

# Bitlendr

Bitlendr Whitepaper  
January 2024

# Bitlendr

Lock Crypto,  
Unlock Cash

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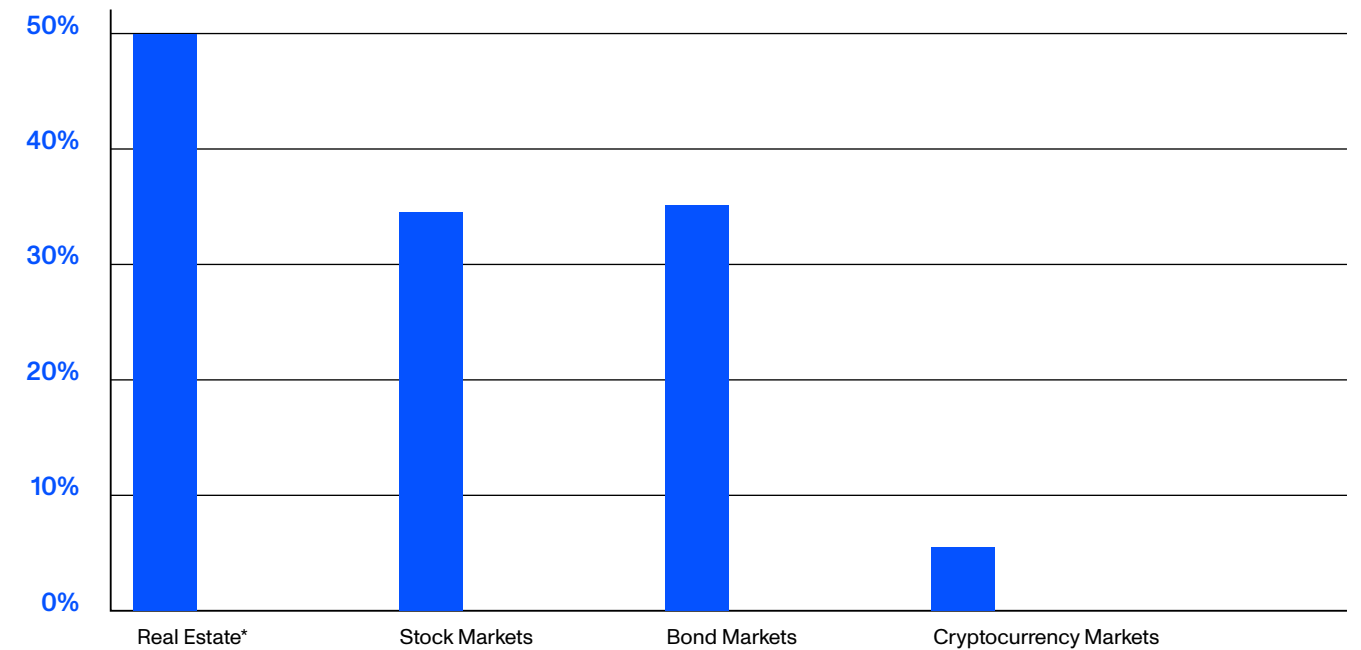
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# Introduction

The traditional lending industry has long been plagued by high barriers to entry, lengthy processing times, and unfavorable interest rates for the usual borrower. Traditional banks underwrite loans based on credit reporting, which can disadvantage consumers with lower credit scores. Moreover, centralizing sensitive information in a few institutions poses significant security risks, as highlighted by the 2017 Equifax hack. It is no surprise that the emergence of blockchain technology is seen as a disrupter to the traditional lending industry by ironing out these faults. Blockchain technology, a key driver of the Fourth Industrial Revolution, is transforming industries, particularly financial services.

# Problem Statement

Here's a look at some key asset classes and the estimates on collateralization within them:

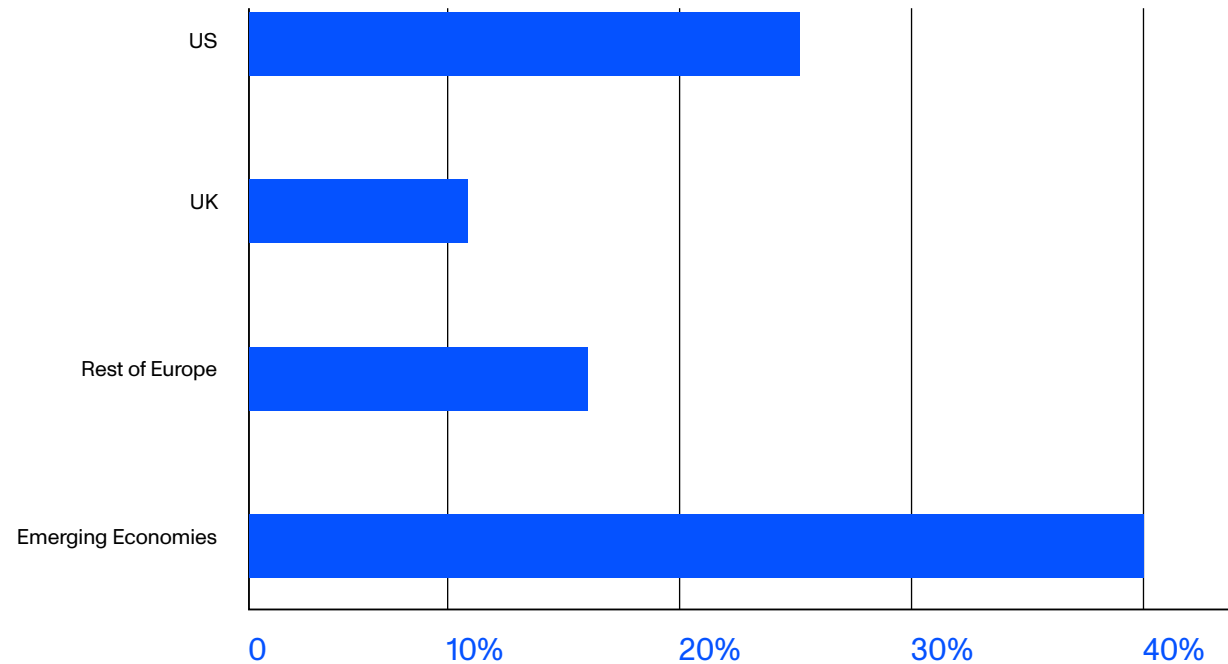


Over the past two decades, collateralization has become an increasingly important factor across major asset classes like real estate, stocks, bonds, and derivatives. Estimates suggest collateralization rates have grown by 15-20 percentage points across many asset categories. Real estate has seen steady mortgage financing growth, with total mortgage debt more than doubling since 2000 globally. Stock market borrowing for margin trading has also risen substantially, nearly tripling in markets like the US and China. Bond repo markets and collateralized derivatives have grown exponentially amidst greater demand for liquidity and hedging activities, rising in value. The expanding use of asset collateralization has facilitated greater leverage across the financial system. As the crypto matures, it represents the next significant asset class where collateralization could conceivably grow multi-fold.

As seen above, crypto is still in the early stages of being utilized as a financial asset. Crypto's total market size today stands at approximately \$1.1 trillion. However, less than 5% of crypto is currently used as collateral for loans. In contrast, real estate is a much more mature asset class, with nearly 50% of assets collateralized for mortgages, home equity loans, etc.

This points to the fact that crypto has huge room for growth as an asset class in terms of being used as productive collateral in financial transactions. As the market matures, we expect this percentage to grow much higher, with more widespread collateral use cases emerging in the coming years.

\*Source: Industry Reports  
(\* Federal Reserve - US; DefiLlama; DataLend; BIS; IMF)



As per reports, in the US, approximately 15-25% of adults are considered subprime or non-creditworthy. This equates to 40-65 million Americans who may not qualify for mainstream credit. The same figures across the UK translate to around 4-7 million adults. Across Europe, rates of non-creditworthy individuals are estimated between 5-15% on average, tending on the lower end. Exceptions include countries like Greece and Italy with higher rates. Emerging economies often have higher percentages of 20-40% that lack creditworthiness for mainstream lending. This includes countries like India, Brazil, regions of Southeast Asia and Africa.



