



Bringing stability to the world of Cryptocurrency with the BiPS Exchange Token.

Total supply of BiPS Exchange Tokens:	Fully Diluted Market Cap:	Exchange Token Mid Price at 05 January 2024:
500,000,000	£5,600,000,000	£11.20

*Exchange price will vary

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The Global Vision

Millions of people around the world have been speculating in Cryptocurrencies such as Bitcoin and others for the last ten years.

Cryptocurrency has been volatile and has often been referred to as the financial wild west. BiPS which is short for basis points, is used in the finance and banking world to describe units of financial measure. i.e. a 0.25% interest rate rise is known globally as a 25 BiPS rise.

The technology and global network of computers behind Cryptocurrencies, is known as the blockchain. The blockchain is very secure, most clearing banks of the world are currently piloting their own digital currency transactions. The security and speed of transfer for digital money is in the seconds as opposed to day's. This near immediate transfer brings many benefits, not least huge structural costs savings.

Transfer is done via a "Smart Contract" and BiPS have successfully established and traded their own smart contract during BETA testing.

The BiPS Exchange Token is a new digital currency tacitly referenced to property and assets. It is an unregulated Exchange Token. The BiPS Exchange Tokens are exchanged in an orderly manner to create stability and value for BiPS Exchange Token holders.

Unlike other digital currencies that have 'Proof of Work' or 'Proof of Stake' behind them, the BiPS Foundation has cash and property creating stability and liquidity together underpinned by the following four elements;

1. Security (Proven Platform)
2. Trust (The team)
3. Regulatory experience
4. Privacy (Blockchain anonymity via smart contracts)

The BiPS Exchange Token will be used to securely remit, store or trade globally on blockchain Token exchanges. This may include Fiat (GBP, USD, Euro+++) or other digital currencies, using either BiPS or other Ethereum digital wallet.

The Opportunity

We have the opportunity to solve a major financial problem in the world.

Since the financial crisis in 2008, trust in the worlds banks, financial institutions and Governments is at an all time low and ripe for disruption, the blockchain and the BiPS Token holders can accelerate this much needed global evolution by creating a secure trusted network, using Distributed Ledger Technology (DLT).

We seek to bring trust to the crypto world, by creating underlying value in the BiPS Exchange Token. When the Token is used as a payment or exchange, not only will the trade be on the public blockchain ledger, but the Foundation will have underlying resources and real world stores of value such as property and other assets.

85% of the worlds population have minimal access to financial security and freedom. With the decentralised blockchain and BiPS Token that could very well be about to change.

Market Size

£1.320TR

Global Market Capitalisation

20,000+

Cryptocurrencies

£62.68BN

Daily trading volume

Crypto Market as at 5th January 2024 Source: www.coinmarketcap.com

Top 10 Cryptos	Single Unit Token/Coin Price	Market Cap (Billion)	Volume traded in last 24h (Billion)	Number of Tokens/coins in supply
Bitcoin (BTC)	£ 34,650.29	£ 678.223	£ 27,559	19,590,431
Ethereum (ETH)	£ 1,776.88	£ 213.420	£ 8.967	120,184,229
Tether (USDT)	£ 0.79	£ 73.351	£ 45.149	92,808,320,416
BNB (BNB)	£ 251.51	£ 38.135	£ 0.999	151,691,328
Solana (SOL)	£ 79.44	£ 34.235	£ 2.719	431,129,675
XRP (XRP)	£ 0.45	£ 24.365	£ 1.190	54,125,149,173
USDC (USDC)	£ 0.78	£ 19.798	£ 5.778	25,097,067,617
Cardano (ADA)	£ 0.42	£ 15.150	£ 0.464	35,376,205,424
Avalanche (AVAX)	£ 29.03	£ 10.639	£ 0.138	366,531,453
Dogecoin (DOGE)	£ 0.65	£ 9.291	£ 0.416	142,525,136,384



Capital Flow

The BiPSExchange Token Use Case.

