HELIX ORANGE
Generation ICO.

WHITEPAPER

OUR MISSION IS TO DEVELOP THE WORLD’S FIRST SUSTAINABLE ICO ECOSYSTEM FOR INVESTORS AND ICO PROJECTS.
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1. Introduction

Initial Coin Offerings (ICOs) are complementing the landscape of startup/corporate finance and are taking the market by storm. Almost 5 Billion USD were raised by about 440 ICOs in 2017. In Q1 2018 this mark was topped by a stunning 6.3 Billion USD.

![All-Time Cumulative ICO Funding](https://www.coindesk.com/ico-tracker/)

However, numerous ICOs are hitting the REG-wall, meaning, they get stuck in regulatory swampland, requiring them to delay timelines, repay investors, and skip ICOs entirely. Root cause is the missing diligence to properly handle mandatory KYC (Know Your Customer) and AML (Anti-Money Laundering) checks. Without those banks do not clear ICO proceeds. With a couple of thousand investors in an average ICO, achieving full regulatory clearance is manually barely achievable.

**HELIX Orange** eliminates this painful process and removes the REG-tape, which otherwise would have blocked the conversion of ICO proceeds into fiat money – automated, hassle free and cost efficient. To achieve this, HELIX Orange leverages the proven identity management and technology of its parent Blockchain HELIX AG in combination with state-of-the-art KYC and AML checks. Each investor profile gets recorded in a unique federated blockchain, which also includes country and investor specific eligibility criteria. ICO initiators receive all required data in an audit-compliant format, while investors remain in full control of their data.
Both sides, token buyers and ICO projects benefit from proper KYC/AML and from sophisticated investor matchmaking processes. Reusability of their trusted identities enables token buyers’ frictionless participation in future ICOs and gives ICO projects the ability to easily get in touch with potential token buyers. Furthermore, HELIX Orange protects privacy and acts as an external reference that all parties can trust. This is done by managing token buyers’ identities on a permissioned blockchain. HELIX Orange checks the identity in different ways (e.g. passport scans, digital identity cards, video authentication, bank accounts or credit cards), depending on the nationality. By using HELIX Orange, the start-up receives all necessary KYC/AML during the onboarding process, before any investments are collected. The token buyer does not necessarily need to disclose the identity to the start-up in that process. It will be disclosed only on request by regulatory authorities or banks accepting fiat money or converting cryptocurrency into fiat.

HELIX Orange wants to make ICOs and token sales safe, smart and efficient, and to enable trust among regulatory authorities and token buyers. With HELIX Orange, we want to become the platform of choice for high-quality ICO projects, allowing the project teams to focus more on developing their project instead of regulatory issues and marketing.

As a matter of principle, you should not offer a service to others before trying it out yourself. This is one among many reasons why we have decided to conduct our own ICO: to prove the
quality of the HELIX Orange platform, to finance the further development of the platform and to build up a sizable base of token buyers for our future clients.

Benefits in a nutshell:

- Breaking down the REG-wall (KYC and AML checks)
  - Providing audit-proof identity management and clearing of investors
  - Beating down funding costs to a minimum (access to high-quality, pre-cleaned investors and reduced burden/costs for investors to go through multiple investment clearing processes)
  - Freeing up ICO team resources
- Access to a pool of active and REG-cleared investors
  - Speeding up the investment process
  - Axing marketing and sales costs
- Protection
  - Pre-screening ICOs before admitting them onto the platform establishes another layer of scam-protection
  - Protecting investor specific data, while – upon clearance – providing the ICO initiator with the required data in an audit-compliant format
- Preferential terms and exclusive bonuses to invest in listed ICOs
  - Subject to VIP status (investors holding a minimum amount of HELIX Orange tokens (HIX))

2. HELIX Orange - A project by Blockchain HELIX AG

2.1. Blockchain HELIX – the Home of Digital Identity

Blockchain HELIX’s goal is to enable trusted and secure digital economies and societies. A legally compliant, secure and sovereign Digital Identity for citizens and consumers and an efficient data management for companies and administrations.

Blockchain HELIX enables companies and administrative entities to use a very efficient data management – from the first steps of gathering the data to a reliable self-administering dataset of its customers. Effective, in compliance with European regulations, GDPR (General Data Protection Regulation) & ePrivacy and at the same time strengthening the consumer. Companies will lower easily the cost of data acquisition, validation, management and storage. Blockchain HELIX is the DNA of the Digital Identity. HELIX creates transparency and sovereignty for the user, for the first time enabling the user to control and see which entities are using the users’ data.

2.2. Company History

Blockchain HELIX AG has been registered as a joint stock company. All shares are owned by the founder Oliver Naegele. Blockchain HELIX is a blockchain based digital identity solution. With this identity platform, you can create digital identities at the highest level of trust.
2.3. Existing Product
• **Blockchain-in-a-box** The HELIX Box is an ad hoc Blockchain infrastructure for Showcases and Hackathons.

• **HELIX Alpha** Our initial release demonstrates the validation of user data in compliance with German laws and regulations. Therefore, you have to use the HELIX Alpha App Authenticator in combination with HELIX Alpha Browser version.

2.4. Achievements
Blockchain HELIX AG has been following a very successful path since its founding.

**OUR ACHIEVEMENTS –
A SUMMARY OF HIGHLIGHTS**

04-2016 Kick Off
08-2016 Start: Development of the identity platform Blockchain HELIX
09-2016 Blockchain-in-a-Box: Demonstration and project hardware with full blockchain infrastructure
09-2016 Creating and conducting LegalTech workshops on blockchain/ smart contracts for law firms and technology companies
10-2016 Creation of Blockchain infrastructure based on distributable Docker containers
10-2016 Global Entrepreneur IBM
11-2016 Establishment of a separate blockchain community with more than 2500 members meanwhile
11-2016 ALPHA Version User Portal
11-2016 Hackathon together with IBM
2.5. Media Coverage
Getting press coverage is hard work, so it is worth to mention.

- BTC-ECHO¹
- Börsen-Zeitung² ³
- Ccn⁴
- CoinDesk⁵
- FAZ⁶
- FinanzNachrichten.de⁷
- Forbes⁸
- IT Finanzmagazin⁹ ¹⁰
- Paymentandbanking¹¹
- Süddeutsche Zeitung¹² ¹³
- t³n¹⁴

2.6. Awards
**TIE50 SILICON VALLEY WINNER 2017**

On the 5th of May 2017 the team of Blockchain HELIX went to TIE50 Awards to compete against 3000 other Startups and finally won the TIE50 Award 2017.

TIEcon is the world’s largest entrepreneurship conference with more than 6300 attendants across the world - including CEOs of established companies to first-time entrepreneurs creating new companies, to leading investment professionals and corporate executives. The conference
attracts loyal participation from top technology companies, leading venture capital firms, and global service providers.

3. This is HELIX Orange – Generation ICO

3.1. Team

Our team is composed of highly trained and experienced people, who help to achieve the project goals in delivering an optimum.

