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CRYPTO TERMINOLOGY

Airdrop	A marketing strategy where free tokens are sent to users' wallets in an attempt to promote a particular virtual currency.
Audit	An official inspection made by the organization to check whether the system of functions align with the protocols.
Bug Bounty vulnerabilities.	Rewards offered to professionals who spot and expel cyber-
CEX	Centralized Exchange where users trade in a platform with a particular organization as the intermediary.
Cryptography	An encryption and decryption security technology involved in the transmission of electronic data.
Decentralized	A network that involves multiple nodal operations with independent control over data.
ERC-20	A standard of crypto tokens used solely on the Ethereum platform.
Fiat currency	A currency that's issued by the government and not backed by any
commodity. FOM	Fear Of Missing Out a trade when price inflates.
KYC	Know Your Customer process that involves an identity-check of customers before the onset of the process.
Liquidity	Trading volume in an exchange market.
Phishing	A cybercrime where victims are targeted mostly by scammy emails, texts, and voice calls.
Tokens	Tokens are different from crypto coins. They are units of value released by a particular organization.
Transaction fee	The fee incurred by the exchange platform for every trade.
Utility token	Tokens that can be used in the future to avail various benefits or services from the issuing organization.

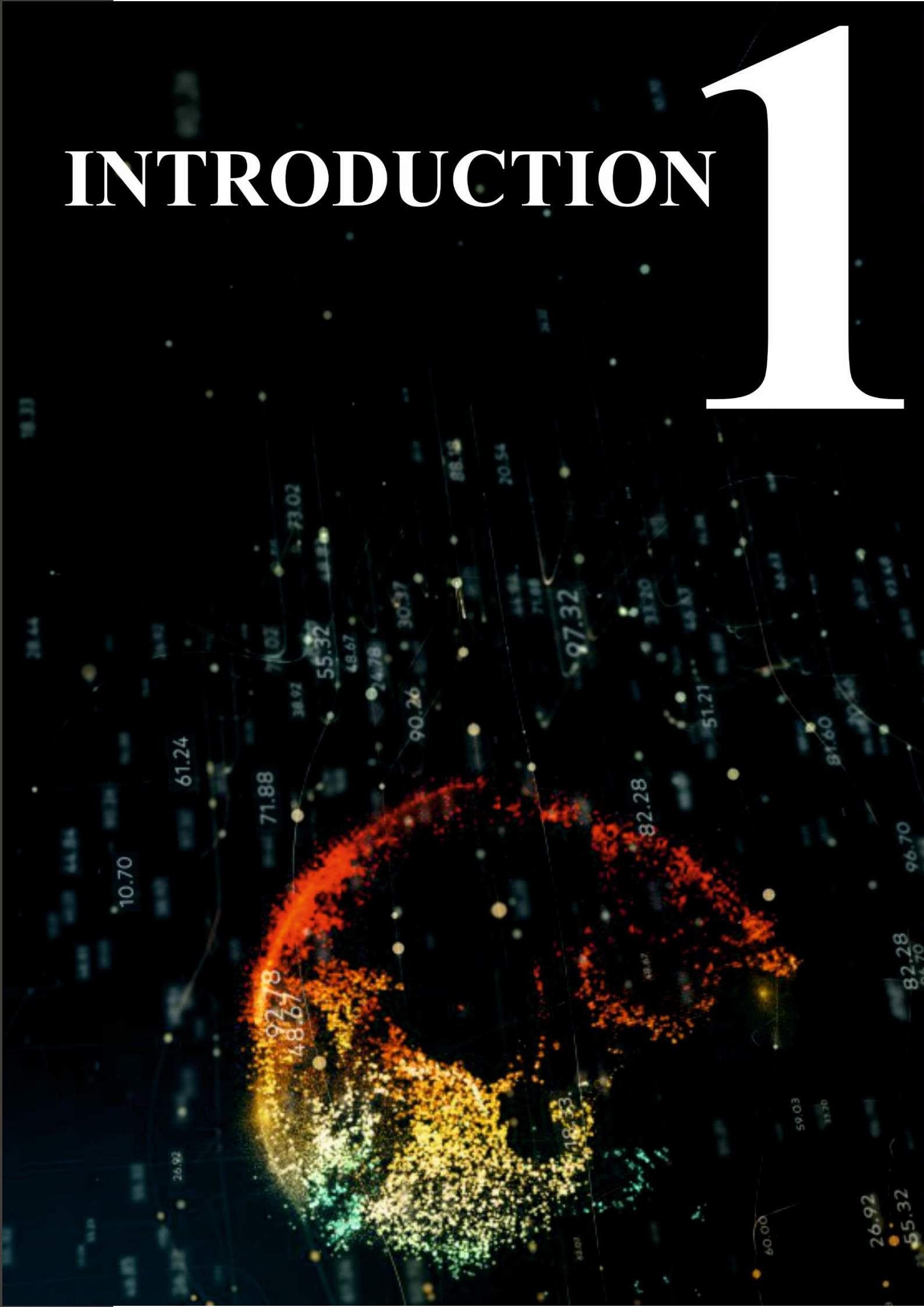
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INTRODUCTION



