



# Whitepaper

v1.25

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# Abstract

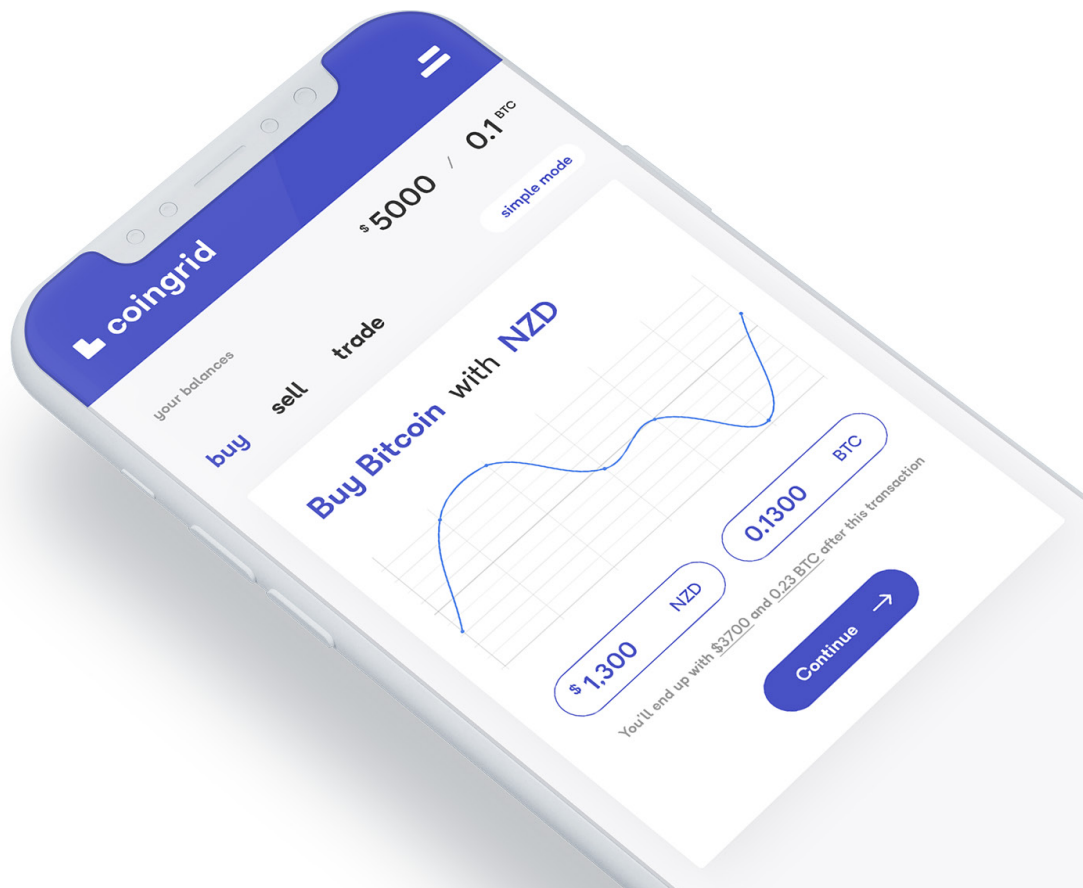
Coingrid is developing a cryptocurrency exchange based in New Zealand.

To facilitate the development of our exchange, we will be issuing our own token called Coingrid Token ("CGT").

CGT will be a standard ERC20 token which is based on the Ethereum blockchain; this means CGT will be compatible with all Ethereum wallets.

This whitepaper explains the significance of our exchange and what we aim to bring to the cryptocurrency market.

Product images shown are screenshots of our prototype and may not be an exact representation of the final product.



# What is Cryptocurrency?

Cryptocurrency is a form of digital currency that uses blockchain technology to process transactions.

