A Trustchain-based decentralised payment network
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Executive Summary

COTI Pay’s vision is to become a decentralised and scalable payments network to facilitate efficient global commerce. This will be accomplished by building COTI Pay atop COTI’s extremely scalable DAG-based Trustchain infrastructure.

Traditional payment systems like Visa and Mastercard cost consumers and retailers hundreds of billions of dollars every year due to high fees, declined payments and centralization, which is needed to operate legacy systems running on technology developed forty years ago. When combined with slow settlements and complicated multi-currency support, these systems are a burden to global growth and development. In addition, nearly two billion people remain locked out of the system due to its complexity.

Blockchain technology was initially thought to offer a solution to these challenges, but has largely failed as the technology cannot support the massive scale, speed and stability needed for a global payments network. It also possesses numerous unsolved challenges relating to identity, trust, stability, scalability, high transaction costs and many others, curtailing the widespread adoption of blockchain and cryptocurrency.

Distributed ledgers have now evolved with the creation of ledgers based on directed acyclic graph (DAG) technology. While greater scale in blockchain-based networks leads to adverse effects on network usability, in DAG-based networks greater network usage leads to improved network scalability.

COTI Pay accommodates a variety of technologies that will work in concert to provide consumers and merchants with a vastly improved payment experience utilising COTI Dime, a price stable coin, as well as a globally decentralised digital currency, COTI (Currency Of The Internet), and a comprehensive payment ecosystem characterised by a number of apps and services.

Apps: COTI Pay offers user wallets, debit cards, point of sale (POS) integration and more.

Services: the COTI-X currency exchange is the gateway to the COTI network and is an enabler of cross-currency, liquidity and price stability. As far as regulation, a complete Know Your Customer (KYC) and anti-money laundering (AML) support system has been built directly into the platform to ensure compliance across all applications. COTI Pay is also currently licensed in Estonia. Buyer-seller protections are also a cornerstone of COTI Pay, safeguarding users against errors, fraud and counterparty abuse.

COTI Pay has a number of strategic partnerships in place, including Processing.com, a payment processor that handles tens of billions of dollars every year and serves tens of thousands of merchants. This single integration will enable COTI to be seamlessly utilised by all merchants in their network.

COTI’s team is made up of individuals with extensive experience in the payments, cryptography and financial services domains. The core team is supported by internationally recognised advisors with backgrounds in payments, asset management, banking, marketing and more.
1. Context

Worldwide consumer payment transactions exceed $50 trillion annually and are increasingly carried out using electronic payment methods. Yet despite the intense competition within the payments industry, consumers and merchants face high fees and low approval rates. Digital currencies could represent a compelling alternative, but are not practical to use in common payment contexts in their current form.

The use and adoption of digital currencies in everyday payment scenarios has been limited due to a variety of factors, as detailed below:

- **Scalability.** As the Bitcoin network has grown, it has faced severe network congestion, giving rise to higher fees and slower settlement times. The network can currently handle approximately 20 transactions per second (TPS) on average, compared to Visa’s 65,000 TPS1.

- **Speed and consistency.** Transaction confirmation times on the Bitcoin network are not only slow, but fluctuate significantly. Since a Bitcoin transaction needs to be confirmed six times to be validated, the process can take between 30 minutes and 16 hours on average.

- **Legality.** Bitcoin has been denounced for facilitating illicit transactions and large-scale money laundering and may be called to account by new global regulatory frameworks.

- **Fungibility.** Due to the illegal nature of certain Bitcoin transactions, advanced backtracking technologies can link Bitcoins to a history of illicit activity, thus downsize acceptance by legitimate counterparties.

- **Third party vulnerabilities.** Although the Bitcoin network itself has never been compromised, a number of Bitcoin exchanges, which enable individuals to exchange fiat currency for Bitcoin, have been hacked. These hacks have resulted in the loss of hundreds of millions of dollars’ worth of Bitcoin.

- **Volatility.** Merchants that accept Bitcoin either face a high degree of exposure to fluctuating exchange rates, or face additional costs in order to hedge against these fluctuations. Moreover, current stablecoins are operating on an unsuitable infrastructure, which drives down adoption with no real world recourse to volatility.