INTRODUCTION

The advent of cryptocurrencies has provided unexpected breakthroughs in the fin-tech world over the last eleven years. The virtual digital currency accomplished the impossible by elevating the lives of people from rags to riches over a span of time that required patience and smartness.

The highly sought after coin in today's world, Bitcoin, was valued at \$0.00, literally next to nothing, when it was launched in 2009. Back then, had we known or had the unquenching thirst of knowledge to learn about the right investment choices for a secure future, we could've stocked a good deal of it. Or even if we had known, the chances of exploring the options of investment

would have been still lesser. Today, there are ample investment and exchange platforms that strive to benefit traders in various ways. Yet, the crucial shortcomings always tend to derail these efforts of both users and the administrators. Success is imminent if the challenges are overseen.

Let us walk you through the various pitfalls in crypto-trading, and how SBNB overcomes the obstacles in laying out fruitful profitable trading and investment experiences for its trusted users.

PROBLEMS

Some of the current crypto exchanges suffer from a number of problems:

- **Poor technical architecture** Many exchanges are “put together quickly”, by good tech people, but who have little or no experience in finance or in operating an exchange. They often choose the simplest approach to get the system up and running. While this may work well in the beginning, as traffic grows, the system will not be able to handle the increased load. Exchange systems need to be engineered from the ground up with security, efficiency, speed, and scalability in mind. This often slows down the initial development, but is critical for long-term success. Our team has decades of combined experience building and maintaining world class financial systems that shape the economy. We understand how these systems are built from the ground up.
- **Insecure platform** There are hundreds of exchanges that went down due to being hacked. 1. Binance is built to high standards, audited, and penetration tested. We have experience building financial systems to the highest security standards and strive to ensure security first.
- **Poor market liquidity** Professional traders and normal users are significantly affected by this. Having a shallow orderbook means high slippage when trading, which is very expensive for traders. Getting miners, institutional investors and large traders into a new exchange is a chicken and egg problem, and requires a team with deep industry resources.

Binance’s team have been in both the finance and crypto industry for many years. The team has worked on and operated a number of exchanges, and have accumulated a large network of partners in this space. These partners will be key in bootstrapping the exchange.

- **Poor customer service** Traders are a different breed when it comes to users. Understanding the trader mentality is vital for running a successful exchange. Money is literally on-the-line. Many exchanges service traders as if they were running a social media site. A 3-second delay in seeing your friends’ status update would hardly be noticed, but on an exchange, the same would be unacceptable, resulting in a torrent of user complaints. In addition to the technology stack, Binance is built with service in mind. Binance shares support responsibilities across the entire staff and company. When a trader has a problem, they get an answer directly from someone who knows the system and not someone reading from a script.
- **Poor internationalization and language support** Blockchains have no borders. Most exchanges focus only on one language or one country. Our international multi-lingual team has extensive working experience in North America, Europe and Asia, and we are able to smoothly support the global market.

WHAT IS BLOCKCHAIN?

A blockchain is a distributed database, which makes the creation of a digital ledger of transactions and share it among a distributed network of computers possible. It uses cryptography to allow each participant on the network to manipulate the ledger in a secure way without the need for a central authority. It maintains a continuously-growing list of records (blocks), each containing a timestamp and a link to the previous one.

SBNB is built and available on a blockchain and is accessible as a DApp (Distributed Application). The main reason for using blockchain technology in the development of SBNB is to provide a decentralized infrastructure that is stable and secure for all the involving parties.