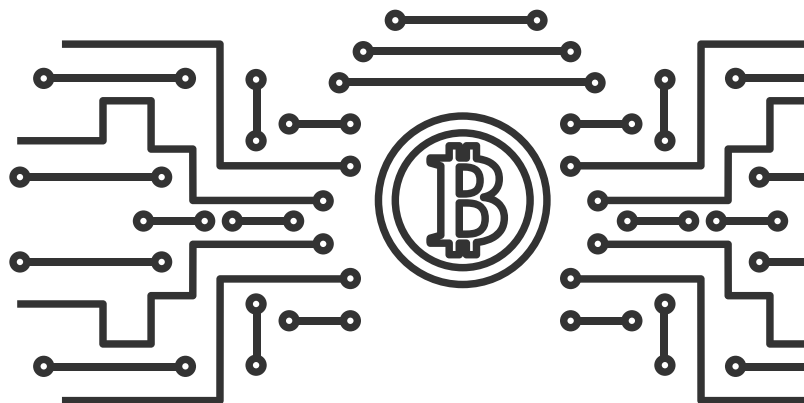
A blockchain is a universal distributed ledger where all transactions are recorded across millions of devices in a network. With blockchain technology, data is stored across a network. This data is constantly cross-checked against itself which ensures the blockchain is computationally secured against cyberattacks.

Unlike a traditional currency, cryptocurrency can be used to facilitate 'peer-to-peer' transactions between individuals without the assistance a financial intermediary. Cryptocurrency removes the middleman and allows you to complete transactions to be complete the without various inconveniences that take time such as signing documents and waiting line.

Since 2009, Bitcoin has significantly grown with its market value already exceeding \$130 billion USD (according to CoinMarketCap as of July 2018).

Despite the growing popularity of cryptocurrency and blockchain technology around the world, there appears to be limited knowledge from the general public on the topic. This unfamiliarity has arguably placed limitations on people's ability to participate and be part of what we see as an exciting technological phenomena.

Coingrid aims to make investing in cryptocurrency simple.



# Team

We are proud to present our team members who have backgrounds in marketing, law, design, programming, security, finance and academia.

Together, we have created Coingrid to simplify cryptocurrency.



