

DEN LINK

- DEN LINK LIGHT PAPER
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Purpose of this Paper

This paper provides an overview of the Den Link Ecosystem.

Legal Disclaimer

Nothing in this Light paper is a solicitation for an offer to acquire or a sale of any tokens. This Lightpaper is being released by Den Link purely for public comment and feedback.

Nothing in this Light paper should be interpreted as a promise or guarantee regarding the future course of Den Link's company or the tokens, their usefulness, or their value. The success of the ideas described in this Light paper will depend on numerous circumstances beyond of Den Link's control, including market-based factors, issues within the data and cryptocurrency industries, and other considerations. These plans could alter at Den Link's discretion.

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No advice

This paper does not constitute any investment advice, financial advice, trading advice, or recommendation by Den Link.

Introduction

Cryptocurrency is a hot topic, both in and outside the financial sphere. No matter what industry you work in, you have probably heard of crypto — even if you don't know exactly what it is.

With the advent of the digital age and thanks to Satoshi Nakamoto's vision, we are witnessing the evolution of a new form of money: Bitcoin - the only legitimate cryptocurrency secure enough for transacting at scale. Liquid, immune to counterfeit, and universal...bitcoin is simply better money.

The emergence of blockchain technology gave birth to countless cryptocurrencies, and each one has its own community, structure, particular use case, utility, and more. But there's also one thing that all cryptos have in common: they are changing the way society engages in day-to-day financial activities and how the perception of money, ownership, and value slowly shifts towards a stronger appreciation for blockchain-based currencies.

The shift might feel rapid now when the DeFi space alone is seemingly halfway to becoming a trillion-dollar sector. Nowadays, spending cryptocurrencies for goods or services does not seem unusual anymore.

Many people find cryptocurrencies very appealing to use for payments for various reasons — it's either faster, cheaper, simpler, more private, or, sometimes, all of it simultaneously.

Cryptocurrency is becoming much more than just a commodity to hold on to. Big companies like Microsoft and Starbucks are already accepting Bitcoin and other cryptos as payment for their goods and services.

What is Den Link?

Bridging businesses & DEFI

Currently, crypto doesn't feel entirely accessible to the everyday consumer, but cryptocurrencies are gaining acceptance, and people are looking for ways to spend them.

Although there aren't many stores taking cryptocurrency payments right now, that number is rising. Interest appears to be increasing even more as seen by the growth of third-party payment processing platforms.

Den Link aims to be the most user-friendly and scalable payment solution focused on cryptocurrency. With Den Link, everyone can start accepting cryptocurrencies as a form of payment using our crypto-based eCommerce modules.

With Den Link business owners, content creators, and influencers can easily start their online businesses and accept cryptocurrencies as a payment method without any hassle, which allows using this innovative payment method without deep technical know-how and risks related to exchange rate fluctuations.

Our mission is to grow the adoption of cryptocurrencies on a global scale by laying out a reliable payments infrastructure that caters to the needs of both merchants and their customers: accessible, convenient, and customer oriented.

VISION FOR THE FUTURE

Unzip Crypto.

We believe digital currencies are the money of the future. So we are building tomorrow's payment platform.

OUR MOTTO

**Paying with crypto
can be as simple as
paying by credit card.**

E-commerce is here to stay, and crypto as a payment method is growing in popularity. With DEN LINK we aim to make it easy for customers to shop with crypto.

We are leading the world to digital currency adoption by providing the go-to Defi Crypto modules.

- | No middle men**
- | No withdrawal fees**
- | You own your crypto**
- | Buyer protection**
- | Variety of integrations**
- | Zero hassle**

Den Link is better!

Escrow

Transactions made using Den Links's escrow services are held in a secure, non-interest-bearing trust escrow account until the Buyer and Seller agree the transaction is complete. The use of an escrow account ensures that parties are protected against chargebacks, fraud, or low-quality goods.

Anonymity

Den Link's cryptocurrency payments allow for anonymous purchases by using encrypted wallet addresses. This anonymity allows shoppers to purchase items without giving up their personal information.

Automated exchange

With Den Link, auto exchange tools businesses can accept multiple currencies and they will be settled in one single currency of the merchant's choice. It will be converted at the time of transaction so the price fluctuations won't affect it.

No-Code

Can't Code? No Problem. Den Link's tools are designed for entrepreneurs, not coders, so you don't need a website, app, or no need to code anything to get started with Den Link business suites, just create your seller profile, add products and start selling to customers worldwide.

Personal

Why sell crypto, when you can spend it? Den Link's marketplace is for everyone for everything. Want to buy art, clothes, perfumes, online courses, used items, or need a logo design we got you covered. Just explore the Den Link marketplace for suitable offers and find your perfect offer, place your order and relax. Den Link will handle the rest and we won't release your asset until you confirm the receipt of the goods or services.