- **Oliver Naegele. Founder & Visionary, HELIX Orange**

  Oliver is responsible for the vision and concept of HELIX Orange. For more than 15 years, Oliver has been an IT specialist and consultant for security, enterprise java, intranet, extranet, infrastructure, databases and virtualization. In these broad fields, Oliver has a deep understanding of digital identity management and distributed authority. He is the initiator of the Blockchain Frankfurt Meet-Up, of the German wide network FinTech Headquarter and one of the founding members of Germany’s association for blockchain.

- **Felix Scheffka. Analytics, HELIX Orange**

  Felix is, inter alia, responsible for the analytical setup of the token model as well as the underlying business plan of HELIX Orange. Besides his activities for HELIX Orange, he is a partner at a provider of quant solutions for the financial services industry. Felix also founded Frankfurt’s local FinTech meetup, which is with +2,900 the biggest meetup-based FinTech community in continental Europe. He is holding a M.Sc. in Financial Analysis from Jönköping International Business School (Sweden), where he also has a position as a guest lecturer for FinTech and Innovation in Finance.
• **Alexander Rockstroh. Operations, HELIX Orange**

Alexander is responsible for the Operations Management of HELIX Orange. He has more than 20 years of experience in the finance and IT industry. Focused on service delivery and international senior line management consulting. From “Ideation to Service” specialist covering process analysis, strategy definition, standardization and program/ project implementation from a process, technology, functional and cultural perspective.

• **Lothar Meffert. Full Stack Developer, HELIX Orange**

Lothar understands any code a human can develop. He is a developer with a broad and deep understanding and experience of docker, full stack development, sophisticated testing and of course in blockchain, especially Ethereum. He has worked in many projects for the German government and many brands like Mini and BMW.

• **Juergen Jungwirth. Blockchain Developer, HELIX Orange**

Juergen has been an entrepreneur for most of his life and possesses a profound business knowledge. He is a strong software craftsmanship advocate and blockchain enthusiast. Juergen earns his living as developer, data protection officer and digitalization consultant. He is also co-founder of the design agency Emporion Kreativagentur.
- **Sandra Richter-Janicijevic. Marketing, HELIX Orange**
  Sandra is responsible for the marketing efforts of HELIX Orange. She is our marketing manager and she has worked in marketing and communication agencies for many years before joining Blockchain HELIX and FinTech Headquarter. Her love is online & community management and being with people. Therefore, it is Sandra’s achievement, that our community is so strong and vibrant.

- **Boris Markic. Brand Strategy, HELIX Orange**
  Boris is responsible for the brand strategy of HELIX Orange. He has a track record of 16 years of brand building, strategy and communications for all kinds of industries. From start-ups to large corporations, from food to finance. In 2002 he founded his first digital design agency together with a partner from school. While graduating at the Hochschule Mainz he went to New York to work with Siemens and later to Paris for the design studio intégral Ruedi Baur. Back in Frankfurt he founded the design & communications agency Gegenwart with his partner Steffen Schaller.

- **Steffen Schaller. Creative Director, HELIX Orange**
  Steffen is responsible for the brand design of HELIX Orange. He has a track record of 10 years of brand building, design and communications for all kinds of industries. From start-ups to large corporations, from food to finance. In 2008 Steffen founded his first company: a mobile app development studio named “Zeichenkraftwerk”. After graduating at the Hochschule Mainz, he went back to Frankfurt and founded the design & communications agency Gegenwart with his partner Boris Markic.
• **Dennis Schmitz. UX Designer, HELIX Orange**

After having worked in several agencies, Dennis founded his first company four years ago. Since then he has specialized in branding and user interface design. Dennis thinks fast and designs quickly. He is also co-founder and art director of the design agency Emporion Kreativagentur.

• **Alexander Kuchta. Lean Startup Consultant, HELIX Orange**

Alex is an economist turned startup entrepreneur and lean startup enthusiast. Having been engaged in several startup projects in the last 4 years, Alex has quickly embraced the advantages of a strong user centric development process. He consults corporates and startups on product and business model innovation. He is also co-founder of the design agency Emporion Kreativagentur.

• **Alexandra Ziegler. Responsible for Explanatory Videos, HELIX Orange**

Alexandra Ziegler acquired her German University entrance qualification in 1994, toured Europe with Holiday on Ice and then studied theatre, film and media science, as well as media sociology. During her studies she completed various trainee programmes at TV stations and worked as a reporter, editor, host and independent journalist. She started at RTL Hessen as a trainee and then worked as a permanent employee for various TV stations and production companies. Alexandra has been an independent director and producer for well-known TV productions and companies for 14 years. She also has many years of experience as a marketing director. Her areas of expertise also include content marketing, influencer marketing, storytelling (for film, print, and audio), press texts, newsletters etc. Alexandra speaks German, English, Spanish, French, and Italian.
• **Christian Melcher. Community Management, HELIX Orange**

Christian is responsible for the Community Management of HELIX Orange and also a Blockchain enthusiast by heart. During his job as project manager his focus was on product development as well as marketing strategy. He is the co-founder and CEO of CryptoMath, a digital marketing agency specializing in Initial Coin Offering.

• **Carsten Schuchmann. Community Management, HELIX Orange**

Carsten is responsible for the Community Management of HELIX Orange. He has worked with numerous social media platforms for many years, has organized events, and has taken care of marketing strategies for different companies and brands as a promoter or project manager. He is into crypto and ICOs for a couple of years and now part of the CryptoMath Company and HELIX Orange team.

• **Kim Körber. Voice of HELIX Orange**

Kim is a University dropout, entrepreneur, business angel and advisor that wants to change the world for good. His past lies in FinTech and IoT, his passion with HR and New Work. He is currently building HRTech startups and advising SMEs as well as Enterprises on how to deal with employees, leaders and the future of HR in digital era including technologies as blockchain and artificial intelligence.
Ansik graduated from Indian Institute of Technology Madras and Frankfurt School of Finance and Management, and brings in complex understanding of financial modeling, engineering, and software development. He has multi-disciplinary experience in academia, IT, general management, data analytics, and finance, and is responsible for developing core-platforms of FinTech startups.

3.2. Advisory Board
Each of our advisors was invited to join this team because of the exceptional experience in leadership and technological expertise.

- **Ansik Mahapatra, Analytics, HELIX Orange**

- **Henri de Jong**, Quantoz, Business Development

- **Dennis Weidner**, Paranoid Internet, Founder
• Jürgen Weiß\textsuperscript{17}. Seal One, Member of the Board

• Dr. Osman Sacarcelik\textsuperscript{18}. Banking and Regulatory Lawyer

• Jochen Siegert\textsuperscript{19}. FinTech Influencer & Co-Publisher „Payment and Banking“

• Maximilian Voigt\textsuperscript{20}. Managing Director, Gründermaschine

• Dr. Michael Rundshagen\textsuperscript{21}. Vice President, Cognizant
• Jakob Gülünay\textsuperscript{22}. CEO, Fork Wealth

• Kęstutis Gardžiulis\textsuperscript{23}. Founder and CEO, Etronika

• Toni Caradonna\textsuperscript{24}. Head SDE, Synectics Europe

• Dr. Sooyong Park. Director, Blockchain Center at Sogang University

• Sven Laepple\textsuperscript{25}. Founder, ASTRATUM
3.3. Claim
“Generation ICO” – our claim reflects the structural change start-up financing is facing, moving from a world full of intermediaries and red tape into a token economy. While some ICO projects (like ours) will ask for a pre-payment of services and raise “utility tokens”, others will offer a participation or profit sharing via “security tokens”, for instance. Legal and regulatory requirements between various kinds of tokens differ a lot. But all of them have one requirement in common: trusted token buyers, which have passed sound KYC/AML processes. The HELIX Orange platform will become the place, where ICO projects and trusted token buyers meet.

