



HEDGED INTEREST

UTRUST

UTRUST is a payment platform that enables users to pay for goods and services with cryptocurrencies, while enjoying the security that has become the standard for traditional payment platforms.

PROJECT OVERVIEW

Utrust enables merchants to accept a wide variety of cryptocurrencies as a means of payment. The Utrust platform makes cryptocurrencies more accessible and usable by mainstream consumers, while also providing them with buyer protection like the traditional payment platforms we know and have been using for years.

UTrust also offers merchants an easy to integrate API for merchants, and currently positions itself between three high-growth markets - e-commerce, mobile payments and cryptocurrency.

The team behind UTrust have a wealth of combined experience in payments, marketing, UX, e-commerce, law and venture capital and look to make UTrust a leading platform for digital consumer currency payments. By delivering a trusted blockchain payment solution to the world's most successful companies, UTrust plans to become the go-to platform in a rapidly evolving digital economy.

“We believe cryptocurrencies are evolving to become much more than speculation and are here to stay in the minds and wallets of consumers. the only missing link is a platform of mediation and trust”

- NUNO CORREIA, UTRUST CO-FOUNDER

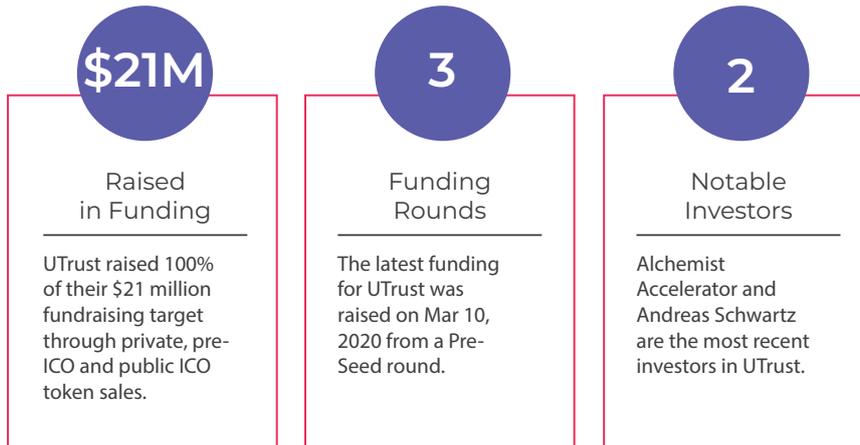
COMPANY INFO

- <https://www.utrust.com>
- Founded October 31st 2017
- Private company
- Headquarters in Lisbon, Portugal
- Cryptocurrency payments platform

FUNDING

With both private funding rounds and public token sales taking place over the course of several years, the UTrust Pre-ICO took place on August 28th, 2017 with the event selling out and \$1.5 million raised in just 90 minutes. During the public token sale, investors paid \$0.065 USD per UTK token and at the time the project accepted contributions in the form of Ethereum (ETH) and Bitcoin (BTC). The UTrust public ICO ended on November 20th, 2017.

UTrust initially released 1 billion native UTK tokens, however, the plan is to reduce that number in an effort to establish balance in regards to supply and demand. The project will take part in buybacks in an effort to diminish the tokens available on the market.



UTRUST



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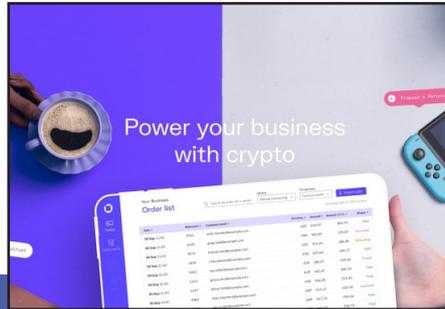
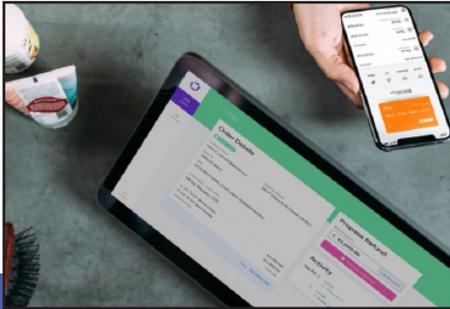
PROBLEM

Recent years have seen cryptocurrencies explode in popularity, with an increasing number of businesses looking to accept Bitcoin and other popular digital currencies as payment for their products and services.

