

# Arousal Exchange

The exchange with no restriction to any legal tender

(20,000,000 ARS token for Crowdsale in Nov.)

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## Abstract.

The heat of the cryptocurrency market has soared up and investors has enjoyed high return from the premium cryptocurrencies. That leads people to ARS to put money into cryptocurrency as a new global investment method. However, as market develops, attentions of cryptocurrency has been raised from many countries. Among them, America, China and Korea have already begun to implement regulation, including that granted government licenses are needed in American Exchanges and the exchanges in China were once compelled to close. These actions largely impact on the global cryptocurrency market.

Arousal is initiated to be an exchange in the global scale, which is not restricted to any area or any legal tender. As the cryptocurrency, Bitcoin is believed that it has the function to push towards globalisation based on global platform. Arousal would be the first exchange with its self-developed OTC platform. OTC is believed to have the ability to ensure trading Bitcoin as a means of converting to other cryptocurrency, without restriction to any countries or areas and no limit to any legal tender. Arousal aims to create a genuine cryptocurrency exchange which impacts the layout of globalisation.

# 1. Project Established

## 1.1. Global market size

Cryptocurrency: There are 866 varieties of cryptocurrency in the market. On 25/9/2017, the total value of entire cryptocurrency market on current day was \$167,378,798,046, and total volume was \$5,645,188,461.

866

5.6B

160B

Global existing amount of cryptocurrencies

Global market daily volume

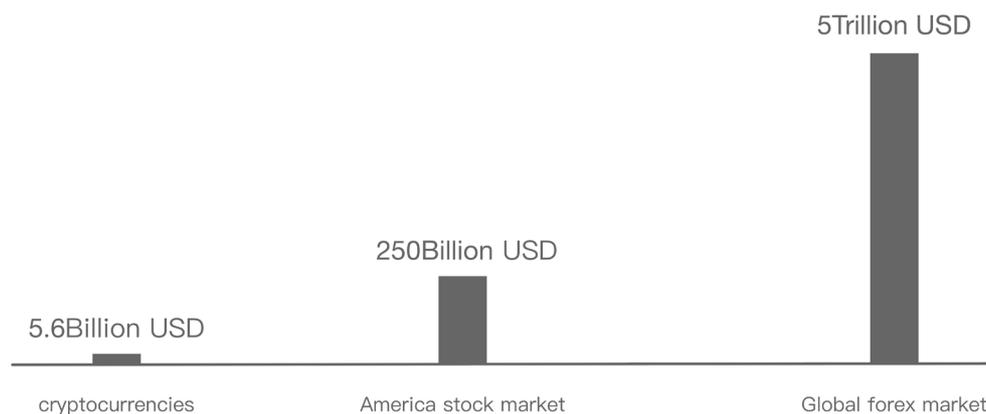
Global existing value of cryptocurrencies

## 1.2. Global Trend

- (1). The flexibility and convenience of the digital asset obviously enables the reduction of the cost of cross-border payment and settlement.
- (2). The cryptocurrency protocols will be finally instituted by authorized governments, e.g.: Bitcoin helped local people in Venezuela strike back the inflation and legal tenderer depreciation.
- (3). Japan has acknowledged Bitcoin legal payment method in 2017.
- (4). Australia has acknowledged Bitcoin legal status in 2017.
- (5). After Ethereum released, there will be a smARS contract based on blockchain. Developers can write smARS contracts in Ethereum to facilitate more landing applications.
- (6). A great deal of blockchain landing applications have been skyrocketing since 2017, and the related industries involve medical treatment, insurance, finance, credit and payment methods, etc., to make a better foundation for blockchain in the future.

### 1.3. Market Opportunity

Compared with America's entire stock market (up to \$250 billion in daily trading), the global cryptocurrency exchange stays at a relatively low level (\$5.6 billion in daily trading). In addition, global forex market volume exceeds \$5 trillion. The market for cryptocurrency is promising and more investor are welcomed to boost it into an upward trend.



