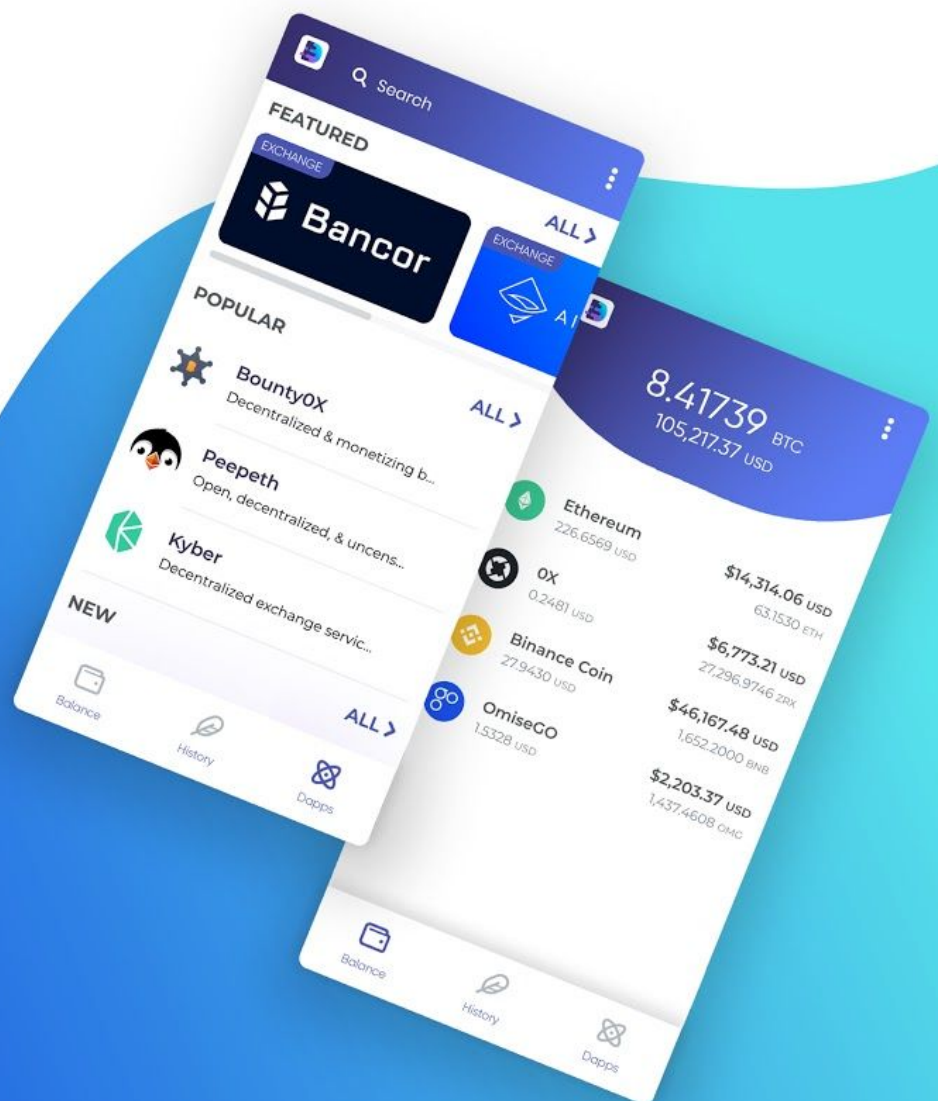




## Whitepaper v1.0

September 2019

<http://www.denwallet.org/>



## Summary

DEN Wallet is nothing but an answer to all your needs when it comes to the real Decentralized cryptocurrency industry. We're here to kick-ass and win over the market from the well-known MetaMask Wallet.


We're a simple, easy to use cryptocurrency wallet that helps you store, send, and receive all the crypto assets that you can find out there. You can also enjoy keeping a track of all your investments under one roof through our beautiful dashboard.

The current issue with blockchain is the barrier to entry: speed, ease of use and general knowledge. The cryptocurrency market shot to media attention through the incredible investment returns received in 2017. Blockchain tools are on the path to increase the access points and ease of use to remove the barrier to entry, at the forefront of this challenge is DEN; making blockchain simple for all users. The Cryptocurrency industry has been placed into an industry based upon investment, whereby the utility of many cryptos has yet to be harnessed. An industry based upon investment and thus speculation is crippling for the future of Blockchain. The DEN DAPP Store aims to create a paradigm shift toward greater utility with the ability to have a financial wallet readily able to be used on relevant and popular DAPPs and DEXs on the Ethereum Network.

