
plutusfi.io
PlutusFi
Whitepaper v2.0
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Abstract

Financial freedom and social engagement are the driving forces for cryptocurrencies' success. PlutusFi is a social environment driven by financial joy. It provides social liquidity, encouraging trading, through a profitable SocialFi network, fostering cryptocurrency adoption through companies, financial influencers and professional traders. PlutusFi also cares about cryptocurrency community leaders and their followers, providing decisive services to assist their growth, enhancing its performances. Most cryptocurrency enthusiasts share a common goal: increase personal earnings, leveraging their portfolios for various purposes. The SocialFi's ideal is to simplify asset trading and cryptocurrency adoption. PlutusFi offers relevant tools to aid financial influencers, project listings on new markets, and profitable solutions for both beginners and professional traders via automated trading strategies, blockchain solutions, and key partnerships.



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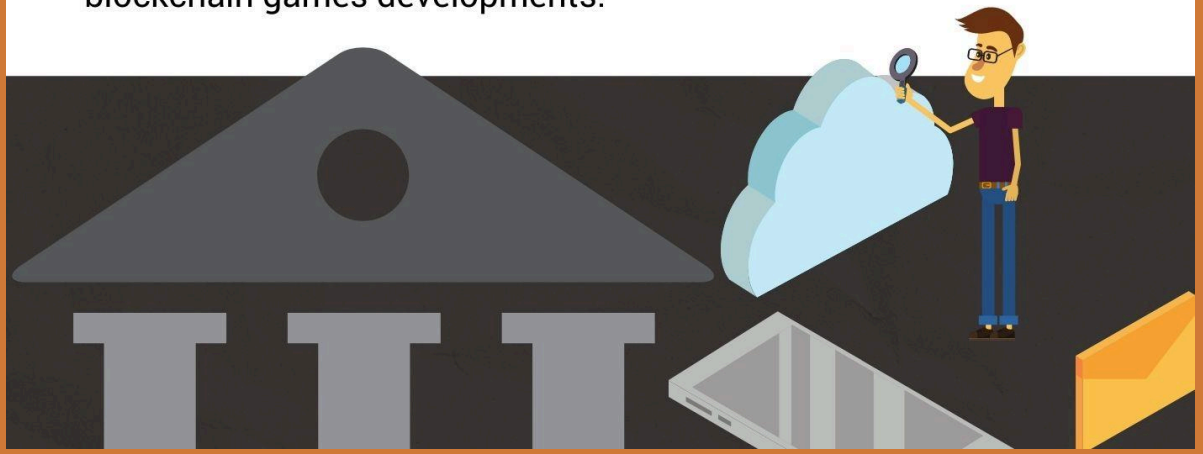
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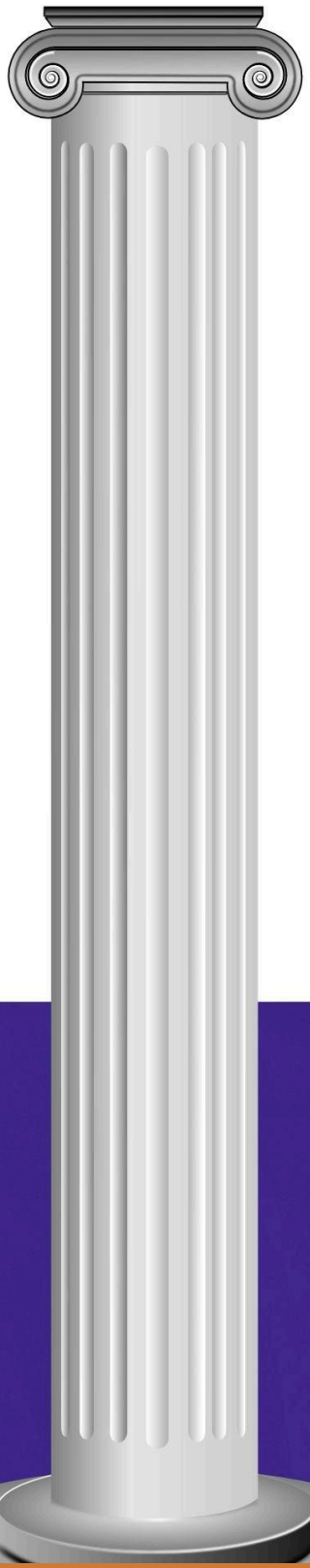
Introduction

Plutus was the god of wealth in ancient Greek and Roman mythologies. The legendary Plutus selflessly provides wealth for all people and is therefore regarded as the "god of wealth" in Western cultures. PlutusFi's project aims to socialize trading behaviors and financialize social media platforms. Allowing users to enjoy social engagements while making the most of their trading experiences, sharing valuable tips and leveraging profits.

The Future of DeFi Trends

GameFi is the combination of video games (Gaming) and Decentralized Finance (DeFi), using blockchain technology. DeFi was the hottest field during 2020, leading the project development and revenue of many institutions. But in 2021, GameFi's popularity shone brightest, attracting millions of gamers to its digital worlds. The biggest advantage of GameFi is the "Play to Earn" concept, allowing players to generate income by introducing DeFi to the gaming environment. With DeFi, players and developers can seamlessly share profits from blockchain games developments.





The same holds true for SocialFi, which, in essence, finances the influence of individuals, allowing for shared profits between users and social platform developers through an influence-based ecosystem. A famous example is Elon Musk, who influenced the price of Dogecoin (DOGE) and Shiba Inu coin (SHIB) on traditional social platforms, resulting in severely inflated prices by his peer social influence.

Monetized Influence

Influence is the core element to excel in the social field, and SocialFi enables users to obtain more benefits by financializing and tokenizing their influence. This thriving social-economic model is the future of Finfluencers (Financial Influencers), resulting in a self-consistent economic system, thereby helping more people with different levels of social impact to obtain benefits according to their social influence.



PlutusFi Ecosystem

Aiming to facilitate cryptocurrency trading, PlutusFi offers second layer services to empower cryptocurrency companies, community leaders, traders and holders by connecting first layer providers, as exchanges and social platforms, creating a safe and joyful social trading network for blockchain fans. We believe that partnerships are the most important elements to stand out in this ever-growing cryptocurrency space, and our main goal is to perpetuate this emergent social cycle of community-driven discoveries and engagements, where Finfluencers and crypto enthusiasts can build their own futures.

