



M O B U

The Security Token Issuance Protocol and Licensed Digital  
Securities Exchange

[ WHITE  
PAPER ]

# [ ABSTRACT ] LINE

**Throughout history, there have always been revolutionary ideas. But those who lack the vision to embrace the future invariably get left behind.**

The securities market is a multi-trillion-dollar arena which remains virtually untouched in the blockchain space. Imagine unlocking that vast potential through a consolidated, enabling and self-regulating platform? Launching an ICO that offers a security token [referred to as a Security Token Offering (STO)] can be extremely challenging due to the magnitude of technical, legal and regulatory requirements and procedures. Failure to abide by these regulations could result in costly penalties and could threaten to derail the whole project. Globally the issue around STO government regulation is currently in a confused state of uncertainty with sometimes contrasting points of view. However, the general trend is towards recognition: recognition that STO's have a place in the market and that progress will, therefore, need collaboration between government and industry. All signs point to 2019 being the year of government regulation, where the needs of investor protection and broader STO participation are addressed.

MOBU offers a security token issuance protocol to facilitate the release of compliant security tokens on the blockchain. Real businesses wishing to raise capital by issuing security tokens will build their STO's on the MOBU platform. MOBU creates an abstract smart contract from which all STO's will be extended. The MOBU abstract smart contract will contain the code that is required by the STOs to conform to the MOBU ERC20 platform and the MOB20 standard protocol to adapt to the ideas and requirements of MOBU. A regulatory friendly token is the only way to allow institutional money to enter the blockchain and a user-friendly platform for trusted STO's is the only way to allow non-tech businessmen to participate in the blockchain.

Apart from offering a security token issuance protocol, MOBU will also own an equity stake in a licensed operational stock exchange to ensure the liquidity of investors' funds. MOBU will be the sole broker for all security tokens. The attainment of an equity stake in a stock exchange is a great break-through and achievement for MOBU and is perceived as a significant value-added benefit to the investor. The stock exchange listing fees are half of the fees of the Johannes Stock Exchange (JSE) with very low listing requirements. Local as well as global listings are granted. MOBU successfully accumulated a large network of partners in the finance and crypto space who will play a key role in bootstrapping the exchange, ensuring liquidity in the market.

MOBU owns 100% of MOBU Cash offering a crypto payment solution of crypto-fiat, fiat-crypto and fiat accounts in up to 21 currencies, also issuing worldwide accepted debit cards. Each MOBU digital security represents a physical right to ownership, dividends and rights to assets in case of liquidation of the holding company as any conventional share, just with the new age benefits of digital securities!

MOBU can be seen as the Goldman Sachs of blockchain with its STO issuance platform and its ownership of both a licensed digital securities exchange and a crypto payment solution.

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# [ BUSINESS AND TEAM VISION ]

As the cryptocurrency market evolves, the global adoption of ICO fundraising structures has led to an explosion of new capital formation that has outpaced both the seed and venture capital investment markets. ICOs have been the buzzword dominating the investment and entrepreneurship markets throughout 2017 and continue this path in 2018. ICOs are disrupting the investment ecosystem as we know it! Start-ups issuing digital tokens have raised money at a faster pace than any other venture capital funding ever! Blockchain is indeed where the value lies. The blockchain space will increase by 43% every year to 2022! Security tokens are the most lucrative of all 3 types of tokens as they represent ownership of underlying assets and the opportunity to receive dividends which represent real value. Security tokens have not even touched \$200 million USD while the \$80 Trillion USD securities market remains untouched in the blockchain space. The MOBU team believes the tokenisation of the securities industry is taking place right now on a global scale. The team is dedicated to unlock the traditional securities market with compliant, liquid and easily tradable assets.

The MOBU team is extremely positive about the sustainable future of blockchain technology, especially in terms of addressing real-world problems by actual blockchain use case. The team ascribes the recent global behavioural changes in investment patterns to the following phenomena:

- Shifting of focus from shareholders to token holders
- STO's represent new business model of transparency
- STO's become more recognised by society
- STO's represent stronger profit margins
- STO's represent instantaneous transaction times

Similar to how the HTTP protocol defined the internet, MOBU developed the MOB20 standard protocol that defines a set of commands that a security token should implement. MOBU is an ERC20 security token and built on the Ethereum platform. MOBU's transaction costs and speed will be the same as the Ethereum network which is almost instantaneous! The ERC20 protocol defines a set of commands that a token should implement. It is a technical specification with basic functions such as the transfer of tokens and enquiry of the balance and supply of tokens. In the past it was more complex to support trading for Token A to talk to Token B.

Similar to how the \$80 billion USD Ethereum platform simplified the process of launching a utility token, MOBU simplifies the process of launching a compliant security token. The MOB20 standard is the technical specification of a compliant security token and can be compared to a stamp of approval, quality or standard. If a security token is issued on the MOBU platform it will meet all the requirements of the MOB20 standard. This standard can be seen as a set of rules and a quality stamp of approval that governs a compliant security token ensuring that the standard of the token will be recognised all over the world!

# [ THE MARKET ] CONTEXT

Cryptocurrencies are here to stay and STO's have the potential to transform the way companies capitalize themselves. "The multi-trillion-dollar securities market remains virtually untouched in the blockchain space". MOBU is perfectly placed to capitalize on the securities market when the current trend continues of token holders being progressively replaced by shareholders in the global economy. MOBU allows for a whole new market of money to enter the cryptocurrency environment.

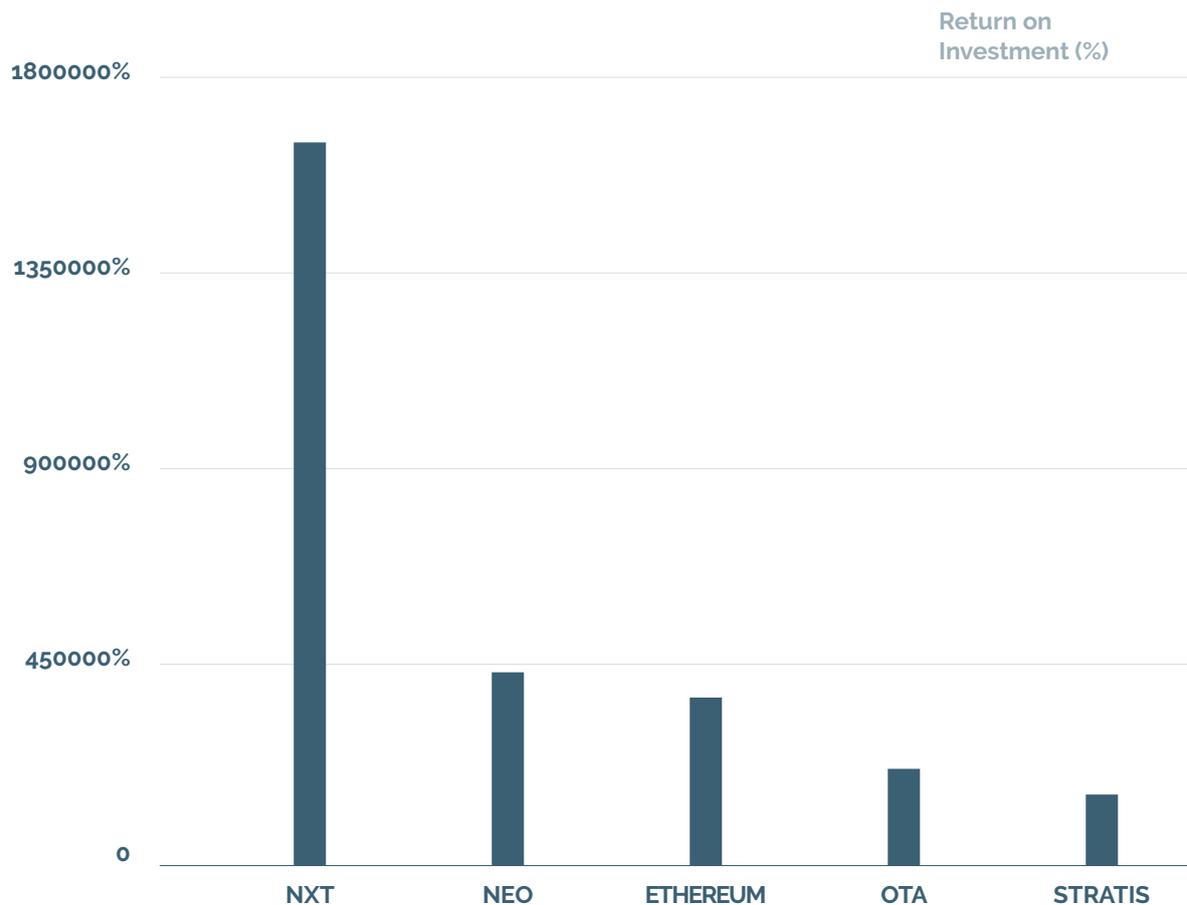
Approximately 2000 ICOs have launched their tokens on the Ethereum platform to date and currently 50 to 60 ICOs utilize the Ethereum platform each month. In 2017, there were over a thousand ICOs launched with an average amount raised of US \$13.5m. If a 1000 ICOs launch their tokens on the MOBU platform with an average amount raised of only US \$3m, there will be an inflow of US \$3Bn to the platform and subsequently increase the demand and price of the MOBU token dramatically.

The global securities market has been constantly evolving over the years to serve the needs of traders. Traders require markets that are liquid, with minimal transaction and delay costs, in addition to transparency and assured completion of the transaction. The global securities market is composed of three major instrument types: equities, debt, and derivatives. In 2016, these three markets had total notional values of US \$67 trillion, \$99 trillion, and \$1.2 quadrillion, respectively.

## RECENT TOP ICOs

Coin name	ICO price per token (USD)	Current (date of publish) price per token (USD)	
NXT	0.0000168	0.28	1 666 567
NEO	0.032	145	453 025
ETHEREUM	0.311	1200	385 752
IOTA	0.001	2.25	224 900
STRATIS	0.007	11.75	167 757

## RETURN OF INVESTMENT OF SOME ICOS



The global adoption of ICO fundraising structures has led to an explosion of new capital formation that has outpaced both the seed and venture capital investment markets. ICOs have raised over US \$4 billion to date. In 2017 alone, ICO funding exceeded US \$1.2 billion. The 86 ICOs that were launched during the first term of 2018 were able to raise a mammoth amount of US \$3,4 billion in total.

There are a lot of costs to consider when “going public” with an IPO. For example, Goleta-based Inogen has raised US \$70.5 million in an IPO while their total direct costs amounted to US \$7.4 million or roughly 10,5% of its gross proceeds. In comparison, ICOs like Golem, Filecoin and Tezos raised astronomical amounts of 820,000 ETH, US \$258 million and US\$ 232 million respectively. The total costs (including legal fees) of launching a successful ICO that addresses a distinct industry problem usually range between only US \$250,000 and \$750,000. Thus, ICOs are a lot more cost effective in raising funds than IPOs.

