

P2PMOON

Non custodial, peer-to-peer digital currency marketplace

Follow us on [Twitter](#)

Join our community on [Telegram](#)

<https://p2pmoon.com/>

GENERAL INFORMATION

This whitepaper describes the function and utility of p2pmoon.com as a cryptocurrency trading platform and the PPM utility token that powers the platform. PPM is a token that is designed to be used for all services provided by the P2PMoon Platform as explained in this whitepaper.

PPM also can be used as a Crypto Token to pay for any other services provided by other business entities. P2PMoon will generally not limit the usage of PPM or the types of business entities that would like to use PPM for their business.

PPM is not intended to constitute a security in any jurisdiction. This white paper is not a solicitation for investment and does not pertain in any way to an offering of securities in any jurisdiction.

LIMITATIONS AND RISKS

You are not eligible to and you shall not purchase PPM through its token sale if you are a citizen or resident (tax or otherwise) of any country or state where the purchase of PPM or similar Crypto Token may be prohibited or the token sale is deemed to be not compliant with the applicable laws and regulations.

Purchases of PPM should be undertaken only by individuals, entities, or companies that have significant experience with, and understanding of, the usage and intricacies of Crypto Tokens and blockchain based software systems. Purchasers should have functional understanding of storage and transmission mechanisms associated with other Crypto Tokens. Any entities of P2PMoon and officers and employees thereof will not be responsible in any way for loss of any Crypto Tokens, PPM or fiat currency resulting from actions taken by, or omissions of the purchasers. If you do not have the required experience or expertise, then you should not purchase PPM or participate in the sale of PPM.

You should carefully consider the risks, costs, and any other demerits of acquiring PPM, and, if necessary, obtain your own independent advice in this regard. If you are not in the position to accept nor to understand the risks associated with the token sale of PPM (including the risks related to the non-development of P2PMoon platform) or any other risks as indicated in this whitepaper, you should not acquire PPM, until such that you have received the necessary independent advice. DYOR.

Glossary

p2p Peer-to-Peer.

Non custodial means users have control over their own coins and not the exchanges - [more here](#)

Governance token a token that allows owners of the token to perform voting - [more here](#)

IDO Initial DEX offering. A way to buy tokens through a decentralized platform like Uniswap - [more here](#)

Table of contents

1 Motivation	4
1.1 Problems with the current big exchanges	4
1.2 P2PMoon as an alternative peer-to-peer solution	4
1.3 P2PMoon’s mission	5
1.4 Product	5
1.4.1 Cryptocurrency exchange market	5
1.4.2 Competition	5
1.4.3 Customer segment	5
2 P2PMoon platform	5
2.1 How it works	6
2.1.1 PPM rewards	6
2.1.2 Onboarding and referral program	6
2.1.3 Launchpad	7
2.4 Security Considerations	7
2.4.1 Processing of disputes, Anti-fraud Mechanism and Attack Prevention	7
2.4.2 Major Incidents	7
5 P2PMoon utility Token – PPM	7
5.1 Ethereum ERC20 Token	8
5.2 Core Properties of the PPM Token	8
6 Roadmap	9
6.1 P2PMoon token Facts	10
6.1.1 Token Mechanics	10
6.1.2 Private sale	10
6.1.3 DEX sale	11
6.1.4 General circulation	11
7 Final words	11

1 Motivation

There are many options that exist to buy cryptocurrencies. However, the current landscape is either heavily centralized in the case of the big exchanges (like Binance or Coinbase) or decentralized but plagued by high gas fees and the need to go through hoops to bridge/wrap one blockchain to the next (Uniswap, Pancake swap etc).