Fostering Social Liquidity

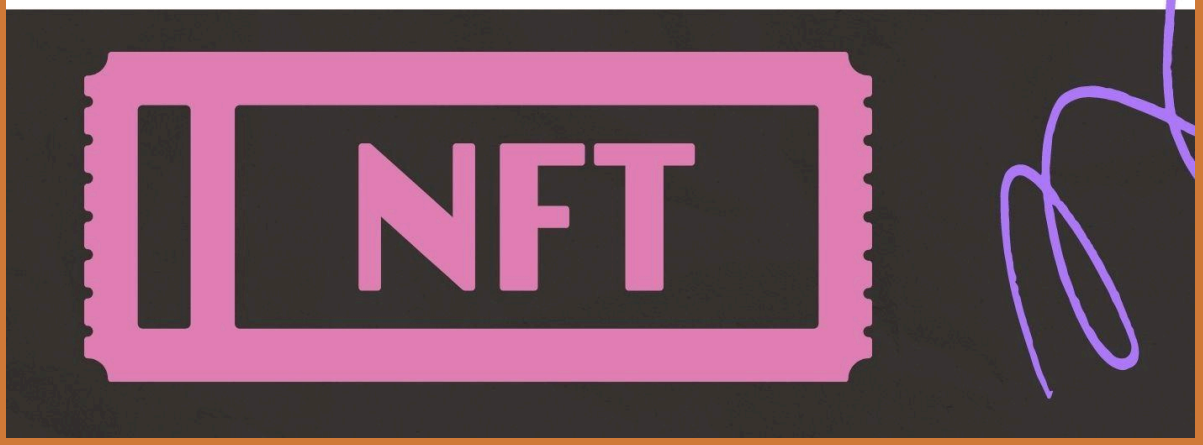
Much more than traditional trading bots and market making providers, PlutusFi grants social liquidity, encouraging trading, establishing a profitable network of shared knowledge and resources, while fostering cryptocurrency adoption through professional traders and Finfluencers. Such an environment allows leaders to share profitable setups, providing bot links designed to perform specific strategies, according to market trends or news, via Copy Trading features, generating personal revenue based on their followers' trades. This Copy Trading system enables cryptocurrency holders and less experienced traders to profit from market flows, seamlessly activating automated strategies, built by professionals.



Rewarding Contributors

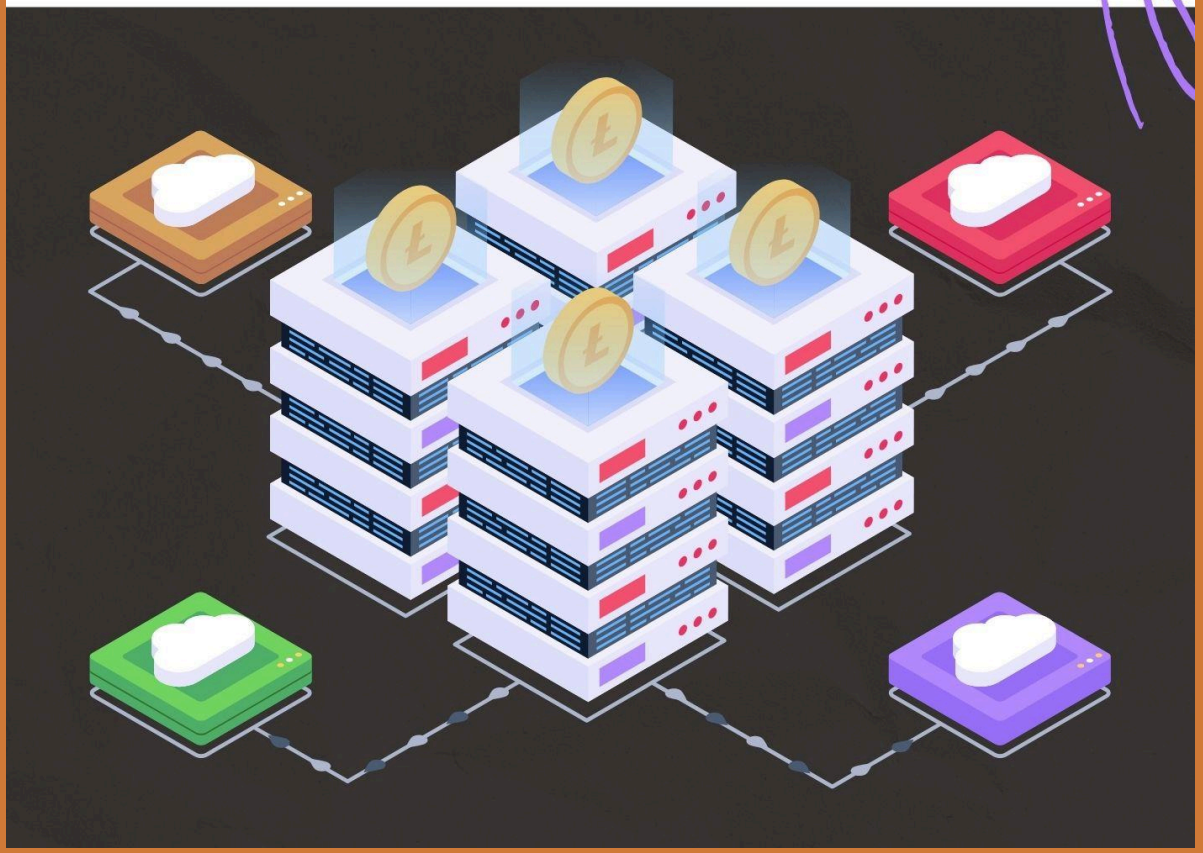
This SocialFi network is composed of layers of data security, social privacy, public contents and social trackers, since every bot has a unique identity code leading to a trader's wallet, to properly recognize and reward members based on their engagement efforts and performance levels. Along with bot ID trackings, PlutusFi offers additional social marker mechanisms through Non-Fungible Tokens (NFT), which are essentially unique units of tokens, to store specific data, able to represent a wide variety of assets like art, digital content, or media, to become logged and authenticated on cryptocurrency blockchains. The NFT's most distinguishable feature is to be an irrevocable digital certificate of ownership and authenticity for a given asset, whether digital or physical.

In our current days, we're evolving the internet to Web 3.0, allowing users to have full control of their own data. Another key aspect of Web 3.0 is facilitating Decentralized Autonomous Organizations (DAOs) operations, allowing its users to become shareholders, earning voting rights and deciding what's best for such companies. In essence, there will be no censorship in Web 3.0, because centralized authorities won't be able to shut things down because of its decentralized nature. Web 3.0 is owned by no company and its features and solutions are currently being developed through collective efforts of many users and companies like PlutusFi, for the sake of future generations.



