



A White Paper that resembles us

Whitepaper V1.0

This introductory paper was originally published in 2022 by Abraham Zaarour, the founder of Bobmint before the project's launch.

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Bobmint is not for everyone, we understand our market

Bobmint's value added proposition is not for the crypto savvy. We're not aiming today to onboard the individuals who can navigate the major crypto exchanges with ease, not the ones who have the knowledge to access the online and offline wallets and find and store the tokens they're looking for. We are not here to assist the ones who know how to conduct their own technical and fundamental research and know how to buy futures and place limit orders with ease.

We exist to assist the ones who:

- 1- The ones who start the onboarding process on a major crypto exchange and after they see warning messages, they stop what they're doing and say "that's not for me".
- 2- The one who feel they want to buy a certain coin they heard about from a friend but are turned off by the process of opening an account online. They postpone the purchase and feel bad about missing out on an opportunity.
- 3- The ones who reached a certain age and feel they missed out on the internet early stage opportunities or other market opportunities where others made fortunes except them, and they now want to be part of this new thing called crypto before it is too late.¹
- 4- The ones who are at a dinner party and everyone around them is talking about their crypto experience and they want to be able to be part of it and say "me too".
- 5- The ones who managed to open an account but are still stuck on the part of "how do I link my bank account and how do I send the money to start.
- 6- The ones who managed to open an online account and funded it but are confused with all the buttons on the screen.
- 7- The ones who need to talk to a real person in client servicing on an exchange because the chat bot keeps taking them back in a loop to the same answer.
- 8- The ones who keep buying when everyone is excited and selling when everyone is scared and always end up buying high and selling low. All they need is a reasonable person to talk to; just someone to hold their hand.
- 9- The ones who bought some ICO through a friend in the past and lost all of it, and now want to buy one of those "cheap cryptos" but don't know where to start.
- 10- The ones who are busy with their daily work and spending the weekend with their families. They would rather have someone handle their crypto portfolio for them.

¹ "Understanding cryptocurrency earlier rather than later can provide a smoother transition for all individuals. Just like those who adopted the internet early, the first wave of adopters of cryptocurrency will have a leg up on the second and third wave."

<https://www.nasdaq.com/articles/crypto-mass-adoption%3A-a-matter-of-when-not-if>

Who's in, who's left out and why

Crypto savvy individuals and corporations with crypto savvy teams are already in.

Actually, we would like to tell this real-life story, which we encountered many times now, showing who are left out and really really want to come in. It is the story of "The father and the son":

The son knows all about crypto, he can navigate any exchange and any wallet, he mastered the ins and outs of all the buttons on major exchanges, he is active on all the chat groups and already managed to enter some ICOs out there. The son has an amount of \$500.

The father has an amount of \$50,000 of dispensable savings and already gave his son \$500 to play with. The father doesn't trust his son to play with his money and needs a professional he can communicate with in a more "traditional" way. Bobmint's job is to convert these "fathers" funds still sitting in FIAT to the world of crypto. This is a huge market, and we like to call it: "Crypto Adoption of the masses".

Why do existing platforms lack customer support

The reason why existing crypto platforms lack customer support is because the teams behind them come from technology backgrounds. They build the technology and the website with teams of technology experts without any focus on or experience in customer support. Their focus is on scaling up avoiding the headache and the cost of a customer support team.

The other reason why existing crypto platforms are seen as complicated in the eyes of non tech savvy users is also because they have been developed by tech savvy people who want to include all possible clicks and options on the screens to avoid disappointing their demanding users.

At bobmint however, the founders come from client servicing background in investment banking and portfolio management. Therefore, we identified our users, and our initial focus started on how we can assist clients to acquire bitcoin and other cryptocurrencies without the complexity of the technology. We used the technology around us to support our business and our clients.

So, bobmint's solution is summarized in 2 main services

1- 24/7 Account Managers over the telephone can help with:

Any question about any cryptocurrency or crypto projects for those who need research done on any old or new project and need the information to help them make a decision.

Any basic or detailed explanation on the world of cryptocurrency.

Account opening process on bobmint for those who get stuck and need help to finish the profiling questionnaire, KYC, uploading documents and bank account details.

