

MOONX

MOONX

WHITEPAPER

VER2.0

**The World's Truly Decentralized
Ownership Exchange**



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Challenges in Digital Asset Trading

(i) Redefining Decentralization of Exchanges:

Moon Exchange is not owned by a single entity, person or board. A propagator of true decentralization, MoonX ensures equal rights to all its members or in the decision-making process. MoonX aims to provide a *Transparent & Trustworthy* platform to facilitate crypto asset transaction & liquidity.

(ii) Limited Technical Capabilities:

Today, performance of crpto exchanges are limited by lower Transactions per Second (TPS), high latency, and scalability issues. MoonX with its engineering excellence will redefine the stock and futures exchange, creating new benchmarks in the realm of trading and financial technology. At present, downtime and intermittent performance renders trade inefficient.

(iii) High Commission and Listing fees:

At present, a *profit driven* business model prevails in centralized exchanges. High commission and listing fees negatively affect Initial Coin Offering (ICO) projects and investments. This model is against the true purpose of decentralization.

(iv) Navigation and Support Center:

The complex nature of exchange platforms results in restrictive user experience in terms of navigation and customer support.

Having realized the need to provide an inclusive development platform, MoonX identifies each user as a member of the MoonX family. The user interface is designed to reduce visual load and improve usability by incorporating an effective mechanism that captures and implements feedback. In addition, MoonX offers a comprehensive user support that is available 24/7, 365 days a year.

(v) Limited Offerings:

There is a growing gap between the demand and capabilities of existing crypto exchanges to offer varied financial services. MoonX has a diverse financial portfolio which includes margin trading, leverage trading, futures, options, Over the Counter (OTC), to meet the needs of both institutional and individual investors. The complete ecosystem will help businesses realize their true potential by leveraging the MoonX trading platform. At MoonX, we believe in "give more and create value" philosophy.

(vi) Security Tokens – the next big thing in crypto:

In 2019, the blockchain industry is likely to witness a gradual shift from ICOs to security tokens as the primary medium for investment. The key highlight of an STO is the transaction lifecycle in a controlled environment. It's a concept tied to technology that reduces the risk exposure of investors to a large extent. This regulator-friendly mechanism followed in the offering of security tokens is the main factor behind its early adoption by MoonX.

By implementing a standard protocol across the industry, MoonX aims to bring uniformity and create a risk-free ecosystem. Listed below are some of the prime features of an STO:

- The tokens issued in STOs provide investors with rights to entities issuing them.
- STOs are backed by assets, equities and profits which provide more security to the investors and reduce the chances of fraud
- Security tokens comprise of several smart contracts which dictate the way the tokens should be traded
- An STO is regulatory complaint and protects the interests of investors

(vii) Existing problems in cross-border transactions:

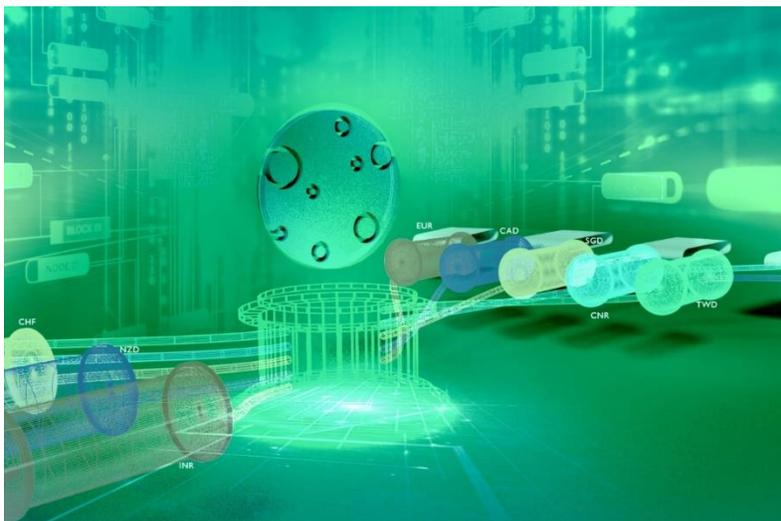
There's tremendous growth in cross-border transactions over the last decade despite economic fluctuations, and it is set to continue in the same manner. However, there still exist issues that wedge the smooth functioning of this system. The current challenges in cross-border transactions can be broadly divided into the following categories:

- A. Inefficient process of transfer:** The primary challenge faced by traders while registering on trading platforms is the account opening process. Often, it is cumbersome and time consuming. This creates demand for a user-friendly platform that streamlines the registration process for domestic as well as cross-border trade.
- B. Execution challenges:** The key issues faced at an execution level are as follows:
 - (i) Multiple levels of compliance requirements
 - (ii) Language-based barriers
 - (iii) Time zone restrictions
- C. Limited to pairs:** Most trading platforms in the digital realm support limited currency formats and restrict the scope of digital asset trading. For higher returns, traders are required to transact over multiple exchange platforms for conversions into the desired currency format. However, in doing so, the trader is subjected to risks in the form of currency fluctuations and higher trading fees.
- D. Legal Challenges:** The distinct parameters in legal systems across the globe is an obstacle to an effective transaction. Not only do the principles of financial transactions vary from country to country, but the difference in the underlying concepts of financial trade could go beyond legal guidelines. Also, there is a constant threat of performing financial transactions in countries with underdeveloped legal systems.
- E. Cultural Challenges:** While customary ways of resolving a dispute can help in domestic dealings, the same may not be true when it comes to cross-border transactions. Cultural differences can lead to challenges in the form of communication and understanding, which demands additional planning.

Given these shortcomings, blockchain and its potential to transform the system of transactions is gaining momentum. Simply put, Blockchain is a universal ledger present in a distributed network which is accessible to all the participants in the network. The ledger is validated by a consensus mechanism which means that direct transfers can be initiated without the risk of manipulation. This also mitigates the need for intermediaries or correspondent banks.

The MoonX Implication Engine, a first-of-its-kind system allows its users to convert their base trading currency into any format of their choice. For instance, a user will be able to convert THB to KRW without trading through currency pairs. This improves liquidity and the trading volume and provides all currencies an opportunity to compete.

Digital asset trading through MoonX is swift and convenient as the platform inherently resolves the main problems associated with market depth and currency transfer. By leveraging technology, MoonX ensures faster execution timing and lower prices in a cross-border trade. The implication engine of MoonX identifies the orders in a market on the basis of orders available in the related markets. In this implied market scenario, abundance in terms of quantity and tighter spreads are the principle advantages from a trader's point of view.



The implication engine of MoonX matches the order requests regardless of whether they have entered in the same or different bidding zones. When cross-border trades are initiated, the required trading capacity is instantly allocated in the delivery grid. By abutting spread, the implied order functionality of MoonX increases liquidity even in illiquid markets. Traditionally, currency transfer is coupled with higher remittance fees to cover the expenses related to payment processing. MoonX, with its top-notch algorithm relieves users of the hefty fees levied by banks to send currencies across borders.

Features of MoonX

(i) Nearly Free Trading Model

- MoonX was formed to debunk the idea of 'for profit' traditional centralized crypto exchanges that monetize services for end users and the ICO listings.
- Low Commission Fees for users and family members
- To align with its vision to promote liquidity and trading independence, MoonX does not levy any ICO fees.

(ii) Revolutionary Coin Mechanism:

Every user is rewarded with Moon Money and becomes a MoonX Family member. Being a part of this family means potential profit dividend, decision making and voting rights. MoonX would enable coin holders to make decision based on their own willingness via smart contracts which would be built in the future.

Moon Money is mined by all community members based on their contribution to the Moon Family. They stand to benefit from the performance and appreciation of Moon Money over time and all transaction fees will be reimbursed with Moon Money.

