

# Whitepaper



**B21**

The crypto asset app for mass market adoption.

"B21 is the easiest way to invest in crypto assets"



# Table of Contents

Preamble.....	3
Introduction .....	4
The Problem .....	5
The Existing Market and Opportunity.....	6
Launching B21 .....	8
The Platform.....	8
B21 Differentiation .....	9
B21 Platform Modules .....	10
Core Application Features .....	11
B21 User Journey.....	12
Roadmap.....	13
Comparison between B21, Robinhood, Coinbase and Betterment .....	14
B21 Sources of Revenue.....	15
The B21 Token .....	15
Token Offering.....	16
Token Distribution .....	17
Use of Proceeds .....	18
B21 Team.....	19
Advisors & Investors .....	21
Professional Service Providers to B21 .....	22
Token Sale Participant FAQ.....	23
Disclosures .....	26
Terms of Token Sale .....	27

# Preamble

---

To launch the B21 personal wealth management project B21C Limited (“The Company”), registered in Gibraltar, will conduct a token sale to sell its token which will be used to interact with the B21 product as defined in the whitepaper. The proceeds of the token sale will be used to further develop the B21 business model as defined below. The token sale is a non-regulated commercial event reserved to those who own and accept the risks involved. The B21 token sale is not available to citizens or residents of the United States of America or China.

This document does not constitute an offer or an invitation to sell shares, securities or rights belonging to B21C Limited or any related or associated company. By participating in this operation, you confirm that you have become aware of the risks involved and that you accept all our legal conditions described at the end of this document and any other terms of the token sale published by the Company. In this document, all product and company names are trademarks™ or registered® trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them. You agree you will not redistribute this document to anyone, but you can refer interested parties to the Company website at [www.b21.io](http://www.b21.io) to obtain information directly from the Company.



# Introduction

**B21 is the easiest way to invest in and manage a crypto asset portfolio! We built B21 for the 99% of the global market that need a better, regulated solution for investing into crypto assets. B21 is the next generation of investment tools designed to appeal to a global mass market.**

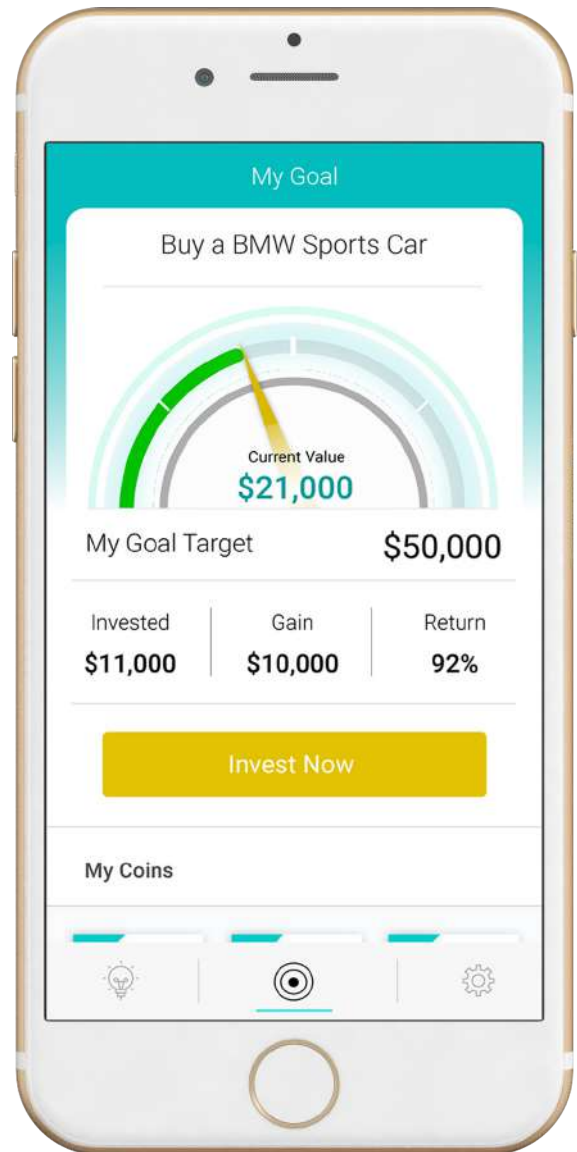
The native assets of the blockchain have historically been called cryptocurrencies or altcoins. In this whitepaper we will use the term crypto assets, to include cryptocurrencies, altcoins and other merging tokenized assets as we believe that the technology that will emerge out of the blockchain will represent many more opportunities than are understood today as we see the decentralization of many industries adopt or merge with blockchain technology and develop web 3.0.

B21 is a project to make crypto asset investing easy for first time and experienced investors. The opportunity in the growth of cryptoassets is massive and is growing at exponential rates, but the options and services currently available to investors are technical in nature, confusing and challenging to manage, **not to mention most are not regulated and therefore difficult to trust.**

We will enable a whole new way of investing in crypto assets and other digital blockchain based assets which are soon to emerge. We are unique in that a user only needs one account to manage a portfolio of cryptoassets and that our platform helps people create and manage their individual investment plans as well as provides easy on ramps and off ramps. You can literally buy and sell a portfolio in a few clicks.

At the heart of B21 is a secure smartphone application which works on IOS and Android and is designed to make the investing process simple, focusing on the establishment of portfolios, making basic investing decisions and communication of key metrics on portfolio performance.

The B21 app has a variety of crypto assets to choose from and a user can create and purchase a diversified portfolio in just a few seconds. And when you are ready to exit your investment, it is just a few clicks away to move to cash, its



Cryptoassets are creating new wealth around the globe and the opportunity exists for every type of investor to gain exposure to this market. The problem is crypto sset investing is currently very complex, so we have set out on a mission to develop a personal wealth management platform to make investing in crypto assets easy for everyone.

# The Problem

Let's face it, we all have been asked about Bitcoin, Ethereum or other tokens and have been asked "how do I buy them and how and where do I invest". Despite the rapid rise of the crypto asset markets, it is still geared towards early adopters with services requiring users to interact with highly technical interfaces which are not easily understood to the average investor. Today, the crypto asset investment tools available in the marketplace are not intuitive and we aim to change that by developing an intuitive and user friendly platform geared towards the everyday investor, B21 will be the personal wealth management platform that caters to the investor desiring to participate in the crypto asset markets and who needs a simple elegant and approachable solution.

Crypto asset investing is complicated and requires technical knowledge of how wallets, passphrases, exchanges and online trading works. While there have been developments in the access to trading platforms, these require a trading knowledge like reading of charts, understanding trading processes, order books, definitions of market bid, ask and limit orders. If a person wants to invest in several crypto assets, they are required to maintain multiple wallets, have multiple trading accounts and to manage funds across disparate systems, not to mention the security measures required to adequately protect all the underlying accounts and wallets.

The cryptoasset market lacks consumer friendly, structured investing platforms like Betterment, Wealthfront, Nutmeg, Acorn and other simple investment platforms which exist and are thriving in the fiat currency, equity and bond markets.

**While platforms like Robinhood have announced the addition of crypto currencies, they are still a technical trading platform and only scratch the surface of the crypto assets to be offered by B21. B21 will be simpler to understand than Robinhood and offer a far greater array and focus of crypto assets.**



B21 aims to be the market leading personal wealth management platform for crypto assets and provide similar advancements in retail investing that Betterment and Wealthfront have for equity and ETF markets. We will accomplish this by making it very simple to invest in cryptoassets, setup **simple self directed portfolios** which allow the everyday consumer to participate regardless of their general investment or cryptoasset knowledge. Additionally, we plan to support everything from small investments to larger investment goals catering to a wide array of beginner to seasoned investors, and best of all on a regulated platform.

