



OVIEX

Best Cryptocurrency Exchange
Platform

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Introduction

Identifying The Opportunity

Today's cryptocurrency landscape is incredibly exciting, and filled with amazing innovations being developed by some of the greatest minds in tech. Thousands of teams around the globe are developing projects that will literally change the world, and blockchain technology powered by cryptocurrencies will have as much (or more) impact over the next 20 years as the Internet has had over the last 20. Now is an exciting time to be a part of the cryptocurrency wave, as we find ourselves in the nascent stage of mass adoption.

This is a tipping point in the evolution of cryptocurrency. Online services such as Reddit, WordPress, and Baidu; as well as businesses like pizza chains, grocery stores, gyms, and even vending machines have started to accept cryptocurrency. In addition, binary trading platforms and Forex brokers have already begun allowing trades through Bitcoin. Current global cryptocurrency trading volume is approximately 18 trillion USD annually, yet these volumes pale in comparison to those of global gold and stock markets.

The opportunity for growth is expansive. In a conservative scenario, if as little as 5% of global gold and stock market investment flows into cryptocurrency, the global market cap will increase from 400 billion to 4 trillion USD. By extrapolating today's trading volumes, this influx is estimated to drive 80 trillion USD in trading volumes. Based on these numbers, and with an average transaction fee of 0.5%, the total revenue across the cryptocurrency exchange industry is projected to be 400 billion USD. However, there is a downside to the rapidly growing interest in cryptocurrencies around the world. Regulation, security and ease of doing business in cryptocurrency markets have struggled to keep up with the pace of adoption, leading to an environment in which consumer protection is virtually nonexistent. As well, constant change and growth in cryptocurrency markets have left investors without the traditional support channels they need to help them gain entry and manage risk in the market.

In spite of the massive growth of cryptocurrency valuations in recent months, these issues are causing an underfunding of the market as investors balance the risks of entry. Many people simply give up before they reach the point where they actually own cryptocurrency - the process is too difficult, too new, too technical and the threat of losing money is too real.

Cryptocurrencies are new paradigm, and the particular means by which they are purchased, transferred and stored can be exceedingly difficult to learn for new entrants. Most cryptocurrency exchanges and banks remain disconnected, making the transfer of cash (fiat) currency into an exchange a daunting process, usually requiring a lengthy and insecure wire transfer. With no quick and easy way to transfer funds to and from your bank account and your exchange account, users experience delays that could lead to costly lost opportunities.

Very few, if any, of today's exchanges have so much as a phone number to call for help. The problem isn't limited to moving between cryptocurrency and fiat currency. Cryptocurrency transfers are similarly challenging. Today, crypto coins are traded on multiple exchanges, and in order to take full advantage of the trading opportunities available to them, investors may need accounts at dozens of exchanges. This causes a multitude of issues as users transfer funds in and out of different accounts; including the security challenge of tracking and protecting so many different holdings, low liquidity with smaller exchanges having low trading volumes, and large spreads between lowest sell and highest buy prices. As well, users are faced with transfer fees and delays of hours or even days every time they want to trade coins or move them into a secure offline hardware wallet. It goes without saying that lengthy delays in making a trade could have severe consequences to a trader's portfolio.

And finally, with potentially thousands of dollars at stake, traders who have managed to navigate the barriers to entry are then left with no support if and when something goes wrong. As is evident, there are many significant hurdles to overcome for anyone looking to get into cryptocurrency investment. For most investors, the barriers to entry are just too overwhelming. Oviex is here to change all that.

Breaking Down Barriers With Blockchain Technology

Unfortunately, due to existing securities regulations, consumers can buy stocks only from licensed stock brokers. With so many obstacles when it comes to buying an asset, it is no wonder that millennials choose virtual currencies, which can be bought directly from exchanges. In a survey of 2,000 consumers by digital banking solutions provider CREALOGIX Group, it found that one in four millennials use virtual currencies, compared with just 4.5 percent of over 45s.

Long onboarding times are the major pain point in the financial industry. A global survey of Know-Your-Customer (KYC) challenges faced by financial organisations found that the average onboarding time extends up to 26 days. The industry has been stuck in its basic business model of charging commissions and lending on margins, instead of making investing an open, inclusive and transparent activity for everybody. The advent of Blockchain has revolutionised the investment space, by enabling micro-investment platforms to open up access to various assets from around the world. Blockchains reduce fees and marginal costs through the processing of batch trades via a central network queue.

With blockchain, smart contracts can process incoming transactions with minimal counterparty risk. KYC regulatory compliance is now economical enough for micro-accounts, with every transaction traceable to an immutable ledger.

OVI's blockchain-driven network will power demand-side apps to submit orders across a global network of stockbrokers and their connected exchanges. Demand-side apps will receive auction-based competitive pricing from supply-side brokers, thereby cutting down the total cost of investments for end users. And the decentralised network will offset any risk stemming from single entity failures.