# WHY SECURITY TOKENS

## INSTEAD OF CONVENTIONAL SHARES?

Security tokens equally benefit the traditional finance sector and the blockchain. The enforcement initiatives put in place by the SEC not only reduce the legal risk but they also provide protection for both the issuer and the investors. Apart from being a 24/7 marketplace, the securities market offers many other benefits:

### ■ Fees are lower

The total costs of launching successful ICOs are a lot more cost effective in raising funds than IPOs. Most IPO costs originate from payments owed to middlemen like bank institutions. Security Tokens remove the need for most bankers which lower fees while smart contracts may decrease the reliance on lawyers in future. Smart contracts decrease the complexity, costs and paperwork with managing securities (collecting signatures, wiring of funds, mailing of distribution checks, etc.).

### ■ Deals are executed faster

The more individuals involved in a transaction, the longer it usually takes to conclude. When tokenized securities remove middlemen from investment transactions, they enable quicker timelines for issuers to successfully offer their security. Instant and prompt trade settlement on the secondary market for Security Tokens will become an attractive advantage for issuers and investors as well.

### ■ Exposure to the free market

The more individuals involved in a transaction, the longer it usually takes to conclude. When tokenized securities remove middlemen from investment transactions, they enable quicker timelines for issuers to successfully offer their security. Instant and prompt trade settlement on the secondary market for Security Tokens will become an attractive advantage for issuers and investors as well.

### ■ Larger investor base

The potential investor base is drastically increased when asset owners can present deals to anyone with an internet connection. It is obvious that asset owners prefer to show his/her investment opportunity to every potential investor in the world and not be restricted to only US accredited investors and institutions. Competition is healthy and beneficial for financial markets on long-term.

## ■ Automated service functions

With tokenized securities, issuers will start to use smart contracts to automate the service provider function through software. In most transactions lawyers are less middlemen and more service providers. This does not necessarily indicate that lawyers will cease to exist, but rather that their function will be more advisory based.

## ■ Decreased manipulation by financial institutions

The likelihood for corruption and manipulation by financial institutions is decreased if those institutions are removed from the investment transaction process. Tokenized securities therefore increase company transparency.

# [ PROBLEM STATEMENT ]

It is a legal, regulatory and technical nightmare to launch a compliant security token. Globally the issue around STO government regulation is currently in a confused state of uncertainty.

There is no competitive environment to ensure market related STO service providers and a standard of quality. The process is slow and expensive. Different jurisdictions have different rules and regulations.

Failure of STO issuers to abide with these rules and regulations could result in costly penalties and complete derailment of the project.

There is no secondary market for security tokens since crypto exchanges are currently reluctant to list security tokens due to these challenges.

Cryptocurrency developers are hesitant and unsure about all the procedures required when offering security tokens to the crypto community. STO service providers charge anything they wish. There are currently too many fraudulent practices in the marketplace.

There is NO legal secondary trading environment

The majority of ICO's are unable to pass the Howey test but claim to be utility tokens

Current crypto exchanges do not have the required licenses to trade securities and by avoiding USA, Canada and Singapore is not a long-term solution

# [ THE MOBU SOLUTION ]



- The MOB20 protocol will define a set of commands that a compliant security token should implement
- MOBU will support Reg S, Reg D, and Reg A+ compliant security token offerings, and with the incorporated ability to select experienced legal counsel across multiple jurisdictions within the platform, token issuers can be sure they can create compliant tokens within their local jurisdictions
- The MOB20 protocol will create a set of rules that govern the issuance of security tokens, and program them into smart contracts on the Ethereum blockchain so they are transparent and immutable.
- MOBU owns an equity stake in a licensed and operational digital securities exchange ensuring liquidity of investors' funds
- MOBU owns MOBU Cash, offering a crypto payment solution, also issuing worldwide accepted debit cards to enhance the liquidity in capital markets

## Additional key features of MOBU

- bridges the gap between the securities marketplace and the blockchain
- facilitates the release of compliant security tokens for all businesses that are backed by real assets wishing to raise capital on the blockchain.
- creates an abstract smart contract from which all STOs will be extended. The MOBU abstract smart contract will contain the code that is required by the STOs to conform to the MOBU ERC20 platform and the MOB20 standard protocol to adapt to the ideas and requirements of MOBU.

- restricts tokens to verified users:
  - provides an ecosystem with a vetted tender process with strict criteria (rating system) for service providers in terms of track record, pricing, capital requirements, etc.
  - deploys a network of authorization centers for KYC/AML compliance
  - deploys a network of authorisation centres for SEC compliance for securities
  - deploys a network of authorization centers for a new standard "Know Your Supplier" (KYS) for due diligence (DD) compliance for legal providers, smart contract developers, KYC/AML providers and escrow providers
- By introducing a new, innovative and unique method of escrow services to STOs, investors are protected by enabling them to exit the STO after the crowdsale on a pro-rata basis if the STO issuers do not adhere to their roadmap or goals. Hereby STO issuers will not have immediate access to the full amount raised - the funds will be released to them on a pro-rata basis
- A "lockup" utility to MOBU tokens for service providers using the MOBU platform will be introduced to access services, rather than spend the tokens. All the STO service providers on the MOBU platform will stake x amount of MOBU tokens to receive the right to operate in the ecosystem. These tokens will be locked up for as long as that company remains a service provider on the MOBU platform. This creates scarcity of supply in the market and increases the demand and intrinsic value of the MOBU token.
- strengthens investor protection by:
  - limiting certain sales to accredited investors
  - providing bank support in safe-keeping the proceeds of STO funds in a decentralized escrow account
  - creates a network of confidence and trust that will boost economic efficiency and incentivize community growth
- implements technical specifications and applications like private investor portals/accounts
- provides legal support
- creates a regulated environment where transaction costs are managed and kept market related
- ensures continuous liquidity and exchangeability for investors

# MOBU ASSETS

## ■ MOBU Tokens

The MOBU token is the core security token that powers the MOBU system. The MOBU token conforms to a MOBU ERC20 platform and a MOB20 standard. MOBU is an open protocol which means that MOBU token holders can visit any supporting exchange to buy and sell their tokens.

## ■ MOBU Chain code

At the heart of the MOBU platform are a set of smart contracts. These serve to coordinate interactions between participants. MOBU smart contracts are deployed on Ethereum but could be linked to other platforms.

## ■ MOBU.js

MOBU.js is a JavaScript library that makes interaction with the MOBU chain code easier, as well as a set of tools for encrypting documents using Ethereum's addressing scheme and generating cryptographic proof of process artefacts (see Appendix A Encryption). Opensource (Github) wrapper class exposing functions which encapsulate an interface to interact with MOBU blockchain for all MOBU STO issuers and developers to consume data.

# [ THE MOBU TOKEN ]

The document audit trail and data from the security token creation and compliance processes are uploaded to the transparent and fully auditable Ethereum blockchain. To power this new MOBU ERC20 platform for the issuance and trading of regulatory compliant securities on the blockchain, a MOB20 standard token is created and distributed to network participants. MOBU tokens are the underlying economic unit of the MOBU marketplace.

The MOBU token allows value created in the system to be captured by the system itself. Just as almost all countries have their own currency, requiring these transactions to be in MOBU sets up incentives to remain in the system. If all transactions were in Ether (the native currency of Ethereum), then participants wouldn't be storing value on the MOBU platform. By requiring that people hold (and transact) in MOBU, participants become claim holders on the system, which should generate the same forces of incentivization that have helped ecosystems like Ethereum (and many so called "alt-coins") explode into active and diverse communities. Meanwhile, systems without their own native coin or with a "pegged" coin (e.g. Mastercoin) have struggled to develop growing or even sustainable communities or all-important network effects.

Compared with current centralized and vulnerable storage systems for STO's such as the SEC's EDGAR database, MOBU prevents high-profile hacks occurring by isolating the storage of each STO. This all-digital approach allows for a much more efficient and scalable system, which is important given that the EDGAR system is currently processing 50 million document requests and over 1.7 million electronic filings per year.

## ■ Practical Use Cases For Security Tokens

- Imagine if Apple allows discount to you if you held 10 shares for longer than 1 year
- Or if you hold shares in a REIT, you receive discounted rent. This is not possible in the current paradigm but could create substantial value
- By tokenising venture capital funds, instant liquidity is created and the typical 7 – 10 year waiting period is bypassed
- Security tokens offer more efficient BONDS/debt instruments

# WHY DOES MOBU NEED THE BLOCKCHAIN?

MOBU solves a distinct problem in a multi-trillion-dollar securities market. The MOBU platform creates a set of rules that govern the issuance of compliant security tokens, and program them into smart contracts on the Ethereum blockchain ensuring transparency and immutability. Its clear business model demonstrates the unique use of and demand for the MOBU token on the MOBU platform by tender users. The MOBU platform ensures competitive pricing for legal costs, smart contract design, etc. to ensure lower barriers to entry and higher profitability for investors.

# [ ECOSYSTEM & TOKENOMICS ]

The MOBU token is a security token which directly impacts on future liquidity and interacts with the project ecosystem in both the short and long term.

## MOBU marketplaces

The management of escrowing and releasing fees is performed by a MOBU smart contract and all amounts in the marketplaces are denominated in MOBU.

Coin name

KYC Provider Marketplace

Legal Representative Marketplace

Developer Marketplace

## KYC Provider Marketplace

The management of escrowing and releasing fees is performed by a MOBU smart contract and all amounts in the marketplaces are denominated in MOBU.

## Legal Representative Marketplace

All securities must go through the legal representative compliance process. Legal representatives support issuers completing this process successfully and give their stamp of approval on an issuance. For each new potential security token, representatives tender on the cost of assisting that issuer through the compliance process. The platform assumes no knowledge about the representatives, and it is up to the issuer to do their own due diligence about the legal representative's claims and credentials. Legal representatives are also required to go through KYC validation. By the very nature of blockchain being transparent and open, third parties will be able to track the number of issuances done by a legal representative which makes the choice of which representative to use much easier.

## Developer Marketplace

An issuer may prefer their STO contract created or reviewed by one or more smart contract developer. Approved developers tender on these positions.

## MOBU users

Issuers	Developers	KYC providers	Investors	Legal representatives	Escrow providers
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## Issuers

Issuers are entities that wish to sell security tokens.

Issuers can post bounties in MOBU tokens, to encourage legal representatives and developers to tender for the provision of services towards the issuance. The size of bounty posted is at the discretion of the issuer. Highly complex STO's will likely require a greater amount of MOBU tokens. Factors that will determine the complexity include issuer jurisdiction, investor jurisdiction(s), accreditation requirements, and token transferability limits. The higher a bounty the issuer places, the more likely is that a wider variety of tenders from legal representatives and developers will be received.

## Developers

Developers are software engineers who create or review STO contracts for security tokens.

Developers will earn MOBU tokens for creating STO contracts. To incentivize developers to create these contracts, they will be required to have these MOBU fees locked up for a minimum of 3 months after the end date of the STO.

## KYC Providers

A KYC provider validates the real identities of participants and performs due diligence to accredit them.

To participate in the system, Ethereum addresses need to be matched with individuals. These individuals may also wish to be accredited in their jurisdiction to remove investment restrictions.

KYC providers pay a MOBU fee to join the network. This fee is to prevent fake KYC providers from spamming the network. It is expected that legitimate KYC providers will easily make this back in fees earned from a few hundred investor verifications. Furthermore, they can specify a fee to be paid by each investor requesting verifications (i.e. 10 MOBU), and it is expected that legitimate KYC providers will easily recoup their initial capital cost of joining the platform potentially even after a single successful issuance.