# The Existing Market and Opportunity

There has been a rise in consumer-focused saving and investing platforms since the late 2000's. Today the market is led by a handful of regional competitors. Each has focused on making personal investing simple and approachable for retail investors by developing easy to use interfaces, goal based learning and the ability to micro invest. The same principles will be used in B21 with a focus on the assets being cryptoassets. The B21 platform will give our users **unprecedented**

**ease of use and exposure to crypto asset investment opportunities.**

The following companies provide fiat based consumer focused equity and bond investment products. The table illustrates the levels of invested capital, assets under management and relative size and scope of their relative offerings. Their successes to date demonstrate the appetite for retail investors to use mobile based investment platforms.

Entity	Product	Assets Under Management	Amount Raised (\$ millions)	Support Cryptocurrency	Geography
<b>Robinhood</b> <sup>1</sup>	Robinhood is a stock brokerage that allows customers to buy and sell U.S. listed stocks and ETFs with zero commission.	Undisclosed	\$176	Limited to Bitcoin, allows tracking of others	USA listed Stocks only
<b>Betterment</b> <sup>1</sup>	Goals based savings into user risk defined ETF portfolio, consumer focused.	\$3.9 billion	\$275	No	USA
<b>Wealthfront</b> <sup>1</sup>	Automated and easy to use mobile investments, consumer focused	\$2 billion	\$129	No	USA
<b>Acorns</b> <sup>1</sup>	Micro investing of rounded up payment card purchases into ETF portfolios, consumer focused	\$260 million	\$96	No	USA
<b>Stash</b> <sup>1</sup>	Advisor based/ curated investments for consumers	Undisclosed	\$78	No	USA
<b>Nutmeg</b> <sup>1</sup>	Nutmeg is an online investment service that specializes in investments, ISAs, and pensions. Consumer focused.	Undisclosed	\$90	No	UK
<b>Scalable Capital</b>	Digital investment platform with mobile application.	\$363 million	\$48	No	UK and Germany
<b>B21</b> <sup>2</sup>	Goals based investment platform focused on cryptoassets.		Target \$29,000,000	Yes	Major Global Markets

Source: 1. TechCrunch, 2. B21C Limited

B21 will differentiate itself by developing a platform which makes the currently complex cryptoassets markets easily manageable over a smartphone application, to a global audience and by focusing on cryptoassets.

# The Existing Market and Opportunity

The world is changing and cryptoassets and the blockchain are driving growth opportunities in every sector. B21 is seizing this opportunity by enabling the general public to invest alongside technical traders and institutions. Historically people invested through banks or trading platforms which offered little returns and high fees. While these strategies encouraged good saving and investing behavior they offered limited options, returns and historically carried high fees.

As time went on better investment options and platforms were made available, especially in the internet boom, things like self-directed online trading emerged offering powerful consumer investing platforms. These platforms made a lot of people wealthy and taught many how to better manage their investments. Then with the smartphone era even easier and more portable tools came to market like Robinhood, Betterment, Wealthfront, Nutmeg, Acorn and Stash. These mobile centric services mostly used ETF's and leveraged technology to manage risk and reward, even better for consumers, with a few clicks on your mobile phone, you could open an account, begin investing and in many cases, earn a decent return.

At B21, we think this same opportunity to develop consumer friendly investment tools exist in the booming

cryptoasset market.

Cryptoassets are growing exponentially and are changing the financial landscape in many ways. Quoting a 2016 Harvard Business Review, article, "The technology most likely to change the next decade of business is not the social web, big data, the cloud, robotics, or even artificial intelligence. It is the blockchain, the technology behind digital currencies like bitcoin."<sup>1</sup> Given the unprecedented opportunities which will come out of blockchain developments, cryptoassets represent a unique opportunity for investors, like opportunities which were present at the beginning of the internet era. Investing in cryptoassets over the past several years has historically outperformed other similar investment products, indexes and fiat currency. B21 proposes to focus on cryptoassets as the foundation for personal wealth management strategies enabling average consumers to reap the benefits of the technology transformation underway.

The below table illustrates how investments in Bitcoin have compared to other popular retail investments over the past seven years.

Investment Type	Invested in 2010	Value in May 2017	ROI
<b>Gold</b>	\$10,000	\$10,230	.023%
<b>S&amp;P</b>	\$10,000	\$26,037	160%
<b>Bond @4%</b>	\$10,000	\$13,226	32%
<b>Bitcoin</b>	\$10,000	\$90,000,000	9,000%

Source: Investopedia

Past returns do not reflect future returns.

These astronomical returns have been realized by early adopters who took risk and navigated the complexities of the market. The B21 platform will make investing in cryptoassets a reality for any investor, by delivering a next generation cryptoassets investment platform, one so easy to use and understand that beginner and experienced investors from all over the globe can participate.

# Launching B21

B21 will be providing regulated and non-regulated services in the delivery of its business model. To meet these requirements, the Company has an approved in Principle Distributed Ledger License in Gibraltar, which addresses the exchange and custody of cryptoassets and has an approved the license process for a banking license in other international jurisdictions. The Company also has an agency agreement for an emoney license in the United Kingdom. These licenses are held in the Company or its controlled subsidiaries. The Company will hold client assets in cold storage facilities.

## The Platform

The B21 platform has been be developed with a mixture centralized and decentralized software systems. We plan to develop the blockchain aspects of the platform on EOS, due to its scalability and extensive smart contract capabilities. Our initial goal with EOS will be to publish transparency data about the company's transactional data and assets and liabilities. This platform will include the development of a multi-currency hosted wallet system, payment acquiring, banking and personal investment management services. The key to our success will, however, be making all the technology required to operate the platform, to be presented in a way that the all-encompassing service is very easy to use, ensuring the purchase, visualization and performance of investments are intuitive and simple.

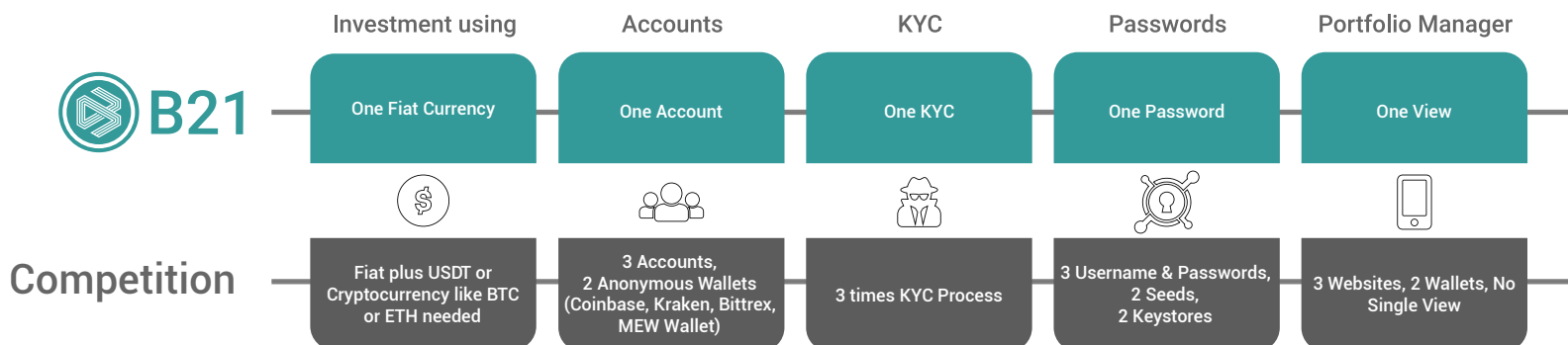


# B21 Differentiation

B21 is unique in its commitment to delivering an easy to use application and its focus on cryptoassets. We are taking a complex market and simplifying it. B21 enables non technical investors to create a diverse portfolio of cryptoassets, the cryptoassets can include market cap leaders, altcoins and B21 Community voted cryptocurrencies.