That being said, borderless payments and accepting cryptocurrency payments around the world is still overall a hard task to achieve; many innovative projects have attempted to provide infrastructures and payment gateways with few really achieving the end goal, that being the global adoption of cryptocurrencies. Issues that hold back people from accepting and using cryptocurrency payments are the lack of security and reliability when it comes to payments, transaction speeds, fees, and refund options.

Transactional security is arguably not quite strong enough to welcome on board the billions of consumers worldwide, and some of the issues that hold back people from accepting and using cryptocurrency payments are the lack of security and reliability when it comes to payments, transaction speeds, fees, and refund options. Buyers using payment platform giants such as PayPal have come to expect a robust consumer protection framework, and this unfortunately still lacking when it comes to crypto payments.

Merchants on the other hand are still cautious of volatility issues associated with accepting cryptocurrencies.



UTRUST'S SOLUTION

Utrust is a digital payment platform that combines the features of popular online payment systems with the power of blockchain technology to offer both users and merchants an improved e-commerce experience.

With secure transactions and an affordable payment system, Utrust secures transactions between buyers and sellers from the point of payment all the way through until they receive the products.

The Utrust platform also streamlines exchanges between merchants and consumers with a user friendly User interface, making payments simpler.

Looking to bring the potential of using cryptocurrency payments for everyday purchases within everyone's reach, Utrust promises real-time merchant-to-consumer transactions that protect both parties from volatile price fluctuations, whilst also ridding merchants of the need to pay large operational costs or conversion fees traditionally necessary to establish a cryptocurrency payment gateway.

HOLD & UTRUST

The Hold app is powered by Utrust and bridges the gap between the UTrust platform's payment system and the project's updated token features, providing users with a one-stop shop for all UTrust services.



Replacing the Utrust Wallet, the Hold App offers users access to the VISA debit card, reverse staking and seamless payments with a variety of digital currencies, as well as the ability to send and receive money with the click of a button. Multiple currencies, all in one app.

Users will also have access to offers from the project's steadily growing portfolio of partner merchants, including Travala, SL Benfica and Alternative Airlines.

CUSTOMER PAYMENT PROTECTION



UTrust protects customer payments through its self-mediated, fast response, two-party resolution process. The platform also offers a third-party resolution mechanism which aids in settling disputes if buyers and sellers cannot come to an agreement. If an agreement is not reached in a week, UTrust resolves the matter itself.

LOW EXCHANGE FEES



UTRUST charges sellers a flat 1% fee on received payments. PayPal charge fees of 2.9%. Those fees can rise to 5% or higher when accounting for exchange rate fees and other hidden charges.

PROTECTION AGAINST FLUCTUATION



Users on the UTrust platform have a transparent preview of all conversion rates. Conversions are done using the best market rate at the time, which is locked in so that sellers will get the amount requested.

The volatility of the crypto market could have a significant impact on the price of goods and services if UTrust did not lock rates into place.

COMPETITORS

As a payment gateway provider, Utrust faces competition from various payment providers in the space. By offering lower transaction fees and more security to consumers as well as more attractive terms to merchants, UTrust poses a credible threat to existing platforms offering similar services. Below are some of UTrust's main competitors:



BITPAY

BitPay was founded in 2011 and was created to enable businesses to accept bitcoin as payment for their goods and services. The company claims to be the largest Bitcoin payment processor in the world, serving merchants across the globe.



