Abstract

Beaxy will define the new generation of cryptocurrency and digital asset exchanges, providing users with robust portfolio management tools, industry leading technology, a wide variety of order types, cutting edge security, and market making incentive programs. Beaxy brings all of the tools and technologies that traders in traditional markets utilize on a regular basis to the cryptocurrency space for the first time, assembling them under one roof for crypto-traders to have at their fingertips and use at their disposal. Beaxy leverages strategic partnerships with market leaders from the traditional financial world to deliver a best-in-class platform to our users.

Beaxy’s exclusive partnership with OneMarketData (“OMD”), lead to the development of a proprietary and market leading matching engine with unparalleled speeds of up to 225,000 transactions per second, per pair - comparable to that of NASDAQ. Our development teams started with OMD’s OneTick® product, a comprehensive suite for time-series data management and real-time analytical events utilized by Bloomberg and The Federal Reserve - among others - and built Beaxy’s matching engine on top of their existing software. The result is a platform with extremely low latency and market leading high speed data transmission.

Beaxy brings military-grade security features to the crypto world through its proprietary IP whitelisting process utilizing hot and cold wallets with automated “sweeping.” Through our partnership with Optiv, we’ve conducted a first of its kind threat and vulnerability management assessment. Beaxy’s superior customer service team is staffed around the world and provides prompt 24/7 live support.

Beaxy has two tokens, BXY and PLS. BXY is the utility token allowing users to mitigate commission fees on the Beaxy Exchange, as well as a Staking Program that will further discount trading fees. PLS provides loyalty rewards to qualified holders who convert their BXY to PLS. PLS token holders will be rewarded with a proportionate share of up to 25% of the monthly transaction fees collected by the Beaxy Exchange.

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1 Qualified holders are those who have passed an IP whitelist and KYC verification process including webcam registration.
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1. Introduction

1.1 The Digital Asset and Cryptocurrency Exchange Market Today

The existing digital asset and cryptocurrency exchange marketplace lags far beyond legacy financial markets. Existing exchange technology is slow, inefficient and extremely limited. Even the largest exchanges routinely experience costly order submission errors due to weak matching engines being unable to handle the throughput, and are unable to offer more than basic limit and market order types, much less provide portfolio monitoring and maintenance systems. Customer support can take weeks and users are frequently forced to open accounts on several platforms to successfully execute basic trading strategies and fiat migration.

Beaxy changes all of that.

1.2 Welcome to Beaxy

“We wanted to increase the sophistication level of our analysis and approach. Our partnerships enabled us to deliver a premiere exchange platform, the likes of which the cryptocurrency market has not yet seen.”

- Artak Hamazaspyan, Beaxy’s Co-founder and CEO.

Beaxy has been built from the ground up to provide best in class trading, portfolio management, security, and incentive rewards. The Beaxy platform is engineered through partnerships with market leaders from the the legacy financial world to bring cutting edge technologies from heavyweight trading institutions, creating a one-of-a-kind and best-in-class digital asset trading platform with unparalleled throughput and low latency performance.

Beaxy’s mission is to be the epicenter of digital asset exchanges. Beaxy provides the best tools, information, and data analytics to be the platform of choice for institutional/retail traders, crypto communities, and experts. Beaxy will be the go-to knowledge base for tutorials on best practices, trading strategies, portfolio management, and account utilization.
1.3 Core Competencies

- Fiat Friendly:
  - Where available, Beaxy will offer fiat trading pairs with a wide range of cryptocurrencies.
  - Where available, Beaxy also offers instant deposit of fiat currencies. Beaxy makes available pending fiat deposits to eligible users. Immediately after the instant deposit is initiated, the user’s withdrawal functionality will be frozen for double that amount - minimizing risk.

