



*One for Eleven, Up for All!*

Whitepaper ElevenUp  
September 2022

## ABSTRACT

In the world we live in today, the need for a higher profitability of our individual financial assets has never been so high. Damaged economics, downstream banking interests, snowballing debt-loans, financial crises, ongoing risks like the pandemic and climate changes, increasing petrol & gas prices and continuous inflation reduced our welfare to barely a survival model.

We feel helpless and fight every day for more autonomy, capital, security, respect and appreciation for the actions we take every day.

However, we see the growth of micro-economics, group purchases, shared cars or goods that reduce the initial purchase price, self-employed people participating new business models such as Uber, Deliveroo, in order to obtain an additional income.

The strength of the community is enormous and has manifested itself repeatedly in protests against financial crises, governments, and injustice.

The Internet has effectively brought people together, but it has also changed economics. Banks go online and close offices. Large e-commerce platforms infected the local economy.

The development of crypto-money such as bitcoin and ethereum, blockchain applications and secure transactions gave individuals access to a crypto-financial world with high potential but also high volatility.

Our objective is to **empower the financial clout of individuals**, their relatives and friends, by giving **access to a digital financial community, blockchain-based tools and community services in a highly secured, sustainable and controlled environment.**

Our goal is also to remove the barriers of the cryptocurrency world, and give everyone the opportunity to be rewarded for their actions. ElevenUp's motto *'One for eleven, Up for all'* symbolizes an unstoppable force.

ElevenUp's concept was designed by Frédéric Bilocq and Christophe Lutz, Frédéric as the instigator and Christophe as the crypto technical creator; two complementary profiles.

After many discussions and brainstorming, the founders managed to design ElevenUp: a secured and transparent online platform, built to host its community and provide them with access to unique services and incentive mechanisms. ElevenUp is a blockchain-based decentralized ecosystem, powered by its dedicated token, the 11UP.

The 11UP token is at the heart of the ecosystem: it provides access to various reward programs and decentralized applications, ensures the connection with the traditional world, coordinates the decentralized governance, and overall supports the ElevenUp community. The 11UP utility token embeds deflationary mechanisms aiming to support the steady growth of its price and therefore to preserve the purchase power of its holders.

2 quotes that express elevenUp's unique identity:

***With the changing economy, no one has lifetime employment. But community colleges provide lifetime employability.***

*Barack Obama*

***One for eleven, Up for all.***

*ElevenUp*

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## INTRODUCTION

ElevenUp is an online sustainable platform allowing to enter the ElevenUp community, purchase 11UP tokens, and benefit from the unique services and programmes offered by ElevenUp.

ElevenUp enables everyone, worldwide, to be part of the ElevenUp community and benefit from the unique opportunities that are offered by the 11UP utility token: access to numerous services and programmes built in the platform, access unique DeFi opportunities for the 11UP tokens, access to the governance of the ecosystem, among many others opportunities.

The ElevenUp membership is accessible from \$50, and gives access to all the ElevenUp features and benefits offered by the platform. When entering the community, each member obtains a number of 11UP tokens, and also obtains a unique seat in the community represented and secured by an NFT sealed in the blockchain and delivered to its owner. Each NFT is unique, tamper-proof, and can be transferred or sold to other members of the community.

The blockchain constitutes the technical backbone of the platform and manages autonomously the access key to all ElevenUp's features and services. The flows are managed by autonomous smart contracts that are transparent and auditable at each stage.

This 11UP token is 100% liquid. It can be stored, exchanged, used to access services or purchase goods via the partnerships offered by the ElevenUp marketplace.

By joining the ElevenUp, community members can generate earnings for themselves via different internal applications. Our goal is to bring crypto tools to the public in the simplest way possible, ensure transparency, and educate the most inexperienced in the field of blockchain.

## THE ELEVENUP ECOSYSTEM

### [Becoming an ElevenUp member](#)

Membership to the ElevenUp ecosystem is obtained by purchasing an 11UP pack. When a user purchases their first pack, they automatically become a member of the community.

The floor price for the first pack is \$50, and it enables the user to access the full services offered by the ElevenUp ecosystem like staking, yield farming, governance, lottery, etc. Packs are to be bought sequentially, starting by pack 1, then 2, 3, 4, etc.

#### Token Packs.

PACK	Price/Pack	Total bought (cumulated)
UP1	\$50	\$50
UP2	\$100	\$150
UP3	\$200	\$350
UP4	\$400	\$750
UP5	\$800	\$1.550
UP6	\$1.600	\$3.150
UP7	\$3.200	\$6.350
UP8	\$6.400	\$12.750
UP9	\$12.800	\$25.550
UP10	\$25.600	\$51.150
UP11	\$51.200	\$102.350

Packs automatically grant the equivalent amount in 11UP tokens and activates access to multiple solutions and services offered by the ElevenUp platform. For example, members can participate in blockchain apps like Staking, Yield Farming and Lottery. 11UP members also have access to exciting commercial partnership offered by ElevenUp, and are rewarded with tokens for actively prospecting new members in the community.

The tokens are delivered and available on the user's personal wallet. 33% of the purchased tokens are immediately available to the user. The remaining 67% are locked for 30 days to prevent excessive trading and ensure price stability.

The membership is materialized by a unique token, an NFT (non-fungible token) that is issued and delivered to the user at registration. The membership becomes an NFT (Non-Fungible Token), that is automatically minted and delivered to the user; it represents its membership. Each NFT has a value, that increases as the member participates in the community and contributes to its growth by prospecting potential new members.

Note: 11UP tokens can also be purchased via decentralised exchanges like PancakeSwap. However, this does not grant membership to the Eleven Up community; only the UP-packs purchased on the platform grant membership.

## [Dashboard](#)

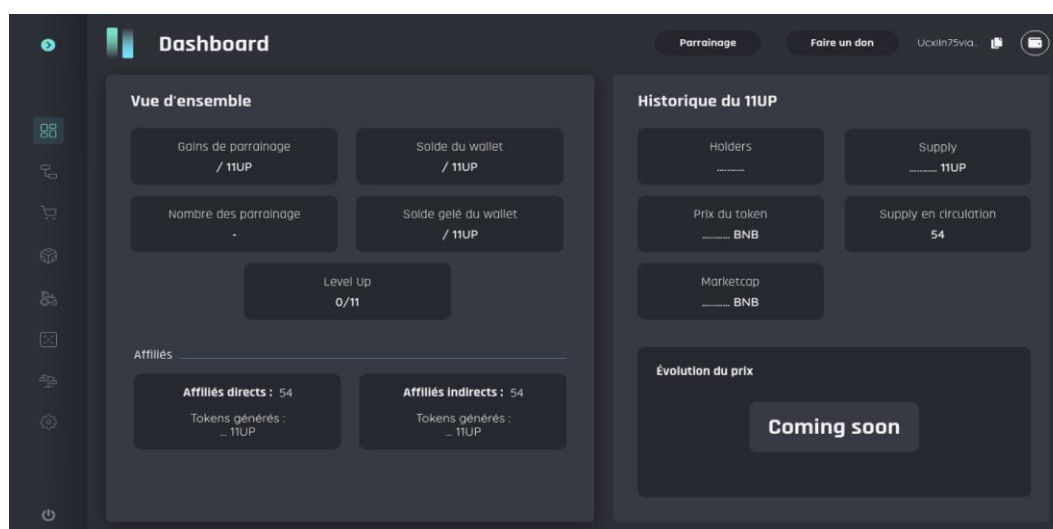
Members access the ElevenUp ecosystem via its online platform.