**Chai Kim**

**Chief Executive Officer (CEO)**

Background: Commercial law, journalism



**Dr Jin Hong**

**Head of Security**

Background: Cybersecurity, programming



**Andrew Lee**

**Chief Operating Officer (COO)**

Background: Design, programming, IT



**Keyo Jack**

**Head of Marketing**

Background: Entrepreneur, management, marketing, sales



**Adam Curtin**

**Head of Strategy**

Background: Commercial law

# Advisors



**Raghav Sood**

Background: Developer,  
Blockchain expert, Author



**Dean Karakitsos**

Background: Top 30 ICO investor on ICO  
Bench, Founder of Blockchain Science



**Duwane de Coning**

Background: Blockchain Consultant,  
Blockchain Speaker, IT Professional



**Ricardo Ferreira**

Background: CEO of BuildTeam.io,  
Steem Blockchain Ambassador



**Dr Stephen Wingreen**

Background: Researcher, University of  
Canterbury



**Stephen Rowilson**

Background: IT Professional, business  
analyst, systems architect

# Why Coingrid?

User Interface

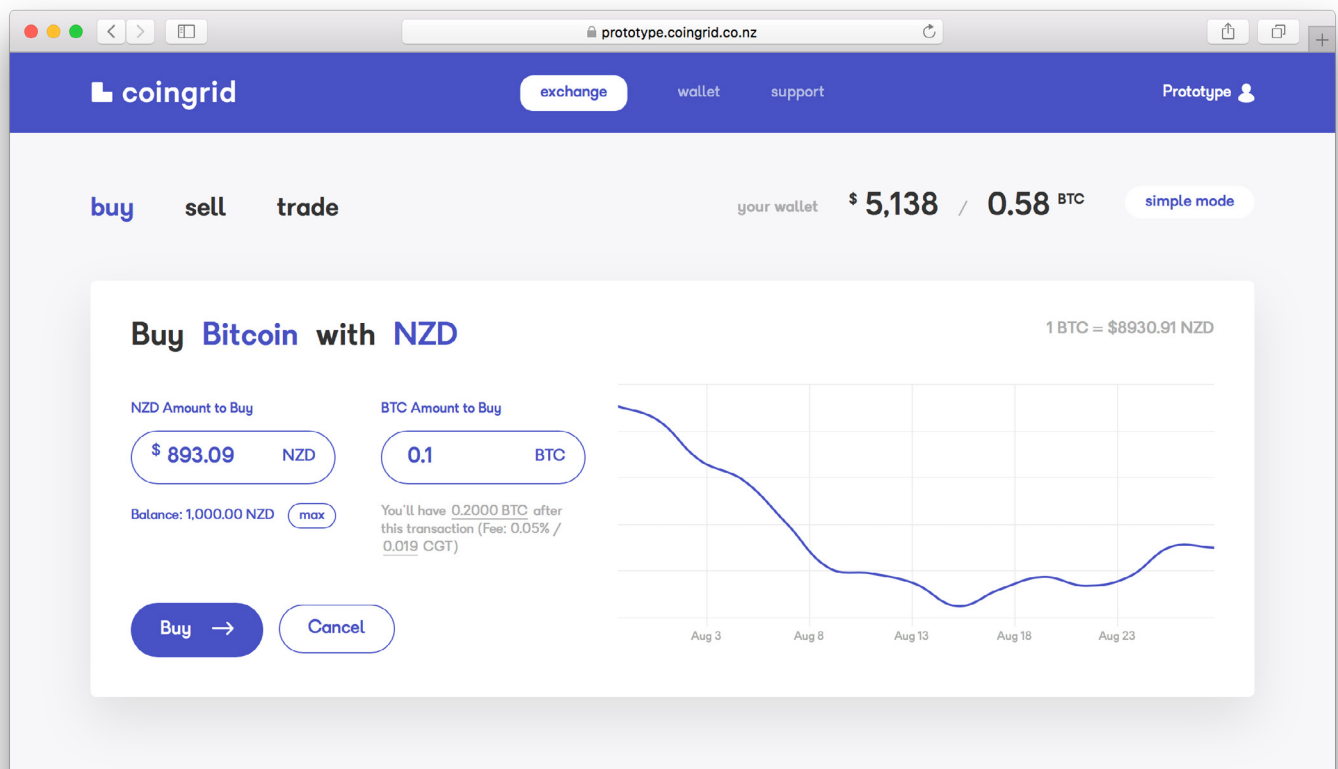
Real Time Conversion

4a

# User Interface

The design of our interface aims to eliminate complicated visuals such as long lists of trading pairs, hard to read charts and buy/sell order panels.

The image below is a screenshot of our prototype which can be accessed at:  
<http://prototype.coingrid.co.nz/>



Product images shown are screenshots of our prototype and may not be an exact representation of the final product.



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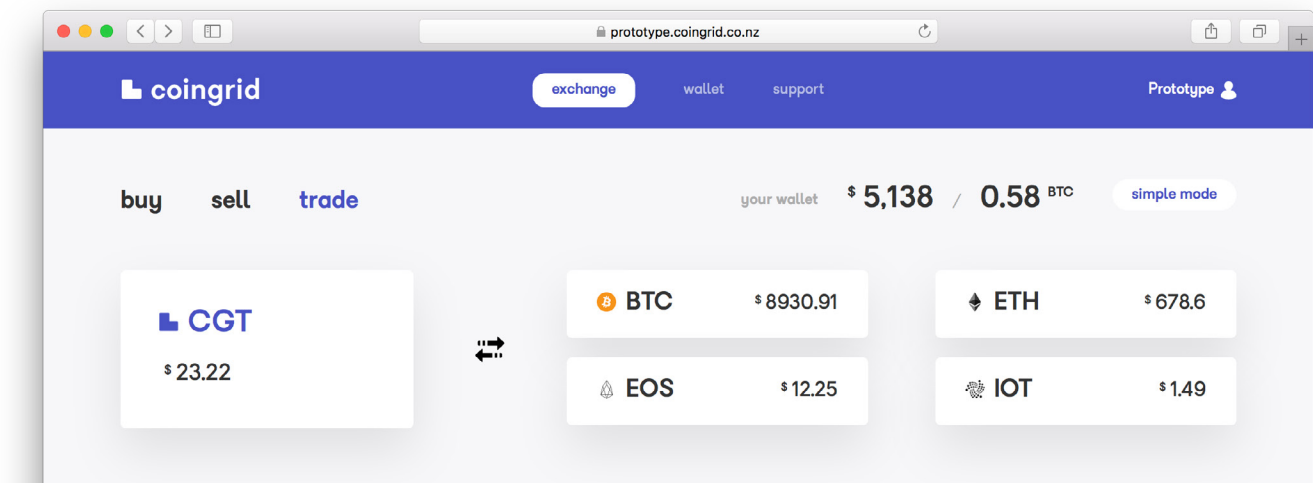
# Real Time Conversion