(iii) Military Level Tech and User-friendly Product:

MoonX aims to offer a comprehensive cryptocurrency trading platform with 'crypto-to-crypto' and eventually 'fiat-to-crypto' trading engines. This is made possible with the implementation of technology developed by global stock exchange leaders.

MoonX will offer clients an 'end-to-end trading system' with a buy-side and sell-side hooking back directly into fiat currency system.

Additionally, MoonX will create Fund of Funds (FoF) to support new projects to support the Moon Ecosystem and address critical problems in the real world. In the process, Moon Money would become the transaction hub to support other crypto assets.

(iv) Enable payment gateway and cross-border transaction

Blockchain based payment processors provide users with nearly instant and diverse means of using digital assets, which in turn enhances liquidity and reduces liability. Blockchain works on the core principle of decentralization enabling a digital payment network for a very low fee.

At present, the large amount of data and transaction volumes render the traditional payment processors ineffective, when mapped in terms of cost. The cost of point-to-point transactions is reduced by a large margin with the introduction of blockchain-based payment processors.

Some of the leading payment gateways are adopting the blockchain technology for internal remittances and settlement of funds, which clearly indicates that a transition is underway.

Say for instance, you are in Massachusetts and you'd like to buy a T-shirt from a vendor in New York. Here's how you'd buy it online – select the product, enter your card details, confirm the order, and your order is placed. While on the surface it may appear simple, but here's what really happens:

- The card info reaches a third-party payment processing vendor
- The information is sent from the third-party payment vendor to the bank
- The bank confirms the transaction
- The payment processing vendor then updates their database marking the recipient

In the above scenario, everyone involved gets their cut at every point in the transaction. With blockchain taking over the payment system, the role of middleman is completely nullified, and all the transactions are streamlined.

MoonX Built with Love & Built to Last

MoonX is the World's first 'truly' decentralized crypto exchange. The unique decentralized ownership of the Exchange lies entirely with each member of the MoonX Family. Investors, contributors, MoonX angel investors and traders on the platform are rewarded with Moon Money and become part of MoonX family.

The immutable distributed ledger technology offers a secure, transparent, and robust platform. Using blockchain as the underlying layer allows MoonX to be very flexible to offer a pure crypto exchange with both Crypto and Fiat, forming the entry and exit on a core trading engine periphery.

In the current crypto trading landscape is based on centralized ownership. This brings in a serious demand for decentralized decision making. Increasing the need from for access to a very secured and transparent assets. The family members collectively participate, contribute and get rewarded.

Existing exchanges serve only a handful of people and not the entire eco-system. MoonX instills a sense of ownership in each of its members to facilitate participative learning. Eventually MoonX addresses the needs of its members thereby creating a real family based on strong ethics and values.

MoonX enables every family member (Coin holders) to make decision based on smart contracts developed in the future. These legally-binding contracts between two parties automatically react to an "if then, this that" conditional algorithm. This means an action triggers another action and once the information is transmitted, it can't be undone. Issuing a smart contract to each registered family member limiting them to one vote could lay the groundwork to a reliable and virtually flawless decision-making voting system.

MoonX Technology and Product

MoonX is the first and only true multi-crypto exchange built on scalable and robust multi-tier architecture with isolated security layers. MoonX will be capable of supporting a capacity of over 100 million accounts with an unmatched high transaction throughput per account.

MoonX's goal is to outperform the leading stock exchanges and the crypto exchanges across the world. The framework has been designed to deliver robust business functionality across the crypto trade lifecycle in an open, agile environment. Standardized and unified operations, messaging, and data infrastructure coupled with unparalleled flexibility ensures users have seamless accessibility and cater to their real needs. MoonX also allows third-parties to integrate their own business functionalities, such as ad-hoc offerings to meet the long tail needs of family members.

(i) High Volume and High Throughput Trade-Engine:

The platform is being built to support a larger account base with a higher transaction throughput per account. MoonX's trading and matching engine supports more than 100 million accounts at peak scale with near-linear scaling architecture. The matching engine offers lowest latency, accommodates exceptionally high throughput, and has an in-built fault tolerance, risk management and disaster recovery mode.