Let's take the example of an investor wanting to establish an eight coin portfolio. If the investor was to use the competitive options available in the market (like Coinbase or Robinhood), they would need to setup and manage not only the Coinbase or Robinhood account but also several other wallet and exchange accounts. They would need to maintain numerous passwords, backup phrases and register their identity several times.

B21 changes all this through its focus on portfolio management. One key differentiation is our "One Account" approach which completely simplifies the account ownership and management process. As illustrated below, an investor with a B21 account with the same eight coin portfolio would have a single account, single password and a single KYC registration process. With B21 they would also be able to make all investments in the fiat currency of their choice and manage their whole portfolio in a single dashboard.



# The Platform Modules

The B21 platform will be built out of a series of software modules, each module having a key function in delivering the services. The key modules are as follows:



## Mobile and Web Interface Module

This module is built on top of the B21 APIs exposed by the core platform modules. This module is the presentation layer containing the branding and user experience supporting Android and IOS mobile apps and popular web browsers.



## Account and Know Your Customer Module

The account and know your customer module contains the customer and account data. This includes the data, process and workflows for identity verification services including; identity documents, proof of address, validation records and proof of funds data. The module will also interact with multiple internal and external data sets to process various risk, fraud and AML checks. All account holder information will be encrypted and suitability test carried out where applicable.



## Advisory Module

Leveraging machine learning and determined by details provided by the user, the robo advisory module will create a risk and investment profile of each user. The module will also have data fed by B21 analysts on identified and researched cryptoassets and future ICOs. The advisory module will also consider the goal settings of each user. Based on all these parameters the advisory module will suggest cryptoassets and ICOs to consider for the user's portfolio. Suggestions will also include the amount to invest based on the financial goal set by the user and the current rate of return so that users can have more likelihood of meeting their goals.



## Wallet Manager Module

This is a custom built custodial wallet module where the platform will manage data related to multiple fiat and crypto currencies for users.



## Foreign Exchange and Banking Module

This module will enable the movement of funds between multiple currencies and calculate and manage foreign exchange rates. This module will also interact with the Payment Manager module to process movement of funds to external bank and card network accounts, including the calculation or any relevant fees.



## Token Pool Module

This module, manage B21 reviewed tokens and coins which will be made available on the platform and include research by the B21 analyst team, including sector based, technology based regional based and market cap based pools of tokens.



## Community Portfolio Voting

We will develop a module which allows user to answer questions and provide input about upcoming tokens in the market. We will enable voting by the community to determine the most interesting projects. Projects making the top community list will then be evaluated by the B21 team and if they meet our requirements will be added to the options for users to include into their portfolios.



## Ledger and Transaction Module

The ledger and transaction module will record all financial and non-financial transactions in the system. The ledger will be comprised of centralized and decentralized data sets. The decentralized aspects will be built on EOS.



## External Integration Module

This module is a gateway to any external integrations. It maintains an integration framework for third party integrations including data transformation and normalization.



## Payment Manager Module

The payment manager module manages tokenized payment instrument information of the user which can include – bank accounts, debit card and credit cards and other alternate payment methods. This module will dynamically decide which third party payment processor to choose for processing the transaction. The decision will be based on the past success rate, fees and the uptime availability of the payment processor. This module will also hold the investment schedule of the account holder and the preferred payment method for manual and recurring investments.

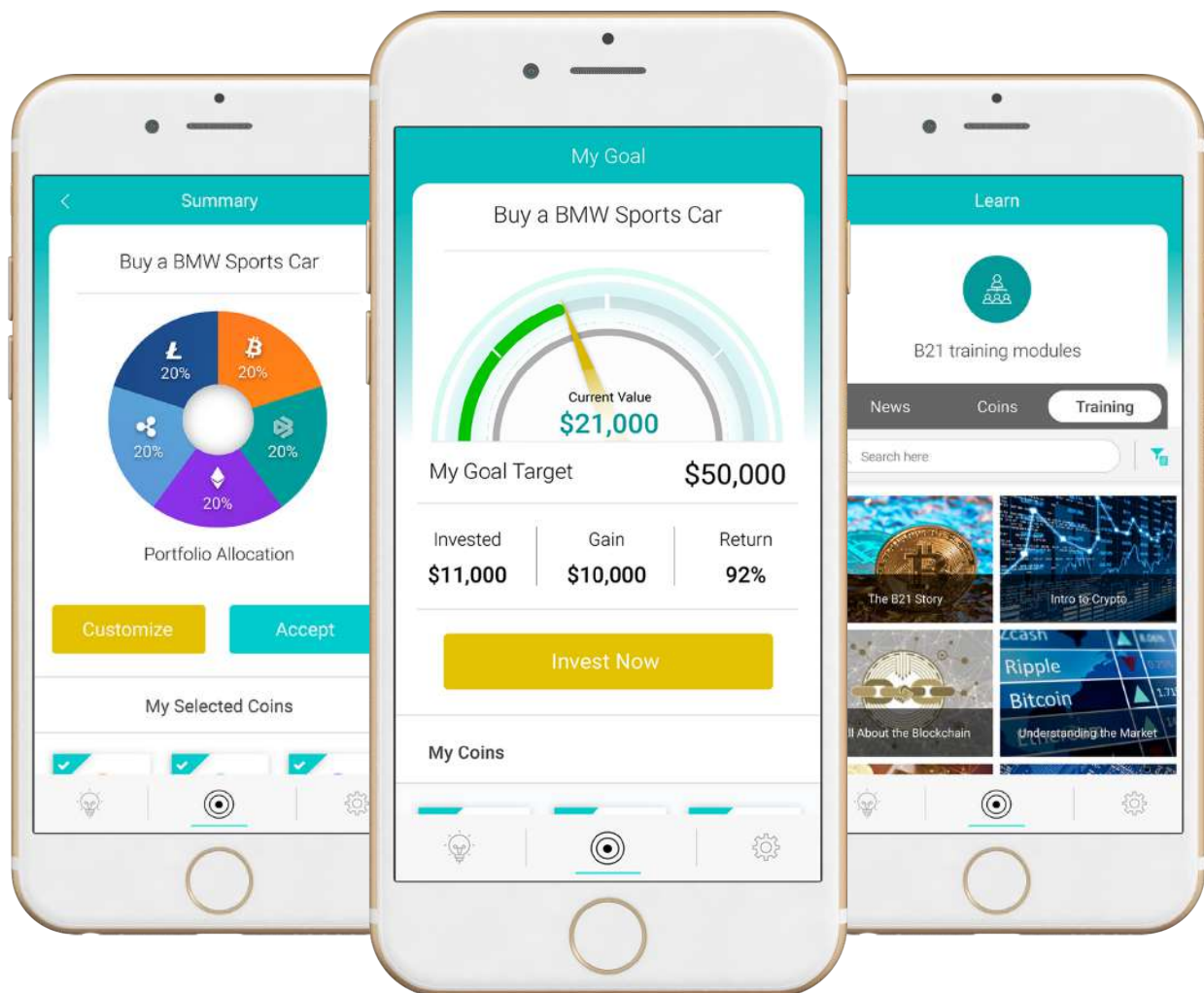


## Customer Support Module

This is the administrative module which will be used to support the customer inquiries. The module will support chat, email, voice and social media channels incorporating knowledge base and live support functions in multiple languages.