- Security and Technology:
  - Beaxy is the best, most efficient and fastest matching engine on the market. Recent testing shows the matching engine is capable of processing up to 225,000 transactions per second per pair scaling indefinitely, so 100 pairs = 22,500,000 transaction per second.
  - Beaxy deploys proprietary security mechanisms utilizing hot and cold wallets to secure assets and cold wallets are stored in diverse geographical locations.
  - Multiple wallets per coin/token on the exchange allowing for low, medium, and high risk portfolios.
  - Mobile app to be launched for iOS and Android featuring integrated price alerts and order fulfillment notifications.

- Rewards:\^2:
  - Beaxy’s Referral Program incentivizes users with 10% of their referrals transaction fees for the lifetime of their account. Referred user receive a Platinum membership (20% off fees) for 60 days.
  - Beaxy Loyalty Rewards Program pays eligible users up to 25% of the total monthly transaction fees.
  - The Beaxy Staking Program rewards eligible users with discounted trading fees by locking their BXY. Use the Staking Program (up to 25% off) and pay your fees with BXY (50% off) for a discount of up to 62.5% on all trades!

- Beaxy’s Knowledge Base curates articles, video tutorials, and other helpful information for new users.
- 24/7 live customer support chat provides global coverage with multi-language support.

\^2 Terms and conditions apply. Void where prohibited.
2. Under the Hood

2.1 Raising the Bar on Matching Engines

“This platform is set to offer us crypto trading services that is on par with the quality of service offered by world class stock exchanges.”

- Ross Dubin, SVP Global Head of Sales, OneMarketData

A matching engine is the core software behind an electronic trading venue, marketplace, or exchange, and provides the transactional integrity and matching of buyers and sellers. Beaxy is built around a singular vision: to create a platform that is as powerful and functional as it is beautiful and intuitive. To that end, Beaxy created a matching engine several orders of magnitude more powerful than the leading crypto exchanges on the market today, delivering increased efficiency in the order allocation process, reduced transaction fees and vastly improved market quality, including lower spreads and improved order book depth. Beaxy users receive, interpret and react to market information, in both relative and absolute terms, faster. They react more quickly to price movements and changing market conditions.

Our matching engine is a distributed, high-performance, multi-process system allowing for increasingly efficient order execution & improved scaling capabilities by separating workloads amongst multiple instances. This architecture enables Beaxy to maintain high performance in the face of a growing user base, new tradable assets, and trading activity spikes.

The distribution of the matching engine ensures that order matching capacity (and latency) remains unaffected by periods of high order throughput. This minimises chances of order rejection due to system overload, even under heavy load.

In internal testing, our matching engine has scaled up to 225,000 transactions per second per currency pair and completed order execution times of less than 10 milliseconds - including pre-risk check, order matching, and execution reporting. This is 10x faster than Binance.

Speed. Performance. Raw Power. Our developers captured lightning in a bottle with the most advanced matching engine in crypto. And we’re just getting started.
2.2 Professional Trading Tools

2.2.1 Advanced Order Types

More order types and algorithms help limit risk, speed execution, provide price improvement, allow privacy, time the market, and simplify the trading process through advanced trading functions. So, where the competition thinks 2-3 order types is enough, Beaxy leverages its best in class matching engine to provide over 20 advanced order types, including:

- Market Order
- Limit Order
- Good-till-Cancelled
- Immediate or Cancel
- Fill or Kill
- Stop Loss
- Trailing Stop Loss
- Take Profit
- OCO (One Cancels Other)
- OSO (One Sends Other)
- Conditional (If/Then) Orders
- And many more

2.2.2 In-Exchange Charting

Beaxy has collaborated with TradingView ® to build a custom API bridge that integrates TradingView charting directly into our exchange. So, whatever you can do with TradingView you can do on Beaxy. Taking it a step further, users will be able to look at the chart and see where their current orders are placed, and have the ability to edit or cancel orders directly from the chart.
2.2.3 Institutional Accounts

Beaxy allows institutional investors to set up a sub-account feature. These sub-accounts will allow institutions to set up multiple trading accounts under the main umbrella, with different accounts being given different levels of access and control. The institution’s main account holders will be able to control these sub-accounts, granting internal and external employees certain permissions, such as Trade-Only Access, View-Only Access, as needed. This tool brings the flexibility fund managers need in line with the reporting and oversight requirements fund administrators, accountants, and auditors demand while imposing rational limits on a party's ability to trade or withdraw any of the capital.