Photography by Jonah Brown

We strongly believe that this segment of the world population, labeled as “*subprime*” or “*non-creditworthy*,” could benefit greatly from decentralized finance and crypto lending options that look beyond traditional credit scores.

# Borrowers are at the mercy of lenders

While there is no specific industry report tracking average Time To Yes (TTY) and Time To Cash (TTC) for loan approvals, experts do make some general observations:

- For consumer loans like personal loans or credit cards, TTY is often 1-2 weeks on average in most countries, ranging from 24 hours for some fintech lenders to 1 month for traditional banks.
- TTC tends to be longer. Most banks globally will take 1-3 weeks after loan approval to disburse funds, depending on factors like paperwork and regulatory approvals.
- Mortgages and business loans usually have longer TTY and TTC periods of 1-3 months on average in most countries.
- Emerging markets often lean toward longer timeframes of 1-2 months for TTY and TTC across loan types due to less established banking systems.

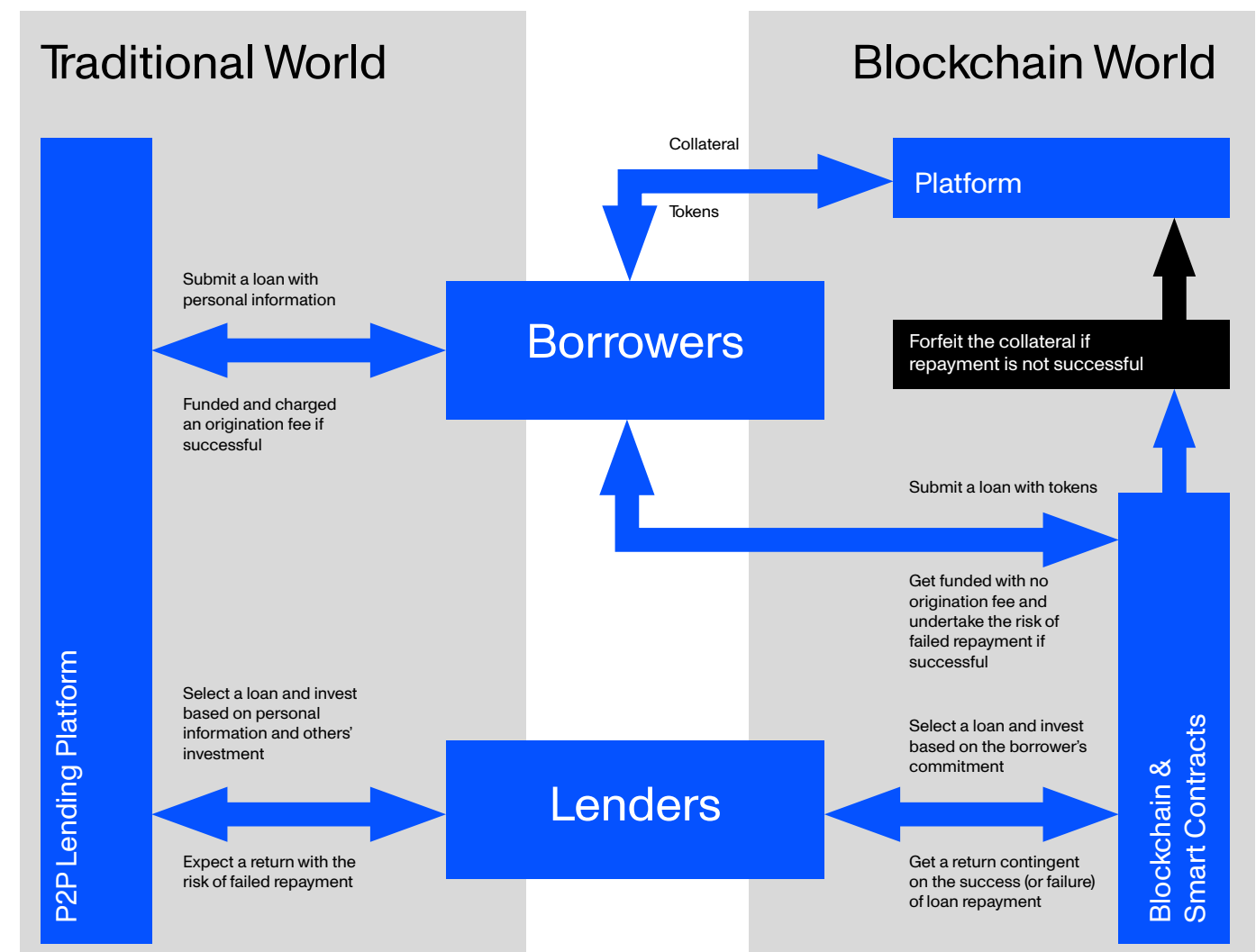
Again, cryptocurrencies have the potential to expedite these processes dramatically.

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# Existing Cryptocurrency Solutions

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Here's a look at P2P lending in the blockchain world vis-a-vis the traditional space.





Photography by Julia Viniczay

While P2P lending in the blockchain world is a massive advancement to traditional lending, it is no secret that most existing DeFi lending protocols are still quite complex for the average user. Retail users typically face steep barriers across three core areas:

- **Complex User Journeys:** Platforms like Aave require one to go through multiple hoops to avail of a loan. As a user on these platforms, one is required to stake tokens, accept payouts in obscure native assets, shuffle funds between exchanges, and withdraw. The convoluted process results in high drop-off, especially for small loans of \$500-\$2000, where the hassle outweighs the benefit.
- **Low Collateralization Ratios:** Protocols like Lido and Nexo offer collateralization rates of 50-60%. This gives lenders little buffer against market volatility. Sudden dips in the collateral asset can trigger rapid liquidations and hefty penalties that users don't grasp.
- **Exorbitant Interest Rates:** Platforms facilitating crypto-to-fiat loans, in most cases, charge egregious rates of 15-20% per month. This dramatically diminishes loan value for the borrower.

In summary, decentralized lending has yet to build sufficient usability, especially for retail borrowers.

Simplifying processes, educating on risks, and reducing costs are needed to drive mass adoption. The current state appeals mainly to highly technical users transacting in large sums - leaving most borrowers marginalized.



