



## **UNITOP GLOBAL HOLDINGS (UGH) WHITPAPER**

### **About UGH**

Unitop Global Holdings (UGH) incorporated in the United Kingdom is an Aqua Farming company with branches in different parts of the world. We are one of the largest Exporters of Mud Crab (*SCYLLA SERRATA*) and Horse Shoe Crab (*TACHYPLEUS GIGAS*). Since our export volumes are huge, to enable a seamless cross-border transactions, we have developed our own Crypto Currency UGH COINS. To raise the funds for expansion of our business to more countries, we are providing ICO for a limited period. After the final phase of ICO, within a couple of months UGH COINS will be listed in the leading Crypto Exchanges. After the coins are listed on the exchanges, only UGH coins will be used for all buying and selling of Mud Crabs. Since the demand for mud crab is increasing very rapidly, the production quantity will be increased which will help to create consistent demand for the UGH COINS as all the transactions are done only using UGH COINS.

### **IMPORTANT DISCLAIMER**

PLEASE READ THE INFORMATION CONTAINED IN THIS DISCLAIMER FROM START TO END BEFORE PARTICIPATING IN THE UGH CROWDSALE.

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NOTE: INVESTMENTS IN CRYPTO CURRENCIES ARE RISKY. PARTICIPATING IN THE UGH ICO MAY RESULT IN SIGNIFICANT OR COMPLETE LOSS OF MONEY. PLEASE DO NOT INVEST ANYTHING THAT YOU CANNOT AFFORD TO LOSE.



## **THE DECENTRALIZED ECONOMY**

The decentralized economy is inevitable. Around the world, emerging technologies are accelerating the transfer of power from top to bottom, that is, from centralized institutions to distributed networks driven by voluntary peer-to-peer collaboration. Services that people once relied upon the centralized institution to provide are now being provided for through peer-to-peer network which is growing exponentially daily.

Tech companies like Uber and Airbnb have seized on this 'Sharing economy' trend to build billion- dollars corporations facilitating peer-to-peer transactions at a global scale. As central intermediaries and gatekeepers. They restrict access to their marketplaces and dictate the terms of each transaction. They represent a temporary, transitional step in the evaluation of the decentralized economy.

The emergence of a decentralized economy has made the middlemen obsolete. Service providers and consumers will be able to connect to each other on A global peer-to-peer scale in the decentralized market places that are owned and operated by the participants themselves. That decentralized economy is what we are here to build which would be done sooner than later.

## **WHY DO WE NEED A DECENTRALIZED ECONOMY?**

All your online likes, up-votes, reviews, and ratings look like they belong to you. But, all online data and interactions are stored on the service provider's database. As soon as the rules changes on the services repository framework, your data changes along with which and there's not a lot that you can do about it. This problem is most persistent in sharing economy platforms, who claim to treat you as an important part of the platform even though you're often a dispensable aspect of the equations to them.

Free or for a fee? That fee might as well be you submitting valuable data for advertising platforms or intelligent data analytic tools to identify the algorithm that "represents" you and rehash it back to you sell you something as well! Then "sharing Economy" platform functions by incentivizing its users just for the sole purpose of getting information from them.

Thus, to achieve this, they could manipulate the platform functionally towards achieving their own predefined goals, regardless of whether they are aligned with the users' objectives. We believe this model is unprofitable and less reliable for an emerging decentralized economy in the future. There are two major aspects to this element. First-sharing the ownership between company and employees working on the platform. Second- shifting the decision-making power to the employees with respect to pricing.



The current scenario is biased where decisions are made by the company keeping in view that the profit margins hold a primary objective and the employees play no part in this process. Decentralization comes into play here where employees can take part in the decision-making process pertaining to the job on a real-time consensus. Decentralization aims at shifting the focus from a central authority to the employees, their partners, and users. We believe that sharing the economy has so much more potential than to the level that it is currently being used.

The blockchain can help in decentralizing communities around sharing economy platforms( more on that later) so that these platforms can bring people, community and the societal values that they harness most importantly, together in a more efficient way. It is also an important vehicle in receiving alternative funding without an intermediary or third-party.

## **OVERALL “ECOSYSTEM” LEVEL**

When the various factors are put into play, one can understand how the price realizations at an individual business unit and the overall ledger play can complement each other. But what does this mean to the neutral spectator or the external investor who hasn't yet participated in the system? How does this ensure that the overall reserve currency's value increases? How can the vision be unified overall for the various parties to work towards? How can all parties contribute to the overall “reward factor” when they are individually contained and responsible for their own success and failures.

