



**BUNDLE**

# **CRYPTO**TRADING SIMPLIFIED

**Bundle is a cryptocurrency  
exchange aggregation platform**

**Create “Bundles”  
of digital assets**

**Find the best  
possible pricing  
for orders from  
top exchanges**

**Customize  
trading Bundles  
according to  
your needs**

Visit us at

**bundle.network**

# THE OPPORTUNITY



**\$5 trillion USD**

est. total market cap  
of cryptocurrencies by  
2025

**1500%  
increase in  
market cap**

Jan 2017 to  
November 2017  
(\$229.6 bln)

**Increased  
demand  
=  
explosive  
gains**

**Bundle**

=  
one simplified direct  
interface for best  
pricing through  
exchange aggregation

# THE PROBLEM

1,000s Coins/Tokens across 100s Exchanges

Price Differences between Exchanges

Long Transaction times

Complex UI/UXs to navigate current exchanges

Lack of Guidance, Signaling & Community for Newcomers

## CASE STUDY

To buy a portfolio of the top 100 coins/tokens:

- 1 Create account with at least 10 different international exchanges
- 2 Transfer balances to each of the exchanges
- 3 Pay different transaction fees
- 4 Use different protocols and interfaces from multiple countries and jurisdictions
- 5 Create 100 purchases and wait a full day for orders to complete

# THE SOLUTION



Bundle is an online trading platform:

For buying,  
**selling & trading**  
crypto assets



Enables users to execute  
**multiple purchases across**  
**several unconnected**  
**exchanges in seconds** at the  
best prices



Enables users to  
**create Bundles according**  
**to their chosen group,**  
with one click per  
transaction



# EXAMPLES OF BUNDLES



## **Market Volume:**

A bundle of crypto assets based on market volume.

## **Highest returns:**

A bundle of crypto assets based on value increase by transaction volume above a specified point.

## **Utility:**

A bundle of crypto assets based on an area of utilization within sectors.

## **Advisory:**

A bundle of crypto assets based on the experience of the **Bundle team** and users of the **Bundle platform**.

# OPERATION

The following are the user options available in Bundle.

User may be either or both:

## BUNDLE USER

- a. **Engaged in conventional stocks** (stocks, bonds, forex etc.)
- b. **Engaged in crypto trading** using exchange platforms



## Advantages/Features for Users:

**User uploads BTC, ETH or other digital assets** in Bundles created by his preferences, the system metrics or other users.

**Digital assets included in the traded Bundle are purchased** from the platform at **the best price available** & kept in the wallets of the relevant exchanges.

**Reduced waiting time for the user**, since Bundle will pre-deposit BTC and ETH on each of the exchanges in use.

**When a user sells digital assets in his Bundle, the system sells the coins included in the Bundle** from the exchanges and converts them to ETH or BTC.

**To prevent a delay** due to the transfer of currency from an exchange platform, **ETH or BTC, held in the Bundle Platform, is transferred to the user's account.**

# **OPERATION:** **BUNDLE MANAGER**



## Advantages/Features for Traders:

**Ranked**, based on their success.

**Traders view successes of Bundle Managers** from previous periods.

**Receive commissions** based on the earnings of their bundles.

**The Bundle system rewards Bundle Managers with Bundle Tokens (BND).**

**May share their successful Bundles with others, on the platform.**

Through these relationships, **Bundle creates a new, robust channel of communication** for the digital asset ecosystem.

# DEMO VERSION

An Alpha Version of Bundle already functions across several well-known major exchanges:



Exchanges

Coins

The screenshot shows the BUNDLE website interface. The top navigation bar includes the BUNDLE logo, "TOKEN SALE", and "DEMO" buttons. The user is logged in as "naruto administrator". The main content area is divided into three sections: "Exchanges", "Coins", and "Bundles". The "Exchanges" section lists several major exchanges: BINANCE, BITFINEX, BITTREX, GEMINI, kraken, POLONIEX, and YoBit.net. The "Coins" section lists various cryptocurrencies: ETH, XRP, LTC, DASH, XEM, NEO, IOT, XMR, ETC, and OMG. The "Bundles" section is further divided into three sub-sections: "Bundles - Top Cryptocurrencies", "Bundles - Sectoral Cryptocurrencies", and "Bundles - Top Tokens". Each sub-section lists a set of suggested bundles (e.g., Top 10 Cryptocurrencies, Top 20 Cryptocurrencies, etc.) with a link to view them.