(ii) A Real-Time Open Order Book:

The MoonX trading client is currently building, what is referred to as an open-order book exchange, with an underlying engine that aims to reflect price movements in near real-time. This will significantly boost one of the most sought-after trader needs for speed to market action. The open-order book will alternately support more advanced trading features including trading products, charts, and technical analysis etc.

(iii) Implication Engine:

A trading client must offer a large bouquet of altcoin trades and access to trade any coin to any coin. The MoonX Implication Engine enables the option to multi-coin trading within the platform.

For Example, a user may choose to trade with NEO or Ripple and buy ADA or EOS without a base pair (BTC, ETH or USDT etc.) conversion. This improves the liquidity in the market, encourages and supports higher volumes. Also creating an ecosystem where all good quality coins compete to provide better value.

Apart from altcoin trading, MoonX will support the implication engine, giving traders the flexibility to gain from relative price-volatility within crypto-pairs. While, MoonX intends to provide initial support for few coins as base pairs, with a plan to discontinue the concept of base pairs within 6-8 months.

(iv) Cross-border payments technology

Swift is a key player in the cross-border payment space and its services have been adopted by banks across the globe. With an aim to streamline the payment process, Swift launched its Global Payments Innovation (GPI) initiative in 2017. However, compatibilities issues continue to plague the local clearing systems.

To address this issue, the payment industry is exploring the capabilities of blockchain technology. Recently, JPMorgan introduced the Interbank Information Network (IIN), a permission-based network for secure exchange of information associated to cross-border payments. More than 75 banks signed up for this service within months of its launch. The world of cross-border transactions is undergoing a digital transformation to eliminate frequent delays, high transaction costs and friction at all levels.

(v) Blockchain and Consensus

Consensus ideally means a decision-making process in which all the participants develop and support a plan that best suits common interest. In simple terms, consensus can be defined as a jointly acceptable resolution which aligns with the views of the majority. The benefits of consensus are available to anyone who aligns to the common perception and it relies on below parameters:

- Cooperation
- Common points of agreement
- Egalitarian approach
- Inclusive development

Consensus and algorithm are the important aspects of a blockchain. When combined, a set of guidelines are created to enable individuals to arrive at largely accepted decisions in a group. Though the founding block of a blockchain network, Consensus Algorithm also acts as a catalyst in the formulation of network rules that guide the sequence of events. Below are some of the key points in a blockchain consensus mechanism:

- Fresh transactions are broadcasted to all the nodes
- Every node accumulates new transactions into a block
- Blocks are accepted by the nodes only if all the transactions are valid

Proof of Work

Proof-of-Work (PoW) is termed as the original consensus algorithm in the blockchain network. MoonX platform incorporates PoW to confirm transactions and add new blocks to the existing chain. With Proof-of-Work, miners compete against each other to claim rewards. The PoW consensus algorithm is adopted widely in the crypto world due to its anti-DOS attack capabilities and low impact of stake on the mining mechanism.

Creation of new blockchains lead to the generation of new consensus algorithms. These are created by modifications to existing algorithms or are entirely new.

(vi) OTC Trading Desk:

There is an unmet need for bulk trading of crypto assets at pre-determined prices. OTC desk which is also referred to as the 'Over the Counter' service desk provides a bulk trading platform for crypto traders and investors seeking higher value transactions without the fluctuations of prices on public exchanges.

MoonX will offer an OTC desk for Bitcoin and other top altcoins for crypto traders and the investor community. There is an increased demand within the SME/MSME business community, reviewing cryptocurrencies as an alternate mode of transacting in the cross-border business environment.

Worldwide altcoin trades account for roughly 75% of all crypto-trading by volume. MoonX will provide users with a client that offers support for an extended list of altcoins available for trading with extended support for altcoin wallets for deposits and withdrawals.