The main advantages of solutions built on blockchain technologies are:

1. Thrustless exchange:

Two parties are able to make an exchange without the oversight or intermediation of a third party, strongly reducing, or even eliminating, counterparty risk.

2. Empowered users:

Users are in control of all their information and transactions.

3. Durability, reliability, and longevity:

Thanks to the decentralized networks, blockchain does not have a central point of failure and is better able to withstand malicious attacks.

4. Transparency and immutability:

Changes to public blockchains are viewable by all parties creating transparency, and all transactions are immutable, meaning they cannot be altered or deleted.



EXCHANGE



CYBER IDENTITY



SECURE



BLOCKCHAIN

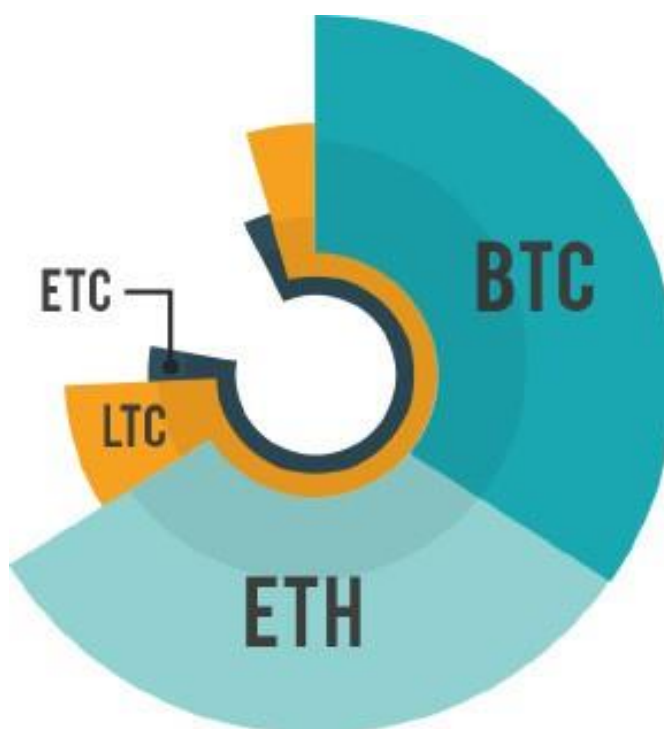
GROWTH OF DISTRIBUTED LEDGER TECHNOLOGY

A distributed ledger represents a consensus of replicated, shared and synchronized digital data, geographically spread across multiple sites, countries and/or institutions. The efficiency of distributed ledger derives from the immediate reflection of changes made by any participant towards all copies of the ledger. The full potential of distributed ledgers is attained at the moment when other applications are layered on top of them (e.g. smart contracts).

Smart contracts represent contracts whose terms are recorded in a computer language; they can be automatically processed by computer systems. It is economically viable to form these contracts, as there are low contracting, enforcements and compliance costs.

At the moment, the distributed ledger technology is still at the beginning and the blockchain represents one of the very first implementations that make use of it. The predictions regarding its development are positive. A large number of experts are pointing out that the blockchain technology will revolutionize the way individuals are using emerging technology. Large banks and governmental institutions are working to implement blockchain applications in order to provide more secure and trustworthy services to their customers.

As the blockchain technology hits mainstream, there are numerous cryptocurrencies that appear each year, all of them competing for the same market. SBNB isn't going to be just another digital currency, as its own philosophy is to create a market share around its core initial users.



CRYPTO ECOSYSTEM CHALLENGES

Complexity & Popularity

Out of 7.8 billion (780 crores) people in the world, only 139 million (13.9 crores) are traders of cryptocurrency, which appears to be the future of finance. This alarming fact can be attributed to the complexity of both the crypto concepts and the trading mechanism involved.

The subject was never taught in schools or colleges. People have seldom awareness about the importance and efficiency of cryptocurrencies. To add fuel to the fire, beginners leap into crypto trading in a complex and cluttered set-up and lose their huge investments.

Both beginners and expert traders require clarity and comfort in their strategized efforts. Such simplicity and user-centric systems are scarce, much to their burden.

In the chart below you can see how fragmented the crypto currency market is:

Liquidity

Liquidity in any exchange platform at a particular time denotes the measure of ongoing trading activities. Shallow trading volume hampers the plans and huge investments of crypto traders in no time. Hence, traders prefer exchange platforms with high liquidity so they get to engage with plentiful other co-traders in their trading business.