With the vast number of new and exciting projects gaining popularity by the day, there is no immediate solution that can provide a middle ground to buy what you want. We need an exchange that can:

- Trade any and all existing cryptocurrency tokens
- Low trading fees
- Non custodial trading with no risk of having your coins in an “exchange wallet”
- Provide excellent customer support

1.1 Problems with the current big exchanges

- Almost all exchanges will charge you deposit, trade and withdrawal fees. Or in the case of a DEX (Decentralized Exchange), high gas fees and fees to convert to various wrapped tokens for blockchain compatibility. **It should not cost so much money just to own cryptocurrency.**
- With so many cryptocurrencies out there and more getting popular everyday, it is **difficult to find one place where you can trade any currency you want.**
- Centralized exchanges put you at their mercy of anything from total collapse to locking your accounts at will. **You never control your coins until you withdraw from their exchange wallet.**
- For new projects, the only way to get your tokens to your community is through an IDO. With messy and expensive liquidity pools and again high gas fees, **we need a better way to empower cryptocurrency adoption.**

1.2 P2PMoon as an alternative peer-to-peer solution

Support for all cryptocurrencies - With a peer-to-peer system powered by smart contracts, we can support any currency trading with any other currency.

Low fee trading - By keeping things decentralized and transparent with smart contracts, we are able to provide a low fee environment where it doesn't cost you more money for adoption. **Always free for buyers and a 1% fee for sellers is all we take.**

Non custodial - P2PMoon never keeps your coins or keys. Once a transaction is done, you 100% own your coins.

We operate in the intersection of giving you all the reasons to trade in a decentralized platform yet with customer support and low fees found only on big centralized exchanges. The future is hybrid.

1.3 P2PMoon's mission

We aim to be a **global cryptocurrency marketplace where you can trade any cryptocurrency. With low trade fees, flexible payment, secure verification options and a great customer experience.** Get the crypto you want on your own terms.

1.4 Product

In this section we will discuss our business model

1.4.1 Cryptocurrency exchange market

The cryptocurrency market size is expected to grow from USD 1.6 billion in 2021 to USD 2.2 billion by 2026, at a CAGR (Compound annual growth rate) of 7.1%. Looking at [data provided by Coin Market Cap](#) (CMP), the volume on exchanges is only increasing. This is a rapidly growing industry with room for competition.[\(ref\)](#)

On a similar tone, the Peer-to-peer market is only a small subset of the total crypto market with a lower volume. P2PMoon plans to dominate and to be the de-facto Peer-to-Peer exchange and eventually the only way to trade cryptocurrency globally.

1.4.2 Competition

Our competition is in the peer to peer space. The big names such as Localbitcoins exist and numerous smaller players. However, the big advantage we have is support for any cryptocurrency. **There is no peer to peer solution right now where you can trade anything outside of the top 10 coins.**