3.4. Mission
Our mission is to develop the world’s first sustainable ICO ecosystem for investors and ICO projects.

3.5. Vision
HELIX Orange establishes a regulatory compliant and sustainable ecosystem for international investors and global ICOs.

3.6. Motivation
We are convinced that ICOs have the potential to democratize our economy and significantly improve the efficiency of funding processes. ICOs are a technological development with the potential to complete our classic ways of financing, and, in the long term, to replace them.
3.7. Current Situation
ICOs offer a new way for young & innovative enterprises to raise capital at early stages. Almost 5 billion USD were raised by about 440 ICOs in 2017. In 2018 there are so many ICOs already published or in stealth mode (approx. 900) that we can call it a turning point. Many non-Crypto Companies are targeting ICOs as they see the potential to fund their projects.

3.8. Problems
Previous ICOs have highlighted significant risks and uncertainties for investors and ICO projects due to unknown regulatory and legal requirements in relation to investors’ identities. Lack of trust by governments, regulatory authorities and central banks has led to the first bans of ICOs. Other regulators have issued warnings to the public. Additionally, an ICO usually is one-time event for a company which have to be realized within an ambitiously planned time frame and requires a relatively complex technical and operational setup. This leads to manifold challenges, e.g. regarding KYC/AML processes or very high marketing and funding costs.

3.9. Solution
The HELIX Orange platform identifies the legal and regulatory requirements of investors’ country of residence and determines the volume to which the investor can participate in a given ICO. HELIX Orange analyses national regulations regarding investor protection, anti-money laundering and taxation for that purpose. HELIX Orange reviews the relationship of ICO projects and relevant investors, providing a clear and transparent audit trail for regulatory authorities and thus increasing legal certainty for all parties.

3.10. Advantages
For the token buyer, HELIX Orange offers a one-stop solution for identifying interesting ICO projects. The token buyer needs to pass KYC/AML procedures only once and retains full control over his identity.

For the ICO project, HELIX Orange offers access to a sizeable pool of potential buyer, who have already passed all necessary KYC/AML checks and are ready to purchase offered tokens. For regulators and national authorities, HELIX Orange offers a full audit trail of the token buyers’ identities, which HELIX Orange can disclose on request of the ICO project.

As HELIX Orange only acts as a neutral platform it does not act as an investment broker. All information is based on objective, processed data coming from the individual ICO projects. HELIX Orange is not curating ICO projects.

3.11. Roadmap
Our roadmap of building up HELIX Orange consists of three major streams:
1. Technical
2. Legal
3. Marketing

First, we are building up the technical platform for HELIX Orange. It will consist of the following parts:

- **Token buyer onboarding process**
  - Verifying the identity of the token buyer in different ways (depending on the relevant jurisdiction and at the choice of the token buyer), e.g. sending passport copies, video authentication, national id cards or other forms of national digital identities, link to bank accounts
  - Registering the identity on a private blockchain solution developed by Blockchain HELIX (Alpha version already in place)

- **ICO project onboarding process**
  - Receiving all necessary details and documents from the ICO project, e.g. one-pagers, white paper, white list
  - Conducting an ICO health check to avoid obvious fraud or scams

- **Matching process (HELIX Orange is not actively promoting ICO projects)**
  - Offering the token buyer a list of white-listed^1 ICO projects
  - Receiving his indication of interest to purchase and forwarding it to the ICO project

After building up the technical platform, we will expand it step-by-step to all relevant jurisdictions covering a sizeable community of token buyers and allowing for ICO investments. This requires talking to international law firms and building a sound understanding of the legal and regulatory situation in each jurisdiction, initially and on an ongoing basis.

Finally, we need to get in contact with international ICO projects and present our HELIX Orange product to them. While we have already received many inquiries from ICO projects, which have heard about our future service offering, we need to spread the news also after our own ICO. The HELIX Orange team has already a broad international network and excellent relations to several ICO communities in Europe, Asia and the Americas.

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1 Meaning that token buyers will only receive information about ICOs that he legally can participate in
4. HELIX Orange ICO Platform

4.1. Platform Overview
The HELIX Orange platform identifies the legal and regulatory requirements of investors’ country of residence and determine the volume to which the investor can participate in a given ICO. HELIX Orange analyzes national regulations regarding investor protection, anti-money laundering and taxation for that purpose. HELIX Orange reviews the relationship of ICO projects and relevant investors, providing a clear and transparent audit trail for regulatory authorities and thus increasing legal certainty for all parties. HELIX Orange will work with external legal partners and does not act under Legal Services Act (Rechtsdienstleistungsgesetz). The platform is operated by Blockchain HELIX.

4.2. ICO Project Onboarding Process
The onboarding process for the participating ICOs is straight forward and includes a framework for a high-level classification into 3 different categories as proposed by the FINMA (Swiss Financial Market Supervisory Authority) and BaFin (German Federal Financial Supervisory Authority):

- Payment tokens (Cryptocurrencies)
- Asset Token (or tokens are analogous to equities, bonds or derivatives)
• Utility Token (to provide digital access to an application or service)

The process is context sensitive to step forward into a risk based decision to ensure that each ICO on the platform matches the requirements to deliver maximum maturity for the investors. Directly with the positive feedback to participate, the ICO Project gets a personalized access to add all information for the Digital Identity of the Project owner with KYC/AML checks and to update all project related information.
The Tokens of the ICO projects are not traded or sold on the HELIX Orange Platform. As the platform ends with the qualified lead for the ICO project, HELIX Orange is not providing business under the German Banking Act (KWG).

The 3 different pricing models lead to different billing procedures that relates to different Smart Contract Template.