## (Flexible Trading Pairs)

In order to simplify the trading process, we have decided to implement a system that allows each user to trade their cryptocurrency for any cryptocurrency listed on our exchange.

By accessing our trade menu, you will be able to freely pick your trading pair.

This feature can be tested on our prototype at:  
<http://prototype.coingrid.co.nz/>



Product images shown are screenshots of our prototype and may not be an exact representation of the final product.

# Inside Coingrid

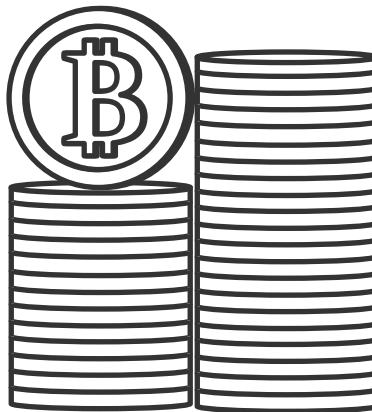
Coins and Tokens  
Profit Model

# Coins and Tokens

**Coingrid will initially support the following cryptocurrencies:**

Bitcoin (BTC)  
Ethereum (ETH)  
Coingrid Token (CGT)

We plan to list more cryptocurrencies on our exchange over time. We will announce any new listings via our social media platforms.



5b

# Profit Model

Type	Description
Trading fee	Coingrid will charge a trading fee of 0.05% per trade only payable in CGT. If the user does not hold enough CGT to cover the exchange fees in their account, the CGT equivalent of exchange fee will automatically be purchased at market price and the cost will be deducted from the trade.
Withdrawal fee	There will be a fee to withdraw your cryptocurrencies from your Coingrid account to an external wallet. Please refer to the “Withdrawal Fees Table” below.

## Withdrawal Fees

Additional cryptocurrencies will be listed and their fees will be available on our website

Cryptocurrency	Minimum Withdrawal	Withdrawal Fee
Bitcoin	0.002 BTC	0.0005 BTC
Ethereum	0.02 ETH	0.01 ETH
Coingrid Token	0.32 CGT	0.16 CGT

# Road map

**July 2017** – Founding members formed

**September 2017** – Strategy meetings

**January 2018** – Indicative road map created

**March 2018** – Core team formed

**June 2018** – Prototype released

**July 2018** – Pre ICO starts

**November 2018** – Public ICO starts

**June 2019** – ICO ends, CGT distribution starts

**August 2019** – Projected release date of Closed-Beta\* version. Depositing, withdrawing and trading cryptocurrency will be available in this version. This version will be open to a closed group for testing. Participation instructions will be detailed on our website at this time.

**October 2019** – Projected release date of Open-Beta\* version- Our exchange will be considered ready for open public testing and feedback.

\* Beta releases mean that the exchange will be running while various improvements are being tested and implemented. We will focus on receiving feedback from users and refining our exchange during this period.

# Initial Coin Offering (ICO)

ICO Process

Distribution

Coingrid Token

Use of Ethereum

Brokerage Platform

# ICO Process

Our private sale will begin in August 2018. We will be reserving an initial 25,000,000 CGT for our private sale. Any CGT that is unsold during our private sale will be available during our public sale.

The ICO will begin on 23rd November 2018 12:00AM NZST and will end on 23rd June 2019 12:00AM NZST.

1 Ethereum will equate to 500 CGT.

Our project will have a soft cap of 10,000,000 CGT and a hard cap of 70,000,000 CGT. If the hard cap is not reached, the total number of CGT supplied will be scaled.

