



Executive Summary



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BACKGROUND

Since the emergence of Bitcoin in 2009, governments and municipalities around the world have taken notice and have funded research and development to further advance Blockchain technology and to make it faster, cheaper, and more practical for everyday use.

The European Union has led the way with Horizon 2020, the biggest EU research and innovation program with nearly €80 billion in funding. A portion of Horizon 2020 has funded the research and development of next generation Blockchain technology.

Yetta is a spin out of this EU sponsored R&D on Blockchain technologies, smart contracts virtual machines and languages, and social and digital currencies developed under a free open source license by Dyne.org.

Yetta is first and foremost a robust and secure money transfer service with progressive monetary policies aligning with the United Nations Sustainable Development Goals (SDGs). Yetta incorporates an equitable pricing strategy that works well for the public, private, and social sectors.

With Yetta, citizens are empowered to take full control of their financial assets by storing them on self-managed mobile, web, or even offline devices, and could remit and track monetary transfers in real-time.

The goal of Horizon 2020 is to ensure Europe produces world-class science, to remove barriers to innovation, and to support the public and private sectors in working together to deliver innovation.

Many strategic collaborations and partnership opportunities are underway. Banks and money transmitters are also collaborating with Yetta to expand their reach and to integrate the Yetta Wallet into their product offerings.

The DAPP Store will include hundreds, if not thousands, of applications where citizens could manage their financial assets, pay bills, and transaction business with Blockchain-enabled public and private companies.

Yetta will provide governments a cryptocurrency protocol for deploying their own local digital currency, the infrastructure for creating smart cities, and the DAPPS to provide governmental services from universal basic income to deed and vehicle registry services, and much more.

Yetta is uniquely engineered as a viable alternative to both Bitcoin and Ethereum. We view Bitcoin as the Microsoft of the industry, and we are positioning Yetta to be the Apple.

Our Innovations

First generation technologies are rarely the long-term winners. Although first generation companies set the bar, the more thoughtful, user-friendly, scalable, and commercially viable second and third generation companies generally win the marketplace.

This has been proven with Facebook over Myspace, Google over Yahoo, Uber over Sidecar, and many others. We believe this will be true with Blockchain and Cryptocurrency.

Yetta is a next generation blockchain and cryptocurrency that significantly improves upon the current landscape of blockchain currencies, payment systems, and smart contracts platforms.

Our keen Blockchain innovations include an electronic payment system, a Smart Contracts Operating System and Virtual Machine (DECODE OS), a Decentralized Applications (DAPP) Store, and a protocol for implementing Decentralized Governance Organizations (DGOs) or Smart Tokens.

Each innovation is depicted below and explained further in subsequent sections.

Our Innovations

Yetta is a global monetary innovation and a next generation Blockchain and Cryptocurrency for the smart economy.

Payment System

[Learn More](#)



Yetta is first and foremost a privacy enhanced peer-to-peer electronic cash system for sending money between two or more parties transacting at speeds more than 1000 times faster than Bitcoin.

Decode OS

[Learn More](#)



DECODE OS leverages robust Unix technology and includes its own Virtual Machine and programming language, Yeti, for writing Smart Contracts and Decentralized Applications (DAPPS).

Smart Tokens

[Learn More](#)



Yetta introduces Smart Tokens for creating regulatory-compliant Security Tokens Offerings (STOs) using a Decentralized Governance Organization (DGO).

DAPP Store

[Learn More](#)



Yetta will build and deploy several money transfer and financial services DAPPS across the public, private, and social and civic sectors.

Yetta - An Electronic Cash Payment System

When the European Union assessed Bitcoin as a governmental payment system, it was concluded it would not suffice because of the following challenges –

1. Transactions Speed – too slow
2. Transactions Costs – Inconsistent and indeterminant
3. Privacy – Rated Poor
4. Governance Model – Non-existent
5. Chargebacks / Refunds – Not an option

Yetta solves the above challenges with Bitcoin and improves upon the current state-of-the art as a next generation blockchain and cryptocurrency.

The blockchain consensus algorithm is the equivalent to the engine of a car and determines the speed, performance, and safety of the blockchain.

