocated**

**2019  
JUL**

**Platform  
Development  
(Alpha)**

**2019  
AUG**

**Platform  
Trials  
(Alpha)**

**2019  
SEP**

**Platform  
Launch  
(Alpha)**

**2019  
OCT**

**Platform  
Upgrade  
(Beta)**

**2019  
NOV**

**Mobile App  
Launch**

**2019  
DEC**

**Full-scale  
Platform  
Adoption**

**2020  
JAN**

**Continual  
Improvement**

## 7. Team



### **Bryan Seiler, CEO**

An entrepreneur by nature, Bryan has far-reaching experience in building businesses from ground up with an extensive sales background and vast knowledge across all dynamics.

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



### **Julian Jones, CFO**

Julian carries with him a wealth of business financial experience along with sales, marketing, product management and consulting skills to name just a few among many that set him apart as a pure leader.

<https://www.linkedin.com/in/julian-jones-b10aa4111>



### **Krystelle Galanor, Head of Marketing**

Krystelle comes to us with more than 5 years of experience in social media management, such as Facebook marketing, LinkedIn marketing, Twitter marketing and experience in Crypto & Blockchain.

<https://www.linkedin.com/in/krystelle-galano-15940610b/>



### **Sujeet Kumar, Head of Vision Strategy**

Sujeet brings with him experience of crypto economics and adoption with an ultimate vision to promote and create a community around decentralized financial services.

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



**Richard Shibi, Investor Relations Manager**

Richard Shibi has more than 15 years of experience in the IT industry and has served as a senior management consultant and a regional account director for IT projects deployed at global scale.

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



**Ahmed Khalil, Technical Advisor**

With M.Ed, EMBA, ACC, MGSCC qualifications and over 16 years of experience in education, training, and coaching, Ahmed is a true professional when it comes to understanding and advising technology companies.

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



**Naviin Kapoor, Blockchain & ICO Advisor**

Naviin Kapoor, a blockchain consultant and a business transformation leader with more than twelve years of experience in project management and business analysis experience in Ethereum, Bitcoin, Hyperledger and others.

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



**Lalit Bansal, Marketing & Growth Advisor**

Extensive experience of more than 13 years in Pre-Sales, Bid Management, Business Engagement and an Advisor to multiple Crypto ICO startups stemming from a knowledge-bank of Blockchain and business know-how power.

<https://www.linkedin.com/in/l-k-bansal/>



**Lloyd Shaffer, Procedure Support Advisor**

Business development experience in the online space with crypto, gaming, e-sports, content creation, streaming, data loss prevention and a multitude of other facets with a passion to driving strategy and full-scale adoption.

<https://www.linkedin.com/in/lloyd-shaffer-b0a174145>



**Jagan Ganesh, Lead Web Developer**

Working professionally as a Full-Stack Web Developer for more than 12 years, Skills are HTML 5, CSS 3, SASS / LESS, JavaScript, JQuery, JSON, GulpJS, PHP, SQL, GIT, Java, Python, BASH, Assembly, R, C, C++, C#.

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



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



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