Exchange	ETH	XRP	LTC	DASH	XEM	NEO	IOT	XMR	ETC	OMG
BINANCE	-	-	0.00885900 btc	-	-	0.00411500 btc	0.00009982 btc	-	-	0.00106400 btc
BITFINEX	0.00002890 btc	-	0.00886630 btc	-	-	0.00412110 btc	0.00009900 btc	0.01687600 btc	0.00238000 btc	0.00107000 btc
BITTREX	0.00002892 btc	-	0.00886208 btc	0.05903244 btc	0.00002673 btc	0.00412394 btc	-	0.01681860 btc	0.00238414 btc	0.00106700 btc
GEMINI	-	-	-	-	-	-	-	-	-	-
kraken	0.00002900 btc	-	0.00885000 btc	0.05809000 btc	-	-	-	0.01674000 btc	0.00235400 btc	-
POLONIEX	0.00002896 btc	-	0.00886000 btc	0.05911001 btc	0.00002663 btc	-	-	0.01686699 btc	0.00237706 btc	0.00106545 btc
YoBit.net	-	-	0.00886772 btc	0.05879811 btc	0.00002990 btc	-	-	-	0.00239952 btc	0.00000050 btc

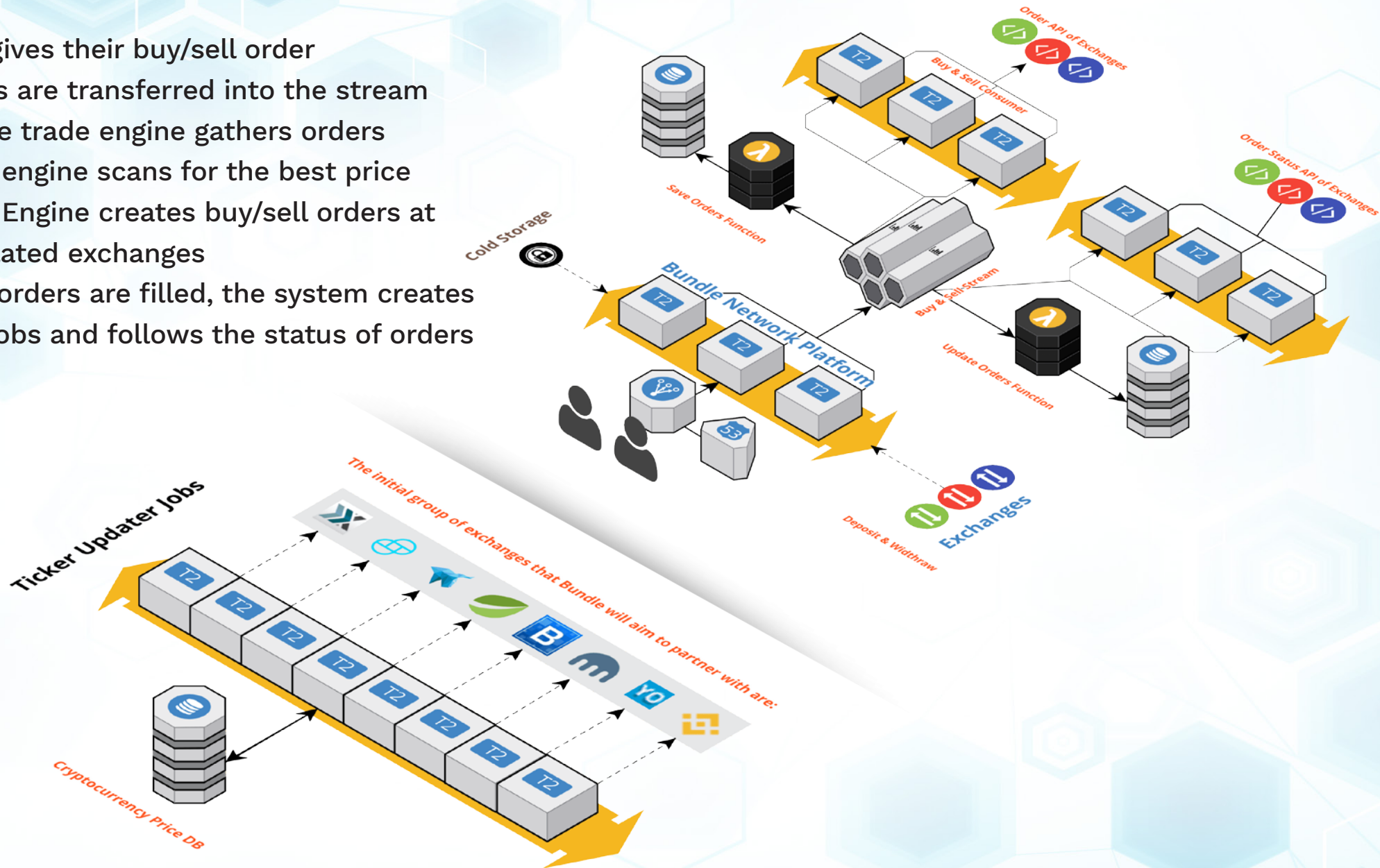
Preconfigured  
Bundles  
suggested by  
the system