You can buy BiPS via the Moneybrain App. Payment can be made by standard bank transfer or crypto*.
(*accepted currencies only).



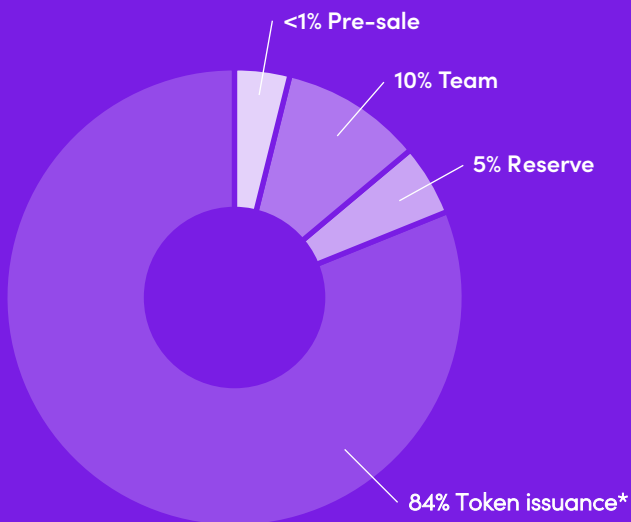
BiPSExchange Token Proceeds.

To create stability for the Token as a whole, BiPS Foundation, will purchase assets.

Moneybrain Global Ltd provide a global secondary market for BiPS Token currency exchange.

95% of funds raised globally from the exchange will go to purchase assets.

% Use of funds split



*455,000,000 BiPS are available for exchange. Price (although tacitly stabilised), proceeds and demand are market driven.

The BiPS Token has been minted/created using a technical standard known as Ethereum or ETH for short. When the BiPS Token publicly trades on an exchange, ETH is used as the exchange value and is quoted 24/7 along with a growing number of Cryptocurrencies.

www.coingecko.com

BiPS Roadmap

The roadmap is a guide.

Q4 2018

01

Token pre-sale & BiPS portal go live

Stage Complete

Pre-sale engagement to launch network and welcome global contributors

Q1 2019

02

Token issuance programme & BiPS Apps Go Live

Stage Complete



Q2 2019

03

Platform live & Token trading commences

Stage Complete

BiPS Exchange Token to be listed on UK and European liquid blockchain exchanges.

Q3 2019

04

Global PR & International exchange roll-out

Pending Regulation

Plans for blue-chip asset and debt acquisition program in USA (subject to SEC approval), Australia, Spain and Canada

Q4 2019

05

Platform fully operational

Stage Complete

BiPS Exchange network expansion continues globally and asset acquisition to maintain network stability and liquidity in full flow.

Q4 2020

06

Moneybrain App re-launch

Stage Complete

Moneybrain App re-launched with increased functionality, Personal & Business Moneybrain Account are now live. KYC automation completed.

BiPS Roadmap (continued)

The roadmap is a guide.

Q2 2021

07

Moneybrain Digital Assets Card programme

Stage Complete

Contract agreed with Mastercard for people to spend their BiPS.

Q3 2021

08

Moneybrain Banking Rails launched for Euro/USD/GBP

Stage Complete

Faster payment rails rolled out to UK customers.

Q4 2021

09

First listing of BiPS on European Regulated Crypto-exchange.

Stage Complete

Current listing programme with BiPS/ BTC BiPS/ETH pairing on ZBX.com

Q1 2022

10

Application to Jersey Financial Services Commission

Stage Complete

Application for Global Headquarters of all crypto activities for Moneybrain Group.

Q2 2022

11

Virtual Currency Exchange Licence Granted

Stage Complete

Companies commence virtual currency exchange activities. Moneybrain Global Ltd offices established in Jersey (Channel Islands).

Q4 2022

12

European Legislators introduce (MiCA) Market In Crypto Assets

Stage Complete

Introducing (ART) Asset Referenced Token definitions which BiPS appears to meet said definition.