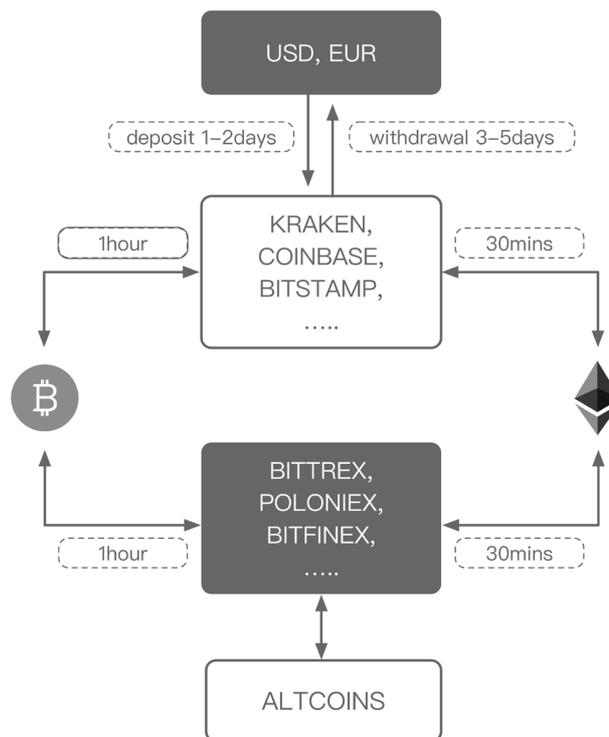
### 1.4 Exchange Cryptocurrency for Legal Tender

#### 1.4.1 How do Exchanges support Legal Tender?

The trading volume between Bitcoin and legal tender is tremendous. The platform supported legal tender usually get involved in money deposit and withdrawing activities, and traditional bank's conduct results in large amount of time loss to investors. Taking Bitstamp as an example, settlement cycle for Euro is 3-5 working days. Most Exchanges in the world support USD and Euro, but the restrictions for legal tender drive away large number of clients from many countries. Besides, in Korea, it is compulsory for investors to register by Korean ID and phone number, and only Korean Won is recognized. Based on above circumstances, there are still large quantities of people are prohibited from the market by the legal tender as well as the local conditions. Thus, to build a global Exchanges is not optimistic.

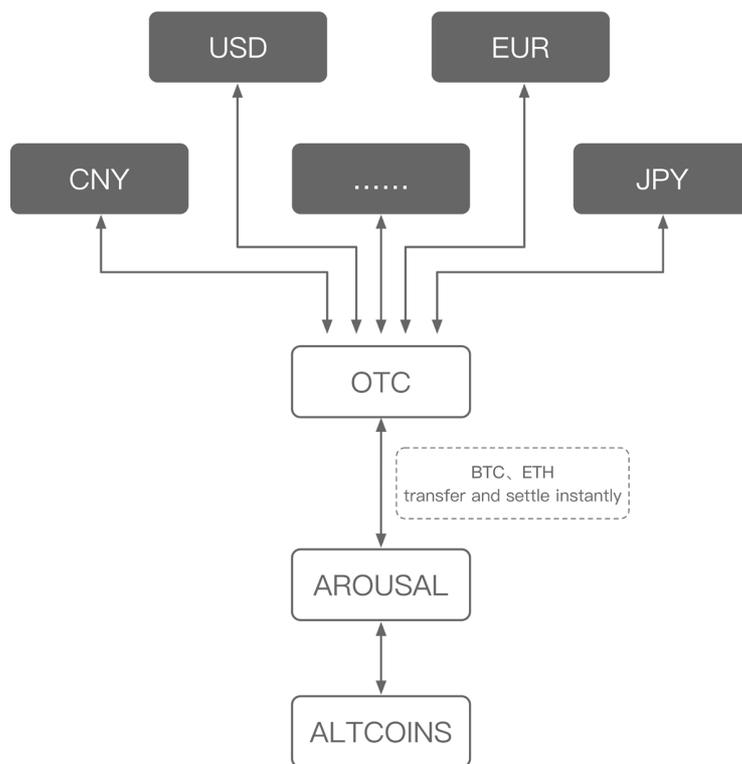
### 1.4.2 Dilemma in cryptocurrency Exchange

Supervision in each country is becoming harsher, which makes Bitcoin to be a new trading mode of converting to other cryptocurrency, rather than using legal tender to take money out. Though a platform called Bittrex, taking the position as the 3rd largest trading volume in the world. For investors, apARS from the return, the most essential function is liquidity. Our company believes that the future market belongs to cryptocurrency, but for now, everyone cannot live without legal tender and there is a lack of entrance and exit for platform, like Bittrex, etc.. Investors have to purchase Bitcoin under the platforms, such as Coinbase, Bitstamp, that are available for legal tender transferring into Bittrex to proceed cryptocurrency trading, vice versa. The timing cost is unaffordable to any investor in most of the markets.