Yetta innovates its own consensus algorithm, Proof of Trust (PoT), which is over 1000 times faster and more energy-efficient than Bitcoin. PoT is also more secure from the aspect it is not subject to the classic 51% attack known with Bitcoin's Proof of Work (PoW).

Yetta has been engineered to transact in robust high demand production environments suitable for governments and large corporations in the private sector.

Much of our blockchain technology has been validated by engineers within the European Commission.



Yetta - A Smart Contracts Virtual Machine

Similar to how the Internet has HTML and other programming language for developing web applications, a Blockchain could also have a programming language for developing decentralized applications (DAPPS) that run on the blockchain.

The same way websites and web applications accept payment for e-commerce transactions, DAPPS and Smart Contract applications accept their blockchain cryptocurrency as a payment method or exchange of value between trading partners.

Currently, Ethereum is the only dominant player in the Smart Contract Virtual Machine space in Blockchain. However, when reviewing the Ethereum Virtual Machine (EVM) by the European Union there were some key concerns –

1. Transaction Speed – too slow.
2. Transaction Costs – Inconsistent and indeterminant
3. Privacy – Rated Poor
4. Governance Model – Non-existent. Primarily controlled by Ethereum.org
5. Chargebacks / Refunds – Not an option
6. Security – Concerns around their lack of process separation; or a layered architecture

As such, the European Commission set aside an aggressive budget to build a more robust and scalable Smart Contract virtual machine suitable for governments and the private sector, DECODE OS.

DECODE OS is a privacy-enhanced operating system and virtual machine that is compliant with the EU General Data Protection Regulation (GDPR). DECODE OS means Decentralized Citizens Owned Ecosystem and has its own configuration of components that run on the Unix Operating System.

Yetta has adopted DECODE OS as our Operating System under a free open source license with no restrictions or royalty requirements to the European Union.

DECODE OS also contains its own virtual machine for programming smart contracts to run on top of the yetta Blockchain. The programming language for writing Smart Contracts and DAPPS is called, Yeti.

Yeti is also 1 / 1,000,000 of a yetta similar to how a Satoshi is the smallest unit of Bitcoin.

Yetta is adopting the best practices of Apple in deploying our operating system. First, we will build a full suite a “Killer Apps” across the Public, Private, and Social and Civic Sectors. The approach ensures we prove out our technology and drive significant traffic to our Blockchain.

Once we have proven our technology, we will open up our APIs to the free world for other developers and innovations to build and deploy DAPPS on the yetta Blockchain.

Yetta - DAPP STORE

Yetta also announces the yetta DAPP Store which could consist of hundreds, if not thousands, of industry-agnostic applications that drive money remittances and payments on the yetta Blockchain.

DAPPS are self-contained programming modules that could be downloaded and invoked for customer use.

By deploying a common platform for all DAPPS within the yetta Ecosystem, we could build our brand and user interaction and engagement.

Similar to Apple’s App Store, developers and product owners would have to submit their DAPPS for review and upon community approval, it would be available to our entire community of DAPP Store users.

Yetta will focus on building financial services and money servicing DAPPS across the public, private, and social and civic sectors. For each of these major industry sectors, we have identified a core set of “Killer Apps” that could generate significant traction and transaction volumes within its sector.

Below is an illustration of the core “Killer Apps” we have identified by sector.

A Global Monetary Innovation

Yetta will build and deploy Money Servicing and Financial Services Smart Contracts and DAPPS across the Public, Private, and Social and Civic Sectors.

PRIVATE SECTOR



Trade Finance



Invoice Factoring



Commercial Paper

PRIVATE SECTOR



Remittances



Private Placements



Security Tokens

SOCIAL & CIVIC



Philanthropy



Smart Giving



Micro-Endowments



PUBLIC SECTOR



e-Government



Tax Payments



Basic Income

Yetta is Sustainable by Design

It is imperative to our long-term strategy for yetta to be economically, environmentally, socially, and politically sustainable spanning generations of time. We think through each of these sustainability aspects in constructing our monetary policies and our governance model.

Sustainable by Design



Economically Sustainable

We have designed the yetta Ecosystem to be economically sustainable for our network of Cyphernodes to continuously earn a significant income maintaining the integrity of the yetta electronic cash system.