Clients deciding what and when to buy and executing the trade orders on their behalf.

Clients deciding what and when to sell and executing the sale orders on their behalf.

Feeling FOMO or FUD and just need someone to talk to, to help them make their final decision.

Cashing out and transferring to their bank account or wallet.

2- Simple to use website and phone apps:

Clients simply login to bobmint with their email, and what they see on the landing page is all they need: their invested amount, amount cashed out, portfolio value, percentage gain or loss, and all of their holdings.

Wherever their desired token is located, our experienced team goes out and buys it for them and places all their assets on one page for them to track and see.

Our user interface is meant to stay simple and straight forward. Additional details can also be checked in one click if they wish to do so. Our website and our phone apps do not offer buying and selling options, so our clients call bobmint, and bobmint account managers execute the trades on their behalf and this is our main added value for our client persona.²

How did Bob start bobmint

Bob started experimenting with bitcoin and some altcoins in early 2018, and throughout the following years, some friends and family asked him for help in buying some cryptocurrencies, assisting them with the process of converting Fiat to crypto and holding the cryptocurrencies on their behalf. They kept on coming back with requests to buy, sell and/or cash out, with some occasional requests for research and information on newly launched tokens.

In July 2021 it became apparent that there is a great opportunity to turn this hobby into a business. What made it happen was a combination of Bob's 25 years of experience in banking and portfolio management, and a real demand for a trusted crypto entity to interact with clients and offer personalized hand-holding assistance. Another important turning point was when Bob invited two of his highly experienced close friends, whom he worked with in previous jobs, and who fill in the space of required expertise. One last important event was the registration of bobmint as a crypto business in Europe including an IBAN number for a fiat to crypto 360 solution.

There is a huge market out there where individuals want to adopt crypto and be part of this "new world order" but are turned off by the complexity of the entry process and the lack of human interaction. True, doing everything online has its benefits such as speed and cost efficiency, but the hands-off online process, to a significant segment of the market, is considered complex and full of uncertainties.

² "The introduction of new wallets won't bring adoption until users can buy, spend, and hold cryptocurrencies without having to understand cryptography and blockchain consensus mechanisms."

"And we need to build better experiences, so less technical people can use cryptocurrencies, just like they use their phones, drive their cars and charge their credit cards, without necessarily understanding how they work."

https://www.finyear.com/What-are-the-obstacles-blocking-the-mass-adoption-of-cryptocurrencies_a41865.html

Within a three-months period, Bobmint managed to raise funds, hire 15 individuals and complete an 8-week rigorous training program for the Account Managers. Bobmint also started building the community management team and the marketing strategies, implemented international accounting standards, began the development of its Android and IOS apps and initiated the process of talking to potential partners on all levels.

Human nature

We believe there are 3 reasons why people buy bitcoin and cryptocurrency:

- 1- **Internal beliefs and convictions:** The true believers in a new world order where no government or central bank has control over one's financial activity. Where individuals are free to transfer, pay, get paid, store value without government supervision, interruptions or delays. These individuals try as much as possible to get paid and spend in crypto and hold for a long term in bitcoin or other large cap and utility driven cryptocurrencies.
- 2- **The dreamers of making a quick gain,** wanting their investment to grow and multiply in a short period of time, the ones who get a kick out of the volatility, and live the dream of retiring early or buying the luxury items and lifestyle that make them happy. These individuals tend to buy altcoins for short term gains.
- 3- **Feeling of belonging:** These are the individuals who don't want to be left out of the conversation when they are out with family, friends or colleagues and who would love to say: "me too. I am also investing in crypto". These individuals tend to mix between some large cap and altcoins and hold for the long term with occasional trading.

Bobmint clients have 3 buying styles

- 1- Clients who **know what they want** so we execute their desired orders for them. Occasionally, these clients ask for research and insights before making their decision.
- 2- Clients who **look to us for guidance** before deciding what to buy. With these clients we spend time answering all their questions and we make sure to include in our communication the risks associated with investing into crypto. We also assess their allocation into crypto as part of their overall liquid net worth. We then show them the facts about what differentiates projects that have upside potential and take their final approval before executing the order on their behalf.
- 3- Clients who are **somewhere in between**, they throw at us a list of tokens and ask us to conduct our research and communicate it back to them.