# Core Application Features

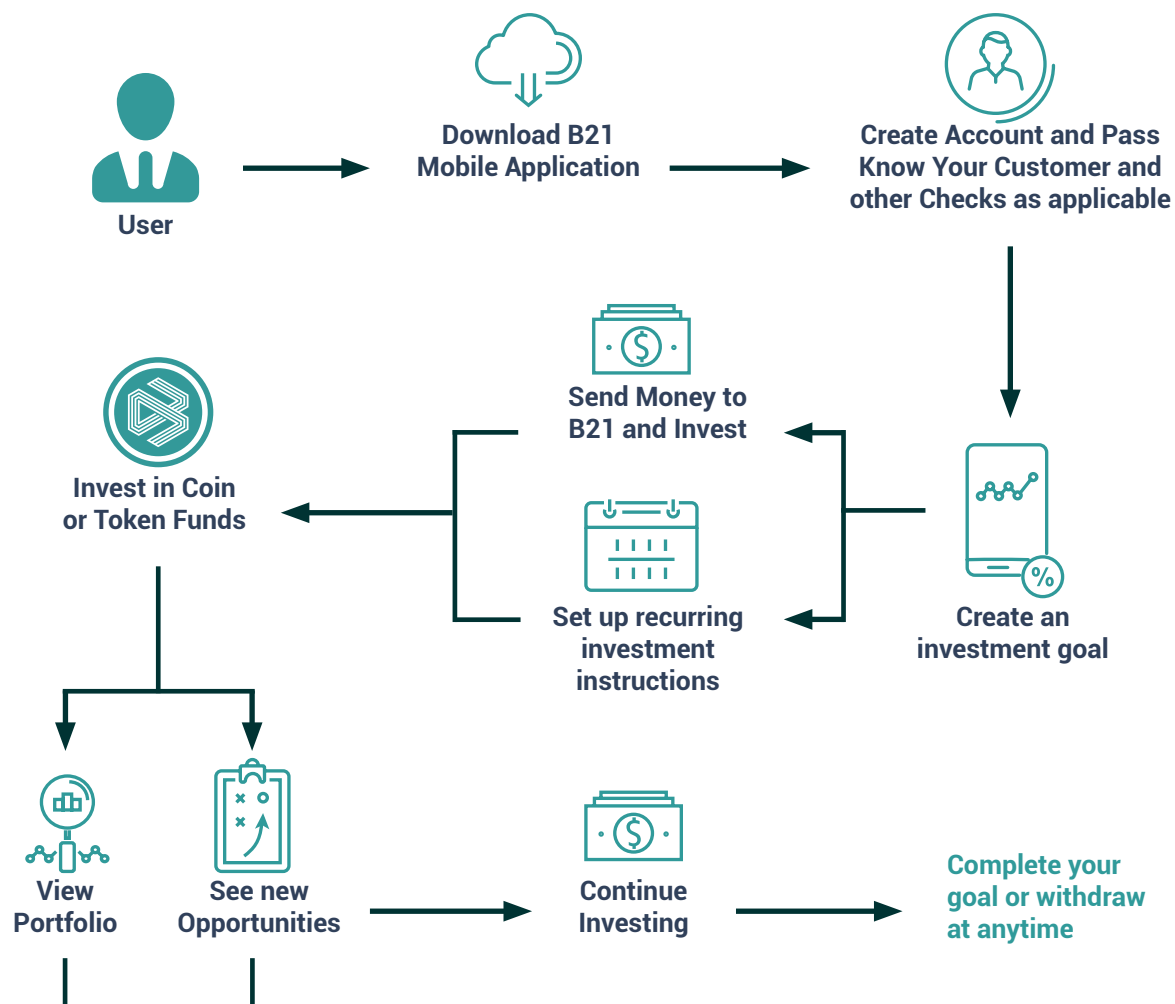
The core application features represent our vision of a robust but simple framework for enablement of personal wealth management in cryptoassets, some of the key features are:



- **A secure mobile application** offered in Android and IOS
- **An intuitive dashboard** of a user's portfolio, showing gains or losses translated to the fiat currency of choice.
- **Investment goal manager**
- **Payment instrument manager**, for ease of investment and withdraw
- **Automated recurring investment manager**
- **Token Pool service**
- **Automated micro investing** (round up of payment cards)
- **Referral system**
- **Community Portfolio Voting**
- **Education and Reward app**