BiPS Roadmap (continued)

The roadmap is a guide.

Q1 2023

13

UK Treasury Minister acknowledges Regulatory proportionality needs re-addressing.

Scope creep is creating global competitiveness issues and UK regulatory authorisation inefficiencies.

Q2 2023

14

Moneybrain physical office relocates to Jersey (British Isles)

Stage Complete

Senior management re-location to Jersey (British Isles)

Q2 2023

15

Licence Upgrade with removal of initial trading limits.

Stage Complete

New VASP trading license issued with no trading limits by Jersey Financial Services Commission (JFSC)

Q3 2023

16

Global governments support equivalence regimes for the exchange of digital assets.

Stage Complete

UK government accept reverse solicitation from 'friendly' jurisdictions will happen.

Q3 2023

17

FATF Travel Rule comes into effect.

Stage Complete

200 countries sign up to standardise crypto payments and exchanges. UK Introduces 01 September 2023.

Q4 2023

18

PayPal announce planned roll out of stable coin.

Creating a new type of digital money not issued by banks.

BiPS Exchange Token Cryptocurrency

Technology development and the use of the internet continues to gather pace and increasingly touches all aspects of our lives.

The introduction of efficient, swifter and more secure means of acquiring goods and services online is a natural progression in our data-driven world.

The introduction and establishment of Cryptocurrencies has surprised many by their success. This success has been underpinned by blockchain and the certainty this gives to users. The ability for users to have immediacy in transactions and for those transactions to be recorded securely via the blockchain has driven the use of Cryptocurrencies globally.

Our business has been committed to the introduction of peer to peer financial services, allowing customers to take advantage of a branch of investment products that had not been previously available. The introduction of the BiPS Exchange Token is a natural extension to this.

The BiPS Token is designed to give acquirors direct line of sight to the asset referenced security value of the Token itself. This visibility alone provides transparency on the value above and beyond current offerings.

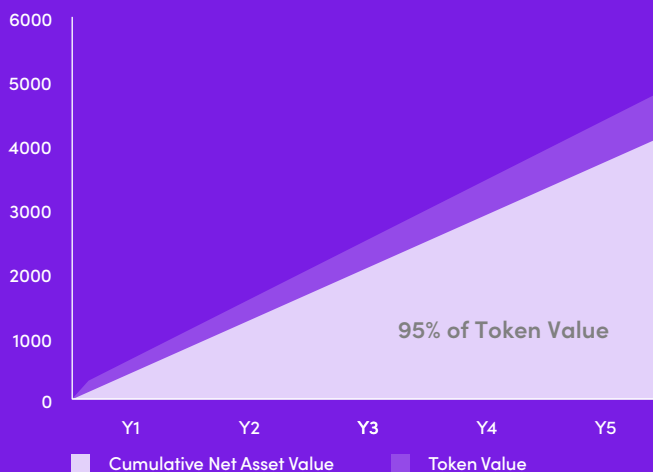
One of the challenges of these new means of value transfer has been volatility. Fuelled by speculation and uncertainty, prices have fluctuated. For BiPS, on issuance, token proceeds will be used to develop the Foundation.

As the number of tokens exchanged increases, an undetermined value of assets may grow in parallel, up to the maximum tokens in circulation. This is designed to give those tokens a clear, intrinsic value. The sentiment value of token proceeds is directly linked to the asset base. The higher the token issue value, the higher the value of assets acquired to support it.

It is important to appreciate there is not a direct claim to the underlying assets as these are the property of the BiPS Foundation. Any surplus in the foundation is used for the advancement in education of distributed ledger technologies and the infrastructure that supports BiPS.

The BiPS token issuance is not regulated, it is innovative and ground breaking and we are delighted to be again part of designing a small part of the future financial services landscape.

