BitNATIONAL

BitNational Token (BNL) Overview

A loyalty-based asset for low-fee trading for use with BitNational's Online Exchange

bitnational.com

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Abstract

The BitNational Exchange is anticipated to be the first Canadian-based cryptocurrency and cryptoasset exchange to offer a native base trading pair of its own, the BitNational Token (BNL). BNL is expected to give users reduced fees and an additional funding method to gain entry to the BitNational Exchange's live markets with 15+ digital currencies and assets upon launch.

Introduction

The BitNational Exchange is set for launch in Q3, this Fall. During the launch of the BitNational Exchange, the giveaway process of BNL Tokens will begin. The BitNational Exchange does not require proceeds from the giveaway of BNL Tokens to fund its development, therefore, it will give away these utility tokens and focus on the build-out of the network supporting the Exchange. The launch of the BitNational Exchange will occur with the introduction of 25 million BNL Tokens to the market.

The BitNational Exchange will commence with more than 50 order books, across 15+ digital currencies and assets including four base trading assets: Canadian dollars ("CAD"), Bitcoin ("BTC"), Ethereum ("ETH") and BitNational Token ("BNL"). Additional digital assets will be added to the BitNational Exchange over time.

These order books will be subject to trading fees. However, the BNL order books will offer the benefit of an initial reduction in fees of up to 50% for both the maker and taker sides of the order books. The BNL token will run natively on the Ethereum blockchain as an ERC 20 token.

BitNational History

BitNational Inc. is a pioneer in the Canadian cryptocurrency industry, launching its first Cryptocurrency Automated Teller Machine ("CATM") in North America's largest mall, West Edmonton Mall, in 2013.

Since then, the BitNational team has aggressively expanded across the country and now operates one of the largest cryptocurrency brokerage networks in Canada with over 50 CATMs and three over-the-counter ("OTC") branches. The OTC branches act as both an education centre and as a brick-and-mortar location for BitNational clients and traders.

Market Opportunity

BitNational has identified the opportunity to create a digital assets marketplace with low-fee convertibility between digital assets and Canadian dollars, particularly in times of intensive market volatility.

The Canadian-based competitors suffer from cumbersome funding methods that prohibit Interac, delays in verification for customers, high trading fees, and limited options for digital assets. The BitNational Exchange is expected to address these problems upon launch.

The Canadian market leader currently offers five digital currencies. The top three exchanges have fees of up to 0.5% for trading. Some exchanges offer discounts for large volume trades and for market makers. Trading on the BitNational Exchange with BNLs will give all customers access to 0.1% fees.

BitNational's Vision

The goal of the BitNational Exchange is to build an ecosystem with hundreds of physical locations and a robust platform that allows users to easily access and trade digital assets. The physical network of CATMs and OTC branches will be aggressively expanded following the launch of the BitNational Exchange, providing customers with the first-of-its-kind connectivity between the Exchange and the brick-and-mortar locations that will be strategically placed across the nation in the coming years.

No crypto-company to date has invested in enabling traditional physical methods of finance. BitNational intends to be a bank of the future. To facilitate this the company has aggressive plans, opening the doors to new ways of banking. Along with offering a full range of traditional crypto exchange services, BitNational will also provide users with full circle banking services within the platform including everyday spending and bill payments.

Roadmap

Q3 2018 BitNational Exchange goes live and hosts 15+ digital assets upon launch.

Q4 2018 BitNational expands to the East and adds OTC trading desks and ATM infrastructure to Saskatoon and Winnipeg.

Q1 2019 BitNational continues East, opening OTC trading desks in Toronto.

Q2 2019 BitNational is active in over half of the Canadian provinces and has more than 25 digital assets available for trading.

Q3 2019 Our CATMs are fully integrated with the online exchange, allowing users to easily deposit and withdraw funds using any of our physical locations across Canada.

Q4 2019 BitNational expands the physical infrastructure in select jurisdictions.

Q1 2020 BitNational debit cards for customer accounts launch providing both crypto exchange services and traditional banking services including everyday spending and bill payments.

Q2 2020 The BitNational ecosystem hosts more than 50 cryptocurrencies and cryptoassets.

Q3 2020 The BitNational mobile app is live and has comparable capabilities to traditional banking apps.

[1] https://www.cryptocanada.com/canadian-dollar-bitcoin-exchanges/

Exchange Features

The BitNational Exchange development kicked off in April 2017. We have spent the intervening months creating an approachable and engaging exchange experience that incorporates the following features.

Speed

The BitNational Exchange's advanced trading engine is capable of handling 1,000,000 orders per second. Extensive testing of the trading engine has ensured ample room for growth of the BitNational Exchange.