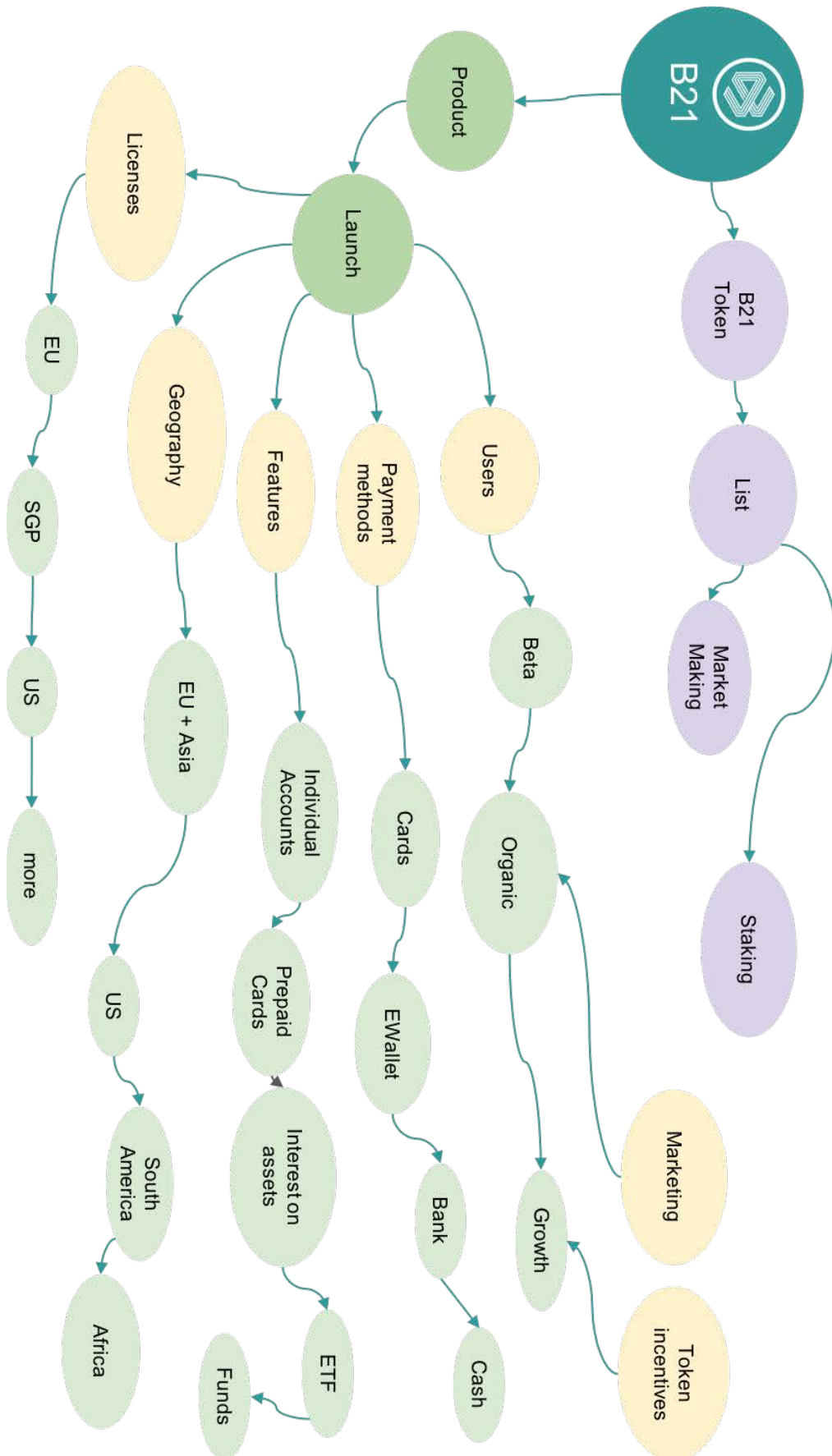
# B21 User Journey

The below is a sample of a B21 user journey in setting up an account, creating a goal and funding their desired investment.





# Roadmap



# Comparison between B21, Robinhood, Coinbase and Betterment

While B21 will share some of the features of competitive equity and cryptocurrency platforms, B21 is unique in its focus as a cryptoasset based personal wealth management platform which is specifically being designed for a global audience of retail investors. The table below illustrates key benefits of the B21 platform.

Capability	B21	Robinhood	Coinbase	Betterment
Personal Investing Platform	Yes	Yes	No	Yes
Ability to Invest in Cryptocurrencies	Yes	Limited	Yes	No
Goal Based Investments	Yes	No	No	Yes
Cryptocurrency Pools	Yes	No	No	No
Multiple Coins Supported	Yes	No	Few	No
Community Voted Coins	Yes	No	No	No
Availability Outside US	Yes	No	Yes	No
Multiple Funding Methods Supported	Yes	No	Few	Only Bank Account
Requires Strong Technical Understanding of Cryptocurrency	No	Yes Trading	Yes	N/A
Manage a Portfolio of Diverse Cryptoassets with Single Account	Yes	Only BTC and ETH	Only BTC, ETH, LTC, BCH	N/A
Education and Training	Yes	No	No	No

# B21 Sources of Revenue

B21 will earn revenue from the following sources. Our goal will be cost competitive compared to similar fiat based investment platforms while providing a high level of convenience, service and value to our customers.

- **Transaction fees**
- **Account management fees**
- **Foreign exchange fees**

## The B21 Token

B21 intends to introduce a token with the trading symbol (B21). The B21 token will be used as the only form of settlement between the B21 platform and its users within the B21 ecosystem. The B21 token will be used by investors to settle fees and also as a form of incentive and reward for the referral of users to the platform. B21 users who own the B21 token will be able to pay for services directly to B21.

A fixed supply of the B21 token will be created during the token sale with no mechanism for supply to be increased. A ledger will be maintained for the B21 token and will follow the ERC20 standard.

In addition to the B21 token being used for incentives and rewards for referrals, the Company may also introduce additional offers in the future related to regulated financial services that can be exchanged for B21 tokens including:

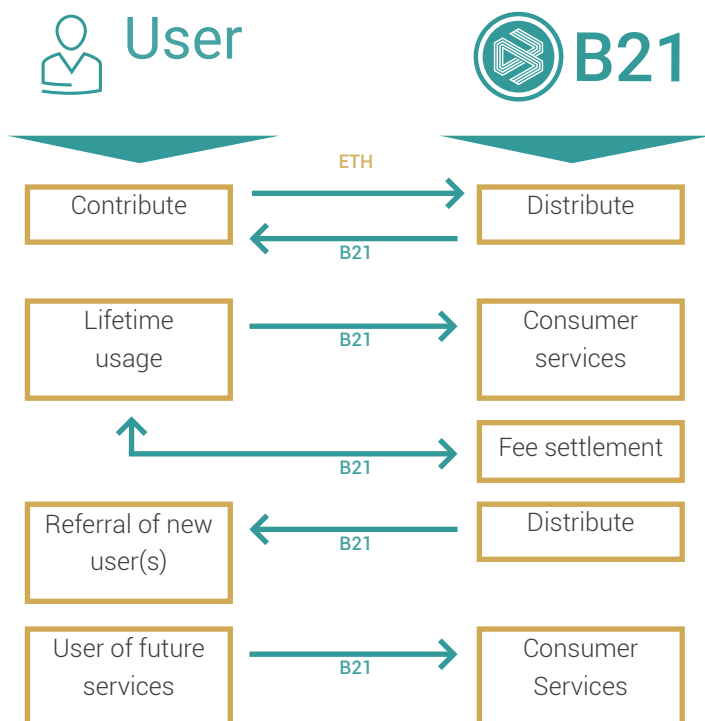
- **Debit card services** accessing portfolio value
- **Derivatives** (See Disclosures)

Using B21 as a dedicated token to manage fees and incentives across the network has many advantages.

- **Fees will be uniform** across all geographies
- **Earnings can be converted easily** and immediately into crypto or fiat
- **Earnings will be tracked** in the ledger and create a market demand for the supply of the token

- **Using a blockchain based token** makes collecting fees and paying earnings easy and we will be able to automate transactions which are immutable and transparent

The diagram below depicts some common uses of the B21 token in the platform.



# Token Offering

The B21 token offering will only be available to participants who have provided satisfactory identification. This will enable us to control the token sale event in a fair and distributed manner and provide robust know your customer controls.

## Token Distribution Limits

- **Minimum token sale** \$3,000,000
- **Maximum token sale** \$29,000,000
- **Maximum minted token supply created** 500,000,000