Bright Future Ahead

Social networking is one of the most prominent pillars of the development of the modern internet, connecting people around the world digitally. The emergence of social networks has changed the way most people communicate, and it has also brought great changes to the world's business development. The attention and conversion rate of social media has become the success key to most internet business companies. Since the advent of cryptocurrency, its market has experienced rapid growth, with cryptocurrency exchanges as the main platform. As social media giants of the Web 2.0 era pushed internet socialization to new heights, the social crypto user scale is growing over 200% per year, and the Web 3.0 is bringing new historic opportunities for social trading networks in the financial area. SocialFi platforms will be the most important social tools in the near future.



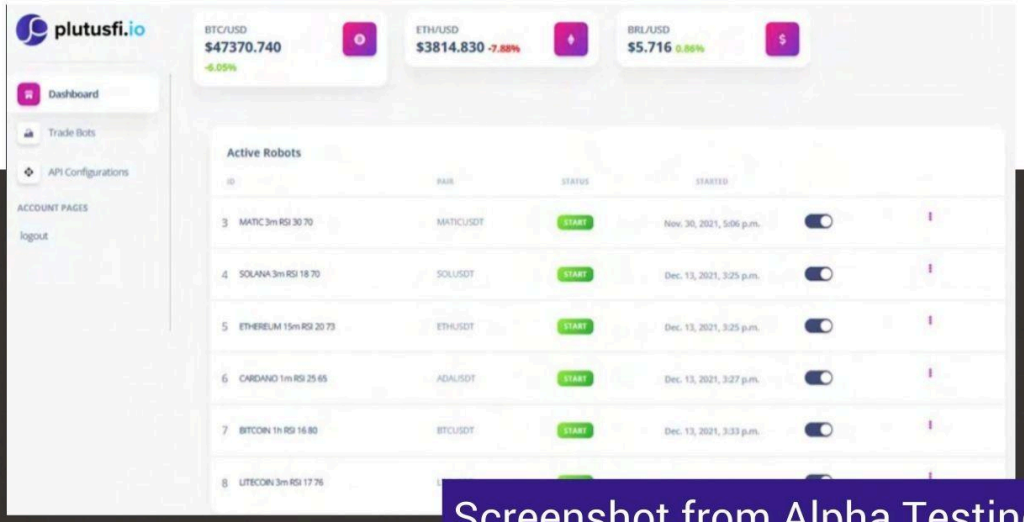
Services

Plutus Robots

Trading Bots

PLUTUSFI makes trading simple and easy for everyone, encouraging investments. We provide complex solutions through simple interfaces, focusing on ease of usage and softening the learning curve for the best user experience. High-Frequency Trading (HFT) is not a trend, it's an essential tool to outperform other traders, quickly reacting as the Order Book changes.

Intuitively trade assets, safely managing investment portfolios across multiple platforms. Track assets' prices live and trading performances with specific trading pairs in different market states. Automate orders and activate preset Trading Robots or easily customize strategies, saving time with this simple yet efficient tool. The market never sleeps, so stop missing opportunities and leverage profits by taking full advantage of automated trades.



Screenshot from Alpha Testing

Liquidity Bots

Also known as “Market Maker Bots”, this is a complete solution for cryptocurrency projects to kickstart their market activities. The Liquidity Bots assist newly listed cryptocurrencies by actively quoting two-sided markets, providing Bids and Offers (also known as "Asks") along their market size. Through this technique, Liquidity Bots are able to provide better liquidity and market depth.

Once the market maker receives an order from a buyer, they immediately sell off their position of shares from their own inventory. This allows them to complete the order, quickly executing pending trades. These bots undertake the risks of future price differences, when they're finally able to compensate for the impermanent losses. In short, market making facilitates a smoother flow of financial markets by making it easier for investors and traders to buy and sell.

An illiquid market means that there's a big spread (price difference) between the closest Bid and Ask orders, hindering the trading volume. Meanwhile, a liquid (healthy) market attracts more traders, since they're able to trade higher volumes without incurring losses as a result of price disparities.

The Order Book is where all Bids and Asks get registered. The bigger the orders and the way they are spread across different prices, the bigger its market depth. Markets with low amounts of orders near the current price, but heavy accumulations at much lower prices are examples of shallow markets, the so-called "thin Order Books". Market depth has a close relationship with liquidity, since healthy markets require well-spread trades across Order Books. Without Liquidity Bots, new markets will suffer from insufficient transactions, resulting in fewer investment activities.