Support

BitNational understands that lack of timely and accurate customer support is one of the biggest frustrations in the digital asset exchange industry. We take pride in customer support because every transaction matters. Experience within the industry has provided ample incentive for alleviating this pain. BitNational's customer support follows the model of continuous improvement to adapt to the evolving needs of our users. BitNational strives towards superior customer support by leveraging inside industry expertise and firsthand experience.

Onboarding

Observing the growing pains of various cryptocurrency exchanges, BitNational has implemented upgrades to make onboarding simple and straightforward. BitNational understands that with most online exchanges, the onboarding process remains a pain point for users. Several competitors suffer from a backlog of registrants due to manual and tedious verification practices.

The Company has partnered with one of the most advanced identification platforms to help improve this experience for BitNational Exchange users. With onboarding taking less than a few minutes in most cases, this allows the BitNational Exchange to open its doors to the masses as the digital asset exchange industry continues to grow.

Extensibility

The BitNational Exchange's advanced Application Programming Interface ("API") will allow for third-party applications and financial integrations. Users will have access to BitNational's advanced APIs include: Connect to FIX, Binary, WebSocket, REST, along with custom APIs.

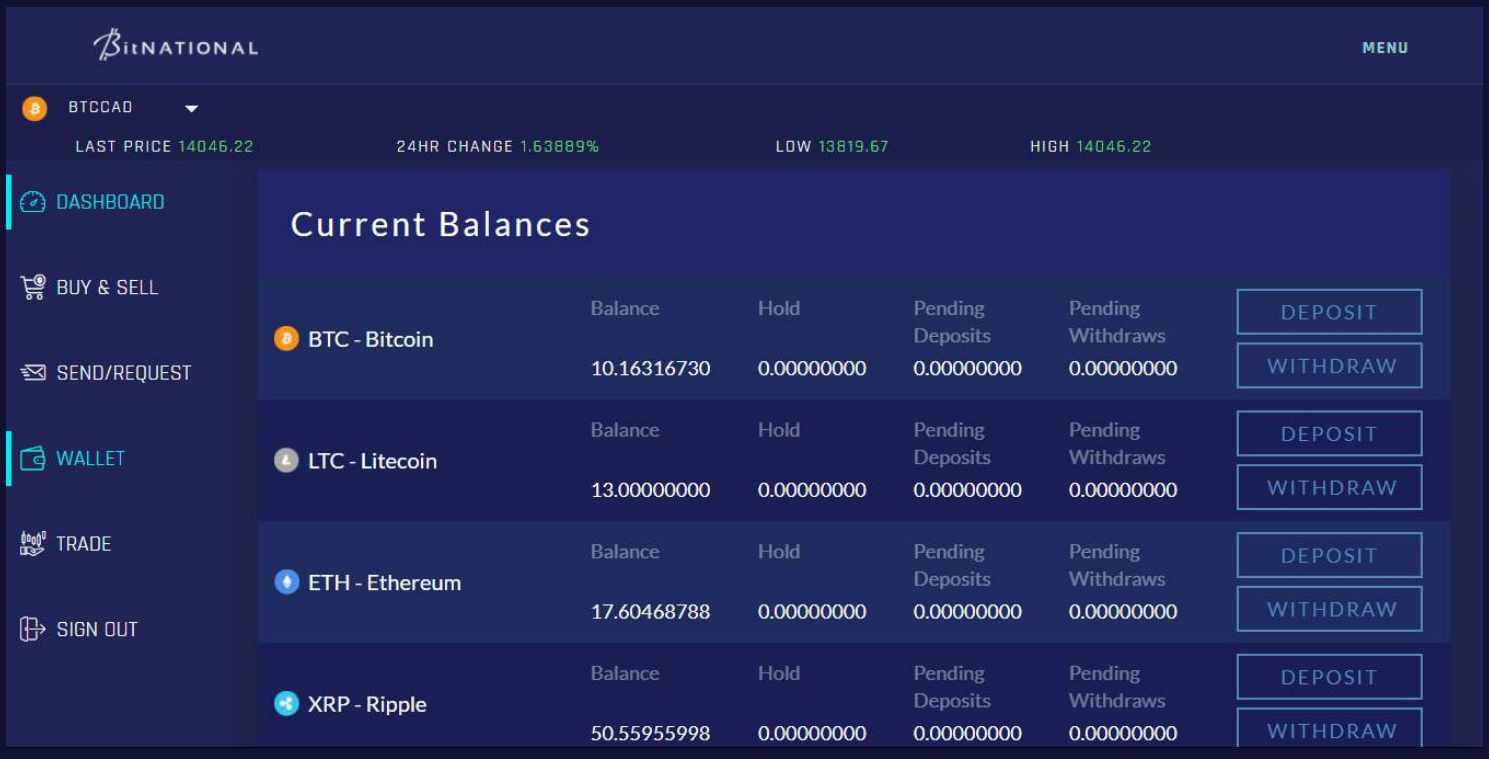
Institution-grade Security

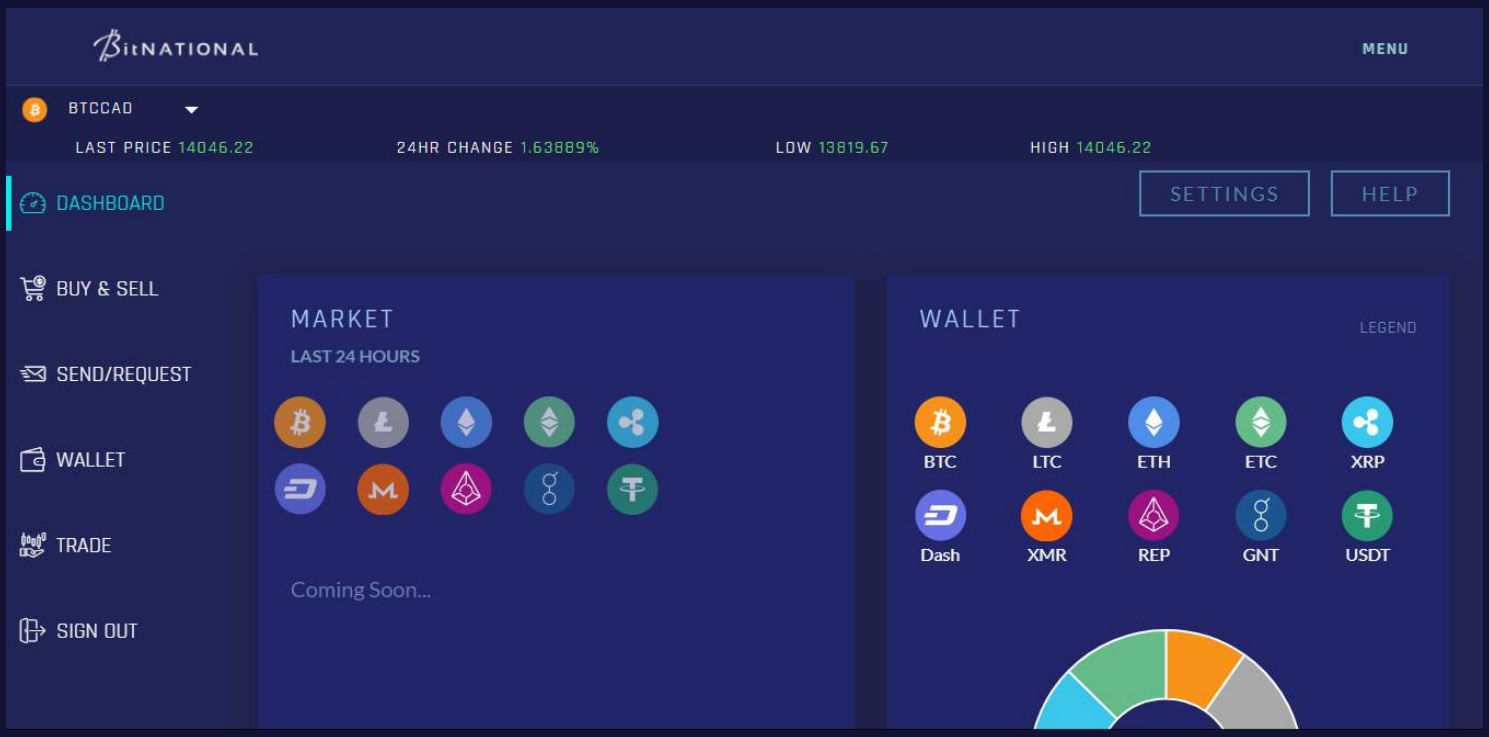
Security is extremely important. The company has performed extensive penetration testing. As well, multiple third-party vulnerability assessments have been conducted.