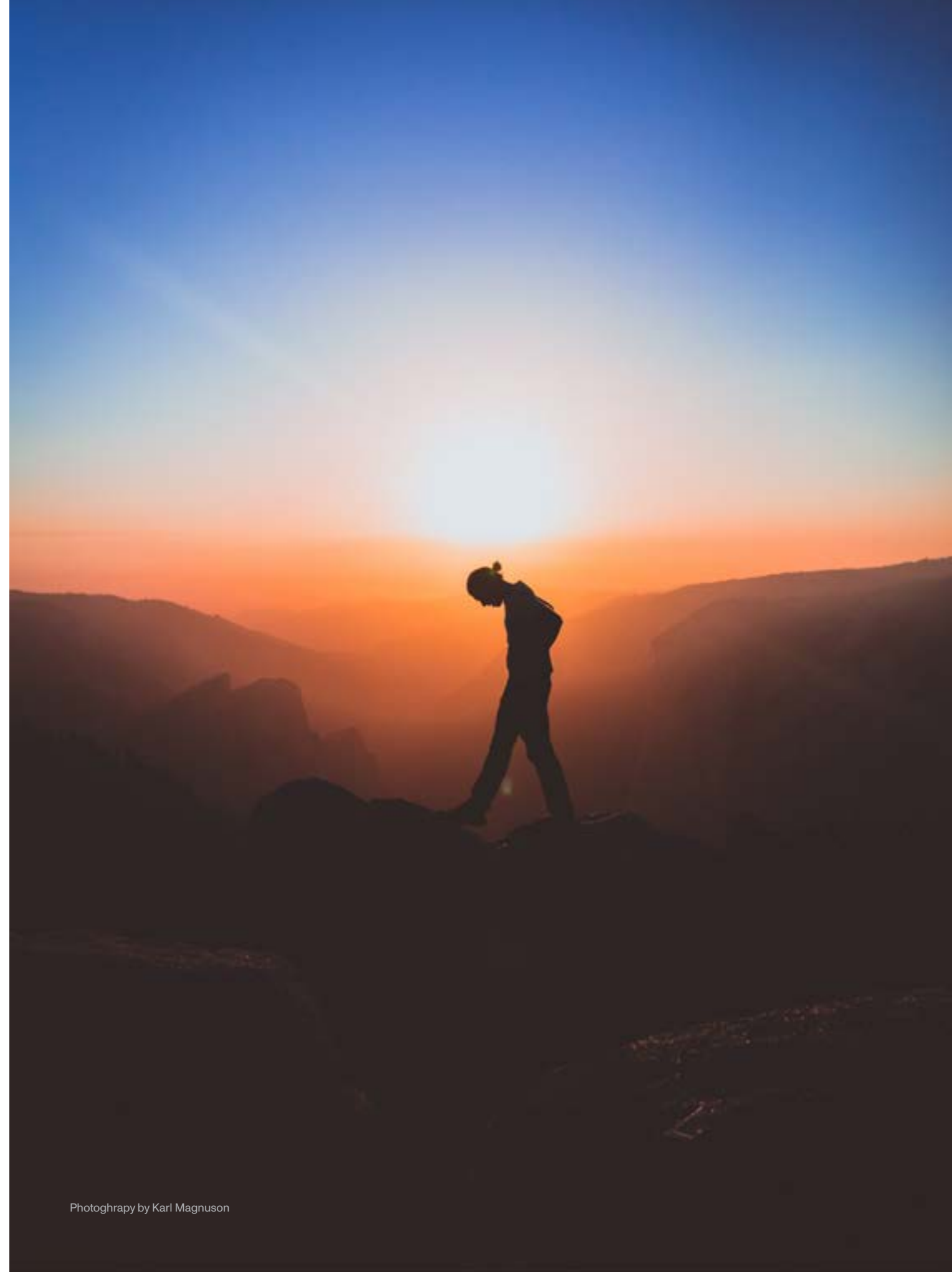
# The Bitlendr Solution

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Bitlendr is a retail-friendly platform that makes it easy for anyone to borrow fiat money using their cryptocurrency assets as collateral. Our platform is fast, easy to use, and secure. Loans are processed within 30 seconds and disbursed within 1 hour. This is a huge improvement over traditional bank loans, which can take weeks or months to process.

We understand that the general public wants to keep their exposure to crypto but also needs access to fiat money for everyday expenses. Bitlendr makes it possible for users to do both without having to sell their crypto assets.

Bitlendr is also very transparent. All of our fees are clearly disclosed, and we provide real-time updates on the status of the loan. This makes it easy for the user to track his loan and make sure that everything is going according to plan.



# Bitlendr

## Accessibility

No credit score requirements, making loans

## Approval Time

Under 30 seconds approval and money transfer in 60 minutes

## Collateral Options

Bitlendr accepts crypto assets as collateral

## Interest Rates

Bitlendr aims for rates between 1-10%, lower than credit cards and personal loans

# Traditional Lending

## Accessibility

Traditional loans depend highly on creditworthiness

## Approval Time

Weeks/months for bank loans due to lengthy underwriting

## Collateral Options

Banks mainly accept property assets

## Interest Rates

Rates on mortgages, personal loans, and credit cards are typically over 15%

With a planned 3-staged roadmap, upon proof of product, we aim to evolve into an entirely decentralized P2P lending marketplace for crypto-to-fiat loans.

Bitlendr distinguishes itself by offering a user-friendly interface, low collateralization ratios, and interest rates between 5-10% per year. We are also offering user-friendly, non-punitive liquidation fees and high loan-to-value ratios. Our liquidation fees are calculated based on the current market value of the collateral, and they are not subject to any additional fees or penalties. This means that our users can be confident that they will not be overcharged if the value of their collateral decreases.

In addition, Bitlendr offers high loan-to-value ratios, which means that users can borrow more money against their collateral. This can be a valuable tool for users who need to access cash quickly or want to use their cryptocurrency to invest in other assets.

Overall, Bitlendr offers a unique set of features that make it the ideal platform for users who want to borrow against their cryptocurrency. Our user-friendly interface, low collateralization ratios, and non-punitive liquidation fees make it easy for users to get the money they need when they need it.

# Bitlendr Mission and Vision

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Photography by Fausto Sandoval

## Mission

We are Bitlendr.

A globally accessible lending platform on a mission to unlock the power of cryptocurrencies as collateral.



Photography by Ali Jouyandeh

## Vision

Our vision is frictionless lending for all, powered by the limitless flexibility of cryptocurrency backing. We believe decentralized finance should be open and uncomplicated.

# Use Case

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Photography by Yves Cedric Schulze

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John is a delivery driver for Domino's Pizza. He is not a crypto-head, but he bought 2 ETH because he was afraid of missing out on the potential gains. He has been holding on to his ETH, but the price has been declining and he is now down 15% YTD. He still believes in the long-term potential of ETH, but he needs some cash to cover some unexpected expenses.

John applies for a loan from his bank, but he is denied because he has only been in his job for six months. He also tries to get a loan from a credit union, but they don't have the capacity to lend him the amount of money he needs.

John is about to give up when he hears about Bitlendr, a platform that allows people to borrow fiat money using their cryptocurrency assets as collateral. John creates an account on Bitlendr and deposits his 2 ETH. The platform's smart contract system automatically evaluates his assets and determines that he can borrow up to \$2,000.

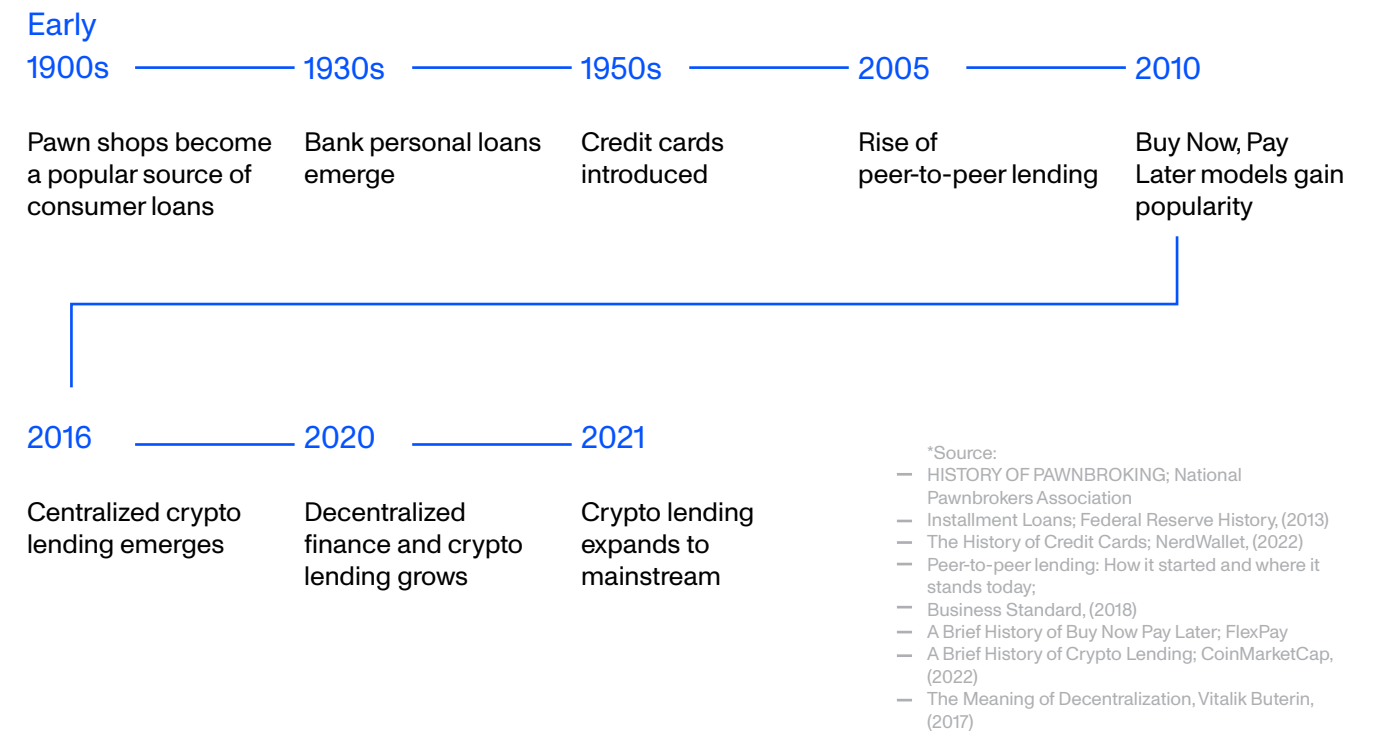
John agrees to the terms of the loan and receives the \$2,000 in his bank account. He uses the money to pay for his unexpected expenses and he is able to keep his ETH.

