



GINERO Lightpaper



P2P Digital Asset Exchange

THE GINERO PLATFORM

GINERO is the new P2P Digital Asset Exchange platform - built and developed by the team behind such successful first-generation products such as [BitcoinVN](#) (a Digital Asset brokerage focussed on the Vietnamese market) and [cash2vn](#) (a Cryptocurrency-powered Remittance service focussed on the Vietnamese market).

GINERO will not only broaden the current offerings to convert traditional currencies into Digital Assets - due to its decentralized fund transfer mechanism it will also serve as integral part of future products by the team in order to reduce single points of failure which threaten the functionality of more conventional Digital Asset exchanges.

THE OPPORTUNITY

While the Vietnamese cryptocurrency market is behind the “Big Three” (China, Korea and Japan) the fourth-most active market in Asia most of the trading volume up to this point happened in a rather decentralized fashion via P2P trades initiated by various chat groups on Social Media (Telegram, Zalo, Facebook etc.) these kind of arrangements are especially for newcomers into the space inherently risky due to the required trust in their counterparties.

Scammers have over the years refined their approaches as well (e.g. pretending to be a trusted community member by copying their profiles to almost the meticulous details) so that even experienced traders are not safe from falling victim to fraud - which can wipe out months or years of trading profits for the concerned market participants.

Providing safe escrow services via a commonly trusted third party can drastically reduce the likelihood of being defrauded out of their funds while providing the client base with various additional services & feature sets which are not available on the “raw” trading experiences via P2P chat groups.

On the other hand, centralized exchange platforms have over the years continuously battled with shaky banking relationships, which made the on- & off ramps onto their exchange platforms highly dependent on the current status of their banking partnerships. Once their relationships with their banking services providing entities soured - due to regulatory pressure, perceived risks with involvement with the cryptocurrency market or simply by perceiving cryptocurrency exchanges as a risk to the current business model of a traditional bank - the exchange providers often remained stranded and left struggling to find new avenues for their customers to deposit/withdraw funds from their trading platform.

A seamless integration between a P2P marketplace such as GINERO with a centralized cryptocurrency trading platform can not only mitigate these issues, but on the on the other hand actually drive trading volumes & synergies between different product offerings on both types of platforms - turning the downsides of each business model as a standalone solution into a mutually advantageous relationship which will help both platforms to succeed in their area of the market.

GINERO'S MISSION

- Provide a secure environment for people to enter/exit the cryptocurrency markets without the risks of being a third party custodian for fiat currencies.
- Reduce fraud to a minimum by implementing an advanced Trust Score system.
- Offer additional cryptocurrency-based features & services
- Build a seamless bridge to deposit/withdraw from centralized exchange platforms.
- Enable the centralized exchange platform to tap into new markets without direct banking relationship on the ground.

In many jurisdictions there are currently barriers by incumbent financial institutions in place, which make it difficult for centralized cryptocurrency exchange service providers to serve these markets. A P2P marketplace with seamless integration into a centralized exchange platform will allow to overcome such market entry barriers - similar to how a company like Transferwise resolved international money transfers by outsourcing local settlement to individual platform participants.

At the same time GINERO will be able to root out the fraud risk associated with using underground P2P trade channels and provide a secure and protected environment for P2P traders to settle their trades.

GINERO KEY MILESTONES

1. Providing a marketplace for the most popular cryptocurrencies in selected prime target markets.
2. Integrate GINERO with a centralized exchange platform solution to allow traders to seamlessly access more advanced trading tools & faster trade execution times.

GINERO PLATFORM BENEFACTORS

The two main types of actors on the GINERO platform are traders and contributors.

Our traders are the conventional marketplace participants who buy and sell cryptocurrencies on the platform. Initially they will have access to simple order types such as limit order (providing liquidity to the order book - free of charge)

and market order (matching existing orders in the order book - fees may apply according to the official GINERO Fee schedule).