While sub-accounts will be able to oversee their own trades, create/edit their own API keys, and place their own orders, the main account will be able to view all data, transfer funds between accounts, freeze or suspend sub accounts, and cancel any and all orders placed.

2.2.4 Portfolio Management

One of the biggest challenges for making smart decisions is getting perspective on your portfolio. Without advanced analytics and detailed information on your trade history, you could lose track of positions and ultimately miss crucial opportunities. Beaxy portfolio management tools are specifically designed to help make strategic decision making easier.

Beaxy gives you useful insight into your cryptocurrency portfolio, and helps you accurately track not only your total profit/loss since you started investing, but also breaks the information down per asset, providing you with the ability to track your profit/loss and cost basis for each asset in your portfolio.

2.2.5 Multiple Wallets Per Currency

Say you want to have your BTC wallet broken down into High Risk, Medium Risk, and Low Risk wallets. With Beaxy, this is no problem. Users can Beaxy create multiple wallets per currency on the exchange further opening opportunities for trading strategies. When submitting an order, Beaxy lets you choose which wallet to use.
2.2.6 Tax Ready Reporting

Any trader that’s been in the markets for a reporting season can see how the competition falls flat. On other exchanges, it’s up to the trader to compile trading history. And the task is even harder for traders with accounts across multiple exchanges each deploying their own format.

With a few clicks, Beaxy users can generate their a Tax-Ready report for any time period. Thanks to our advanced portfolio management tools, our users can easily create detailed trade history reports along with the profit/loss and cost basis information, exporting that information as needed.

2.3 Security

Beaxy pioneered military-grade security in digital asset markets. From the moment our users login in to the moment they withdraw funds from their accounts, our users are assured of the most advanced, state of the art security features available, including, but not limited to:

- Security vetting by third-party white-hat hackers.
- Two Factor Authentication integration.
- Regular threat and vulnerability management assessments through our partnership with Optiv.
- Hashing and encryption techniques on all incoming and outgoing communication between Beaxy and the blockchain to prevent any data tampering or spoofing.
- User funds stored in geo-distributed cold wallets.
- Azure Cloud utilization for 99.999% uptime.
- Recovery/fault-tolerant umbrella to ensure maximum system uptime.
- Redundant geo-diverse servers and data centers.
- PCI-DSS and ENISA compliance.
2.4 Trade Surveillance

"What investors expect is that trading in the commodity that underlies that ETF makes sense and is free from the risk of manipulation... It's an issue that needs to be addressed before I would be comfortable. The New York Stock Exchange and the Nasdaq have what's known as 'surveillance,' or systems that monitor, prevent and investigate abusive and manipulative activity on the exchanges... Those kinds of safeguards do not exist currently in all of the exchange venues where digital currencies trade."

- Jay Clayton, Securities and Exchange Commission Chairman, at the Consensus Invest Conference, 2018

Time to get cozy, Chairman Clayton. Beaxy’s partnership with OneTick also brings Trade Surveillance to the digital asset exchange. OneTick Surveillance is a market leading solution used by Tier 1 banks, routing and executing brokers, clearing firms, FCMs, market-makers, retail brokers, and buy-side firms in both fully hosted and deployed configurations. It is in use by a global bank to satisfy MAR and the FCA’s Forex remediation requirements across multiple desks, by the world’s largest options broker, and by a major US clearing broker to meet CFTC surveillance requirements. OneTick includes coverage of MAR, MIFID II, SEC, FINRA, and IIROC trade surveillance regulation. These tools provide Beaxy with an integrated, real-time examination of order flow and includes end-to-end breach detection, alert workflow management, and historical replay activities. Alerts are designed to detect layering & spoofing, high/unusual volume detection, quote stuffing, Order-to-Cancel ratio, wash trading, and many more negative activity.

