# EESTT

# WHITEPAPER 1.0

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This whitepaper is a working document that is subject to review and change

## **1. Executive Summary**

The blockchain industry has recorded unprecedented growth over the course of the last five years. As per stats available on Coinmarketcap.com, 3200+ cryptocurrency projects are listed, with combined valuation exceeding over 340 Billion dollars, peaking at 800+ billion dollars during late 2017. However, it also is a fact that with the adoption of leading cryptocurrencies such as Bitcoin and Ethereum, their existing networks are facing congestion, resulting in hefty transactional fees and delays. Another issue faced by cryptocurrency holders is its immense volatility, and complicated process of crypto trading. Given the variety of thousands of cryptocurrencies to choose from, choice adds cost, complexity, and the need for advice with more appearing each day. Consequently, it is harder for a novice crypto user to adopt cryptocurrency as a daily driver for payments or trading purposes.

We introduce ESTT— a modern-day crypto solution that resolves all of the the issues faced by cryptocurrency users while ensuring lucrative rewards on their holdings, awarded every minute. ESTT strives to offer a fully secured, stable, and highly profitable cryptocurrency ecosystem by creating a trustless, decentralized, and blockchain-based architecture. It serves as a complete cryptocurrency ecosystem while enabling Incentivized Staking, a Profit generating Arbitrage system, and a dedicated token i.e., **ESToken**.

This white paper gives a detailed description of our research and planning. Also, it aims to demonstrate the current status and plans of the ESTT platform, its associated products and solutions, and ESToken—the payment gateway within the ESTT ecosystem. It strives to inform our readers how to use our teams' expertise to provide decentralized crypto staking solutions at minimal costs, minimal fee with higher speed, efficiency, and higher returns.



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## 2. Introduction to ESTT

## 2.1 Token Overview

Token Name	ESToken
Ticker Symbol	ESTT
Total Token Supply	100,000,000.0000
Total Token For Sale	70,000,000.0000
Total Token For Rewards	25,000,000.0000
Total Company Reserve	5,000,000.0000

The ESTT Platform (hereafter referred to as ESTT) is a Labuan, Malaysia based platform that strives to offer innovative cryptocurrency-based products and solutions. It features a unique, first-of-its-kind staking system whereby stakers can get per-minute-returns without restricting or locking up their funds. ESTT is powered by a combination of blockchain and cryptography, using proof of stake as its consensus mechanism and ensuring that our users get the best returns for their investments.

ESTT Platform is designed to be a self-regulated financial system that can provide its participants with highly profitable returns for its token staking users. ESTT has several ways to make your reward its token holders and staking users. The native token i.e., ESToken, is backed by USDT, which offers stability and direct utility. Furthermore, holders of ESToken can easily **stake**, **trade**, **and transfer their coins** directly from any ERC-20 supported wallets. It is important to note that the ESTT token is tied through a smart contract to Tether (USDT), providing you with the flexibility to **exchange between ESTT and USDT any time when you need them, as low as 1ESTT = 1USDT**.



The ESTT Core team comprises financial experts, blockchain experts, and software engineers who are willing to share their expertise with the community and give knowledge inside and outside the platform. The ESTT platform is made with the combined efforts and mind of financial and blockchain experts involved in the cryptocurrency and stock market for many years, together with the software engineers who developed the ecosystem, our very own ESTT trader.

## 2.2 About Us

ESToken with its ticker symbol – 'ESTT' is a blockchain project registered by ESA Holdings Ltd.., a FinTech company established in Labuan, Federal Territory of Malaysia. We are an early-stage startup that consists of experts from the fintech industry, including but not limited to Blockchain specialists, Venture Capital specialists, Bankers, Finance officers, Auditors, Research specialists, Programmers, Web Developers, and Marketing specialists. We pride ourselves in a team who has hands-on experience in all facets of Financial Engineering and Deal Structuring.

Here at ESTT, we make things different, make innovations successful, and make the community happy. We are aiming to provide inherent utility based coin that can genuinely be used as a medium of exchange and storage of value while at the same time also providing our community the facility to generate maximum profits through our products and Staking solutions.We are creating a completely decentralized governance system that will ensure that all of our users can stake and use cryptocurrencies in a legal but a non-governmentcontrolled cryptocurrency. Holders of ESToken will experience the growth in their investments through every day, and also be able to earn rewards from the community for the loyalty and trust that they have given to ESTT.