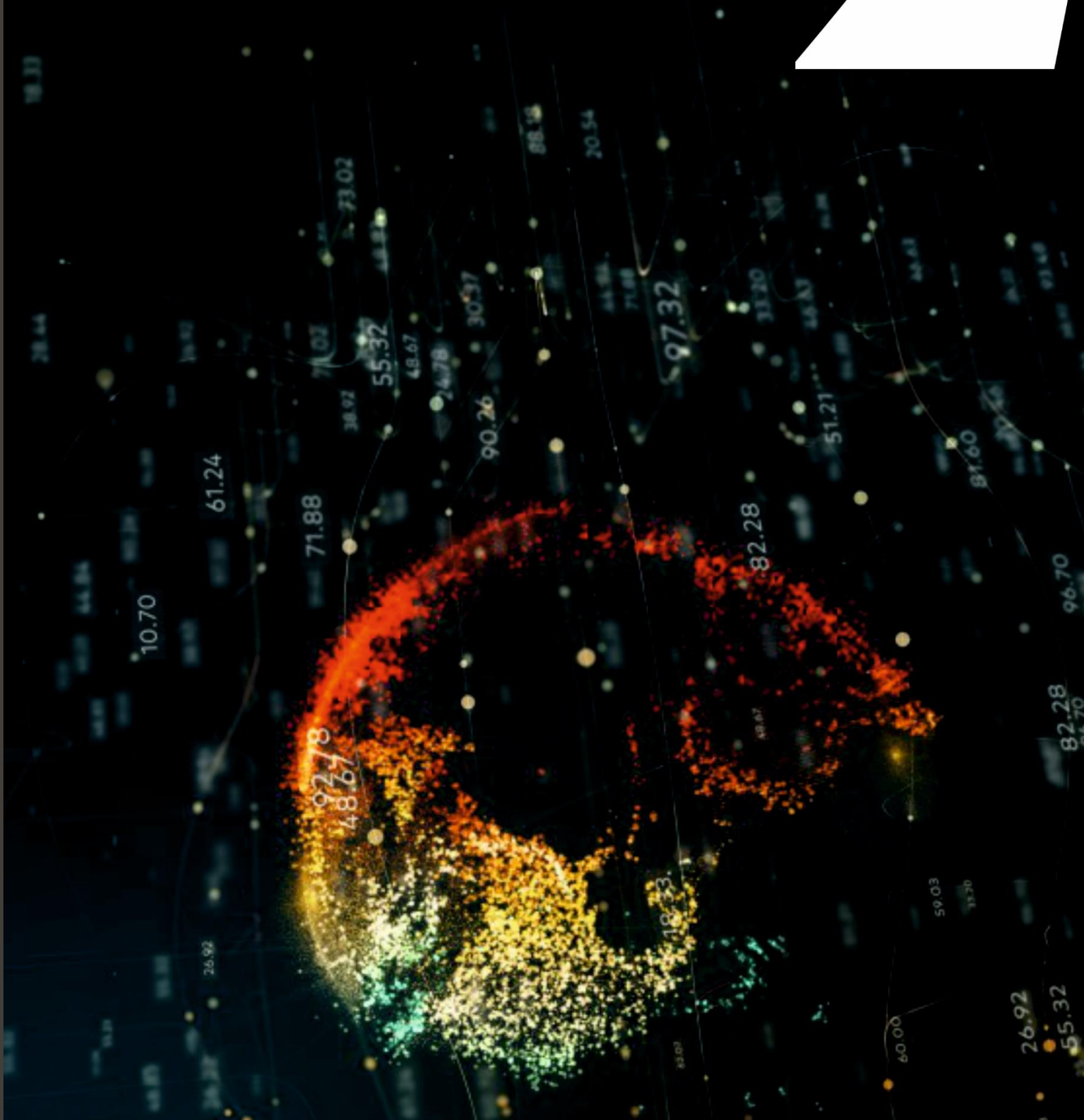
Cyber-vulnerabilities

Malicious attacks and other cybercrimes are frequent in the world of cryptocurrency. Phishing texts and emails tend to deceive traders and fall prey to hackers. This has been a major concern ever since the birth of cryptocurrency. Hence, traders who are new to the crypto world are susceptible to such attacks more frequently in exchange platforms than any other. To resolve such issues and provide a comfortable and safe trading ambiance, SBNB has employed various security measures, which will be dealt with in the upcoming chapters.