Earn crypto rewards

Start earning exclusive offers, extra discounts, and special rewards just for spending crypto. Isn't that cool?

Business

Open your business to the world with a technology that knows no borders. With the help of Den Link's platform, you may transact with anyone, anywhere, and accept online payments in bitcoin and other cryptocurrencies. We eliminate the institutional intermediaries, resulting in quick transactions and affordable rates.

And it won't require developer skills or coding!

Why accept crypto payments?

- | No limits
- | Collect payments instantly from anywhere in the world
- | Get rid of multiple unnecessary middle-men
- | Pay only a 1% transaction fee
- | No more fraudulent chargebacks on purchases
- | Get the attention of more customers
- | Gain a competitive advantage in your respective industry

PROBLEM STATEMENT AND OUR STRATEGY

Spend Crypto.

In the beginning, there was pizza. Nowadays, you can spend your bitcoin on much more than pizza, in a wide variety of places, both online and offline.

Nearly 20% of all U.S. adults say they're likely to make a purchase using crypto, according to a recent report by PYMNTS.com, a news and research platform for payments and commerce.

Still, people found it difficult to spend crypto, so we decided to make a change. Den Link helps everyone to spend crypto anywhere instantly, without converting to fiat first! You can spend cryptocurrency directly with merchants that accept crypto payments both online and offline.

We believe digital currencies are the money of the future. So we are building tomorrow's payment platform.

Easy, Simple

Simply sign up, deposit, and spend. Den Link lets you spend your crypto like cash.

| **Pay Anyone**

| **Multiple Asset Support**

| **Earn crypto rewards**

| **Spend crypto like cash**

SOLUTIONS OVERVIEW

Spend crypto like cash.

An App that lets you spend your crypto like cash, so you can spend your crypto on what you want, where you want.

Revenue Model

Den link's revenue will come from the following sources:

- | Commission Structures
- | Paid Ads
- | Paid subscription

\$DEN

The DEN LINK Network Token

DEN is a utility token of the Den Link crypto payment ecosystem. It was created to ensure a smooth transfer of value across our ecosystem. The token will be integrated into our services and products as payment, reward, or discount means.

\$DEN is the first DeFi token designed with online merchants in mind. With \$DEN, DeFi becomes easy.

TOKENOMICS

NAME OF TOKEN	: DEN
CURRENCY CODE	: \$DEN
MAXIMUM SUPPLY	: 1500000000 DEN
NETWORK	: TRC20- TRON

BREAKDOWN OF ECOSYSTEM-WIDE TOKEN ALLOCATION

THE FOUNDING TEAM	: 200000000 DEN
PRE-SALE	: 600000000 DEN
REWARDS	: 500000000 DEN
RESEARCH & DEVELOPMENT	: 200000000 DEN

ROADMAP

Where we are headed.

Q4 2022**RELEASED LIGHT PAPER****DEN TOKEN PRE-LAUNCH DISTRIBUTION (SAFT)****ACTIVATED COMMUNITY & BUILT UP THE TEAM****REFERRAL PROGRAM LAUNCH****Q1 2023****TRON BLOCKCHAIN INTEGRATION****TOKEN DISTRIBUTION****EXCHANGE LISTING****COINMARKETCAP LISTING****STAKING PROGRAM LAUNCH****NEW REFERRAL PROGRAM LAUNCH**

ROADMAP

Where we're headed.

Q2 2023**DEN.LEARN****Q3 2023****DEN.STORE****BUYER PROTECTION****Q4 2023****LIQUIDITY DISTRIBUTION****AI-BASED PRODUCT VERIFICATION****PARTNERSHIPS & COLLABORATIONS****DEVELOPER SUPPORT****CROSS-CHAIN INTEGRATION**

There may be delays because software might be unpredictable at times. Once a milestone is nearing completion, we'll revise our estimated completion dates.

CONCLUSION

The digital payments revolution starts here.

Currently, crypto doesn't feel entirely accessible to the everyday consumer, but cryptocurrencies are gaining acceptance, and people are looking for ways to spend them.

We believe digital currencies are the money of the future. So we are building tomorrow's payment platform, where users can spend their crypto like cash.

We are leading the world to digital currency adoption.

DISCLAIMER

No regulatory authority has examined or approved of any of the information set out in this paper. No such action has been or will be taken under the laws, regulatory requirements, or rules of any jurisdiction.

RISKS AND UNCERTAINTIES

Prospective purchasers of DEN tokens (as referred to in this paper) should carefully consider and evaluate all risks and uncertainties associated with DEN.

IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S).

Trading in cryptocurrencies comes with significant risks, including volatile market price swings or flash crashes, market manipulation, and cybersecurity risks.