Cyphernodes earn money through transaction fees and through price appreciation of yetta. Yetta (ÿ) should increase in price as the demand for yetta intensifies over time. Some users will purchase yetta for Store of Value or speculative-value purposes; whereas others will purchase yetta for utility usage.

All of the in-house and 3rd-party DAPPS monetized in yetta will fuel continuous demand for yetta creating a self-sustainable model for continuous value creation for our Cyphernodes.

Yetta also receive a small fee for all transactions enabled over the yetta Blockchain. We estimate enabling over 1 million transactions per day within 3 to 5 years. This is a multi-billion-dollar annual opportunity.

Environmentally Sustainable

Cyphernodes will vastly reside in data centers around the world. Contrary to Bitcoin's Proof-of-Work, our Proof-of-Trust algorithm is more than 1000 times more energy-efficient. Nonetheless, we believe virtual currencies are the way of the future. As such, we would like to build an environmentally sustainable model where our Cyphernodes are carbon neutral by running in Clean or Green Energy Data Centers.

Socially Sustainable

On September 25, 2015, countries adopted a set of goals to end poverty, protect the planet and ensure prosperity for all as part of the United Nations new sustainable development agenda. Each goal has specific targets to be achieved through year 2030.

We are adopting progressive monetary policies and intend to support the deployment of DAPPS that support any of the 17 UN Sustainable Development Goals (SDGs).

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>



For example, one of the targets for UN SDG #10 of Reduced Inequalities is to provide poor and developing economies fair and affordable access to money remittance services. By 2030, the UN aims to reduce to less than 3 per cent the transaction costs of migrant remittances and eliminate remittance corridors with costs higher than 5 per cent.

Due to the governance model being deployed around the yetta Blockchain we can enforce these principles with an equitable pricing model.

Politically Sustainable

It is imperative for the long-term survival of yetta we embrace a fair and effective decentralized community governance model to ensure the yetta Blockchain and ecosystem remain competitive and fitting to the ongoing needs of the global community in which it serves.

After researching the industry for legally effective decentralized blockchain governance frameworks, there were no discovered solutions that met our criteria. As such, Yetta announces the introduction of Decentralized Governance Organizations (DGOs).

DGOs are a legally formed virtual decentralized governance organization operating over a blockchain. DGOs are be organized to manage the governance and operations of any blockchain-based projects.

DGOs could be tokenized on the yetta Blockchain as Smart Tokens. Once tokenized, the DGO Smart Tokens could be configured to operate as a Security Token paying dividends or to operate as a non-economic Utility Token. See our Smart Tokens Whitepaper for more details on DGOs and Smart Tokens.

The yetta Blockchain will governed as a Decentralized Governance Organization; and has been tokenized as a Smart Token, YET, on the Ethereum Blockchain.

Yetta will achieve political sustainability by allowing our community to Cyphernodes and token holders to participate in the ongoing governance of the yetta Blockchain regard its technical, operational, and policy configurations.

The yetta DGO will be legally binding based on the Association Laws of Switzerland.

Market Traction and Approach

Thanks to the funding and support of the European Union, Yetta already has a minimum viable product (MVP) for a blockchain, smart contracts virtual machine, and a cryptographic wallet. The funding from our private sale and ICO would be to package and deploy these technologies as scalable commercial products.

Yetta has also garnered tremendous traction in both the public and private sectors.

The European Union has voted and has published the recommendation of Yetta to each of its 28 Member States as a digital currency for various e-government services, such as Universal Basic Income (UBI).

Italy, The Netherlands, Croatia have all agreed to an initial trail for UBI. Currently, the pilot is underway using an EU Laboratory simulation of the yetta UBI protocol. Once the yetta Blockchain is in production, another vote will be presented to move the UBI testbeds from laboratory to real-world production.

More details on these projects could be found in the EU Recommends Yetta Report listed at the end of this executive summary.

Yetta has been recently approached by Hesham Hafez, the CEO of Paper Distribution International, [PDI Group](#). They process over \$200 Million in Trade Financing deals for paper mills.