## Investors

Investors are individual consumers or institutions wishing to buy or trade security tokens.

Investors seeking to buy security tokens will be required to pay a MOBU fee to KYC providers for verification. Verified investors then have the right to buy and trade security tokens. Additionally, they may be required to buy security tokens using MOBU, but this is left up to the issuer to enforce.

## Legal Representatives

Legal representatives place tenders, including proposals with compelling on-chain restrictions. They can also support issuers off-chain through the compliance process.

Legal representatives can earn MOBU tokens by proposing tenders on security token issuances and being selected by the issuer to take responsibility for the issuance. Along with their tenders, they can specify how long they are willing to lock up their bounty.

## Escrow Providers

Escrow providers can earn MOBU tokens by proposing tenders for their services and the terms of such an account can be determined by issuers and disclosed to investors. Issuers of STO's on MOBU will not have access to all the funds after successful fundraise, instead it will be spread over a certain percentage of a 2-3-year period to protect investors further. Investors will have the option to request their investment back, calculated pro-rata at any given time to ensure STO issuers keep to their roadmap goals and protect investors.

## MOBU Cash – The Crypto Payment Solution

MOBU owns 100% of MOBU Cash offering a crypto payment solution of crypto to fiat, fiat to crypto and fiat accounts in up to 21 currencies, also issuing worldwide accepted debit cards. This unique MOBU feature ensures easy access of fiat to crypto conversions all around the world and enhances liquidity in capital markets.

## “Lockup” Utility to MOBU Tokens

A “lockup” utility to MOBU tokens for service providers will be introduced to access services, rather than spend the tokens at once. This creates scarcity of supply in the market and increases the demand and value of the MOBU token. Lockups can be used by investors to determine the intrinsic value of the MOBU token.

MOBU targets a strong growth area in the market and in the same way will the MOBU platform grow, evolve and develop. MOBU considers several ways to apply this “lockup” utility for STO's, for example:

- 
- Service providers (KYC/AML providers, escrow providers, legal representatives, developers, etc.) will be required to stake a certain amount of MOBU tokens to earn the right to work in the ecosystem.
- 
- The MOBU platform will include some “premium” features which are desirable to secondary market traders. This will be accessible by staking a certain amount of MOBU tokens.

- 
- MOBU Referrals – Companies/Individuals referring STO issuers onto the MOBU platform will be rewarded in MOBU tokens which will be equivalent of one year's revenue generated on the platform by the percentage of fees generated from the marketplace. This amount will be paid in MOBU and locked-up over a 3-year period also ensuring increase in demand and scarcity of MOBU.

- 
- MOBU Issuers will also have the benefit of bulk marketing power which offers lower STO PR services in the market, STO advisors and better exchange pricing listings. This will form part of the support MOBU will offer STO issuers on MOBU. MOBU may offer financial support to promising STO's on the platform.
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## ■ **MOBU processes**

The MOBU system consists of a collection of processes for managing the interactions between users. There are processes in place for the following user activities:

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- when an investor gets onboard
- 
- when an issuer launches a security token
- 
- when an investor buys a security token
- 
- when a STO contract is created
- 
- when a KYC provider gets onboard
- 
- when a legal representative gets onboard
- 
- when security tokens are resold
- 

### **Hypothetical illustration of the MOBU processes:**

- 
- when an investor gets onboard

Daniela is interested to buy a security token on the MOBU platform. Before doing that, she is required to have her identity and accreditation status validated by a KYC provider. Daniela uses a web interface to view data, stored in a MOBU smart contract, about KYC providers. Daniela lives in Argentina, so she begins by limiting her search to only those providers who offer KYC services in her country. To review providers, she ranks them by price and by the number of individuals they have successfully validated. Since the smart contract stores URLs for these providers, Daniela can review their web page and do a web search for the company or contact them directly if she requires additional clarification.

Once Daniela chooses a KYC provider, she sends a transaction with the required amount of MOBU tokens to the smart contract which manages the KYC marketplace. These tokens will be held in escrow until successful completion of the process. The smart contract records the Ethereum address of Daniela and chosen provider, but no personal details.

The KYC process starts when documents are uploaded and reviewed and when Daniela and the provider work through the KYC provider's checklist. MOBU provides a library MOBU.js to power secure, auditable document sharing, but does not have access to view the documents themselves (see Appendix A: Encryption).

When Daniela's identity has been successfully validated, they post a transaction to the MOBU smart contract specifying Daniela's jurisdiction. If Daniela requested to be accredited, this will then also be noted. Along with details relating to Daniela's jurisdiction and accreditation status, the KYC provider uses MOBU.js to produce a final hash to record to blockchain. In this way, the identity validation process can be audited later, so long as the auditor is given access to the documents by Daniela or the KYC provider. (see Appendix B: Proof of Process).

Daniela is now able to buy and sell security tokens on the MOBU platform. MOBU's smart contracts apply any of the limits on her investing and establish that she can only trade her tokens to other investors with validated identities.

- 
- when an issuer launches a security token

CryptoGuys wants to sell security tokens to raise capital for their venture. They begin with an Ethereum transaction to propose a new security token. CryptoGuys' name, ticker, and other public information is stored on the blockchain. CryptoGuys has a choice to use a multiple signature digital wallet for all its transactions to make sure that the correct combination of officers is signing.

From a technical point of view, the issuer starts this process that results into the following actions:

- making a call to the MOBU create-New-Security-Token function
- specifying the desired security token details (i.e. desired amount to raise, company name, ticker, etc)
- creating and storing their new MOB20 standard security token in a registrar contract on the Ethereum blockchain

The total supply is owned by the issuer. Security tokens are non-transferrable until the legal representative signs off and approves the token for issuance. At this point, any of the legal representatives on the MOBU platform are notified of this proposed issuance in real time using the event logging functionality built into Ethereum. They can propose legal details for the offering (e.g. jurisdictions of investors, type of offering, hold time) as well as the legal representatives' bounty (see Appendix C: Successful Issuances). CryptoGuys reviews the tender details and ensures that enough MOBU is sent for the STO contract to cover the costs of the chosen tender. Thereafter CryptoGuys and the legal representative work together through the compliance process.

MOBU provides a web interface for sharing documents in a structured way and generating Merkle hash trees from the documents. CryptoGuys selects which of these documents they share with the public. This allows MOBU to get the same level of life-expectancy of digital documents in a faster, easier, and more secure format than previously possible – i.e., if a STO is questioned or audited, the legal representative can provide documents that are cryptographically signed and timestamped on the blockchain and can explain the process which was taken (see Appendix B: Proof of Process).

After the compliance process has been successfully completed and verified by the legal representative, the representative will set the investor requirements (jurisdictions and accreditation flags) for this STO. The investor requirements will limit who can hold tokens to residents of certain jurisdictions, and/or set limits on how much can be raised to non-accredited investors. At this stage of the issuance process, a bounty is assigned to the legal representative, but locked until successful issuance (see Appendix C: Successful Issuances).

Each STO has its own smart contract. This contract ensures that all security tokens related to that contract are traded in accordance with any rules that result from the compliance process. These contracts use the KYC registry contract as an authority on identity/address pairs. This allows investors to participate in multiple offerings without going through the KYC process multiple times and tracks that investor's limitations.

- 
- when an investor buys a security token

Daniela wants to buy security tokens in the STO of CryptoGuys. Although she already completed the KYC process, she is still required to check if she can participate in the offering. Because her KYC provider was not blocked by the issuer, or people from Argentina, and because Daniela has the correct level of accreditation, she can buy the security tokens.

CryptoGuys posted a hash of all required documents related to the offering to the blockchain and made the documents available online. It is required that all purchase transactions come in with a hash of the documents. Token exchanges wanting to participate in STO's should ensure that buyers are advised of the existence of these documents. By including the hash of the documents, investors like Daniela are affirming their understanding of the contents. MOBU.js includes a tool to validate that the document has not been altered (any alteration would change the associated hash).

- 
- when a STO contract is created

Legal representatives work with smart contract developers to create new STO contracts. For example, if a security token requires that all investor tokens be locked up for one year after the initial offering, the STO contract can compel this. STO contracts allow the legal representative control the offering while minimizing time and cost to market by the re-use of existing contracts that have already undergone security audits and have been used without issue by others.

Developers who create STO contracts on MOBU will receive pay-outs from the issuers (which might be locked until successful issuance, see Appendix C: Successful Issuances). Since there is a record on the blockchain of previous STO's the contract has been used for, there is an incentive to build reputation for associated contract developers.

The legal representative can approve the STO for initial offering by calling the set

STO function with a contract address, start time, and end date of the offering. The issuer can decide to execute independent reviews of the STO contract and once satisfied, can transfer the security tokens they own to the STO contract, making them available for sale (after the start time).

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- A KYC provider gets onboard

A KYC provider can join the MOBU network by calling the new-Provider function with their desired fee per verification and a URL that points to a page explaining their services for MOBU users. KYC providers are notified when an investor requests verification or runs an algorithm to determine jurisdiction and accreditation status and calls the verify-Customer function to set the investor's verifications. The investor will also include a sufficient fee specified by the KYC provider that is held in escrow until a successful issuance.

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- A legal representative gets onboard

A legal representative joins the MOBU platform by sending in a transaction with their base MOBU fee and details about their company. They include a URL that points to a page on their website with information about their services for issuers on the platform. This web page should also include the Ethereum address of the provider to prove that the firm is claiming this legal representative as their own. Once on the MOBU platform, legal representatives can receive notifications when new posts for new issuances arrive and tender on them.