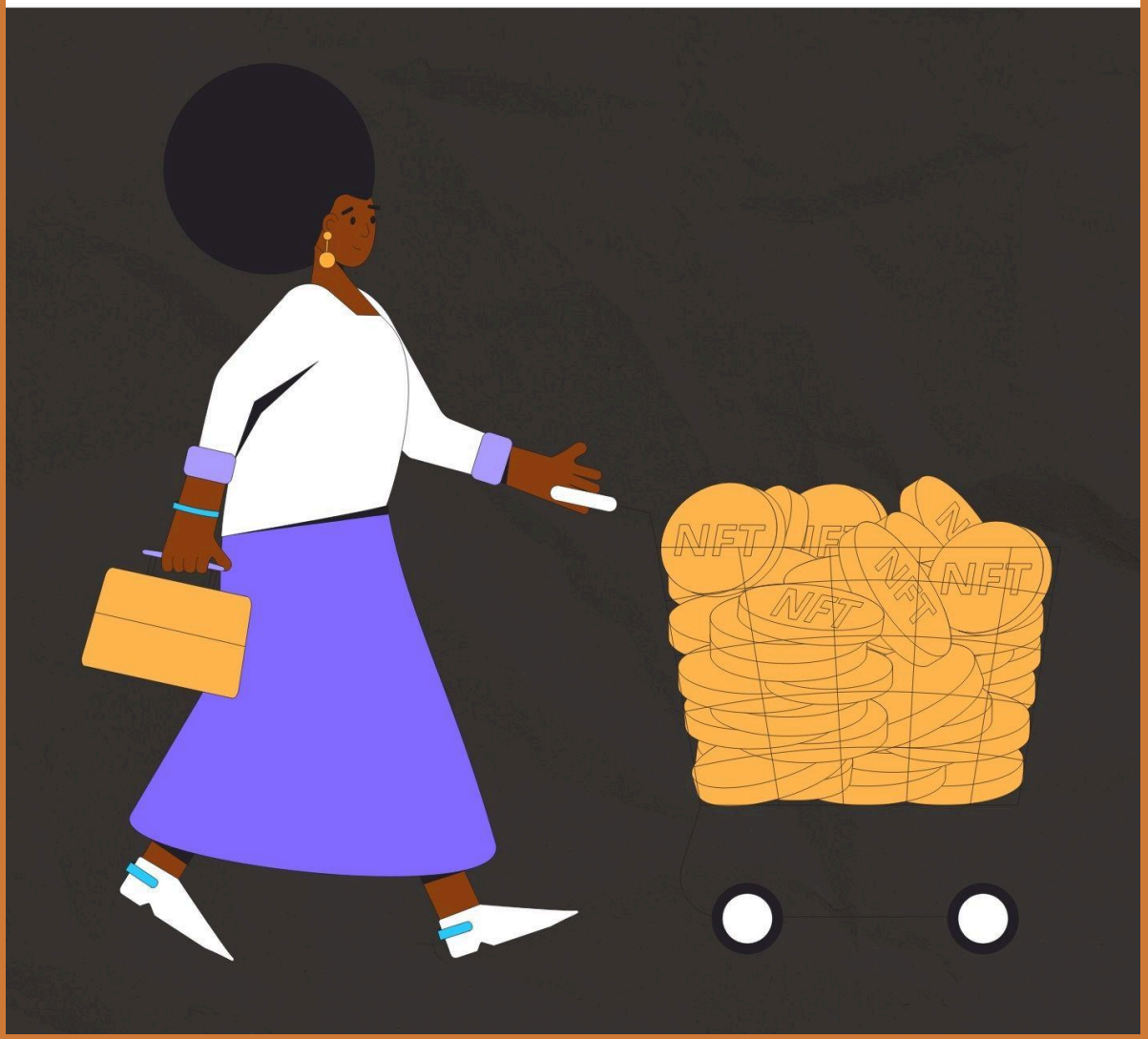
Plutus NEXT

Be aware of the next happenings in the crypto market. PlutusFi helps people with the ability and willingness to become opinion leaders and develop their own communities. Plutus NEXT provides essential tools for community leaders, so they waste less time worrying/seeking about the latest crypto market trends and dedicate more time growing their own communities.

Through this dashboard, Finfluencers can check how engaged their followers are and the content's effectiveness, how much they're earning with PlutusFi services, as well as other relevant Business Intelligence data to guide their growth. The NEXT dashboard also provides hot leads about the latest events, trading signals regarding market shifts, AirDrop possibilities and more.

Non-Fungible Tokens

Another tool that can greatly benefit community management and social interactions are NFTs. They can be utilized for many purposes, like community tickets, representing different social ranks. Each NFT is a relevant social marker that might unlock specific events, special rewards, additional features, governance rights, property shares and even share revenues inside the ecosystem. But the best part about NFTs is that owners can eventually financialize them, trading for assets with other members, transferring their rights to a new owner, while profiting from such deals. These tokens serve as credentials for community services, enjoying the benefits of community growth.



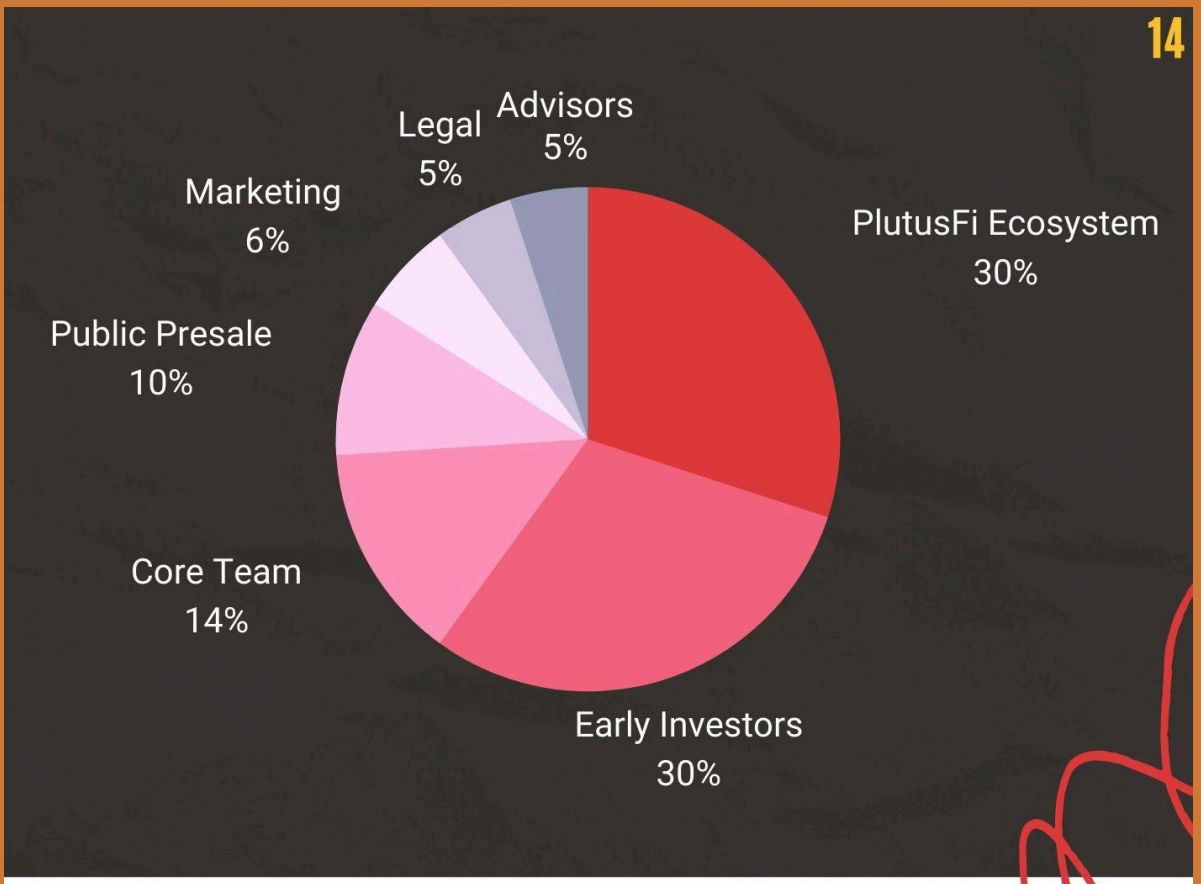
Tokenomics

PLUT is PlutusFi's utility token. Inside the SocialFi's ecosystem, PLUT serves many purposes, ranging from a simple utility token to pay for products, services and special features as well as the possibility to store value. 30% of all PLUT collected will be either burned, donated or distributed to top community contributors, creating a deflationary system to benefit all users and stakeholders.