## 2.3 Mission & Vision

#### **Our Mission:**

To be the leading cryptocurrency-based platform that simplifies modern-day finance while resolving issues such as congestion and dependency on private centralized financial institutions.

## **Our Vision:**

We envision a platform that would truly serve as an alternative to traditional currencies while ensuring liquidity, stability, cost-effectiveness, and growth of users' wealth.



## 2.4 Problem Statement

Traditional fiat payment systems are built on a limited flexibility infrastructure that is controlled by centralized authorities, which are often blamed for manipulation and is prone to bureaucratic bias. Although blockchain network such as Bitcoin blockchain was offered as an alternative of traditional finance, existing blockchains are not yet efficient to provide an excellent alternative to traditional fiat networks. Some of the problems faced by the industry include:

- Utility Issues: Traditional Cryptocurrencies lack utility, leading their value to depend on market speculations and hype solely.
- Volatility: Having no proper utility leads a cryptocurrency to become highly volatile.
- Massive transactional: High transactional cost and inter-currency conversion fee is another issue.
- Security issues concerning storage of digital assets
- Lack of real-life utility and acceptance
- Value Manipulation
- A huge proportion of the world's population still lacks access to proper banking
- Lack of liquidity for cryptocurrencies
- The centralized architecture of applications



## 2.5 Our Solution To The Problem – ESTT Ecosystem

ESTT Platform is founded with a determined and aggressive goal to resolve the shortcomings motioned above. The founding, leadership, and management team has given extensive efforts to make wealth creation opportunities available to everyone. We empower everyone to accelerate their wealth-building with Every Minute Staking Rewards apart from making international payments more accessible. The solutions offered by ESTT Platform include:

- Banking enabled for all: With ESTT, anyone can have their virtual bank created directly in their phone. All you need is to download an Erc20 supported wallet and you can get access to a USDT backed Estt Token with integration for staking rewards.
- **Utility Offered:** Traditional Cryptocurrencies lacks utility, leading their value to solely depend on market speculations and hype.
- **Minimal Transaction Cost:** Near to Zero Service Fee: ESTT ensures almost instant transactions at minimal cost.
- Security: The integration of blockchain technology and encrypted wallet would ensure that no one can get access to your digital assets unless you have shared with them the private key.
- Stability Offered: ESTT address the volatility issue within the cryptocurrency space by backing every token with 1 USDT, a standard token that is pegged to US Dollar.
- Value manipulation is eradicated through decentralized architecture and stability of token price.



- Decentralized Architecture: ESTT is striving to bank the unbanked by providing a decentralized peer to peer transfer and store of value that don't need a huge infrastructure and bureaucratic process for operation. Thus, users exchange and store value directly from their computer or mobile phone, no matter where they are located.
- Liquidity offered: ESTT will enhance liquidity by offering trading of its digital token on its native exchange, while also allowing it to be listed on leading exchanges.
- **Decentralized Economy:** ESTT provides an economy where complete authority lies within the community and no single point of control or failure is offered.



## 3. Key Products

## 3.1 ESToken

ESToken is state of the art cryptocurrency that allows peer to peer mode of payment and is deployed on decentralized blockchain based technology. The currency would be used for daily transactional activities happening within the ESTT platform and financial ecosystem—as a peer to peer exchange and store of value between users—allowing secure, efficient transactions at reduced costs. Furthermore, it would be used for staking purposes.

ESToken uses blockchain technology to enhance its services to community. The decentralized distributed public ledger allows a level of transparency that was previously unrealized while incentivizing users to adopt and use the platform and will be done through the creation and use of ESToken. It uses smart contracts protocol to facilitates secure payments and fair decisions.

Smart Contracts technologies are the deterministic exchange mechanisms controlled by digital means that can carry out the direct transaction of value between untrusted agent, and utilize this technology to facilitate, verify, and enforce the negotiation or performance of economically-laden procedural instructions and potentially circumvent censorship, collusion, and counterparty risk. Usage of smart Contracts in the ESTT ecosystem would ensure that in our blockchain-based distributed ledger environment, clearing and settlement happens within seconds.



#### **Inherent Utility**

Unlike traditional ESTT cryptocurrencies that depends purely on market demand and supply speculations for its value, ESToken have inherent utility within ESTT ecosystem where users can Stake and spend coins at merchants who accept ESTT as a medium of exchange value.