The main screen of ElevenUp's dashboard is intuitive, user-friendly, updated in real-time, and opens the possibility for beginners to learn crypto trading and become experts step by step.

The users can find global statistics such as the price or the number of tokens in circulation, and personal statistics such as the various earnings generated by their community.

From this dashboard, the user can access the marketplace, the staking service, the farming service, the lottery, the governance platform, and all the other services offered to ElevenUp members.

The dashboard is available in English and French. Other languages will be developed in the near future.



## [Financial flows](#)

The funds collected via the sales of packs serve to support the ElevenUp community and the price of the 11UP token. The funds are split into 3 Allocations:





### Allocation 1: Supply management and market-making

1/3 of the funds are reserved to support the price of the 11UP token by regularly repurchasing and burning 11UP tokens. These mechanisms, called deflationary mechanisms, allow to maintain an optimal level of supply, and therefore contribute to the increase of 11UP token price.

### Allocation 2: Token Liquidity

1/3 of the funds are sent to the Liquidity Pool of ElevenUp. 1/6 are sent in 11UP tokens and 1/6 in BNB.

Liquidity Pools are fundamental components of the Decentralized Finance (DeFi) ecosystem as they enable users to buy and sell cryptos on decentralized exchanges (DEX) and other DeFi platforms without the need for centralized market makers. A liquidity pool is essentially a collection of funds managed by a smart contract and used to facilitate decentralized trading, lending, and many more functions.

A Liquidity Pool provides liquidity for a certain pair of cryptos, and contains the same volume of either token in the pair.

11UP tokens can be purchased with BNB (Binance tokens) on decentralized exchanges such as PancakeSwap. Therefore, these exchanges need to have a pool of liquidity comprised of both 11UP tokens and BNB tokens: this Liquidity Pool is constantly filled with the necessary tokens using 1/3 of the funds from 11UP pack sales. 1/6 are sent in 11UP tokens and 1/6 in BNB.

### Allocation 3: Management, Rewards & Community

1/3 of the funds are used to ensure the maintenance and development of the ElevenUp platform. This includes marketing and sales expenses, payroll, administration, and financial commissions, and it also includes a portion dedicated to reward ElevenUp members through various incentives, contests, and other incomes. This Allocation also reserves a portion for charity programs.

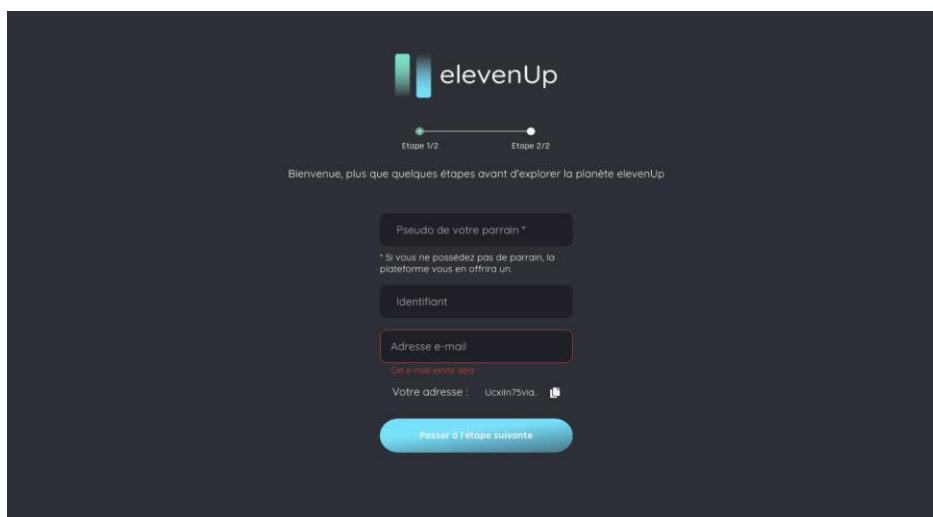
In short, thanks to the strong community, rewards, partnerships, and programs, ElevenUp's ecosystem stabilizes the supply of the tokens and increases the ElevenUp treasury.

## Registration process

Registration takes place on the ElevenUp platform: [link here]. To register, the user needs an email address and a Metamask address linked to Binance Smart Chain (*for more information on MetaMask and how to open a MetaMask wallet, please click here*). The user then chooses a unique nickname, and can also provide the name of its referee if applicable.

The user is required to provide KYC documentation (National ID, Driver's License or Passport). The KYC is associated with the BSC address and cannot be changed later.

Once the user has passed ElevenUp's KYC, accepted the TOS and AML terms, the dashboard gives them the option to link their personal Wallet, connected to BNB Smart Chain. To connect, the user must use their Metamask wallet and sign a disclaimer.



The screenshot shows the registration interface for ElevenUp. At the top, the logo 'elevenUp' is displayed. Below it, a progress indicator shows 'Etape 1/2' and 'Etape 2/2'. The main heading reads 'Bienvenue, plus que quelques étapes avant d'explorer la planète elevenUp'. The form contains the following fields and elements:

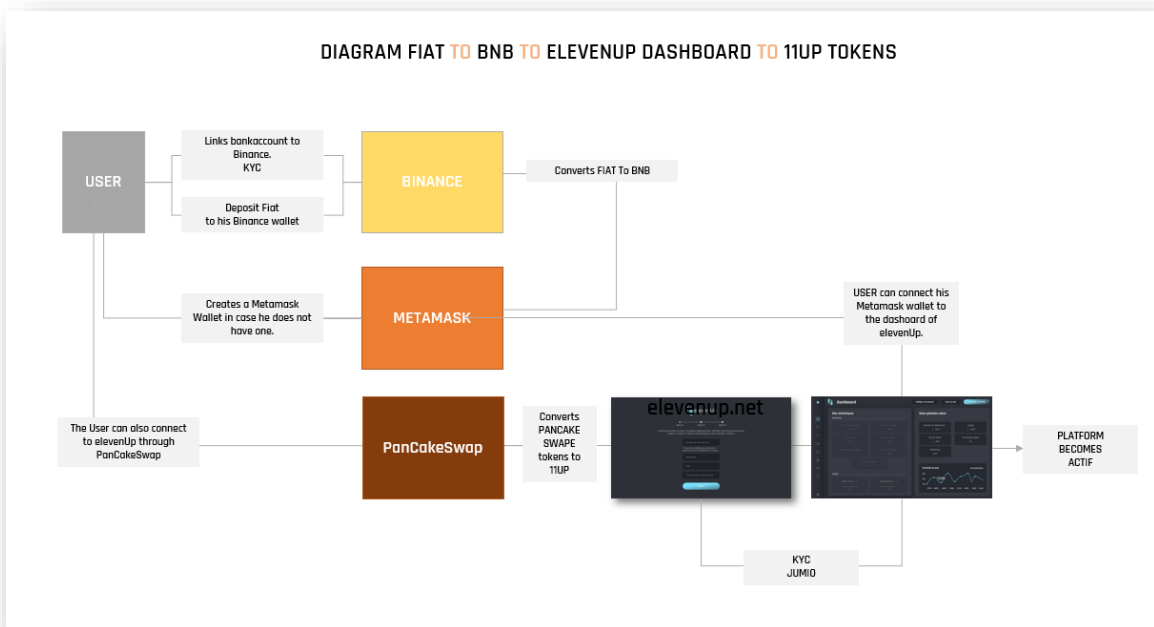
- A field for 'Pseudo de votre parrain \*' with a note: '\* Si vous ne possédez pas de parrain, la plateforme vous en offrira un.' Below this is a blue button labeled 'Ajouter un parrain'.
- A field for 'Identifiant'.
- A field for 'Adresse e-mail' with a red error message: 'Cet e-mail existe déjà'.
- A field for 'Votre adresse : Uxiin75via' with a QR code icon.
- A blue button at the bottom labeled 'Passer à l'étape suivante'.