FUTURE OF CRYPTO WORLD

2



FUTURE OF CRYPTO WORLD

The total market capitalization of cryptocurrencies could explode over the next five years, rising between \$5 trillion to \$10 trillion (USD), Suggests **Mr. Kenneth Rogoff**, Harvard University Professor of Economics and Public Policy.

2025



Despite the predictions proposed by eminent tech-scholars and entrepreneurs, leaping into the crypto market without the ammunition is always risky. But with the right platform and necessary measures, one could capitalize with a HeadStart in the future of virtual currency which is in its nascent stage.

The next chapter portrays the significant role played by SBNB in assisting its traders to accelerate success with effortless and secure trades.

WELCOME TO SBNB

Executive Summary

SBNB is a simplest cryptocurrency exchange. It aims to overcome all the concerns faced by traditional crypto traders and lay a safe and user-friendly platform for the upcoming new generation of users. Being a centralized exchange, SBNB assures the safety and security of its users' data and funds as the system is integrated with multiple security protocols.

Well-timed order execution from an efficient auto-matching engine in a highly liquid market is the major perk of SBNB exchange. Direct trading with INR promotes more liquidity from the Indian market. It also makes the process simpler and more productive. SBNB is known for its customer-friendly intuitive interface and the encryption techniques that secure users' data.

Mission

To grant first-class user-friendly trading experience for rookie and expert traders and help them gain optimal growth in the crypto world with utmost returns.

Vision

A customer-centric crypto exchange platform to provide concordant capital opportunities in the futuristic decentralized crypto-economy to everyone at ease, with quality, security, and equality.

Core Values

At SBNB, we strive with our only focus on the development of amateur traders to experts and experts to stalwarts in the crypto-world, where the focalized motto is driven by integrity, security, and simplicity.

Comfortable.

SBNB believes finance is for everyone, and the growth of the cryptocurrency market in the country of India promotes more employment and accelerates the land of unity to global fame in the fin-tech world.

CHALLENGES OVERCOME BY SBNB

Simplicity

The overlooked aspect of a cryptocurrency exchange platform is its simplified approach in trading.

The primary objective of SBNB's core team was to build an easy-to-handle platform, upon using, even a sixty-year-old person without technical knowledge must feel satisfied and happy.

Thus, SBNB was born with utmost importance on its trading UI/UX. Availability of live trading charts and order books with crystal clear clarity helps crypto traders make smart and timely decisions to gain competitive advantage over their peers.



Liquidity

Liquidity crisis refers to the shortage of trading/transaction volume in the corresponding exchange platform. Any exchange with low trading volume will be of minimal utility to its traders.

Crypto-enthusiasts, especially beginners, love quick profit. SBNB paves way for such dynamic individuals with a highly active and liquid exchange platform. Much of the trading volume owes to overseas traders who prefer a simple platform with more clarity and Indian traders who trade with their fiat currency for a hassle-free experience.

Security standards

Trader's security is SBNB's top priority. Hence, it employs various security standards to provide a concern-free trading experience for its users.

Anti-phishing code

- The spammy mails and links from third parties are completely blocked by the anti-phishing structure.
- Since the most common form of threat is eradicated, the risk involved in the platform is absolutely zero.

SSL encryption

- The secure socket layer system is devised with a rigid encryption system involving two private keys.
- Hence, the data sent to SBNB's server is rightfully secure.

Two-Factor Authentication

- Traders' accounts cannot be unlocked by external parties as it requires identity authorization twice.
- An account once logged out cannot be accessed again by anyone unless the authentic user logs in with the right credentials.

Security Audits

- Frequent inspection by the management to check whether the security protocols align with the established standards.
- The strict regularity ensures the system complies and upgrades along with the latest security levels.

Bug Bounty

- The possibility of any minor flaw is also spotted and solved by the bounty hunters from any part of the world.
- Bounty hunters enjoy massive benefits like key access to the services of SBNB along with plentiful SBNB coins.

Penetration tests

- Pentests or ethical hacking is the process of simulating cyber-attacks on a system to identify and eradicate the cyber vulnerabilities. They are executed both manually and through automation techniques.