After considering other Smart Contract platforms, PDI has agreed to collaborate with Yetta to automate the Trade Financing industry for the Paper and Pulp industry. This project will include introducing smart contracts for logistics, financing, and payments and handling the needs of banks, insurance companies, paper mills, and other customers and suppliers.

Once we prove this model for the Paper and Pulp industry, this would provide Yetta the blueprint to offer Trade Financing smart contracts to all trade industries worldwide.

Yetta is also in discussion with many regional banks within the United States and Europe to integrate the yetta wallet into their banking platform. The use case is to allow yetta purchasers the ease of transferring money from their yetta wallet to their bank account. So, when they log into their bank account, they could see their checking, savings, and yetta balances.

Some banks are also considering yetta as a faster and cheaper solution for wiring money and are collaborating to understand how yetta could be leveraged as a settlement service.

Mechanics and Farmers Bank has agreed to pilot both use cases described above. We are currently working directly with the CEO and his team to establish a blueprint for the global banking industry.

Yetta is currently receiving over a dozen inquires per month from developers, product owners, and companies interested in potentially building DAPPS for Yetta. We are currently assessing which of this DAPPS have the greatest potential to transact money on yetta and will make more announcements of these projects in the near future.

Yetta - The Opportunity

This section is applicable to Accredited Investors and investment funds that intend to purchase yetta (ÿ) strictly for speculative-value purposes only.

The Cryptocurrency marketplace has enjoyed tremendous upside over the past two years and is not showing any signs of slowing down anytime soon. The average ROI for purchases of Cryptocurrencies in 2017 exceeded 1,300%. 10X returns seem to be par for the course.

Over \$2 Billion was invested in ICOs in 2017. This number is expected to exceed \$20 Billion in 2018, with \$5.6 Billion in investments recorded in 1Q 2018 alone.

The market is expected to exceed \$1 Trillion in market capitalization before Year End 2018.

There are 4 technological classes of Cryptocurrencies –

1. Blockchain Currencies – like Yetta, Ripple, NEO, and Bitcoin
2. Smart Contracts Platforms – like Ethereum, Yetta, and Qtum
3. Blockchain Protocols – like Ethereum and Yetta
4. Decentralized Apps (DAPPS) – Applications that run on top of a Blockchain, such as Yetta.

Each of these 4 technological classes tend to have their own market capitalization ranges. Blockchain Currencies and Smart Contracts Platforms have far exceeded other cryptocurrencies as they serve as the infrastructure providers for the Blockchain ecosystem.

Yetta is a Tier 1 company with a top caliber management team with support and backing from the European Union.

Although future performance cannot be assured from past performance. However, companies similar to Yetta in technological class have enjoyed a 100X to 1000X plus R.O.I. within the past 3 to 4 years.

The Offer

For accredited investors participating in our Private Sale, we are offering a 50% bonus on all purchases with a minimum purchase of € 5.000 and a maximum purchase of € 2.000.000. Meaning, upon completion of our ICO on the yetta Blockchain, purchasers in our private sale round would receive 50% more yetta (ÿ) above their baseline purchase to be calculated at the final price of the yetta (ÿ) Crowdsale.

If you are an accredited investor and are interested in this offering, please visit our website; or email us at ico@yetta.io.

The Team

Yetta has assembled a world class team, including 5 PhDs and a Harvard MBA, with over 100 years of combined blockchain and cryptocurrency experience.