To finalize the registration process and become an ElevenUp member, the user purchases its first Up pack.

Packs are purchased with BNB tokens. BNB can be purchased with FIAT on Binance.com, crypto.com, swissborg.io, or any other crypto exchange. Once the pack is purchased, the ElevenUp tokens are sent to the user's wallet. 1/3 of the tokens are available from the start and the remaining 2/3 of the tokens are locked for 30 days to prevent excessive trading and ensure price stability.

ElevenUp tokens are compatible with PancakeSwap and can be converted into other tokens on the exchange.

## **FIAT TO BNB TO ELEVENUP DASHBOARD TO 11UP TOKENS**



## Wallet Plugin

The wallet is at the heart of users' interactions within the blockchain; it is the main interface. 11UP is built on the Binance Smart Chain, which is why we suggest using the wallet Metamask, which is the most used wallet to interact with the Binance Smart Chain.

MetaMask is a software cryptocurrency wallet used to interact with decentralized applications through a web browser extension or mobile app.

MetaMask has considerable security features that make it a reasonably safe software wallet. It never stores the wallet information on its own servers. It stores it on the internet, but MetaMask never has access to it. The encrypted file (private key) is locally on stored on the user's side. In April 2021, the developer behind the wallet, ConsenSys, reported that it had hit a record 5 million active monthly users.

However, it is also important to note that due to its popularity, MetaMask is one of the top targets for hackers and scammers. Phishing attacks are a social engineering technique used by scammers to lure users into completing an action that reveals personal information or account details.

Another risk linked to crypto-wallets is that losing the private key is irrevocable; neither ElevenUp nor any other third party can recover the private key nor the tokens.

One of ElevenUp Academy's aims is to prevent this kind of issues by educating its community about what they need to be aware of when using crypto wallets. Through the platform, users are automatically guided if they have any specific actions to take with their wallets.

We strongly encourage users who can afford it to buy a cold wallet like a Ledger. A cold wallet, also known as a hardware wallet or cold storage, is a physical device that keeps cryptocurrencies

completely offline. The difference is that cold storage sellers usually have a warranty in case their cold wallet is stolen or broken. Through the seed phrase, they are usually able to recover their wallet in a new ledger.

ElevenUp accept all decentralized wallets that are compatible with BNB or BEP-20 token.

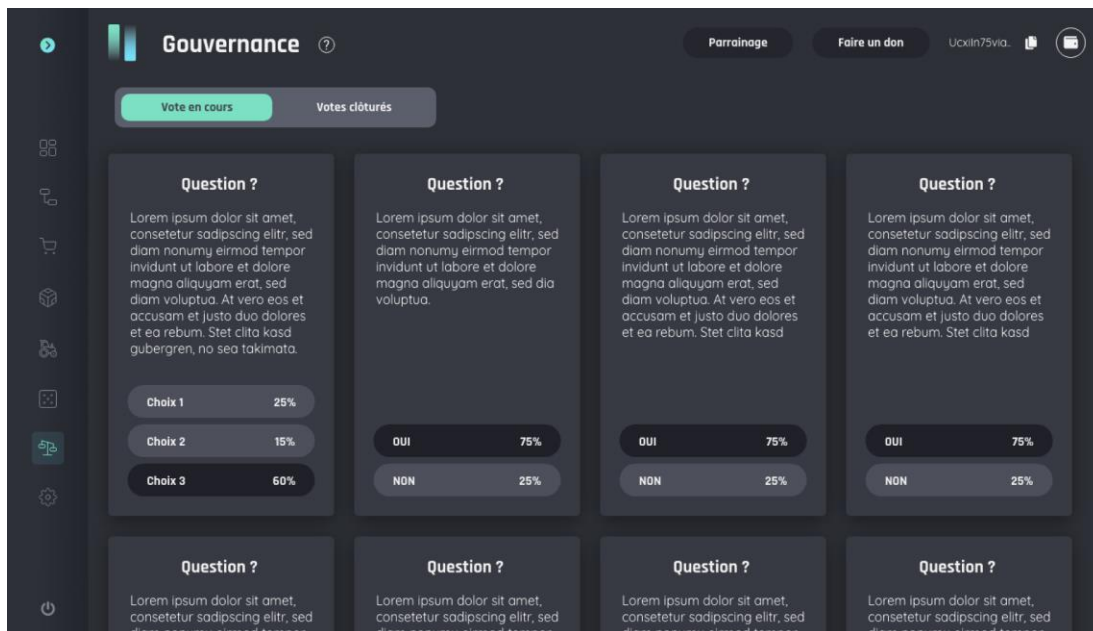
## Governance

Unlike informal governance systems, which use a combination of offline coordination and online code modifications to effect changes, on-chain governance systems work online exclusively. Changes to a blockchain are proposed through code updates. Improvement proposals to make changes to the blockchain must be submitted by developers. A core group, consisting mostly of developers, is responsible for coordinating and achieving consensus between members.

All tokens holders can participate in the governance. The participants can vote to accept or decline the proposed change. However, not all users have equal voting power. In ElevenUp ecosystem, the NFT that is given to a user when they buy their first Up pack represents their membership in the community and embeds data such as the number of packs they bought or the number of new members they referenced. ElevenUp's governance system is built to reward efforts toward community growth rather than simple token holding. Thus, members who help the network grow receive more voting power than users who only purchase and hold the token without developing the network.

When a proposal is submitted, if the change is accepted, it is included in the blockchain and baselined. In some instances of on-chain governance implementation, the updated code may be rolled back to its version before a baseline, if the proposed change is unsuccessful. But it's not only about code, propositions can also be aimed to help understand what the users expect from the platform and how to improve it.

**ElevenUp's vision is to create an environment where people that are engaged and motivated to bring new users have the power to drive the product where they want it to be.**



## THE ELEVENUP TOKEN

### Tokenomics

The ElevenUp platform is powered by a dedicated token, the 11UP. 11UP is a utility token that supports and contributes to the ecosystem's longevity.