<table>
<thead>
<tr>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
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<tbody>
<tr>
<td>Small ICOs</td>
<td>Medium ICOs</td>
<td>Big ICOs</td>
</tr>
<tr>
<td>No entry fee</td>
<td>Low entry fees</td>
<td>Flat fee</td>
</tr>
<tr>
<td>Pay for investors</td>
<td>Reduced price p. investor</td>
<td>No additional cost p. investor</td>
</tr>
<tr>
<td>Pay for KYC</td>
<td>KYC included</td>
<td>Compensates new investors</td>
</tr>
<tr>
<td>Pay on usage</td>
<td>Delayed payment</td>
<td>Delayed payment</td>
</tr>
</tbody>
</table>

4.3. Investor Onboarding Process
We differentiate between private investors that are handled by the jurisdiction of their given residency as small investors and the institutional investors that are treated as accredited investors by the given local law as well. If the investor onboards without a direct investment, the process is described as Whitelisting. To prevent spam and unnecessary expenses, the investor is asked to pay a small fee that he will get refunded with his first investment. Each investor will go through a compliant KYC/AML process with a suitable proof. In most cases, this includes an automated video identification service that cover more than 205 countries and various formal documents. The checks are validated against AML/CTF (Anti money laundering/Counter-Terrorist Financing) with the most accurate PEP (Politically Exposed Persons) and sanction lists available. As we proved the identity legally compliant, we can setup
the Digital Identity on our Blockchain HELIX platform and give the investor their own dashboard. Every aspect of the personal data is stored encrypted with a Key Management Technology based on the Blockchain HELIX platform and infrastructure. Each transaction and each login will be authorized by the HELIX Orange App.

4.4. Matching Process
The requirements for regulatory compliance is defined by a match of the jurisdiction coming from the country of the ICO project and the residency as a tax payer.

HELIX Orange as an ICO Platform is looking for the two axes for regulatory compliance: The ICO project on the one hand and the jurisdiction of the investor on the other hand. Both sides of the information sources are queried with different necessary parameters to match the regulatory demand. HELIX Orange does not provide legal services.

The nucleus of our platform will be our trusted digital identity coming from our award-winning Blockchain HELIX technology for the investors (individuals as well as institutions). As we can add any kind of information that is needed to declare the proof to take part in any ICO worldwide, we can setup a matrix in between country of issuance and the jurisdiction for the ICO. With this we can go for different concepts like accreditation, upload of any kind of document etc. As the investors’ data is proven on the HELIX Orange platform the data can be used repeatedly and is convenient for the investor.

4.5. KYC/AML Process
To check the validity of the participating members, we need to fulfill a compliant KYC (Know Your Customer) Process. To ensure maximum accuracy and minimum false positives, we decided to integrate a video-identification technology. The Identity verification solutions manages fraud prevention and compliance with KYC regulations. Enroll our customers online by verifying their ID card, Passport, Driving License etc. in real-time. It supports documents from more than 205 countries and includes PEP and sanction checks on a daily updated basis of more than 3 Mio. entries from more than 100.000 media sources. The service is scalable and based on AI and provided by our partner Veriff. The AML checks are provided by Thomson Reuters World-Check as a market leader and a standard for financial services.

5. Blockchain Technology as a Key Enabler
5.1. Infrastructure
HELIX Orange is based on its own Blockchain infrastructure to cover all aspects of a sustainable and legally compliant Digital Identity Platform fulfilling the commandments of the General Data Protection Regulation (GDPR). The infrastructure is based on various high secure data centers and security hardware. With anchor points in Switzerland with our partner OpenFactory and
Germany with our partner Interxion as well as 4 more locations through cloud services. With Interxion we provide a unique Key-Guardian-Service to deliver maximum key management flexibility. The Nodes are operated by different Cloud-Services providers. Blockchain HELIX is targeting a standardization of Blockchains and distributed ledger technologies to support interoperability and data interchange among users, applications and systems. We support ISO/TC 307 for Blockchain and electronic distributed ledger technologies. The standardization will give first results in Q4/2019.

5.2. Key Management
To enable a sustainable and convenient Digital Identity Service, we need to make certain adoption to the way we act with Key Management. We cannot make the customer responsible for the proper handling of cryptographic. A better, more secure method is needed to safeguard the identity and privacy of web-users. The technology of Blockchain HELIX is based on a distributed network provided by Hosting, Security and Industry partners. To ensure maximum security we use HSM’s (Hardware Secure Modules) Crypto Server SDK feature, which allows us to run security-critical code protected within the HSM boundary. This provides users with maximum flexibility and long-lasting security. The different procedures like:

- Creation of new key
- Renewal of existing key
- Deletion or lock of stolen or lost keys

Is subject of a clear governance structure and still providing privacy by using individual encryption on all levels. With our partners Interxion (Market leader in Europe for Colocation operating more than 50 datacenters worldwide) and Exceet (Technology leader in Secure Solutions for health and IT-Security from Germany) we are building the key elements to enable Digital Identities for our HELIX Orange identity platform with highest certification and security levels (FIPS (Federal Information Processing Standard) Level II) coming from a compliant infrastructure with specialized Hardware Secure Infrastructure. To ensure that each transaction and each login is secure, we are using the HELIX Orange App. This App receives the private key securely during the onboarding process so that the user can interact with maximum privacy and security. The user owns his private and public keys and encrypts all sensitive Digital Identity data individually.

5.3. Features
The HELIX Orange Platform is a modular approach to meet the specific needs of a modern community platform. Every stakeholder has its unique private and public pages if desired. The platform is built to integrate 3rd party functionality later like reporting, analysis, social media channels and others. With the use of a message bus we can communicate between different attached technologies to give users an interactive interface. Additional components can be added on the fly. The HELIX Orange platform will be decoupled from the personal user data coming from their Digital Identity based on Blockchain Technology. The combination of
Blockchain Technology as a high secure anchor point of Identity Data and Smart Contracts as a programmable Trust Center and a community portal solution to handle the high demand of user interaction and information.

**SHORT-TERM FEATURE**
Possibility to register and describe your ICO campaign (project name, detailed description and specify a link to the video about the project).

5.4. Additional Functions
The platform has the ability for scoring and rating based on a role-based user model. The activities of the ICO-projects are tracked to give investors an impression of relevance and demand. Different communication channels are provided for an interactive jointly discussion. All stakeholders can exchange sensitive data in private data rooms with version control and maximum security for data protection. ICO projects can provide blog and forum functionality.

5.5. Impressions
**MARKETPLACE – All projects in an overview**

Marketplace - All projects in an overview.
PROJECT DETAIL – Show your relevant business details

Executive Investor Summary

HELIX Orange is targeting the massive need to fulfill the regulatory requirements for any ICO and is building up a platform to give startups a head start in token design and sales. By using HELIX Orange, each token buyer needs to pass through the KYC/AML process only once and can use his trusted identity repeatedly. In this course, a community of token buyers is created on the HELIX Orange platform which continuously increases the value of the platform for new ICOs.

Financial Requirements
6. HIX - The HELIX Orange Token

6.1. Value and Strategy
The HIX token is a utility token that fuels the HELIX Orange ecosystem. It is not a security. The value of the token will grow in line with ecosystem expansion. It should be clear that there is a direct token utility from the launch of the network, and unlike many other tokens, HIX has intrinsic value. Any service offered to investors or ICO projects will be payable in HIX. With the issuance of the token beginning with the private sale, we will provide the right to access the platform for token owners with a limited set of features.