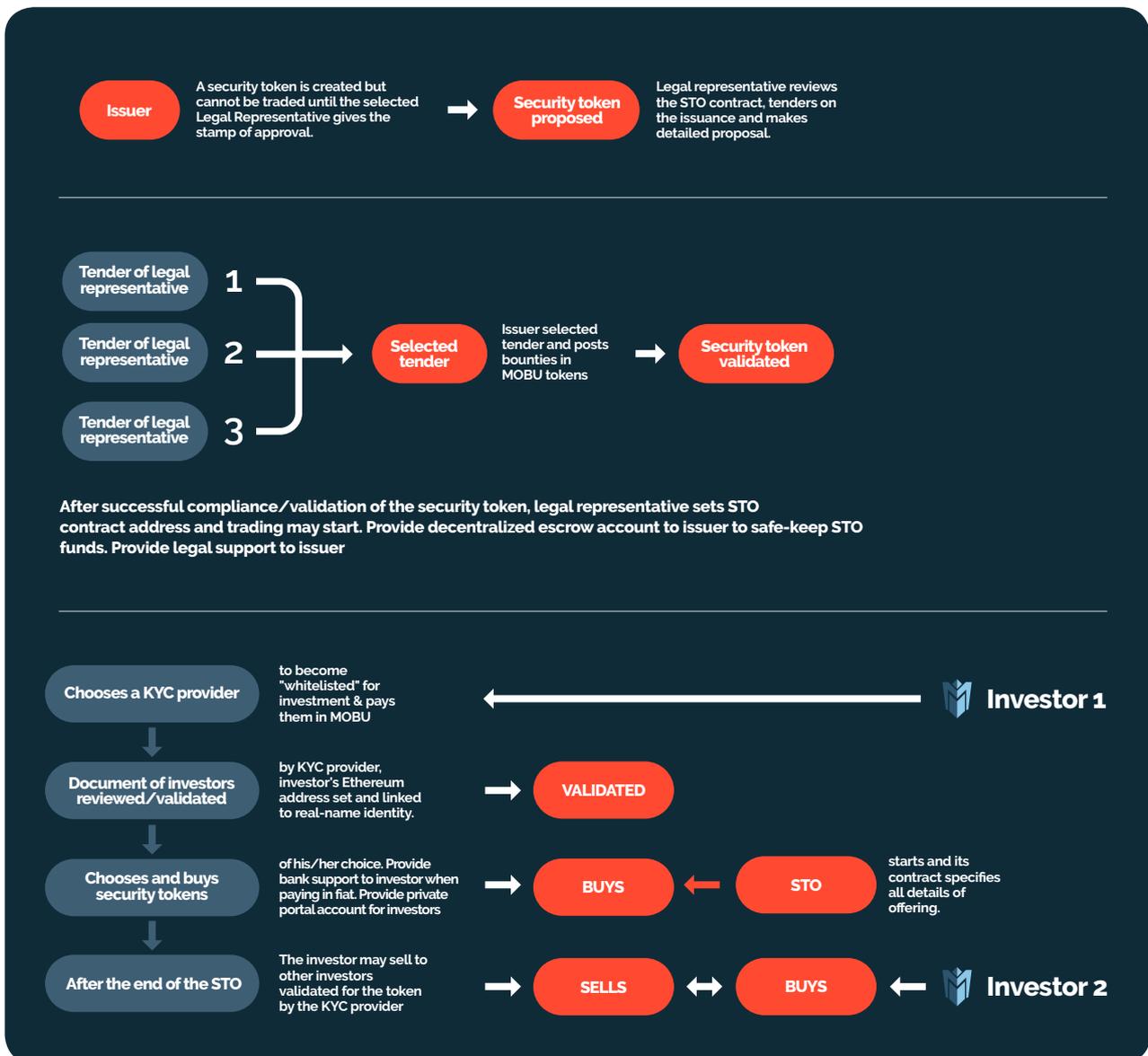
Legal representatives can also post a bond in MOBU. This bond indicates to the issuer that the legal representative is willing to ensure the quality of their work up to some limit. The legal representative would set an amount of MOBU, how long the bond would be in force (from the time the security sales begin), and a "burn" threshold. To destroy the bond of the legal representative, a percentage of the total security tokens greater than this threshold would have to vote to burn the representative's tokens.

If the votes to burn exceed the threshold within the bond period, all MOBU tokens in the bond are destroyed. If not, the MOBU token is moved back into the main account of the representatives and can be used for any other purpose. As the security token holders have no built-in incentive to burn the MOBU of the representatives and would have to take positive steps to do so, it is expected that voting to burn would only happen if fraudulent activity made token holders to want to strip the representative of their bond

- Security tokens are resold

Daniela wishes to sell her CryptoGuys tokens. MOBU is an open protocol, which means that Daniela can visit any supporting exchange to sell her tokens. The protocol rules allow Daniela to sell her tokens to any qualified buyer, provided any hold period on the tokens has expired. Jacques is a buyer in the marketplace who wishes to purchase the securities Daniela intends to sell. To enable the transfer of these security tokens to Jacques, the MOBU platform exposes a public interface for any exchange to validate Jacques' accreditation and jurisdiction status based on his public Ethereum address. Once validated, a transfer to Jacques' public Ethereum address is possible.

## Illustration of MOBU ecosystem and tokenomics



# [ DIGITAL SECURITIES EXCHANGE LICENSE ]

MOBU will obtain a 15% equity stake in an operational licensed digital securities exchange in South Africa. MOBU will be the sole broker for all security tokens. Other shareholders in this exchange include very prominent listed companies like Investec, Peresec and Lagae Securities also based in South Africa.

The digital securities exchange has a T+0 settlement solution and is in the process of applying for a bond exchange license. The digital securities exchange listing fees are half of the fees of the Johannesburg Stock Exchange (JSE) with very low listing requirements. Local as well as global listings are granted. The attainment of an equity stake in a digital securities exchange is a great break-through and achievement for MOBU and is perceived as a significant value-added benefit to the investor. The CEO of the exchange expects a turnover of 500m ZAR for 2019 alone. The MOBU team has many years of experience in both the finance and crypto industry. By working on and operating in a number of exchanges, MOBU successfully accumulated a large network of partners in this space. These partners will be key in bootstrapping the exchange, ensuring liquidity in the market.

Security is always paramount. This is the reason why MOBU will follow the industry best practices at all times, especially when it comes to securing infrastructure and data including ISO/IEC 27001:2013 and the Cryptocurrency Security Standard (CCSS). The MOBU digital securities exchange will be built to high standards, audited, and penetration tested. MOBU gained knowledge and experience in building financial systems to the highest security standards and always strives to ensure security first. Each MOBU digital security represents a physical right to ownership, dividends and rights to assets in case of liquidation of the holding company as any conventional share, just with the new age benefits of digital securities! STO issuers using the MOB20 protocol will receive discount on listing fees on the exchange and investors paying in MOBU tokens will receive discount on trading fees.

## ■ What are the problems of some of the current crypto exchanges?

- They claim to list security tokens but do it without the required regulatory licenses and custodian infrastructure which is not viable over the long-term
- Exchange systems are not properly engineered to ensure efficiency, speed, scalability and security. These insecure platforms have been hacked in the past which caused them to go out of business. These inferior systems are also not able to handle the increased transaction load going forward that inevitably leads to exchanges missing the mark of long-term success
- The team lacks industry resources and this leads to poor market liquidity. Getting miners, institutional investors and large traders into a new exchange can be very challenging if the team is not well connected in the crypto industry

- Customers (traders) do not receive a good service. This is very important because money is literally on-the-line and if traders' complaints or enquiries are not attended to immediately this will unavoidably lead to consequences for the exchange on the long-term
- Lack of international multi-lingual support which leads to inferior and even total lack of support to some language speakers in the global market.

# MOBU CASH: THE CRYPTO PAYMENT SOLUTION

What is MOBU Cash?

- MOBU owns 100% of MOBU Cash
- MOBU Cash is a Singapore-based payment company

What does MOBU Cash offer to the investor?

- A crypto payment solution of crypto to fiat, fiat to crypto and fiat accounts
- The service will be offered in up to 21 currencies worldwide
- Worldwide accepted debit cards are issued

The MOBU digital security powers the STO issuance platform, digital securities exchange and crypto payment solution.

MOBU can be seen as the Goldman Sachs of blockchain with its STO issuance platform and its ownership of both licensed digital securities exchange and crypto payment solution.

# [ COMPETITIVE ADVANTAGE ]

	 M O B U	Ethereum	Polymath
Decentralised token	✓	✓	✓
Application layer	✓	✓	✓
Smart contract development	✓	✓	✗
Organized platform for security tokens	✓	✗	✓
No technical expertise needed	✓	✗	✓
KYC/AML guaranteed protocol	✓	✗	✓
Investor account portals	✓	✗	✓
Exchangeability support	✓	✗	✓
Technical support	✓	✗	✓
Legal support	✓	✗	✓
Unique Escrow Services to STOs	✓	✗	✗
"Lockup" Utility to Tokens	✓	✗	✗
MOBU Cash - Crypto Payment Solution (fiat-crypto conversions)	✓	✗	✗
Digital Securities Exchange License	✓	✗	✗

## Unique Escrow Services to STO's

MOBU introduces a new innovative and unique method of escrow services to STO's. Investors are able to exit the STO after the crowdsale on a pro-rata basis if the STO issuers do not adhere to their roadmap or goals. This ensures a higher overall ROI for investors.

## "Lockup" Utility to MOBU Tokens

A "lockup" utility to MOBU tokens for service providers will be introduced. Each service provider will submit a certain number of MOBU tokens that will not be accessible for as long as that company remains a service provider on the MOBU platform. This creates scarcity of supply in the market and increases the demand and intrinsic value of the MOBU token. Kindly refer to the section on Revenue and Sustainability in the Whitepaper for more details.

## Dividends and Voting Rights

- Since MOBU is a security token, investors will have the right to dividends and right to assets in case of liquidation
- MOBU token holders can obtain voting rights by owning 5% of MOBU tokens in circulation
- MOBU will declare an annual dividend and buy-back MOBU tokens and burn them to additionally compensate investors. This will lower the supply and increase the value of MOBU tokens
- MOBU token holders will effectively own all MOBU initiatives and the actual stock exchange

# PROJECT IMPLEMENTATION

## MOBU details

Token name	MOBU
Standard Price	0.15 USD
Type of Token	Security token
Platform	MOBU ERC20
Standard	MOB20

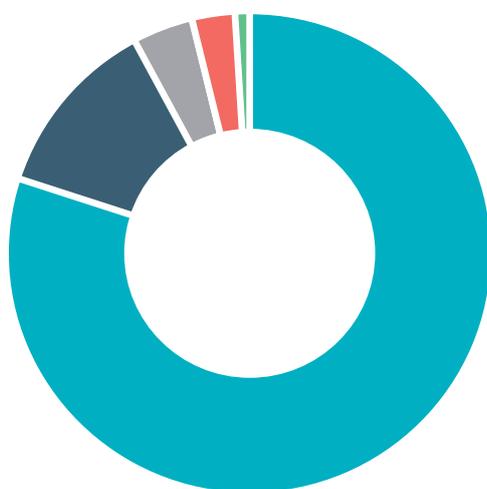
## MOBU Abstract Smart Contract

Real businesses wishing to raise capital by issuing security tokens will build their STO's on the MOBU platform. MOBU creates an abstract smart contract from which all STO's will be extended. The MOBU abstract smart contract will contain the code that is required by the STO's to conform to the MOBU ERC20 platform and the MOB20 standard in order to adapt to the ideas and requirements of MOBU.

## Smart Contract Interfaces

By means of smart contract interfaces STO's will be enforced to conform to certain functionality requirements of MOBU. MOBU will be able to validate whether the interface has indeed been implemented.