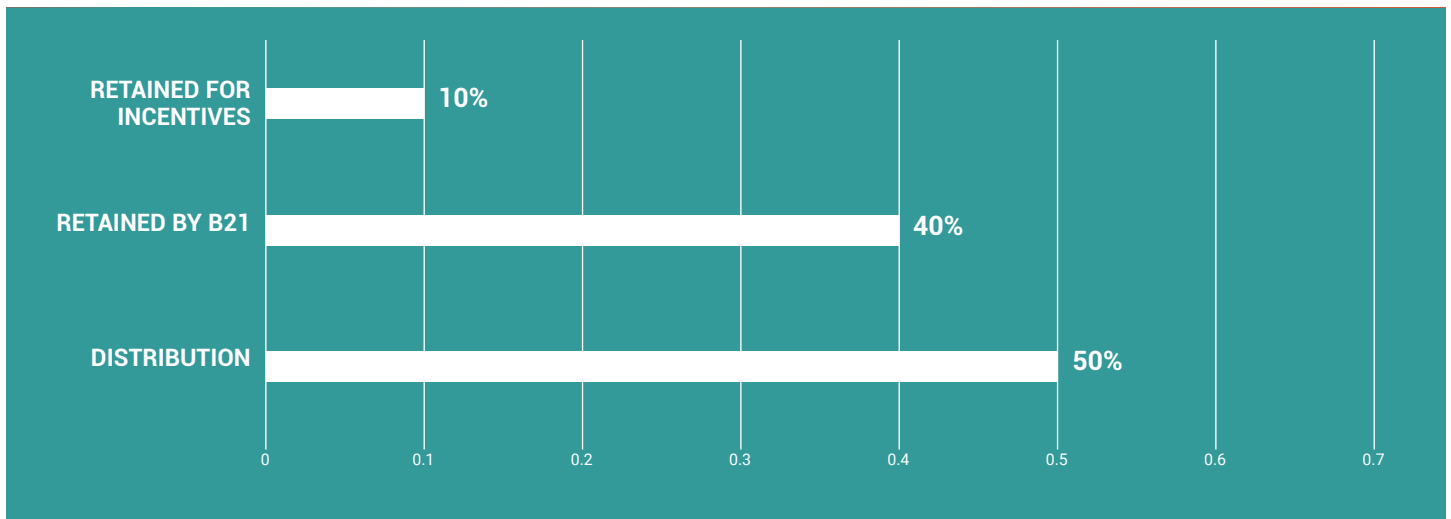
## Token Prices

Event	Price *	Maximum Tokens	Maximum in USD
Private Sale		150,000,000	\$14,550,000
Pre-Sale (16% discount)	\$.13	50,000,000	\$7,000,000
Public Sale	\$.16	50,000,000	\$7,450,000

\* The actual price will be rounded to 4 decimal places.



# Token Distribution \*



**50%** for sale during the token distribution event

**40%** retained by B21 for future offerings and employee incentives, all employee incentives subject to a vesting schedule

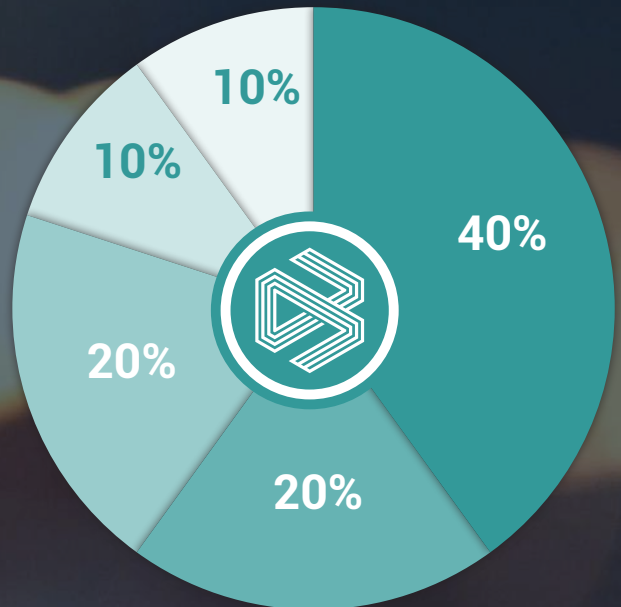
**10%** retained for bounties, incentives to users and ecosystem contributors

\* if the maximum distribution is not met, the remaining token will be retained by the Company

The only coins accepted for the purchase of B21 will be BTC, BCH, ETH and EOS. The conversion of BTC, BCH, ETH and EOS for the B21 token will be determined by the price of BTC, BCH, ETH or EOS converted to USD and then divided by the B21 token sale price at the time of participation. [See the Terms and Conditions for details.](#)

# Use of Proceeds

The use of proceeds will be generally distributed as follows and adjusted based upon the actual capital available from the token sale. The Company will convert the cryptocurrency received in the token sale, on an as required or needed basis, to fiat to finance the development of the business.



- 40% Software and Personnel
- 20% Unencumbered Reserves and Licenses
- 20% Marketing
- 10% Infrastructure
- 10% Legal and Accounting

## B21 Progress to Date

The B21 team have been working on many aspects of the project over the past several months. Below are a few of the key tasks we have completed or are working on.

- **B21C LIMITED is registered in Gibraltar (registration number 116274).**
- **We have raised \$1,000,000 in equity through strategic investors to finance the initial development of the Company.**
- **We have engaged the law firm Isolac in Gibraltar and outside counsel in the USA to ensure we have a compliant token sale and preparation of our Gibraltar DLT application.**
- **We have setup our development and production hosting environments at AWS**
- **We have engaged with DLAPiper who is preparing our bank license application.**
- **We have hired the brand and marketing firm of ParkerWhite to assist in development of the B21 brand, marketing and related activities.**
- **In addition to our founding CTO, we have hired three senior developers on the project and are working towards an Alpha release.**
- **We have entered into an Advisory agreement with the DNA Fund.**
- **Entered agreements with industry leading advisers.**
- **Engaged community and marketing managers.**

As we move forward, we plan to publish regular updates on our progress to ensure as transparent as possible community interactions.

# B21 Team

---

The B21 team has a spectrum of talents in financial services, mobile financial application development and blockchain services. In addition, we are bringing in strong investor marketing and acquisition talents to help us outreach to potential users of the platform.



## Miles Paschini **FOUNDER**

Miles is a serial entrepreneur with almost 30 years' experience in building innovative businesses in mobile and financial services markets. He has seven issued patents related to payment processing services during the development of EWI Holdings which was sold to Blackhawk Inc in 2006. Recently he developed the industry's first crypto currency linked debit cards which were implemented by the industry's leading cryptocurrency wallet and exchange operators.



## Nitin Agarwal **FOUNDER**

Nitin is a Fintech and Crypto product specialist with over 15 years' of experience in building products, financial services, marketing and sales functions. He is the co-inventor of the crypto-linked debit card. He has worked with companies like First American, PayPal and Wave Crest and build a in depth knowledge of the payment processing and specialist in building the wallet products for money in and out. He is an early investor in multiple cryptocurrencies including BTC, ETH and EOS.



## Larry Herbinaux **CHIEF SOFTWARE ARCHITECT**

Larry is an experienced, hands-on software architect involved in the architecture, design, and implementation of microservices architectures, service-oriented architectures, and distributed systems. He has been in the software industry since 1990 and has significant experience and expertise in application, integration, and enterprise architecture. Larry has 28 years of experience as a successful software architect, developer and executive who has worked on many high-profile projects for companies such as Microsoft, Qualcomm, and Wireless Knowledge. Larry has spent the last 16 years of his career helping to evolve technology within the payment and prepaid industry. Larry graduated from the University of California San Diego.

# B21 Team



## Anant Anand Gupta **SENIOR DEVELOPER**

Anant has over 17 years of experience in Software Architecture, Design and Development. He is a full stack developer and solution architect, with a passion for cryptocurrencies. Formerly Anant was a Solution Architect for FIS Global and Technical Architect for Sonata. He brings his experience of successfully building large scale platforms and enterprise solutions with him.



## Rhea Craib **HEAD OF MARKETING**

Rhea is a marketing specialist with over 10 years of experience of successfully leading marketing campaigns for a variety of profile businesses in the UK, Spain and Gibraltar. She brings with her a vast experience in marketing, which includes content marketing, social media, paid ads and event based marketing. She is particularly keen on the mobile and fintech domains. Rhea has a keen interest in blockchain technology and cryptoassets and brings a fresh perspective to B21.



## Sathish D **MARKETING MANAGER**

Sathish is a product and corporate marketing professional in Payments and Fintech space. He has solid experience in end-to-end development and implementation of ATL & BTL campaigns, event based marketing and has previously marketed cryptocurrency linked debit cards. Prior to marketing, he was in the Business Intelligence domain, analyzing and visualizing data. He completed his MBA from IIM Lucknow with specialization in Marketing & Business Analytics.