This is explained in more detail on page 7b "Distribution". If our hard cap is met, the total supply of CGT will be 100,000,000 CGT. If we do not reach our soft cap, we will convert our project and use any Ethereum raised to develop a

cryptocurrency brokerage platform. No Ethereum will be returned to participants of our ICO as we will still distribute CGT.

CGT will still operate as a utility token. Users will need to hold CGT in order to use our brokerage platform and fees would be deducted from any transaction made.

This means participants of our ICO will automatically be bound into the brokerage platform if the soft cap is not reached.

More information about the brokerage platform can be found on page 7e.

We may also consider accepting other cryptocurrencies. (please contact us at [hello@coingrid.co.nz](mailto:hello@coingrid.co.nz) to discuss this option).

# Distribution

Only users who have completed our KYC (Know Your Customer) program and have their Ethereum wallets white-listed will be able to participate in our ICO. White-listed users can send their Ethereum to our smart contract and will automatically receive the equivalent CGT.

If the hard cap is not reached, the total number of CGT supplied will be scaled. This means at the end of the ICO, our team will hold 30% of the total CGT, regardless of the ICO's outcome. Any residual CGT will be destroyed.

If the soft cap is not reached, we plan to convert our exchange project into a cryptocurrency brokerage platform. If this happens, CGT will be utilized by users to pay for brokerage fees. Ethereum contributed during ICO will not be refundable as they will be used towards developing the brokerage platform. More information about the brokerage platform can be found on page 7e.

100% of CGT held by our team will be locked via smart contract and gradually released (1% per week).

Our smart contract is public and the information above can be verified by reading our smart contract.



# Coingrid Token (CGT)

CGT is our utility token. It will be used to pay for fees on our exchange.

See section 5a for a breakdown of fees.

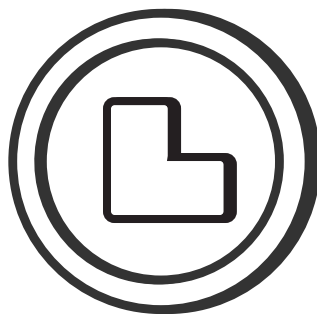
If the user does not hold enough CGT to cover the exchange fees in their account, the CGT equivalent of exchange fee will automatically be purchased at market price and the cost will be deducted from the trade.

CGT is a token which means that it is tradeable. Our exchange will be the only centralised exchange where CGT can be traded. Participants of ICO will need to wait until the launch of our exchange to fully utilise our token.

CGT may, however, be listed and traded on third-party decentralised exchanges. This is beyond our control.

If the soft cap is not reached, we will develop a cryptocurrency brokerage platform, instead of an exchange. As our brokerage platform will utilise CGT to deduct transaction fees, CGT will still operate as a utility token.

CGT that participants receive from of our ICO will be useable on our platform, whether it be an exchange or a brokerage platform.



7d

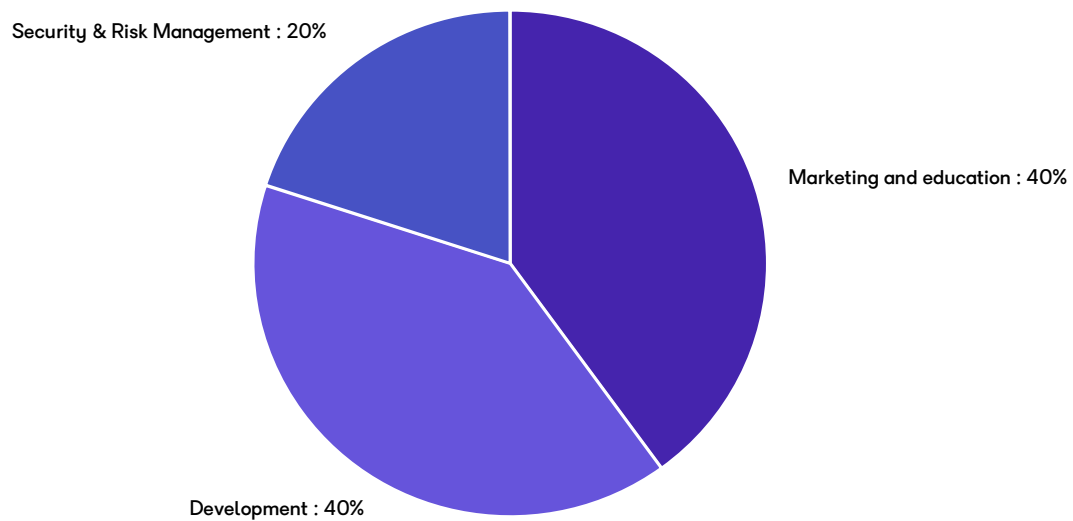
# Use of Ethereum

Marketing and Education (40%)