## Token Distribution



80%	Fundraising
12%	Team Tokens (frozen for 1 year)
4%	Advisors
3%	Bounty
1%	Airdrop

## ■ Use of Proceeds



50% Product and R&D

20% Marketing

10% Legal

10% Operations

10% Community & Ecosystem

## FUNDRAISING Pre-STO (Round 1)

Minimum pay	1 ETH
Accepted payment methods	ETH, BTC, BCH, LTC, DASH and FIAT (USD)
Permanent bonus	25%
Duration	30 days
From	1 September 2018 11:00:00 UTC
To	30 September 2018 11:00:00 UTC
Softcap	US \$0 in ETH equivalent (total for all currencies)
Hardcap	US \$9 500 000 in ETH equivalent (total for all currencies)

## FUNDRAISING Main STO (Round 2)

Minimum pay	0.1 ETH
Accepted payment methods	ETH, BTC, BCH, LTC, DASH and FIAT (USD)
Bonus	20% – 0%
Duration	90 days
From	1 February 2019 11:00:00 UTC
To	30 April 2019 11:00:00 UTC
Soft cap	US \$1 000 000 in ETH equivalent (total for all currencies)
Hard cap	US \$9 500 000 in ETH equivalent (total for all currencies)

## CROWDSALE SECURITY

The Crowdsale will be hosted by Cryptob2b.io by Dmitrii Borodin from the ICOrating team. The ICOrating team adds much value to the security of project sites for the whole period of the STO by offering the following services and solutions to potential challenges:

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- Isolation of hosting from other components of the client company.
  - Shadow copy of the site and constant monitoring of the immutability of the original site.
  - A personal algorithm of protection against the substitution of payment details is written for each customer by analogy with the "secret launch" of the engine in cars.
  - System administrators check the STO client's site for standard threats and server configuration error.
  - Individual methods used for monitoring the site and blocking its work in case of hacking.
-

# [ REVENUE AND SUSTAINABILITY ]

MOBU has one of the most lucrative revenue models in the blockchain space.

## Small MOBU Fee

MOBU will charge a 1% fee for all STO's listed on the MOBU platform to:

- 
- provide resources and services
  - offer support
  - generate revenue to develop MOBU's resources to its full potential
- 

MOBU will charge a small fee for all the transactions in the MOBU marketplace. MOBU will charge a fee for security token listings as well as transaction fees on the stock exchange.

The MOBU token will power both the issuance platform and the security token exchange

## Confirmed Issuers on MOBU Platform

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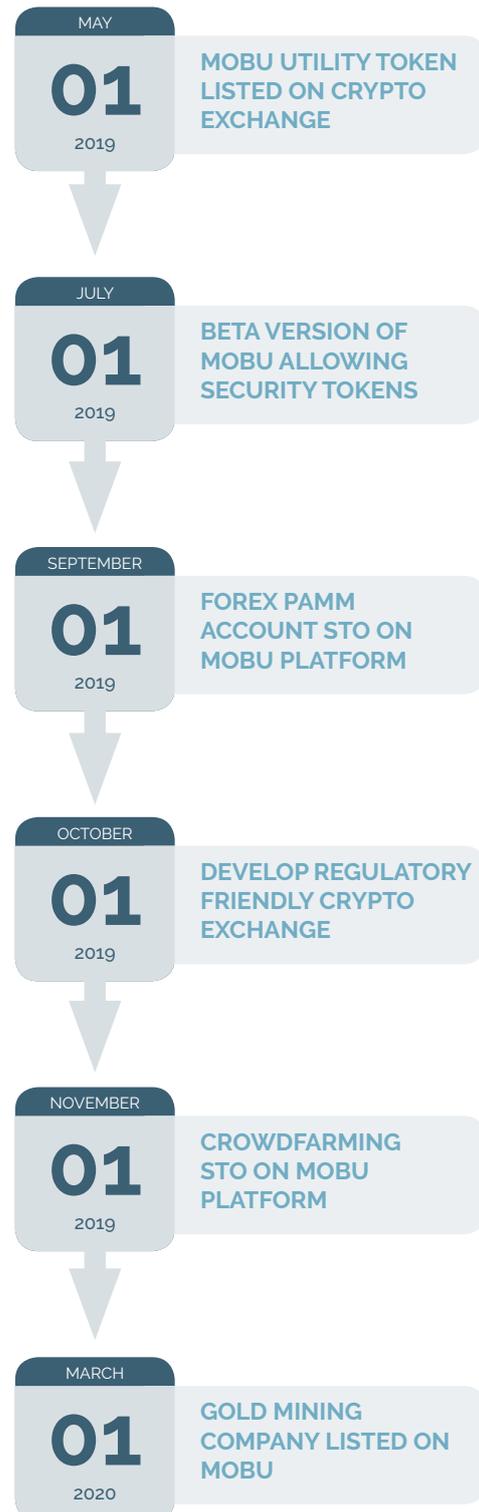
- Mike Prinsloo was the former CEO of DRD Gold, Ashanti Gold and Goldfields and the individual who has moved the most gold in the world under his watch. He wishes to tokenize a mining operation on MOBU and is also the first investor of MOBU.
- Wayne van der Burgh, the founder of the van der Burgh group, with an asset value of over 1 Billion USD, wishes to tokenize at least 5 coal mining sites on MOBU.
- Ettiene Pretorius is the advisor and friend of Richard Branson and is regarded one of South Africa's most successful property developers. He received the Entrepreneur of the year award from Absa which is one of the largest banks in South Africa. <https://www.sa-cp.com/> <http://www.ettienepretorius.co.za/> Ettiene wishes to tokenize a property development on MOBU. Ettiene obtained a Master's degree in property development in 2017 and wrote his thesis on Green energy.
- Tumelo Ramaphosa, the son of a South African billionaire wishes to launch a Wildlife Security Token Offering (STO) on the MOBU platform.
- As part of its development plan, MOBU intends to launch a decentralised forex PAMM account STO, a crowdfunding STO and a regulatory friendly exchange on the MOBU platform as well – please refer to our roadmap for more details.

# MOBU ROADMAP

## PRE-STO AND MAIN STO



## FUTURE ROADMAP AND TOKEN GROWTH POTENTIAL



# MOBU INITIATIVES

**The MOBU Initiatives will be executed as separate STO's (Security Token Offerings) on the MOBU Platform. This will add to the further development of the MOBU Ecosystem and improve the usage of and demand for MOBU tokens.**

## **Initiative 1:**

MOBU will develop the first forex and crypto percentage allocation money management (PAMM) STO on MOBU's platform and retain 20% of the authorised tokens to ensure that MOBU increases in value and that more resources are put into place to develop MOBU to its full potential. Blockchain was developed to prove data is real and this will be the first forex STO that we are aware of. Blockchain Forex Managers will not be able to be dishonest about performance figures, management fees and assets under management anymore. This will ensure lower administration fees for investors.

## **Initiative 2:**

MOBU will develop a regulatory approved security token platform for MOBU tokens. This will give investors the guarantee that all MOBU STO's will be listed on an exchange and that liquidity will be ensured.

## **Initiative 3**

MOBU will develop the first crowdfarming STO on MOBU's platform and will retain 20% of the authorised tokens to ensure that MOBU increases in value and that more resources are put into place to develop MOBU to its full potential. The blockchain is used for information that needs to be exposed. MOBU will effectively provide detailed information and statistics to the blockchain about land around the globe with technology like <https://what3words.com>.

# [ THE MOBU ] TEAM

The strong and dynamic MOBU team is experienced in the fields of business, IT, economics, law and blockchain space and very committed to the project. The team believes that investment in people is of inestimable value when the credentials of any start-up project is considered. The MOBU team can produce long term value, adapt to changing market conditions and inspire confidence among investors to ensure continued success.

Name of team member	Portfolio
Juan Engelbrecht	Founder & CEO
Paul Pelsler	Chief Financial Officer (CFO)
Brian Golding	Chief Investment Officer (CIO)
Frikkie van Biljon	Chief Technology Officer (CTO)
Paresh Masani	Blockchain and Security Engineer
Ettiene Pretorius	Business Development
June Engelbrecht	Business Analyst (MBA)
Braam Kruger	Public Relations (PR) & Marketing
Petri van Zyl	Legal Advisor
Izak Viljoen	Legal Advisor
Manan Jobanputra	Senior Blockchain Developer
Roman Golovay	Blockchain Developer



# Juan Engelbrecht

Portfolio: **Founder & CEO**

Juan obtained a B.Comm. Chartered Accounting degree at the North West University, South Africa and an Honours B.Comm. Cost and Management Accounting degree at the University of South Africa (Unisa). This qualification is on par with the Chartered Institution of Management Accountants (CIMA) managerial level. Juan completed his RPE's and wrote the Stockbroker SAIS examinations giving him the authority to trade directly on the JSE and provide financial advice on the stock market. During his audit articles at BDO, the 5th largest audit firm in the world, he gained valuable financial and investment management experience from numerous leading South African companies.

As equity trader at Goldings, Torr & De Decker Stockbrokers in Sandton, South Africa, Juan traded with multi-millions directly on the JSE for two years and learned from the best as a young graduate. He bought his first shares at the age of 15 and have been involved in finance and business ever since. Juan gained invaluable knowledge and experience on senior management level when he was appointed as Financial Manager at Shopfitting Studio in Pretoria, South Africa. Prominent franchises such as Reggie's, Famous brands, Contempo, Chamberlains, Cori craft and Rhapsody's were some of their respected clients. Thereafter, Juan was appointed as Portfolio Manager at SA Asset Management in Pretoria, South Africa where he broadened his expertise in finance, investments and the stock market. Juan established Evolve Fund Managers in 2013 and acts as director (in co-operation with the directors of Goldings, Torr & De Decker Stock Broking firm in Sandton, South Africa) managing investors' funds in pension funds, discretionary mandates and several other types of investments. Juan also acts as director of RFS Asset Management and Khalifa Capital that also specialise in asset management.

Juan expanded his horizons when he realised the huge potential of blockchain technology and how it will revolutionize business and redefine companies and economies in the world. Juan established Zaber Import Export (Pty) Ltd and subsequently acts as CEO of the company. Juan, in partnership with Paul Pelser, the CFO of MOBU proved to operate one of the largest cryptocurrency miners in the southern hemisphere as early adopters of the blockchain technology. They manage four large cryptomining farms that showed a turnover of ZAR 100 mil for 2017 alone.

As CEO of Zabercoin ICO Juan gained invaluable knowledge, experience and lessons on how to successfully launch a compliant security token on the blockchain. Zabercoin was a security token that did not reach the softcap. All investors were successfully refunded. In his endeavours, he was afforded the opportunity to establish strong business relationships with strong leaders in the blockchain space and cryptocurrency community. This experience lead to the establishment of MOBU, a decentralised platform and end-to-end solution for launching compliant security tokens. Juan realised that launching a security token is extremely challenging due to the many technical, legal and regulatory requirements and procedures and that there is currently no competitive market to ensure market-related service providers and standards of quality.

Juan's open-mindedness and forward-looking approach combined with his excellent strategic decision-making skills make Juan the perfect entrepreneur. Juan will play a vital role in leading MOBU to big heights and great success.



# Paul Pelsler

Portfolio: **Chief Financial Officer (CFO)**

After obtaining a B. Compt degree at the University of South Africa in 2000, Paul was appointed as Internal Auditor at Sasol. Sasol was established in 1950 in South Africa and since then developed into an international integrated chemicals and energy company that leverages technologies and the expertise of their work force of more than 30,000 in 33 countries. Paul produces a range of high-value product stream, including liquid fuels, chemicals, and low-carbon electricity. In 2006, Paul obtained a B. Compt (Honours) degree at the University of South Africa (Unisa). In 2011, he passed the CA (SA) Board examinations to qualify as Chartered Accountant and Registered Auditor. Paul gained valuable experience in the fields of accounting, tax and auditing when he established Pelsler Accountants in 2002 and PSP Audit Services in 2011. Both these firms are still active and successful.