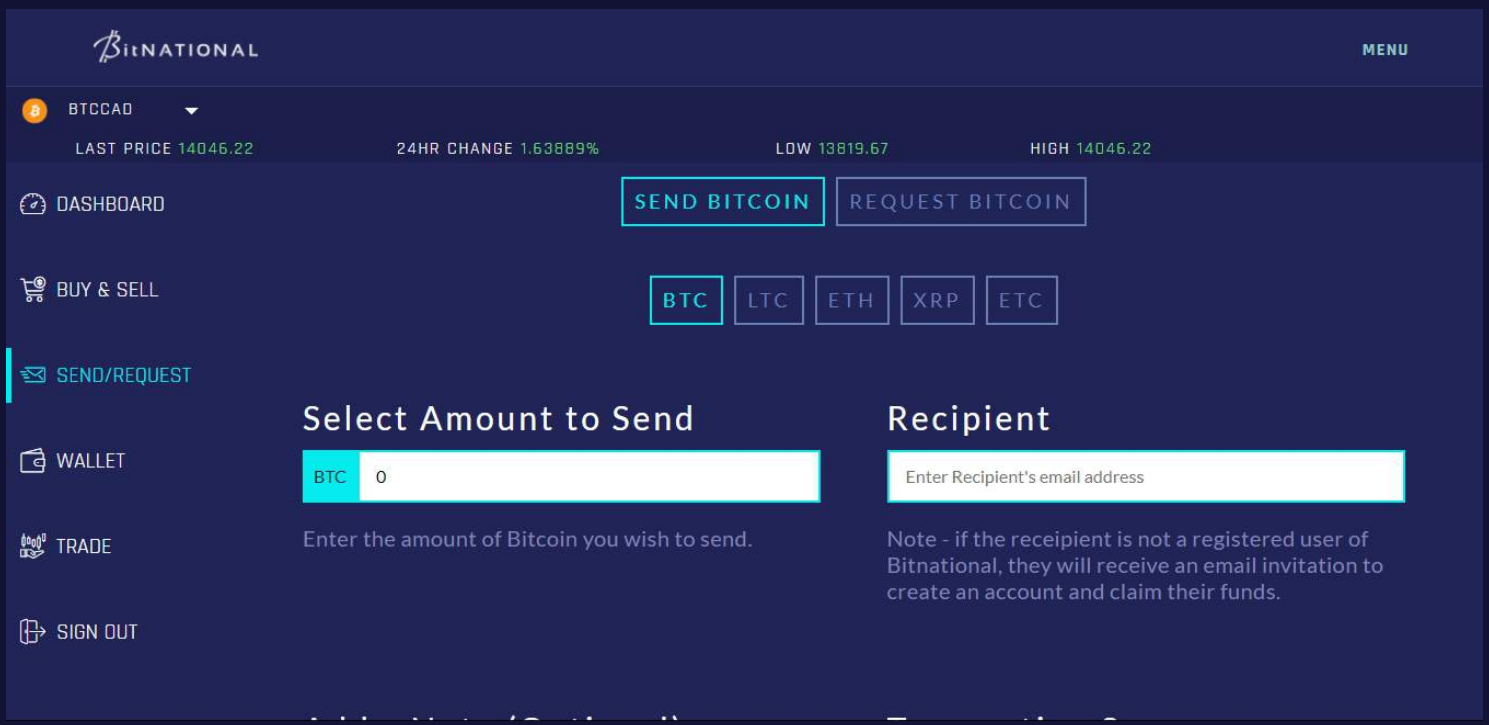
The BitNational Exchange platform will be operated from a secure and private location. All personal data is hosted by Jumio using their Netverify product. Jumio is PCI Level 1 compliant and regularly conducts security audits, vulnerability scans and penetration tests to ensure compliance with security best practices and standards. All access points will be sufficiently encrypted and inaccessible to anyone who is not designated with the operation of the platform. Only an operational balance of liquidity will be accessible online and the balance will be stored offline in the Company's industry-standard cold storage solutions.

