



## 5-Page Whitepaper

# [ MOBU INTRODUCTION ]

**Similar to how the HTTP protocol defined the internet, MOBU developed the MOB20 standard protocol that defines a set of commands that a security token should implement.**

MOBU is an ERC20 utility token and built on the Ethereum platform. MOBU's transaction costs and speed will be the same as the Ethereum network which is almost instantaneous! The ERC20 protocol defines a set of commands that a token should implement. It is a technical specification with basic functions such as the transfer of tokens and enquiry of the balance and supply of tokens. In the past it was more complex to support trading for Token A to talk to Token B.

Similar to how the \$80 billion USD Ethereum platform simplified the process of launching a utility token, MOBU simplifies the process of launching a compliant security token. The MOB20 standard is the technical specification of a compliant security

token and can be compared to a stamp of approval, quality or standard. If a security token is issued on the MOBU platform it will meet all the requirements of the MOB20 standard. This standard can be seen as a set of rules and a quality stamp of approval that governs a compliant security token ensuring that the standard of the token will be recognised all over the world.

Security tokens are the most lucrative of all 3 types of tokens as they represent ownership of underlying assets and the opportunity to receive dividends which represent real value. Security tokens have not even touched \$200 million USD while the \$80 Trillion USD securities market remains untouched in the blockchain space.

**Private placements raise roughly 3 Trillion USD per annum globally, just imagine if it can be done with less friction and less middlemen?**

# [ PROBLEM STATEMENT ]

- Launching a security token is a technical, legal and regulatory nightmare!
- Different jurisdictions have different rules and regulations
- Cryptocurrency developers are hesitant and unsure about all the procedures required when offering security tokens to the crypto community (e.g. Reg 506b, Reg 506c, Reg A+, Reg D, Reg S, etc.)
- Legally the process of launching a security token is very expensive and slow
- There are SEC fines and even imprisonment if a security token is issued incorrectly
- There is no secondary trading market for security tokens (currently crypto exchanges are reluctant to list security tokens)
- There is no competitive pricing environment of vetted Security Token Offering (STO) service providers - STO service providers charge anything they wish

# [ THE MOBU SOLUTION ]



- The MOB20 protocol will define a set of commands that a compliant security token should implement
- MOBU will support Reg S, Reg D, and Reg A+ compliant Security Token Offerings (STO's), and with the incorporated ability to select experienced legal counsel across multiple jurisdictions within the platform, STO issuers can be sure they create compliant tokens within their local jurisdictions
- The MOB20 protocol will create a set of rules that govern the issuance of security tokens, and program them into smart contracts on the Ethereum blockchain so they are transparent and immutable

- MOBU is an ecosystem with a vetted tender process for
- Legal providers, smart contract developers, escrow providers, KYC providers, etc.
- MOBU will follow strict criteria for service providers in terms of track record, pricing, capital requirements, etc.
- MOBU will initiate a new standard – KNOW YOUR SUPPLIER (KYS) for complete due diligence (DD) compliance for all service providers using the platform
- There will be a rating system for service providers which will create a competitive pricing free marketplace for investors

## ■ Other key features of MOBU

- Network of authorization centres for KYC/AML compliance
- Unique method of escrow services to STO's protecting investors by enabling them to exit the STO after the crowdsale on a pro-rata basis if the STO issuers do not adhere to their roadmaps or goals. Hereby STO issuers will not have immediate access to the full amount raised - the funds will be released to them on a pro-rata basis. The main benefits of this feature include the following:
  - protects the capital of the investor
  - offers the potential of STO refunds
- A "lockup" utility to MOBU tokens for STO service providers requires all the service providers on the MOBU platform to stake x amount of MOBU tokens to receive the right to operate in the ecosystem. These tokens will be locked up for as long as the service provider uses the MOBU platform. The main benefits of this feature include the following:
  - "Tokenomics"
  - Appreciates the value of the MOBU token
  - Deposits lower the supply of the MOBU token