The economic value of services offered on the HELIX Orange platform may differ over time and there are several factors that can lead to an increased value of these services. The most important one to mention is that a growing community of investors on the platform will increase the value for an ICO project to be listed on it. Also improving quality of investors (e.g. in terms of average investment amount) or ICO projects will add value to the services on the platform and increase the willingness to pay for these services. Simultaneously, a strong deflation mechanism will be implemented, by constantly burning a high percentage of the tokens collected. Since the services available will be priced according to their economic value to the user, services fees denominated in HIX may be adjusted according to the market price of HIX. To give an example: In case the price of the HIX token increases over a certain period, the actual amount of HIX payable for a service will decrease, giving each HIX token a higher economic value.

Even though HIX is bound to value adding services, it is worth mentioning that the price of HIX after the initial issuance will be driven by demand and supply and cannot be derived directly from the activities of HELIX Orange.

Please note that holding HIX does not trigger the right of redemption cash or cash equivalents or the payment of a fixed or determinable income by HELIX Orange. Furthermore, it does not comprise any governance or voting rights related to Blockchain Helix AG as a company nor to HELIX Orange as a platform. The HIX token is not an asset investments.

6.2. Token Supply and Specification
A total of 5 billion HIX tokens will be issued on our Blockchain using a smart contract. HIX will comply with the ERC20 standard and will be freely transferable.

Our Blockchain Technology is based on the Ethereum Blockchain and is forked to a private Blockchain in the way to participate in future development and improvements. It was the natural choice for this project due to its broad adoption and industry-standard for issuing tokens or digital assets. The compatibility with the ERC20 standard and the advantages in terms of development tools, wallets, exchanges, and human resource expertise.
If HIX are used to buy services within the HELIX Orange ecosystem, up to 100% of these tokens collected by HELIX Orange will be burned to decrease the overall supply of HIX tokens outstanding. Remaining tokens collected will only be used to be distributed to users of HELIX Orange services (e.g. as referral fees for attracting new investors) or – at a later stage – to fund new services added to the ecosystem. While no fixed burn rate will be determined, we strive to burn most of the collected tokens, while reserving the right to adjust the burn ratio in considerations of the current market environment (e.g. the amount of HIX distributed to investors during a specific time period.

HELIX Orange will not act as a market maker e.g. by selling HIX for profit or by taking influence on market prices by providing liquidity on exchanges.

6.3. Pricing Model and Initial Service Fees
The fee model on the HELIX Orange platform is designed to offer optimal conditions for different types and sizes of ICOs. Therefore, a pricing model with three different packages has been designed, which is shortly explained below. Please note that actual prices for services on the platform after launch may differ from these assumptions.

COMPONENTS OF SERVICE FEE
There are four main components that define the pricing models applied on the HELIX Orange platform:

Platform fee – A one-off fee that needs to be paid by the ICO project to be listed on the HELIX Orange platform. The amount of this fee strongly varies for the different packages and reaches from zero for the entry package (Silver) to a flat fee covering any additional costs (Platinum).

Investor fee – A fee charged to the ICO project for any (identified and legitimated) investor/token buyer that is delivered to ICO project via the HELIX Orange platform. The amount of this fee varies for the different packages offered.

New investor reward – ICO projects will be compensated for supplying new investors to the HELIX Orange platform. If an investor that is associated with an ICO project (e.g. by using a customized link or entering an identification code) participated in an ICO for the first time, the ICO project will be rewarded with an amount of HIX tokens.

Terms of payment – Depending on the selected package the terms of payments will differ, especially regarding the tie for payment allowed. While the entry package enables ICO to limit initial costs for using the HELIX Orange service, it will require them to pay for each investor directly when the investor participated in the ICO or buy a contingent of investors and pay upfront. The packages associated with a “platform fee” will enable ICO projects to split or delay payments to be due after their soft cap has been reached.
Following conditions may apply for the three packages within the pricing model (may vary over time):

<table>
<thead>
<tr>
<th>Package</th>
<th>Platform fee</th>
<th>Investor fee</th>
<th>New investor reward</th>
<th>Terms of payments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silver</td>
<td>none</td>
<td>2,000 HIX for each investor participating</td>
<td>No reward for new investors supplied to HELIX Orange platform</td>
<td>Investor fee is due immediately on participation or contingents of investors may be purchased and payed upfront (discounts offered for bigger contingents)</td>
</tr>
<tr>
<td>Gold</td>
<td>5,000,000 HIX</td>
<td>1,000 HIX for each investor participating</td>
<td>500 HIX for each investor supplied to HELIX Orange platform on time of the first participation</td>
<td>Platform fee is due after ICO project reaches its soft cap, investor fees apply after ICO project has been concluded</td>
</tr>
<tr>
<td>Platinum</td>
<td>15,000,000 HIX</td>
<td>None, any investor participating is payed for by the platform fee</td>
<td>500 HIX for each investor supplied to HELIX Orange platform on time of the first participation, limited to 10,000 investors per ICO</td>
<td>Platform fee can be split to be partially due at different points in time. Terms of payments are a customized agreement for each ICO project deciding to go for the platinum packages</td>
</tr>
</tbody>
</table>

The following illustration gives an example which package may be the most cost efficient for which size of ICO project.

The assumption here is that 20% of the total investors are supplied by the ICO project (and it is compensated for them), while 80% are investors that have been registered to the HELIX Orange platform previously:
In this example “Silver” is the best solution for small ICOs with 5,000 or less investors. “Gold” will be the cheapest for mid-sized ICOs with between 5,000 and 20,000 investors and big ICOs with +20,000 investors will pay the least if they decide to use the “Platinum” model.

6.4. Benefits of HIX Usage for Users and within the Ecosystem
HIX enable users to access services provided within the HELIX Orange ecosystem. Since services are denoted and payable in HIX, holding HIX is necessary to access these services. Since the service fees are based on the fundamental value created by the services the actual prize denoted in HIX may be subject to change along with the market price of HIX. If a service is priced at 500 HIX at the time of token issuance and the token prize doubled over a period, the same service may be priced at 250 HIX. As a holder of HIX this leads to an increase of buying power of each token (while this works the other way around with increasing service fees in case of decreasing HIX prices). Additionally, the services provided by HELIX Orange are expected to increase in value with a growing community participating in the ecosystem. This may boost demand for HIX over time and increase the willingness to pay higher prizes of users for the services offered.

6.5. HIX Price Variations
It is important to understand that price of HIX will vary over time. While there is an indefinite number of potential factors influencing the price, some important ones are listed below:
7. The Initial Token Sale (ITS)

7.1. Behind the HELIX Orange ITS
The Initial Token Sale – ITS – is a process to issue a new blockchain based token that will enable buyers to consume a product or service to be provided in the future. In this case, HELIX Orange is issuing the HIX token to enable ICO projects to consume services offered on the HELIX Orange platform. The ITS does not resemble in investment in the corporation pursuing it, in this case the Blockchain Helix AG.