- **Immutability.** Although a strength from a security standpoint, the finality and irreversibility of Bitcoin transactions limit the currency’s utility in general payment contexts.

- **Complexity.** For typical consumers, the processes involved in acquiring and spending Bitcoin are too complicated, and new users of the currency face a significant learning curve.

2. Objectives

To develop a distributed ledger-based payment system that provides a streamlined user experience, while harnessing the power of advanced financial tools and removing the need for financial intermediaries, we have set out to achieve the following objectives:

Objective 1: Decentralisation
A decentralised governance model will be necessary alongside decentralised transaction validation.
- **Current payment methods.** Credit card providers are centralised entities, and major cryptocurrencies do not offer sustainable decentralised governance mechanisms.

Objective 2: Scalability and instantaneity
For a payment system to efficiently accommodate common exchanges, it should be able to provide instant payment solutions.
- **Current payment methods.** While card providers have instant remittance, blockchain-based digital currencies have not been able to address scalability challenges effectively, which has resulted in increased network congestion.

Objective 3: Low-to-zero fees
Transaction costs should be kept to a bare minimum and levied in accordance with each participant’s individual contribution to the network so as to create a self-sustained and equitable payment system.
- **Current payment methods.** Card networks typically levy various fixed and percentage-based fees to process a transaction, with additional fees being levied when cross-border and cross-currency transactions are involved.

Objective 4: Trust generative
To provide a community-based decentralised payment system, it will be necessary to create trust among community members by incentivising trustworthy ecosystem participants with lower fees and higher transaction confirmations.
- **Current payment methods.** Card network transactions rely on trusted financial intermediaries. Digital currencies are trust-less insofar as their cryptographic protocols provide surety with respect to the transfer of funds.

Objective 5: Buyer-seller protections
The network should be safeguarded against errors, fraud and counterparty abuse.
- **Current payment methods.** Credit card networks provide dispute resolution services, although they are costly and result in higher transaction costs. Digital currencies, on the other hand, only consider the funds transfer aspect of transactions. They do not take the conformity or delivery of goods and services into consideration.

Objective 6: Regulatory compliance
To develop digital currency-specific regulatory frameworks for widespread consumer adoption, it will be necessary to comply with the legal frameworks of all jurisdictions in which its users reside.
- **Current payment methods.** Card networks interoperate seamlessly with existing banking and legal systems and make strict provisions for complying with anti-money-laundering (AML) regulations. Digital currencies are pseudo-anonymous, uncensorable and largely unregulated.
## EXHIBIT 1
Requirements for a next generation payments network

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<th>COTI Pay’s Objective</th>
<th>Further Reading</th>
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<td>Governance</td>
<td>• Centralised</td>
<td>• Decentralised</td>
<td>• Decentralised</td>
</tr>
<tr>
<td></td>
<td>* 65,000 TPS</td>
<td>* 20 TPS</td>
<td>3.1 COTI Pay protocol</td>
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<tr>
<td></td>
<td>• Instant confirmation</td>
<td>* 15 min confirmation</td>
<td></td>
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<tr>
<td>Scalability</td>
<td>• “65,000 TPS”</td>
<td>• “10,000+ TIPS”</td>
<td>3.1 The Trustchain</td>
</tr>
<tr>
<td></td>
<td>• Instant confirmation</td>
<td>* Instant confirmation</td>
<td></td>
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<tr>
<td>Transaction costs</td>
<td>• High-cost</td>
<td>• Typically low-cost</td>
<td>• Zero-to-low cost</td>
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<td></td>
<td>• Based on broad categories</td>
<td></td>
<td>• Based on behaviour</td>
</tr>
<tr>
<td>Trust model</td>
<td>• Trust-based (reliant on trusted third parties)</td>
<td>• Trust-less (not reliant on trusted third parties)</td>
<td>3.2 Trust Scoring Mechanism</td>
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<td>Buyer-seller protections</td>
<td>• Centralised • Costly</td>
<td>• None</td>
<td>3.3 Arbitration System</td>
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<td>Compliance</td>
<td>• Fully-compliant</td>
<td>• Largely unregulated</td>
<td>• Fully-compliant</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Welcoming of regulation</td>
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* Transactions-per-second
3. COTI Pay

COTI Pay was designed using innovative distributed ledger technology with the goal of providing a superior payment solution that outpaces current legacy card networks and cryptocurrency technologies.