Token Value v Asset (£ Million)



Assets as percentage of Token Value



The above graphs are based on an initial £10 Public Token issuance. The increase in Token and asset value takes into consideration a gradual rise during the 36 month issuance period.

Team Members



Lee Birkett
CEO

Founder and CEO of AIM Listed financial services business Prestbury.com 1994-2008 originating in excess of £5BN of Loans and Insurance with full regulatory oversight.

Presented the Peer to Peer lending and saving opportunity to the Crowd in Dec 2013. Successfully closed an oversubscribed crowdfunding pitch April 2014 raising £20M+ to date to develop and prove the platform with the support of 1,000+ investors.



John Gray
Finance Director

John was appointed Finance Director March 2016. Before joining JustUs, John held a number of senior finance roles over a 12 year period at Rolls Royce plc. John began his career with Arthur Andersen and is a member of the Institute of Chartered Accountants in England and Wales.



Mike Moroney
Chief Operating Officer

An accomplished Sales and Compliance Manager. Mike joins us from Santander UK plc where he has spent the last 9 years supervising regulated sales teams. 1995-2008 Mike was a member of the senior leadership team with Lee Birkett at the AIM listed financial services business Prestbury.com.



Mehdi Dana
CTO & Lead Blockchain

- Computer science advocate
- Blockchain developer
- Full-stack software developer
- Student forever
- Software architecture

Held senior developer roles across multiple industries including Financial Services, e-Commerce and Software development.



Simon Dempsey
Corporate Lending

Over 20 years' experience within the corporate finance sector providing advice and capital raising for SME's, focusing on private equity and institutional debt, ensuring business owners and stakeholders are fully furnished with transparent decision-making potential.

Advisors and BiPS Founding Members



Miriam Greenwood OBE DL
Global Bond Expert

<https://www.linkedin.com/in/miriamgreenwood-3860615/>

Miriam is a founding partner in Spark Advisory Partners. A qualified barrister, Miriam has had a distinguished City career and was recognised and awarded the OBE for her services to corporate finance.



Richard Farr
Compliance

<https://www.linkedin.com/in/richardfarr/>

An accomplished FS risk and compliance consultant, Richard was a Director of the Association of Mortgage Intermediaries 2007 – 2008. In 2008 to date as CEO of Telos Solutions Ltd, a multi-disciplined management consultancy who are appointed to FCA/ PRA Skilled Persons Panel.



David News
Investor

<https://www.linkedin.com/in/david-news-49a58134/>

Serial entrepreneur and investor. Joined the JustUs board in 2014 following a substantial investment in the businesses via oversubscribed Crowdcube equity placement.



Tom Teichman
Investor

<https://www.linkedin.com/in/tom-teichman-bb918b14/>

A serial tech & web investor and Board member of many disruptive businesses such as lastminute.com, Kobalt Music, Moshimonsters, notonthehighstreet.com. His portfolio companies have already exited over £1 billion in IPOs on NASDAQ, LSE, AIM and via trade sales to Financial Times, France Telecom, Dell, Oracle and Thompson Corp.



Dr. Jane Thomason
Blockchain Expert

<https://www.linkedin.com/in/drjanethomason/>

Experienced global CEO, NED, Start-up Advisor, Founder across health care, frontier technologies, and leadership. Knowledgeable about global trends in technology, DeFi, Blockchain, NFTs and the metaverse.



Rob Colin
Investment Advisor

<https://www.linkedin.com/in/robert-colin-ba555118/>

Head of Finance. An experienced financier with over fifteen years' industry experience as an independent financial adviser over personal and corporate clients.



Jeremy Bostock
Audit and Reporting

<https://www.linkedin.com/in/jeremy-bostock-67bbb612/>

Director in Accountancy Firm, Thompson-Wright, An audit specialist, Jeremy provides a wealth of experience with VC backed companies and non-listed PLC's.