Token Details

- Token Name: PlutusFi
- Token Symbol: PLUT
- Initial Token Network: Solana
- Total Issuance: 10,000,000,000
- Burn Mechanism: 15% of all tokens collected in taxes will be burned, every month, to reduce market supply..
- Donation: 5% of all tokens collected in taxes will be donated, every month, to charity institutions.





Token Distribution

- 30% PlutusFi Ecosystem.
- 30% Early Investors.
- 14% Core Team.
- 10% Public Presale.
- 06% Marketing.
- 05% Legal.
- 05% Advisors.

30% PlutusFi Ecosystem: locked for 3 years. A fraction of this amount will be released for platform development, community development, rewards and seasonal incentives to users, every 3 months.

30% Early Investors: 10% released to kickstart the project with initial fundraising and 20% unlocked linearly during the first 10 months after ICO launch.

14% Core Team: unlocks 2% every 3 months after launch.

10% Public Presale: unlocked.

06% Marketing: unlocked.

05% Legal: vested for 6 months after launch.

05% Advisors: vested for 6 months after launch.



Road Map

2018: PlutusFi's first engineer developed a simple software capable of executing automated trades based on technical indicators and algorithms. Upon promising feedback, the initial team began envisioning use cases for automated tools and a SocialFi environment.

2019: First Trading Bot prototype and interactions with other programmers and platforms about the project's growth.

2020: Further project growth led to a technical team formation and the bot's first Graphical User Interface.

2021:

- Q1: Core Team assembly.
- Q2: Market research.
- Q3: MVP development.
- Q4: Trading Bot Alpha Testing.
- Q4: Whitepaper v1.0.
- Q4: Private Fundraising (round 1).

2022:

- Q1: Biconomy Launchpad.
- Q1: New hirings for project kickstart.
- Q1: Whitepaper v2.0.

2022:

- Q1: Private Fundraising (round 2).
- Q1: PLUT Token ICO.
- Q1: Trading Bot Beta Testing.
- Q2: Whitepaper v3.0.
- Q2: PLUT IDO.
- Q2: PLUT IEO.
- Q2: Next Dashboard initial development.
- Q2: Market Making Bot initial development.
- Q2: Trading Bot v1.0 release.
- Q3: PLUT Token Listing.
- Q3: Trading Bot Mobile Application initial development.
- Q3: Next Dashboard Beta Testing.
- Q4: New network reward feature for users.
- Q4: PLUT Token top tier Exchange Listing.
- Q4: Market Making Bot Beta Testing.
- Q4: Trading Bot Mobile Application Beta Testing.
- Q4: NFT features initial development.
- Q4: Next Dashboard v1.0 release.

2023

- Q1: Market Making Bot v1.0 release.
- Q2: Trading Bot Mobile Application v1.0 release.
- Q2: NFT Features Beta Testing.
- Q3: NFT Features v1.0 release.
- Q4: Trading Bot v2.0 release.

2024:

- Q1: Next Dashboard v2.0 release.
- Q2: NFT Features v2.0 release.
- Q3: Market Making Bot v2.0 release.
- Q4: TBA.



Institutional Partners

LT CAPITAL

LT CAPITAL

"Everything will change in the long run. The constantly progressing digitalization, new business models, big data and AI implementation, on-demand production, and new cybersecurity threats. All of this will change the way we live, buy and consume goods. It will literally change the world as we know it today. With contacts across the globe, we are the bridge between great companies from the CEE and bigger funds and clients from the rest of the world."