## The Idea

The conception of DEN Wallet started with the identification of basic need of the crypto market. It must be understood that the cryptocurrency market and the ensuing Blockchain technology is very much in its infancy. As a result, the optimization and development quality has yet to breach the point of mass adoption. Impediments begin at the investor and consumer level as an interaction point. Ethereum co-founder Joseph Lubin stated that investment in cryptocurrencies is "90% speculative." With the correlation between investment and consumption being so distant this creates market volatility to a point that cripples the goal of mass adoption. The lack of utility and consumption surrounds the tools in the industry; specifically Wallets.

The DEN DAPP Store aims to create a bridge between investment and utility on the Decentralized Web. DAPPs and DEXs are undervalued, underutilized and under-promoted by the tools that should aim to facilitate their growth. The DEN DAPP Store coupled with web3 injection aims to facilitate the utility industry is desperate for. Creating a simple tool that ensures a multitude of users the ease to explore the Decentralized Web, by cross-promoting DAPPs and DEXs within our store.



The DEN Wallet aims to break barriers between cryptocurrencies and fiat by both creating seamless adoption and optimization of the money system. Wyre will enable US customers to fund their wallets via their bank account. We will continue to expand the bridging of the gap between Fiat and Cryptocurrencies further.

Banks remain the constant intermediary that control the monetary system that we currently live in. A monetary system fraught with efficiency bottlenecks, transaction lag, fraud and operation risks. The role of a cryptocurrency wallet is aimed at managing the user's digital assets but the underlying technology of the wallet is to disrupt the current banking system by removing intermediaries, increasing efficiency and empowering users to have control over the security of their holdings.

The DEN Wallet and DAPP Store will be at the forefront of defining and utilizing Decentralization by providing the ability for the regular individual to seamlessly translate from an investor to a user and thus to a believer.

## The Token

### **Some of the benefits to token holders:**


- Chance to trade DEN on cryptocurrency exchanges as well as DEX.
- Faster transaction times.
- Cheaper TX fees.
- The bridging of decentralised ecosystems.

### **What can the DEN Network Token do?**

- Its the official payment mechanism for all DEN products and services.
- Provide fee reduction in future services created for the DEN ecosystem.
- Used to unlock premium features within the wallet.
- Used by DAPP Developers to market on the DEN DAPP Store.

## Ecosystem

Our ecosystem aims to provide entry-level users with a reliable suite of services, starting with our core DEN Web Wallet currently in active development; which will stem onto future developments of the wallet to ensure it encompasses the vision of features that the consumers demand. This will include the development of the Swapping Exchange, iOS & Android adaptations built to allow the ability to purchase crypto directly from our wallet. Creating the perfect wallet is the stepping stone for enabling an integrated network of services powered by the DEN Token, benefitting from unity in design, community and token usability.



## Distribution

The DEN Token distribution will drive the continued prosperity of the DEN Project. The purpose of the distribution is allocated into 5 sections: Team Fund, ICO Fund, Operations Fund and for Partners.

The distribution is as follows:

- **Total:** 100,000,000 DEN
- **ICO:** 60,000,000 DEN
- **Team:** 10,000,000 DEN
- **Operations:** 10,000,000 DEN
- **Partners:** 20,000,000 DEN

## Community

DEN is a community-driven project, from its free initial distribution, bounty driven creative contests and weekly community challenges. Driven to educate, entertain and create a warm and inviting atmosphere for users to share and voice their opinions.


We are here to make something special, but we can't do it alone! Community is the foundation for everything we build, promote and envision. We hope to embody and inspire creativity as not one, but as many. Our constant aim when building our products and ideas are directed at providing our DEN community with continued substance, and educate the crypto society in how DEN can improve its many shortcomings.

Cryptocurrencies have proven that power is truly in the hands of the people and the DEN community has the opportunity to lead the way.

## Web Wallet

DEN and all products powered by the DEN Token are designed to provide ease of use, to further drive greater adoption of crypto and Blockchain technology. The DEN Web Wallet will be the first product showcasing our vision for quality crypto-related apps.

The DEN Wallet at its core will provide the simplest solution for storing, sending and receiving any ERC-20 token. DEN aims to strip away the complexities of other wallets, further allowing for mass adoption of crypto asset management and transfers.



## Wallet Features

The DEN Wallet is a management solution for all tokens. The DEN Wallet is the safest option for depositing and withdrawing tokens to and from any DEX through a secure approve method. (Accessing exchanges through the web wallet will ensure users are not inputting private keys, wallet passwords or uploading UTC files to compromised sites).


- Send, store and receive Ethereum and all Ethereum based tokens.
- Send, store and receive Bitcoin
- Send, store and receive other blockchain assets.
- Credit Card facilitation.
- iOS & Android apps as they become available.
- Internal swapping exchange.
- Web3 API support to enable developers to easily communicate with the DEN Wallet allowing for seamless integration with future DAPPs and DEX.
- Web3 injection, allows the DEN Wallet to seamlessly connect and interface with Decentralised Exchanges, simplifying the experience of depositing and withdrawing DEN onto any DEX.
- Send any ERC20 token directly from the DEN Wallet without the need for third-party services, like MyEtherWallet.