TICKER	11UP
NAME	ElevenUp
STANDARD	BSC (BEP20)
INITIAL SUPPLY	1 700 000 000
TOKEN LAUNCH PRICE	0,01\$
INITIAL FULLY DILUTED MARKET CAP	17 000 000 \$

11UP tokens can be purchased on the ElevenUp platform via the purchase of packs and can also be purchased on decentralized exchanges such as PancakeSwap.

The 11UP token has the following utilities (non-exhaustive):

- Participation in the governance of ElevenUp ecosystem with voting power
- Access to unique services and features offered by ElevenUp and partners
- Access to DeFi opportunities like Staking and Yield Farming
- Eligibility for the Robin Hood boost programme
- Eligibility for the Lottery programme
- Eligibility for the Community Reward programme
- Access to the ElevenUp Academy

### Token allocation

The initial tokens minted at launch are allocated as follow:

<b>Total</b>	<b>1,700,000,000</b>	
Seed investors	150,000,000	9%
Staking	500,000,000	29%
MM & Liquidity	300,000,000	18%
Reserve	450,000,000	26%
Advisors & partners	100,000,000	6%
Platform development and m	200,000,000	12%



## Deflationary mechanisms

The section below describes the functional underlying economic mechanisms that support the token price.

1. Encourage members to store their token (proof of stake)
2. A Market maker supporting the token price
3. Rewards of the off-chain investments will be used to buy back 11UP/BNB from the liquidity pool
4. The company elevenUp can also burn tokens in case of need
5. Arbitration between the Pool of Liquidity and Smart contract
6. Tokens bought from Pancakeswap enforce the value of the token

## 11UP TOKENS FEATURES

elevenUp holders already generate a passive income when they keep their tokens in their wallet. But they do have access to following applications, where they can actively participate to increase their revenue.

## Staking

Staking a token is an excellent route to encourage ownership of tokens and reinforce involvement in the community by obtaining more tokens. ElevenUp token holders can choose to stake their tokens for the period they want. Staking means depositing tokens on a smart contract for a certain period of time, in order to generate staking rewards.

ElevenUp offers three staking options:

### Flex 11%

The Flex 11% option allows users to generate 11% of additional tokens per year, i.e. a daily reward of **0,03%**. If 100 11Up tokens are staked daily for one year, the user gains 11Ups in reward at the end of the period. The advantage of the Flex 11% option is that the tokens are not locked: the user can un-stake their tokens at any time without losing pending rewards.

### Lock 22%

Lock 22% is a mid-term option: the 11UP tokens are locked for 111 days. This option generates an annual reward of 22%, which equals to a reward of **6.69% per 111-day period**. Tokens are locked which means they cannot be un-staked during the lock period, and rewards cannot be withdrawn before the end of the period.

### Lock 33%

Lock 33% is a long-term option: the 11UP tokens are locked for one year. **This option generates annual rewards of 33**. Tokens are locked which means they cannot be un-staked during the lock period, and rewards cannot be withdrawn before the end of the period.

The screenshot displays the 'Staking' interface with a dark theme. At the top, there are navigation links for 'Parrainage', 'Faire un don', and a user profile 'UcivIn75via'. The main content is divided into two sections: 'Vue d'ensemble du staking' and 'Détails de staking'.

**Vue d'ensemble du staking**

- Total stake: 11UP
- Récompense totale: 11UP
- Récompense du jour: 11UP
- Récompense de la semaine: 11UP
- Récompense du mois: 11UP

**Détails de staking**

Tokens stakés	Durée du Staking	Récompenses	APR	Unstake	Réinvestir
4,000	8/111j	120	22%	Unstake	Redeem
4,000	217/365j	300	33%	Unstake	Redeem
4,000	110/111j	120	22%	Unstake	Redeem
4,000	10j	15	-	Unstake	Redeem

**Montant à staker**

- Flex 11% (selected)
- Lock 22%
- Lock 33%

Quantité de tokens: Max

Début du Staking: 2021-00-00 00:00

APR: 11%

Intérêts estimés: 0.000456 11UP

STAKE

## Yield Farming

Yield farming is a well-known and popular financial mechanism within the DeFi (Decentralized Finance) ecosystem, allowing to generate profits by lending some assets. These assets are

usually sent to various platforms, and in return for the service, the user earns fees in crypto.

Yield farmers use complex strategies. They move their cryptos around all the time between different lending marketplaces to maximize their returns. They usually are very secretive about the best yield farming strategies. Why? The more people know about a strategy, the less effective it becomes. Yield farming is the wild west of Decentralized Finance (DeFi), where farmers compete to get a chance to farm the best crops.

In Yield farming, the assets lent by the user are sent to liquidity pools. Liquidity Pools are fundamental components of the Decentralized Finance (DeFi) ecosystem as they enable users to buy and sell cryptos on decentralized exchanges (DEX) and other DeFi platforms without the need for centralized market makers. A liquidity pool is essentially a collection of funds managed by a smart contract and used to facilitate decentralized trading, lending, and many more functions.

In return for the service, the liquidity providers receive a share of the fees paid by traders who use the pool. Therefore, by lending their cryptos, yield farmers are able to generate profits. In ElevenUp, users will be able to allocate their tokens to Yield Farming on the pair ElevenUp / BNB. To do so, the user will send the same amount of ElevenUp and BNB. The user then owns a portion of the pool and obtains a portion of the trading fees as interests.

The difference between yield farming and staking is that in yield farming, a user does not stake one token but two. They do not receive a fixed percentage of tokens, but a percentage of these "pools" of tokens.

***For example:***

*Let's suppose 1 ElevenUp is worth 1\$, and 1 BNB is worth 400\$. If a user wants contributes 100\$ worth of ElevenUp, they also have to contribute 0.25 BNB, worth 100\$, because the pool must stay constantly balanced between the two tokens. The total contribution is \$200.*

*If the total pool counts 1 000\$ of 11UP (i.e., 1 000 11UP tokens) and 1 000\$ of BNB (i.e., 2.5 BNB tokens), the user owns 10% of the total liquidity pool and will receive 10% of the total fees paid by the traders using the pool. If the total trading fees are worth 400\$, then the user receives 40\$, which represents a 20% performance on the \$200 contributed. The lower liquidity available in the pool, the higher the APY (Annual Percentage Yield).*

The main risk when it comes to Yield Farming is the impermanent loss. Impermanent loss is one of the most complex mechanisms in DeFi. It is a situation in which a user can lose a part of their capital when the price of a currency falls, but also when it rises excessively. The larger this gap between the deposit token price and the current price, the larger the exposure to non-permanent losses.

But in this scenario, why do liquidity providers continue to provide liquidity if they are exposed to losses? The answer is quite simple: impermanent losses are often offset by the interests perceived by the liquidity provider. Even the pools that are the most exposed to non-permanent losses can be profitable in the long run, thanks to these transaction fees. In our case, yield farming on 11UP token is safer than others thanks to market-making mechanisms that aim to contain the price and avoid large movements.



# Farming

Parrainage Faire un don Ucxln75via

## Mettre en farming

Utiliser le staking sur pool de liquidité pour obtenir un rendement plus élevé. C'est ce qu'on appelle le farming.

000.000 LP TOKENS

APR (annual percentage rate) 18,00%

APY (annual percentage yield) 30,00%


Déposer les tokens

Retirer les tokens

## Ma récolte

000.000 11UP

Récolter !