UI Preview

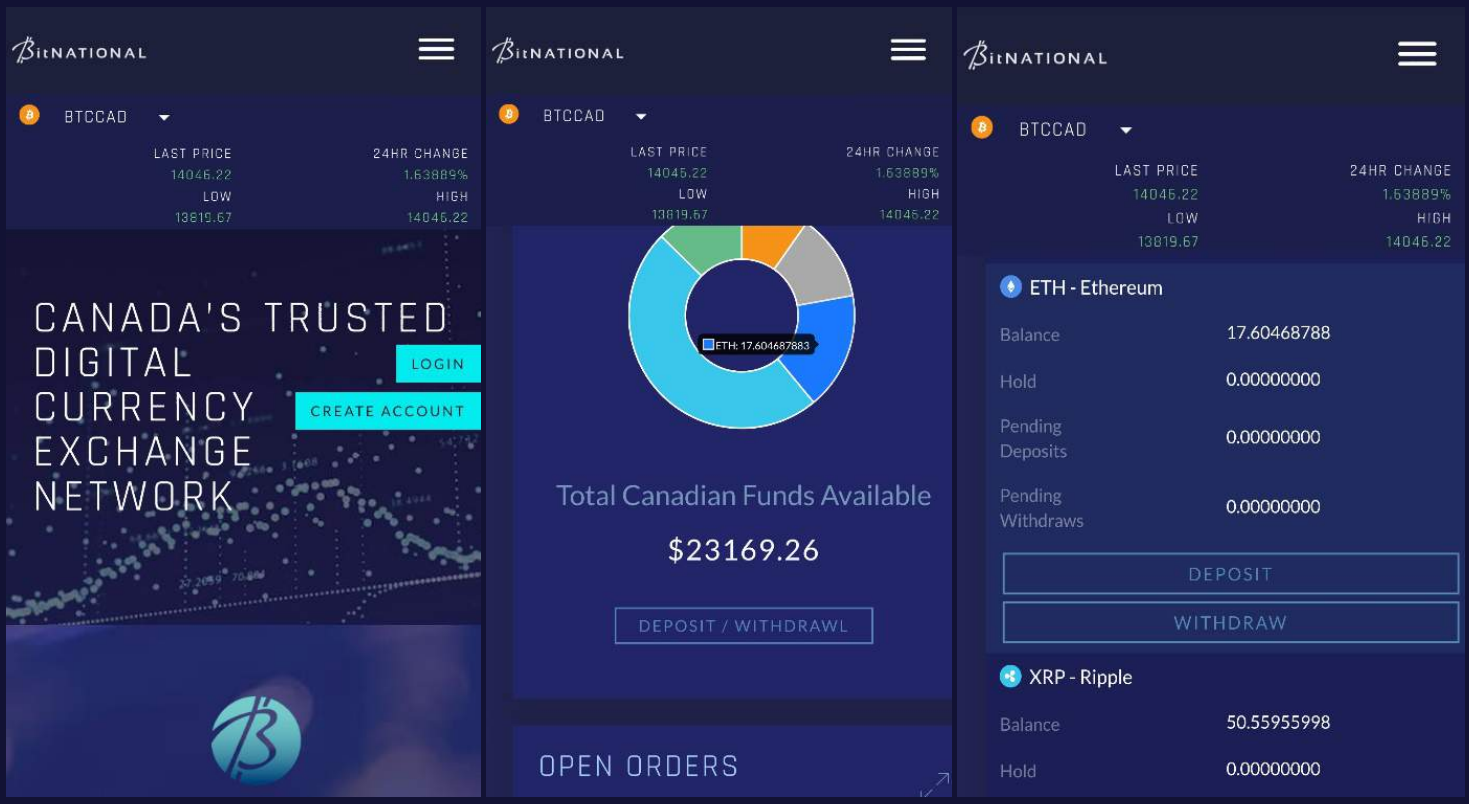
BitNATIONAL
MENU
BTCCAD
LAST PRICE 14046.22
24HR CHANGE 1.63889%
LOW 13819.67
HIGH 14046.22
SECURE DIGITAL CURRENCY TRADING
Buy, sell, trade, deposit, and withdraw digital currencies with your BitNational trading account.
DASHBOARD


BitNATIONAL
MENU
BTCCAD
LAST PRICE 14046.22
24HR CHANGE 1.63889%
LOW 13819.67
HIGH 14046.22
DASHBOARD
BUY & SELL
SEND/REQUEST
WALLET
TRADE
SIGN OUT
Current Balances
BTC - Bitcoin
Balance 10.16316730
Hold 0.00000000
Pending Deposits 0.00000000
Pending Withdraws 0.00000000
DEPOSIT
WITHDRAW
LTC - Litecoin
Balance 13.00000000
Hold 0.00000000
Pending Deposits 0.00000000
Pending Withdraws 0.00000000
DEPOSIT
WITHDRAW
ETH - Ethereum
Balance 17.60468788
Hold 0.00000000
Pending Deposits 0.00000000
Pending Withdraws 0.00000000
DEPOSIT
WITHDRAW
XRP - Ripple
Balance 50.55955998
Hold 0.00000000
Pending Deposits 0.00000000
Pending Withdraws 0.00000000
DEPOSIT
WITHDRAW


BitNATIONAL
MENU
BTCCAD
LAST PRICE 14046.22
24HR CHANGE 1.63889%
LOW 13819.67
HIGH 14046.22
DASHBOARD
SETTINGS
HELP
BUY & SELL
SEND/REQUEST
WALLET
TRADE
SIGN OUT
MARKET
LAST 24 HOURS
Coming Soon...
WALLET
LEGEND
BTC
LTC
ETH
ETC
XRP
Dash
XMR
REP
GNT
USDT


BitNATIONAL
MENU
BTCCAD
LAST PRICE 14046.22
24HR CHANGE 1.63889%
LOW 13819.67
HIGH 14046.22
DASHBOARD
BUY & SELL
SEND/REQUEST
WALLET
TRADE
SIGN OUT
SEND BITCOIN
REQUEST BITCOIN
BTC
LTC
ETH
XRP
ETC
Select Amount to Send
BTC
0
Enter the amount of Bitcoin you wish to send.
Recipient
Enter Recipient's email address
Note - if the receipient is not a registered user of Bitnational, they will receive an email invitation to create an account and claim their funds.