Development (40%)

Security & Risk Management (20%)

\* These percentages are indicative only



# Brokerage Platform

If our soft cap is not reached, regardless of the amount of Ethereum is raised, we will commit to developing a cryptocurrency brokerage platform instead of an exchange. Users will be able to buy and sell cryptocurrency on our brokerage platform.

In order to purchase cryptocurrency on our brokerage platform, users will need to create a purchase order. We will require the user to deposit NZD to our account before the order can be processed. Once the funds have been cleared, we will transfer the desired amount of cryptocurrency to the wallet specified. Please note that you will need to provide your wallet address to receive your order.

Selling cryptocurrency is very similar. Once a sell order is created, we will provide the user with a wallet address where the cryptocurrency will need to be sent. Once the cryptocurrency has been sold, we will

transfer the funds to the user's verified bank account. Our brokerage will have a rate of 1% transaction fee. CGT will be utilized by users to pay for brokerage fees. If the user does not hold enough CGT to cover the exchange fees in their account, the CGT equivalent of exchange fee will automatically be purchased at market price and the cost will be deducted from the trade. CGT will be one type of cryptocurrency that users can buy and sell on our brokerage platform.

# FAQ

## What is an ICO?

The term ICO is short for Initial Coin Offering. An ICO is a common method of crowd-funding used by many cryptocurrency companies to raise capital for their project. In return, participants often receive a token or new form of cryptocurrency often at a discounted rate. This form of capital raising provides participants with an opportunity to profit if the ICO's product becomes a success.

## Can I invest using fiat?

No. During the ICO process, we will only be accepting Ethereum (ETH).

## When will CGT be distributed?

CGT will be distributed to our investors' Ethereum wallets automatically via smart contract.

## Where is Coingrid based and under which jurisdiction?

We are based in New Zealand. We aim to be compliant and abide by all applicable rules and regulations implemented by New Zealand legislation.

## When does the ICO start and finish?

The public sale of CGT begins 23rd November 2018 12:00AM NZST and ends on 23rd June 2018 12:00AM NZST, or when the hard cap is reached.

## What is the soft cap / hard cap of the ICO?

The soft cap is 10,000,000 CGT and the hard cap is 70,000,000 CGT.

## What if the soft cap is not reached?

If the soft cap is not reached, we plan to convert our exchange project into a cryptocurrency brokerage platform.

## What happens to any unsold CGT?

Unsold CGT will be destroyed.

## Is CGT a token or a coin?

CGT is an ERC20 token.

## What happens to CGT that I received if soft cap is not reached?

CGT will still operate as a utility token. Users will need to hold CGT in order to use our brokerage services and fees would be deducted from any transaction made.

## Do participants get a refund if the soft cap is not reached?

If we do not reach our soft cap, we will convert our project and use any Ethereum raised to develop a cryptocurrency brokerage. No Ethereum will be returned to participants of our ICO.

# Legal

Your Relationship with Us

Disclaimer

Compliance - AML / CFT Regulations

Limitation of Liability & No Guarantee

Updates and Questions

# Your relationship with us

This whitepaper, together with our Terms and Conditions as set out on our website, forms the basis of our relationship with you.

When you complete the 'sign up' process on our website you will be asked to confirm that you have read and understood our whitepaper, together with the Terms and Conditions set out on our website. We will also ask you for some further information to satisfy our obligations under AML/CFT and other legal regulations.