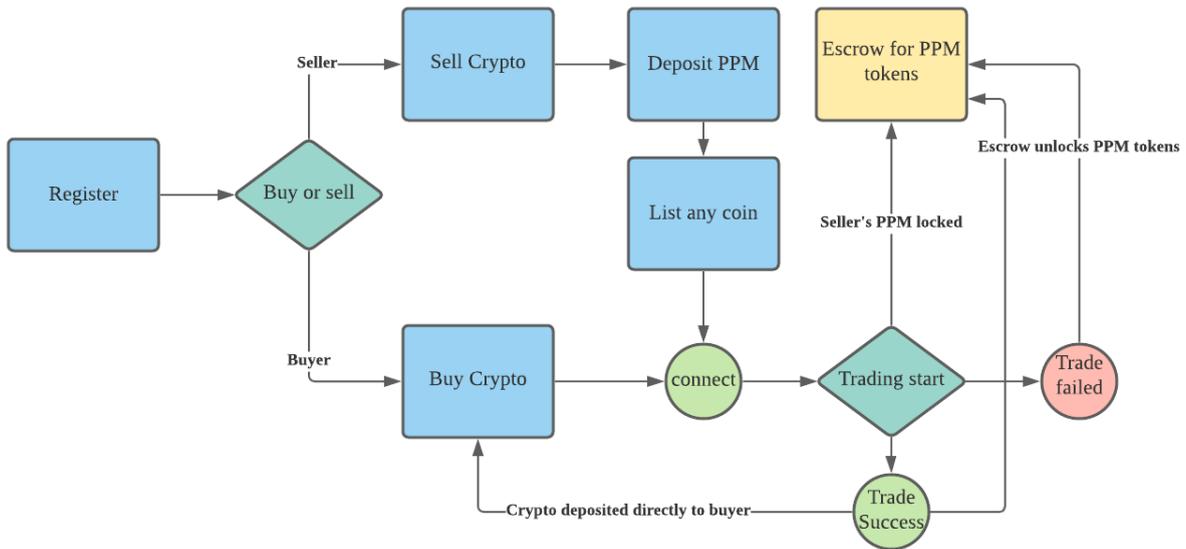
1.4.3 Customer segment

Our customers are early cryptocurrency adopters. Not just early in the space but early to up and coming new projects and realize their potential. Our customers have experience using multiple platforms and are frustrated with not being able to buy their favourite tokens easily. The core P2PMoon user owns cryptocurrency outside of the top 10 lists and believes in the future of the projects they are supporting.

2 P2PMoon platform

The P2PMoon platform is an innovative way to trade any cryptocurrency by a combination of our PPM token as collateral and smart contract based escrow. Trading happens in 3 easy steps and each new sign up is equipped with PPM tokens to get started right away.

2.1 How it works



Buyers get started right away. **Trading is free for buyers.** Simply sign up, get verified and look for the trades you want. Each transaction will go directly to your provided wallet address and **we hold none of your coins ever.**

Sellers have an extra step of depositing PPM tokens equal to their selling amount. These tokens get locked when a trade is in progress and **unlocked back to you with a small fee in deductions** once a trade is complete. This collateral protects both parties and empowers buyers to do trades with confidence.

2.1.1 PPM rewards

All products are only as strong as their community and we are no different.

To increase the adoption and utility of our tokens, we will have a staking program that rewards our users for locking their collateral in our system.

2.1.2 Onboarding and referral program

One way to get PPM tokens is to simply register to use the platform. How much easier does it get!

Our unique referral system also rewards you with PPM tokens if someone signs up with your referral code and posts a new sale. On the first successful sale, both wallets will be credited with PPM tokens.

2.1.3 Launchpad

P2PMoon provides a launchpad for any new or existing cryptocurrency projects hoping to reach a wider audience without the need for expensive IDOs or restrictive IEOs. We provide a full-service offering starting from advisory services from before the token is even issued, to post-listing and even marketing support.

2.4 Security Considerations

We take security very seriously. We know that all C2C marketplaces come with risks and we work hard to mitigate this as much as possible.

2.4.1 Processing of disputes, Anti-fraud Mechanism and Attack Prevention

The collateral system removes much of the burden of a traditional Escrow system but fraud might still happen. We have a team of live reps available 24/7 in the case of any disputes. With a SLA of 24hrs, you can rest assured your disputes will be resolved.

For buyers, there is virtually no risk as even in the worst case of sellers not delivering as promised, you will get seller's collateral in the case of a dispute. Buy with confidence.

There is also almost zero risk of your wallet being hacked and your coins being taken as we don't store any of your coins or private keys.

2.4.2 Major Incidents

In case a major incident occurs, the P2PMoon Engineering Team has the ability to stop all exchange network activities until a solution is found. The Ethereum wallets of P2PMoon users will remain unaffected. This means PPM Token can continue to be traded.

5 P2PMoon utility Token – PPM

PPM tokens are the means of empowering trading across the P2PMoon Ecosystem. Any type of transaction on the platform will require the use of PPM Tokens.

Use cases for the PPM Token are:

- Collateral
- Reward system
- Currency for promoted listings, ads and fees in the P2PMoon platform
- Governance to vote on the key decisions in the P2PMoon

The number of PPM tokens will be strictly limited by the declared Hard Cap. After the initial creation, a percentage of the PPM Tokens will be reserved for the Platform itself so we can continue to offer rewards and improve. An additional percentage will be reserved for Staking rewards as we roll out the program post launch.

5.1 Ethereum ERC20 Token

A crypto token is a digital asset that represents a certain value. From a technical standpoint, tokens are implemented as Smart Contracts in the Ethereum public blockchain. The ERC20 token represents the current standard today, and will be used, according to best practices, as the PPM Token standard. This standard enables compatibility with other Smart Contracts in the Ethereum ecosystem. This means the token Smart Contracts don't have to be updated when new tokens are issued. This ensures stability and seclusion of the Ethereum ecosystem. All ERC20 tokens have the same set of functions and can be sent to almost all crypto wallets that accept Ethereum.