PAYPAL

PayPal customers will be able to use cryptocurrencies to shop at any merchant in its network starting early 2021. Cryptocurrencies supported will include Bitcoin (BTC), Ethereum (ETH), Bitcoin Cash (BCH) and Litecoin (LTC)



CoinPayments

CoinPayments was founded in 2013 and offers payment processing for businesses. Business can use the service to accept Bitcoin various other altcoins with a 0.5% fee.



COTI

Designed for use by merchants, governments, payment dApps and stable coin issuers, the COTI Pay app is host to a network of 5,000 merchants and 80,000 users.

“Since the start, our focus has been to maintain the most friendly, efficient, secure, and practical platform for both merchants and consumers to simplify the usage of cryptocurrencies.”

- Filipe Castro, UTrust
Co-Founder

TEAM SNAPSHOT

The UTrust team boasts a large and diverse team with graduates from MIT, international lawyers, and experienced venture capitalists. With a combined passion for accelerating the adoption of cryptocurrencies as well as improving access to digital banking and payment solutions.

Nuno Correia Founder & Chairman



Nuno is UTrust's Founder, Chairman and former CEO and has co-founded several successful B2C ventures. Involved in the cryptocurrency space since 2011, Nuno has a background in Law and Marketing and remains heavily involved in the community, with a dedication for improving the future of digital payment systems.

Filipe Castro Founder & Chairman



Having founded several startups previous to UTrust, Filipe has Master degrees in Computer Science, Engineering, Business Administration and Business/Managerial Economic. He is also CCO at Hold, a partner company to UTrust.

Sanja Kon CEO



Sanja was most recently Head of Marketplaces and Large Enterprise Partnerships for PayPal in the U.K., which she joined in January 2018. Before PayPal, Sanja worked for eBay in Italy and the U.K., from 2013 until 2017, holding executive positions with increasing responsibility before becoming Head of European Partnerships, based in London.

Roberto Machado CPO



Roberto is Chief Product Officer at UTrust, and was previously a Founder and Product Manager at several startups, serving roles at major international companies such as AT&T, Betfair, Airtel and Uphold.

PARTNERS



TRAVALA

Travala.com will integrate Utrust's payment solution and Utrust will integrate Travala.com's native token AVA into its service. This will allow AVA token holders to make payments with any of Utrust's growing number of elite merchants, such as SL.Benfica, Luis Onofre, or Phone House further increasing the reach of AVA to millions of new users globally.



UPHOLD

UTRUST's core technology supported by Uphold's global presence and connectivity will allow merchants to take advantage of the increased security and convenience of cryptocurrency payments while protecting them from market volatility.

Most importantly, merchants using the UTRUST platform will be able to settle directly to their bank on the same day in 23 different fiat currencies.



GAMBIO

UTRUST Switzerland AG and Gambio GmbH have initiated a strategic partnership to bring cryptocurrency payments to the mainstream. Gambio is Germany's biggest E-Commerce Solution with over 25,000 merchants, and billions in annual revenue. Through this partnership, UTRUST will be entering Europe's largest economy, representing over one-third of total European online sales.



WOO COMMERCE

The UTrust WooCommerce integration enables e-commerce businesses to accept Bitcoin, Ethereum, UTrust Tokens and other cryptocurrencies directly on their online store and get settled in fiat for 1% fee. Merchants can enjoy 0% transactions fees for the first 3 months.