Client communication risk management:

In all three categories, we have controls in place for our written and verbal communication using self-regulating procedures. In all written communication we include disclaimers and risk disclosures, and in all our verbal communication we train and monitor our staff on recorded lines to make sure our rules are applied. In all cases we never recommend, advise, project or promise performance.

Trust

How to trust crypto exchanges has been and still is an unanswered question in many jurisdictions. For the present time, we use all what our regulators require from us and much more.

Company registration and KYC/AML reporting: bobmint is registered as an LLC with the Lithuanian State Enterprise Center having part of its activities as a Virtual Currency Exchange Operator or Deposit Virtual Currency Money Operator and Virtual Currency Wallet Provider and Exchange Operator. Moreover, bobmint has an in-house AML and CFT responsible person reporting to the Lithuanian Financial Investigation Unit (FIU).

Transparency with the team: bobmint is fully transparent with listing its founding members, directors and advisors, providing portrait pictures, biographies and social media links to clearly show who exactly is running the operations.

Profiling, AML/KYC: bobmint conducts KYC and AML checks using European approved third-party provider for background checks on all our clients with: Interpol, most wanted list, world bank, sanctions & embargos and PEP. Within the same process we check the authentication of the approved identification document, have the client take a selfie and upload a proof of address.

Additional self-regulation: we at bobmint are aware that crypto regulations will become more stringent and our focus is on the future regulations aimed at protecting the client. This is why, our onboarding process includes additional questions that are not yet required by our regulators but are used with banks and financial institutions. We ask clients questions related to their source of funds, net worth, financial suitability and investment risk tolerance. Our full client profiling prepares us to be fully compliant with future regulations. Furthermore, these additional questions increase the level of trust in our business as they show our concerns in protecting our reputation and protecting the client from over investing into risky and volatile assets.

Execution consensus: The execution consensus is a mechanism whereby multiple individuals are involved in a transaction which adds another layer of security to the operation. The client requests a transaction via phone call with his or her account manager, the account manager initiates a transaction request which needs the approval of the user, then it gets transmitted to the execution desk. In other words, the account manager initiates the transaction, the user approves it and the execution desk agent mirrors the request accordingly.

Marketing- Where our clients are coming from

Just like when a family moves to a new region and the parents need a dentist for their children, and first thing they do is ask someone they know who their children's dentist is, our services are best spread by word-of-mouth. So, the way we let people know about our services is through people.

Our referral program is designed to reward both referred clients and clients who refer them. We also see this work particularly well in helping crypto savvy people. These crypto savvies are constantly being bombarded with time wasting questions, requests and favors from their friends

and family. Bobmint business model is their perfect solution which answers to their family and friend crypto needs, and relieves them from those time-wasting requests and lets them spend their valuable time concentrating on their daily crypto business.

Our broker program is designed to open the opportunity for wealth managers who want to add cryptocurrency to their clients' portfolios, or crypto traders who have access to connections and clients and who wish to make it their business managing their clients' portfolios. They will have access to our platform, after they pass our due diligence, and be able to grow their career with our support.

Social media and TV material is all work in progress, and the approach is to provide free and up to the minute crypto information, for everyone.

Scalability

The question is how fast can bobmint grow when its users' growth is connected to the hiring and growing of a client relationship team?

So, it has been done before: bobmint founder has a proven track record of successfully developing from A-to-Z client facing sales and service teams for over 20 years, with retail banks, investment banks, insurance and wealth management companies on an international scale.

And it has been done now: bobmint already recruited 15 account managers. The process we followed has proven to work perfectly by going through a studied and bullet proof process of: CV sourcing, selection, multiple interviews, 8 weeks training program, efficient scoring system, graduation and continuous training. The recruitment process is systematic in its core and can be duplicated and repeated as frequently as needed.

If they can do it, so can we: this scalability model hasn't been done in the crypto world yet but it has been successfully accomplished in the equity market. A good example is Edward Jones, a financial services firm headquartered in the United States. It serves investment clients in the U.S. and Canada, through its branch network and 19,000 financial advisors, with 1.7 trillion dollars of assets under management.