## Andres Rivera **SOFTWARE DEVELOPER**

Andres is a full stack developer specializing in web services and real-time integrations. He is passionate about cryptocurrency and is excited to be working on the B21 Investment platform. At B21, he works with Chief Architect and CTO to develop various platform modules. Prior to joining the B21C Limited team, Andres developed FinTech services for UrbanFT. He developed and maintained third-party integration for payment solutions such as IDology for KYC and TCetra for Mobile Top Up. He also performed the role of a DevOps engineer for UrbanFT.



# Advisors & Investors

---



## Brock Pierce

Brock is an entrepreneur and venture capitalist with an impressive track record in founding, advising, and investing in disruptive businesses. He pioneered the market for digital currency in the game industry and has raised more than \$500m for his companies. He is an early investor in Bitcoin and one of the largest investors in the Ethereum crowd-sale. His extensive resume includes co-founder of Blockchain Capital, Partner and Head of Strategy at Block.one, founding board member of Mastercoin (inventor of the ICO), advisor to Bancor and BitGo, and current chairman of the Bitcoin Foundation.



## Joey Garcia

Joey Garcia is the Financial Services/Fintech Partner at ISOLAS and co-chairs the Gibraltar Government working group on digital currencies and distributed ledger technology (DLT). He is ranked by Chambers & Partners as being one of the top 12 lawyers in the blockchain and crypto space in the world and he is ranked by the legal 500 as being a leading individual in the investment funds. He is a regular speaker at various events on regulatory developments on blockchain and is one of the thought leaders involved with the Fintech think tank established by his firm, and the Gibraltar Blockchain Innovation Centre.



## Michael Terpin

Michael Terpin has more than 25 years of PR agency management. In the blockchain sector, Terpin has led the PR efforts for more than 150 blockchain companies and foundations, including some of the leading token crowdsales. Client successes include the launches of Aeternity, Augur, Bancor, Ethereum, Factom, Gnosis, Golem Network, Lisk, MaidSafe, Qtum, and Tether, as well as ongoing campaigns for Bittrex, Counterparty, Dash, Eos, Kraken, NEM, Neo, Storj and Shapeshift. Terpin co-founded BitAngels, CoinAgenda & bCommerce Labs. He currently heads up the ICO investment committee for Alphabit Fund and advises numerous blockchain companies and foundations, including Bancor, ICOBox.

# Advisors & Investors

---



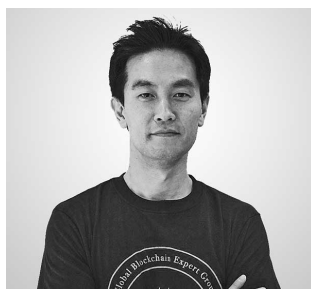
## Crystal Rose

Crystal Rose is a technologist and successful entrepreneur. She is the co-founder and CEO of Sensay, a Los Angeles-based artificial intelligence (A.I.) and communications platform and SENSE, a blockchain protocol. She raised \$21M in capital with prominent institutional VCs, most recently completing a successful ICO for the SENSE digital token ([makesense.com](https://makesense.com)).



## Lars Rydstrom

Lars is an entrepreneur and investor with over 30 years of experience in developing successful consumer products and services across a variety of industries. Lars was the former CEO of Ronson and Acculight. Since the sale of Lars last business, he has acted as an investor and advisor for several startups through his family office investments. Lars is an investor in B21 and will be advising on consumer marketing strategies.



## Mike Noh

Marketing advisor and partner to B21 in Asia, Mike Noh is a leading marketing professional within the crypto space, with over 20 years of marketing experience within the IT and entertainment industries. His extensive resume includes Global Marketing Director at IoT platform HDAC, Director of Marketing and Business at renowned entertainment company JYP Entertainment, and Content Marketing manager at South Korean video developer NCSoft. Mike is now Chief Marketing Officer at global blockchain expert group, Decentre and Advisor to Foresting a top blockchain based social media mobile technology service.

# Advisors & Investors

---



## David Lee

Advisor and partner to B21 in Asia, David Lee has a wealth of business experience in consulting cryptocurrency and blockchain businesses in Asia, in addition his background also includes digital marketing, finance, insurance and card corporation. David is the CEO and Co-founder of global blockchain expert group, DeCentre. His extensive resume includes CSO of Foresting Network a leading blockchain based social media mobile technology service, Director of operations at IoT platform HDAC and CEO of Madum, a start-up that provides digital and mobile services to Fintech companies internationally. David also boasts a Masters and an MBA in Business Management from Hanyang University.



## Pavel Hilman

With over a decade of experience in the financial industry and private venture investments of various high-technology projects in the areas of bio-tech, agri-tech, med-tech, AI and Blockchain Pavel currently serves as a Shareholder, Member of the Executive and Advisory Boards and Supervisory Committees of numerous private and public corporations in the United Kingdom, USA, Switzerland, Israel, Luxembourg, Poland, and Ukraine.

# Professional Service Providers to B21

---





# FAQ

---

## Is B21 a Wallet?

B21 is not a wallet, but we do use wallets to secure your investments. B21 is an investment (Personal Wealth Management) platform and we take care of storing your cryptoassets in secure wallets for you so you can focus on investing.

---

## Is B21 a Fund?

No, B21 is not a fund it is a personal wealth manager that allows users to create a goal and then invest in cryptocurrencies against this goal. B21 may add its own funds or third party funds in the future subject to regulatory approvals.

---

## How does my investment get invested?

On the business day after we receive your investment funds, we will purchase the cryptoassets as defined in your goal settings and credit to your account.

---

## What is a crypto currency?

A cryptocurrency (or crypto currency) is a digital asset designed to work as a medium of exchange using cryptography to secure the transactions and to control the creation of additional units of the currency

---

## Can I have only one coin in my goal (Like Bitcoin?)

Yes, if you only have one coin, 100% of your investment funds will go to buy that coin, you can also have several coins as part of your investment goal portfolio.

---

## Is B21 a trading platform?

No, we do not support trading, we are an investment platform where you plan goals and invest over time.

---

## Can I withdraw my funds?

Yes, you can end all or part of your investment goal anytime and withdraw the funds. We will sell all your coins at then current market prices and send you the fiat cash value in your desired currency.

# FAQ Continued

---

How do you calculate my returns?

We calculate the value of your coins in your Goal based upon the mid-market rate (the average of the exchanges quoting prices), then we subtract what you have invested to date and divide the difference by your invested amount. The result is your gain or loss.

---

Is investing in cryptocurrency safe?

Cryptocurrency investing is a new industry and is risky, like many other investments. You should only invest a small amount of your worth and be able to suffer losses and of course enjoy gains.

---

When I withdraw into dollars do you reduce my coin holdings proportionally?

Yes.

---

Can I have more than one goal at a time?

At the present time, you can only have one active goal. In the future we plan to support more than one goal at a time.

---

Can I remove a coin from my goal?

Yes, if you want to remove a coin, you change its allocation to zero, these funds will then be reinvested into your remaining cryptoassets proportionate to your allocations.

---

# FAQ Continued

---

Can I change my coin allocation in a Goal?

You can change your goal allocation. We will sell or buy the crypto-assets as necessary to re-balance the goal per your instructions.

---

Can I invest using a credit card?

We plan to accept debit cards as a payment mechanism in certain markets. As we release new payment options, we will update the community.