In addition, Paul demonstrates his expertise and skills by his appointment as Chief Audit Executive (board level) at Thistle Mining. Thistle Mining is a gold mining Canadian company that operates both in South Africa and the Philippines. Currently Paul also plays a significant role as Director and shareholder of both Pregal Mining (Pty) Ltd (an earthmoving operations mining company) and Sahalee Enterprises (Pty) Ltd (a crypto mining operations company).

More importantly, and very relevant to MOBU, Paul has been one of the early adopters of blockchain technology and is currently actively involved in some of the largest cryptocurrency mining farms in the southern hemisphere.

With his hands-on knowledge, understanding and experience of blockchain and crypto, Paul will play a significant role in MOBU especially in terms of finances and compliance.



# Brian Golding

Portfolio: Chief Investment Officer (CIO)

Brian is the CEO, Managing Partner & Controlling Stockbroker of Golding, Torr & De Decker (Pty) Ltd. He is a Financial Markets professional, with over 30-years' experience over a broad range of the South African investment markets. Brian is also a member of the S.A. Institute of Stockbrokers with an in-depth knowledge of the financial markets.

In addition to the fact that Brian trades in his personal capacity in his own portfolio, he also fulfils the critical role as manager of a JSE member firm where securities are traded in markets like equity securities, derivatives and fixed-income securities.

Brian will play a significant role in MOBU mostly due to his good knowledge and expertise about regulatory compliance and specifications which is very relevant to MOBU and what MOBU stands for.



# Frikkie van Biljon

Portfolio: Chief Technology Officer (CTO)

Frikkie started coding at the early age of 11 where he discovered QBasic on his home computer. Ever since he was driven to 'beat' the computer with programming exercises. After school he graduated from the North-West University in 2009 and a BSc. degree in Information Technology (IT).

In 2004 he started his web development career. Since then he has been working actively as a web developer for the last years and quickly worked his way up as System Architect and Senior Lead Developer. Over this time, he managed to acquire quite a few prizes for his web development capabilities.

Frikkie worked at one of the largest vocational services in Africa where he was hired to research and improve their system's performance. Challenges included overcoming the shortcomings of internet reliability in Nigeria.

At Mukon he was head of development for a web-based LIMS developed in JavaScript (AngularJS) and NodeJS. He further implemented a single signon platform for all projects shipped by Mukon. All web projects are developed on the framework he implemented. Implementation of the backend consistent of various tech: C#, WebServices, NodeJS, RESTful services and reporting with SSRS. He regularly had to tutor his colleagues to bring them up to speed on new tech and coding methodologies.

Frikkie is currently a lead JavaScript developer for one of the largest software firms in South Africa. He fulfils the role of Lead JavaScript developer at Momentum's head office. He is tasked to manage and overview the coding standards of all JavaScript projects for his department. Part of his position is to research and present on new technologies and how it can be incorporated within the business.

As a developer he has quite a technical edge - working with programming language spanning a broad range: Pascal, Delphi, C#, Visual Basic, PHP, JavaScript, Java and will without play a leading role with MOBU especially in terms of IT support and development.



# Paresh Masani

Portfolio: **Blockchain and Security Engineer**

Paresh is a Gold Medalist and obtained a Master's Degree in Computer Science from one of the most prestigious universities in India, National Institute of Technology, Trichy. Previously he was an Executive Director of top investment banks like Goldman Sachs and Barclays Bank. Paresh is an expert in running ICO end-to-end contributing in blockchain architecture, vision & strategy, and overall platform infrastructure, content writing, marketing, and developing the community through Airdrop and bounty campaigns.

He demonstrates the solid understanding of FinTech business and technology, and has a proven track record of running successful businesses. He specialises in technology and has more than 10 years' experience as technical lead and full-stack developer for some of the critical banking and finance projects. Paresh is also an expert in security, cryptography, blockchain technology, and end-to-end system development.

Paresh will play a significant role in MOBU mostly due to his excellent knowledge and experience in development of the community, security and blockchain technology.



# Ettiene Pretorius

Portfolio: **Business Development**

Etienne obtained a bachelor's degree at the North West University and recently completed his master's degree in Real Estate Development. He received the Entrepreneur of the Year Award from Amalgamated Bank of South Africa (ABSA) in 2003 for a property development he successfully managed during his studies at the North West University.

As Founder and Director of South African Capital Partnering, Etienne is focused on setting a trend by influencing the future of South African real estate entrepreneurs. He invites others to join the experience by taking part in their investment opportunities, signature developments, dynamic construction, and sales team when they network to act as game-changers for optimal synergy. South African Capital Partnering combine their unlimited drive and resources to bring opportunity and products within developments, investments, construction, and real estate sales. South African Capital Partnering strives to introduce the unfamiliar concept of 'Going Green' in South Africa by targeting the medium LSM, showing the country that it can be done affordably, ultimately changing our carbon footprint and reaching for a better future.

Etienne has a very strong business and property development track record and continues to give investors above-market-related returns. Etienne will play a significant role in MOBU especially in terms of ensuring the protection and development of investors' interests.

Read more:

[HTTPS://WWW.SA-CP.COM](https://www.sa-cp.com)

[HTTP://WWW.ETTIENEPRETORIUS.CO.ZA](http://www.ettienepretorius.co.za)



# June Engelbrecht

Portfolio: **Business Analyst (MBA)**

June obtained a Bachelor's degree in Business and Economics at the University of Stellenbosch, South Africa. She also completed a Master's degree in Business (MBA) which included subjects like business research, strategic management, financial management, investment management and international marketing. Some other relevant courses completed by her included data analysis, business research, financial advice, entrepreneurship and advanced MS Word and Excel. June has vast experience in the fields of business and education management. As business director and manager, she was responsible for functions such as general management marketing, finance, administration, sales, leadership, HR and PR.

As education manager in the office of the national education of South Africa, June gained valuable knowledge, experience and expertise in various fields such as conducting interviews, data collection, qualitative and quantitative research, data analysis, presentations, editing reports of colleagues and writing reports to the national minister of education. June had been the internal moderator and chief examiner of accounting, business management and commercial mathematics of the final examinations for Grade 12 learners. June was the author of ten business and management books, approved and distributed throughout the nine provinces of South Africa.

All these skills, traits and extremely useful experience of June makes her a very suitable addition to the MOBU's management team especially in terms of her proven track record of data collection and analysis, qualitative and quantitative research work, writing skills and favourable interpersonal relations. June makes it very important to bring strategic decisions to execution.



# Braam Kruger

Portfolio: **Public Relations (PR) & Marketing**

Braam is regarded as one of the pioneers in the blockchain and cryptocurrency space in South Africa.

Braam is a businessman with many years of experience. He owned and managed many large corporations and companies over a period of 25 years. During these years of business ownership and management he gained invaluable experience in both local and international business ventures. The business ventures that he pursued were mainly in industries like wholesale, retail, logistics, and property management.

His actual passion lies with sales and marketing. Emanating from this, he managed to develop a successful business network both locally and internationally.

All these attributes, qualities and experience of Braam make him a very suitable addition to MOBU's management team especially in terms of his excellent skills and expertise in marketing and public relations.



# Petri van Zyl

Portfolio: Legal Advisor

Petri obtained a Bachelor of Accounting and Law (B.Acc) degree at the University of Stellenbosch, South Africa. He is an experienced legal professional with several years of experience which includes being an admitted attorney in South Africa and solicitor in England and Wales. Apart from his experience as attorney and solicitor Petri also has a strong knowledge of corporate and business law. Petri is skilled in negotiating and drafting various business agreements and managing company investments across various jurisdictions. A key attribute of Petri is the ability to manage people in the workplace, adhere to timelines and executing deals.

Since 2015 he has been appointed as Head of Legal, Compliance and Cross-border Transactions at Agrivision Africa where he gained invaluable experience and knowledge in:

- negotiating, drafting and reviewing a wide range of business agreements
- ensuring compliance with local and applicable international legislation within jurisdictions including Mauritius, Zambia, South Africa and the UK
- drafting and reviewing group policies
- analyzing and presenting new investment opportunities
- negotiating acquisitions of new assets
- being an executive committee member of Agrivision Zambia (a subsidiary of Agrivision Africa) and making presentations to the board of directors
- liaising with shareholders and financial institutions

Prior workplace appointments and experience include appointments as Legal Advisor at True Group Investment Holdings in East London, South Africa as well as being a candidate attorney at Adams & Adams Attorneys in Pretoria, South Africa.

Petri is an excellent addition to the MOBU's management team especially in terms of his proven track record as legal expert apart from the fact that he is a persuasive team-builder, motivator and communicator always striving for exceptional business performance.



# Izak Viljoen

Portfolio: **Legal Advisor**

Izak obtained the B.Comm. Law and L.L.B. Law degrees at the North West University in South Africa. Already at a young age he demonstrated leadership qualities when he was elected as primarius of Hombre, one of the student hostels of the university. Izak also obtained a Certificate of Competence, Prospecting and Mining with the aim of better placement for his career path in law.

In 2010 his law career commenced when he was appointed as clerk at Pretorius Le Roux Attorneys in Pretoria, South Africa. He mainly specialised in the fields of Liquidations and Sequestrations, Sectional titles and Family Law. As Professional Assistant at Hardam & Associates Inc. he also gained invaluable experience in General Litigation, Insurance claims, Fraudulent claims and Commercial Litigation.

In 2012 Izak was appointed as Legal Professional at AfriSam where he gained first-hand experience in Mining Law, Litigation, Property Compliance and Drafting of Contracts. At Barnard Incorporated (Inc.) Attorneys, one of MOBU's confirmed partners, Izak started off as Senior Associate after which he was promoted to Director, the position he currently occupies.

Izak is an excellent addition to the MOBU's management team especially in terms of his proven track record as legal expert and his vast experience in aspects around compliance, contracts and commercial litigation.



# Manan Jobanputra

Portfolio: **Senior Blockchain Developer**

Manan is the CEO of Netispy Solutions, a company that was established out of the desire to deliver quality standards and consistency in Web Design, Web Development, Android Development, iPhone Development. A strong foothold of innovative ideas, seasoned skills and ability to deliver a product with utmost perfection is what drives Manan vociferously in the global market. Manan has excellent technical skills, many years of working experience in innovative strategies to improve and upgrade any business.

Some of the services that Manan provides include the following:

- Design & Mark-up: Web Design, Graphic Design, Logo Design and Responsive Design
- Theming & Integration: Web Development
- E-commerce Development
- Apps & Games: Web Apps Development
- Internet Marketing: Social Media Marketing, Email Marketing and App Marketing
- Software Development

Manon will add a lot of value to MOBU and the MOBU team, especially in terms of his excellent skills and expertise in Web Development, Software Development and Internet Marketing.



# Roman Golovay

Portfolio: **Blockchain Developer**

Roman obtained a Bachelor's degree in Programming at the National Aviation University, a university located in Kiev, Ukraine.

Currently Roman is a Blockchain Developer at ARAW, a decentralised payment for e-commerce ecosystem powered by the Ethereum blockchain. As Blockchain Developer at ARAW, Roman has the mission to provide end-to-end solutions for the e-commerce marketplace, touch & pay cryptocurrency card, online cryptocurrency payment and unified reward system on the Ethereum blockchain. In addition, Roman gained good knowledge and experience as Solidity Developer at Edenlab LLC and BU DevStudio that are both located in the Ukraine.