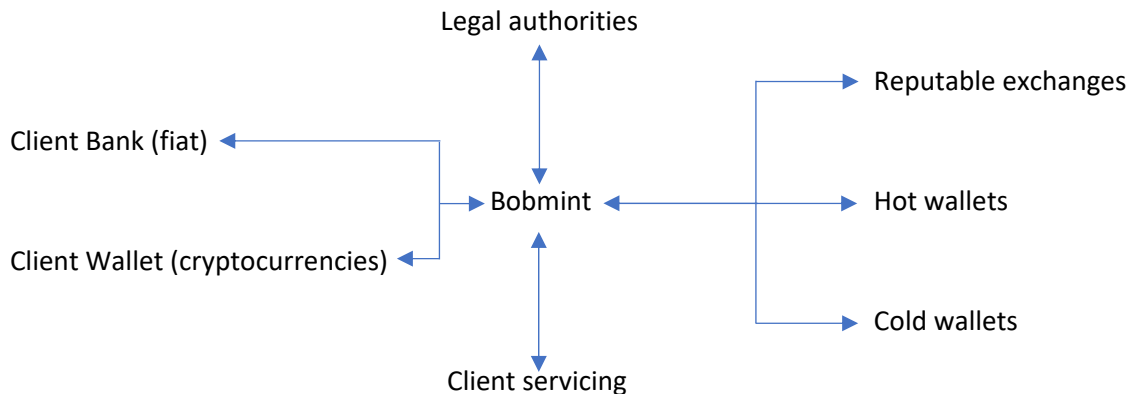
No boundaries to growth: Since we are not restricted to a physical location to run our operation from, the scalability and expansion of our business has no limits. We use the latest technology in Cloud Contact Center Software (CCAAS) that allows us to talk to our clients over the phone from any location and to any location in the world. This also allows the teams to be managed and monitored with all the advanced monitoring tools and allows account managers to manage their clients using integrated CRM systems.

We build it and they will come: our revamped web-app allows external and independent wealth managers to partner up with us and onboard their clients onto our platform and actively manage their client's crypto portfolios. This model helps with scalability by adding an externally managed client base to our inhouse managed client base.

Catch, Train and Release: one of our many future plans is to add to the experience of our clients by adding to our app the option for them to place orders on their own and be assisted by

our online tutorials and research material, without the need to call us for trade execution. We will encourage the ones who chose to do so, by reducing their trading fees and offering free training on how to trade on their own.

Clients' funds flow



After completing the account opening and KYC process, users deposit funds (fiat or cryptocurrencies) in bobmint's account. For maximum security, we diversify those funds into reputable exchanges, hot and cold wallets. Whenever our user requests a withdrawal, we mirror the transaction accordingly in our custodial accounts and transfer the funds in crypto or fiat via our fiat-crypto portals.

Future projects

Research team and communication channels for market news and publications

Personalized NFT development

NFT purchasing

Metaverse land development solutions

White label solution for external brokers

DeFi solutions

Trade finance solutions

Crypto payment solutions for businesses

Social responsibility

Green energy:

Bobmint will spend 5% of its quarterly profit to introduce green energy solutions to its operation.

Giving back:

Scholarships aimed to help underprivileged super talents to excel and make a difference.

Bobmint revenue model:

Our customer experience is the main driver behind our success, and in order to maintain the quality of the service we are promising, we charge a small transaction fee which is negligible considering the volatility and price changes of the assets we are dealing with.

In 2021, a US Full-Service Investor Satisfaction Study ranked Edward Jones highest in investor satisfaction. This is proof that investors are happy to pay a fee if they receive personalized service in return.³

Bobmint's revenue will come from the following:

Activity	Fee
FIAT to stable coins & stable coins to FIAT	3%
Crypto to crypto transactions	2%
Crypto to crypto transactions if it involves stable coins	1%
Other	There may be other fees the platform may collect for other services

Risks mitigations

Custody location hack: We diversify our clients' assets on major exchanges and reputable hot and cold wallets so our risk level is equivalent to the risk of anyone out there using those same wallets and exchanges.