John is happy with the experience of using Bitlendr. He was able to get the money he needed quickly and easily without having to sell his cryptocurrency assets. He also appreciated the fact that the process was transparent and secure.

This use case highlights the benefits of Bitlendr's platform for crypto investors like John who want to leverage their cryptocurrency assets to secure loans without selling them. Using smart contracts and blockchain technology, Bitlendr can provide a secure, efficient, and transparent lending process, reducing the risks associated with traditional lending methods.

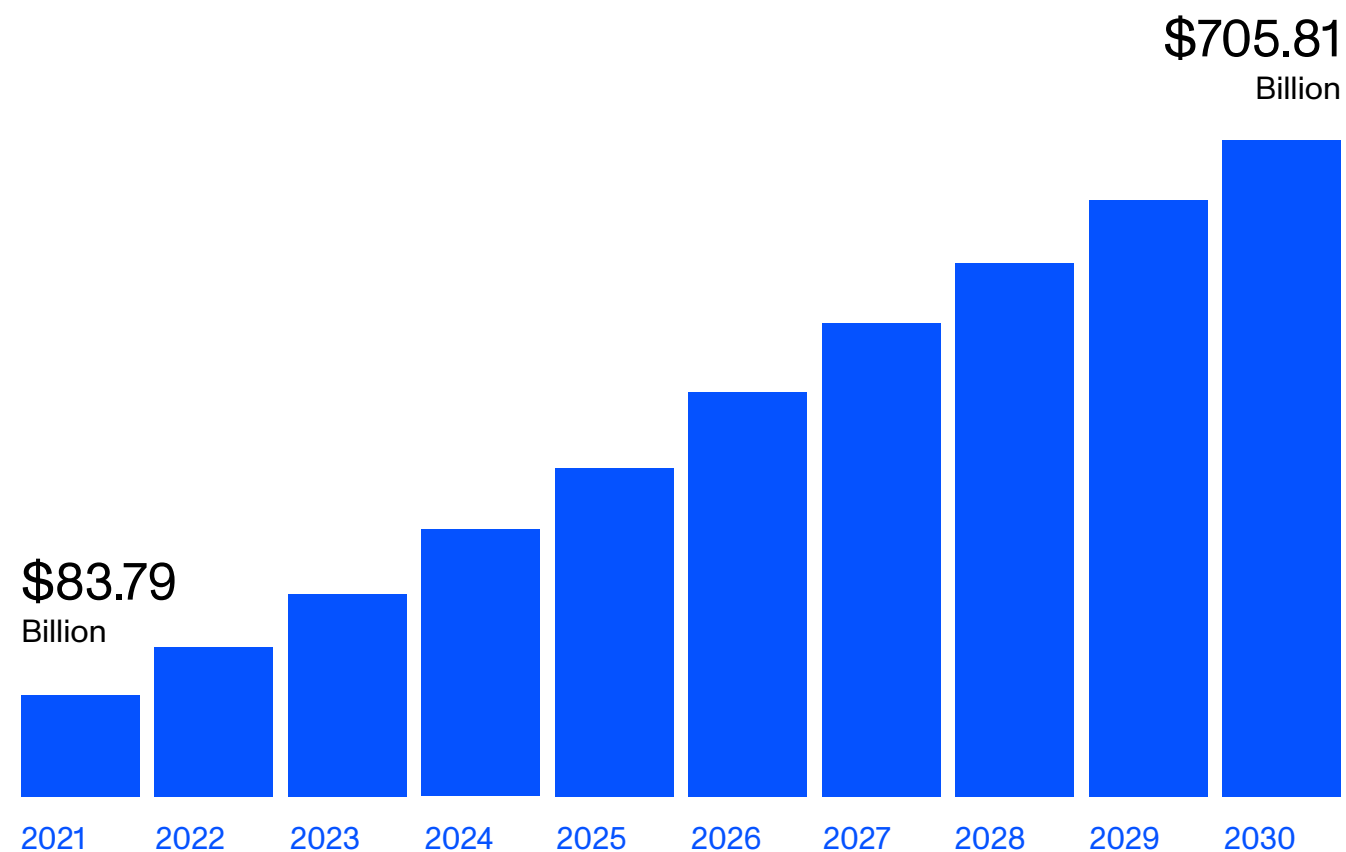
# Industry Overview

Lending has evolved significantly from its primitive origins to the complex system we have today.



The global peer-to-peer (P2P) lending market size, valued at \$83.79 billion in 2021, is expected to hit over \$705.81 billion by 2030, with a registered CAGR of 26.7% from 2022 to 2030. Technologies such as the Internet of Things and blockchain technology are major drivers<sup>(on the next page)</sup>.





\*Based on most recent study by Precedence Research

The emergence of crypto P2P lending marks an exciting evolution in the lending landscape. Merging the democratization of P2P models with the vast potential of the crypto ecosystem, this approach is set to redefine the boundaries of lending. It promises a decentralized, global lending ecosystem not bound by traditional centralized financial institutions.

The decentralization intrinsic to this model provides robustness by reducing single points of failure. It also offers the potential for truly global inclusivity, democratizing lending beyond national financial systems and making it accessible to a wider audience. Furthermore, the integration of blockchain and smart contracts opens up a vast realm of innovative lending products, heralding a new wave of financial creativity and flexibility.