3.1 The Trustchain protocol

At the core of COTI's infrastructure lies the Trustchain, a consensus algorithm based on machine learning, which dramatically decreases transaction costs and increases processing speed by assigning trust scores to transactions and clustering them in chains. When coupled with no requirement for mining and low energy consumption, the network can operate with near zero transaction fees.

The Trustchain lies on a truly decentralized DAG data structure with no coordinator, centralized council or any other central governance. The collective Trustchain network consists of Full Nodes, Double Spend Prevention (DSP) Nodes, Trust Score Nodes and History Nodes. This allows for infinite scale while still incentivising node operators.

The Trustchain works by creating a trust layer over the DAG that is coupled with a ranking mechanism to track the behavioural data of network entities. Users are ranked according to trust and are assigned a trust score. Fees decrease the more trustworthy a user is, while the speed to process a transaction increases. The inverse is also true, thus improving the security and overall trustworthiness of the network.

The same infrastructure of nodes permits the creation of multiple DAGs for different originators and different purposes. As such, multiple projects can run simultaneously on the same infrastructure while maintaining fully customized token economies and applications.

Unlike most other high performance projects, where smart contracts are executed off-chain using specialized servers or nodes in a quasi-decentralized manner, COTI smart contracts are executed on-chain and decentralized. All steps of smart contract execution are recorded in the COTI MultiDAG and verified several times by different Full Nodes before receiving a complete confirmation.
3.2 Trust scoring mechanism

COTI Pay takes a novel approach to building trust between transacting parties through its Trust Score mechanism. The Trust Score servers analyse user data, user behaviour, and network payment statistics to calculate a Trust Score for each COTI Pay network participant. The Trust Score as a metric helps to rate participants according to their trustworthiness and contribution to the COTI Pay network.

Trust Scores incentivise users to contribute to the quality of the ecosystem and serve as a proxy for how reliable a participant will be in fulfilling transactions in accordance with the associated terms. Trust Scores serve as a key driver of transaction fees: high scores are associated with low-to-zero fees, while low scores are associated with comparatively high fees.

A participant’s Trust Score is initially determined by a general questionnaire and document verification. Trust Scores update automatically according to a user’s payment history and Big Data collected by the network. For more details, please refer to the technical whitepaper.

**Determining Trust Scores**

Trust scoring is performed in a granular, dynamic way to provide high resolution insight into a party’s behaviour. This granular approach runs contrary to conventional credit scoring systems, which use broad brush classification techniques to assign scores that commonly fall above or below the scores that would serve as true indications of creditworthiness.

Trust Scores are relative values plotted on a scale of 0 to 100, with 100 being the highest possible score. They provide an indication of how participants rank relative to one another within the COTI Pay network, as measured by their contributions to the network’s efficacy over time. Participants that engage in honest conduct – consistently honouring their obligations to other network participants – are rewarded with high Trust Scores. Conversely, participants that engage in dishonest conduct, dishonouring obligations to other network participants, are assigned lower Trust Scores, higher fees and rising confirmation times.

The Trust Score of a merchant also affects the merchant’s rolling reserve requirements. The rolling reserve requirements of highly trusted merchants will be significantly lower than that of merchants with low Trust Scores.

The Trust Scoring Algorithm considers the following parameters when determining Trust Scores:

- **Account balance** - the aggregate value of transactions that the participant has engaged in over a set period.
- **Dispute occurrence** - the amount of transaction disputes that the participant has been involved in, if any.
- **Disputes won** - the amount of disputes that were resolved in favour of the participant.
- **Disputes lost** - the amount of disputes which were resolved in favour of the counterparty.
- **User ratings** - the ratings that other transacting parties have assigned to the participant, calibrated according to the Trust Scores of the parties providing the ratings.