(vii) Multi-Device and Cross-Platform Support:

MoonX aims to provide multi-device and cross-platform trading clients. In a bid to improve and enhance the trading experience, constant additions to our existing platforms and devices will be supported in the future.

(viii) Trading Products and Services:

MoonX will provide industry standard trading products and services including - Spot Trading, Margin Trading & Futures.

(ix) Extended Feature Support:



Enterprise-Grade Security

MoonX is built with enterprise-

grade security on a multi-tiered server architecture with isolated layers for enhanced security.



Bouquet of Services

MoonX plans to offer a bouquet of professional and

semi professional services on financial market, including but not limited to ICO/ ITO campaigns and trading venues.



Instant Access to Real-Time API and Historical Data

MoonX provides

access to enterprise-grade feeds for individuals and Institutions



Trigger SMS, E-Mail, and In-Browser

MoonX users

will be able to set price alerts through low-latency data feed.

(x) Compliance and Regulation:

MoonX will adhere to compliance and regulatory requirements of the regions we operate in. While, central banks do not have clear regulations for cryptocurrencies, we plan to self-regulate by imbibing best practices across geographies. To fulfil this goal, we are designing a proprietary know-your-customer/KYC and anti-money laundering/AML Policy to safeguard our customers. The appointment of a competent and qualified team to review and update our KYC and AML policies to ensure the compliance with all relevant and applicable legislation, regulations and recommendations and monitor changes to the national compliance laws for KYC and AML policies.

Coin Plan

(i) Mining

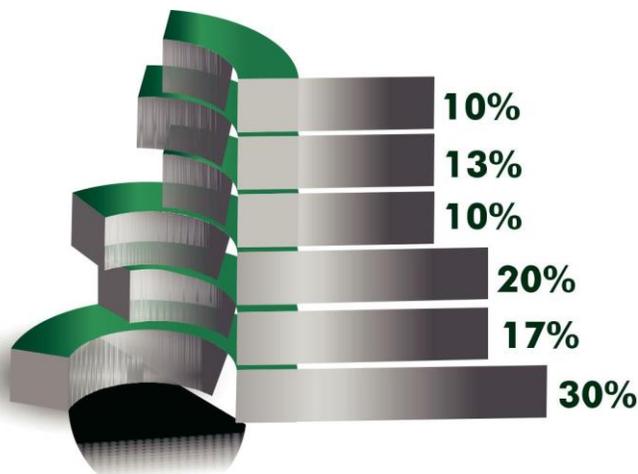
The essence of this plan is to reward the real users and contributors. Users would be rewarded in the form of Moon Money on the average price of the given reimbursement period. Participants who really contribute to this ecosystem would organically become coin holders and family owners.

(ii) Empowering rights by holding MM

MoonX would enable every family member to make decision and vote based on smart contracts to be developed in the future. Family members may decide the future of the ecosystem based on their own willingness instead of being controlled by centralized exchange owner. Issuing a smart contract to each registered family member limiting them to one vote could lay the groundwork to provide a reliable and virtually flawless decision-making voting system.

(iii) Transaction Regulation Method

Moon Money would only be reimbursed to those who really contribute to the ecosystem and who have done real transaction. Only real contributors can become Moon Money holders. MoonX would restrict fake auto trading and encourage real active trading.

(iv) Coin Plan Distribution**30% To be "Mined"**

Coins would be rewarded to the members of the Moon Family. The essence of this part is to reward the people who contribute by trading and interacting in the MoonX ecosystem.

17% Sponsors and Investors

Coins are held by early sponsors and strategic investors. MoonX sets very selective standards on early sponsors and investors. They have 1-year lockup period and 25% release on a quarterly basis.

20% Family Executives

Family Executives are the Executive Team who are the early Founders and serve the team. They have 2-year lockup period and 12.5% release on quarterly basis.

10% Marketing and Operations

Coins are prepared for expenses in the form of marketing and operations of the MoonX Ecosystem.