Bundles - Top Cryptocurrencies	Bundles - Sectoral Cryptocurrencies	Bundles - Top Tokens
<a href="#">Top 10 Cryptocurrencies</a>	<a href="#">Privacy Cryptocurrencies</a>	<a href="#">Top 10 Tokens</a>
<a href="#">Top 20 Cryptocurrencies</a>	<a href="#">Gaming Cryptocurrencies</a>	<a href="#">Top 20 Tokens</a>
<a href="#">Top 50 Cryptocurrencies</a>	<a href="#">Bet Cryptocurrencies</a>	<a href="#">Top 30 Tokens</a>
<a href="#">Top 100 Cryptocurrencies</a>	<a href="#">Credit Card Bundle</a>	<a href="#">Top 50 Tokens</a>

Please visit **bundle.network** to view the demo video.

# TECHNOLOGY

- User gives their buy/sell order
- Orders are transferred into the stream
- Bundle trade engine gathers orders
- Trade engine scans for the best price
- Trade Engine creates buy/sell orders at correlated exchanges
- Once orders are filled, the system creates new jobs and follows the status of orders



# BUNDLE TOKEN (BND) SALE



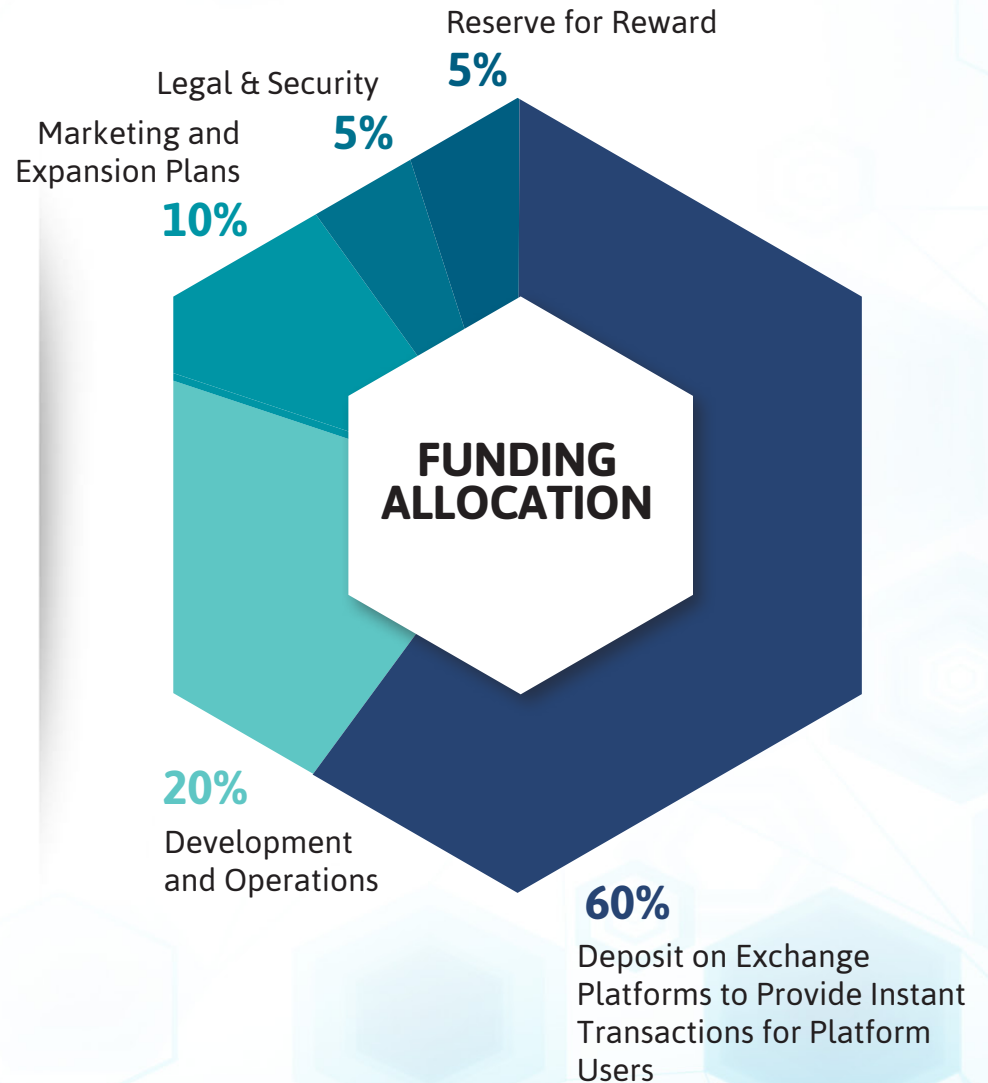
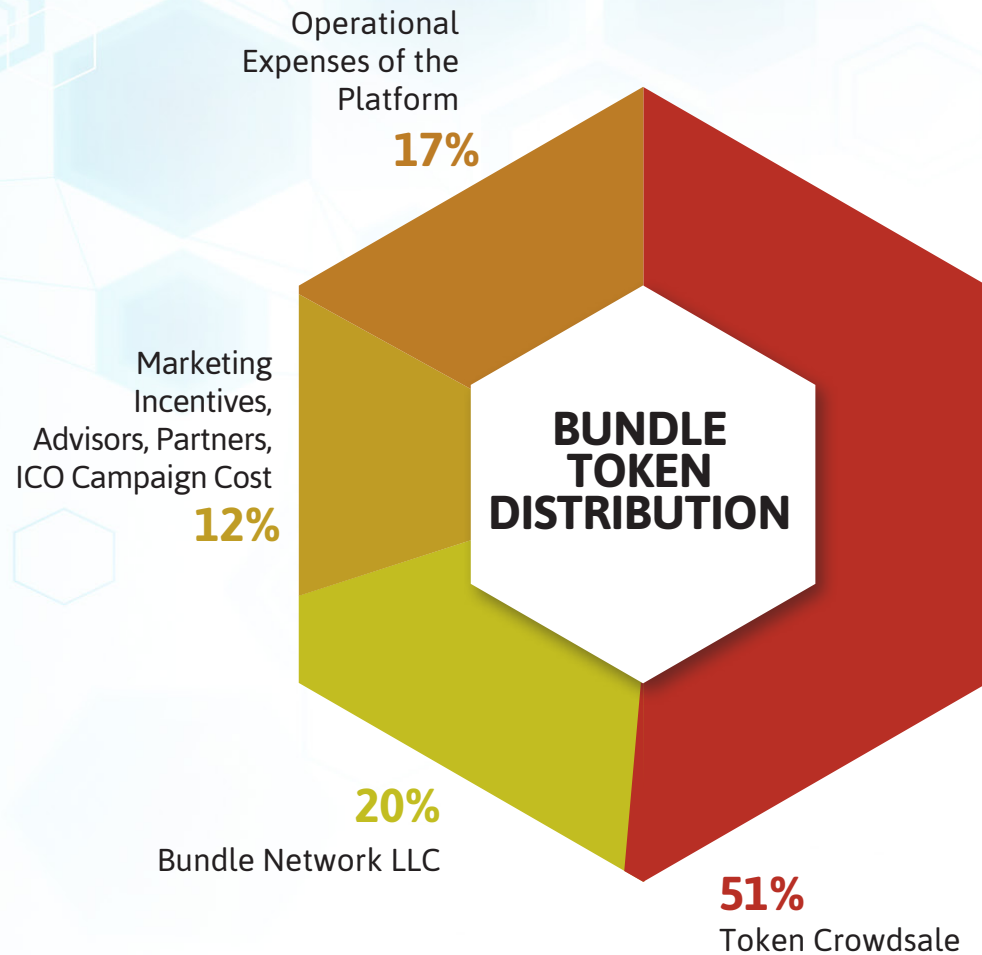
Token Symbol:	<b>BND</b>	<b>Marketing Incentives</b>	
Token Type:	<b>ERC 233</b>	<b>(including 2% Campaign TGE Bounty)</b>	
Token supply:	<b>1,000,000,000</b>	Partners, Advisors, TGE Campaign Costs:	<b>120,000,000</b>
Price per Token:	<b>\$0.10 (USD)</b>	Operational Expenses of Platform:	<b>170,000,000</b>
Cryptocurrencies accepted :	<b>BTC, ETH</b>	Company:	<b>200,000,000</b>