## ELEVENUP COMMUNITY REWARDS

Members of the ElevenUp community are automatically eligible for several incentive and reward programmes.

### Rewards.

This plan rewards members who actively contribute to the growth of the 11up community by bringing in new members.

### Robin Hood.

The « Robinhood revenue » represents 1.5% of all purchased packs. The revenue will be traded by our financial trading partners. The income of the trades will be redistributed equally to all ElevenUp members, either via direct token airdrop or via token buybacks. This boost aims to help investors to grow faster.

### Lottery

ElevenUp lottery is a game of chance where prizes are awarded to those who are chosen by an external oracle, ChainLink. We decided to use ChainLink 's service in order to obtain the most random function to choose the winners. Indeed, within the blockchain alone it can be hard to generate a purely random result. We call these "pseudo-random generators", where the randomness is determined by conditions like the current block time for example. It means that some people could predict the result of the lottery.

That is why we are using Chainlink, which delivers external randomization algorithms. Chainlink is a decentralized blockchain oracle network built on Ethereum. The network is intended to be used to facilitate the transfer of unforgeable data from off-chain sources to on-chain smart contracts. We will be able to provide more accurate randomization in our lottery.

The lottery is only accessible for the users and its community.

Other type of games can be organized for the ElevenUp community such as contests with objectives.

## ELEVENUP ACADEMY

ElevenUp Academy is a training programme dedicated to help our community better understand the crypto ecosystem and the ElevenUp platform, to use it to its full potential. Different training courses and seminars are available, either remotely or in person. The trainings are free for all ElevenUp members.

The first themes of training cover:

- Creating a decentralized wallet
- Buying a BNB token that is linked to ElevenUp tokens
- Understanding the workflow and use of the Dashboard

### **Train the trainers**

We will integrate the networkers ElevenUp Academy who will give training in their turn. The new trainees become in turn the new trainers of the Academy.

### **Special note:**

elevenUp will also be the first to introduce sign language in all its presentations.

## ELEVENUP CHARITY PROGRAMME

A budget will be allocated to the ElevenUp Charity Programme. ElevenUp members will be able to propose ideas of charities to donate some funds; these will be submitted to the ElevenUp community for a vote, and the propositions with the most votes will receive donations from the ElevenUp Charity Programme.

## ELEVENUP MARKETPLACE

**elevenUp's utility token** in the real sense of its word: *a token that serves some use case within a specific ecosystem. These tokens allow users to perform some action on a certain network. A utility token is unique to its ecosystem.*

In addition to the digital features embedded in the online platform, ElevenUp token also offers exclusive access and discounts to real world services. The ElevenUp team is constantly looking to develop partnership to offer exciting new deals and opportunities, in the "real, physical" world.

The ElevenUp Marketplace allows token holders to be informed on all these opportunities.

The first partnerships are being finalized and are planned for release in the coming months. It includes exclusive offers with the Self Bar, Emobi, and DeFi formation.

The logo for Selfbar, featuring the word "Self" in a black sans-serif font and ".bar" in a green cursive script font.

[www.selfbar.be](http://www.selfbar.be)

### **Self-service drink machine and cashless payment by the centilitre.**

Selfbar provides autonomous beverage dispensing tables where consumers can serve themselves by the centilitre and pay with their SelfBar card.

Selfbar is active in Belgium, Luxembourg, France and Colombia and is currently talking to the Czech Republic, Vietnam, Ivory Coast, Spain, Indian Ocean (Mauritius, Reunion Island).

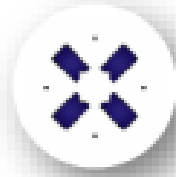
**Owners of 11UP can use their 11UP tokens to use the services of Selfbar**



[www.myyobi.com](http://www.myyobi.com)

Emobi is a cross-border blockchain based remittance platform. A real wallet giving banking access to the unbanked and underbanked.

**Owners of 11UP can use their 11UP tokens to use the mobile app of emobi to send FIAT to their relatives.**



**DEFI FORMATION FRANCE**  
[www.defiformationfrance.fr](http://www.defiformationfrance.fr)

DeFi Formation France offers training in Decentralised Finance for individuals and professionals. Members can pay for training by their 11UP utility token.

## **THE ROADMAP**

### Genesis of the project

#### **March 2020**

First contact via Zoom by Frédéric Bilocq with a crypto-currency asset manager and a technical advisor.

#### **June 2020**

Meeting with the wealth manager and the technical advisor.

#### **September 2020**

Association of the two founders: Frédéric Bilocq and Christophe Lutz.

#### **December 2020**

Launch of the production of the application.

#### **June 2021**

Launch of smart contract programming

#### **November 2021**

Creation of ElevenUp Academy to support members at subscription, help beginners with all the new terms and tools.

#### **Q2-2022 (in progress)**

Launch of ElevenUp platform.

## Upcoming milestones

Our goal is to continuously improve the platform and engage a growing audience. To achieve our ambition, we plan to develop new features and to address the needs stemming from the community. Our priority is to provide a robust user experience, bring newcomers to the blockchain world, educate ElevenUp members on blockchain opportunities and tools, and allow ElevenUp members to benefit from the various incentives and reward programmes.

**Our priorities will always remain security, transparency, and liquidity.**

### **Q2&3-2022 Evolution of ElevenUp**

Integration of new features on the platform. NFT program and incentives, a debit card linked to the back office for all members, new earning programs, commercial collaborations accessible with the ElevenUp token.

Securing the private key to prevent hacking.

Engage an agency for a new dynamic website, worldwide marketing campaigns, social and professional media.

### **Q4-2022**

Implementation of a modern product using the ElevenUp token that will be targeted solely at businesses.

Create Decentralized Exchange (DEX)

Development of ElevenUp mobile app.

Integrate POA (proof of address)

## **Bridge FIAT to crypto**

The most likely outcome will be the simultaneous coexistence of two types of valuable assets and their active interaction, FIATs and cryptocurrencies. However, it is still difficult to buy crypto assets, as users must usually create an account on an exchange and proceed to KYC and verification process.

Because our target is to attract people outside of the crypto world, **we plan to create a bridge between FIAT and crypto assets to provide an easier access to the crypto ecosystem** to newcomers. With this bridge, users will be able to buy crypto assets with their credit card.

This way, they wouldn't need to perform all the tedious steps listed above to buy cryptocurrencies. This is a top priority for ElevenUp as using a Metamask wallet may discourage people from accessing our product.

## **Non-Fungible Token**

One of the innovations of our system is that we mint **a unique NFT** when a user buys their first 11Up pack.

**The user's ElevenUp ID is unique and becomes an NFT, a Non-Fungible Token.**

The NFT can be sold to any other user that has an ElevenUp account with a verified KYC. The initial user can exit the platform whenever they want, and the new user takes over the position, owns the tokens and has access to the same tools as the former user.

The value of the NFT is measured by the number of 11UP packs purchased by the user, their trading performance and the size of their community network.

It is possible to transfer one's NFT, and therefore transfer one's seat in the network along with its history (the packs purchased, the members referenced to the programme, etc).

### Mobile Application

ElevenUp will deploy **Android and iOS supported mobile apps**.