7.2. Token Issuance
With our Initial Token Sale (ITS), we want to achieve two goals at the same time:
1. Establishing a pool of investors for HELIX Orange platform
2. Financing further development of the platform

Following table summarizes the key properties of the HELIX Orange ITS:

<table>
<thead>
<tr>
<th>HELIX Orange Token</th>
<th>HIX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Token Type</td>
<td>Utility token</td>
</tr>
<tr>
<td>Function</td>
<td>Payment for services rendered by the HELIX Orange platform</td>
</tr>
<tr>
<td>Exchange rate</td>
<td>100 HIX = 1 EUR</td>
</tr>
<tr>
<td>Number of Tokens</td>
<td>5 billion</td>
</tr>
<tr>
<td>Soft Cap</td>
<td>100 million HIX</td>
</tr>
<tr>
<td>Hard Cap</td>
<td>3.5 billion HIX</td>
</tr>
<tr>
<td>Emission quota</td>
<td>70%</td>
</tr>
</tbody>
</table>

The capitalization (hard and soft), as well as the resulting number of tokens and emission quota have been derived in a careful bottom-up cost estimation. By reaching the soft cap, HELIX Orange will be able to operate the HELIX Orange platform for a foreseeable time, offering basic services on a limited scale. Reaching the hard cap will enable HELIX Orange to sustainably scale the platform, grow the investor and ICO community to a
globally competitive level and further develop it into an open architecture that enables seamless access to additional services to its users.

7.3. HELIX Orange ITS Phases

<table>
<thead>
<tr>
<th>Phase</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Announcement</td>
<td>February 26, 2018</td>
</tr>
<tr>
<td>Kickoff Event</td>
<td>March 6, 2018</td>
</tr>
<tr>
<td>Private Sale</td>
<td>March 29, 2018</td>
</tr>
<tr>
<td>Start Pre-Sale</td>
<td>July 12, 2018</td>
</tr>
<tr>
<td>End Pre-Sale</td>
<td>July 27, 2018</td>
</tr>
<tr>
<td>Start Main Sale</td>
<td>September 13, 2018</td>
</tr>
<tr>
<td>End Main Sale</td>
<td>October 31, 2018</td>
</tr>
</tbody>
</table>

The HELIX Orange Token Sale consists of three phases. Each of them will offer different token prices and purchase amount bonuses or discounts. Companies and individuals are invited to participate in investing. Investors will have the chance entering the project at three different times. Here applies: the earlier the investment, the lower is the cost of entry.

**Phase 1** starts with the Private Sale on 29th of March 2018. In this phase 1 we will offer 300 million of all HIX-Token for purchase with a bonus of 50%. This means that each Private Sale participant will receive an extra 100% of the number of tokens he purchases on top. The minimum ticket size starts with 100,000 EUR. In return the investor receives an intermediate pHIX token that is ERC20 compliant in his wallet. We will donate the bonus tokens starting with the establishment of the final HIX token after the Main Sale to prohibit speculation. The pHIX token will be transferred to the final HIX token after the Main Sale.

The Private Sale is followed by **Phase 2**, the public Pre-Sale. It takes place from the 12th to 27th of July 2018. Everyone investing in the public Pre-ICO phase will receive a 30% bonus. HIX tokens with every investment limited to an amount of 100 EUR minimum and 2,000,000 EUR maximum. Cap is 500 million HIX tokens in combination with the already received private sale amount.
**Phase 3** starts with the Main Sale on 13\textsuperscript{th} of September and runs until the 31\textsuperscript{st} of October 2018. The minimum ticket size will start with 500€ without any bonus or discount program. Maximum ticket size is 2,000,000 EUR per investment. All unsold tokens will be burned after the end date is reached.

If the Soft Cap of 100 million sold HIX is not reached before the end of the Main Sale, all payments will be returned, minus fees depending on the payment method (bank transfer, blockchain gas or other transaction fees).

The pHIX token will be transferred to the final HIX token **after the Main Sale**. All bonuses are donated at the transfer to the final HIX token. With the establishment of the HIX token starts the platform services for the token holders.

### 7.4. HIX Distribution and Allocation Scheme

**DIAGRAM TOKEN DISTRIBUTION**

![Diagram showing token distribution](image)

**TOKEN DISTRIBUTION**

**Community** 10\% of the minted tokens will be used to support building the initial community of investors on the HELIX Orange platform, as well as reward investors for actively engaging in managing the community throughout the ICO.
Team The team running the HELIX Orange Initial Token Sale (core team as well as advisors) is partially compensated in HIX tokens. Also, external service providers – e.g. smart contract security audits – will partially be compensated in HIX.

Bounty The HELIX Orange bounty program rewards certain activities during the ITS, including referrals and other activities that are considered bounty.

Legal, Tax & Advice Legal review of documents created during the ITS, as well as ongoing consultation regarding the setup of the HELIX Orange platform will partially be compensated in HIX. Same goes for tax consulting services, as well as additional advice that may be required during the ITS. The latter does not include the token-based payments made to our advisors, which are covered by the tokens reserved for the team.

SALE PROCEED ALLOCATION

Technology Programming of different technology stacks and the need for high security standards lead to high technology expenses. This ensures a strong market relevance and advantage against competitors. The Blockchain HELIX Technology is providing a very strong starting point and an ideal solution for further growth and scalability.

Legal HELIX Orange is a RegTech project. We expect to have a legal partner in almost any country that we add to our regulatory framework. The Core team will be added with legal advisors as well. We further expect to have costs for the different proofs by the national regulators and the fast changes in regulation do to the early market.

Business Development To become a strong HELIX Orange Community, we need to extend our services to international scale very fast. The demand for our service is worldwide and a lot of the solutions that we provide can open markets as regulators gains new trust in ICOs. For instance, South Korea is faced with the challenge to provide a trusted KYC process in order to open the market for ICOs again.29

Operations As HELIX Orange is based on a dedicated infrastructure and a high security standard, the expenses are relevant. The costs for support, maintenance, hosting and audits are planned with technology partners so that HELIX Orange can concentrate on the core services. Additionally the team will be extended to fulfill all challenges without 3rd-party dependencies.

Marketing Our marketing expenses are planned to gain attraction for high quality ICOs that can build up trust very fast. We need to attract investors and we need to scout for the best ICOs worldwide. As we want to democratize investment, we need to promote our service with influencer marketing and ads (in the way that they are allowed on different platforms). We plan a budget for worldwide event participation and sponsorship.
7.5. How to Buy HIX
You can buy HIX with Bitcoin and Ethereum, with EUR and USD via bank. The HELIX Orange team retains the right to accept further ways of payment, e.g. other cryptocurrencies then Bitcoin and Ethereum for its Initial Token Sale. In that case, an announcement will be made via Social Media channels and on our website.

7.6. Promotion
The following activities are taken in order to promote our Initial Token Sale:
- Airdrop
- Bounty Programs
- Social Channels like: Bitcointalk, Medium, Telegram, YouTube, Reddit, Facebook, Twitter, Steemit, Kakao

7.7. Transparency and Trust
The HELIX Orange Team commit themselves to the following core values and code of conducts inspired by the CVA Policy Framework of Crypto Valley, Swiss (non-member)- as applicable.
CORE VALUES

Trust We understand the value of trusted relationships at all levels of the society and the
economy, and strive to earn and keep the trust of all those with whom we interact.
Transparency We are transparent in our dealings and protect personal privacy. We look for the
same in those with whom we work.
Collaboration We believe in the strength of enthusiastic cooperation and work to foster
collaboration within our ecosystem and the wider community.
Integrity We are honest in everything we do and take great care to maintain our integrity within
our organization and in our dealings with others.
Innovation and Quality We strive to be innovative in our work and to catalyze and support
innovation in our ecosystem and the wider community. We are committed to achieve highest
quality.
Security We ensure the highest security standards in the work we do and carefully identify,
assess, mitigate and control technological, business and societal risk.
Beneficence We believe Blockchain technology should serve a useful and necessary commercial
or social purpose.