For bios on each team member, please visit our website at yetta.io

The Yetta Team

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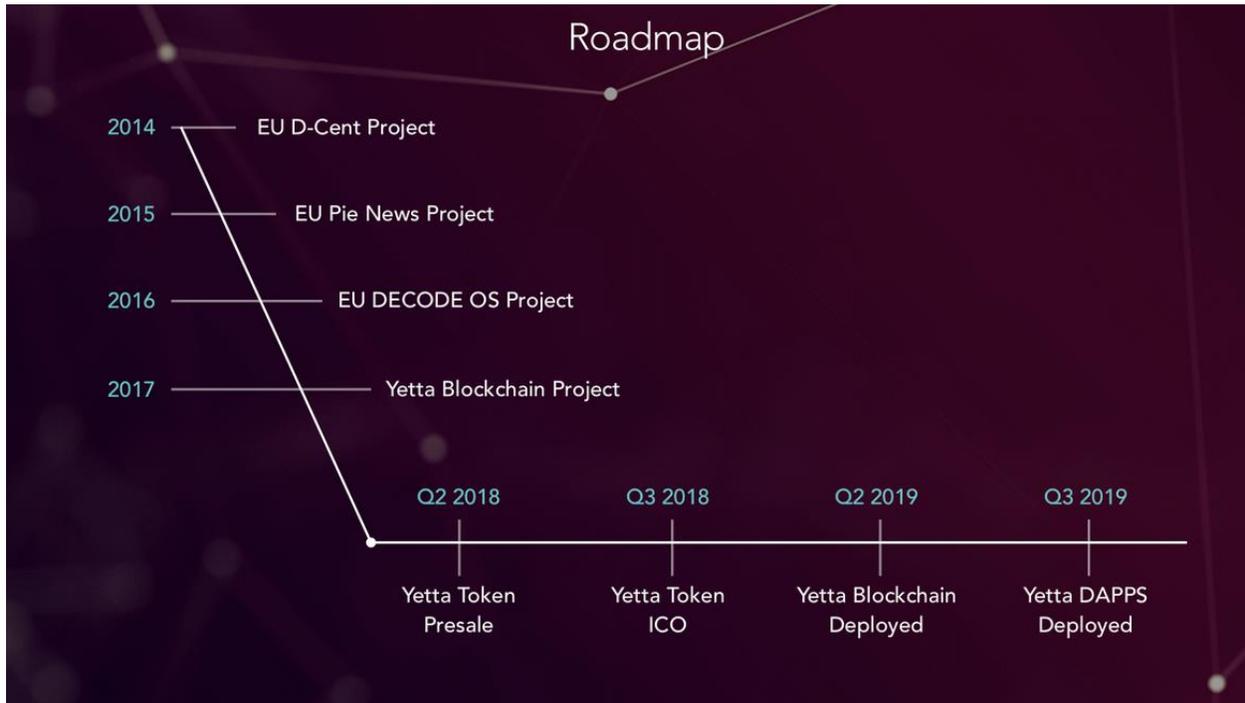
 <p>MAC LACKEY Chief Executive Officer</p>	 <p>LOGAN DICKERSON Creative Director</p>
 <p>DARRELL HUBBARD M.S., MBA Chief Innovation Officer</p>	 <p>PIERLUIGI "NEWMARK" MAORI Senior Blockchain Developer</p>
 <p>MARCO SACHY, PHD Chief Digital Officer</p>	 <p>MURALI CHERUVU Senior Blockchain Developer</p>
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 <p>DR. JEM BENDELL Sustainability Development Professor and Advisor</p>
 <p>STEPHEN DEMEULENAERE ICO Advisor</p>

The Roadmap

Below is an intended roadmap of key milestones in our journey. This is subject to change based upon any unforeseen business developments.



Use of Proceeds

In order to achieve the roadmap timeline, we must raise the following funds from our Private Sale and Crowdsale beginning in Q2 2018.

FUNDING CATEGORY		Minimum		Maximum
Sales, General and Administrative				
Office (Leasing and Equipment)	€	100,000	€	300,000
Executive Team	€	300,000	€	600,000
Legal	€	250,000	€	500,000
Accounting / Auditing	€	100,000	€	300,000
Staff Support	€	200,000	€	500,000
General and Other Expenses	€	400,000	€	500,000
Marketing and Business Development				
Public Relations, Marketing, Promotions	€	300,000	€	1,000,000
Business Development	€	150,000	€	300,000
Technology Development				
General Technology	€	200,000	€	300,000
Blockchain Technology	€	500,000	€	1,000,000
DECODE OS Technology	€	500,000	€	1,000,000
Wallet Technology	€	500,000	€	1,000,000
Initial DAPPS & Smart Contracts	€	1,000,000	€	2,500,000
Sandbox & Support	€	300,000	€	600,000
Documentation and Related	€	200,000	€	350,000
TOTAL BUDGET		€ 5,000,000		€ 10,750,000



Whitepapers and EU Recommendation Report

Click on any of the following reports for more information.



DECODE OS Documents

Click on any of the following reports for more information.