### Decentralized Exchange (DEX)

DEX is a fundamental step forward in the cryptocurrency ecosystem. We believe it is essential to offer a decentralized exchange suitable for ElevenUp tokenomics that will support token liquidity: we chose <https://pancakeswap.finance/>

The DEX zone is still in its infancy. We are currently imagining more sophisticated mechanisms (Bancor/Uniswap V3/dYdX). We intend to make the most of DeFi's unique features to provide the best project infrastructure for our investors

### ElevenUp Invest

A dedicated investment vehicle will be established to provide funding for start-ups in the following areas: **Renewable energy, climate, community, health, and social related projects**, crypto or non-crypto.

The choice of project will be presented at elevenUp Governance.

### ElevenUp Cross Chain Bridge

The development of a secure bridge **between elevenUp utility token and external crypto applications**, taking into account each other's actual online values, in real time. Decentralized and security-focused for all tokens and NFT.

### ElevenUp Travel

Through partnership with Cryptoturismo.com, elevenUp will have his **own online booking platform**, where only members can book and pay reservations with their 11UP utility token.

### ElevenUp Bank and Reserve Bank

By redesigning conventional banking, elevenUp will provide through its decentralized portal all required financial services, back upped by its own Reserve Bank. elevenUp's treasury will be built up to maintain the balance between assets and deliver financial services, like loans, investments, and its own crypto position worldwide.

## TEAM AND PARTNERS



Frédéric Bilocq, CEO & Co-Founder

### Professional experience

- Operational director in the food industry
- Certified insurance agent, tax advisor
- CEO AGC Consulting (tax and investment)

### Roles in ElevenUp

- Management of relations with the law firm
- Relations with the asset manager
- Relations with the bank
- Network development



Christophe Lutz, CTO & Co-founder

### Professional experience

- Technical director of a wood cutting site
- CEO of SmileBin: technical innovation in waste management
- Electronic Engineer related to infrastructure management

### Roles in ElevenUp

- Investment and trading strategies
- AMC set-up and upcoming crypto-assets
- Development of NFT programs
- Network development



## **JUMIO, KYC CLEARANCE**

*jumio.com*

Jumio is an online mobile payments and identity verification company that provides card and ID scanning and validation products for mobile and web transactions, which they sell as "Netverify Trusted Identity as a Service".

## **RESISTANCE AI, POA CLEARANCE**

*resistant.ai*

Resistance AI discovers and prevents financial fraud based on forged documents, manipulated transactions and stolen or synthetic identities. (Upcoming versions).

## **UNBLOCKED, SMART CONTRACTS AUDITORS**

*unblocked-group.com*

A smart contract audit is an extensive methodical examination and analysis of a smart contract's code that is used to interact with a cryptocurrency or blockchain. This process is conducted to discover errors, issues and security vulnerabilities in the code in order to suggest improvements and ways to fix them.

## **TECHNOLOGY**

### **BEP-20 Token**

The BEP-20 Token contract is a classic model based on Binance Smart Chain (BSC). We will add to this contract a system of the reserve, freeze (lock), burn (destruction), and staking.

The BEP-20 token has the following functional characteristics in addition to the classic transfer functionalities:

- Reserve
- Approval
- Freeze
- Burn
- Staking (with auto-mint)

### **Binance Smart Chain**

Blockchain designed for high-performance decentralized application development launched in September 2020 using an innovative consensus of 21 Proof of Staked Authority (PoSA) validators. It operates in native inter-chain communication with the Binance Chain but unlike the latter, the BSC incorporates smart contract functionality and compatibility with the Ethereum Virtual Machine (EVM). Integrating the EVM allows developers to easily migrate their projects from Ethereum and allows users to keep their usual wallets (Metamask...).

The design goal is to leave the high-speed Binance Chain intact while introducing smart contracts.

The two blockchains work side by side in parallel but the BSC is not a second layer, it is a true independent blockchain that could work even if the Binance Chain was offline.

## **Binance Chain**

Launched in April 2019, the goal of the blockchain is to facilitate fast and decentralized trading without integrating smart contracts to avoid congestion in its network. The consensus mechanism is based on BFT and PoS (coming soon) to produce blocks among a series of qualified validators. Binance Chain does not support smart contracts. Functionality is currently limited to:

- Send and receive BNBs
- Create, send, receive and freeze new tokens
- Create trading pairs between two different tokens and satisfy them

## **Binance DEX**

An exchange that does not require users to deposit funds to start trading. Users trade directly from their own wallets in a decentralized manner. The DEX binance resides on the Binance Chain.

## **PoSA Consensus**

Binance Smart Chain achieves about 3 seconds of block time with a Proof of Staked Authority (or PoSA) consensus algorithm, where participants bet on BNB to become validators. If they offer a valid block, they will receive a transaction fee for the transactions included in it. There is no block grant from the freshly minted BNB, as BNB is not inflationary. In fact, the supply of BNB decreases over time, as the Binance team regularly burns (destroys) tokens.

## **Smart-Contracts**

Irrevocable computer programs that execute a set of predefined instructions.

## **Accounts**

Accounts on BSC are similar to accounts on Ethereum. The web3 library can be used to create new accounts.

**The choice of the Binance Smart Chain has been arbitrated in the light of the following points:**

- Excellent visibility to investors
- Integrates the Ethereum EVM virtual machine
- Very fast PoSA consensus: 3 to 5 seconds between each block
- Has a BEP-20 standard identical to the ERC-20
- Relatively low transaction costs: <0.30€.
- Deflationary system
- Many wrapped tokens and native compatibilities like BEP-2
- Has Binance Chain and other high-volume DEX
- A high number of transactions per second

BSC was designed as an independent but interoperable system with respect to the Binance BC chain. Dual blockchain architecture is used, the idea being that users can seamlessly transfer assets from one blockchain to another:

Fast trading, BEP-2 and BEP-8 tokens exchangeable for BEP-20

Decentralized applications implementable on BSC  
BEP-20 standard similar to Ethereum, same virtual machine

This way, fast trading can be enjoyed on Binance Chain, while powerful decentralized applications can be built on BSC. With this interoperability, users are exposed to a vast ecosystem that can cater to a myriad of use cases. Binance Chain BEP-2 and BEP-8 tokens can be exchanged for BEP-20 tokens, the new standard introduced for Binance Smart Chain.

To move tokens from one chain to another (i.e. BEP-2 to BEP-20 or vice versa), the easiest method is to use the Binance Chain wallet, available on Chrome and Firefox.

The global architecture consists of a front-end and a blockchain part present on Binance Smart Chain.

### **Pancakeswap.finance**

PancakeSwap is the leading DEX on Binance Smart Chain (BSC) with the best farms in DeFi. The 11UP tokens will be listed on Pancakeswap so that they can be exchanged for other cryptos. 11UP tokens can also be bought directly from the pool of liquidity of Pancakeswap.

## **CONSIDERATIONS**

### General Warning

ElevenUp, a company organized under the laws of Lithuania, having its offices located in Smolensko g 10D-35, 003201 VILNIUS, Lithuania Registered number 305940638, registered with the trade and company registrar of ElevenUp (hereafter, the «Company»), is represented for the purposes hereof by ElevenUp.