ICO CODE OF CONDUCT

Decentralised Ecosystem (DE) Code of Conduct (DECoC)
A. DE Information Members inform the community on their web interface, or any other
communication channel, in a credible, objective and timely way about their DE and its
innovative character, including about its technical features, development and financial plan,
implementation timeline, benefits and risks (see below “B”), the management team, their
professional background, their role in the DE, and about the legal structure, corporate
organization and governance framework, storage and access of crypto assets – as applicable.
B. Risks Assessment and Disclosure Members undertake, disclose on their web interface, or
any other communication channel, and keep updated a full assessment of the risks related to
the underlying technology (functionalities, protocols), the storage and access of private keys,
the regulatory, compliance (such as KYC, AML risks), market and counterparty risks. The
assessment shall be explicit about the mitigation measures implemented or foreseen and shall
highlight the residual risk. The members ensure that all community members participating in
the DE (Decentralized Ecosystems) are fully aware of the risks associated with the specific DE.
C. Contribution and Distribution:
1. Blockchain Deployment and Distribution Members ensure that the blockchain deployment
and subsequent distribution phase (secondary market) are subject to highly secured, fully
compliant and documented, and independently audited technical allocation systems (such as
smart contracts). Members shall exercise every effort to comply with the relevant regulations
of the jurisdictions in which they actively distribute their DE.
2. **Minimum Contribution Disclosure** Members ensure all time transparency about the functionalities of the token (such as utility features, governance rights, counterparty, output and input functions), applicable regulations, issuance protocol and schedule, pricing mechanism, relevant taxation regime, contributor-based differentiations, sequential implementation of functionalities and listing plans, buy-back programs, existence of floors, envisaged burning and creation policy, treatment of any excess funding, and existence of lock-up periods for funds attributed to management. Members seek direct or indirect regulatory contact as needed to guarantee best possible certainty.

D. **Records Management** Members manage, trace and archive all transactions properly and according to prevailing laws and best financial practices. Members shall have a risk based policy in place on the KYC level they implement for the contribution and operation phase. The CVA regards it as best practice to have a minimum KYC procedure (name, address, id-scan, mail and/or mobile no) as well as an information of the source of funds procedure in place.

E. **Suitability** Members make sure that the promotion of the DE is fair, clear and not misleading, and are proactive in helping contributors to understand the technology, the risks and rewards in relation to their specific risk appetite.

8. **Status Quo & Roadmap**

8.1. **Stakeholders**

The HELIX Orange platform will have different stakeholders:

1. ICO projects,
2. investors/token buyers,
3. banks & regulatory authorities, and
4. external service providers.

While the platform will match ICO projects and investors, banks & regulatory authorities can receive KYC/AML details of all or a selection of its investors on request of an ICO project. We follow all data protection rules to protect the rights of the investors. External service providers offer additional services for investors and ICO projects on the HELIX Orange platform.

8.2. **Minimum Viable Product**

In a first step, HELIX Orange will service ICO projects and investors. Investors can register themselves on the HELIX Orange platform and after passing the KYC/AML processes, they can select among matching ICO projects presenting themselves on HELIX Orange. After pressing the “Participate” button of a specific ICO project and giving their consent, the respective project will be informed about their intention to invest.
8.3. Future Expansion
Over time, HELIX Orange will offer further services to investors and ICO projects, provided by HELIX Orange itself as well as external service providers. Those services will support investors in their investment decision process (e.g. by providing analyst reports) and ICO projects in informing investors and guiding them through the investment process.

Version 1.0 in Q4 2018 = Platform is open for Registration
Version 2.0 in Q1 2019 = MVP
Version 3.0 in Q4 in 2019 = Full featured Platform

9. Partners

EXCEET
exceet Secure Solutions is your experienced specialist for Internet of Things (IoT) and IT Security Solutions, with special expertise in the fields of health and industry.

INTERXION
Interxion is the interconnection hub for the world’s leading businesses. Operating 49 datacenters with over 20 years’ experience. The new Interxion Key Guardian Service is a key enabler for our trusted environment.

OPENFACTORY
Backbone infrastructure is the core of high-capacity Internet connections and high network availability. That is why Openfactory operates its own backbone.

SEAL ONE
Seal One provides a user-friendly method for digital signatures in online transactions. Banks can use the Seal One infrastructure for almost all transactions with their end customers. The solution for authentication and transaction security.

VERIFF
Veriff is the new standard in identity verification. Identity verification solutions for fraud prevention and compliance with KYC regulations. Enroll your customers online by verifying their ID card, Passport, Driving License etc. in real-time.

10. Risks for Token Holders
While we strongly believe in the success of our business and the HELIX Orange platform, we cannot exclude certain risks. As a matter of transparency, we would like to share with you the most relevant ones, so that you can take them into account when buying the HIX token and using the HELIX Orange platform.
There is the risk we will collect an amount of money during our ICO, which barely exceeds the soft cap.

In that case, we might not be able to move forward with expanding the HELIX Orange platform.
as quickly as we would like to do. We will deliver the MVP and the services as planned in that case, but it might take longer to add new features.

There is the risk that major crypto exchanges will not accept or include the HIX token for trading. This can lead to a less liquid secondary market for the HIX token and might affect the price of the HIX token, if you want to sell it instead of using it for services of the HELIX Orange platform.

Please be reminded that we do not encourage to buy HIX token as an investment. As a so-called “utility token”, the HIX token should be used in exchange of services of the HELIX Orange platform. Consequently, we do not guarantee that the HIX token will be offered for trading at any specific crypto exchange.

There is the risk that major cryptocurrencies will significantly decrease in value, damaging trust into this new market segment and limiting the available funding of ICO projects. This might lead to a lower demand for the services offered by the HELIX Orange platform. This is nothing we can influence, unfortunately.

There is the risk that the ICO proceeds held in cryptocurrencies will also lose value, if the underlying cryptocurrencies lose value. This means that less funds being available for further developing our platform. To mitigate that risk, we will seek professional advice how to manage the cryptocurrency portfolio in the best possible way.

There is the risk that ICOs might become illegal in many major jurisdictions, not only in a few like China and South Korea. This might lead to a significantly lower number of ICO projects and of a lower number of investors registered at HELIX Orange. While we are convinced that the HELIX Orange platform will contribute to better regulated ICOs and support national and international regulators and governments to achieve their objectives in that respect, we do not have any influence on their decision making. That said, we are committed to telling our story globally.