# Bitlendr Platform

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## Chapter 01

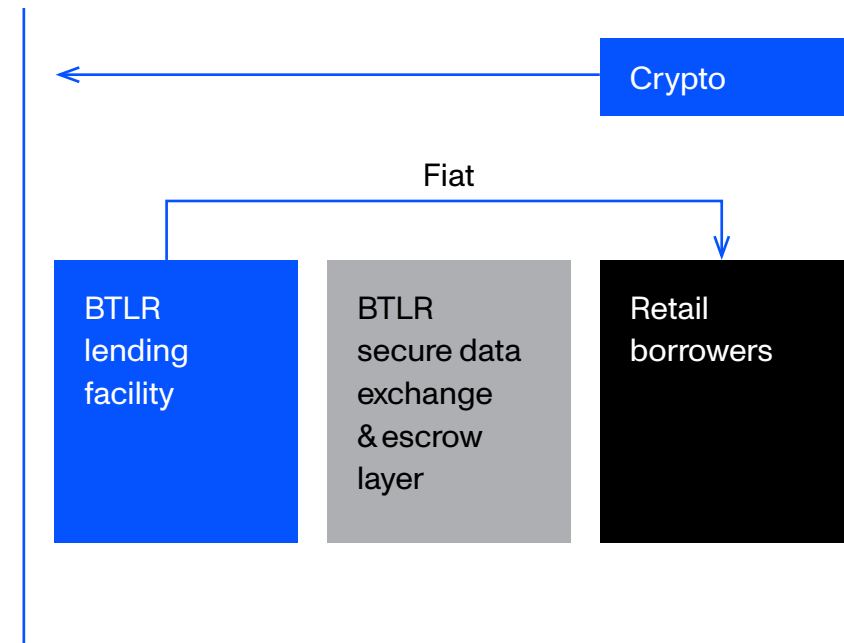
One-sided fiat lending with crypto as collateral

### User promise

- **To retail borrowers:** we will fulfill your personal loan needs in less than 1 hour at market-leading rates with less than 5 touch-points

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Our platform operates in three phases:



In this stage, Bitlendr will act as a lender, providing fiat loans to borrowers who use their cryptocurrency assets as collateral. The loans will be collateralized by the value of the cryptocurrency assets, and the borrowers will be responsible for paying back the loan plus interest.

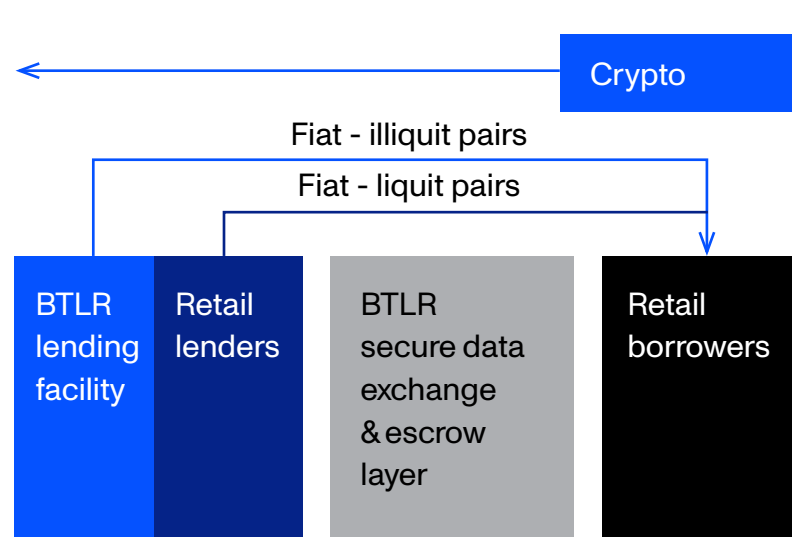


## Chapter 02

Semi-centralized, P2P fiat lending marketplace

### User promise

- **To retail borrowers:** we will fulfill your personal loan needs in less than 1 hour at market-leading rates with less than 3 touch-points
- **To retail lenders:** we will provide market-leading returns for your excess cash with zero downside risk



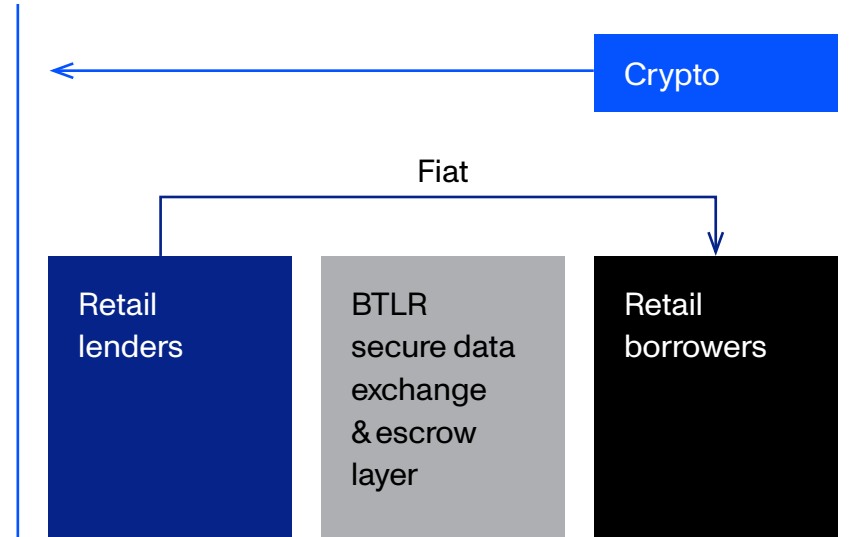
In this stage, Bitlendr will act as a marketplace, connecting borrowers and lenders interested in participating in a peer-to-peer fiat lending arrangement. The loans will be collateralized by the value of the cryptocurrency assets, and the borrowers will be responsible for paying back the loan plus interest.

## Chapter 03

Two-sided, decentralized P2P lending marketplace for fiat loans

### User promise

- **To retail borrowers:** we will fulfill your personal loan needs in less than 1 hour at market-leading rates with less than 3 touch-points
- **To retail lenders:** we will provide market-leading returns for your excess cash with zero downside risk
- **To both:** we will eliminate inherent centralization risk



In this stage, Bitlendr will act as a decentralized platform, allowing borrowers and lenders to interact directly with each other without the need for a central authority. The loans will be collateralized by the value of the cryptocurrency assets, and the borrowers will be responsible for paying back the loan plus interest.

In the V2 and V3 stages, Bitlendr will use its blockchain technology to provide a secure, transparent, and efficient lending platform. The platform will also provide a number of user benefits, including fast loan processing, low-interest rates, and no credit checks.

# The benefits of using Bitlendr

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## Benefits for Borrowers

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### **Use crypto collateral:**

By using cryptocurrency holdings as collateral, users can access cash loans without having to sell their crypto assets. This lets borrowers maintain their investment and benefit from future crypto price appreciation.

### **Fast funding:**

Bitlendr loans are processed very quickly, within just 30 seconds. Funds are then deposited directly into the borrower's bank account within 1 hour. This is significantly faster than loans through banks, which can take days or weeks to approve and fund.

### **Access to capital:**

As a borrower on Bitlendr, users have access to capital from lenders that they may not otherwise qualify for through traditional lending channels. This allows borrowers to secure funds for a variety of needs, such as paying off debt, funding business expenses, home renovations, education costs, and more.

### **Lower interest rates:**

Interest rates on Bitlendr are competitive, ranging from 1-10% annually. This is lower than rates charged by credit cards, payday lenders, and other alternatives available to those with subprime credit scores.

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### **No credit checks:**

As a cryptocurrency-backed lending platform, Bitlendr loans are not contingent on a borrower's credit history or credit score. This removes one of the largest barriers that prevents many from accessing affordable loans.

### **Transparency:**

Bitlendr provides real-time updates on loan application status and terms. All fees are clearly disclosed upfront so borrowers know exactly what to expect from the lending process.

### **Global access:**

Being an online platform, borrowers from anywhere in the world can create an account and access lending services through Bitlendr as long as they have an internet connection. This opens up credit options to traditionally underserved communities.

## Benefits for Lenders

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### **Earn interest:**

By providing loans through Bitlendr, lenders earn interest on the amount they lend out, generally 5-10% annually. These returns can be higher than typical savings account rates.

### **Utilize idle crypto:**

Lenders looking to generate yields from their idle cryptocurrency holdings can use Bitlendr to put those assets to work, earning interest. This allows crypto investors to benefit from their holdings without having to trade actively.

### **Passive income stream:**

Lending on Bitlendr provides a way for lenders to generate ongoing, monthly passive income without a large time commitment. Loans are automated and handled by the platform.

### **Diversification:**

Adding P2P lending to an investment portfolio helps diversify assets and reduces overexposure to potential volatility in the crypto markets alone. This balance can lower overall risk.