Any potential purchaser of ElevenUp Tokens must consult their own advisers as to the possible legal, tax, accounting, financial civil, and criminal consequences of purchasing, holding, and transferring ElevenUp Tokens in accordance with the laws applicable in their country of citizenship, residence or domicile, in order to ensure, in particular, that (i) they are legally authorized to purchase and/or hold ElevenUp Tokens, and (ii) the purchase and/or holding of ElevenUp, is not contrary to any other statutory or regulatory restrictions that they may be subject to.

The Token Sale excludes citizens and residents of the countries marked in our Terms of Services, visible at [www.elevenup.net](http://www.elevenup.net).

More generally, ElevenUp Tokens are not intended for sale or use in any jurisdiction where the sale or use of digital tokens such as the ElevenUp Token may be prohibited.

Any buyer purchasing the Company's products or services shall expressly recognize to be perfectly aware of all and/or any technical and market uncertainties which are inherent in any business development project as presented in this document and the Paper (see below for risk factors) and that this project may therefore never come to fruition or may have to be abandoned, without the ElevenUp Token being used. In such a case, the buyer shall expressly acknowledge and accept that it will not be entitled to sue or bring any direct or indirect legal action before the courts, the arbitration bodies or any alternative dispute settlement body in Lithuania or abroad,

against the Company, its directors, shareholders, employees or subcontractors in the event of the non-performance, non-deployment or non-implementation of the project, even in cases where its ElevenUp Tokens have lost some or all of their value. In addition, the Company shall not be held liable for any of the following:

- (I) use of services that are not compliant with the applicable terms;
- (II) non-performance, failure, malfunction or unavailability of the services due to a third party, the buyer, a third-party product, or the buyer's breach of its obligations;
- (III) indirect damages such as business loss or disturbance, loss of orders, operating loss, infringement of the trademark, loss of profits or clients (e.g. improper disclosure of confidential information concerning said clients due to failure or piracy of the ElevenUp platform, third-party proceedings against the client, etc.) and/or any kind of expectation damages;
- (IV) loss, disclosure, or unlawful or fraudulent use of user sign-on by the buyers or third parties;
- (V) suspension of access or temporary or permanent suspension of services (in particular, arising from a request issued by an appropriate administrative or judicial authority, or notification received from a third party);
- (VI) loss, alteration, or destruction of all or part of the content (information, data, applications, files, or other items) hosted on the infrastructure, insofar as the Company is not responsible for managing the continuity of buyer's activities, and data backups in particular;
- (VII) a mismatch between the services and the buyer's needs (in particular, with regard to the sensitivity of the relevant data);
- (VIII) security incidents relating to the use of the Internet, concerning, in particular, the loss, alteration, destruction, disclosure or unauthorized access to the buyer's data or details on or via the Internet; and
- (IX) damages to systems, applications, and other items installed by the buyer on the infrastructure.

This document does not constitute an offer and/or an invitation to sell shares, securities or rights belonging to the Company or any related or associated company. None of the information or analyses in this document is intended to provide a basis for an investment decision, and no specific investment recommendation is made. Accordingly, this document does not constitute investment advice and/or an invitation to invest in any security or financial instrument of any nature whatsoever.

This document does not constitute or form part of, and should not be construed as, an offer for a sale or subscription, or an invitation to buy or subscribe securities or financial instruments.

This document, or any of its component parts, does not constitute the basis for, or should not be never used as a basis for, or in connection with, a contract for the sale of securities or financial instruments or a commitment to sell securities or financial instruments of any kind.

The Company hereby expressly disclaims any liability for any direct or indirect loss or damage of any kind including but not limited to any kind of expectation damages arising directly or indirectly from

- (I) any reliance on the information contained in this White Paper;

- (II) any error, omission or inaccuracy in said information; or
- (III) any resulting action that may be brought.

This document has been constructed in accordance with the applicable EU regulations.

An ElevenUp Token does not represent and shall not constitute an investment in a security or a financial instrument within the meaning of EU Directive 2014/65/EU of the European Parliament and of the Council of 15 May 2014 relating to markets in financial instruments:

ElevenUp Token confers no direct or indirect right to the Company's capital or income, nor does it confer any governance right within the Company;

An ElevenUp Token is not proof of ownership or a right of control of the Company. Control over an ElevenUp Token does not grant the controlling individual any asset or share in the Company, or in the ElevenUp platform. A ElevenUp Token does not grant any right to participate in control over the Company's management or decision-making set-up.

An ElevenUp Token is not an electronic currency within the meaning of EU Directive 2009/110/EC of the European Parliament and of the Council of 16 September 2009 relating to access to and pursuit of the business of electronic currency institutions: ElevenUp Tokens are not accepted outside the ElevenUp platform and an ElevenUp Token do not have a fixed exchange value equal to the amount delivered at the time of their issue. An ElevenUp Token shall not be therefore regarded as or considered an electronic currency.

An ElevenUp Token is not a payment service within the meaning of EU Directive 2007/64/EC of the European Parliament and of the Council of 13 November 2007 relating to payment services in the internal market, nor within the meaning of EU Directive N° 2015/2366 of the European Parliament and of the Council of 25 November 2015 relating to payment service 2 (DSP 2): the Token Sale does not involve the purchase and/or sale of ElevenUp Token and the Company's business does not consist in receiving currencies against the delivery of ElevenUp Token; as such, an ElevenUp Token is not a means of payment either.

An ElevenUp Token is a cryptographic token used by the ElevenUp platform.

An ElevenUp Token is a crypto-asset, i.e. digital asset registered on a blockchain granting their holder specific rights related to the ElevenUp platform which will be developed with the proceeds of the sale of such digital asset.

Please note that this document has neither been submitted nor approved by any supervisory authority. The classification of the ElevenUp token as a utility token has not been submitted nor approved by any supervisory authority. The characteristics, nature, and utilities of the elevenup token are only indicative at this stage and may change at the sole discretion of the issuer of the token. This project is a work in progress, and this documents only reflects the status of the project at a certain stage in its development. More elevenup tokens will be minted during the life of the project. The supply that is indicated in this document is only indicative and represents the amount of tokens minted at launch, which excludes the tokens to be minted when packs are purchase.

This document is intended for information purposes only and does not constitute a binding agreement in any way.

## Risks

Risk of loss of access to an ElevenUp Token due to loss of credentials

Until it is distributed to the buyer, the said buyer's ElevenUp Token may be linked to a Company account. You can only access the Company account using the credentials selected by the buyer. The loss of these credentials will result in the loss of the ElevenUp Tokens. Good practices advise buyers to store their credentials securely in one or more backup locations that are geographically separated from the work location.

### **Risks Associated with the Binance protocol**

ElevenUp Tokens are based on the Binance protocol. Therefore, any malfunction, unplanned function, or unexpected operation of the Binance protocol may cause the ElevenUp platform or ElevenUp Tokens to malfunction or operate in a way that is not expected. BNB, the native Binance Protocol account unit, may itself lose value in a similar way to ElevenUp Tokens, and also in other ways.