Biconomy

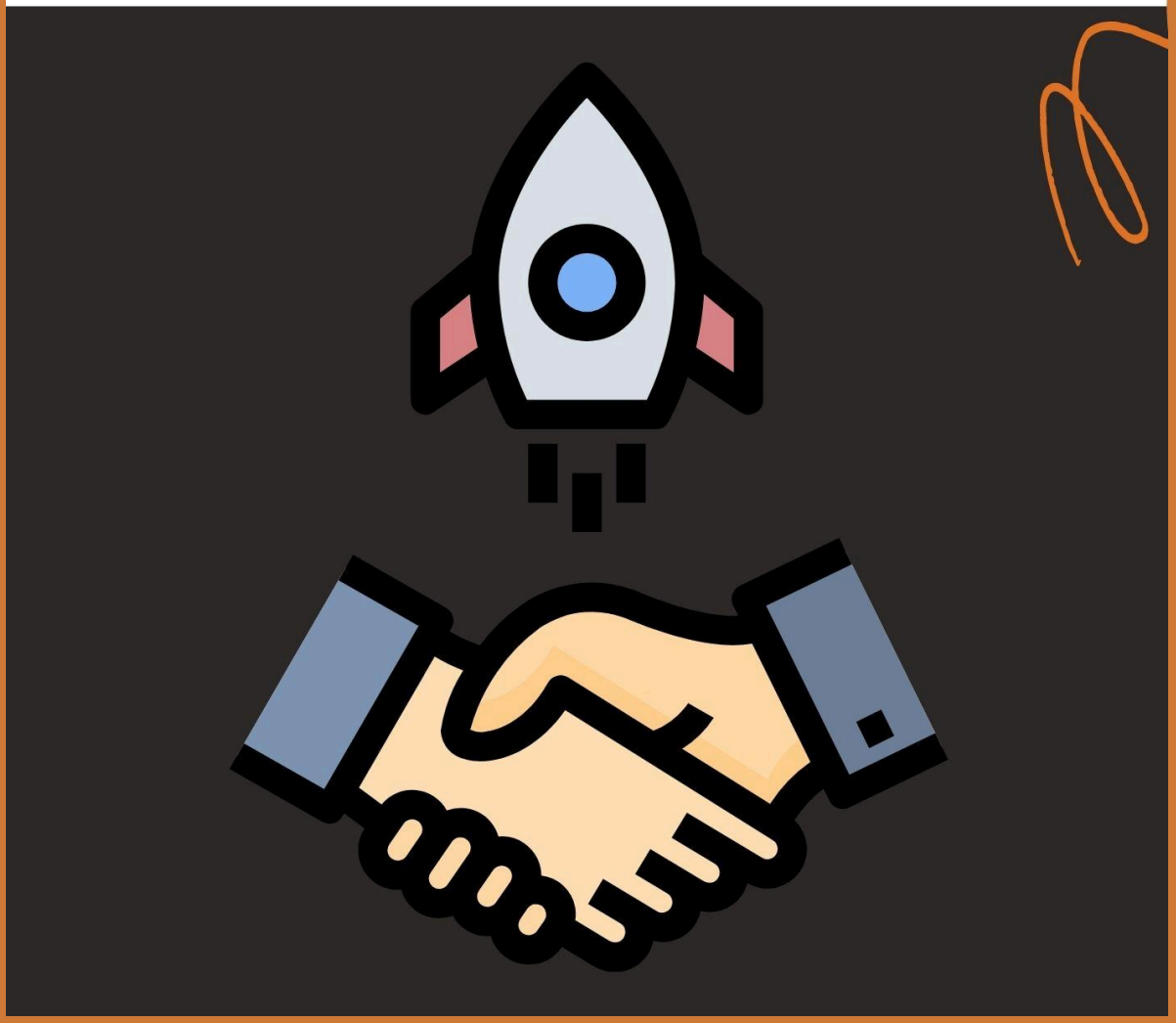
BICONOMY

"BICONOMY is a cryptocurrency exchange platform that provides global cryptocurrency trading services for a number of digital assets. We believe in the ideology behind blockchain suggesting that technologies based on distributed ledger systems can help build foundational human trust, enhance transaction efficiency and have a positive influence on social and economic well-being."

GOTBIT

GOTBIT

“GOTBIT Consulting and Development Division creates unique blockchain solutions: Cross-chain Swap Bridge, DeFi Trading Hedge strategies, On-Chain Lottery, Migration to BSC, Staking for ERC-20 Tokens. GOTBIT is a team of mathematicians, developers and analysts who successfully manage the markets of 500 crypto projects. Since 2017, 64 GOTBIT clients have crossed the $ 1 million mark of profits in the market.”



Team

PlutusFi project is developed by real people, with over 5 years of cryptocurrency exchanges experience. We are passionate about emerging technologies capable of connecting communities for a greater good. Ease of usage and mass adoption are necessary goals for financial freedom, but they grow much stronger and effective through social engagements.

PlutusFi board is divided by cores, each responsible for different aspects of the project. No single person is responsible for a decision. Every decision-making event is discussed within each group, then communicated and, if necessary, furthermore discussed, and voted, with other groups before being implemented.

Marketing & Growth Development Core

The community is the core element of this project, so social engagement and user growth are the pillars of our SocialFi ideal. Running campaigns and promotions to reach and invite new users is a never-ending task, but developing and delivering quality educational content is our true goal.

Project Development Core

Brainstorming services, products, features, improvements and connecting the dots between each idea are the main tasks of this core team. They are the dreamers, the visionaries, the restless minds of what is yet to come. Going through user-requested suggestions, designing innovative solutions, allocating resources and setting new milestones are their daily tasks.

Technical Development Core

Every digital project needs competent engineers to turn ideas into real solutions. This core is responsible for building everything the Project Development Core envisions. From response and security back-end to front-end interfaces, bug fixes, server updates, new feature developments and deployments, everything that users see and most of what they don't.

Venture Development Core

Thriving companies have constant business development. Prospecting private investors through venture capitals or strategic partnerships to leverage adoption, vital to the project's future and well-being. Seeking new clients for PlutusFi Business-to-Business solutions is also another mission this Venture Development Core aims to accomplish on a regular basis.

Antonino Valino

- Venture Development Core

Certified Public Accountant with over 10 years of expertise. Licensed Stock Broker, College professor in Business and Accounting courses. Cryptocurrency enthusiast. Always interested in business, finance, equity investing and management.



Arthur Picolo

- Venture Development Core

Over 11 years working in the tech market, nowadays 100% focused on blockchain solutions to our difficult world. Picolo has successfully prospected, listed and supervised over 10 great crypto projects for top exchanges like BigONE and Biconomy.



Brenda Ferreira



- Marketing & Growth Development Core

Marketing trainee specializing in emerging technologies and Decentralized Finances of cryptocurrency platforms. Ferreira excels in customer support for leading companies like BigONE exchange and social media management and engagement with crypto enthusiasts.

Carlos Eduardo Alves da Silva



- Technical Development Core

Over 10 years of experience in the IT market as Full Stack Developer with a wide range of experience in transaction bot creation, databases, networks, design, desktop applications, and much more.

Daiane Freitas



- Marketing & Growth Development Core

Skilled Community Manager, responsible for strategic planning, communication, team management, staff training, Facebook and Instagram ads, digital media strategies, and development of online editorial panels. Constantly evolving in digital marketing but always connected to nature.

Derick Troia



- Project Development Core
- Marketing & Growth Development Core

Strategic Marketing specialist, focused on content production, education and user experience. Crypto trader with huge background in technical and fundamentalist analysis and exchange operations. A creative mind and a great colleague, always helping to create a productive environment.

Gabriel Assuero



- Technical Development Core

Full stack programmer proficient in multiple programming languages, network designer technician, wide range of experience in Linux systems, open source applications and network infrastructure.

Jay-Em Serapion



- Marketing & Growth Development Core

Experienced Marketing and Research Specialist with a demonstrated history of working in real estate and broadcast media industry. Skilled in Communication Research and Development, and Digital Marketing. A digital marketing specialist with a 3-year career in social media management, SEO and email marketing.

Leandro Hisamoto



- Project Development Core
- Technical Development Core

Over 10 years of coding experience and 4 years of cryptocurrency trading bots development. Back-end programmer, algorithmic and high-frequency trading strategies, Research and Development skills, backtesting, quantitative analysis, automated solutions for blockchain and the crypto market.

Marcos Rodrigues



- Marketing & Growth Development Core

Economist, PhD in Economics from the University of São Paulo, with extensive experience in market sentiment and cryptocurrency projects, specialized in market analysis commentaries.