Web-based Mobile UI



The BNL Token

BNL will be a standard ERC 20 token running natively on the Ethereum blockchain. There will be a hard cap of 100M BNL created and this number will never increase. 25% of these tokens will be awarded to preregistered users of the BitNational Exchange during the Initial Token Giveaway (ITG), 25% will be rewarded as a trading bonus to the high-volume users of the BNL order books, 25% will be utilized for promotions, giveaways, and future engagements with other exchange platforms, 15% held in escrow in an auditable User Protection Fund for potential emergencies related to customer deposits and the security of those holding BNL. The remaining 10% will be awarded to the advisors, staff and clients of BitNational. Please note that BitNational founders, directors, shareholders, and officers will never be given or gifted BNL Tokens.

The 15% User Protection Fund will be held in an auditable multi-signature wallet with a neutral third-party. The fund will protect users of the BitNational Exchange and compensate for losses if unforeseen issues arise in the future. In an emergency, the fund will mitigate damages incurred by BitNational, and ensure minimal disruption is experienced for users. Prior to pulling from the fund, BitNational will make the intended usage public on cryptocurrency forums and the company's blog.

All 100M BNL Tokens will be created before the launch of the BitNational Exchange and no further BNLs will be created. It is noteworthy that any tokens held by BitNational will be stored in publicly announced wallets. All token movements by BitNational will be transparent, publicly announced, and at the discretion of the founders and directors. Tokens awarded to advisors will be vested over 6 months after the launch of the BitNational Exchange.

Distribution of BNL Tokens

- Initial Token Giveaway (25%)
- Exchange bonuses (25%)
- Promotion & Incentives (25%)
- User Protection Fund (15%)
- Advisors & BNL staff (10%)

Fee Discounts

All users of the BNL tokens receive a commission discount over a two-and-a-half-year period. The most significant discounts are provided in year one. The chart below details the discounts on BNL trading pairs.

Time	Discount Rate
6 months	50%
1 year	25%
18 months	12.5%
2 year	6.75%
30 months	No discount

Post-Offering

Upon each anniversary of the launch of the BitNational Exchange, BitNational will use a portion of annual revenue to take BNLs off the market to scale the User Protection Fund alongside the platform's growth. BitNational will ensure these transactions are public knowledge delivered on our blog, through social media and remain in a transparent and auditable wallet for market stability.

BNL Initial Token Giveaway

The use case for the BNL token is to enable a discounted fee for early supporters who trade on the BitNational Exchange. Once disbursed during the giveaway, receivers will be able to exchange BNL for the older and more established coins including BTC, ETH, and others. The Initial Token Giveaway will be awarded on a tiered schedule as follows.

The BNL Tokens will be distributed to each unique user account according to their sign-up position on the chart above. Once your account is verified on the exchange, it will be credited the corresponding amount of BNL Tokens and you can begin using the BNL order books and earning additional BNL Tokens at a rate of 0.0025 BNL for every $1.00 CAD traded.

Unique user accounts	BNL Tokens per unique user	Total BNL Tokens
1—5000	1500 BNL Tokens	7.5M
5001—15000	1000 BNL Tokens	10M
15001—30000	500 BNL Tokens	7.5M

The Team

Matt Haddon

Co-Founder & President

Matt has been working in the digital assets space for the past five years. Alongside his co-founder, Matt has been the leading force behind BitNational's growth in the Canadian market. Prior to working in the cryptocurrency industry he worked in the energy sector. During his time in the in the energy industry, Matt managed multi-million-dollar gas production facilities. In 2013, he shifted gears to the emerging cryptocurrency market where he began trading bitcoin & digital currencies. This led to co-founding BitNational. His new-found love for the revolutionary space of blockchain technology was ignited.

Drew Glover

Co-Founder &
Head of Business Development

Drew is an iron-willed entrepreneur with an untiring passion. A Certified Bitcoin Professional with over five years of intensive experience in cryptocurrency, he is the co-founder of BitNational. After a decade of experience in the natural gas industry, he discovered his calling in the cryptocurrency movement in 2011. Drew attended the University of Victoria, majoring in Commerce and has traveled to over 40 nations. This international experience guides his search for a brighter future for all humanity via BitNational and the Greater Decentralization Movement.

Ziad Sabbagh

Head of Operations

Ziad is a financial industry specialist. He began his career working for Olympia Financial Group, a publicly traded corporation specializing in financial investment vehicles, FX, insurance, exempt markets, and ATM products. While at Olympia, he ran the operations and data analytics for the Olympia ATM and Olympia FX ATM division. In this role, he oversaw 400+ ATMs and $20 million in cash assets nationwide. Over the past few years, Ziad saw the potential for cryptocurrencies to disrupt the financial industry and left Olympia to work for BitNational. Since joining the team, Ziad has transformed the strategy, operations, and data analytics back-end of the company. He has a bachelor's degree from the University of Calgary in Supply Chain & Operations Management.