Throughout the crypto exchange world, we hear stories every day about fake volume, wash trading, spoofing, and nefarious acts. Beaxy technologies identify the bad actors to keep our users and trading environment safe. ETF applicants - take note.

2.5 Beaxy Knowledge Base and Customer Support

Beaxy created its Knowledge Base with both enthusiasts and professional traders. There, users can find answers to frequently asked questions and initiate a live chat with our support staff any time, 24/7/365.
2.6 Partnerships

**OneMarketData** is a leading provider of software solutions for the financial industry (Bloomberg, Scottrade, CreditSuisse, and more). OneTick, its flagship software, is a comprehensive suite for time-series data management, real-time event processing and analytics. Beaxy partnership with OneTick is exclusive - no other cryptocurrency exchange will have access to this technology.

**SFL** is a team of software development experts. They work hand in hand with designers at Beaxy to build the clean, intuitive, extremely easy to use interface of Beaxy web app using ReactJS and its mobile app using React Native.

**The Crypto Fam** is a blockchain & cryptocurrency community and marketing consultancy with backgrounds in marketing and market research projects for Fortune 500 brands working with Beaxy to interface with its audience in the most authentic and effective manner possible.

**IdentityMind** is the market leader in crypto Know Your Customer (“KYC”) and Anti-Money Laundering (“AML”) technologies and provides Beaxy its primary identity verification, fraud prevention, KYC and AML compliance systems.

**Optiv Security Inc.** provides end-to-end cyber security solutions with over 12,000 clients and annual revenues in excess of $2 billion. Beaxy and Optiv partnership brings a first of its kind security and threat assessment audit to the crypto space.
3. Roadmap

3.1 Future Plans and Roadmap

2017

- Beaxy Exchange Platform development began
- Beaxy researches regulations surrounding exchange space

2018

- Beaxy establishes an exclusive partnership with legacy finance leader OneMarketData to build their matching engine
- In-exchange TradingView charting
- KYC/Whitelisting Portal
- Bitcoin blockchain support
- Research and Development on FIAT gateway and surrounding regulation

2019

- NEO & NEPS support
- Stop loss, Limit, Limit IOC and Limit FOK orders support
- Beaxy builds an influencer network with 135+ in the cryptocurrency space
- Beaxy partners with Bitcoin Bravado, XTRD, Zeus Protocol, and more

2020

- Full platform release
- API integrations

Q4

- Implemented limit order types
- Multiple wallets per currency added
- Beaxy researches legacy market leaders with robust technology

Q2

- Initialized process for FIAT currency support
- Ethereum & ERC20 token support
- Implemented market orders
- Updated white paper, token metrics, website, team, and marketing strategy documentation
- Released demo platform
- Private Sale begins

Q4

- Released beta platform
- Advanced order type support
- Acquire 10,000 KYC approved users
- Undergo high level security audit

Q2

- Portfolio management and mobile alerts
- Listing of more projects

Q4

- FIAT integration
- Instant deposits
- OTC trading desk
- Tax-ready reporting

Q3

- Mobile app
- ICO launchpad enabled

Q3

- Research and development lab
- Onboarding of institutional clients

Q1
4. Fee Structure

4.1 Trading Fees

Beaxy charges a 0.2% fixed fee per trade on market takers. However, Beaxy charges users who pay their trading fees in BXY 0.1% - a 50% reduction in trading fees. Users participating in Beaxy’s Staking Program can reduce their fees up to an additional 25%.

Beaxy’s fee approach is to focus on encouraging liquid markets. Therefore, Beaxy incentivizes Market Makers by rewarding them with a rebate - only the market taker pays the trading fee commission.