Jack Hallam MRICS
Property Acquisition

<https://www.linkedin.com/in/jack-hallam-0203128/>

Founding partner of Hallams Property Consultants, Jack has in excess of 20 years' experience in agency investment and development. Jack joins as Head of Property Acquisitions.

Advisors and BiPS Founding Members



Mark Brady
Corporate Finance

<https://www.linkedin.com/in/mark-brady-51a0366/>

Mark is a founding partner of Spark Advisory Partners. He has considerable experience in providing advice to corporate clients on IPOs, takeovers and a wide range of other transactions involving private and public companies.



John Barker
Legal Counsel

<https://www.linkedin.com/in/john-barker-18952b14b/>

John is a partner in Metis Law LLP. He deals with all aspects of commercial law, including the preparation of commercial contracts, advising on points of regulatory law (including data protection, intellectual property and consumer credit) and the registration of trade marks.



Sir John Hegarty
Creative

<https://www.thegaragesoho.london/about>

Founding partner in Saatchi and Saatchi in 1970. Knighted in 2007 and was the first recipient of the Lion of St Mark award at the Cannes Festival of Creativity in 2011. Co-founder of The Garage Soho. Creative founder of international advertising agency BBH.



Jon Butler
Branding

<https://www.linkedin.com/in/jonbutler77bigbrandideas/>

Founder of customer engagement agency Big Brand Ideas in 2010 after 10 years working in agency and client side martech. Jon leads a team of digital specialists focused on delivering immersive and engaging experiences for brands.



Abi Owers
Engagement

<https://www.linkedin.com/in/abi-owers-4446754/>

Former earned media director for McCann. Engagement director for Big Brand Ideas. Extensive experience in creating paid and earned strategies that focus on content to drive brand awareness and engagement.



Tim Dempsey
Corporate Finance

<https://www.linkedin.com/in/tsdempsey/>

An energetic dealmaker in the VC space, focussed on Series A/B fundraising, secondary transactions and fund services; with a strong track record. listed in Insider's 42 under 42 (2012) and prior to this, profiled as a "Rising Star of Deal making".



Thomas Adalbert Investor

<https://www.linkedin.com/in/thomas-adalbert-6b49392/>

Former Global Principal at Google, responsible for Fintech unit offering financial comparison in EMEA and USA. A member of founding team for beatthatquote.com, a leading fintech comparison site in the UK sold to Google in 2011.



Barry James
Blockchain and
Crowdfunding Advocate

<https://www.linkedin.com/in/barryjames/>

Founding Chair of the British Blockchain & Frontier Technologies Association (BBFTA). Pioneer of the Crowdfunding & Blockchain ecosystem. Thought-leader, adviser & CityAM columnist.

Token Use

The BiPS Token Use.

- Access to the global BiPS platform.
- Gas fees for the transfer of BiPS Tokens via Ethereum.
- Maintenance of the BiPS platform.
- Platform liquidity maintenance.
- Rewards for those assisting with the platform and global development.
- Payment for legal advice and or marketing services.
- Custodian and security fees.
- Blockchain exchange listing and management fees.
- Global regulatory registration fees and advice.
- Using BiPS Tokens as security for a loan.
- Store of value and Global transfers.

History

For the last twenty five years the executive team have been responsible for the foundation and operation of 3 online platforms and brands, trading in excess of £5BN of lending and insurance to customers with full UK regulatory oversight.

- **JustUs (P2P savings and loans) 2013 to Current**
- **Moneybrain (Business to consumer mortgages and insurance – B2C) 1999 to Current**
- **Prestbury (Online Financial Adviser Network). 1993 to 2008**

Prestbury closed in 2008 following the Lehman Brothers banking collapse and credit crunch that followed. Lee Birkett as CEO and founder vowed never to be reliant on Banks and securitisation money markets ever again.

The JustUs centralised P2P platform concept was funded by the crowd in 2014 with £430,000 raised on Crowdcube. The funds raised were used to build out of the platform and regulatory applications.