13% Ecosystem Fund

13% Ecosystem Fund will contribute towards the long-term growth of MoonX ecosystem

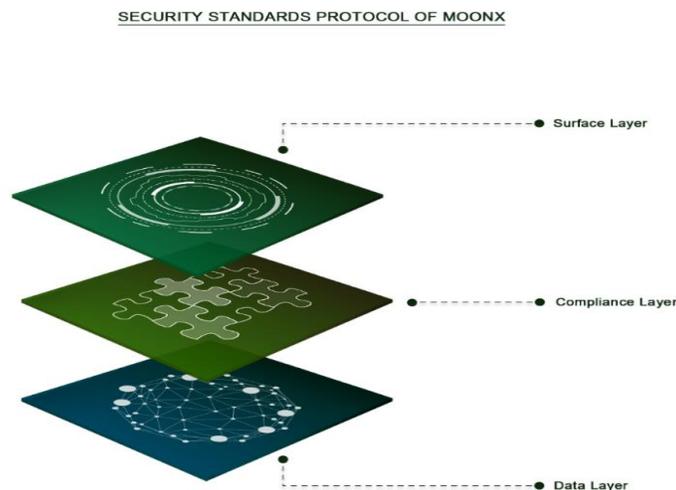
10% Moon Currency Fund

Moon Currency Fund acts as a central bank whose major role is to stabilize the price growth of Moon Money and sets currency regulations to make Moon Money sustainable in the long run. Moon Family would select several nodes and super nodes on different layers, we create a mechanism for any normal user to become a super node based on the performance and contribution to the ecosystem and all coin holders can vote on their opinions via smart contract.

(vi) Protocol

Our security standards protocol adds a compliance layer upon existing public blockchain technology, thus enabling the exchange of tokens only when compliance requirements are met. In other words, the security token protocol used by the MoonX platform embeds compliance requirements in the tradable tokens, making them available only to verified users. The surface layer allows the permanent address for the token to be maintained on the blockchain.

This underlying feature permits the token to be upgraded in real-time with the regulatory changes from time to time. The second layer is known as the compliance layer where rules on transfers are monitored and the regulatory requirements are updated. This layer undergoes a timely refresh to update with specific requirements issued by the regulatory bodies. The third layer, also known as the data layer, maintains the core ownership data associated with securities and instantly updates the information whenever ownership changes take place. It can be termed as the dynamic registry of the MoonX security protocol. The data layer is backed by a strong security architecture that safeguards customer data from any form of exposure on the chain.



MoonX Family



Dr. Nithin Palavalli
Founding Chief Executive

Dr. Nithin is a Crypto Evangelist, ICO Advisor, Investment Banker, Investor, Strategic consultant and an advisor for Hedge funds, Crypto Funds and Private companies in China, US, Israel, India and APAC markets. He is also a Monte Carlo modeling and High Frequency Trade algorithm designer.

His comprehensive research interests on the High Frequency Trading, Hedge Funds, Nano-technology, Semiconductors, Brain research and High Voltage devices. He is the founding member and the ex-CSMO of the Beijing Underwater hockey team.

He has a PhD in Nano-engineering & Microsystems from National Tsinghua University & a PhD in Material Science and Engineering from the Universidad Carlos III De Madrid, Spain. He also holds an MBA from the Cheung Kong Graduate School of Business, Beijing, China.

He started his career authoring the semiconductor device design "Buried P-top rings with lowest RDS-on" and followed by co-authoring of several records, publications and patents. He excelled in building the world's most efficient Monte Carlo simulator for the Silicon-Germanium Transistors at IMDEA Materials Research Institute in Madrid, Spain. He used the same methodologies to solve the problems in Nuclear, Biomedical and Financial Applications.

He is adept at solving the complex Algo-trading and Hedge fund simulations that helped several top tier Hedge Funds across the globe including Wall Street. He's been a regular consultant for the top tier Investment Banks, Hedge Funds and Market Makers in North America and East Asian Markets. He advised top tier Venture Capitalists, Sovereign Funds, Ultra-High Net Worth Individuals and the internet companies in China, Japan and Hong Kong and was a key player in scaling the Suptube app from zero to sixty-million downloads within 6 months.

