



Ternion

**Ternion Executive
Business Summary**

Ternion Mission

With Ternion, our goal is to build a reliable bridge to connect modern financial realities with the decentralized financial systems of the future, facilitating practical innovation in cryptofinance.

The Opportunity

The cryptocurrency market is thriving like never before, yet beneath the surface lies a foundational problem with two distinct categories of financially oriented cryptocurrencies.

Speculative coins promise impossible ROI and create self-destructive financial models in their attempts to deliver on that promise, while stablecoins suck the investment appeal

With Ternion we're building a foundation for true cryptofinance innovation by creating a cryptocurrency backed by profitable businesses – one that depends on natural market forces, not blatant luck or artificial stability.

This approach is maximally beneficial to all involved parties and corroborates our long-term commitment to proper cryptofinance growth and development.

The Problem

The cryptocurrency landscape is still young and underdeveloped, with a variety of problems plaguing its culture and infrastructure.

- **Initial Coin Offerings** promise huge windfalls in the short term, showing little concern for the long-term reliability of their assets
- **Crypto Exchanges** serve their purpose functionally but lack the support quality of established traditional brokerages, leaving many users frustrated
- **Crypto Payments** are mired in multistep exchange processes, because vendors want to accept cryptocurrency payments but still want to receive fiat in the end, while customers who want to pay for goods and services with cryptocurrency still encounter a severe lack of options accessible to the average person



The Solution

As the name "Ternion" implies, the solutions to current cryptofinance problems lie within the three components of the Ternion Ecosystem, which work together to support Ternion as the digital reserve currency for everyone.

The Ternion Exchange and Ternion Payments are integrated with one another to meet the demands of all sides involved in cryptocurrency transactions, while their profits support Ternion Ecosystem, yielding reliable long-term liquidity for the Ternion token.

While the developers of Ethereum and Bitcoin work to improve digital tokens on a technological level, we at Ternion aim to fix the problems faced by everyday users in the context of cryptofinance and to become a brand trusted by millions of customers, so that regardless of what the future holds for decentralized finances, be it total cryptofinance decentralization or a hybrid system with the participation of financial institutions, Ternion emerges as a reliable monolith not unlike Visa or PayPal before it.

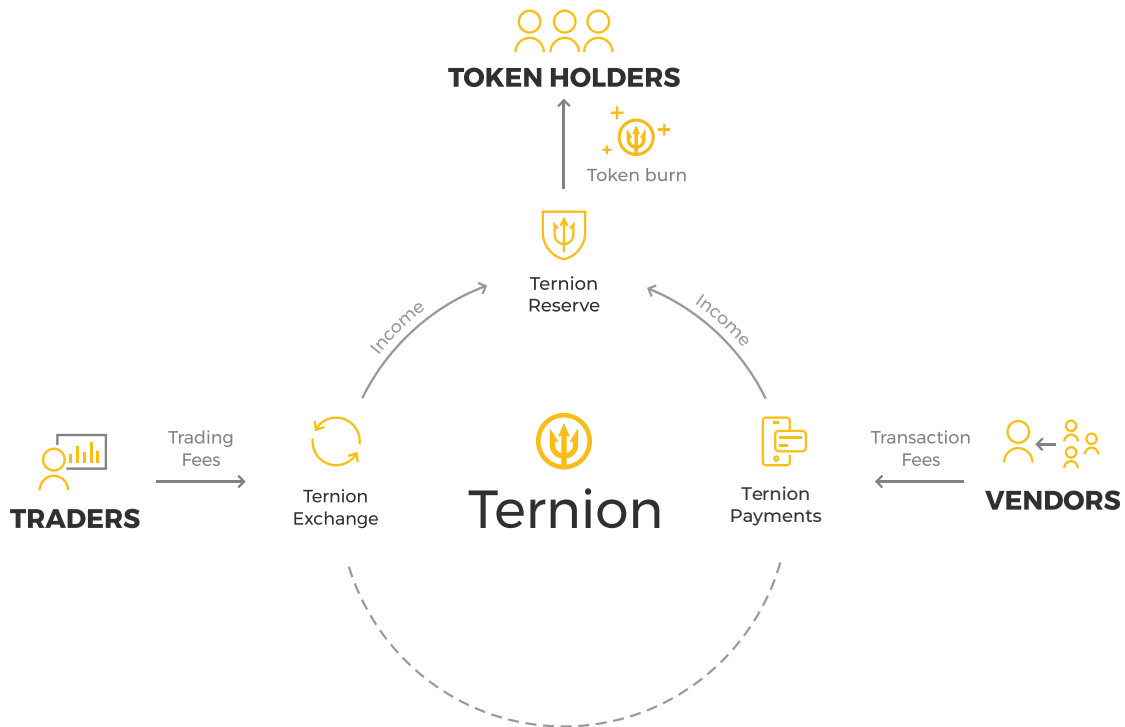
The Ternion Exchange holds a European crypto trading license, license number: FVR000209. The license will position us as a reliable market player that can safely engage with institutional capital. Being regulated will not only reduce counterparty risk, but it will also help expand the cryptocurrency market as a whole by leading the way towards proper accreditation. Furthermore, a demo version of the Exchange is already available for the registered users on our website. The Ternion Exchange will be launched in September 2018.



Revenue Model

The **Ternion Ecosystem** serves to uphold Ternion liquidity while providing much needed solutions to problems plaguing the world of cryptofinance.

To this end, it is supported by two pillars: the **Ternion Exchange**, a full-featured cryptocurrency exchange, and Ternion Payments, a payment processor that allows vendors to accept cryptocurrency payments and receive fiat money or other cryptocurrencies upon withdrawal.



In order to facilitate reliable liquidity, Ternion operates around a financial model built on market forces. The Ternion financial model and the ecosystem that supports it ensure the Ternion token remains relevant and provides a competitive advantage. The Ternion token (TRN) is an intrinsic part of the Ecosystem and serves as the native currency for Ternion's three fundamental pillars: The Exchange, Ternion Payments and The Liquidity Reserve.



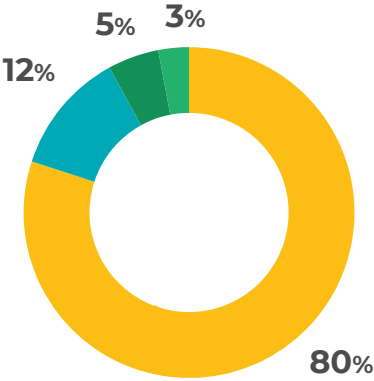
Fundraising Summary

The funds raised through the Ternion Token Sale will be used to establish the Ternion Liquidity Fund and to build and grow the two supporting business entities that will make the Ternion Ecosystem a bustling success through respect for natural market forces.



The Ternion Token Sale follows the baseline principle of non-minable, Ethereum-based token distribution, in that all Ternion tokens are generated and distributed as part of the public sale process.

Ternion tokens will be distributed in accordance with the following model:



- Will be available for purchase to the public during the Ternion Token Sale
- Will be distributed between the Ternion team with a five-year vesting period
- Will be distributed among the Ternion advisory board
- Will reward Ternion bug bounty program participants