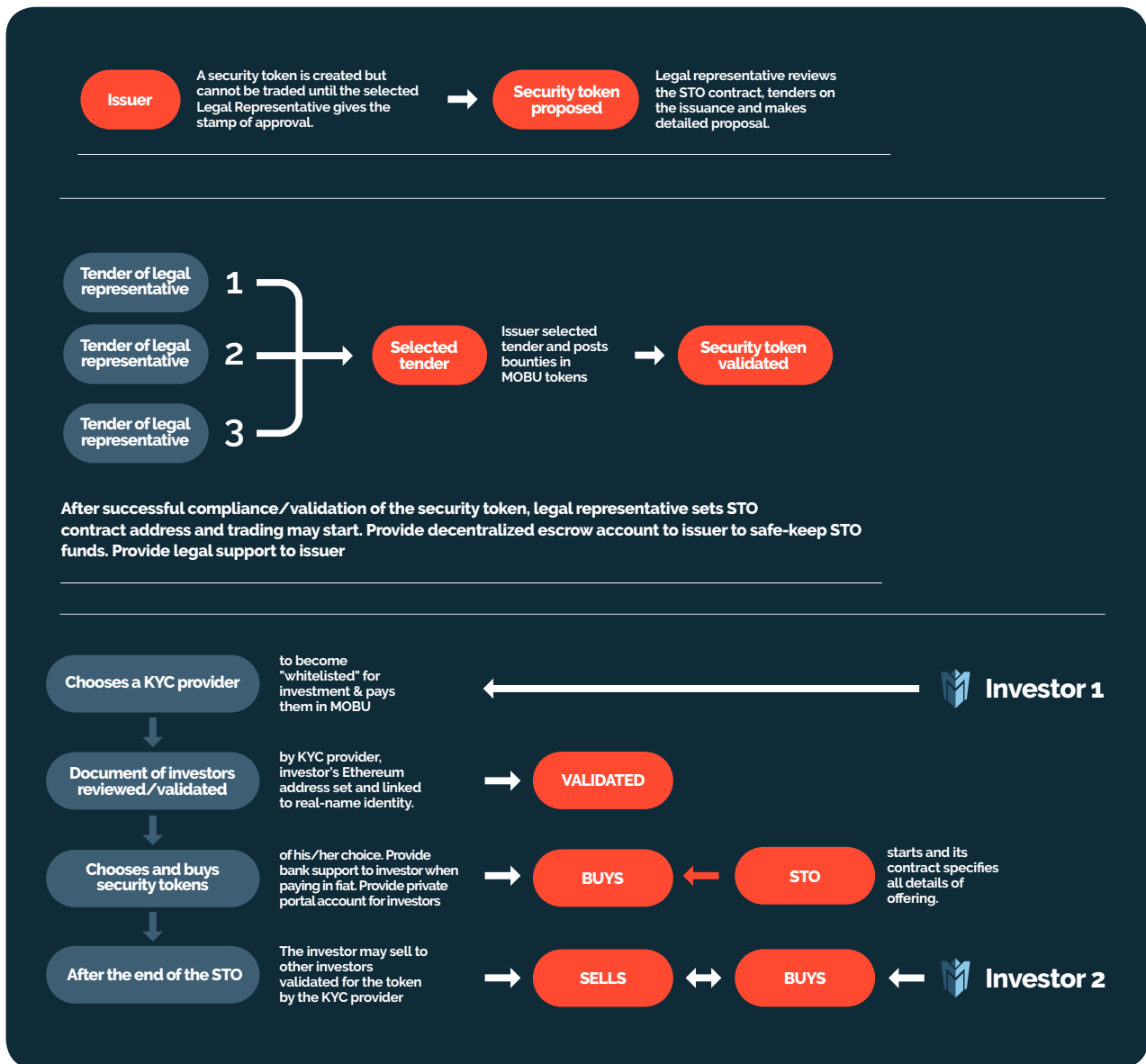
## ■ Why does MOBU need the blockchain?

MOBU needs the blockchain to create a set of rules that govern the issuance of compliant security tokens, and program them into smart contracts on the Ethereum blockchain ensuring transparency and immutability. Its clear business model demonstrates the unique use of and demand for the MOBU token on the MOBU platform by tender users.

## ■ Why security tokens instead of conventional shares

- Fees are lower
- Deals are executed faster
- Exposure to free market
- Cross border funding
- More complex versions of dividend policies and voting rights
- Decreased manipulation by financial institutions

# Ecosystem explained



Competitor Analysis	MOBU	Ethereum	Polymath
Decentralised token	✓	✓	✓
Application layer	✓	✓	✓
Smart contract development	✓	✓	✗
Organized platform for security tokens	✓	✗	✓
No technical expertise needed	✓	✗	✓
KYC/AML guaranteed protocol	✓	✗	✓
Investor account portals	✓	✗	✓
Bank support fiat to crypto	✓	✗	✗
Unique Escrow Services to STOs	✓	✗	✗
Exchangeability support	✓	✗	✓
Technical support	✓	✗	✓
Legal support	✓	✗	✓
"Lockup" Utility to Tokens	✓	✗	✗

# MOBU SUSTAINABILITY

MOBU will charge a 1% fee for all STO's listed on the MOBU platform to:

- provide resources and services
- offer support
- generate revenue to develop MOBU's resources to its full potential

MOBU will charge a small fee for all the transactions in the MOBU marketplace.

## Confirmed Issuers on MOBU Platform:

- Mike Prinsloo was the former CEO of DRD Gold, Ashanti Gold and Goldfields and the individual who has moved the most gold in the world under his watch. He wishes to tokenize a mining operation on MOBU and is also the first investor of MOBU.
- Wayne van der Burgh, the founder of the van der Burgh group, with an asset value of over 1 Billion USD, wishes to tokenize at least 5 coal mining sites on MOBU.
- Ettiene Pretorius is the advisor and friend of Richard Branson and is regarded one of South Africa's most successful property developers. He received the Entrepreneur of the year award from Absa which is one of the largest banks in South Africa. <https://www.sa-cp.com/> <http://www.ettienepretorius.co.za/> Ettiene wishes to tokenize a property development on MOBU.
- Tumelo Ramaphosa, the son of a South African billionaire wishes to launch a Wildlife Security Token Offering (STO) on the MOBU platform.
- As part of its development plan, MOBU intends to launch a decentralised forex PAMM account STO, a crowdfarming STO and a regulatory friendly exchange on the MOBU platform as well – please refer to our roadmap for more details.

In conclusion, MOBU has an experienced team, addresses a real-world problem, demonstrates actual blockchain use, has a sustainable business model, strong partners and even stronger social following. It is also a well-known fact that the 80 Trillion USD securities market remains virtually untouched in the blockchain space. MOBU is not here to revolutionize an industry, this is mere progress of humanity!

[www.mobu.io](http://www.mobu.io)