Ben Perrin

Head of Marketing

Ben is a passionate advocate of Bitcoin and cryptocurrency. Drawn to the sector by its power to disrupt and upend the traditional financial industry, he has found his niche helping crypto-newcomers navigate the murky waters in a friendly and entertaining way. Ben is a somewhat "crypto education celebrity" and runs an informative YouTube channel *BTC Sessions*. Since 2014 Ben has worked for three cryptocurrency brokers, documented his life living on Bitcoin, interviewed countless industry leaders including Erik Voorhees, Arthur Hayes, and Trace Mayer and has amassed over 2 million views on his original content.

Tom Hagel

Head of Customer Relations

Tom's background in wealth management as a Personal Financial Planner has given him a good understanding about the needs of customers in the emerging cryptocurrency market. Prior to joining BitNational, Tom succeeded a family practice in financial planning, where he managed investment portfolios worth $130 million. He successfully sold the business at 27. Tom is an expert in security analysis, portfolio management, risk management, and strategic tax planning. He strives to deliver exceptional product return and has great focus to provide outstanding customer satisfaction.

Ayman Kamoun

Head of Sales

Ayman saw the potential in Blockchain technologies merging the worlds of programming and the global commerce network early on. He has a background in Electrical Engineering from the Schulich School of Engineering at the University of Calgary. He is passionate about this bleeding edge industry and spends his extra time researching new applications using Blockchain technology, specifically the Ethereum Network. With extensive experience in the sales industry, Ayman strives to provide superior customer service to BitNational users. Ayman currently runs the day-to-day operations of the sales team and is responsible for growing the CATM network across Canada.

Advisors

Chris Kitze

A technology innovator and investor, Chris is a serial entrepreneur, creating companies with over $7 billion of market capitalization over his 25-year career. He was a part of the Lycos' IPO team, was the founder and CEO of Xoom.com (IPO: 1998), and was the CEO of NBCi, formed by the merger of Xoom.com and Snap.com. Furthermore, he has been an active partner to many companies in both digital media and payments, including Wine.com and Unseen.is. Currently Chris is working on several blockchain related projects and is helping the Alphabit Fund.

Patrick Onyekweli

Patrick is a director at Canaccord Genuity Corp. and an experienced finance professional with a decade of investment banking experience at leading bank-owned and boutique dealers in Canada. Over the course of his career, he has helped to raise in excess of $2 billion in capital and has acted as an advisor for over $6 billion in M&A transactions. Patrick is a CFA charterholder and has an MBA from Queen's University. He is an active angel investor with over 100 portfolio companies globally, including several focused on advancing blockchain initiatives.

Hanif Joshaghani

Hanif has a proven track record in entrepreneurship and business development. He has founded four companies, had two successful exits and continues with Aimsio and Symend, both in the technology space. Hanif is an active tech angel investor. He also acts as advisor to several of his angel investments including BitNational, Leankor, Arcus Power, Athennian, Acuspire, and Bidali. Prior to his career as a tech entrepreneur, Hanif spent 15 years working in hedge funds and investment banking. His exceptional talent for establishing lasting relationships with clients, partners, advisors, investors, and team members makes him an excellent advisor for technology startups. Hanif is a catalyst for bringing together successful partnerships and teams.

Michael Saliken

Michael is a skilled and experienced lawyer whose practice focuses on securities and corporate finance. He specializes in corporate mergers & acquisitions, oil and gas, information technology, and renewable energy. He has acted for several corporations on acquisition and private placement deals ranging from $307 million to $3.2 billion.

Karim Teja

Karim is an accomplished finance and operations executive with two decades of success in technology commercialization, public company management, financings, mergers and acquisitions, intellectual property, securities and exchange regulations, and foreign currency experience. He has an extensive background in bringing new products to market, manufacturing, and distribution of technologies. He is a recipient of the *Ernst and Young Entrepreneur of the Year Award* for commercializing and global distributing a new healthcare product. Karim is regarded for his financial expertise, strong negotiating skills, excellent customer service, and fiduciary obligations. He has significant experience in FinTech and cryptocurrency innovations and is a senior and executive in the sector.

Colin Pape

Colin Pape is an entrepreneur, speaker, advisor, community organizer, and thought leader in the decentralization and internet technology space. Born and raised in a small Canadian town, Pape is the founder and project lead for Presearch, a decentralized search engine. He is also the founder and CEO of ShopCity.com, a local search platform building digital main streets and representing over 80,000 small businesses.

Cyndi McLeod

Cyndi is an award-winning, globally-minded executive. With a vast international network that spans over 100 countries, Cyndi's expertise lies in building strategic business and educational connections. Cyndi has held senior leadership roles in Canadian public universities and runs a Globally CMc, an integrated consultancy business. She recently joined Global University Systems as CEO and is leading the group's expansion and Canadian operations. Cyndi is also the CEO of KidzCan Global Education, a Canadian provider of early childhood education programs and is the CEO of Smrt English Asia, an education technology company. She holds a master's degree in International Business from Asia Pacific International University.