For more information on the Binance SmartChain protocol, see <https://www.binance.org/en/smartChain>

### **Risks associated with the buyer's credentials**

Any third party that obtains access to the buyer's credentials or private keys may be able to use the buyer's ElevenUp Tokens. To minimize this risk, buyers must protect themselves against people gaining unauthorized access to their electronic devices.

Legal risk and risk of adverse regulatory intervention in one or more jurisdictions

DLT technologies have been reviewed by various regulatory bodies around the world, including within the European Union. The Token Sale has been structured to comply with EU law applicable at the time of the offer.

The operation of the ElevenUp platform and of ElevenUp Tokens may be impacted by the passing of restrictive laws, the publication of restrictive or negative opinions, the issuing of injunctions by national regulators, the initiation of regulatory actions or investigations, including but not limited to restrictions on the use or ownership of digital tokens such as ElevenUp Tokens, which may prevent or limit the development of the ElevenUp platform.

Given the lack of crypto-currency qualifications in most countries, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of ElevenUp Tokens according to the laws applicable to their nationality and place of residence.

### **Risk of an alternative, unofficial ecosystem**

Following presales and development of the original version of the ElevenUp platform, there is a possibility that alternative platforms may have been established using the same open-source code and open-source protocol that underlies the ElevenUp platform. The official ElevenUp platform may find itself in competition with these alternatives, unofficial platforms based on ElevenUp Tokens, which could potentially adversely impact the ElevenUp platform and ElevenUp Tokens.

**Risk of a lack of interest** in the ElevenUp platform or distributed applications

There is a possibility that the ElevenUp platform may not be used by a large number of sports clubs, individuals, and other organizations, and that there may be a limited public interest in the creation and development of distributed applications. Such a possible lack of interest could eventually impact the development of the ElevenUp platform and, therefore, on the uses or potential value of ElevenUp Tokens.

#### **Risk that the ElevenUp platform is not developed**

The rights associated with ElevenUp Tokens are exclusively limited, in their scope, to the ElevenUp platform. The value of the ElevenUp Tokens is therefore heavily correlated with the existence of such an ElevenUp platform, which has not yet been implemented. ElevenUp Tokens may lose part or all of their value if the ElevenUp platform is never fully developed.

Risk that the ElevenUp platform, as developed, does not meet user expectations

The ElevenUp platform is currently under development and may undergo significant redesign prior to its full launch. For several reasons, not all user expectations concerning the ElevenUp platform or ElevenUp Tokens' form and function may be met on the launch date, including changes in design, implementation, and execution of the ElevenUp platform.

#### **Risk of theft and piracy**

Hackers or other malicious or criminal groups or organizations may attempt to interfere with the ElevenUp platform or the availability of ElevenUp Tokens in several ways including, but not limited to, denial of service attacks, Sybil attacks, mystification, surfing, malware attacks, or consensus-based attacks.

**Risk of security weaknesses** in the ElevenUp platform's core infrastructure software

The ElevenUp platform's platform 'core software is based on open-source software. There is a risk that the Company team, or other third parties, may intentionally or unintentionally introduce weaknesses or bugs into the core infrastructure elements of the ElevenUp platform, by interfering with the use of or causing loss of, ElevenUp Tokens.

**Risk of weakness or exploitable breakthrough** in the field of cryptography

Advances in cryptography, or technical advances such as the development of quantum computers, may present risks for crypto-currencies and the ElevenUp platform, which could result in the theft or loss of ElevenUp Tokens.

#### **Risk of the ElevenUp platform failing to be used or adopted**

While ElevenUp Tokens shall not be considered an investment, their value is bound to change over time. This value may be limited if the ElevenUp platform is not sufficiently used and adopted. In such a case, there could be few or no markets at the ElevenUp platform launch, which would limit the value of ElevenUp Tokens.

#### **Risk of a tight market for ElevenUp Token**

There are currently no exchanges or trading facilities on which ElevenUp Tokens can be traded. If such exchanges or trading facilities do develop, they will probably be relatively new and subject to poorly understood regulatory oversight. They may therefore be more vulnerable to fraud and default than the established and regulated exchanges that exist for other products. Should exchanges or trading facilities that represent a substantial part of the ElevenUp Tokens trading

volume be involved in fraud, security failures or other operational problems, the failures of such exchanges or trading facilities may limit the ElevenUp Tokens value or liquidity.

### **Liquidity Risk**

The purchased ElevenUp Tokens will be freely transferable (subject to the conditions set out in the Terms of Token Sale, including but not limited to the condition that the transferee is an Eligible Investor (as defined in the Terms of Token Sale)), as no lock-up or vesting period will apply to ElevenUp Tokens purchased during the Token Sale.

However, as of the date of this document, the ElevenUp Token is not listed on any crypto-assets exchange platforms. As a result, there is no assurance that a secondary market will develop and that the holders will be able to sell their ElevenUp Tokens.

### **Risk of an uninsured loss**

Unlike bank accounts or accounts in other regulated financial institutions, funds held through the Company or Binance Smart Chain network are generally uninsured. At present, there are no public or private insurance agents providing buyers with coverage against a loss of ElevenUp Tokens or a loss of value.

### **Risk of winding-up of the Company's project**

For a number of reasons including, but not limited to, an unfavourable fluctuation in crypto-currency market value, an unfavourable fluctuation in ElevenUp Tokens value, the failure of business relationships, or competing for intellectual property claims, the Company project may no longer be a viable activity and may be dissolved or simply not launched.

### **Risk of malfunction in the ElevenUp platform**

The ElevenUp platform may be impacted by an adverse malfunction including, but not limited to, a malfunction that results in the loss of ElevenUp Tokens or market information.

### **Unforeseen risks**

Crypto-currencies and cryptographic tokens are a new and untested technology. In addition to the risks stipulated above, there are other risks that the Company's team cannot predict. Risks may also arise out of and/or occur as unanticipated combinations or as changes in the risks stipulated herein.

If you are in any doubt as to the action you should take and the consequences it will involve, please consider consulting your legal, financial, tax or other professional advisors for necessary advice.

### **Claims**

All claims are to be addressed either to the head office of the company UAB FINSTONA, 08237 Vilnius (Lithuania), V. Nagevičiaus, g.3. or by email : [info@elevenUp.net](mailto:info@elevenUp.net)



## DISCLAIMER

This white paper (the “white paper”) is for discussion and pre-information purposes only. No part of this white paper is legally binding or enforceable, nor is it meant to be. The information contained herein is subject to change. The final version of this white paper will be published as soon as it is adopted.

The English version of the white paper is the primary source of information about the ElevenUp ecosystem and the ElevenUp token. The information contained herein, may, from time to time be translated into other languages or used during written or verbal communications with existing and prospective customers, partners, etc. Such translation or communications, some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of such alternative communications cannot be guaranteed.

Whilst we believe that the information provided by the company is reliable, its accuracy is not guaranteed, nor is any warranty given or implied. Certain statements, estimates, and financial information contained in this white paper are forward-looking.

Such forward-looking statements involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in these statements.

None of the information or analysis in this document is intended to provide a basis for an investment decision, and no specific investment recommendation is made. Nothing in this white paper shall be deemed to constitute a prospectus of any sort, nor a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities or rights of any nature whatsoever belonging to the issuer in any jurisdiction.

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