There are limited technology implementation risks since it is always possible to liquidate holdings in public markets and return funds back to end-users. And since Oviex is relying on the existing securities framework, we do not expect significant regulatory pushback and delay.

The Problem With Cryptocurrency Exchanges Today

With the increasing popularity of cryptocurrency trading, the number of exchanges has exploded over the past year. Today, there are over 200 cryptocurrency exchanges listed on CoinMarketCap.com, and potentially hundreds more that are not listed.

Despite the large number of exchanges available to traders, users are still facing significant trading issues, hindering the mass adoption of cryptocurrency.

Customer Support Is A Major Roadblock In The Adoption Of Cryptocurrency

Rarely have industries or markets seen the kind of growth that cryptocurrency has enjoyed over the last 12 months. Earlier last year, NBC reported that market capitalization for digital coins could climb to \$5 trillion by year-end 2020, despite the sell-offs in Q1.

For cryptocurrency exchanges, this rapid growth brings with it the challenge of scaling customer service operations to meet growing consumer demand. Widely cited market surveys, such as Oracle's suite of customer experience (CX) studies, indicate that consumers are likely to abandon a business because of a poor experience. In fact, a majority of customers are even willing to pay more for a similar product to get the service they want. According to a study by Accenture, 52% of customers who've had a bad customer service experience with a company stopped buying their products and services.

When customers have a bad customer service experience, they don't just get mad; most of the time they try to get even. A recent survey by ClickFox took a close look at what the repercussions are of poor customer service experience.

Poor Issue Resolution And Unacceptable Response Times

The impact on users of this customer support gap is, ultimately, poor service and high uncertainty in an industry that is holding large sums of users' money. A recent survey revealed that over 33% of respondents say they experience unacceptable response times from customer support channels on existing exchanges for issues such as; account suspension, 2-Factor Authentication issues, withdraw and deposit information or missing funds while active on the platform. Earlier this year, Canadian exchange Quadriga was in the news citing poor customer service when a number of customers had issues funding their account through wire transfers, and received little or no support from the company. There is still a large gap between what users are accustomed to with traditional stock exchanges and financial institutions and what is offered by those in the cryptocurrency space.

Current Exchanges Lack Security For Investor Funds

In light of the many hacks that have befallen cryptocurrency exchanges over the past few years, it's no surprise that security is a key concern for investors in this industry. Blockchain security firm, CipherTrace reported that the amount of money lost through security breaches and hacks in 2019 has tripled from the previous year. A lack of talent and resources, coupled with inadequate security infrastructures/ models are to blame for a number of hacks that have taken place. In the case of Coincheck and Coinrail, two exchanges that have suffered from this year's most serious hacks, both admitted to not having allocated enough talent and therefore, not having the expertise to properly secure their platforms.

To add to this, both exchanges had an inadequate security infrastructure and model in place, keeping large amounts of cryptocurrency online in their hot wallet, rather than offline - making the hack easy once the hackers penetrated their platforms. Other exchanges have succumbed to the hazards of growing too quickly and not having the funds available to invest in proper security systems and processes, or to scale their existing tools.

This last point is critical to security in the cryptocurrency space - with the very large increase in the number of cryptocurrency traders over the past two years, some exchanges are launching and simply expanding too quickly to ensure that security and investor funds protection are appropriately prioritized.

Current Exchanges Are Not User-Friendly

Ease of use is an important factor in enabling the mass adoption of cryptocurrency. New users are faced with a number of hurdles they must overcome to commit to investing in cryptocurrency. Existing exchanges offer limited, confusing or no instructions and are difficult to navigate, limiting the potential for cryptocurrency investment.

Compounding the issue, cryptocurrency coins are also traded on multiple exchanges, which means that in order for investors to take full advantage of the trading opportunities available to them, they may need accounts at multiple exchanges. This causes a whole host of issues as users transfer funds in and out of different accounts; including the security challenge of tracking and protecting so many different holdings, low liquidity with smaller exchanges having low trading volumes, and large spreads between lowest sell and highest buy prices. As well, users are faced with transfer fees and delays of hours (or even days) every time they want to trade coins or move them into a secure, offline hardware wallet. It goes without saying that lengthy delays in making a trade could have severe consequences to a trader's portfolio.

Oviex Is The Solution

Oviex is driving toward a better digital future. The team at Oviex has gone through this trial by fire themselves and has experienced the difficulties and stresses of navigating through different exchanges and trading cryptocurrencies. We've designed, and are building, the best cryptocurrency exchange in the world by specifically identifying and addressing the issues beleaguering the current cryptocurrency trading environment. Our unique and innovative solutions put traders first, ensuring that users never again deal with a substandard customer or user experience when trading cryptocurrency. What makes Oviex different from other exchanges? By understanding the needs of cryptocurrency traders, we are building a cryptocurrency exchange that is like no other. We are delivering the features and functionality that our users need to easily and safely trade digital assets, regardless of their level of experience.