He holds a Commercial Pilot's License along with the Multi-Engine and Night Rating and passionate in Aerobatics. He is a die-hard fan of the Real Madrid football club and a Master Scuba Diver. He was awarded with the highest number of customer satisfaction survey award for a Consultant at Hewlett Packard Company in 2013.

Dr. Nithin Palavalli was awarded with a Marie Curie research Fellowship (2011-2012) and inducted as a research Scholar in 2013. He was awarded the outstanding international scholarship at National Tsinghua University. From 2008 to 2010 he was an Executive Yuan – Taiwan fellowship holder.



Tony Lee
Founding Financial Controller

Tony is a serial entrepreneur exploring his business opportunities in different countries. He was previously a part of institutions like The World Bank and Cheung Kong China International Capital.

Tony has immense experience in both start-up and investment fields, and a deep understanding of crypto design mechanism and industry trends. His experience comes from active engagement in both traditional equity and crypto world.

His first startup combined the game and auto industries. By his own admission, the business was not practical and proved to be a learning ground for future ventures.

His second startup was a fintech company with a focus on cross-border investment in real estate and financial products between Asia and the USA. This was a hugely successful venture which developed his interest to develop businesses in global resources integration.

Tony's third venture with - Cheung Kong China International Capital, covers investments in USA, China & India. Tony invested in ICOs and the secondary crypto market, leading to his investment in a crypto exchange.

He holds a Bachelor's in Economics from the Renmin University of China. He pursued a Master's in Public Administration from Columbia University specializing in International Finance and Economic Policy Analysis. He holds an MBA from Cheung Kong Graduate School of Business, Beijing China.



Rahi Racharla
Founding Technology Executive

Rahi Racharla is a Technology and Management Expert with experience spanning over 21 years.

Prior to joining the Moon Family, he was the CIO of the Multi Commodity Exchange (MCX), Mumbai, India, one of the largest commodity exchanges in the world. He was tasked with development of a real time exchange system. His responsibilities also included evaluating and enhancing various real time systems for aligning the business strategy with technological capabilities.

He graduated in Industrial Engineering, completed his master's in finance and eventually pursued an MS in Computer Science from UPenn, USA.

He has an in-depth understanding of Blockchain, nanosecond order matching engine, and regulatory framework. He also comes with a domain experience in Exchange Technology, Investment Banking, HFT's and Software Products.

He has immense experience with Dow Jones Markets in New Jersey, building communication layers portable across the platforms that supports distributed computing at lightning speed and true multicasting.

He joined Tullett Liberty PLC, NY, USA, where he created hybrid electronic trading systems that helped the company enrich their businesses. Also, with Tullett Prebon Holdings, Inc, NY, USA, he planned and implemented an electronic trading platform end-to-end across the globe from conception to implementation within six months

As Global Technology Director and Architect BFSI of HCL Technologies, he migrated and enhanced the Electronic Trading platforms' development, QA and support work for clients.

More recently, he was the Executive Director and Head of APAC Equity Trading of JP Morgan Chase, building strategic OMS for equity and derivatives trading systems and design, development, deployment and also support of the Equity trading systems for the APAC region.



Anil Kumar
MoonX Technologist

Anil brings in the rich combination of technology and process to the product. He was the Director of Engineering at NASDAQ. He's also been a part of renowned companies like Thomson Financials, Thomson Reuters, and i-Flex Solutions.

He has led and managed global teams delivering products, post-release maintenance and support, with up to 40% cost-saving during development phase. He has an in-depth knowledge of SDLC and years of performance driven experience in areas of Strategic Visioning, Leadership Focus, End-to-end Project Delivery Management, Workforce Management, Technical Support, Managing Client Relationships, and Stakeholder Expectations. SWOT analysis has been one of his greatest abilities.