### 1.4.3 Arousal is making a breakthrough

We believe, OTC is still the most convenient and swift way to convert legal tender to Bitcoin. On the premise of trust from buyers and sellers, Bitcoin can rapidly flow among people with the same legal tender. Arousal will build its own OTC platform, linking to the Exchange. The Bitcoin that transferred into Arousal from OTC will be attached 'zero identification' deposit principle. Our company hopes to break any obstacle resulting from legal tender and endeavour in reducing waiting time in Bitcoin networking transmission in trading.



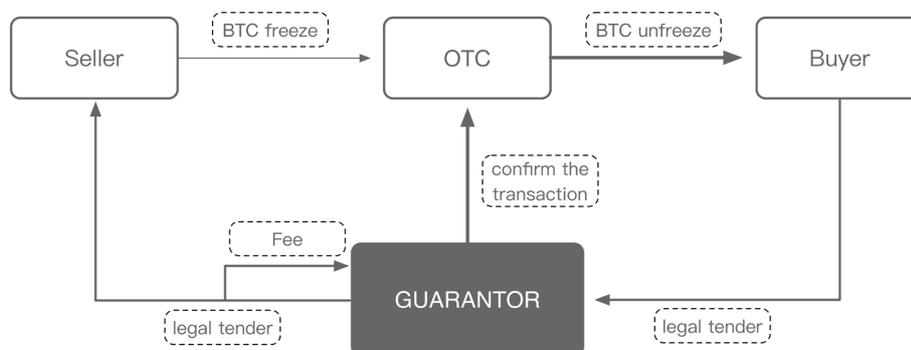
## 1.5 The solution to the trust issue

### 1.5.1 Arousal OTC

OTC platform only provides Bitcoin wallet service, where investors can deposit and withdraw Bitcoin, but it fails in supporting any legal tender trading. The buyer sends an order to the seller, and the number of seller's Bitcoin is frozen until buyer's legal tender has been received, then the target number of Bitcoin will be unfrozen and automatically transferred into buyer's wallet end. Therefore, 'Zero confirm' has been realized between trading market and OTC for transferring Bitcoin.

### 1.5.2 Guarantor

OTC group will open guarantor application. Guarantors need to deposit a certain number of Bitcoin as the security deposit to Arousal. As buyers and sellers of legal tender guarantor receivables from person to person and may charge a fee. The guaranteed mechanism solves the credit problem of the legal currency payment in the over-the-counter transaction, and the guarantor can come from all over the world and the user is no longer limited to the area or the category of legal tender.



## 1.6 Profit mode

### 1.6.1 Commission fee

The platform will take 0.1%-0.3% from trading value as the commission fee on each bid-ask conduct.

### 1.6.2 Withdraw fee

0.1%-0.3% of total value will be paid to platform as the withdraw fee during each activity.

### 1.6.3 Others (e.g. administration fee and advertising cost)

## 2. Advantages of the platform

### 2.1 Global strategy

Our core users would be frequent short-term operator or multi-platform arbitrageurs from all over the world. America, Korea, Japan and Hong Kong are the 4 relative dynamic countries or district, and we are planning to extend and promote our platform service to those countries or district by establishing marketing department.

### 2.2 100% Reserve fund guarantee

100% reserve fund guarantee means that we take care of all customers' assets under Arousal, by no means to divert any part of them. All the capital will be 100% reserved under Arousal in order to let clients freely trade without any concern. We are able to respond to clients' money requests at first time whenever they need money.

### 2.3 Cold Wallet

Cold wallet, applied by Arousal, is to transfer customers' inactive funds into by means of protecting their money against diverting. Cold wallet will never be in part of networking, and private key will be encrypted and secured by Arousal administrators.