The set of parameters outlined above is non-exhaustive. COTI Pay’s technical whitepaper provides further details of the mechanisms used to determine Trust Scores.
3.3 Arbitration System

The Arbitration System serves three main objectives: decentralised governance, security and reliability. In order to provide buyers and sellers with protections against errors, fraud and counterparty abuse, arbitrators must take responsibility if disputes arise within the network. While the Trust Score adds a layer of trust to all COTI Pay network transactions and imposes disincentives on behaviour that is dishonest or unfair, the Arbitration System provides an additional mechanism that facilitates dispute resolution in an effective and cost-efficient manner.

Typical scenarios requiring arbitration include the following:

- **Billing errors.** The buyer completes a purchase, but later realises that the amount paid for the goods or services was incorrect.

- **Inadvertent transfers.** The user inadvertently sends funds to the wrong party.

- **Unauthorised charges.** The user is charged an amount without having authorised the transaction.

- **Undelivered goods or services.** The buyer pays a merchant for goods or services but the delivery of those goods or services is not fulfilled.

- **Non-conforming goods or services.** The buyer pays for and receives the goods or services, but the goods or services do not conform with the description or standards the seller conveyed at the time of the purchase.

In each of the above scenarios, if the sender and receiver of funds are unable to resolve the dispute directly, the unsatisfied party can initiate arbitration.

**Merchant rolling reserve**

Rolling reserve requirements are calculated based on the merchant’s turnover and Trust Score. Because of the design of the COTI Pay payments network, Arbitration System and decentralisation, the rolling reserve requirements are substantially lower than existing payments networks.

Every merchant transaction will incur a rolling reserve fee that is reserved for a number of days. When the rolling reserve term has ended, funds are released back to the merchant’s account.

The rolling reserve is used when a merchant has lost a mediated dispute and is required to compensate the consumer. Merchants that do not meet the rolling reserve requirements will forfeit their ability to sell goods and services within the COTI Pay network.

**Comparison of COTI Pay’s rolling reserve with existing online payment systems**

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<th>COTI Pay</th>
<th>OTHER PAYMENT SYSTEMS</th>
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<tr>
<td>The minimum rolling reserve requirement is at least 3% and based on the Trust Score of the merchant</td>
<td>✔️</td>
<td>Rolling reserve requirements are usually above 10%</td>
</tr>
<tr>
<td>Funds are frozen for at least 7 days depending on the business type</td>
<td>✔️</td>
<td>Funds are frozen for 14-90 days</td>
</tr>
<tr>
<td>Equitable dispute settlement by COTI Pay’s Arbitration System</td>
<td>✔️</td>
<td>Rampant credit card chargebacks and non-transparency</td>
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3.4 COTI Dime

COTI Pay’s stablecoin, the COTI Dime, sits at the centre of the COTI Pay network and fuels the interactions between consumers and merchants. The COTI Dime bears the value of $0.1 and can be used with merchants accepting COTI Pay.

Stablecoins use various mechanisms to enable the price stability and usability of the coin. While stability is relatively easy to achieve in the short term with any blockchain platform, the usability for everyday and mainstream use may be compromised by the challenges of high transaction costs, scalability, identity and others that most blockchain infrastructures entail. COTI provides the infrastructure and needed features tailored for stable coins.

Although value transfer is COTI Dime’s primary function within COTI Pay, the COTI native coin will be used as a means to pay fees, arbitrators and node operators utilising the COTI protocol.

- **Arbitration.** Arbitrator stakes and payouts are denominated in COTI coins. As such, arbitrators are required to hold COTI coins whenever they wish to engage in arbitration.

- **Node operators.** Operators of all node types will be incentivised in COTI coins and will be required to hold COTI whenever they wish to validate node activity.