5.2 Core Properties of the PPM Token

We follow Ethereum best practices when designing the PPM token smart contracts and attach immense importance to security audits. We subject the token Smart Contract to various security-based audits before we publish the smart contract on the Ethereum mainnet.

The PPM token is based on the following core properties:

- Name: P2PMoon (PPM)
- Standard: Ethereum ERC20 with governance and escrow functions
- Maximum Token Supply: 45,000,000,000

6 Roadmap

The P2PMoon peer-to-peer exchange and ecosystem development is technologically and organizationally an ambitious project and needs careful planning. Important milestones of the roadmap are listed below.

May 2021	Ideation and business case	<ul style="list-style-type: none"> ● Develop business plan ● Market research
June 2021	Prototyping	<ul style="list-style-type: none"> ● Development of the exchange prototype
July - Aug 2021	Market testing and smart contract development	<ul style="list-style-type: none"> ● Initial marketing and community building ● Expand engineering team ● Smart contract and token development ● Technology validation
Sept 2021	Test smart contracts and soft launch P2PM token	<ul style="list-style-type: none"> ● Escrow system testing ● Test PPM token functionality ● Expand marketing team ● Increase marketing and awareness
October 2021	P2PM Private sale and MVP Beta testing	<ul style="list-style-type: none"> ● Private sale of PPM on P2PMoon.com to whitelisted users ● Onboard initial Beta users on P2PMoon ● Smart contract audits
November 2021	Prepare to go live, IDO	<ul style="list-style-type: none"> ● Pre launch activities ● PPM available on major DEXs ● Regulatory compliance ● Security audit
December 2021	Launch Platform	<ul style="list-style-type: none"> ● P2PMoon Web - 1.0 with basic functionality ● Launch support services ● Expanding customer service team
Q1 2022	Post launch stabilizing and growth	<ul style="list-style-type: none"> ● Client growth strategy ● 3rd Party Integrations ● Regulatory compliance updates
Q2 2022	Staking goes live and promote token adoption	<ul style="list-style-type: none"> ● Launch staking program ● PPM listing on major exchanges

Q3 2022 onwards	Towards Market Domination	<ul style="list-style-type: none"> • P2PMoon becomes a standard for the fair cryptocurrency trading for digital currencies • Cryptocurrency exchange market share of 10%
-----------------------	----------------------------------	--

6.1 P2PMoon token Facts

This section describes everything you need to know about our tokenomics

6.1.1 Token Mechanics

Token Mechanics	PPM Metrics
Hard cap	45,000,000
Platform reserve	5,000,000
Rewards program reserve	10,000,000
Available at launch	30,000,000

How to get PPM	Availability of PPM
Private sale	1,500,000
DEX sale	3,000,000
General circulation in phases	25,500,000

6.1.2 Private sale

We will finance the launch of the P2PMoon platform through the use of funds collected in the private sale. The funds collected will be allocated to:

- Expanding our team
- Infrastructure
- Regulatory, Security and legal audits

6.1.3 DEX sale

The PPM DEX sale is an important milestone for the future of the project. This phase will mainly be to benefit the P2PMoon community and for testing the 1.0 version of our exchange services. In addition this transfers power to our community to make decisions and bring voting to the platform.

6.1.4 General circulation

Post IDO, PPM will be available for purchase on our own P2PMoon platform, DEXs that support ERC20 and we aim to have this available on at least 2 major popular exchanges. This will happen in a phased system with a predetermined number of tokens becoming available for ownership each month. This will be decided via voting by holders of PPM.

7 Final words

As you have seen in this white paper, there is sorely a need for a hybrid approach to buying and selling cryptocurrency. Total centralization goes against the spirit of cryptocurrencies while unfairly exposing customers to risks associated with not owning their own money that they paid for. Total decentralization results in lack of support, very high fees and fancy token wrapping just to make simple operations of buying a coin work.

We want to give the power back to the people who want to adopt cryptocurrency, empower those who want to bring change to our financial system and bring us to a better future. We want to offer freedom in choosing the coins and projects you believe in. And we want to do all this while offering the best crypto trading experience for choice, fees and customer experience.