SBNB Features

Trader's security is SBNB's top priority. Hence, it employs various security standards to provide a concern-free trading experience for its users.

Adaptable UI

- The simple and easy-to-trade platform interface empowers traders with more compelling vision and the timely execution yields optimum profit.
- Straightforward and elementary approach in the complex world of cryptocurrency is the major perk of SBNB.

Quick Account Creation

Registration process, along with complete portfolio setup, involves minimal duration because the process is effortlessly simple.

Traders' SBNB accounts are completely free of cost. Charges are not applied, no matter how long they utilize the services.

Simple KYC Process

Strict KYC authentication procedures are followed to permit credible traders in the SBNB market.

The step-by-step system ensures original documents are uploaded from new users, and only after verification they are granted to access.

Multiple Crypto Pairs

Provision to trade numerous cryptocurrencies attracts users from all over India ranging from beginners to advanced level traders.

Availability of FIAT currency too empowers the crypto traders with more choices.

Electric Auto-Matching Engine

Orders generate quick trades, even in traders' absence, with advanced match-making algorithms and strong communication performance.

Swift trading with quick matching generates instant profit.

High liquidity

The easy-to-use platform offers more simplicity, and hence high liquidity.

Traders are benefited with more and instantaneous trading opportunities in a highly liquid market.

Security

With uncompromised security being the basic principle, SBNB employs the following elite safety standards to guard traders' data and funds.

- Two-factor authentication.
- Email encryption.
- SSL encryption.
- IP change verification. Anti-phishing code.

Spot Trading

- Traders' crypto-assets are transacted and delivered as soon as their trades are efficiently completed by the electric auto-matching engine.
- Traders can trade, earn, and grow immediately.

Transparency

- SBNB will be the authentic intermediary in the centralized exchange.
- SBNB protects traders' data, helps them seal trades, and offers them a happy trading experience.

Rewards

- As an act of gratitude, SBNB regards its traders with free tokens/Coins
- Traders can claim and boost their growth with SBNB.

Speed

- Daily, thousands of transactions are processed in the liquid market of SBNB.
- Yet, the ultra-low latency exchange does not delay your order.

Customer Support

- Exclusive 24/7 technical support to sort customers' queries and issues.
- Also, customers are welcome to share their success stories.

Free Account

- Completely free account registration to nurture the trading skills of traders of all age groups at the lowest expense.
- Traders can sign up for free and trade instantly.

Data Privacy

Traders' data are safe with SBNB since the presence of other third parties is completely ruled out.

Legality

SBNB follows industry standards and protocols in helping its traders trade in a safe and friendly crypto-environment.

Also, SBNB ensures the entire trading community is genuine, active, and authentic.

Buy and Sell Cryptos

Buy, Sell and Trade cryptocurrency easy and simple with the SBNB cryptocurrency Exchange Platform.

Transfer and Receive Digital Assets

Quick crypto transfers can be made and collected from other external accounts with optimum security.

Referral Program

Optimize your earnings through bonus rewards from referral programs. Active referrers can earn 50% commission on every trade

Spend and Withdraw Funds

Link your bank account to trade and withdraw funds whenever required with utmost comfort.

Deposit and Track

Deposit your crypto assets with zero security concerns. Also, gain a competitive edge by tracking the live market trends.

Web & Mobile Apps

Get Instant notifications help you stay updated with price alerts of Bitcoin, Ethereum and other altcoins on both app and website.

3

WHY SBNB?

Here's how SBNB can steer you to the pinnacle of crypto glory.

Ultra-Secure

Where there is security, there is trust. SBNB prioritizes the security of traders' funds and transactions by deploying multi-layer encryption models with credible technologies.

Professional

SBNB's core team involves blockchain entrepreneurs with more than ten years of crypto industry experience. Hence, the entire system is a safe and efficient trading platform.

Convenient

The simple interface and quick cryptocurrency conversion facilities help traders enjoy a silky-smooth experience. Fiat currency support makes SBNB the most sought-after exchange among novice traders.

Conformity

To provide an authentic experience, SBNB complies with legal regulations. Also, rigorous resource mergence strategies are followed to maximize trader benefits.

SBNB COIN

SBNB Coin is the exclusive crypto coin of SBNB exchange. It has the ticker name SBNB.