**TGE TOTAL: 510,000,000**

Phase I	<b>7,500,000</b>	<b>100% Bonus</b>	<b>(+7,500,000 Tokens)</b>
Phase II	<b>5,000,000</b>	<b>90% Bonus</b>	<b>(+4,500,000 Tokens)</b>
Phase III	<b>5,000,000</b>	<b>80% Bonus</b>	<b>(+4,000,000 Tokens)</b>
Phase IV	<b>5,000,000</b>	<b>70% Bonus</b>	<b>(+3,500,000 Tokens)</b>
Phase V	<b>5,000,000</b>	<b>60% Bonus</b>	<b>(+3,000,000 Tokens)</b>
Presale	<b>50,000,000</b>	<b>50% Bonus</b>	<b>(+25,000,000 Tokens)</b>

<b>Public Sale</b>	<b>385,000,000</b>	First 24 hrs.	<b>25% Bonus Tokens</b>
		Next 72 hrs.	<b>15% Bonus Tokens</b>
		Next 7 Days	<b>10% Bonus Tokens</b>
		Until End of TGE	<b>5% Bonus Tokens</b>

# TOKEN DISTRIBUTION



# ADVANTAGES FOR BUNDLE USERS



## LOWER COMMISSION RATES

**The fee is 0.5%** for standard transaction paid with **BTC or ETH**

**The fee is 0.25%** for standard transaction paid with the **Bundle Token (BND)**



## BETTER TRANSACTION SPEED AND FREQUENCY

Users perform transactions **based on the amount of BND tokens** uploaded to the system

# USER STATUS



## Basic

No required number of  
Bundle Tokens (BND)

Maximum number of  
transactions per day:  
10

Wait time between  
transactions:  
5 minutes

## Pro

Minimum  
1,000 BND deposited

Maximum number of  
transactions per day:  
30

Wait time between  
transactions:  
less than 10 seconds

## Master

Minimum  
5,000 BND deposited

Maximum number of  
transactions per day:  
No limits

Wait time between  
transactions:  
less than 10 seconds

Users may not withdraw the required amount of BND from the system for at least 7 days,  
in order to maintain status.

# **COMPETITIVE ADVANTAGES**



Ease, Speed and Simplicity  
of Use

**Single Click Buy/Sell/Trades**

**Price Optimization** Through  
Aggregation of Exchanges

**Proprietary Bundle Option** for  
Creating Asset Metrics

**Exposure to unique Bundles**  
Created by the System, Other  
Users & Bundle Managers

We will **partner with one  
of the big four companies**  
in order to be in **full  
compliance with existing rules  
and regulations, worldwide**

# **TIMELINE**



**BUNDLE**



# **PLATFORM DEVELOPMENT**



**The Bundle Network operational platform will be developed by our partners at RDC, under the supervision of our Zug entity.**



RDC is an information technologies group that creates innovative ideas, transforms them into integration and provides the best quality solutions with its highly experienced team in the enterprise IT industry. The company was founded by industry experts with over a decade's experience in the IT industry.

RDC has delivered successful projects for international clients as well as clients in Turkey. The company has a strong history in building applications to address challenging business goals.

The RDC Approach:

- ◆ **Assist IT management in defining strategy and assessing the impact on organizations.**
- ◆ **Make technological choices and select visionary solutions to improve performance.**
- ◆ **Implement standard computer applications and customize in response to specific needs.**
- ◆ **Assist the company's collaborators throughout projects for progress and performance.**
- ◆ **Provide project maintenance and support.**

# OUR TEAM



## Umut Senol Co-founder & CEO

Umut has more than 15 years of top-level finance, IT, marketing and HR management experience at multinational giants in the retail, pharma, production and advertising sectors.

He is a graduate of the Harvard School of Business, spent three years at PwC as an experienced team member, two years as CFO of Tchibo (Turkey and Russia), 20 months as CFO of Hopi (a consumer award points cell phone application for Turkey) and two years as chairman of the board at his own outdoor advertising company, Core out of Home.