A further £1.2M in equity and £20M in crowdfunded lending capital raised, combined with over 1 million transactions, has proved the systems and controls.

The JustUs platform is now out of BETA and is a fully regulated FCA Authorised P2P platform and has been on a 9 year journey from being a non-regulated platform to a fully regulated platform.

The next stage of the platform development is P2P for the world via blockchain protocols, and the engine to facilitate the global roll out of P2P is via the issuance of the BiPS Token to a global network of contributors.

The creation of BiPS takes the P2P platform to the next stage as a trusted holder of crypto collateral. Borrowers can take a UK regulated consumer credit loan by pledging crypto assets held by Moneybrain Global Ltd as security using the combination of smart contracts.

Risks

Important Risks: There are a number of risks involved in the purchase of the BiPS Token.

- Blockchain and the use of distributed ledger technologies (DLT) could be deemed unfit for their intended purpose.
- The trading of Token sales and the ability to convert the Tokens to legal tender (Fiat) could be compromised due to specific governmental and regulatory intervention in certain exchange jurisdictions.
- If the owner of the Token loses their passwords or private keys, then the Token value could be lost and irrecoverable.
- The value of the BiPS exchange token is stabilised by the sentiment of 95% of the purchase price being transparently ringfenced by the Foundation although there is no direct claim to these assets.
- Being unregulated there are no methods of recourse if there is a lack of liquidity in the BiPS community and the value of the token can fluctuate. Any value stored in BiPS is at risk.

The BiPS Smart Contracts

The Decentralised BiPS Smart Contract.



What is a centralised smart contract and network?

JustUs as our project software partner, currently facilitates online P2P contracts between borrowers and lenders. The contract is described as a bilateral P2P loan agreement.

The contract has to be formed on the internet, and be executed via the JustUs platform between the two parties. The value of the contract transfers between the two online.

In The United Kingdom, new legislation has been introduced to recognise and regulate these smart contracts. The amendments of the Regulated Activities Order are laid out in Article 36H.

Financial settlement of the contract takes between 24 and 72 hours due to bank clearing systems.

There is trust by all parties that there is "finality" and a protective compliance wrapper to the origination and management of the contract, as the parties operating the platform are fully regulated.

What is a decentralised smart contract and network?

The BiPS smart contract, whilst not-regulated, is issued by the same trusted network of people, however instead of issuing and recording over the internet, it is issued over a secure global network called blockchain.

The blockchain has a higher level of encryption, validation and speed. Where the centralised contract can take up to 3 days to formulate and finalise the value transfer, the blockchain can do it in seconds.

What's even more powerful is that the ledger is in the public domain.

The global financial system currently functions on old technology, at the end of the day, the days trade is added up, checked and stored via a disk and the exchange of total value is carried out in bulk. The blockchain is live 24/7/365 days a year, and trades happen in seconds.

A number of clearing banks are trialling blockchain to improve security and efficiency, and Moneybrain Global Ltd are doing it in a live global environment.

KYC and Digital Wallet

Know your customer.



The integrity and trust of the Moneybrain platform is key to its long term prosperity and success.

The blockchain and Cryptocurrency industry has in the past been criticised as an underworld method of money laundering and other criminal activities. The Moneybrain platform adheres to the highest level of Anti Money Laundering (AML) oversight, systems and controls.

Whilst the exchange of the BiPS Token is not a regulated activity, there is oversight by a Money Laundering Reporting Officer of all transactions and ensuring that only accredited and vetted individuals can join the network and purchase BiPS Tokens.

We have 5 partners for identity verification.



All users of the Moneybrain App and Moneybrain.com web Portal, undergo strict validation and verification of not only their identity, but also their residential address status, exposure as a Politically Exposed Person together with sanctions screening at point of application and throughout the customer relationship. Moneybrain comply with all appropriate sanctions lists and will not knowingly do business with any person or entity that is subject to sanction measures or engages (directly or indirectly) in sanctioned activities. Persons that are identified on sanctions and watchlists are considered as 'Extreme Risk' and Moneybrain will not conduct business with customers that fall in to the Extreme risk category.