4.2 Over The Counter (OTC) Trading Fees

Beaxy’s OTC (Over-the-counter) platform allows users to buy or sell large volume orders without affecting market conditions and price. The total fees vary based on the the trade and parties to the transactions and Beaxy charges a small matching fee based on the size and complexity of the transaction for the service.

4.3 Project Listings and Coin Sponsorship Fees

Beaxy selects digital assets to be listed on the exchange after an in-depth review process. Applicants may be charged a small fee to cover costs associated with those listings, depending on what type of token they are and if a new blockchain needs to be implemented.

Beaxy will also charge for “sponsored coins” that wish to be highlighted on the market page of the exchange.
5. Token Economics

5.1 Beaxy’s Two Native Tokens

Beaxy utilizes two tokens: **BXY** - Beaxy, and **PLS** - Plus.

5.2 Beaxy Token (BXY)

BXY’s utility on the platform includes:

- Payment method for reduced trading commission fees;
- Access to the Beaxy Staking Program;
- Access to add-on tools such as custom SMS alerts
- Access to polls, surveys and voting; and
- Payment method for Beaxy merchandise and other services.

The total supply of BXY is 1,000,000,000. The value of BXY will be set by the open market.

5.3 PLUS Token (PLS)

PLS holders may participate in Beaxy’s Loyalty Rewards Program\(^3\) entitling them to a reward based on transaction fees collected, the number of PLS locked and the duration the holder locks their PLS as follows.

- Up to 1 month: 15% of trading fees times the number of user’s locked PLS / the total PLS locked
- 1-6 months: 20% of fees times the number of user’s locked PLS / the total PLS locked
- Beyond 6 months: 25% of fees times the number of user’s locked PLS / the total PLS locked

PLS can not be transferred or sold to a third-party but may be exchanged for BXY tokens at a 1:1 rate.

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\(^3\) Terms and conditions apply. Void where prohibited. Users from certain jurisdictions, including US Persons, are not eligible and may be precluded from accessing PLS.
6. The Beaxy Team

6.1 Advisors

**Andre Serrano**

Andre is co-founder and managing partner at NovaBlock Capital. He is an ICO/Pre-sale investor in Aion, Block Collider, and Celsius Network. Previously, he worked on developing enterprise blockchain and virtual reality solutions for Fortune 500 media companies. He holds a B.A. in Behavioral Economics from the University of Pennsylvania, in conjunction with The Wharton School.

**Matt Gallant**

Matt Gallant is a serial entrepreneur and marketing expert who's built 13 companies in the last 2 years. Some of his accomplishments include collecting over 7 million leads, performing over 14,000 marketing experiments and building 5 multi-million dollar companies.

**Joel Birch**

Joel’s experience is in Sales leadership, launching and managing a startup, branding, and organizational structure. He designed, built, and rolled out the sales program responsible for onboarding 35,000+ client partners that would go on to generate over $1bn in annual sales revenue pre to post IPO for GrubHub, a now $10bn public company. Joel has been investing in cryptocurrencies since 2015 and has had great success trading and investing in digital assets. As a result, he co-founded one of the largest online crypto trading communities, Bitcoin Bravado, with over 45,000 subscribers, 1,500+ paying clients, and over 10mm impressions per month.
James Perly
James is an expert in helping businesses grow quickly and as such was a contributor to the famous and bestselling book ‘Scaling Up’ by Verne Harnish. James helps entrepreneurs discover and focus on their top priorities in a world in which we have too many choices, too many opportunities, and very little clarity on the best route forward from where we currently are. James has mentored for almost twenty years with many mentees going on to lead extremely successful businesses as well as excellent careers.

Austin Barack
Austin has been involved in the crypto space for the past 5 years and will be going live shortly with a crypto asset hedge fund. An early investor in Ethereum, Austin was drawn in by the new and powerful use cases with decentralized applications and the magnified incentive systems afforded by token economics. One of his focus areas has been the centralized and decentralized crypto exchange landscape and he was an early investor in Binance and other Exchange platforms. Previously, Austin was the Head of Pricing and Senior Manager of Finance and Corporate Development at Payoneer. In his role at Payoneer, Austin led 4 capital raises totaling in excess of $250MM as well as the acquisition of an escrow business.