The second problem we want to address is the inability to spend cryptocurrency in daily lives. The prices of Bitcoin, Ethereum, and other cryptocurrencies have made tremendous leaps in the past year, and even more amazing leaps during past few months. However, even with such growth and feat, there hasn't been much change or improvement in ways for people to spend cryptocurrencies in daily lives. Even if you have a cache of various cryptocurrencies in your digital wallets, to spend any of them in real-life, you have to register for an exchange, go through the verification process, wait a few days (if not weeks) for the verification to clear, deposit your cryptocurrency, put them up sale, wait until your sell order is settled, request for fund withdrawal, and wait again for actual fun transfer into your bank account. If you already manage your coin at an exchange, you still have to post your coins for sale, wait for your coins to actually sell, and then you would have to go through the withdrawal process. While your coins order might be filled right away, you still have to make a request for fiat currency withdrawal to your bank account. The withdrawal process can take anywhere from 10 minutes to several hours. In some extreme cases, it might even take days. That is not a problem when you don't plan to use your cryptocurrency in real-life. But, we believe, to fully realize the potential of cryptocurrency, this issue should be addressed properly.

Making It Ovi To Buy, Sell And Trade

When a new user first visits Oviex, they will be greeted with a comprehensive suite of training and support options to answer any questions or concerns they may have.

In fact, new users will have various options to walk them through the entire process of creating, setting up, validating and funding their accounts with fiat through various Simple methods. No matter what the concern, training and support on the user's terms will always be close at hand.

Oviex has experts in customer experience, call center management, usability, blockchain and cryptocurrency technology, cryptocurrency trading, security, stock exchange development, marketing, social media, training and education, regulation, and innovation through design thinking.

Our team of experts are creating an exchange like no other, developing cryptocurrency trading options that are easy for both beginners and experts. Users have two different trading interfaces to select from:

- ✚ The Oviex Basic online trading platform offers users the ability to buy a large range of tokens without the complexity of other exchanges.
- ✚ The Oviex Advanced trading platform provides more experienced traders with the data they need to make informed decisions, as well as access to advanced trading features.

Whether users choose the basic or advanced platform, Oviex provides best-in-industry connectivity with other exchanges, enabling the user to manage their entire portfolio from one simple, straightforward interface. By leveraging a number of different liquidity strategies, Oviex will greatly mitigate the issue of illiquid markets. We are redefining the customer experience in cryptocurrency, with an exchange that makes it easy for people to sign up, learn, trade and connect with their entire portfolio.

Customer Support

At Oviex, we are passionate about providing the best customer service in the industry. Our founders have been living and breathing Customer Experience for decades and understand precisely what an ideal customer experience on a cryptocurrency exchange looks like.

We put our users first and connect with them in a number of different ways. First, we provide access to step-by-step tutorials that will walk users through the entire trading process. If the user needs further support, they can access support 24 hours a day, 7 days a week. Our customer service teams are trained to deliver personalized support to help solve our users' issues quickly and efficiently.

Security And Data Privacy

The best security protocols in the world are meaningless if users don't trust them. High-profile data compromises have made headlines over the past year, and trust has become a major issue in this space. Oviex is working with regulators to be fully compliant with recognized global standards, and has relationships with international banks to ensure seamless and secure integration with numerous payment gateways, including credit card options.

As well, to ensure the safety and security of customer accounts, Oviex has begun the process of ISO 27001 certification, aiming to become the best cryptocurrency exchange in the world to achieve this high standard. As the international standard for traditional stock markets and international financial institutions, ISO 27001 is a rigorous certification that ensures we are establishing, implementing, operating, monitoring, reviewing and maintaining our compliance through Controls and Objectives within its framework. Oviex is built by developers entrusted with protecting global stock markets, bringing the rigor of established financial market security to cryptocurrency. That includes protection against server redundancy and social engineering, extensive hacker testing and KYC/AML compliance. While our environment has sophisticated.

Distributed Denial of Service (DDoS) prevention capabilities, we recognize the possibility that a large attack could be overwhelming to our defenses and take an application offline for a period of time. To guard against customer disruption due to a security event, we are holding 95% of our coins offline in cold storage. We're committed to ensuring network security events such as a DDoS attack, Man-in-the-Middle (MITM) and port scanning are treated immediately. Our goal is to provide the same level of security that users are accustomed to when dealing with financial services organizations through our strict adherence to standards and regulations.