He is also an investor in Spiff and his main focus has become startup projects for web and blockchain/cryptocurrency applications. Umut will be CEO of Bundle Network LLC.



## Burak Akdag Co-founder & Chief Strategy Officer (CSO)

Burak Akdag graduated from Bilkent University of Industrial Engineering and received his Strategic Marketing and Brand Management MBA from Bahcesehir University. His professional career includes tenure at global brands like Hyundai and Pepsico at managerial levels.

He works as Strategy Manager at a retail application company, which has a digital currency for retail business and has more than 5 million members in Turkey.



## Hasan Sağlam Co-founder & CFO

Burak Akdag graduated from Bilkent University of Industrial Engineering and received his Strategic Marketing and Brand Management MBA from Bahcesehir University. His professional career includes tenure at global brands like Hyundai and Pepsico at managerial levels.

He works as Strategy Manager at a retail application company, which has a digital currency for retail business and has more than 5 million members in Turkey.



## Ertuğrul Yılmaz CTO

Ertuğrul has more than 10 years of cumulative experience in the IT sector. His career includes management of real-time recommendation engine development teams and implementation of these projects, which were published as case studies on AWS and Google Cloud Platforms. He has been the leading technology officer at Bundle Network since its inception and is responsible for building a scalable, reliable and resilient aggregator platform.



## Mohammad Shaheed Khan Gulf Expansion Leader

Mohammad has a cumulative 17 years of experience in the banking sector. He has been the Vice President of Islamic Banking and Head Corporate Banking segment penetration at Gulf International Bank for more than 6 years. He is also the Vice Chairman of Bahrain Association of Banks and advisor at World Congress of Muslim Philanthropists. He attended the Massachusetts Institute of Technology's Fintech training and graduated from Harvard Business School.



## Carl-Nicolai Wessmann Europe Expansion Leader

After more than 6 years working at Schibsted Media Group Oslo as project manager for international operations, Carl founded and became CEO of Spiff, the social saving platform. He holds a Master's degree in Business and Economics from BI Norwegian Business School and graduated from Harvard Business School.



# OUR ADVISORS



## Gokhan Ogut

### Marketing Advisor

Having worked at top level marketing positions for P&G and Danone, Mr. Ogut spent an important part of his career with telecommunication giant Vodafone at positions including Chief Marketing Officer, Consumer Unit Vice President, and Chief Executive Officer. He graduated from Bosphorus University Industrial Engineering. He holds an MBA from the University of Illinois at Chicago. Mr. Ogut advises Bundle Network on marketing, communication, and general management.



## Neslihan Yücel

### Investor Relations

Neslihan has more than 10 years experience in the finance sector. She worked as an equity analyst at different investment banks for eight years while she was a Vice President for Investor Relations at Akbank until May 2017. She holds a Master's degree in Economics from Istanbul University and advising Bundle Network about investor relations



## Mike Costache

### Advisor

Mike spent the last 20 years as an entrepreneur, investment banker, author, professor, speaker, angel investor and fundraiser for various charities. Currently, Mike is the President of Karma, the world's first decentralized Smart Community Network. He is a Managing Partner at KrowdMentor, a strategic investment and advisory firm empowering blockchain startups. Mike is also the founder of the Blockchain Investors Consortium (BIC) and serves on the Advisory Board of Token-as-a-Service (TaaS), the first-ever tokenized closed-end fund dedicated to investments in blockchain assets. Mike holds a degree in Economics from Pepperdine University, a Graduate Certificate in Dispute Resolution from Pepperdine's School of Law and has completed the Program on Negotiations for Senior Executives at Harvard.



## Brad Bulent Yasar

### Advisor

Brad Yasar is an entrepreneur, investor, mentor, and advisor who started and bootstrapped several companies from inception to maturity over the past 20 years. Currently, Brad is the co-founder and Managing Partner of KrowdMentor, a strategic crowdfunding advisory firm focusing on TGEs, cryptocurrencies, blockchain, and token powered organizations. He is also Co-founder of Blockchain Investors Consortium (BIC) with over \$2 Billion dollars allocated to blockchain and cryptocurrency projects. Brad holds a degree in Economics and a Bachelor of Science degree in International Business Management from Pepperdine University, and a Bachelor of Science degree in Applied Sciences Math from Académie de Grenoble, France.