### **Control in Money Supply**

As each business unit has its own currency in circulation, the money supply is contained within the system for all the various reasons explained above and more. The money supply of the currency infused into the system is directly linked to the market cap size for the business. For example, if a business is capitalized for 5 million units(note that there is no currency value here) it shall have 5 million units in circulation. With each of the 5 million units directly being invested by a stakeholder, the capitalization will have a direct impact on the currency unit, depending on the adoption/ usage of the currency. Assuming that all currency holder are fully retained and the system is in 100% demand, how does one then scale up to allow an increase in adoption?

Increase in Money supply Injection of external capital-In a simple supply and demand model, a new supply of money (Currencies) can be only introduced into the system with an injection of external capital. When fiat money is used to inject more capital into the system (implying a higher adoption rate) this will introduce more currency units into the system. Currency units within the system can only be increased with the injection of such external capital. This will therefore then inject a “fair” amount of currency units within the sub-currencies at a 50:50 level,



where 50% is new currency units introduced at the overall reserve currency level and remaining currency units introduced at the currencies level.

## **ADVANTAGES OF BLOCKCHAIN**

Blockchain is a digital and decentralized ledger technology that records all transactions without the need for a financial intermediary or a central repository, such as a central bank or a monetary authority. It offers many distinct advantages over existing payment facilitation networks that makes it the fore fonts and primary proponent of innovation and technological enhancement for all sectors.

### **Transparent and immutable**

One of the prime reasons blockchain is intriguing to businesses is that this technology is almost always open source. That means other users or developers can modify it as they see fit. But what's most important about it being open source is that it makes altering logged data within a blockchain incredibly difficult. After all' there are countless “eyes” on the network, which prevents consensus to be formed when someone is probably going to alter any data that has already been previously stored by the network. This makes blockchain a particularly secure technology.

### **Reduced transaction costs**

As noted, blockchain allows peer-to-peer and business transactions to be completed without the need for a third party. Since there's no middleman involvement tied to blockchain transactions, it means they can reduce costs to the user or businesses over time as this allows business transactions to be dis-intermediated and allow “flow” from source to end, cutting down the layers and costs naturally.

### **Faster transaction settlement**

When it comes to traditional banks, it is common for transactions to take days to seek a full settlement. This is due to the paperwork surrounding each bank transaction, as well as the fact that financial institutions are only open during normal business hours, five days a week. You also have financial institutions located in various time zones around the world, which can delay processing times. Comparatively, blockchain technology allows the possibility of a completely automated self-governing system that can operate 24 hours a day, seven days a week



## **Decentralization**

Another crucial reason blockchain is so exciting is its lack of a central data hub or repository. Instead of running a massive data center and verifying transactions through that hub, blockchain allows individual transactions to have their own proof of validity and the authorization to enforce those constraints. With information on a blockchain piecemealed throughout the world on individual servers, it ensures that if this information falls into unwanted hands (e.g., a cyber-criminal), only a small amount of data, and not the entire network, would be compromised.

Further, due to the distributed structure of the data storage and authentication framework, it is virtually impossible for any single source of malicious intent to cripple the network (e.g., DDoS attacks).

## **User-controlled networks**

Lastly, cryptocurrency investors are tending to be really encouraged by the control aspect of blockchain technology. Rather than having a third party run the show, users and developers are now in the driving seat to be the primary decision-makers who envision and construct the system. For instance, an inability to reach an 80% consensus on an upgrade tied to bitcoin's blockchain is what necessitated a fork into two separate currencies (bitcoin and bitcoin cash). Having a say goes a long way with investors and developers to allow them to have a cause and effect in the way their systems are run.

## **THE PROBLEM STATEMENT**

Companies tend to have an isolated vision. The individualistic traits or feature aspects of a business tend to (want to) isolate the business operatives of the company. This is not a negative aspect. Its exogenous effects are that which makes this negative. Let's explore this at greater depth.

A company is launching a new range of products which is based on holistic wellness, with the series focusing on the diagnosis, treatment enhancement, and sustenance. Due to the various stages of attention needed to any particular client for the range of products, depending on the stage of the treatment that the client belongs to, can provide for a very complex treatment process, where each client experience is unique and customized.

This, more often than not, creates a necessity for the company to form a very small team of experienced managers. We need to be experts with all stage of the treatment and products, enabling them to handle all customers at all stages, being equally competent with all products and processes, to enable the best experience for all clients. Though this is an excellent approach to personify valuable customer experience, there are many challenges to this approach.