Apart from his technological skills such as JavaScript and Web3, Roman's specialities can briefly be summarised as follows:

- Solidity development
- The Ethereum protocol
- Blockchain development
- Crypto e-commerce ecosystems
- Providing end-to-end solutions for the e-commerce marketplace
- Online cryptocurrency payments

All these attributes, qualities and experience of Roman make him a very suitable addition to MOBU's management team especially in terms of his expertise in blockchain development and crypto e-commerce ecosystems and his ability to provide end-to-end solutions to the MOBU marketplace.

# [ BOARD OF ADVISORS ]

The Company has established a Board of Advisors, which includes highly qualified business and industry professionals. The Board of Advisors will advise the Management team in making appropriate decisions and taking effective action. However, the Board of Advisors will not be responsible for Management decisions and has no legal or fiduciary responsibility to the Company.

Name of Advisor	Occupation
Bobir Akilhanov	CEO of Blockcrunch Capital
Dmitrii Sunka	Creative Director of XCompanies
Vladimir Nikitin	Crypto Enthusiast
Nikolay Shkilev	Top5 ICOBench Expert
Phillip Nunn	Cryptocurrency Evangelist
Sydney Ifergan	Crypto & ICO Community Expert
James Peters	Family Office Networks
James A. Butler, (PhD)	Technology Expert
Lewis Barber	Technology Expert
Ali Ömer Horzum	CEO of TokenDrops
Timo Trippler	Fundraising



# Bobir Akilhanov

## CEO of Blockcrunch Capital

Bobir raised \$1million at the age of 20 and created a Facebook-like website in Australia. He was awarded "Young entrepreneur of the Year" in Australia by Anthill Magazine in 2006.

Bobir continued on this path to become a Founder of a Groupon-like website in Russia bringing it from 0 - 8million subscribers in less than a year. He also started a Air B&B-like website in Russia, which very rapidly developed into a 80-person company until the government changed the short-term rental law.

Bobir is a partner of Plov.com - which was the number 1 upcoming business in Russia, ranked by Forbes. Currently Bobir does consultancy work with Lasik, APT Systems, Museum of Modern Art, Peter Neilsen, and has up to date successfully completed more than 60 complex custom development projects for clients all around the world.

He successfully co-organized the Synergy Global Forum together with renowned businessmen like Richard Branson, Malcolm Gladwell, Simon Sinek, Gary Vanerchuck, Jack Welch, Robin Wright, and Ray Kurzweil. The MOBU ICO is proud and privileged to count Bobir as one of their valued advisors.



# Dmitrii Sunka

## Creative Director of XCompanies

Dmitrii obtained a Master's degree in International Economic Law at the Kyiv National Economic University in the Ukraine in 2016. He also obtained a Bachelor's degree in Foreign Languages and Literatures at the Nizhyn State Gogol Pedagogical University in 2011. Dmitrii can read, write and speak English, Russian and Ukrainian.

At present Dmitrii is appointed as Creative Director of XCompanies in Ukraine. Dmitrii's specialisation and expertise include the following areas:

- Cryptocurrency development
- Blockchain technology development
- Web development
- Android/iOS app development
- Windows app development
- Web design
- 2D and 3D modelling
- Additional development and technical support

More relevant and important to MOBU, is that Dmitrii gained valuable experience in blockchain technologies, crypto-currencies and smart contracts and can integrate the reception of cryptocurrencies into your system or automated exchange them for fiat currencies. He has played a key role in the support and successful execution of a significant number of ICOs in the past.

MOBU is proud and privileged to count Dmitrii as one of their valued advisors mostly due to his experience as Business Development Manager and blockchain experience and expertise.



# Vladimir Nikitin

## Crypto Enthusiast

Vladimir is a world-class professional and legal consultant with more than ten years' experience in the legal, finance, retail, and IT industries. Vladimir is renown as a cryptocurrency expert and ICO advisor. For example, he is a Top-5 worldwide ICObench certified expert.

As an active supporter and believer of the significant advantages of blockchain technology, Vladimir provides consultancy services and advice to selected ICOs in the CIS region. Vladimir has a network in the crypto community of over 30 000 members. His portfolio consists of 7 ICO projects that raised US \$120 million in total.

Vladimir has a strong legal background, strong blockchain knowledge and ICO start-up experience. He will play a significant role in the success of MOBU especially in terms of providing vital ICO advice and the on-going successful marketing of MOBU's products and services.



# Nikolay Shkilev

## Top5 ICOBench Expert

Nikolay has proved to be a crypto enthusiast and ICO mentor. He is rated as one of the Top 5 individuals demonstrating knowledge and understanding of blockchain technology. Nikolay has 20 years of experience in large-scale transaction projects. He received several awards and titles in the IT business. For example, he received the Self-Made Russia award, an award as Tech guru as well as the Super TOP award.

Nikolay is the founder and CEO of a Private Business Club. His company received the "Enterprise of the Year" award in the Kremlin. Nikolay has vast experience as an ICO Advisor, for example he is the Co-Founder of "Top ICO Advisors".

The MOBU team has full confidence in the business skills and blockchain expertise of Nikolay and believes that he will play a key role in terms of overall ICO support and the successful marketing of MOBU's products and services.



# Phillip Nunn

## Cryptocurrency Evangelist

Phillip Nunn founded The Blackmore Group in 2013. Today it's grown into a business with substantial assets under management and a suite of investment products across multiple classes for individuals and institutions in the UK and overseas.

With more than 15 years' experience in financial services, Phillip specialises in wealth management, angel investment, commercial property investment and financial technology. He founded The Blackmore Group on the core belief of giving clients real and tangible alternatives to poor investment performance and providing "future proof" investment strategies.

Phillip has become a well-known, online influencer in the blockchain and crypto space and has travelled the world evangelising and talking on these subjects. Phillip has sat on the advisory boards of many ICO's over the past 12 months and has helped structure and fund some of the biggest companies of the future. Along with his business Wealth Chain, Phillip will be launching his own crypto fund that looks to invest in ICO's along with existing blockchain technology companies.

All these attributes and proven track record of Phillip make him an excellent addition to MOBU's Board of Advisors especially in terms of his blockchain knowledge and ICO experience as Board Advisor.



# Sydney Ifergan

## Crypto & ICO Community Expert

Sydney holds a degree in computer science and has more than 20 years of experience in business management, marketing and web analytics.

For the past 10 years Sydney focused on the online marketing arena (search engine optimization) where he gained invaluable experience. He was the CMO of a large FX brokerage firm.

In recent years, he has been consulting to various brokerages globally on their online marketing platforms. Sydney's knowledge of information technology enables him to utilize technology effectively to improve the success rates and results.

Sydney is results-driven and a good team player. Sydney will play a significant role as an advisor for MOBU mostly due to his good knowledge and expertise in web analytics and marketing strategies and techniques.



# James Peters

## Family Office Networks

James is a dynamic, articulate Senior Executive, Entrepreneur, Venture Capitalist, ICO Advisor and Blockchain Consultant who is successful at rationalizing integrated business strategies and expanding market-share in highly competitive environments. James has international experience working at CxO level within tight budgets and short timelines in more than 120 countries. He obtained extensive experience in cryptocurrency trading across multiple exchanges and Initial Coin Offerings (ICO) / Token Generating Events (TGE) / Security Token Offerings (STO).

- Member of the Institute of Director (MloD) ([www.iod.com](http://www.iod.com))
- Member of the Blockchain Foundation - ([www.bitcoinfoundation.org](http://www.bitcoinfoundation.org))
- Agile Project Management (AgilePM) Practitioner ([www.apmg-international.com](http://www.apmg-international.com))

### Expertise:

- Venture Capital & Private Equity
- Blockchain Consulting
- Blockchain Development
- Blockchain Capital
- Token Marketing
- Token Development
- Token Distribution

### Additional Expertise:

- Analysis of business plan and related funding requirements
- Definition of Risk/ Reward profile for participation in an ICO
- Review of Terms and Conditions with regard to participation in an ICO, etc.
- Investigations of regulatory aspects in other jurisdictions (e.g. SEC regulations) related to a ICO
- Introduction to experts for distributed ledger technology aspects of the token sale
- Introduction to banks which handle proceeds from funding
- Coordination with specialists for listing of the tokens on crypto exchanges
- Incorporation services
- Anti-Money Laundering (AML) tracing of cryptocurrencies
- Tax compliance services for blockchain and ICO structures

James will play a key role in the ultimate success of MOBU and is therefore a very suitable addition to the Board of Advisors especially in terms of his expertise in digital marketing strategies and experience in ICO Marketing and PR



# James A. Butler, (PHD)

## Technology Expert

Previously, James was a Research Fellow in mathematics at the University of Oxford. Prior to this, James held a Research Scholar post at UC Berkeley, in the Department of electronic engineering and computer science. He was also the Senior Data Scientist for SimOmics Ltd, a biotech start-up delivering modelling solutions in the pharmaceutical sector.

James was the Co-Founder of the Sharpe Group. Sharpe is a fintech business that bridges the gap between blockchain-based assets and traditional investments. The Sharpe Fund is a fully diversified investment outfit that invests in a mix of assets classes including early seed stage equity investments, ICOs, cryptocurrencies and traditional assets. Website: <https://sharpe.capital/>

Through Sharpe Ventures, James manages a proprietary seed stage PE fund. Luna Labs is a technical consultancy and advisory firm, specialising in the development of blockchain businesses and decentralised applications. James, as Founding Partner of LunaLabs works exclusively with the world's best cryptocurrency start-ups and help them build prosperous and growing companies - <http://www.lunalabs.tech>

Led by the Co-Founders of Sharpe Capital, LunaLabs was formed in collaboration with the leading blockchain community management firm, Amazix. As the Founding Partner of LunaLabs, an AmaZix-Sharpe Joint Venture, James provides advisory services and technical delivery to entrepreneurs building the world's best decentralised businesses. Both Amazix and LunaLabs are valued partners of MOBU. Amazix's past clients include Bancor - \$150m raised, Bankex - \$70m raised and Stox - \$33m raised. Sharpe recently closed their ICO early, after hitting their hard cap of \$6m USD.

All these attributes and proven track record of James makes him an excellent addition to MOBU's Board of Advisors especially in terms of his excellent skills of bridging the gap between blockchain-based assets and traditional investments. Another key attribute of James is his hands-on experience and success rate with the world's best cryptocurrency start-ups in the past.



# Lewis Barber

## Technology Expert

As Senior Software Engineer, Lewis consulted on a Big Data project consolidating 1000s of fragmented data sources into a single repository for the purposes of risk-management and liquidity calculations. The group was responsible for a 3rd of all daily transaction volume across the bank.

Lewis was a Co-Founder of Sharpe ([sharpe.co](http://sharpe.co)), the world's first decentralised marketplace for financial data. Following a successful crowdfunding campaign, Sharpe expanded its business operations through locations in London, Valencia and Hong Kong. Users of the Sharpe Platform earn Ether for their predictions on global equity markets and blockchain assets. Backed by multiple revenue streams, payments are issued to holders of SHP tokens on a monthly basis.