Mark Bolzern
Mark has spent most of his career building businesses and managing teams. His early work focused on engineering, programming and systems administration with computers and information systems, experience that proved valuable to his business development roles. Do you use an Android based phone? an Apple Product? Use Email and the Internet? Or have a website based on Linux, Apache, Perl, PHP, MySQL, Wordpress etc? Then you are benefiting from things Mark participated in, as an influential part of a much larger community. Mark helped create the Linux Standard Base, Linux International, The Linux Professional Institute, Colorado Linux Users & Enthusiasts, the Alaska Computer Society, the Internet itself, and several trade shows among other things. Linux Journal even lists him as one of the "hundred founding fathers of Linux". Through this and other work, Mark has proven himself as a technology forecaster many times over.
6.2 The Beaxy Team

**Artak Hamazaspyan**

Co-founder | CEO

Artak is the ‘founding father’ of Beaxy. He has worked 10 years in software development with experience in C#, ASP.NET MVC, WebForms, C++, HTML, CSS, XML, JavaScript, JQuery, ExtJS and many other JS based libraries with databases, such as SQLSERVER, MySQL, Cassandra, Redis, MemCache, and MongoDB. Artak has prior experience in leading a business and his reliability and amiable personality has laid the foundation for company culture at Beaxy. He believes creating a website is not a job, it’s a lifestyle. As technology changes, so does the product roadmap, and he is up for the challenge in keeping the team ahead of the curve. Artak is also a miner and a trader. This, combined with his involvement in the community, put him in a unique position to understand the challenges and obstacles that competing exchanges are faced with. The encounters with other exchanges had left him frustrated, which ended up being the motivation to create Beaxy.

**Mittal Patel**

Co-founder | CTO

Mittal is a full stack developer with over 10 years of experience with technologies like Core Java, J2EE, AngularJS, JavaScript, Hibernate, and RESTful Web Services. She has worked for IBM software labs as a Rational Product Developer for 4 years and specializes in developing low latency enterprise applications with extensive experience in Agile methodologies. In 2015, Mittal found herself enamored with cryptocurrency and has since become an Ethereum Smart Contract Developer and an active trader. Her involvement as a trader gives the team additional perspective on the challenges all traders face, and she has used this knowledge as a foundation for Beaxy’s vision.
Narine Khachatryan
Co-founder | Lead of Operations

Narine holds a bachelor’s degree in Economics and a Master’s degree in Industrial Engineering and Systems Management. Narine is interested in technologies that can have a lasting impact on society, and believes 3D printing and cryptocurrencies are at the front of that movement. Her responsibilities for Beaxy include: team coordination, working with external parties and marketing.

Marine Ghandilyan
Co-founder | Lead of Legal Team

Marine holds a Master’s Degree in International & Transnational Law from Chicago-Kent College of Law, Illinois Institute of Technology. As an experienced lawyer and a researcher at Kent University, she is skilled at networking and negotiations and finds significant interest in both cryptocurrency and blockchain technology. Since cryptocurrency is a relatively young field, there are not many lawyers with an overlapping knowledge of these two disciplines. Marine has helped to identify experienced crypto-attorneys, who then joined the team. They are all excited to work on this developing area of business and law.