## **Scalability**

Due to the over-reliance of staff to execute each and every process, the business is not scalable. Only with the staffs being trained and deployed at various location to increase the business throughput, can the business grow. However, due to the multidisciplinary aspects of the administration process and depth of knowledge that needs to impart to the staff, the training process can be both long and arduous, resulting in a lack of staff or good quality staff, which will both impact the business outcome.

## **Costs of operation**

Again, due to the overly reliant nature of the business, the staffs will naturally need to be retained with better perks or finding employment. This results in higher costs and an environment where the staffs have an environment where they may perceive themselves to be indispensable. This may result in a lack of a competitive environment for the staff to perform as well, where the delivery of the service may suffer.

This is, therefore, a challenge and one that cannot be overcome just by outsourcing due to the intellectual property(IP) involved and resistance to divulging key company operatives and know how to other companies or external parties in fear of stoking your own competition. This is, therefore, a challenge and one that cannot be overcome just by outsourcing due to the intellectual property(IP) involved and resistance to divulging key company operatives and know how to other companies or external parties in fear of stoking your own competition.

How then do we overcome this challenge? How do we enable the amalgamation of different units handling entirely different processes or even businesses, but yet continue to be unified with one objective, core values, and vision? How do we enable each unit to be dead cold experts at what they do, but still have the flexibility

and bandwidth to allow interoperability with other units and levels of customization? how can we have all different units function at a lean efficient work rate, being extremely productive but yet having an overall common goal with a clear motivational direction?

## **Liquidity**

As each currency is used by its own business function and in its own capacity or use case, liquidity of that primary currency is used for that particular use case only. This allows no compromise or stagnation of money supply of any such of these currencies in another use case.



## **Direct market effect**

Money supply can always be increased or reduced with various different fiscal policies which allow for direct compensation or reward of the business functions within the system allowing market participants to have full impact on the business model.

## **OUR SOLUTIONS**

Comprising of the reserve currency and sub currency monetary model, together with the advent of blockchain in launching our own UGHCoins, we are proud and excited to release the UGHCoins which will greatly motivate the acceptance, adoption, and usage of the UGHCoins.

The UGHCoins will be introduced to:

Increase investor confidence and raise funds.

- Allocate a fair amount of capital and accelerate/kick-start new funding/ projects.
- Regulate the adoption and fair price value of the UGHCoins.
- Ensure an open and transparent method of settlement and governance by all market players within the UGH ecosystem.
- Ensure that investors and participants into the various business under the UGH ecosystem are duly rewarded and compensated with a stable and constantly increasing coin price value(either by price or demand).

## **UGH COINS**

UGH has got a license and is officially recognized as an entity that can issue its coins for the initial coin offer(ICO). UGH Coins are the Proof of Work(POW) utility coins created using the Script Algorithm. Unlike other tokens/coins UGH Coins have real utility which creates an infinite demand resulting a higher growth.

UGH COINS are 100 percent utility coins which means you can use UGH COINS for most of the utilities in the future. In the near future UGH COINS will be accepted in most of the eCommerce websites and supermarkets. Crypto Gambling has gained its popularity in the recent years which gave us an idea to launch a Crypto Gambling Application that can be played with UGH COINS. With all these utilities, UGH COINS will have a good demand forever.

To maintain a high and consistent demand, we have restricted the total supply of UGH COINS to 50 Million. All the coins are premined and no additional coins can be mined.



## **POW(Proof of Work)**

In Blockchain, this algorithm is used to confirm transactions and produce new blocks to the chain. With Pow, miners compete against each other to complete transactions on the network and get rewarded. In a network, users send digital/crypto coins to each other. A decentralized ledger gathers all the transactions into blocks. However, care should be taken to confirm the transactions and arrange blocks. This process is called as mining. The main working principles are a complicated mathematical puzzle and a possibility to easily prove the solution.

## **Script algorithms**

Script is a hash function that was first used by the cryptocurrency, Litecoin, as an alternative to the more well-known SHA-256 hash function. Script and SHA-256 are used as mining algorithms within the Litecoin and Bitcoin protocols respectively. Both operate within the proof-of-work consensus mechanism where a miner is required to find a nonce value (a variable selected by the miner), such that, when a candidate block header is hashed, the resulting output is equal to or lower than the given target.

The target is a measure of how difficult it is for a miner to produce a valid block; the lower the target value, the more difficult it will be for a miner to generate a valid block. Conversely, the higher the target value, the easier it is for a miner to generate a valid block. The block generation time of Litecoin is 2.5 minutes, therefore, the target will automatically adjust in difficulty so that a successful block is produced by a miner every 2.5 minutes.