- **Fees.** All fees incurred in the course of using the COTI Pay network (payments, arbitration, node oversight and external projects based on COTI Pay’s Trustchain) are payable in COTI coins.
3.5 COTI-X

COTI Pay aims for its payments network to be versatile with respect to currencies, thus providing an easy-to-use payment solution. To this end, COTI Pay has developed a currency exchange, COTI-X, that provides network participants with continuous access to liquid markets in a range of digital and fiat currency pairs.

The main functions of COTI-X are three-fold.

- First, it serves as an enabler of cross-currency payments by providing network participants a straightforward mechanism for paying or receiving funds in whichever currencies they choose, regardless of their counterparties’ preferred currencies.

- Second, it provides end-users with a direct mechanism for transferring their holdings from one currency to another, if for whatever reason end-users wish to increase or reduce their exposure to a specific currency.

- And third, it is an enabler of liquidity in which COTI’s native currency serves as the common denominator amongst all other currencies.

**Seamless interoperability**

COTI Pay abstracts the complexity of currency exchange from end-users. The exchange functions as a foundational layer of COTI Pay’s applications and services, operating in the background to ensure that participants’ currency exchange requests are fulfilled automatically in response to the actions taken from the consumer, merchant and arbitrator interfaces. For each order, rather than presenting an orderbook and bid/ask prices, the user is presented with a single fixed rate, inclusive of any fees.
4. Applications & Services

COTI Pay is developing a suite of applications and service offerings that will provide consumers and merchants with seamless connectivity to COTI Pay.

4.1 For Consumers

Wallets
COTI Pay’s main consumer offering is a multi-currency wallet that provides instant and easy access to COTI Pay and supports a variety of consumer payment use cases.

- Peer to peer transactions. COTI Pay users will be able to make instant, secure transfers to their peers who hold COTI Pay wallets. Transfers will be instant with low-to-zero fees (depending on the users' Trust Scores and currency selections).

- Nearby wallet-to-wallet transactions. COTI Pay wallet holders will be able to send funds in a secure, instant and intuitive manner to other COTI Pay wallet holders through close physical proximity.

- Storing digital and fiat currencies securely. COTI Pay users will be able to use their COTI Pay wallets as de facto bank accounts for the purpose of holding funds in both digital and fiat currencies. In the first instance, funds can be deposited into COTI Pay wallets using card, bank wire and several leading digital currencies.

- Exchanging digital and fiat currencies. COTI Pay users will be able to use their wallets to move funds from one currency to another.

Debit cards
To connect the COTI Pay network with other payment rails, COTI Pay is offering users access to debit cards that link directly to COTI Pay wallets. The rationale for offering these cards is that they will enable users to effect payments from their COTI Pay wallets when dealing with merchants that have not yet integrated with COTI Pay.

COTI Pay users will be able to specify their preferred currency each time they create a virtual debit card. When a purchase is made using a card linked to a currency that does not match the payment currency, COTI-X will automatically convert the required amount of the card-linked currency to the purchase currency, thereby mitigating third-party currency exchange fees.
4.2 For Merchants

The second pillar of the COTI Pay network’s success is the extent to which it can attract and retain a large base of merchants that accept payments using COTI Pay’s rails. To this end, COTI Pay is developing a suite of merchant tools and services that make COTI Pay a compelling proposition for merchants, as an addition to, or as a replacement for, their existing payment systems.

**Processing tools**
COTI Pay is developing processing tools that will enable merchants to start accepting payments from COTI Pay wallet holders. Consumers who visit COTI Pay-powered merchants’ websites, but do not hold COTI Pay wallets, will be invited to open wallets instantly as part of the checkout process. Merchants will be able to choose whether they wish to connect to COTI Pay’s payment rails via API or by embedding an iFrame into their websites. The merchant onboarding process will be streamlined to the point that integration can be completed within a few hours. The integration process will be made simpler by the fact that COTI Pay’s processing solutions will be compatible with several widely-adopted e-commerce platforms (e.g., Shopify and Magento).