# Bitlendr Products

## Benefits for Lenders (continued)

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### **Collateral backing:**

All loans on Bitlendr are backed by crypto collateral held in escrow accounts. This provides downside protection for lenders in case of borrower default.

### **Competitive risk-adjusted yields:**

Bitlendr loan underwriting and automated processes help ensure lenders earn solid risk-adjusted returns that compare favorably to bond and stock market indexes over the long run.

### **Transparent access:**

Like borrowers, lenders enjoy 24/7 transparency into loan details, terms, and performance through the Bitlendr platform interface and reports.



Photography by Yichen Wang

Here's a look at the product range planned in the coming months as the ecosystem progresses towards a decentralized, robust suite of collateralized financial products and services.

- 01 Collateralized lending with loans paid out in FIAT.**  
The core product allows users to instantly borrow FIAT funds using their crypto as collateral. Loans are rapidly processed in just 30 seconds and the FIAT amount is quickly disbursed into the user's bank account within 1 hour. This unprecedented speed solves the need for fast access to cash without requiring the sale of crypto assets. Credit lines can also be set up for ongoing liquidity.
- 02 Credit cards with interest-free installments.**  
Bitlendr will enable users to leverage their crypto collateral to obtain credit cards that provide flexible spending power. These cards offer the ability to make purchases and pay through interest-free installments over time. Users can smoothly spread out payments on big-ticket purchases while retaining ownership of their cryptocurrency holdings.

**03 Buy Now, Pay Later.**

This will allow users to split any purchases, online or in-store, into multiple interest-free payments over a defined timeframe. With the power of crypto collateral backing these installment plans, Bitlendr facilitates easy affordability and smooth payments for buying expensive items.

**04 Staking pools for the BTLR token**

Users can earn lucrative returns on their BTLR holdings through a proprietary staking pool. Attractive API rates of up to 25% incentivize holding the BTLR token. This recurring staking reward both benefits users and further secures the Bitlendr network by encouraging active governance participation. Planned pools and rewards will be based on tiers (Basic, Premium, Platinum) depending on BTLR holding amounts. As users progress across tiers, they would be eligible for higher staking rewards and better interest rates and terms across products.

**05 Collateralized lending with NFTs**

Bitlendr will offer the advanced ability for users to leverage their NFT assets as collateral for quick FIAT loans. This unlocks liquidity for NFT holders without requiring the sale of the underlying NFT. Owners can retain the long-term upside of their NFT while accessing short-term financing.

**06 Crypto price guard**

This will permit users to hedge against crypto price volatility by locking in the dollar value of their holdings. Initially offered free of charge, crypto price locking shields users from market fluctuations. It brings peace of mind by safeguarding the value of crypto assets.

**07 Health insurance**

Bitlendr facilitates comprehensive health insurance plans powered by the collateral value of a user's crypto holdings on the platform. This will bridge the gap between crypto finance and essential real-world insurance needs, providing coverage options beyond traditional providers.

**08 Travel insurance**

Users will be able to securely insure their travel plans, including trips, hotels, and flights by leveraging their cryptocurrency collateral on Bitlendr. This grants coverage and convenience for travel while allowing users to maintain their crypto holdings.

**09 Fractional investing in real-world assets**

By leveraging their crypto collateral, Bitlendr users will be able to gain fractional exposure to real estate properties such as homes, land, and commercial real estate. This opens up the world of real property investment in a fractional way without requiring large upfront capital.

**10 Mortgage**

Bitlendr offers mortgage financing for users looking to purchase real estate, supplemented by the added borrowing power of using their cryptocurrency holdings as collateral. This expands financing options for major life purchases.

# Supplying Assets



Photography by Lina Trochez

Bitlendr is designed to accept a wide range of assets that can be used as collateral for loans. We understand that different investors have different preferences and risk tolerance, and therefore, we have a diverse array of assets that can be used as collateral.

Bitlendr also plans to accept altcoins in the future based on market interest and demand. We are constantly monitoring market trends and will add new assets as needed to meet the evolving needs of our users.

Bitlendr's asset selection is designed to be flexible and adaptable to the needs of our users. We will continue to expand our offerings as the market evolves, ensuring that our users have access to the assets they need to achieve their investment goals.

# Interest Rate

One of the key components of Bitlendr's lending platform is the interest rate system. The interest rate is the percentage at which the borrower agrees to pay back the loan, and it is a critical factor in determining the profitability of the lending process.

On Bitlendr V1, interest rates are fixed and set at the time of loan origination. At the launch of the platform, the interest rates will be lower than the ones found in the traditional market, making it an attractive option for borrowers.

On Bitlendr V2 and Bitlendr V3, the platform's algorithm takes into account various factors, such as the borrower's credit score, the loan amount, supply and demand, and the loan term, to determine the appropriate interest rate for each loan. This ensures that the interest rate is fair and competitive, and it incentivizes lenders to participate in the platform.

The interest rates on Bitlendr are not dynamic and do not change over time. This means that borrowers can enjoy the benefits of a fixed interest rate throughout the life of the loan without worrying about fluctuations in market conditions. Lenders, on the other hand, can enjoy a stable return on their investment without worrying about changes in interest rates affecting their returns.

# Liquidation

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It's worth noting that Bitlendr's risk management system is designed to ensure that the assets used as collateral are of high quality and have a low risk of default. We use a variety of metrics, such as market capitalization, liquidity, and volatility, to evaluate the quality of an asset before accepting it as collateral. This ensures that our lenders can have confidence in the assets they lend against and that our borrowers can access the funds they need while minimizing risk.

On Bitlendr, a borrower is considered to be in violation when the value of their risk-adjusted liabilities exceeds the value of their risk-adjusted collateral. This means that the borrower's collateral is no longer sufficient to cover the amount they have borrowed, and they are at risk of defaulting on their loan.

When a borrower becomes in violation, they are given a certain amount of time to rectify the situation by adding more collateral or repaying some of the loan. If the borrower fails to do so, they may be subject to liquidation.

Liquidation is the process by which Bitlendr sells off some or all of the borrower's collateral to repay the loan. This is done to limit the potential for the borrower to default on their loan and to protect the lender's investment.

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In the event of liquidation, the borrower's collateral is sold off at market price, and the proceeds are used to repay the loan. If the sale of the collateral does not cover the full amount of the loan, the borrower may still be responsible for repaying the remaining balance.

It's important to note that liquidation is a last resort and is only done when all other measures to resolve the violation have been exhausted. Bitlendr's automated risk management system is designed to detect violations early on and to provide borrowers with ample time to rectify the situation before liquidation becomes necessary.

Moreover, Bitlendr is committed to providing the best possible user experience, and that includes not charging any liquidation fees in the V1 of the platform. We believe that this will help to make our platform more competitive and attract more users.

**We also believe it is the right thing to do, as it will help to protect our users from unnecessary costs.**

The **\$BTLR** token is the project's ecosystem token, serving to maintain the economic stability of the system. The BTLR token plays an important role as the native currency powering core processes and transactions within the Bitlendr lending platform. As an ERC-20 token built on Ethereum, it opens up innovative applications of blockchain technology.