Nick Murphy
Lead of External Operations

In 2017, Nick launched Everbit Capital, LLC, a cryptocurrency-focused hedge fund based out of New York. Nick has been involved in the cryptocurrency space since 2013, where he first began investing and trading Bitcoin. Upon graduation from the University of Missouri, with a Bachelor’s Degree from the Trulaske College of Business, Nick moved into a Business Development position within the IT world, where he learned the ins-and-outs of building technical teams and launching successful business initiatives. Using his technical knowledge and cryptocurrency trading experience, Nick is always looking for the next best project to get invested in, and plans to use his vast network to help Beaxy achieve success.
Franklin Fitch  
**Lead of Marketing**

Franklin has consulted for more than a dozen Fortune 500 companies on marketing & branding. He holds a Master’s in Consumer Psychology from USC and is a lifelong student of marketplace behavior. He is also the founder of The Crypto Fam, a 20,000 strong cryptocurrency community & advisory group. His group grew to this size in less than six months and now averages millions of monthly impressions across channels. He joined Beaxy as marketing lead and is committed to the vision of Beaxy as a peerless cryptocurrency exchange.

Randolph Bay Abbott  
**Lead of Partnerships**

Randolph Abbott started his career at Morgan Stanley where he developed systems to generate hundreds of leads per day. Then, he held an executive sales position at GrubHub, a multi billion dollar organization, where he traveled to markets across the U.S. and launched their flagship product. Following his time at Grubhub, he co-founded a recruiting company, Placed, where he utilized an algorithmic program to find and predict the future success of salespeople. An endeavor that allowed him to develop and hone his skills as an entrepreneur and analyst. Lastly, Randolph was the ICO analyst at Bitcoin Bravado; working directly with both pre-ico and post-ico projects to help them successfully launch and achieve milestones.

Gayane Yepremyan  
**Graphic Designer**

Gayane is a multitalented, outcome-driven graphic designer with more than 5 years of experience. She has a unique mix of creative and technical skills. Dedicated to developing exclusive concepts, Gayane intertwines her experience in design with a thoughtful approach to beauty, nuance, and authenticity. Her contributions have helped Beaxy achieve a distinct and visually appealing logo, white paper design, and the presentation of graphs and statistical models. She also assists in developing an intuitive layout for web-based documents.
**Thomas J. Wilson**  
*Director of Public Relations*

Thomas is a blockchain enthusiast who has performed a wide variety of IT work in the real estate industry, the legal industry, the online advertising industry, and the dedicated server/online hosting industry. A logical thinker with a creative personality, T.J. has a background in computer science and entrepreneurship, with experience in graphic design, customer engagement, and branding. These attributes helped him understand the potential for blockchain tech in all sectors and he has worked with various groups to more accurately convey these visions and messages to the crypto community - a growing concern in today’s increasingly globalized society. T.J. is an active trader and holds a Bachelor’s Degree in Information Technology & Informatics from Rutgers University.

**Jared Koreski**  
*Director of Customer Experience*

Jared is a well-rounded and seasoned IT consultant and manager that began taking interest in cryptocurrency in 2013. With over a decade of experience in SMB IT support and managing help desks with substantial workloads, Jared will be crucial in developing a ticketing platform that works for everyone. His specialties include systems administration, network administration, IT management, e-commerce solutions, and web development. A trader with considerable involvement in the crypto community, Jared will be key in helping Beaxy get traction with the existing user base.

**Seth Goettelman**  
*General Counsel*

Seth's expertise is in complex commercial transactions, corporate governance, securities law, financing transactions, blockchain, cryptocurrency, initial coin offerings, financial regulation, regulatory strategy, mergers and acquisitions, business strategy, and corporate policy. A "Top Rated" by Super Lawyers and rated "Superb" by Avvo.com, he will assist Beaxy in navigating the complex legal landscape surrounding this new industry.
**Aram Kocharyan**  
*Lead of Blockchain Development*

Aram is a Microsoft certified solution developer (MCSD) with over 7 years of working experience half of which in leading positions. His experience and wide spectra of knowledge helps him find robust solutions to any upcoming issue or task both for him and the team he leads. Being a programming enthusiast himself, he also enjoys teaching. Over these years of experience as a software developer he worked on projects in diverse industries, like multiple financial and ERP projects for Central Bank of Armenia.