## Security

All transactions are secured by cryptographic PoS based consensus mechanism which completely roll out the possibility of hacking, theft or 51% sort of attack.

#### **Privacy**

Transactions are done in a peer to peer way, without involving a middleman, thus all your account details remain private to you. Users are allocated private keys which ensure that no other person can check or manipulate it.

#### **Lower Transaction Fee**

All transactions happening between ESTT ecosystem have near to zero transactional fee.

#### No Geographical Restriction for Investors and Users

ESTT creates an absolutely independent peer to peer medium of exchange where users are not limited to any geographic limitations or need exchange to local currencies for transfer of value.



## **ESTT Staking: Per Minutes Rewards**

ESTT introduces an innovative per minute reward staking mechanism that allows people from anywhere—even those who don't have the basic knowledge of crypto trading—to benefit from the continuously growing digital currency market. It provides a simple to use friendly user-interface through which users can stake their tokens and get rewarded. A user can purchase ESTokens and stake that mount through a dedicated dashboard or mobile wallet available within the ESTT Website. After you have staked a specific amount into your staking account, the staking platform automatically connects your wallet to the blockchain network, and you are liable to receive rewards into your wallet. It is here to be noted that unlike lending platforms, where you need to lockup your tokens, ESTT users can withdraw back their capital anytime!

## **Consensus In ESTT**

The consensus in cryptocurrencies or blockchain networks is a vital process as it validates transactions in the blockchain and avoids double-spending and fraud. The consensus in cryptocurrencies such as Bitcoin, Ethereum, or Litecoin is achieved by requiring generated blocks to contain proof that the node which generated the block solved a computationally hard task. Currently, there are two famous mechanisms, using which consensus on the blockchain is achieved—the first and most famous being Proof of Work or PoW. The Proof of Work consensus is done by mining, where miners have to solve complex mathematical problems over and over again. The more computer power (measured in Hashrate), the more chances you have of solving this mathematical problem and earning a reward from the blockchain. It's a way of proving the blockchain that you are investing energy (electricity, work) in it. This mechanism has been used by the majority of the existing cryptocurrencies. However, it has some problems, including but not limited to the huge consumption of electricity, expensive computing machinery, and the risk of a 51% attack.



Instead of PoW, ESTT uses an alternative consensus mechanism called Proof of Stake, where consensus is achieved through minting or staking. In this case, elementary computers or even wallets downloaded on a user mobile phone can mint (validate transactions) since this is not a very resource-demanding task. Instead of using electricity to solve mathematical problems to prove you are invested in the blockchain, you prove it by owning its coins. Everybody can use the proof of stake system as it only involves bandwidth and online connectivity. You don't need to spend huge amounts of money on computers and waste electricity. All you need is a very cheap server and own some coins.

In order to ensure that the ESTT platform is being run a profound manner and our users can create the best possible profits for staking their digital assets(ESToken), we provide our users a staking platform that uses PIVX based X11/SHA 256 algorithm and allow them to stake their tokens on the ESTT Platform. ESTT addresses the issue of staking for non-technical users by providing a simple-to-use interface integrated with the ESTT website, whereby they can simply opt for the stake option and get daily rewards directly into their wallet. This allows users to perform Proof of Stake based operations, and as a result, earn per minute rewards in the form of ESTokens.

ESTT takes an innovative, safe, and easy-to-use approach for incentivized staking by creating algorithms that are processed inefficiently decentralized and enable autonomous multilateral real-time gross settlement of payments ensuring a trustless payment system that is completely independent of third parties or intermediaries. Users who join ESTT Community and Stake-proof their ESTokens will always receive -% from the Block Reward. Block Reward is – ESTokens, which means that ESTT Staking cryptocurrency users will always get – ESTokens for every block, which they mine(by staking their ESTokens).



## No Lock Up Period

In traditional lending and saving schemes, there have been recorded various instances where lenders took users money, gave them lucrative profits for specific time and then ran away, as a result, causing a loss of hundreds of millions of dollars to ordinary investors. As a result, lenders these days are afraid of lending their money to platforms which locks it for a set duration.