---

Why can't I register my country?

Our goal is to bring simple cryptocurrency investing to everyone. Over time we will open new markets. If you don't see your country listed, drop us a line and tell us where to grow next.

---

Why do you need to verify my identity?

B21 is managing your investment and we want to be sure we know who our customers are. If you are looking for an anonymous service, B21 is not for you.

---

1 . <https://hbr.org/2016/05/the-impact-of-the-blockchain-goes-beyond-financial-services>.

# Disclosures

## LEGAL DISCLAIMER

This whitepaper is for information purposes only and may be subject to change. We cannot guarantee the accuracy of the statements made or conclusions reached in this whitepaper and we expressly disclaim all representations and warranties (whether express or implied by statute or otherwise) whatsoever, including but not limited to:

- any representations or warranties relating to merchantability, fitness for a particular purpose, suitability, wage, title or non-infringement;
- that the contents of this document are accurate and free from any errors; and
- that such contents do not infringe any third party rights.

We shall have no liability for damages of any kind arising out of the use, reference to or reliance on the contents of this whitepaper, even if advised of the possibility of damages arising.

This whitepaper may contain references to third party data and industry publications. As far as we are aware, the information reproduced in this whitepaper is accurate and that the estimates and assumptions contained herein are reasonable. However, we offer no assurances as to the accuracy or completeness of this data. Although information and data reproduced in this whitepaper are believed to have been obtained from reliable sources, we have not independently verified any of the information or data from third party sources referred to in this whitepaper or ascertained the underlying assumptions relied upon by such sources.

As of the date of publication of this whitepaper, B21 tokens have no known or intended future use (other than on the B21 network, as more specifically defined in this White Paper).

No promises of future performance or value are or will be made with respect to B21 Tokens, including no promise of inherent value, no promise of continuing payments, and no guarantee that B21 Tokens will hold any particular value. Unless prospective participants fully understand and accept the nature of the B21 business and the potential risks associated with the acquisition, storing and transfer of B21 Tokens, they should not participate

in the B21 Token Sale. B21 Tokens are not being structured or sold as securities or investments. B21 Tokens hold no rights and confer no interests in the equity of the company. B21 Tokens are sold with an intended future functionality and utility on the B21 network and all proceeds received during the Token Sale may be spent freely by B21 on the development of its business and the underlying technological infrastructure.

This whitepaper does not constitute a prospectus or disclosure document and is not an offer to sell, nor the solicitation of any offer to buy any investment or financial instrument in any jurisdiction. B21 Tokens should not be acquired for speculative or investment purposes with the expectation of making an investment return.

No regulatory authority has examined or approved any of the information set out in this whitepaper. No such action has or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this whitepaper does not imply that applicable laws or regulatory requirements have been complied with.

Participation in the Token Sale carries substantial risk and may involve special risks that could lead to a loss of all or a substantial portion of your contribution. Further information about the risks of participating in the Token Sale are set out in the Token Sale T&Cs. Please ensure that you have read, understood and are prepared to accept the risks of participating in the Token Sale before sending a contribution to us.

The Token Sale and/or B21 Tokens could be impacted by regulatory action, including potential restrictions on the ownership, use, or possession of such tokens. Regulators or other competent authorities may demand that we revise the mechanics of the Token Sale and/or the functionality of B21 Tokens in order to comply with regulatory requirements or other governmental or business obligations. Nevertheless, we believe we are taking commercially reasonable steps to ensure that the Token Sale mechanics and issue of B21 Tokens do not violate applicable laws and regulations.

# Disclosures Continued

## CAUTION REGARDING FORWARD-LOOKING STATEMENTS

This whitepaper contains forward-looking statements or information (collectively "forward-looking statements") that relate to our current expectations of future events. In some cases, these forward-looking statements can be identified by words or phrases such as "may", "will", "expect", "anticipate", "aim", "estimate", "intend", "plan", "seek", "believe", "potential", "continue", "is/are likely to" or the negative of these terms, or other similar expressions intended to identify forward-looking statements. We have based these forward-looking statements on current projections about future events and financial trends that we believe may affect our financial condition, results of operations, business strategy, financial needs, or the results of the Token Sale.

In addition to statements relating to the matters set out here, this whitepaper contains forward-looking statements related to the B21 networks' proposed operating model. The model speaks to our objectives only, and is not a forecast, projection or prediction of future results of operations.

Forward-looking statements are based on certain assumptions and analysis made by B21 in light of its experience, current conditions and expected future developments and other factors it believes are appropriate, and are subject to risks and uncertainties. Although the forward-looking statements contained in this whitepaper are based upon what we believe are reasonable assumptions, there are risks, uncertainties, assumptions, and other factors which could cause B21's actual results, performances, achievements and/or experiences to differ materially from the expectations expressed, implied, or perceived in forward-looking statements. Given such risks, prospective participants in the Token Sale should not place undue reliance on these forward-looking statements.

One risk referred to several times in document above is the risk of regulatory approvals. As stated on page 17 B21 has

engaged a firm to assist with a bank license application. This is a complicated and time consuming process and not guaranteed to produce a license as a result. B21 will aim to navigate the ever changing regulatory landscape. However, it is worthy of note that this risk may significantly alter the future opportunities that may be made available in the B21 platform.

## CORPORATE GOVERNANCE

The corporate governance arrangements and the key team members involved in the Project.

### Corporate Governance

#### "First in class" corporate governance

B21 has adopted and embraced a "first in class" principles-based approach to corporate governance. The approach promotes and guides the behaviour of those responsible for corporate governance in order to achieve the purpose and objectives of B21C Limited.

The six overarching principles of the corporate governance approach are:

**Leadership:** Leaders shall lead with the intent of meeting the business purpose and objectives of the business in both the short and long term.

**Ethics, Honesty and Integrity:** Leaders shall ensure that the business is conducted in an ethical, fair and transparent manner. Leaders shall act with honesty and integrity in every walk of life.

**Capability:** Leaders shall have an appropriate mix of knowledge, skills, qualifications and experience to enable them to discharge their duties and responsibilities effectively.

**Sustainability:** Leaders shall guide the business to create value and allocate it fairly and sustainably to ensure that adequate financial and non-financial resources are maintained.

**Accountability:** Leaders shall be accountable and shall communicate to stakeholders at regular intervals, a fair and balanced assessment of how the business is achieving its



# Disclosures Continued

---

purpose and objectives.

**Community:** Leaders shall ensure that they uphold and protect the interests of the communities in which the business operates and safeguard the reputation and integrity of Gibraltar and the global blockchain community.

The principles are intended to contribute to open and dynamic practices so that those responsible for corporate governance can focus on how to best apply them to achieve the business purpose and objectives. A robust internal control system will be adopted with policies and procedures that manage risk and ensure consistency in the quality of service being provided at all times to all stakeholders. Control systems will be designed to ensure the standards of regulation and compliance are applied to all business areas including adherence to the “nine DLT principles” of the DLT Regulations (where applicable).

Management will be organised such that clear goals are set, with feasible strategies to achieve the goals, an appropriate organisation structure to deliver the goals and appropriate reporting and controls to monitor performance. Irrespective of the fact that the interests of stakeholders may be different, the corporate governance approach will treat all stakeholders with equal concern and respect. The tone and culture of the business will be set from the top with “first in class” corporate governance principles being encouraged throughout.

## TERMS OF THE TOKEN SALE

Click [here](#) for terms and conditions of the B21 token sale.