**Federico Almaraz**  
*Director of Engineering*

Federico has a remarkable 17 years of experience designing software and 8+ years leading software development teams. With another 10+ years of experience developing financial commercial software focused on security and high availability, he is an ideal fit to be Beaxy’s Director of Engineering. Mr. Almaraz is skilled in working effectively with diverse groups at all organizational levels and is an effective and creative problem solver with a proven ability to manage multiple projects across functional teams. He has extensive experience with distributed systems, commercial software, application security, OWASP, SaaS, Service Oriented Architectures, Microservices, & highly maintainable and available systems.

**Suyog Sakegaonkar**  
*QA Engineer*

Suyog holds a Master of Computer Applications degree from Pune University. He has approximately 6 years of professional experience, in both Automation and Manual Testing for web and mobile applications. He is currently working as a Senior Test Engineer at Accolite and has worked for Symantec and Webonise Lab in the past. A very detail-oriented person with a talent for detecting bugs, Suyog’s expertise will be essential in making sure everything’s running smoothly.
Nitesh Kumar
Software Developer

Nitesh is a Microsoft.net professional with 12 years of experience in software development, analysis, requirement engineering, architecture design, enhancements, deployment/maintenance, and multi-tiered, web-based object oriented enterprise applications. He has worked as a Senior Consultant for Banco Popular and a variety of other sized businesses, and as a result is very flexible in his capabilities. Nitesh holds a Bachelor’s Degree in Electrical and Electronics Engineering from UP Technical University.

Marcus McCurdy
Data Scientist

Marcus is a machine learning engineer with over 10 years of experience. He has a Bachelor’s Degree in Computer Engineering and a Master’s Degree in Computer Science. Marcus has considerable experience as a full-stack developer using Python, PHP, Java, JavaScript, Ruby, and Go, and specializes in solving big data problems and crafting solutions that work at scale. Marcus has been in the cryptocurrency world since 2009 when he got his first bitcoins for free from a faucet. He is also an active trader and miner.

Christopher Bethman
Senior Software Developer

Chris has 10 years developing commercial financial software and another 10 years developing medical software. He is an expert in distributed systems and object oriented development. Specializing in high speed, high volume back end systems with a focus on data security, Mr. Bethman’s talents will play an important role in creating a swift and reliable experience for users. Chris also has previous experience working with Federico -- Beaxy’s Director of Engineering -- where they have collaborated on projects for very big clients such as GE Capital, CitiBank, Prudential, and TD Ameritrade.
John Galvagno  
*Operations Specialist*

John first found an interest in cryptocurrency in 2010 and has experience as a miner and a trader. He was active in the Affiliate Marketing industry, working closely with advertisers, publishers, website owners, service providers, and everyone in between. As a result, John is well positioned to help Beaxy obtain maximum exposure all over the web. As a strong negotiator with great interpersonal skills, he will be key in Beaxy’s efforts to have efficient and productive operations.

Juan Carlos Girbés, MBA  
*Operations Specialist*

Juan Carlos Girbés is an expert of corporate operations for technology companies in multicultural environments, with senior level executive expertise in European and Asian markets. Prior to joining Beaxy he directed projects at Indra Sistemas. He is also tasked with designing and implementing business operations, establishing policies that promote company culture/vision, and overseeing company operations and executive work. Juan maintains control of diverse business operations by being an efficient leader. He has excellent people skills, business acumen, and exemplary work ethic.

Elina Sahakyan, MBA  
*Strategic Marketing Specialist*

Elina Sahakyan, MBA in IE Business School, has worked in Marketing for over 7 years. She specializes in Strategic Marketing: segmentation, consumer insights, targeting, and brand strategy. Elina founded and manages a strategic marketing consulting company in Armenia, The Proffect Group (TPG). In addition to creating brand strategies, TPG supervises the whole marketing process, from research through production. She has personally led the first strategic projects in Armenia, showing a growth in sales in the bottled water market. Her company has also been responsible for viral marketing campaigns that have increased clients’ online engagement by 12 times their previous levels.
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