Cryptocurrency traders will no longer have to choose between trading capability and security. By working with hardware and software wallet creators, Oviex will allow users to store their digital assets on a hardware wallet for optimum security, while enabling instant access to trading for optimum ease of use. Alternatively, users will have access to software wallets with control of the private keys, or for new traders, the simplest option is to store their coins on the integrated Oviex wallets. In short, as new users become more familiar with the world of cryptocurrency trading, their trading account can grow with their level of knowledge, and they can take greater control of their digital portfolio.

We're not only following KYC/AML compliance - we're taking our commitment to security one step further and adopting the standards of Canadian banks. Canadian banks are known to have the highest regulatory compliance standards in the world. Your private information will be stored in an offline secured server, reducing the risks of hacking and third party access to your information.

Oviex Platform

Within the OVI Ecosystem, all internal revenue-generating mechanisms are geared towards upholding the OVI Liquidity Fund. Just as the OVI Financial Model relies on natural market forces to support OVI liquidity, so too does the utility functionality of the OVI Coin. The OVI Coin is exceptionally well integrated into the OVI Ecosystem, serving as a method of exchange for fees incurred through the OVI and the Payments business. If a party wants to list on our Exchange, then it can pay commission fees with the OVI Coin and get a lower price. This utility mechanism may result in higher demand for the OVI Coin, which is then channeled back into the ecosystem, creating a contained cycle of supply and demand.

OVI wants to encourage users to pay for their trading fees with the OVI Coin. Users will be heavily incentivized to use OVI Coin by receiving significant discounted trading fees. Trading fees will move in three well-defined stages. The circulating supply of OVI Coin will determine the current stage. When the Oviex is launched for public trading this year 2021, the OVI Coin holders can start instantly using the Coins on the Exchange, for example, to lower their commission fees.

All the OVI Coins that have been received as a part of promotions can be sold only in one year. In the meantime, they can be used to pay the commission fees on the platform. This procedure is essential for sustaining the value of the Coin.

Advantages Of OVI

Decentralized Exchange Powered By One Of The Strongest Blockchain Companies

OVI already has a reliable and proven technology platform which will be improved and adapted to the new needs of OVI. Therefore we can start testing the platform and preparing for a soft-launch in a very short time frame.

Decentralized Technology Platform Partner

Decentralized Technology Partner is powered by one of the strongest Blockchain network. The partner is an open global protocol for payments enabling low cost, high access and seamless multi-asset transactions. Our partner enables forward thinking financial entities to easily join the Blockchain ecosystem.

Decentralized Platform To Empower Applications To Perform Crypto Transactions

Our strategic partnerships with the Platform will enable us to accept payments, money transfers and to purchase merchandise by using crypto currencies. The Platform addresses the current problems restricting widespread adoption of Blockchain and cryptocurrency technologies by creating an all-encompassing platform that abstracts current market solutions into a singular toolset. Application providers can customize and integrate this toolset into their existing applications, rather than forcing users to adopt new applications altogether.

Use Of Funds

The Future Is Decentralised

The primary use of funds will be to develop the platform, grow the team and further the development, promotion and management of the project.

Our emphasis will be on platform performance and security, as well as building a strong community and a user experience that supports higher trust in peer to peer exchange.

Coin Distribution

Let's Continue To Build The Path For Future Generations

100 Millions of OVI tokens will be issued during the token sale event. Each OVI Token will initially be mapped into one corresponding ERC20 token on the Ethereum ecosystem as the OVI ecosystem is being developed. Once the OVI ecosystem is released, there will be three major participants in the Faireum token economics: users, network supporters (nodes), and developers. Before the public release version of the OVI blockchain, all OVI tokens will be minted based on the ERC20 standard on Ethereum. In the first release version of OVI, the genesis block would produce the same amount of coins for 1:1 exchange between OVI and USDT Stablecoin. OVI tokens on the blockchain will be the main circulating token for our Exchanging ecosystem.

Accompanied by the functional improvement and the incorporation of partners, the application of Faireum OVI will be diversified. In the future, OVI token in the OVI blockchain will become the native currency of the OVI Environment. 25% of tokens are to be sold, and the majority of the remainder is reserved for Dividends, to be paid out to token holders in the future. Other allocations are to compensate the Team and Advisors.

Our Financial Model

The financial model for the project is based on four quarters period and which corresponds to each stage of development. The core project is a Peer-to-Peer exchange for cryptocurrencies.

The model parameters are determined on the basis of certain market research, as well as statistical information on the state of each specific market segment. The cash flow of the project is formed from the amount of commissions paid from each successful transaction between participants of the exchange.

The model assumes growth rates corresponding to the market average (based on market research data) and taking into account seasonal factors and the expected inflation rate. The capitalisation of the model is calculated on the basis of a DCF model using the standard Venture Capital Method.

RoadMap