## **Why use Script?**

The Script hash function was initially implemented by the Litecoin development team to avoid what is known, Application-Specific Integrated Circuits (ASICs), from being able to mine on the Litecoin network. When mining for cryptocurrencies, users typically have an option between a CPU, GPU or ASIC miner.

ASICs are computationally superior to CPUs and GPUs, i.e. they are able to generate more hashes per second. Therefore, miners who use any other device other than an ASIC to mine for a cryptocurrency, are put at a disadvantage. However, the Script mining algorithm was introduced to prevent ASIC mining from taking place because the algorithm is memory intensive; ASIC miners were initially not well-suited to mine on Script-based protocols, and thus, miners who used CPUs and GPUs could remain competitive.

However, as time has gone on, the initial “ASIC-resistance” of the Script mining algorithm has disappeared. Script-capable ASICs have been developed that allow for efficient mining of any cryptocurrency that uses the Script algorithm.



## **UGH COINS FEATURES**

UGH Coins uses blockchain technology for maximum information security and for a transparent community where members can communicate and exchange opinion on the issues of commerce, patent, inheritance. With a broad vision, we will build and develop UGH Coins far beyond human knowledge at the moment. To be more specific:

1 UGH network is where people can hold online meetings, yet can still keep the discussion in the meeting private with the use of blockchain technology.

2 UGH Coins is where schools, centers of education and training... can open online classes and sell patents on products of the fields mentioned above

3 As a place full of software developers in the fields of management, import-export... UGH Coins will become the largest blockchain applications buying and selling center all over the world.

4 UGH Coins will cooperate with Governments to realize the application of blockchain in the issues of copyright, author's rights, ownership, and inheritance.

5 UGH Coins will become a global commercial center where stores conduct transactions in the mutual currency, UGH Coins and manage their deals using UGH blockchain.

By the year 2020, UGH Coins will be upgraded. Everything of the real world can be put into virtual reality technology, allowing people to enter a virtual world where they can have the most wonderful experience of meeting one another, buying and selling goods and services or visiting various tourist attractions...

## **HOW DOES THE UGH COIN WORK?**

The UGH is created using SCRYPT algorithm. Its a POW(proof of work) coin with a limited supply of 50million coins. These coins will be sold internationally, via an initial coin offer(ICO) release, at various phases which will recruit the initial investors to be coin holders of UGH. Their coin purchase amounts will in-turn be used as investments to fund the various projects that the management of UGH has identified as a project of investable grade. The allocation to these projects will be done post-ICO. Once the projects have been funded and they are capitalized adequately to initialize their inception, the management of the individual projects will assume leadership and implement their projects into action. The UGHCoins can be used to exchange for products/ services which these businesses offer. The products/ services may be offered at various level of discounts, as stipulated in this white paper.UGHCoins holders can also liquidate the coin on an international exchange at their discretion for a value they deem attractive.



## **PROJECTS**

Project name: Aquanomia

Country of incorporation: Singapore, India

Years in operation: 9

### **AQUANOMIA**

Aquanomia objectives with the capital raised are for expansion and innovation in greater Aquaculture sectors. Aquanomia three main sectors of focus within the aquaculture industry are “Aquafarms”, “Aquafeeds” and “Hatcheries”.

Capitalizing on the rapid growth in the farmed aquaculture sector, Aquanomia designed to integrate the main farmed aquaculture business with the various sub-industries associated with Aquaculture. this includes hatcheries, supply-Chain, Aquafeeds Factories, fish-meal process factory and cold storage facilities among others.

Aquanomia has a diversified portfolio that has a regional presents in the Asia-pacific region, spanning Singapore, Malaysia, Srilanka, Cambodia and India.

Presently the aquaculture industry is valued at USD 150 billion. With a growing demand for farmed Aquaculture fuelled by the growth in population, the aquaculture industries are poised for further unprecedented growth.

The Mud Crab Consumption in Singapore is 7100 tons per annum (year-end 2016 report). Which is valued at SGD 210million? With a growing demand for this particular species, especially Srilankan Mud Crab fuelled by the growth in population, the Srilankan Mud Crab the industry is poised for person unprecedented growth.

Backed By a strong Team of aquaculture researchers and specialist as well as equipped with the latest technology in aquaculture with its own hatchery and crab nursery and grow-out ponds.

Aquanomia is also looking into directly associated industries like fish feed process industry, Fish-meal Process industry, cold storage industry and processed fish industry. We are proud to introduce Aquanomia as an investment platform.