Bobmint hack: An airgap exists between bobmint web/app and the custody location. In other words, all client transactions are executed manually and not through API connections. So, if anyone hacks bobmint, they will not be able to reach the wallets and exchanges where the assets are held.

Human embezzlement: Our founders come from an investment and banking background, therefore, bobmint uses bank-like policies, procedures and standards such as separation of verification keys, dual access to funds, segregation of wallets to minimize any potential damage, and high-level screening on the employment stage of key positions.

³ https://en.m.wikipedia.org/wiki/Edward_Jones_Investments

Founding team and advisors



Abraham Zaarour (Founder & President of bobmint.com)

Brings 27 years of experience in business and sales to the table, gleaned from his time living and working in both the US and UAE. His decade in the US saw him working as a financial advisor at both **Prudential Securities** and **Wells Fargo Bank** in California. Following his time stateside, he relocated to the UAE where he worked for **Standard Chartered Bank** occupying a range of positions, to include a relationship manager and a branch manager. This was followed by a senior VP position at **MFC**-a leading Dubai-based investment bank. Later, Abraham went on to build a wealth management business from the ground up in 2012. He also delivers courses in sales and management skills for global financial institutions. Abraham holds a BA degree from **California State University** in Fullerton, and it was also in California that he later passed his **series 7 and 63** licenses.

<https://www.linkedin.com/in/abrahamzaarour>



Ziad Ferzly (Finance & Corporate Development)

Comes from a distinguished experience in **venture capital, private equity, restructuring, asset management, international trade, and management consulting with Fortune 500 companies** across a variety of industries. Advised entrepreneurs and investors on new venture development in **software, artificial intelligence, alternative energy, oil & gas, hospitality, and pharmaceuticals** among others. Advised **banks, funds, and family offices** on portfolio investments, risk management, and diversification; portfolios range from **\$50 million to \$3 billion**. Ziad holds a Bachelors in **Computer Science and Mathematics from Virginia Tech**, and an **MBA in Macroeconomics and Corporate Finance from MIT**

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Roger Francis (Crypto Advisor)

A skilled **mathematician** who shifted his work from owning a carpentry business to the **world of cryptocurrency**. His crypto enthusiasm appeared 3 years ago when he started diving deeply into cryptocurrencies, especially into Bitcoin. Since then, he decided to embrace Bitcoin, conduct his own research and never look back. Spending almost all his time reading and researching, he acquired in-depth knowledge into **blockchain technology**,

crypto trading, token protocols, utility tokens, DeFi, ICOs, NFTs, stacking, farming, smart contracts and all types of desktops, hardware, mobile and paper wallets.



Paul Jazzar (CTO Advisor)

Started coding since the age of 8. A **tech entrepreneur**, Paul started his first software company in 2002. Since then, he **established 5 companies**, with two exits under his belt, during which he accrued significant expertise in behavioral economics-based incentive design, payment systems and digital strategy. Paul also **co-founded Looya**, a customer value management company, **and co-founded MySay**, a data-driven experience management company specializing in evidence-based decision making which

already **raised \$4M from various investors including Zain.**

<https://www.linkedin.com/in/pauljazzar>



Gabriel Khoury (Advisor)

With extensive experience in the **banking and corporate finance** legal work in the **GCC**, Gabriel built a strong track record of transactions and advisory services in these fields. Gabriel headed the **legal and compliance** departments at one of the oldest and listed investment banks in the UAE. During his tenure there, he worked on acquiring a listed entity in Kuwait via a Voluntary Acquisition Offer and on a Reverse Acquisition in between two entities in the UAE.

Gabriel worked also at an international bank in the UAE where he advised on a wide range of transactional banking and corporate finance matters with emphasis on local and regional regulations. Gabriel also handled several **M&A transactions, funds** related matters and several **IPOs** mainly while working in KSA. Gabriel also assisted clients in their **regulatory and licensing** needs while dealing with regulators across the GCC region. Gabriel holds an **executive LLM** (Northwestern University – Chicago), a Master in International **Project Management** (ESCP Business School – Paris) and a **Law Degree** (Saint-Joseph University – Beirut).

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