Once we are satisfied with the information process we will send you an offer to participate in our ICO. This offer will contain a link which will display the whitepaper and Terms and Conditions. Once you have reviewed this information, and you are happy to participate, you can accept the offer by clicking the link and confirming that you have read and understood the whitepaper, the Terms and Conditions and that you agree to be bound by the whitepaper and Terms & Conditions.

Once you accept this offer you have agreed to participate in our ICO and you will be subject to any terms agreed to as part of the Terms and Conditions and this whitepaper. Likewise, Congrid will act in accordance with this whitepaper, and any other relevant legal obligations.

Through your participation in the offer we will offer to you an amount of CGT equivalent to the investment amount you would like to make. You will exchange cryptocurrency (Ethereum) for CGT.

Each transaction between cryptocurrency and CGT will be treated as a separate transaction, however, will be governed by the information in the whitepaper and the Terms and Conditions.

By acquiring tokens whether through any official Coingrid process or via a third party you agree to be bound by the terms and conditions and information in the whitepaper.

A link to our whitepaper and Terms and Conditions will be generated for those wishing to participate in our ICO. This will be followed by an acknowledgement whereby all participants must agree that they have read and understood our whitepaper and Terms and Conditions.

# Disclaimer

Investing in ICOs and trading cryptocurrency is risky. For this reason, we expect you to have the financial capabilities, experience, and knowledge to participate in our ICO and trade cryptocurrencies.

You must make your own assessment of any information set out in this whitepaper. Therefore, all information should be considered as a general guidance and should only be used for informational purposes.

We recommend you carry out your own research and seek independent professional advice before relying on or acting on any information provided in this whitepaper. If you choose to rely on any information provided in this whitepaper, you will be relying on such information at your own risk.

To the fullest extent permitted by law, Coingrid will not be responsible for any loss or any damage you may incur as a result of reliance on the information contained within this whitepaper. However, as an ICO who is providing a financial service, we acknowledge that we do have strict obligations to comply with the fair dealing provisions as set out in Part 2 of the Financial Markets Conduct Act 2013.

Part 2 of the Financial Markets Conduct Act 2013 prohibits us from, among other things, engaging in misleading or deceptive conduct, making false, deceptive or unsubstantiated statements. Similar obligations are owed by us under the Fair Trading Act 1986, which also prohibits misleading and deceptive conduct. Accordingly, this whitepaper, together with our Terms and Conditions, are subject to these legislative obligations and it is integral to our business that we uphold these obligations at all times.

This whitepaper forms part of our Terms and Conditions as set out on our website  
<https://www.coingrid.co.nz/>

# AML / CFT

We aim to comply with will all relevant rules and regulations that apply in New Zealand.

These rules and regulations include, among other things, compliance with New Zealand's strict Anti-Money Laundering and Counter Financing of Terrorism Act 2009 (AML / CFT regulations) and the Financial Markets Conduct Act 2013 (FMCA).

In order to ensure compliance with AML / CFT regulations, any person or entity who invests or creates a user account on our exchange will be required to complete a detailed KYC form. Our KYC form requires you to provide various personal details, including among other things, proof of photo identification, proof of address, and contact details. These details must be verified by us and will be handled in accordance with the Privacy Act 1993.



# Limitation of Liability & No Guarantee

To the fullest extent permitted by law, Coingrid limits its liability and shall not have any liability in respect of any claim made by any person or entity for any damage (including indirect or consequential damages), loss of business, loss or profits (include indirect or consequential loss) resulting from or arising out of any matter or circumstances giving rise to a claim.

Coingrid Limited, and any of its associated entities, employees, agents or assigns does not guarantee the obligations of Coingrid Limited, nor the usability of CGT.

# Updates & Questions

The content and information contained in this whitepaper is subject to change and may be updated without notice.

You will be bound by any updates, amendments or additions that are made to the content and information in this whitepaper. We recommend you re-visit this whitepaper regularly to ensure you are aware of any updates, amendments or additions made to this whitepaper.

By accessing or reading this whitepaper, you agree and acknowledge that you have read and understood this whitepaper.

Coingrid is happy to answer any queries you may have. Please contact us at [hello@coingrid.co.nz](mailto:hello@coingrid.co.nz) if you have any queries or concerns in relation to the content of this whitepaper.



# Thank you