His expertise is varied across Languages, exchange technologies and fintech. He has experience in achieving Ultra low latency on Exchanges, UI, Reporting Tools, Data Modeling, Project Management Tools, Big Data & Machine Learning, and Database management.

Besides holding a Bachelor or Engineering degree, Anil is a Certified Scrum Master (CSM), a Project Management Professional (PMP), and holds Management Program certifications from Indian Institute of

Management – Bangalore and The Wharton School, University of Pennsylvania.

MoonX Mentors



Jeffery Wernick
Investment Guru

Anti-Centralization Investment Guru, Independent investor, early investor of Bitcoin and an angel investor in Uber and Airbnb. Three of Wernick's investments, Uber, Airbnb and Bitcoin were rumored to fail as they were new ventures going against traditional business models. However, these investments were very succeeded and continues to grow exponentially.

At the University of Chicago, Wernick began to develop an affinity towards decentralization and traditional banking, that society cannot hold accountable. After graduation he has worked with Salomon Brothers and the National Bank of Detroit. Since leaving a desk job at financial institutions, he has become a successful independent investor.

Jeffery Wernick capitalized on his opinion on centralization, and this has turned it into a radically new and successful investment strategy. He worked at Salomon Brothers and the National Bank of Detroit in areas of quantitative research, capital trading, risk management and loan pricing.

He started his company AVI Portfolio Services Company, Inc. which offered services in risk management and exotic derivative products prior to its sale in 1984. He also invests in seed capital, angel investing, venture capital, currencies, commodities, mining and a host of projects including the 'human genome project'.

**Amit Gupta**

Co - Founder of InMobi & Founder &
CEO of Yulu Bike

A graduate of IIT Kanpur and graduated the Executive Program in Business from Harvard.

Since its inception in 2007, Singapore based InMobi's mission is to provide a business model and technology to develop the mobile internet ecosystem; Supported by investors like Softbank, Kleiner Perkins Caufield & Byers (KPCB), Sheralo Ventures & Mumbai Angels.

With an aim to provide a global mobile advertising network to deliver the best results they introduced, intelligent advertising solutions. The advertisers can discover their target audience on mobile sites and measure its reach. During his tenure, InMobi was chosen by MIT Technology Review as one of the 50 Most Disruptive Companies in the world.

In 2017, he co-founded Yulu with a vision to reduce traffic congestion by providing a clean solution of dock less bicycles available at strategic points which can be rented using an app and a pay per use function. Amit strongly believes that the short commute can be made more efficient, affordable and green, thereby ensuring that this venture promotes a smokeless environment during travel. This venture promotes the replacement of bigger vehicles that need the use of any form of combustion.

**Edward Lehman**

Bitcoin Foundation Legal Advisor, Legal Advisor to the World Bank, the Chinese Government & the United Nations.

He is affiliated with the China University of Politics and Law (CUPL), China Academy of Social Sciences (CASS), Xavier University, Georgetown University, American University, and is an associate professor of law at Macau University of Science and Technology (LL.M. program). He has lived in the Peoples Republic of China for over 30 years.

Edward Lehman is the Founder and Managing Director of Lehman, Lee & Xu, a licensed People's Republic of China law firm. He is first foreign lawyer to work at a Chinese law firm. His practice encompasses all aspects of China Corporate Commercial Law, including Real Estate, Foreign Investment, IP protection and Enforcement among a few. He has advised international clients in all major economic sectors on investment, trade and dispute resolution matters in China.

He says "Blockchain, a novel financial technology, holds the promise to disrupt legacy parts of financial services, create liquidity not available through existing financial institutions due to their stranglehold on the laws, policies, and regulations." This is in an article 'Blockchain Enables A Distributed, Global Financial System' that he published on LinkedIn on Feb 28, 2018.

He was awarded the 2014 DePauw University Distinguished Alumni Achievement Award for Management and Entrepreneurship in conjunction with the McDermond Center for Management and Entrepreneurship.