## 2.4 Regulation for new issued cryptocurrency

Before issuing the new cryptocurrency, a certain amount of law supporting and technique supporting fee will be applied. We are in favor of the premium projects that are also embraced by global market. In addition, the uploading fee of new projects can be deducted (free of charge ultimately) when they pass the test with a probation period around 1-2 weeks. The followings are the basic principles as reference:

- (1).Comply with the ICO distribution policy and digital currency related policies in local countries or districts.
- (2).Having already raised funds from renowned enterprises, or having been in cooperating relationship with premium blockchains.
- (3).Actively develop programs and code iteration.
- (4).The target of the team is pointing to solve existing problems effectively in their industries.

### 3. The Arousal Token

Arousal will Issue Arousal Token, which is short for 'ARS'. The total number is 100 million at constant and will never issue additionally. ARS is a decentralized digital asset in blockchain that is distributed by Arousal based on ERC-20 token standard of Ethereum.

#### 3.1 ARS Circulation Regulation

- (1). Total number of ARS token is 100,000,000.
- (2). 20,000,000 token for Crowdsale.
- (3). 10,000,000 hold by the team members.
- (4). Remaining 65,000,000 token will be used to reward traders in the platform.
- (5). 5% for Bounty Budget.



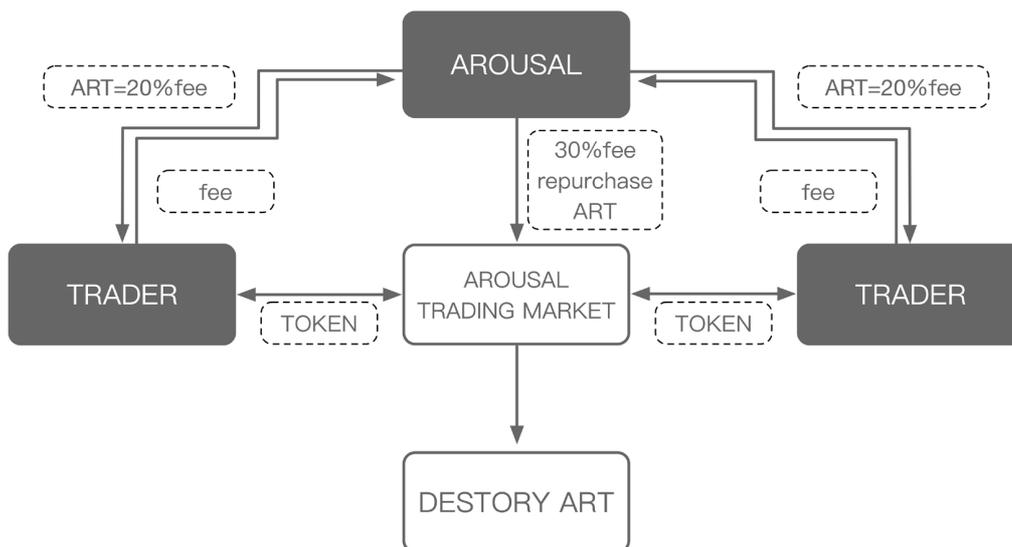
## 3.2 Value supporting system

### 3.2.1 Trade mining

On basis of the commission fee generated from each trading, traders will be rewarded 'ARS', which is worth 20% of the commission fee.

### 3.2.2 Repurchase Token

Commission fee generates from each successful trading. After proceeding each matching order, 30% of commission valued BTC, ETH or other base currency will be added into order sequence, to repurchase ARS. The ARS repurchased by Arousal will be destroyed and indivertible forever.



### 3.2.3 Discount for commission fee

When ARS reaches up to 300k in investor's account, commission fee can be exempted. When the balance of ARS is below 300k, following rules will be obeyed:

- Hold ARS 100k, 20% off from total commission fee,
- Hold ARS 150k, 40% off from total commission fee,
- Hold ARS 200k, 60% off from total commission fee,
- Hold ARS 250k, 80% off from total commission fee

Likewise, same benefits will be given to traders if they can transfer their ARS to Ethereum wallet supporting ERC20 and offer account address to Arousal, as long as the amount accords with the above eligibility.