Customer KYC & Due Diligence process are in place which include source of funds/wealth checks. Transaction monitoring is conducted in real time using Chainalysis to conduct initial and ongoing monitoring in relation to virtual asset wallets and transactions, including:

- detecting patterns of risk activity from darknet markets, scams, sanctioned entities and anomalous transactions.
- monitoring transactions to and from users with no delay based on the latest data available on the block chain.
- real time transaction screening to prevent withdrawals to blacklisted addresses, freeze deposits from hacks, scams and ransomware (wallet is linked to a known scam).
- linking suspicious activity or behaviour to real world entities
- tracing the flow of virtual assets through an unlimited number of hops in order to identify virtual assets which may originate from the proceeds of crime
- deterministic methodology, to identify which addresses are managed by the same entity and should therefore be grouped together in a cluster.

Accounts are monitored for excessive/unusual transactions. As an example multiple Fiat deposits for same or very similar values would be flagged for investigation. Multiple crypto deposits of small value in significant numbers would also be flagged additional review of the activity.

The BiPSwallet

The BiPS wallet will display Token ownership and exchange value. The BiPS wallet will display the unique code (Crypto hashes).
KYC and Digital Wallet

Aligning Cryptoasset regulation across the Globe.

The launch of BiPS was timed to coincide at a crossroads of crypto regulation. The first flush of crypto bad actors have come and gone, demonstrating the good and bad practice that a purely unregulated market can foster.

As the developer of BiPS, we understand the importance of the trust that regulation brings to market. We are also expert in influencing and interpreting the complex requirements to strike the balance between healthy competition, product innovation and most importantly customer protection.

Various groups across many jurisdictions are coming together to map out what global regulatory standards for coins and tokens should be.

BiPS has already taken part in mini summits and consultations on Token taxonomy involving EU and US participants with more planned involving Hong Kong, Singapore and Japan. We have entered into dialogue with the FCA in the UK and the SEC in the US. We will continue to play a part in developing the emergent global standards wherever we can.

In the UK the FCA is consulting on the regulated perimeter with some tokens falling outside and some within depending on a variety of attributes – this is and will continue to be a complex area.

The current interpretation is that BiPS is a “decentralised, unregulated exchange token, tacitly referenced to assets”.

In the US the SEC have their hands tied over their definition of Tokens by the “Howie Test” which is a fairly blunt tool and takes little account of the various attributes of Tokens, labelling them all as “Securities”. Our discussions with the SEC have unearthed this limiting test and they are driven to find a solution so that the US does not fall behind the rest of the world in the development of Cryptocurrencies and Assets. The BiPS model is of interest to the SEC as a prime example of where the test could be made more relevant to digital financial solutions.

The EU is currently in the process of developing Crypto regulation through its Markets in Crypto-assets (MiCA) proposal. It has 27 different member states with different legal and tax systems that are not harmonised so the regulatory framework is attempting to adopt a unique approach to policy making so that a licence in one of its states may be used (or passported) across all the other states.

The BiPS Foundation holds the assets that come from the purchase of BiPS

The acquisition of the BiPS Token by a person (Contributor) does not represent the purchase of equity or shares in BiPS Foundation.

The BiPS Token acquisition does not represent an investment in BiPS Foundation.

The BiPS Token is not legal tender or regulated as an asset or commodity. If a regulator or Government deems the Token status as being that of a security i.e. United States, then the BiPS Token cannot be exchanged by those citizens.

BiPS tokens value is volatile and whilst the referencing to assets is designed to reduce volatility risk, there is no guarantee that the value could reduce to zero.

Liquidity is reliant upon there being sufficient buying demand at the time of sale, so there is also the possibility of being unable to exchange your BiPS at any one time due to this liquidity risk.





*Exchange price will vary

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