Thales Castro de Castro



- Project Development Core

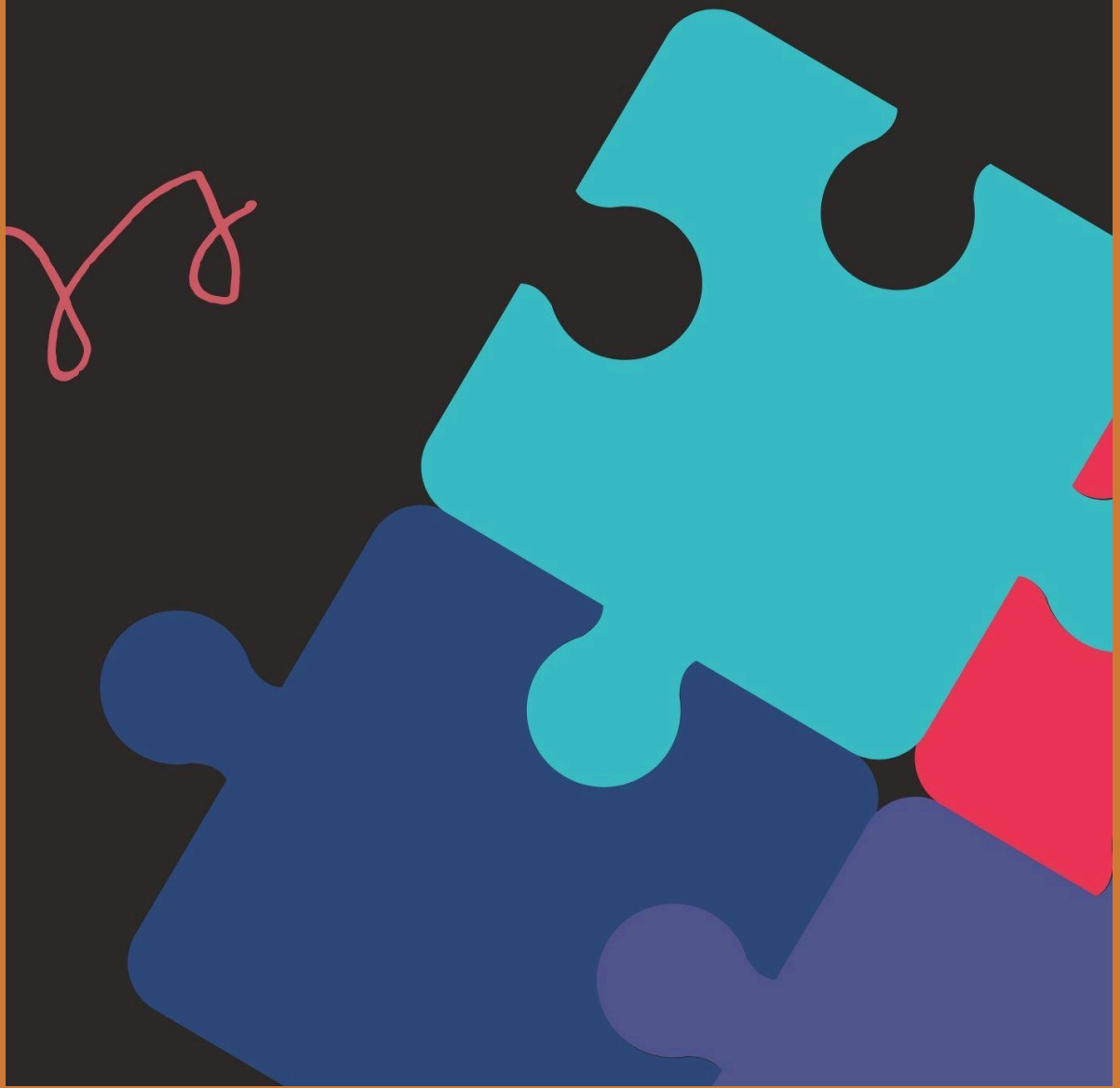
Blockchain Project Manager with extensive Startups team management and over 5 years of experience with cryptocurrency investments and trading bots. A technological enthusiast who truly believes in cryptocurrencies' potential to shape our future.

Freelancers

- Various Cores

Many projects can greatly benefit from temporary reinforcements. Professionals of niched expertises capable of solving specific needs or boosting the outcomes in determined areas. Advisors, developers, marketeers, designers, security experts and many others. People who, beyond the permanent core team, are also essential to make PlutusFi come true.





Legal Disclaimers

Risk Disclosure Statement

Nothing in this Whitepaper is an offer to sell, or the solicitation of an offer to buy, any tokens. PlutusFi is publishing this Whitepaper solely to disclose the project's concepts and vision, to receive feedback and comments from the public. Nothing in this Whitepaper should be treated or read as a guarantee or promise of how PlutusFi's business or the tokens will develop or of the utility or value of the tokens. This Whitepaper outlines current plans, which could change at its discretion, and the success of which will depend on many factors outside PlutusFi's control, including market-based factors and factors within the data and cryptocurrency industries, among others. You should carefully consider and evaluate each of the following risk factors and all other information in this Whitepaper or any of the Communications, as defined above, before relying on any information provided in this Whitepaper or in any of the Communications, or obtaining, holding, using, purchasing or selling any PLUT tokens during the private sale (pre-sale) or public sale (the "Token Sale"), if any, or thereafter.

The Token Sale and PLUT tokens are subject to particular known and unknown risks, the actual events, business, financial position, and/or results of operations of the Company, and the maintenance and level of usage of the Platform could be materially and adversely affected. In such cases, the price of PLUT token could be adversely affected due to these known and unknown considerations, uncertainties, or material risks. As a result, you may lose all or part of the value of your PLUT.

Liability Issues

This Whitepaper is subject to review and revision by the Company at any time without notice. No part of this Whitepaper is intended to create legal relations between a recipient of this Whitepaper ("you", "your") and the Company, or to be legally binding or enforceable by you against the Company or any other person. To the maximum extent permitted by applicable laws and regulations, in no event shall the Company, its employees, directors, shareholders, officers, consultants, representatives, agents, or contractors be responsible for or held liable in connection with any direct, indirect, special, punitive, exemplary, incidental, or consequential damages or losses of any kind, nor shall they be liable for the loss of goodwill, loss of profits (including expected), loss of data, diminution of value, and business interruption arising out of or in connection with this Whitepaper or Communications, or reliance thereon, the risks set out in the Legal Disclaimers contained in this Whitepaper, as well as any inaccuracy or omission in this Whitepaper or Communications, whether based upon breach of warranty or contract, negligence, strict liability, tort, or any other legal theory, regardless of whether we have been advised of the possibility of such damages or losses.

Information Provided and Communications

Any statements, announcements, and communications made by us, as well as any other information, however communicated to you by us or on our behalf with regard or concerning PlutusFi or this Whitepaper (collectively, the "Communications"), shall be subject to this Legal Disclaimers. This Whitepaper and Communications are provided for informational and educational purposes only, and should not be relied upon, either wholly or partially, when making any decision. We shall not be responsible for the accuracy or completeness of the information provided herein or in Communications; therefore any use of such information is at your own discretion and risk and you

are solely responsible for any possible damages or losses arising from such use. You should always conduct your own independent research and thorough investigation. This Whitepaper and Communications may further contain references to third-party data and industry publications. Although we believe that such data is accurate and reasonable, there are no assurances as to the accuracy or completeness of this data. We have not independently verified any of the data from third-party sources referred to herein, or ascertained the underlying assumptions relied upon by such sources. Any reference to such third-party data and industry publications does not imply our endorsement thereof. We cannot and do not guarantee the accuracy of the statements made or conclusions reached in this Whitepaper.