Gary Lachance

Gary has been a tireless advocate of radical decentralization for nearly a decade. He believes wholeheartedly that this movement has the power to unlock humanity's full potential and catalyze a new era of financial development. His advocacy work includes writing, film, and creative projects like a *Dialogues on Decentralization* speaker's series, which he gave at Burning Man. For the past eight years, Gary has been operating the Decentralized Dance Party. This open-source Party concept has united hundreds of thousands of people globally in acts of shared experience.

Alex Sterk

Alex and the Ubiq technologies team work closely with several leading exchanges for their technical integrations providing best practices of the exchange industry. The team is skilled and experienced in building, deploying and maintaining blockchain and the assets. Alex and his team's biggest success to date is the Ubiq independent smart contract network. The Ubiq teams' knowledge of the Ethereum smart contract programming language allows for auditing of the crowdsale and token contract to ensure no vulnerabilities exist.

Disclaimer

This white paper ("White Paper") is meant to describe the currently anticipated plans of BitNational Inc. (the "Company" or "BitNational") for developing the first Canadian-based cryptocurrency and cryptoasset online exchange (the "BitNational Exchange") to offer a native trading pair token of its own, the BitNational Token ("BNL") that will be given away by the Company. This White Paper is intended for persons who are highly sophisticated in the blockchain and digital asset space. It is not a finance document nor a description of securities. Nothing in this document should be treated or read as a guarantee or promise of how or whether the Company or BNL will develop or of the features, utility, or value of the Company or BNL. This White Paper outlines the Company's current plans, which could change at its discretion, and the success of which will depend on many factors outside the Company's control, including technological and engineering developments, market-based factors and factors within the money transfer and cryptocurrency industries, among others. This White Paper also describes what is believed to be a utility to enhance the user experience and value on the BitNational Exchange. Any statements about future events are based solely on the Company's analyses of the issues described in this document. Those analyses may prove to be incorrect.

This document does not constitute an offer for sale of BNL, or any other mechanism for BNL, and should not be considered as an offering of securities or a promotion, invitation, or solicitation for investment purposes in any jurisdiction. This White Paper does not include or contain any information or indication that might be considered as a recommendation or that might be used as a basis for any investment decision. Any offer of BNL or any related instrument will occur based only on definitive offering documents for the applicable tokens or the applicable instrument.

THE COMPANY IS NOT OFFERING BNL FOR GIVEAWAY, PURCHASE, OR SALE IN CHINA OR THE UNITED STATES OF AMERICA. THERE IS CURRENTLY NO SECONDARY MARKET FOR BNL AND WHILE A SECONDARY MARKET MAY DEVELOP, THE COMPANY WILL IN NO WAY MAKE EFFORTS TO PROMOTE OR CREATE SECONDARY MARKETS FOR BNL.

OBTAINING BNL DURING THE GIVEAWAY INVOLVES AND RELATES TO THE DEVELOPMENT AND USE OF EXPERIMENTAL SOFTWARE AND TECHNOLOGIES THAT MAY NOT COME TO FRUITION OR ACHIEVE THE OBJECTIVES SPECIFIED IN THIS WHITE PAPER. OBTAINING BNL REPRESENTS A HIGH RISK TO ANY USERS. BNL DO NOT REPRESENT EQUITY, SHARES, UNITS, ROYALTIES OR RIGHTS TO CAPITAL, PROFIT OR INCOME IN THE NETWORK OR SOFTWARE OR IN THE ENTITY THAT ISSUES BNL OR ANY OTHER COMPANY OR INTELLECTUAL PROPERTY ASSOCIATED WITH THE NETWORK OR ANY OTHER PUBLIC OR PRIVATE ENTERPRISE, CORPORATION, FOUNDATION OR OTHER ENTITY IN ANY JURISDICTION. BNL IS NOT THEREFORE INTENDED TO REPRESENT A SECURITY INTEREST. ANY PERSON PARTICIPATING IN THE BNL GIVEAWAY SHOULD BE AWARE OF THE CURRENT UNKNOWN OR UNDEVELOPED STATUS OF LAWS REGARDING DIGITAL ASSETS AND BE AWARE NOT JUST OF THE RISK OF BEING A HOLDER OF THE BNL (ANY FUNDS YOU CONTRIBUTE COULD BE LOST), BUT THE RISK THAT ONE OR MORE SECURITIES REGULATORS MAY DECIDE THAT BNL ARE SECURITIES WHICH COULD RESULT IN CEASE TRADES AFFECTING OR PREVENTING LIQUIDITY, RESALE AND PRICING OF BNL.

THIS VERSION OF THE WHITE PAPER SUPERCEDES ANY PREVIOUS VERSIONS AND ANY TRANSLATED VERSIONS AS THE OFFICIAL BNL WHITE PAPER.