ESTT believes in complete transparency and is striving their best to provide users a platform that can really aid them in having a potential source of returns while at the same time, they have the complete peace of mind. Considering that, ESTT offers a staking feature with No Lockup, allowing users to be part of a blockchain network while being able to get rewards for their staking activity and having the authority to withdraw their holdings any time.

## Easy-to-use Interface

ESTT provides a simple and elegant interface that is integrated with a built in dash board feature, enabling you to monitor your stats and earnings with ease.



## 3.2 Forex Trading (Coming Soon)

ESTT also aims to launch a dedicated platform for Forex trading, which will serve as a multi-dimensional platform (Multi-Asset Class, Multimarket and Multi-Currency), that supports Equities, Futures, Forex, CFD's, Derivatives, Bonds, Options, Funds, and ETFs, with connectivity to more than 200 markets worldwide. Moreover, it also strives to provide online trading in spot Forex and commodities, both retail and institutional, and US Stocks and Options. Hedge Fund and other Managed Account investments are also offered to qualified customers.

Details of the ESTT Forex Trading will be made public as the platform develops and will be available on our website and roadmap.

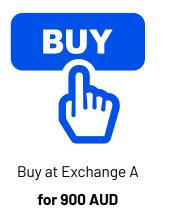
## **3.3** Arbitrage Automated Trading (Coming Soon)

#### What Is Arbitrage Automated Trading?

Arbitrage is when you buy and sell an asset at pretty much the same time to profit from the price difference. Essentially, buy low, sell high, but simultaneously. Assume Amazon and Alibaba, for example. Sally sees a car accessory listed on Amazon for 70 USD. Now, Sally goes on Alibaba and see the same brand of the car accessory is being sold for an average of 100 USD. Sally can do this: She buys the accessory on Amazon for 70 USD, and then instantly sells the air filter on Alibaba for 100 USD. Sally now has 100 USD, which is 30 more than she started with. She has made 30 USD in an essentially riskless transaction.

Another example is using the ESTT Arbitrage platform. Sally can arbitrage bitcoin. For example, in Australia, the price of bitcoin is 900 AUD. In the US, the price of bitcoin is 1000 USD. Let's say 1 USD is equal to 1 AUD. So, Sally buys bitcoin in Australia for 900 AUD, sell it in the US for 1000 USD, and then exchange my USD back to AUD. Sally now has 1000 AUD, which is 100 AUD more than She started with.







for 1000 AUD



Profit = 100 AUD

#### How Arbitrage Automated Trading Works?

In the real world, markets are inefficient. This is what the automated search engine of ESTT search and find for you. Assume that the price of an asset reflects all the known information behind that asset. As we know, the information doesn't transfer from one location to the other instantly.

Due to the delay of information in a particular area or in a specific application, or due to certain limitations, the price of a Bitcoin may vary from one place to another. Take, for example, a Bitcoin at the writing of this white paper having its price as USD 11,000, which is priced around USD 11,150 in a low liquidity exchange. There is an arbitrage opportunity. You buy bitcoin in the international market which is available to you through ESTT Arbitrage platform and quickly sell in the exchange where the price is higher, for a profit.



#### Why Arbitrage Cryptocurrencies?

- The market is not mature. The first bitcoin exchange opened in 2010; the first stock exchange opened in 1642. Information transfers much slower, and there are less traders and therefore less competition. By arbitraging crypto-currencies, you are a first-mover.
- 2. There is a high barrier of entry to trade. For example, some exchanges only allow deposits and withdrawals if you have banks accounts in their country. If you have these connections, this is a huge advantage.
- 3. Cryptocurrencies are really, really volatile. If you ask the average person on the street, this is a bad thing. As an arbitrage trader, the more volatile an asset is, the bigger the price differences, and therefore the more profit you can make. Arbitrage turns crypto-currency trading, a traditionally risky investment, into a low-risk venture that generates consistent profit.



#### **Risk Management Model**

#### Hedge

There is an opportunity between China and Australia. You buy bitcoin in China, and you want to sell it in the Australia. So you transfer the bitcoin to the Australia exchange. That takes a while — maybe something like an hour to transfer. In that hour, the bitcoin price crashes. In order to avoid this, we at ESTT Arbitrage hedge against bitcoin, meaning that while we are waiting for our bitcoin to transfer, we also short the bitcoin. Then, if the bitcoin price crashes we lose money from our bitcoin, but we make money from our short position, so it balances out.