Development and Maintenance of the Platform

The Platform is still under development and may undergo significant changes over time. Company shall always reserve the right to pivot the Platform and PlutusFi, and to make changes to the PlutusFi business model as it sees fit. Furthermore, despite our good faith efforts to develop and maintain the Platform, it is still possible that the Platform will experience malfunctions, unplanned interruptions in its network or services, hardware or software defects, security breaches or otherwise fail to be adequately developed or maintained, which may negatively affect the Platform and the potential utility of PLUT tokens.

Token Commercialization

PLUT token is not backed by hard assets or credit and is not issued by a government entity or central bank. The Company is not responsible for, nor does it pursue, the circulation and trading of PLUT on the market. No person is obliged to purchase PLUT token, including the purchasers, and the Company cannot guarantee the liquidity or market price of PLUT token at any point in time.

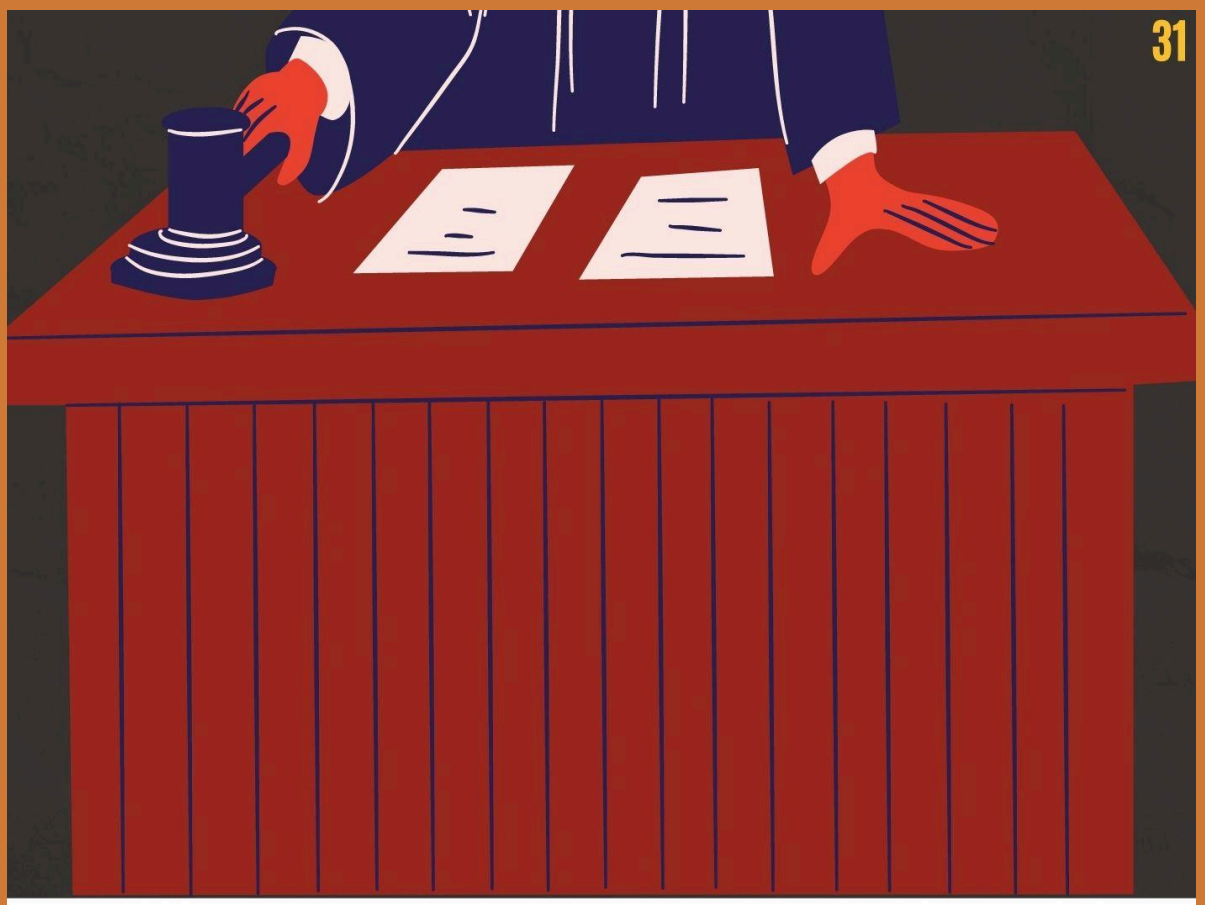
Token Distribution

PlutusFi has the authority to distribute reserved coins (displayed at Tokenomics section) and determine the rights, preferences, and privileges of such coins without the consent of any of our coin holders. Consequently, the coin holders may experience more dilution in their ownership and a decline in the value of their holdings of PlutusFi. As any distribution of PLUT tokens would increase the supply on the market, this could result in a lower market price of PLUT token.

The Company's Wallet

The private keys to the Company's wallet used to receive the proceeds from the Token Sale (the "Wallet") may be compromised along with all proceeds associated with the Wallet. The Wallet is designed to be secure. Each of the holders of the three (3) private keys to the Wallet will use all reasonable efforts to safeguard their respective keys. Still, in the unlikely event that any two (2) of the three (3) keys to the Wallet are, for any reason whatsoever, lost, destroyed, or otherwise compromised, the funds held by the Wallet may not be able to be retrieved and disbursed and may be permanently unrecoverable. In such an event, even if the Token Sale is successful, the Company may not receive the funds raised. As a result, the Company will not be able to use such funds to develop PlutusFi and execute the anticipated objectives. As such, distributed PLUT tokens may hold little worth or value.





Assets Theft

We intend to make reasonable efforts to ensure that all of the assets involved with PlutusFi are properly protected and remain safe. Nevertheless, there is no assurance that there will be no theft of the virtual assets or other assets as a result of hacker attacks, sophisticated cyber-attacks, fishing attacks, other third-party interruptions, distributed denials of service or errors, vulnerabilities or defects on the website, in the smart contract(s) used in connection with PlutusFi, underlying blockchain networks, third-party scams or fraud, or otherwise. Such events may include, for example, flaws in programming or source code leading to exploitation or abuse thereof. Such events may result in partial or complete loss of the assets controlled or owned by us, or assets related to PlutusFi, which may lead to the PLUT tokens significantly dropping in price or losing their value at all, and/or closure of PlutusFi.

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reddit.com/user/PlutusFi

“If You Fail to Plan, You Are Planning to Fail.”
— Benjamin Franklin