### 3.3 ICO by-law for ARS

#### 3.3.1 Issuance model

ICO token will perform in Arousal. Customer will purchase it in common method, by which Arousal lists ARS in the sell order at a standard price. Crowdfunding can be completed when all the ARS are sold out in the order list. Crowdfunding only recognizes Bitcoin.

#### 3.3.2 ICO Details

There will be 20,000,000 ARS for Crowdsale and will be released separately, in Early Bird stage, Pre ICO stage and ICO stage. The price of ARS is varied in each tage. The following section will introduce the ICO detail of each stage.

##### 3.3.2.1 Early Bird ICO

- 1BTC=45,000 ARS
- Release 3,000,000 ARS
- Hardcap = 66 BTC

##### 3.3.2.1 Pre ICO

- 1BTC=40,000 ARS
- Release 7,000,000 ARS
- Hardcap = 175 BTC

##### 3.3.2.1 ICO

- 1BTC=35,000 ARS
- Release 10,000,000 ARS
- Hardcap = 285 BTC

#### 3.3.3 ICO cycle

Early Bird ICO: 1/11/ 2017 – 5/11/2017

Pre ICO: 10/11/ 2017 – 20/11/2017

ICO: 1/12/ 2017 – 30/12/2017

**The pARS of ARS that does not reach the hardtop will be destroyed**

### 3.3.4 Procedure of Issuance

According to the route program, the platform will be uploaded on 15/12/2017. At that time, purchased ARS will be automatically distributed into buyers' own accounts as well as synchronized entrance of deposit and withdraw.

### 3.3.5 Capital distribution allocation

Arousal will use ICO money to strictly follow the way of allocating capital, and publicly open BTC address after crowdfunding. Next, purposes and usage will be published every time when use the capital.

- 40% Technique development
- 10% Platform promotion
- 10% Law affair
- 30% Platform capital reserve

## 4. Platform structure

### 4.1 Front End

Utilizing internationally advanced SPA (single page application) scheme, our company optimizes performance to attain a high extension, which at core of VUE. Fetch structure will be used in asynchronous request.

### 4.2 High performance engine

Throughout the tests for Arousal, peak speed of taking order is million deal/sec, the peak matching speed is 500k deal/sec.

### 4.3 System Safety

Application tier will strictly follow financial standards to structure fundamental protection; all the users' data and sensitive data in data tier will adopt multi-encrypted storage; internet tier deters attack from ddos; host tier will apply extremely high security google cloud to against cruelly break.

### 4.4 Platform Extension

Trading system applies distributed and parallel technology, which could extend whenever the volume increases. The flow data would scatter according to different service reacting to loaded balance. Meanwhile, maximally let different service extend memory independently. It can realize thermal spread via cloud service.

#### 4.5 Platform stability

Data entrance realizes stability through loaded balance; networking tier realize loaded balance by monitoring and self-monitoring. When new services launched, we will implement offline operation onto some machine through monitoring footprint loaded balance. The data will be transmitted to those machines until the services loaded, to make data realise live migration; Service modulation in business tier, which means that when business pressure increases, the number of server will increase to facilitate stability.

#### 4.6 Data operation specification

Tightened production data manipulation and operation specification have been instituted and inspection and use of internal material data need to submitted for approval, in order to pose the protection for data security.

## 5. Time Line

### Aug 2017, group established

Our group was founded in August, 2017, and the company was registered in Romania. All of the group members are from Germany and Australia.

### Nov 2017, Crowd sale

Crowd sale will last for 60 days.

### Nov 2017, bring OTC online

After the ARS, our team will focus on OTC and technology development in exchange. We will bring OTC online in the second half of Nov to carry out promotion strategy.

### Dec 2017, Arousal formally be online

Arousal will keep promised performance, namely, pressure test before online and deploy security.

### Q1 2018

Decentralized will be the future trend. To follow the pace, Arousal will open and test 5-10 kinds of cryptocurrencies and make them ready for transit to future decentralized exchange.

### Q4 2018

Build a decentralized exchange..



Arousal Group,  
Berlin, Germany,  
5/10/2017