SBNB runs on bep-20 blockchain with ERC 20 standard. It has a fixed limit of 2.1-million-coin supply. SBNB coin fuels the operation of the entire SBNB exchange network. In fact, it's the native currency of the platform too.

Abundant SBNB coins are planned to be distributed in the form of rewards to the following influential performers.

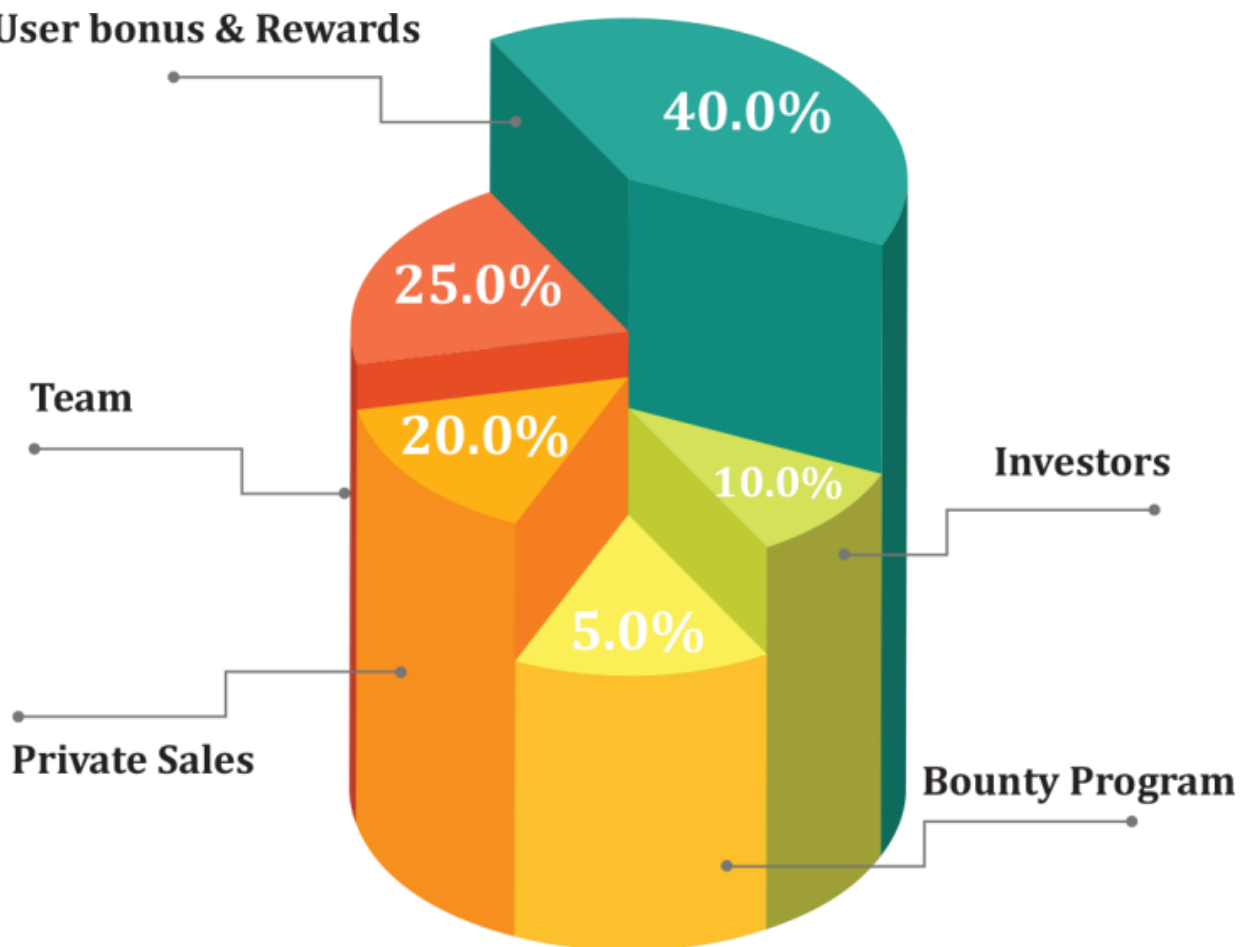
- Bounty hunters.
- Active traders.
- VIP investors. (High investment) VIP traders. (Long tenure)
- Engaging social community members.