Our contributors are members of the GINERO community, which utilize the various opportunities of the GINERO platform to earn themselves a side-income by providing various services to the platform, its product development and growth among other valuable contributions. They will be rewarded for these services either in cryptocurrency or GINERO's own token, GIN (more information on GIN below).

CONTRIBUTORS OWN GINERO PLATFORM

GINERO's growth in an increasingly competitive market is for a large part dependent on the services provided by our contributors. Only if our contributors are properly incentivized to contribute to the platform's growth, improvement of the product and increased brand awareness as well as participating in educational campaigns can we build together a platform which best services current and future market needs. A close collaboration with our contributors and various opportunities to actively participate on the success of the GINERO platform therefore is one of the core pillars on which GINERO has been built.

The remuneration of our contributors will be conducted either via existing listed cryptocurrencies for a limited type of services provided to the platform - or in the GINERO's own token GIN which directly provides an incentive to our contributors to take part of the envisioned long-term growth of the GINERO platform and its surrounding ecosystem.

GIN TOKEN VALUE & GIN TOKEN BENEFITS

The GIN token is not available for public sale and no primary market offering is taking place.

The GIN token is not generated via an ICO or any similar process - but instead handed out as reward to our contributors for providing valuable services to the platform and the ecosystem at no further monetary cost.

The GIN token is initially designed as an internal GINERO token to be used solely on the GINERO platform - it is however planned to offer the possibility to withdraw GIN in the future from the GINERO platform (and thereby allow trading of GIN outside the GINERO platform) by using Blockchain technology. Further clarifications on this matter will follow in the coming months.

The value of GIN results from a GIN buyback scheme by GINERO based on the generated fees of the GINERO platform as well as a variety of additional

benefits and exclusive treatments which will be available exclusively to GIN token holders.

- Of all generated trading fees of the GINERO platform 20% will be allocated towards the buyback scheme on a monthly basis. Half of the amount will be used to support the targeted base price of GIN at 2,500 VND per GIN - the other half will be executed in the form of a market order
- GIN token holders (depending on the amount of GIN token they hold) will be able to receive a higher affiliate payout on customers they onboarded via their user-specific Affiliate Code
- GIN token holders (depending on the amount of GIN token they hold) will be able to reduce their own trading fees on GINERO significantly
- GIN token holders (depending on the amount of GIN token they hold) will be able to participate in regular Lucky Draw schemes organized by the GINERO
- GIN token holders will be able to use their GIN tokens to participate in the regular public voting process of which cryptocurrency/token GINERO will be adding next to their platform

The team behind GINERO might come up with additional use cases and benefits for GIN token holders at their own discretion at any time.

With an increasing success of GINERO it is possible that the value of the GIN token will surpass the targeted base price of 2,500 VND per GIN.

The supply of GIN tokens will be hard-capped at 100,000,000 units. The GINERO team will publish further detailed information around the GIN token in the coming weeks on our official channels.

TEAM

GINERO is leading by the industry veterans of the founding team of [BitcoinVN](#), who established back in 2014 Vietnam's first ever Digital Asset Exchange and grew the company without taking any outside investments and despite a challenging market environment over the years to a respectable size.

The team has been covered over the years in various established publications and media platform internationally as well as locally (Bloomberg, The Diplomat, VTV1, NDH Talk Show, Coindesk.com, Bitcoin.com among others)

You can find more about their story [here](#).

REPORTING & COMMUNICATION

GINERO is a fully self-funded project and is currently not available for public investment. If you are interested to partner with GINERO or have other interesting business proposals related to GINERO - please contact us via: info@ginero.io

We welcome your questions, concerns, and comments to this Lightpaper V1.0 specifically, and regarding GINERO in general.

Please track our progress or get in touch using the following channels:

- GINERO Facebook page: <https://www.facebook.com/ginero.io/>
- GINERO Twitter account: <https://twitter.com/GineroVietnam>
- GINERO Telegram channel: https://t.me/ginero_exchange
- GINERO LinkedIn: <https://www.linkedin.com/company/ginero/>
- GINERO Subreddit: www.reddit.com/r/GINERO