Since the inception of the business, Aquanomia aims to raise fund and acquire the business arms in Sri Lanka, Malaysia, India, Cambodia, Singapore and expands Singapore Seafood operation. Since 2004, our research and trial studies in aquaculture began and gradually develop into the



current Hatchery and Pond operations now. We also target to provide consultancy work in other countries like Australia, Cambodia, and Oman.

In Singapore, Aquanomia is looking into Marine Fish Cage Farm, the first of which was established in 2009 as a Floating Marine Fish Farm located offshore near Pulau Ubin. The Farm measures 10,000 sqm in size and rears marine species like Red Snapper, Golden Pomfrets, Chinese Pomfrets, Sea Bass and Spiny Lobsters. The annual production output amounts to 200 tons per year. Intending to increase the size of the farm and increase output by end of 2019.

### **Sri Lanka - Hatchery / Nursey / Ponds**

Aquanomia expands into Sri Lanka and manages a Crab Hatchery and Crab Nursery Ponds. The Hatchery sits on a 2.5-acre land in Chilaw, Sri Lanka. The Nursery farm spreads on 32 ponds (11 acres) land in Kalpitiya, Puttalam District. In July 2017, another new project has been approved and given to Aquanomia by the Sri Lankan Government for 11-acre land at Kalpitya, Puttalam District. In summary, this will total up to 64 Nursery ponds (22 acres) after the full construction. In addition, we are still waiting for new separate land for approval sitting on 100-acre in Jaffna, Sri Lanka.

### **Horseshoe crabs**

Alongside the mud crabs, Aquanomia is looking to invest also in horseshoe crab.

Horseshoe crabs are marine and brackish water arthropods of the family Limulidae, suborder Xiphosurida, and order Xiphosura. Their popular name is actually a misnomer, for they are not true crabs.

Horseshoe crabs live primarily in and around shallow coastal waters on soft sandy or muddy bottoms. They tend to spawn in the intertidal zone at spring high tides. They are commonly eaten in Asia, and used as fishing bait, in fertilizer and in science (especially *Limulus* ameocyte lysate). In recent years, population declines have occurred as a consequence of coastal habitat destruction and overharvesting. Tetrodotoxin may be present in *Carcinoscorpius rotundicauda*.

Horseshoe crabs use hemocyanin to carry oxygen through their blood. Because of the copper present in hemocyanin, their blood is blue. Their blood contains ameocytes, which play a similar role to the white blood cells of vertebrates in defending the organism against pathogens.

AMEBOCYTE protects the crab from virus, fungi, and bacteria. This blue blood will be used for the detection of Bacterial Endotoxins in medical applications. 1 kg of Horseshoe crab will have around 500 ml of blood. But only 15 percent is extracted at a time and the balance is preserved



for the next cycle. This blue blood and Horseshoe crab has huge demand, this is basically why we are looking to invest in this to make a huge profit.

## **WHY AN ICO?**

With long-term visions and strategies, we believe that the ecosystem mentioned above will be of great benefits to societies as well as UGHCoins members.

Besides fundraising, this ICO helps us build the initial community of UGHCoins ecosystem. And that is the very first step to achieve the goals that we have set.

In addition, we acknowledge that the world is encountering various issues like wars, diseases, poverty, natural disasters, unemployment, etc., We acknowledge that somewhere in this world, people are struggling for a living and children hardly have any access to basic education. With that consideration in mind, we hope that our project will become a source of their opportunities as well as income and open a new chapter in their lives.

## **BENEFITS TO INVESTORS**

1. By Joining the ICO, investors will have the chance to buy UGH Coins at its initial and also lowest price.
2. By Joining the ICO, you will become one of the very first members of UGH Coins community and eligible for promotion programs in gratitude for their contribution.
3. By Joining UGH Coins ecosystem, investors can become the Distributors or Representatives of UGH Coins to develop the network.

## **GROWTH FORECAST**

With comprehensive analysis and macro vision of UGHCoins ecosystem, we strongly believe in the enormous growth of the project. It is difficult to put forward any detailed forecasts, and we will not use those to attract investors. Instead, we have absolute confidence in the growth of UGHCoins. We have professional and enthusiastic staff, outstanding ideas with practical application, all of which represent a promising future of the UGH Coins.

## **CONCLUSION**

With a very limited supply of UGH COINS and the enormous utilities, the value of UGHCoins skyrocketing and so the demand is inevitable. Participate in the ICO and explore more about the UGHCoins while making huge profits.