#### **Optimized And Efficient Algorithm**

Every trader wants to avoid delays in their trading as much as possible. Network speed plays a vital role in this and that is why ESTT Arbitrage specially take care of network spend and efficiency. By trading on servers closer to the exchanges ESTT Arbitrage avoid slippage risk.

#### **Diversification**

One of the principles of investing is to diversify! This is the same for cryptocurrencies. At ESTT Arbitrage, our traders especially take care of this by not only investing in one exchange, or one crypto-currency – investing in many!

#### Limit Exposure

We arbitrage only that is safe both for the platform and investors so that in case sometimes things go wrong, we are on the safer side.



## 4. ESTT Team



**Jordan Cheong** CEO

Former Chief Exchange Officer and Chief Marketing Officer prior to ESTT.



Madelaine Goh CFO

Served major clients in corporate finance, capital and acquisitions.



**Dylan Lindsay** Head of Project Development

Designed solutions for companies serving more than 10 million users.



**Christopher Han** Head of Marketing

Supported clients in various B2B and B2C sectors, with several in fintech.



Charles Yang CTO

Over 20-year experience in encrypted cloud system developments.



**Jakob Neal** Advisor

Frequent contributor and speaker in blockchain and cryptocurrency.



**Hirose Kyou** Lead Programmer

8-year experience in blockchain, ICO and smart contract development.



**Gina Fong** Head of People & Communication

Skilled in Communications, Public Relations and Customer Support.



## 4.1 Why Support Us

The cryptocurrency industry is recording growth at a significant pace. Considering the recent trends of internet expansion in particular and population growth in general, this industry is bound to grow further. We are taking measures to curb challenges faced by this market place and present state of the art solutions in the form of ESTT Ecosystem. By becoming an early adopter of blockchain technology and introducing the per minute reward mechanism while also offering forex based trading in a crypto wallet, ESTT will gain a substantial advantage. Consequently, its early supporters can contribute to a platform that will disrupt traditional financial, trading, and banking landscape by eliminating the role of intermediaries. Unlike traditional cryptocurrencies, the ESToken has a potential backing by 1USDT=1USD, giving it a real-life value and stability. Furthermore, backing by the community and future collaboration with merchants worldwide will add significant value to ESToken.

ESTT business model allows self-regulation, where all financial activities will be recorded on a distributed incorruptible distributed ledger following the mission of the ESTT's platform of decentralizing the trillion-dollar services and hosting industry. ESTT platform has a team that combines the best of both worlds – renowned professionals with years of industry experience and dedicated blockchain evangelists with a track record of successful projects. Considering the offering ESTT is providing the market with, and we are confident this will be a huge success.



## 4.2 Business Tokenization and Utility

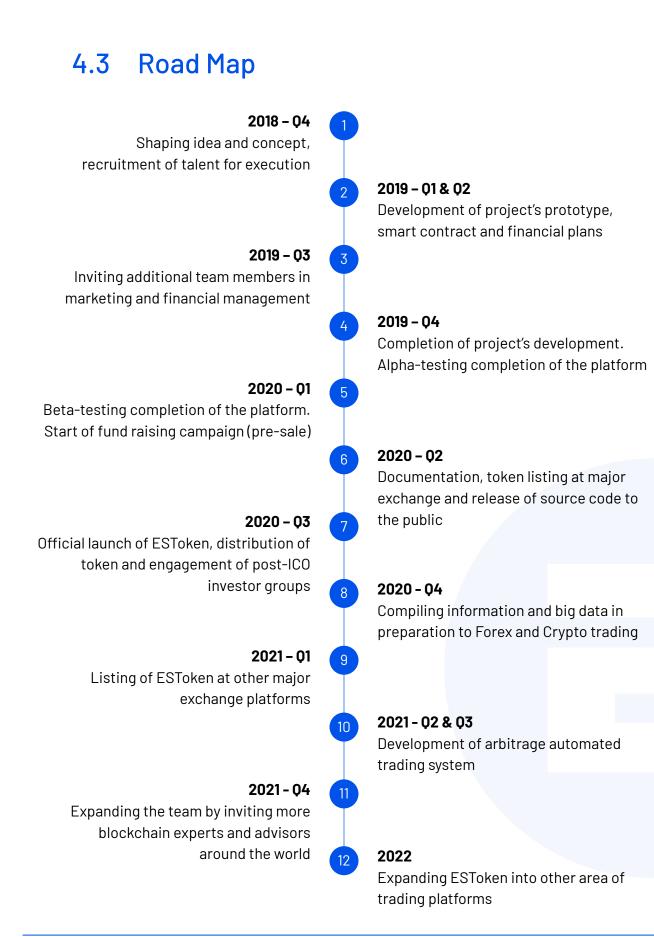
ESTT Platform is the initiator of the project that proposes to face the new challenges for efficient and cost-effective financial solutions, as well as the contribution on the global network with added value (through ESTT Platform products and software development). ESToken is a proof of stake based token that serves as a utility token to access ESTT Platform tech products and solutions— current and future, manage different subscription levels, offering different types of participation on ESTT Platform products. These tokens also allow peer to peer mode of payment and offer quick, secure, and efficient transfer of value with confirmation speeds up to 10 times faster than Bitcoin. The tokens would be used for daily transactional activities happening within the ESTT Platform financial ecosystem and would serve as a store and exchange of value between users in a secure, efficient manner at reduced costs.