Together with James Butler, also serving on the MOBU Board of Advisors, Lewis was one of the founding partners of Luna Labs. Led by the co-founders of Sharpe Capital, Luna Labs was formed in collaboration with the leading blockchain community management firm, Amazix. Amazix's past clients include Bancor - \$150m raised, Bankex - \$70m raised and Stox - \$33m raised. Sharpe recently closed their ICO early, after hitting their hard cap of \$6m USD.

LunaLabs provides strategic advice to promising start-ups developing the next generation of decentralised technology. Luna Labs is a technical consultancy, specialising in the development of blockchain businesses and decentralised applications. As one of the co-founders of LunaLabs, Lewis works exclusively with the world's best cryptocurrency start-ups and help them build prosperous and growing companies. Both LunaLabs and Amazix are distinguished partners of MOBU.

All these attributes and proven track record of Lewis makes him an excellent addition to MOBU's Board of Advisors especially in terms of his excellent skills of bridging the gap between blockchain-based assets and traditional investments. Another key attribute of Lewis is his hands-on experience and success rate with the world's best cryptocurrency start-ups in the past.



# Ali Ömer Horzum

CEO of TokenDrops

Omer has been a crypto enthusiast since 2013. He is one of the oldest active members of Bitcointalk. Omer was instrumental to the establishment of TokenSuite, one of the most successful marketing agencies in the blockchain space where he holds the CEO position.

Omer is known for his successful bounty programs. As bounty program manager he demonstrates excellent skills and expertise. For example, Omer headed the bounty programs of several start-ups such as BetterBetting, KickCity, KWHCoin and ATFS LAB.

Omer also demonstrates excellent knowledge and experience in marketing. Omer has been the Marketing Advisor and led the bounty programs of Aurora and Guts Tickets. He has been actively involved as marketer for several start-ups such as Galaxy, Solutions and QUIFAS. Omer is the marketing partner of BrainerZ and holds the position of CEO of TokenDrops where he gains on-going marketing and blockchain experience.

All these attributes, qualities and experience of Omer make him a very suitable addition to the MOBU's board of advisors especially in terms of his skills and expertise in marketing in the blockchain space.



# Timo Trippler

## Fundraising

Timo Trippler is an ICO Advisor and entrepreneur with FinTech and InsurTech industry background. He is an expert in financial market and risk management with 12 years of experience in financial transactions. He advised various successful ICO projects and manages multiple crypto fund portfolios. He has been working in Blockchain field since 2015 and had a large number of various ICOs under his advice. He worked with a lot of ICOs and other projects, such as: AirPod, Loyakk, Faxport, Welltrado, Inclusivity, Centareum, Place To Rent, Energy Premier, WeiCrowd, Med-O Network, Vegan Nation, USAT, Tokenchanger, Autorize, Styxr, U Run It and many more.

Timo joined MOBU's advisor team and would provide professional guidance for MOBU's global fundraising as well as future project incubation and crowdfunding sectors. He uses his business network to raise funds from institutional Investors, Family Offices, Venture Capital and Private Equity companies. He is currently connected to more than 300 institutional Investors around the world. He travels to Blockchain summits and conferences to meet new investors and to enlarge his fundraising network.

# [ PARTNERS ]



# [ IN CONCLUSION ]

**“10% of the world GDP will be built on Blockchain application by 2025” – Deloitte**

MOBU effectively uses distributed ledger technology to increase liquidity in capital markets. The MOBU digital security powers the STO issuance platform, digital securities exchange and crypto payment solution.

Each MOBU digital security represents a physical right to ownership, dividends and rights to assets in case of liquidation of the holding company as any conventional share just with the new age benefits of digital securities

## The MOBU Holding Company's Product Offer

- Digital securities issuance platform and unique STO protocol standard
- MOBU Initiatives – subsidiary companies including a game farm (impact investing), fuel station and forex trading company. Their rights to ownership and dividends will be represented by digital securities to boost adoption and platform usage. MOBU will own a minimum of 20% of each company
- 15% Equity stake in Equity Express, a licensed operational digital securities exchange of which the current CEO expects a turnover of 500m ZAR in 2019 alone. Other shareholders include prominent listed companies like Investec Private Bank, Peresec, Lagae Securities and the largest Family Office Advisory Group of South Africa. Application to list bonds and debt notes is currently under review by the FSCA
- MOBU will be the 100% sole broker for all digital securities, owning an FSP 1 license in South Africa
- MOBU confirmed issuers. MOBU already have some of the most influential individuals in Africa as clients and will obtain up to 5% equity in their businesses
- 100% of MOBU Cash, a Singapore-based payment company to provide crypto to fiat, fiat to crypto and fiat accounts in up to 21 currencies, also issuing worldwide accepted debit cards

**MOBU can be seen as the Goldman Sachs of blockchain with its STO issuance platform and its ownership of both a licensed digital securities exchange and a crypto payment solution!**

## ACKNOWLEDGMENTS

We would like to express our gratitude to all the entities and individuals for their on-going support and guidance as we were developing this paper. A special word of appreciation to Dmitrii Borodin, Mari Hang and the team from ICOholder. We also want to thank the significant role that the teams from ICOrating, The Real Start, Cointelegraph and TokenSuite played ensuring the successful delivery of this paper. Your on-going support and insightful feedback were invaluable and enlightening which made it possible to put together a document of this high standard.

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## APPENDIX A: ENCRYPTION

The MOBU ERC20 platform can be leveraged to send encrypted messages. Ethereum addresses are based on public keys, and these public keys can be recovered from the signature of a transaction from that address (e.g. using the `ecrecover_to_pub` function). Several tools (`bitcore-lib`, `bitcore-ecies`) can then be used to encrypt messages directly in the web browser, without sending private information over the network.

## APPENDIX B: PROOF OF PROCESS

Digital documents are generated by the legal process outlined in this paper. At times digital documents may need to be audited. The function of the Merkle hash tree is to verify that these documents have not been altered or fabricated.

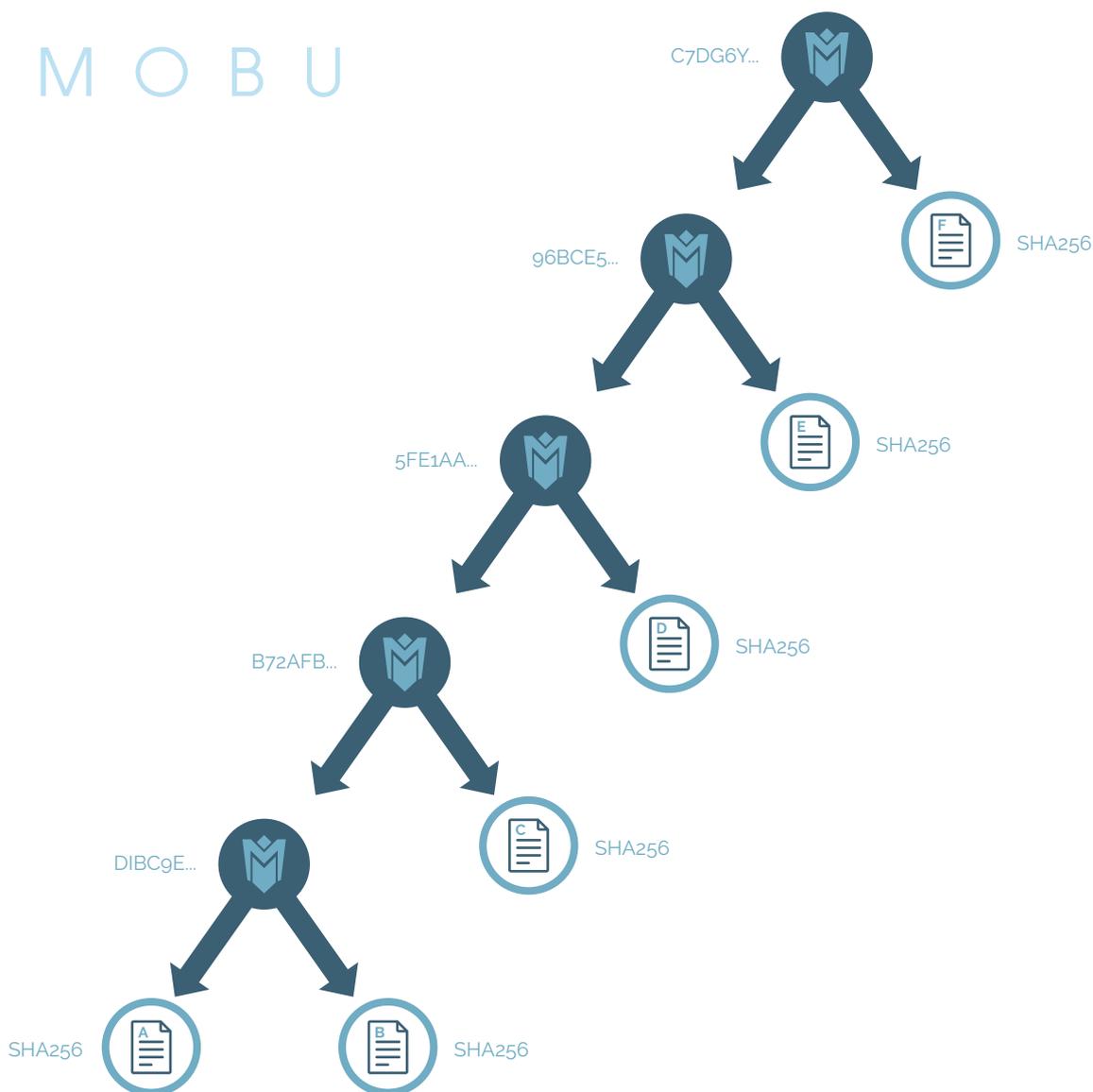
The diagram below illustrates how one or more participants create a chain of documents related to the process by creating a SHA-256 hash of each document (see example of documents A – F) as they publish the root hash of their tree to a smart contract every time it changes. The hash of Document A is the initial root hash shown in the diagram, the next one is the hash of the combination of the hash of Document A with the hash of Document B, etc. It is most likely that these digital documents have been encrypted first using the function and tools from Appendix A: Encryption. However, even when the original documents have never been shared by the participants themselves, the timestamped root hashes are an audit trail which provides cryptographic proof that documents A – F (in this example) were in existence at the time their related hashes were sent to the smart contract, and that the documents have not been altered.

It is important to note that this process applies for a single document as well as a set of related documents. Hashing is a useful tool for recording an unchangeable and permanent witness of a public digital document. When this hash is stored on the blockchain, any person who receives a copy of the document can hash it themselves and verify that it is not altered since it's hash was recorded to the chain.

## THE MERKLE TREE



M O B U



## APPENDIX C: SUCCESSFUL ISSUANCES

Bounty payments in MOBU may be held until a successful issuance takes place to discourage fraudulent activity from legal representatives and/or developers of STOs. When the quality of work of legal representatives and/or developers is open to question, if the bounty payments are still vesting, original token holders can vote to freeze the funds of the legal representatives and/or developers.

This vote is calculated at the end of a STO: A snapshot of the balance of each security token holder is taken, and votes are weighted based in accordance to those balances. The starting point required to freeze funds would have to be specified in advance in the tenders of the legal representative and developer. Economic incentive to attempt fraud on the network is hereby reduced.