Token Name	<b>BTLR</b>
Token Symbol	<b>\$BTLR</b>
Token Protocol	<b>Ethereum</b>
Token Supply Plan	<b>660.000.000</b>

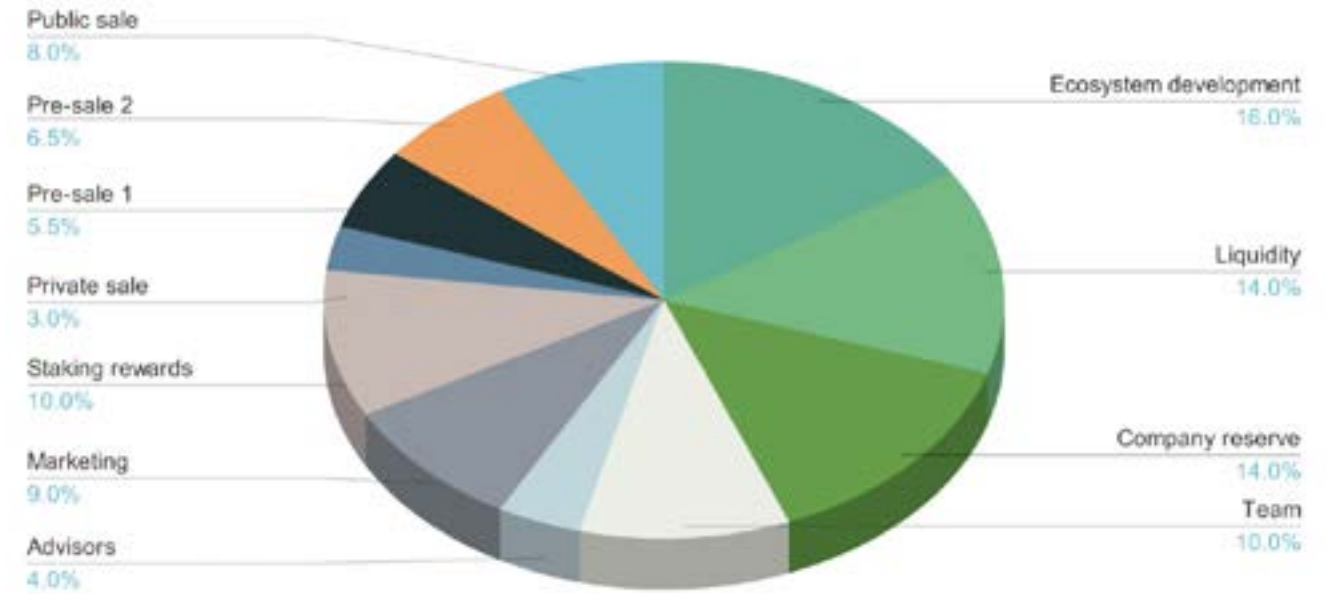
The maximum supply of Bitlendr coin will be 660 million (660,000,000).



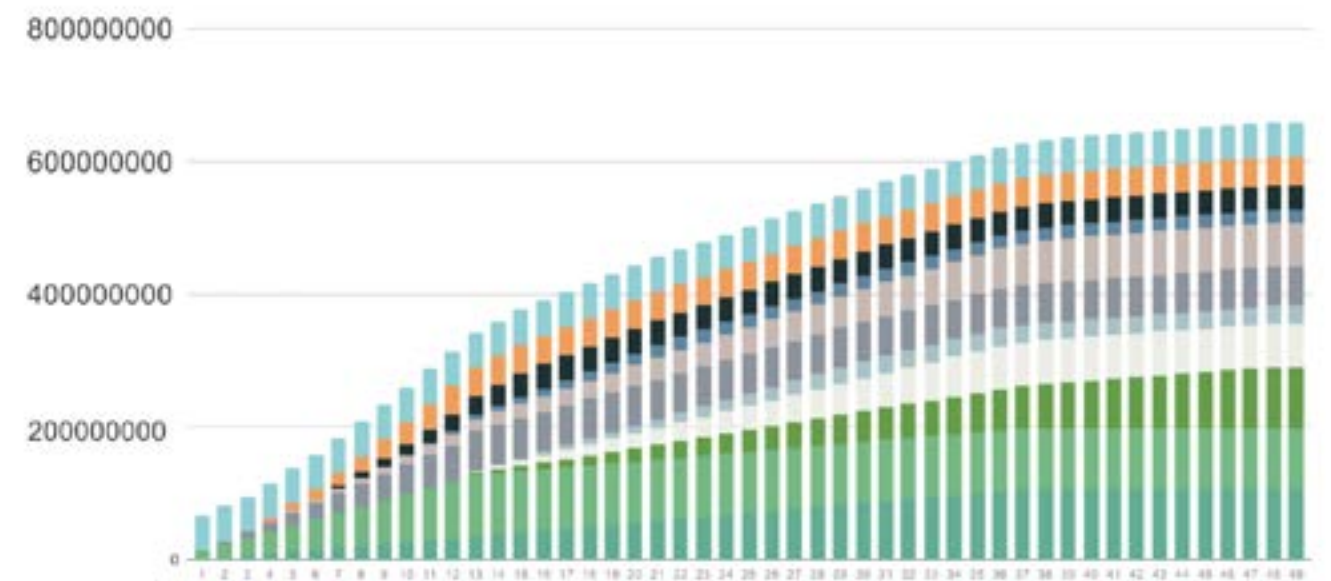
### Token distribution

Token Distribution	Percentage	Amount (\$BTLR)	Lock-up, months	Vesting, months
Ecosystem Development	15.00%	99,000,000	1	36
Liquidity	15.00%	99,000,000	1	12
Company reserve	14.00%	92,400,000	12	36
Team	10.00%	66,000,000	12	24
Advisors	4.00%	26,400,000	12	18
Marketing	9.00%	59,400,000	1	12
Staking rewards	10.00%	66,000,000	3	36
Private sale	5.00%	33,000,000	9	12
Pre-sale 1	5.50%	36,300,000	6	9
Pre-sale 2	6.50%	42,900,000	3	9
Public sale	8.00%	52,800,000	0	0
<b>TOTAL</b>	<b>100%</b>	<b>660,000,000</b>		

### Token distribution percentage



### Monthly token release





# Token Burn and Vesting

Bitlendr.io will implement a burn model to manage the supply of BTLR tokens in circulation. This strategic approach involves the permanent removal of tokens from the available supply. The burn process will be funded using 50% of the interest fees collected from Bitlendr.io transactions. This progressive burn model is aimed at creating a deflationary effect, which is expected to incentivize holding of BTLR tokens and potentially increase their value over time.

**Vesting:** To ensure a stable and gradual distribution of tokens, Bitlendr.io will implement a vesting schedule for pre-sale and private sale contributors. For private sales, a 12-month vesting period will be implemented. For Pre-sale 1, 50% of the purchased tokens will be vested, with a linear release over the course of 12-months. For Pre-sale 2, 25% of the tokens will be vested, with a similar linear release over a 12-month period. This gradual release strategy is designed to prevent market flooding and promote long-term investment in BTLR tokens.

By implementing such strategies, Bitlendr.io aims to create a robust and sustainable ecosystem for BTLR tokens, thereby providing value to its holders.

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# Token Use Cases

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**Collateral.** Borrowers can deposit BTLR tokens as collateral to instantly access crypto-backed fiat loans. This allows token holders to realize added value from their holdings without needing to sell. BTLR collateral introduces greater options compared to traditional lending dependent primarily on property assets.

**Loan Payments.** Borrowers have the ability to pay back their outstanding loans directly in BTLR tokens. This removes the intermediary step of currency conversion, saving on additional costs. Lenders also have the option to automatically receive monthly interest and principal payments in the platform's token.

**Fees and Penalties.** Bitlendr generates revenue through a number of token-based payment streams. Origination fees, liquidation penalties, and late payment fines can all be paid conveniently using BTLR. This consistent utilization provides ongoing demand and use cases that reinforce the token's value over the long term.



Photography by Jonathan Borba

**Participation in DAO.** In the future, the project plans to gradually move to a decentralized structure jointly established by all users. The community will participate in governance voting on any aspect of the future ecosystem, leveraging governance tokens.

**Staking.** Bitlendr will eventually release a staking vault, allowing users who would like to continue to participate in the life of the platform to stake tokens to earn more tokens and special rewards. Users can stake their BTLR tokens for passive income

By integrating the BTLR token into core lending activities like collateralization, repayments, and fees, the platform establishes a sustainable internal economy. This differentiated use of a native currency enhances functionality while incentivizing participant involvement in building out the lending community. Crypto holders can now access new productive and lucrative opportunities through the Bitlendr ecosystem.