The ESTT Platform uses a blockchain deployed network to provide transparency to the sender and receiver. It enables parties to track their transactions on the dedicated ESTT public ledger when they make a transaction through the moment it goes to the final recipient. It will allow users to verify that their transaction of whatever quantity it is, has been received by the person they have sent to. This way, the platform eradicates the role of a "middle-man" who would previously charge some "administration fee" and lessen the impact of your ESTT Token intention.

## **Utilities Of ESTT Token**

- As a payment method across multiple merchant networks
- As a peer to peer transfer of value
- As a storage of value
- Token holders gets early access to ESTT Platform services/products (further products, before introducing them on the worldwide market) at preferential prices (producing costs)
- As a staking medium, allowing holders to get continued returns







## 5. Disclaimers

# Please read this disclaimer section carefully. If you are in any doubt of the action you should take, you should consult your legal, financial, or other professional advisor(s).

This document is a whitepaper setting out the current and future developments of the ESTT Platform and the ESTT Ecosystem. This paper is for information purposes only and is not a statement of future intent. Unless expressly specified otherwise, the products and innovations set out in this paper are currently under development and are not currently in deployment. ESA Holdings Ltd. makes no warranties or representations as to the successful development or implementation of such technologies and innovations, or achievement of any other activities noted in the paper, and disclaims any warranties implied by law or otherwise, to the extent permitted by law. No person is entitled to rely on the contents of this paper or any inferences drawn from it, including in relation to any interactions with ESA Holdings Ltd. or the technologies mentioned in this paper. ESA Holdings Ltd. disclaims all liability for any loss or damage of whatsoever kind (whether foreseeable or not) which may arise from any person acting on any information and opinions relating to ESA Holdings Ltd., the ESTT Platform or the ESTT Ecosystem contained in this paper or any information which is made available in connection with any further enquiries, notwithstanding any negligence, default or lack of care.

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such agreement. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail. You are not eligible and you are not to purchase any ESToken in the ESToken Initial Token Sale (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Peoples Republic of China.

No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with. There are risks and uncertainties associated with ESTT Platform and/or the Distributor and their respective businesses and operations, the ESA Holdings Ltd., the ESA Holdings Ltd. Initial Token Sale and the ESTT Platform (each as referred to in this Whitepaper).

## "Registration" and "Risks And Uncertainties"

To the maximum extent permitted by the applicable laws, regulations and rules, ESTT Platform and/or the Distributor shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you.

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own legal, financial, tax or other professional adviser regarding ESTT Platform and/ or the Distributor and their respective businesses and operations, the ESTokens, the ESToken Initial Token Sale. You should be aware that you may be required to bear the financial risk of any purchase of ESTokens for an indefinite period of time.

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## **Risks And Uncertainties**

Prospective purchasers of ESTokens (as referred to in this Whitepaper) should carefully consider and evaluate all risks and uncertainties associated with ESTT Platform, the Distributor and their respective businesses and operations, the ESA Holdings Ltd., the ESToken Initial Token Sale, all information set out in this Whitepaper and the T&Cs prior to any purchase of ESToken. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of ESTT Platform and/or the Distributor could be materially and adversely affected. In such cases, you may lose all or part of the value of the ESToken.