COTI Pay-powered merchants will have access to a dashboard that provides detailed data and reporting functionality on their COTI Pay transactions. Within this dashboard, merchants will choose which COTI Pay-supported currencies they wish to accept, as well as their preferred settlement currencies. Moreover, the dashboard will provide merchants with wallet-like functionality that enables them to make payments to COTI Pay wallet holders and to other COTI Pay-powered merchants, as well as to use COTI-X’s facility. Merchants will also be able to run their own Full Node with a customised wallet to streamline the transactional experience for customers.

As COTI Pay’s network grows, COTI Pay will introduce additional solutions for merchants, including supplier and employee payments, thereby enabling merchants to carry out a greater variety of payment functions from within COTI Pay.
4.3 White label solution
A fully customizable and modular network that supports COTI and other tokens will be made available to developers to create white-labelled versions for their specific use cases. Specific versions for consumers and merchants enable each party to derive maximum utility with a streamlined user experience. This allows service providers to deploy their own payment network atop the COTI infrastructure. For further information, please refer to our technical whitepaper.

4.4 Point of sale (POS) services
COTI offers a full POS software suite that seamlessly integrates with the COTI Pay. By utilizing the COTI POS, merchants will benefit from all COTI Pay advantages, while also being able to accept normal credit and debit card transactions.
5. Regulatory Approach

COTI Pay’s legal advisors are laying the licencing and regulatory foundations that will enable the COTI Pay network – and its native currency, COTI – to achieve global scale and reach. While the digital currency landscape is currently characterised by a high degree of regulatory uncertainty, the COTI Pay network stands to benefit from the onset of new digital currency-specific regulations.

Early adopters of digital currencies have long held the view that digital currencies will continue to thrive outside the strictures of governments. The COTI Pay team’s somewhat contrarian view is that, like the Internet before it, digital currencies will only come of age – and yield the greatest benefits to consumers and businesses – by operating within the bounds of the laws and regulations of sovereign states.

In order for digital currencies to achieve widespread adoption in payment, digital currency-related organisations – whether decentralised or not – they will need to adhere to the laws and regulations of the jurisdictions in which their end-users reside. And in the absence of digital currency-specific regulations, organisations should take a proactive approach by adhering to the know your customer (KYC), anti-money-laundering (AML) and Treat Clients Fair (TCF) standards, which are now commonplace in the provision of financial services-oriented activities.

Although digital currencies today are largely unregulated, regulatory authorities in several jurisdictions have grown increasingly outspoken about their intentions to implement digital currency-specific regulatory regimes. Some jurisdictions – including Ecuador and Bangladesh – have altogether banned the use of Bitcoin and other digital currencies. However, much of the recent regulatory attention has centred on initial coin offering warnings and the People’s Republic of China’s ban on it all together.

To promote the onset of suitable digital currency-specific legislation, the COTI Pay team and its legal advisors are working with regulators globally to help shape the relevant regulatory frameworks and to share COTI Pay’s experiences as a global digital currency initiative.
**Licensable activity**

Certain aspects of the COTI Pay’s activity relate to the provision of digital wallet and exchange services, both of which are licencable activities in the jurisdictions examined. As such, COTI Pay is pursuing licence authorisations globally in respect of the following:

- **Payments and money services.** Such licenses cover the provision of merchant processing solutions in fiat currency, enabling COTI Pay-powered merchants to accept payments in digital and fiat currencies.

- **Exchange and e-wallet services.** Such licences cover the provision of exchange and wallet functionality, enabling COTI Pay to provide individuals and merchants with the ability to hold, exchange and transact in digital currencies.

Pursuant to advice from its legal advisors, COTI Pay will expand its licence portfolio to ensure maximum geographic coverage.

**AML and KYC procedures**

The COTI Pay network is adopting appropriate AML and KYC procedures to ensure that its network cannot be used to facilitate money laundering or other illicit activity. COTI Pay is inherently not conducive to money-laundering, as any user of COTI Pay’s wallet, exchange or processing solutions must undergo strict onboarding procedures. Notwithstanding its commitment to AML and KYC, COTI Pay is similarly committed to protecting user privacy and has appropriate consumer data protection mechanisms in place.

**COTI is not a security**

According to advice received, the offering of digital currencies may also involve the offer and sale of securities, depending on the facts and the circumstances. And the offer and sale of securities is likely to face financial and securities regulation worldwide.