TOKEN ECONOMICS

S.No	Specification	Details
01.	Token Name	SBNB Coin
02.	Ticker Name	SMART BNB
03.	Decimal	18
04.	Standard	BEP 20
05.	Total Supply	2.1 million

TOKEN DISTRIBUTION

- User Bonus & Rewards
- Team
- Private Sales
- Investors
- Bounty Program

User bonus & Rewards

TOKEN EARNING STRATEGIES

Unlike most platforms, the investment options in SBNB Coin (SBNB) is not limited only to the investors. Even common traders and other interested users can earn (not just invest) SBNB coins.

Earn SBNB coins rather than investing

SBNB Coin offers ample opportunities for its users to earn SBNB coins rather than investing on it. But how exactly does this concept work?

For every \$1 (USD) of transaction fee incurred by the platform, SBNB instantly deposits 1 SBNB coin to the traders' wallet. The utility coins can be stored to enjoy premium privileges in the platform and other services offered by SBNB.

Free SBNB coins. Free money

When the coins are listed on the exchange, users can trade them for other cryptocurrency or even easily convert them into fiat currency.

Example:

If transaction fee = \$10,

Number of tokens earned = 10 SBNB.

If transaction fee = \$100,

Number of tokens earned = 100 SBNB.

More trade. Freer SBNB coins. More free money.

4

USE CASES – COMPARISON

S.No	Parameter	Conventional Exchange	SBNB
01.	Trading UI/UX	1. Complex interface. 2. Difficult for novice traders.	1. Simple and intuitive. 2. Clarity in trading helps traders make smart decisions.
02.	Security	1. Basic safety practices. 2. Subjected to data breach due to third party involvement.	1. Advanced security mechanisms like SSL encryption, anti-phishing codes, pentests, bug bounty etc.
03.	Liquidity	1. Moderate liquidity due to plenty of restrictions and platform complexity.	1. Customer friendly exchange. Hence, more traders, more liquidity.
04.	Matching engine & Transaction rate.	1. High latency. 2. Low speed.	1. Low latency. 2. High speed.
05.	KYC	1. Anonymous trading. 2. More conflicts.	1. Authentic exchange environment. No conflicts.
06.	FIAT provision	1. Restricted. 2. Complex trading.	1. Available. 2. Smooth trading.
07.	Offers	1. Occasional (Mostly unavailable)	1. Timely offers and discounts.
08.	Token investment	1. Bulk investment required to yield good profit. 2. Suitable for investors. 3. No encashment.	1. No investment. Only earning SBNB tokens. 2. Every USD of trade fee is deposited as an encashable SBNB token in traders' accounts.
09.	Legality	1. Non-conformance with legal standards.	1. Conformance with Indian legal standards.

FUTURE OF SBNB

Automated Market Making

- On a par with traditional crypto exchanges, Automated Market Making serves a wider purpose.
- It involves,
- No order book.
- No price field.
- No limit orders.
- Automated market making elevates decentralized exchange to the next level.
- Prices are fixed. No deposit. No withdrawal.
- Swap (the equivalent of traditional trade) is one touch, decentralized and instant.
- Users and pools are involved in trades. Token owners can become liquidity providers to the pool, and earn a portion of the trade fee.
- No manual token listing. Tokens are listed automatically in a decentralized manner. Information and transactions are recorded on the blockchain.
- More transparency.
- A native token is made available for the purpose of incentive's liquidity providers and for the purpose of governance of the system.

DeFi Token

- The soon-to-be launched DeFi of SBNB is yet to be named. However, the following specifications are confirmed.

Token type	BEP 20 with Governance features
Decimals	18
Total supply	2.1 millions
Mintable	Yes

- Without any premising, DeFi native token of the swap platform will be a governance token. Liquidity providers of the platform are rewarded with these DeFi tokens.
- Along with the launch date, total time duration of the mind, rate of reward and promotion of token rewards with respect to different pools will be announced.

CLOSURE

Abiding by its motto, SBNB achieves the feat of transforming the crypto trading process by offering its utmost importance to security, liquidity and user-friendly interface. Every time a novice trader transacts with maximum comfort, ease, and no safety concerns, SBNB would pat itself on its back for its efforts in revolutionizing the industry by providing unanimous simple trading opportunities to everyone in the world.

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