S.L BENFICA

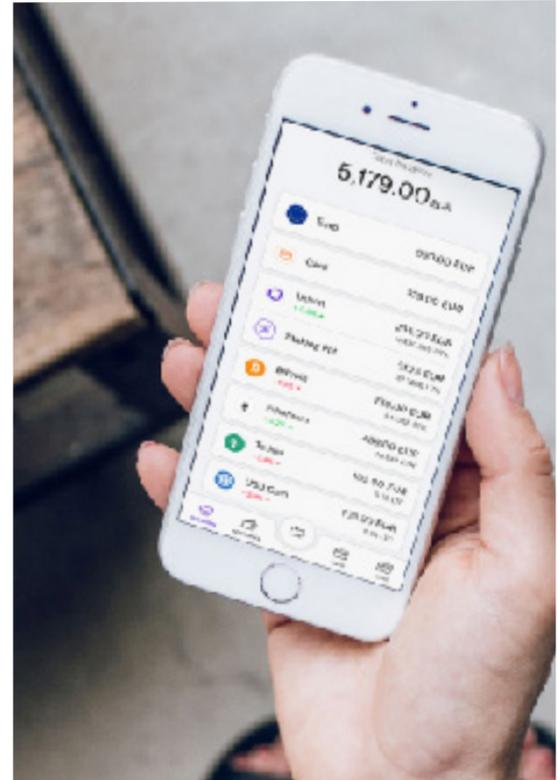
UTrust announced a partnership with S.L Benfica in 2019, and the deal saw the Portuguese football champions become the first major European football club to accept cryptocurrency as a payment method.

Benfica supporters have the option to use cryptocurrency to purchase match tickets and the full range of merchandise through the Benfica online store.

TOKEN INFO: UTK

The UTrust platform supports multiple digital currencies, including the native token - UTK. ERC-20 compliant, UTrust tokens can be used as a means of payment in any transaction which is therefore not subject to conversion fees. On the other side, sellers are charged with a flat 1% fee on received payments.

A small percentage of transaction costs are converted into UTrust tokens, which are subsequently burned meaning that the number of tokens decrease as the number of transactions increases, which in theory should contribute to a healthy increase in token price in coming months.



TOKEN INFO CONT.

Reverse Staking

UTrust users will be rewarded with 1% of the open market value of every single transaction they make.

Whether trading or making a purchase, the rewards will be bought from the open markets and added to the users staking pot. By adding UTK sourced from the open markets to users locked staking pots, the circulating supply will be decreased.

There are two tiers to the Reverse Staking model:

Tier 1

Users need to stake 1000 UTKs to get access. Users then get 1% back from each transaction or trade they make in-app.

After six months, the user's reward pool is unlocked.

Tier 2

Users get the same benefits plus higher rewards in trading and payments.

There is also the offer of a metal VISA card linked to the user's wallet.

TECHNICAL ANALYSIS

UTK is currently looking really good in terms of both macro and LTF structure, we have broken above this key resistance block at \$0.17 and now this region seems to be holding well as HTF support. Currently it seems as though price is forming some type of bullish flag formation which we would be looking to break to the upside.

In macro positions, entry around that 0.17 level would be perfect as long as it remains support, this is personally where HedgedInterest has been adding to its position. We are expecting 2021 to be an amazing year for the project in general and so we are expecting price to follow that trend.



CONCLUSION

UTrust's payment platform enables online merchants to accept all popular cryptocurrencies as a form of payment and, compared to other methods of payment, UTRUST offers several attractive advantages including lower seller fees, fund safety, no risk of chargebacks and trusted, comprehensive customer payment protection.

For buyers, UTrust minimizes risks of scams and fraud by providing a full payment protection service to consumers, acting as a third party mediator. User purchases are protected from the moment they pay until delivery.

For sellers, the platform offers merchants the opportunity to enjoy lower fees than competitors and real time transactions.

Utrust delivers a trusted blockchain payment solution to some of the world's most successful companies.

The companies long-term vision is to become the leading platform for consumer payments, and with cryptocurrency in the eyes of the mainstream once again the platform looks set to become a popular destination for those looking to buy and sell with Bitcoin, Ether and other popular digital currencies.

The talented team behind UTrust believe that digital currency is the future of money and want to lower the barriers to entry when it comes to accepting and transacting with digital currencies, whilst at the same time retaining the security, low fees and fast transaction times that people are used to seeing on traditional payments platforms.



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 <https://www.hedgedinterest.com>