The DEN Wallet will set the standard of product development that all DEN powered services should be aiming to reach, in regards to ease of use, design and an overarching goal to allow for the mainstream adoption of simple to use crypto services.

## DAPP Store

### Overview

DEN has visibly concentrated on finding synergies in application between DEN and Blockchain adaptations. These synergies revolve around our Ethos and Vision. Identifiably speaking, DAPPs and DEXs are the beacons of decentralization that continues to be, underdeveloped and underutilized. DEN believes that under the promotion is a blight on the tools (e.g. Wallets) that currently exist in the Cryptocurrency market. The DEN Wallet will have an inbuilt DAPP Store aimed at providing the ability for DAPP and DEX developers to interact directly with a wallet that seamlessly integrates with their DAPP or DEX. The underlying benefit is that developers can leverage off the DEN user base to gain traction and grow their user base. Providing the ability for DAPP and DEX brands to be clearly visible and accessible will be a major stepping stone in the life cycle of many projects.



## Features

- Large banner exposure of handpicked top quality DAPPs and DEXs.
- Search function allowing users to browse Ethereum applications on the Decentralised web.
- Categories: Varying categories dependent whether a DAPP or DEX, the genre/purpose specific to the application.
- Popular Category: Based on real-time Twitter activity.
- New Category: Showing new DAPPs and DEXs developed.
- Live updates of newly added DAPPs provided through our partnership with Block stacks API.

## Development

DEN will continue to progress on its development timeline adding a multitude of features to an already feature-rich wallet. The development cycle follows the vision of ensuring a blockchain tool that removes the complexities of interacting with cryptocurrencies.

### 1. Wyre Integration for US Users


To implement DEN's purpose to transcend the barriers between Fiat and Cryptocurrencies, we will develop the ability for United States users to connect to the DEN Wallet via their bank or credit card. DEN believes that to facilitate the ease of use, being able to easily fund your wallet is a necessary achievement in order to attract a significant amount of users.

DEN will work closely with the Wyre team to ensure future iterations of their service are implemented and maintained inside the DEN Wallet. Most importantly, when their geolocation services have expanded outside of the United States.

### 2. Adding Of Popular Cryptocurrencies

Creating an all-encompassing crypto wallet will require support for other Blockchain currencies outside of the Ethereum network. Adding popular currencies such as Bitcoin, Litecoin, NEO and other large community-based coins will become one of the main focuses for future updates of the DEN Wallet.

The second iteration of adding popular cryptocurrencies will be Bitcoin integration. Bitcoin integration will coincide with the DEN Wallet full-scale launch. This will allow the ability for a multitude of users to interact with the DEN Wallet. Bitcoin has dominated the market by over 50% for some time, so it is vital to ensure we can accommodate a large portion of the crypto user base.



### **3. Swapping Exchange**

We highlighted an issue that the industry is currently too investment-driven. The Ethereum network is the host to a plethora of utility tokens. The facilitation of these utility tokens is lacking. The current transaction flow requires users to purchase utility tokens off exchanges in order to access the very utility that drives each token.

With the DEN Wallet, we will be providing a swapping exchange where pro users will be able to easily swap between utilities with a simple click. This will be powered via Coinswitch. Their API will facilitate our swap exchange, this will create a long-standing partnership into the future.

### **4. iOS & Android**

Accompanying the DEN wallet will be the iOS and Android adaptations. In 2016, mobile internet usage surpassed desktop internet usage for the first time in history. This will allow users to quickly access and easily send, receive and store their holdings from anywhere. Continuing the theme of increasing simplicity and decreasing the entry barriers to new adopters the DEN iOS & Android wallet will be apart of our comprehensive wallet experience for all platforms.

The DEN wallet will be downloadable on the iOS App Store and Google Play Store. The IOS & Android wallet will have that same DAPP Store functionality to continue to provide the ability for both desktop and mobile users to interact with the Decentralised Web.

### **5. Non Fungible Tokens**

Non Fungible Tokens rose to prominence during December 2017 when the popular CryptoKitties game congested the Ethereum Network due to an all-time high in transactions. CryptoKitties provided the use-case for NFTs to prosper. NFTs provides direct ownership of gaming items on the Ethereum Network. The current gaming environment sees big companies receive a huge amount of revenue via in-app/in-game purchases but those purchases are redundant to the user who actually still holds no ownership over the purchase.

NFTs create the ability for users to own, sell, buy and trade their very own purchases. The DEN Wallet will add functionality for users to hold collectables from their favourite blockchain games. Future iterations of NFT functionality within the wallet will be attempting to create a collectables marketplace. This will allow for users to buy, sell and trade collectables directly within the DEN Wallet.