With respect to COTI’s native currency, COTI Pay’s legal advisors have examined the currency’s unique features in consultation with additional legal experts from reputable law firms in several key jurisdictions. According to the legal opinions received, COTI does not classify as a security, and the sale of COTI coins to members of the public does not constitute a breach of the relevant regulations.

COTI Pay is laying a global licencing footprint in Estonia for its licensable activity, and is adhering to strict AML and KYC standards in all aspects of its activity — even those which are not currently subject to formal regulatory oversight.

COTI Pay will benefit from greater regulatory clarity in respect of digital currencies. If properly designed, regulations will not constrain innovation, but rather function as enablers of mainstream digital currency adoption. The COTI Pay team and its legal advisors aim to serve as catalysts for positive regulatory change and are working with regulators globally to make a meaningful contribution to the dialogue.
6. Team

The COTI team is comprised of individuals with extensive experience in the payments, cryptography and financial services domains. The core team is supported by internationally recognised advisors with backgrounds in payments, asset management, banking, marketing and more.

Shahaf Bar-Geffen
CEO
Shahaf is the co-founder and former CEO of WEB3, a leading multinational digital marketing firm. Shahaf holds a BSc degree in biotech and economics from Tel Aviv University.

Dr. Nir Haloani
CTO
Nir is an innovator in the areas of data compression, AI and machine learning and has earned the prestigious Master Inventor title for authoring over 13 patents in these fields.

David Assaraf
Co-founder, COO
David previously served as the chief internal auditor at HSBC Israel and as an examiner in the credit risk unit of the Central Bank of Israel’s banking supervision department.

Erol Hallufgil
Mathematician
Eli previously headed up the developers team at TechChain Solutions. He holds a master’s degree in mathematics from the Technion, Israel Institute of Technology.

Yoni Neeman
Software Engineer
Yoni is a graduate in computer science from Tel Aviv University. He has previously held roles as a software engineer and full stack developer at a number of tech companies.

Anton Suslonov
Data Scientist
Anton is an expert in blockchain technology, applied mathematics and data science.
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4. APPLICATIONS & SERVICES
5. REGULATORY APPROACH
6. TEAM

Yair Lavi
CFO
Yair was the former CEO and finance director at Plus500 UK. He has also held previous roles in financial planning and valuation strategy.

Niv Abramovich
VP of Product
Niv has held product manager positions at Safecharge and Pay.com, as well as the role of head of operations at eToro.

Samuel Falkon
Co-founder, VP Business Development
Samuel has vast experience in the digital currency and fintech industries and has held previous roles in product development.

Efrat Bar-Lev
VP Marketing
Efrat is responsible for executing COTI’s marketing campaigns and managing public relations. Efrat brings over 6 years of experience in the digital media sphere.
**Board of Advisors**

**Dr Matt McBrady**  
Former CIO & MD BlackRock  
Matthew was the CIO for the hedge fund platform at BlackRock. He has held senior roles at Silver Creek Capital and Bain Capital.

**Greg Kidd**  
Former CRO, Ripple Labs  
Co-founder of Hard Yaka and an early investor in numerous startups including Ripple, where he served as CRO, Shift, Coinbase and 3taps, and previously Square and Twitter.

**Steven Heilbron**  
Former CEO Investec Bank UK  
Steven has served as the global head of private banking and joint CEO of Investec Bank in London.

**Lindsay Maule**  
CEO, Luna Capital  
Former head of cryptocurrency research at Precursor Ventures. Lindsey especially focuses on pre-ICO and ICO investments.

**Nimrod Lehavi**  
Co-founder and CEO, Simplex  
Nimrod has over two decades of experience in Israel’s startup sector. He is well respected for leading large-scale software projects that catalyze significant change.

**Zvi Gabay**  
Partner, Barnea & Co.  
An expert in financial regulation and securities law, Zvi is a partner and the head of capital markets at Barnea & Co.

For more information on the COTI Pay team, visit [VISIT DOT COTI DOT IO](#)