There is the risk that major competitors will arise, which benefit from competitive advantages due to regulation or other factors we cannot influence. First, competition is inevitable in such a rapidly growing market and we welcome it, as it underscores that we are working on the right topic. Competition will also make our product better and more successful over time. To mitigate the risk of regulatory advantages in other jurisdictions, we plan to build up a global presence over time, which will allow us to act quickly in scaling up in those jurisdictions, if necessary.

There is the risk that the smart contracts used will not work as intended or are hacked. This can lead to a partial or complete loss of the ICO proceeds and our inability to finance the further development of the HELIX Orange platform. You can be assured that we work with leading IT security experts for mitigating that risk, as we don’t want to lose any funds you as a token buyer provide to us. That said, nothing is 100% safe and we can only do our best.
There is the risk that new regulation and/or significant taxes might apply to HELIX Orange in any of the jurisdictions it operates. In that case, we will consider moving to other jurisdictions, which means additional costs might be incurred for moving hardware and/or operations. We will constantly monitor the legal and tax situation in any place we operate and take prudent actions, if this is beneficial for our community.

There might be a risk of uncertainties regarding legal treatment or taxation of purchasing, selling or any other consideration of ITX for the participants. Therefore, each participant in the ITS or HELIX Orange ecosystem should consult its own legal, financial, tax or other professional advisor regarding Blockchain HELIX AG, HELIX Orange, the HIX and the ITS (each as referred to in the Whitepaper). The information in this Whitepaper should not be considered as legal, financial or tax advice regarding Blockchain HELIX AG, HELIX Orange, the HIX and the ITS (each as referred to in the Whitepaper).

There is the risk that key members of the HELIX Orange team will discontinue supporting the HELIX Orange project. This can lead to delays and additional costs for finding replacements. All our team members are highly motivated in further developing the HELIX Orange platform. Furthermore, we will give them incentives like team tokens to stay with us and help us to write our HELIX Orange story.

11. Conclusion
HELIX Orange is the starting point for a sustainable ICO Ecosystem.
The 3 main pain points for ICO projects are targeted:
- Attract a high volume of qualified investors
- Be regulatory compliant with your investors portfolio
- Consume pre-checked approved investors profiles from KYC/AML requirements

HELIX Orange is giving ICO-Investors major advantages:
- Get a trusted Investors identity for recurring use
- Gain more security for your investments
- Protects your privacy
- Marketplace for ICOs with the highest compliance standards

HELIX Orange is a sustainable business case as it adds value to one of the most evolving markets. The combination of a Digital Identity and an ICO Community is unique and has the potential to become a standard for compliant ICOs.

12. Acknowledgements
We would like to thank our advisors and service providers for supporting us in designing the HELIX Orange platform as well as reviewing our one-pager and this whitepaper.
13. Copyright and Disclaimer

©Blockchain HELIX AG 2018 – The information contained in this document is not investment, legal or tax advice. Token Sale will not be open to Contributors being residents or citizens of the United States, People’s Republic of China, Socialist Republic of Vietnam, Republic of Singapore, or a country or territory that is the target of United States economic or trade sanctions (currently Republic of Cuba, Islamic Republic of Iran, Syrian Arab Republic, Democratic People’s Republic of Korea, Crimea region of Ukraine). All Disclaimers in the Terms & Conditions located on ico.helix-orange.com are herein incorporated by reference, and all token sale contributors are hereby integrated to adhere to all terms and risk disclaimers. Listing of the HIX Token is dependent on conditions of exchanges.

Gender Neutral. Wherever used herein, a pronoun in the masculine gender shall be considered as including the feminine gender unless the context clearly indicates otherwise.

14. Explanation of Terms

AML Anti-money laundering (AML) is a term mainly used in the financial and legal industries to describe the legal controls that require financial institutions and other regulated entities to prevent, detect, and report money laundering activities. Anti-money laundering guidelines came into prominence globally as a result of the formation of the Financial Action Task Force (FATF) and the promulgation of an international framework of anti-money laundering standards.37

KYC Process The know-your-customer (KYC) process refers to the verification of personal data and business data of new clients of a credit institution for the prevention of money laundering and terrorist financing under the Money Laundering Act 2008.

GDPR The General Data Protection Regulation (EU) 2016/679 is a regulation in EU law on data protection and privacy for all individuals within the European Union. It addresses the export of personal data outside the EU. The GDPR aims primarily to give control back to citizens and residents over their personal data and to simplify the regulatory environment for international business by unifying the regulation within the EU.38

CFT Combating the Financing of Terrorism (CFT) involves investigating, analyzing, deterring and preventing sources of funding for activities intended to achieve political, religious or ideological goals through violence and the threat of violence against civilians. By tracking down the source of the funds that support terrorist activities, law enforcement may be able to prevent some of those activities from occurring.39

PEP Lists PEPs (Politically Exposed Person) are people who have been or have previously held important public office. These include, for example, heads of state and government, ministers and their deputies, secretaries of state, members of parliament, members of the highest courts or the governing bodies of state authorities such as courts of auditors or central banks. It also includes ambassadors, high-ranking officers and leaders of state-owned companies.

Identity Services Authentication and authorization services.
**Governance** is the legal and factual framework for the management and supervision of a company. Incomplete contracts and differing interests principally provide opportunities for stakeholders as well as motives for opportunistic behavior. Governments generally have the task of restricting the leeway and motivations of the actors for opportunistic behavior through appropriate legal and factual arrangements.
1 Unser Review zu “The Block” – Das Blockchain-Event in Hannover
2 "Vertrauensnetzwerk“ für digitale Wirtschaftsräume (€)
3 Blockchain Helix startet ICO (€)
4 A New Pro-Bitcoin, Ethereum Association Launches in the German Parliament
5 When Not If? Banks Strike Optimistic Tone on Blockchain Impact
6 http://www.faz.net/aktuell/wirtschaft/diginomics/immer-mehr-start-ups-erschaffen-eigenes-kryptogeld-15479557.html
7 Fintech - Blockchain Helix: Sicherheit bei digitaler Identität
8 Forbes Start-Up Challenge
9 Event ‘Best of Blockchain’: Zwei Tage Blockchain Cross Industries – Banken Cases wenig greifbar
10 Event: Blockchain Summit – Unter den Wolken in Frankfurt – Use-Cases werden greifbar
12 Aufholmanöver
13 Geld von gestern
14 Blockchain soll Wirtschaftsstandort stärken: Deutsche Startups gründen Bundesverband
15 https://www.linkedin.com/in/henrijcldejong/
16 https://www.linkedin.com/in/dennis-weidner/
17 https://www.linkedin.com/in/%C3%BCrgen-wei%C3%9F-8a4364/
18 https://www.linkedin.com/in/dr-osman-sacarcelik-7094058/
19 https://www.linkedin.com/in/jsiegert/
20 https://www.linkedin.com/in/maximilian-voigt-90712371/
21 https://www.linkedin.com/in/michael-rundshagen-00621a53/
22 https://www.linkedin.com/in/jakob-gueluenay/
23 https://www.linkedin.com/in/gardziulis/
24 https://www.linkedin.com/in/caradonna/
25 https://www.linkedin.com/in/svenlaepple/
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