# Revenue Model

**Interest Income.** As the initial centralized lender, Bitlendr will provide loans to borrowers at competitive annual rates between 1-10%. The whitepaper notes loans will be processed in under 30 seconds and funds disbursed within 1 hour, achieving much faster financing than traditional banks. Over time, as monthly payments are collected, interest earnings will accumulate and be a major source of revenue to support platform operations and development.

**Loan Origination Fees.** A 1-2% loan application fee will be charged to borrowers at the time of taking a new loan. This upfront fee helps offset Bitlendr's costs associated with risk assessments, underwriting each application, and onboarding new borrowers onto the system. By keeping these origination fees low at 1-2%, it maintains an attractive value proposition versus traditional loan alternatives that sometimes charge 5% or more in fees.

**Liquidation Fees.** If a borrower's collateral value falls below the required margin and liquidation is triggered, a 2-5% fee would be charged on the liquidated amount. This covers Bitlendr's transaction costs to automatically sell off collateral assets to repay the outstanding loan plus interest owed. By explicitly detailing these covered costs, it promotes transparency in the way the platform handles loan defaults.

**Token Sale Revenue.** Bitlendr plans to hold a public token sale for its BTLR utility token. This will generate upfront capital for platform development post-sale. Fees from token purchases will contribute ongoing income. As BTLR tokens are used on Bitlendr for services like paying liquidity fees, this drives demand and makes the tokens consistently deflationary over the long run.

- **Market Understanding.** Our first step is to thoroughly understand the needs, behaviors, and challenges faced by our target audience. We will identify distinct market segments based on factors such as company size and industry and craft our messages accordingly.
- **Content Strategy.** We plan to deliver valuable, SEO-optimized content that provides insights into building happy and educated communities. Our content will span different formats - blog posts, case studies, webinars, infographics, and videos.
- **Strategic Alliances.** Our business development efforts will also focus on establishing partnerships with relevant projects and organizations. Additionally, tech partnerships will enable us to integrate useful APIs and modules into our platform.
- **Media Presence.** By distributing press releases and fostering media relations, we intend to highlight our achievements, new features, and successful client experiences.

- **AMAs & Events:** We will host AMAs to clarify any questions our potential customers may have, we will hold webinars, and we'll be present at all relevant offline events.
- **Referral Program:** We aim to create a robust affiliate program encouraging users to refer new customers to our platform, facilitating cost-effective customer acquisition.
- **Email Campaigns:** Our email marketing strategy involves nurturing leads through educational content and personalized messages. High-value leads will receive special attention.
- **Community Building:** We plan to establish an online community for users to engage, learn, and share their experiences. To grow the community we will rely on Quest-to-Learn campaigns and approach the communities where our target users are.
- **Paid Advertisements:** Depending on our budget, we will use paid advertisements to reach our audience.
- **Performance Tracking:** We will closely monitor our marketing efforts using defined metrics, which will help us understand what works and guide future strategy adjustments.





# Growth Potential

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Bitlendr is well-positioned to capture a significant share of the growing decentralized lending market with a unique value proposition that combines the benefits of blockchain technology, machine learning algorithms, and user-friendly design.

The platform's focus on security, transparency, and accessibility is expected to drive user adoption and retention, with a strong potential for viral growth through word-of-mouth referrals and positive user experiences.

The growth potential for Bitlendr is also expected to be driven by the increasing adoption of cryptocurrency and blockchain technology, with a growing number of businesses and individuals looking for ways to access cash without selling their cryptocurrency assets.

Additionally, the platform's ability to expand into new markets and offer a wide range of financial products and services, such as credit cards, debit cards, and investment opportunities, is expected to drive growth and revenue further.

Overall, Bitlendr has a strong potential for growth and market penetration, with a unique value proposition that addresses the needs of a growing and underserved market. With a strong development team, a user-friendly platform, and a focus on security and transparency, Bitlendr is well-positioned to become a leading player in the decentralized lending market.

The Bitlendr roadmap has been designed to make a fully decentralized version within the coming year. As such, the product roadmap can be outlined as below with the key focus being on launching the V1 of the platform in Q4 2023. This version will be introduced as one-sided FIAT lending with crypto as collateral.

V2, envisaged as a semi-centralized P2P FIAT lending marketplace, will be launched in Q1 2024 soon after the planned token sale of the BTLR token.

Finally, V3, a two-sided, fully decentralized P2P lending marketplace for FIAT loans, will be launched in Q3 2024.

Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024
Launch of V1	Public Sale	BTLR Staking Model	V3 Launch	Bitlendr Products Expansion
Whitepaper Release	BTLR Token Listing	BTLR Token Listing	BTLR Token Listing	BTLR Token Listing
Website + Social Channels	Marketing / PR Campaigns	Marketing / PR Campaigns	Marketing / PR Campaigns	Marketing / PR Campaigns
Brand Identity Building	Team / Advisor Onboarding	Bitlendr Products Expansion	Bitlendr Products Expansion	Expansion to other Blockchains
Private Sale	Launch of V2	Additional Token Support	Partnership Building	

With the core lending products established during Q1 2024, we at Bitlendr plan to introduce our products, including Buy Now, Pay Later (BNPL), and Credit Cards in Q2, extending users alternate ways of accessing FIAT credit.

Also, the staking platform for the BTLR token will be launched during Q2, which will be a step towards not only incentivizing activity on the platform but also governance for the completely decentralized Bitlendr platform.

Q3 would see the expansion of lending utility, with the platform supporting NFTs as collateral. Another product of focus during this quarter is the launch of the Bitlendr Crypto price guard, offering price locks to freeze the dollar value of crypto holdings, safeguarding users from fluctuations.

Finally, in Q4 of 2024, we aim to focus on the expansion of the platform towards a focus on the decentralization of traditional products, namely insurance, mortgages, and investments in RWA (Real World Assets).

## Core Team

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### Andrei Tudor

[LinkedIn](#)



Andrei Tudor is an experienced management consultant and mechanical engineer. He brings 7+ years of advising energy, financial services, and private equity clients on strategy, M&A, and transformations.

Andrei is also a startup advisor, helping early-stage companies design organizational structures and operating models to support rapid growth. He draws on his consulting background at McKinsey & Company and Kearney to provide practical guidance during pivotal growth phases.

Previously, Andrei focused on developing value-creation plans and growth strategies for PE portfolio companies. In the energy sector, he redesigned operating models for oil & gas players across Europe, the Middle East, and Africa.

With his blend of strategic thinking, operational insights, and technical rigor, Andrei is focused on tackling complex business challenges and driving transformative outcomes. He brings an integrated perspective spanning strategy, operations, and analytics.



## Core Team (continued)

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### Mihnea Lepadatu

[LinkedIn](#)



Mihnea Lepadatu is an experienced technology analyst and mechanical engineer with over 5 years in financial services. He has strong abilities in modeling complex financial instruments and developing trading systems, leveraging his programming expertise.

Mihnea also works at leading prop trading firm Jane Street in London, supporting their automated trading platforms. Previously, he modeled exotic derivatives and analyzed synthetic products at JPMorgan Chase.

Prior to banking, Mihnea led process optimization and automation projects at P&G plants, improving quality and reducing defects. He brings together financial modeling proficiency, software development skills, and process improvement experience to deliver impactful FinTech solutions.

With his blend of technical, financial, and operational skills, Mihnea is focused on supporting the development of innovative crypto-lending platforms.

### Florin Pop

[LinkedIn](#)



Mihnea Lepadatu is an experienced technology analyst and mechanical engineer with over 5 years in financial services. He has strong abilities in modeling complex financial instruments and developing trading systems, leveraging his programming expertise.

Mihnea also works at leading prop trading firm Jane Street in London, supporting their automated trading platforms. Previously, he modeled exotic derivatives and analyzed synthetic products at JPMorgan Chase.

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