



# WHITEPAPER



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# OVERVIEW

ImpulSeven is an all-in-one DeFi ecosystem that offers a range of products in one user-friendly platform. Built on the Ethereum blockchain and powered by the ERC-20 i7 token, ImpulSeven is on a mission to make DeFi accessible to everyone by offering an easy-to-use platform that maintains the highest standards of transparency, security and reliability. Furthermore, it simplifies monetary transactions by offering an alternative to expensive middlemen and third-party intermediaries.

The DApps available on ImpulSeven include a state-of-the-art decentralized exchange, AI-based Arbitrage Trading Bots, a lending platform, decentralized recurring billing, yield farming, staking rewards and more!



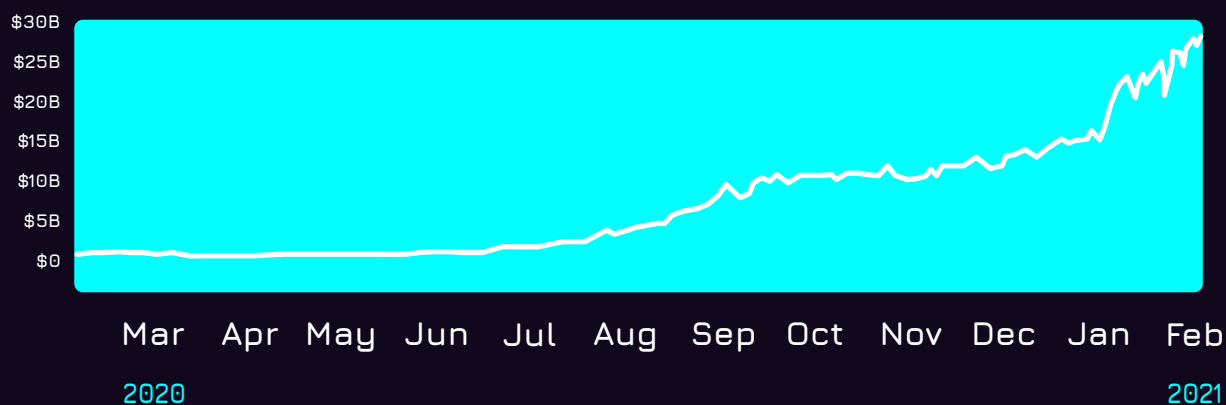
# DEFI TRENDS

The creation of Bitcoin in 2008 marked a shift in our understanding of the way financial systems can operate, and made us question our relationships with the traditional financial sectors that have taken advantage of our reliance upon them at every turn. From Bitcoin sprung an entire new generation of digital assets with seemingly limitless potential. Decentralized Finance (DeFi) is arguably one of the most promising uses of this technology. DeFi effectively allows all manner of financial services to operate trustlessly in a completely digitized new format, accessible to anyone with an internet

connection. These solutions show promise in helping the global unbanked; an estimated 1.7 billion adults were found to have no access to banking and financial services, which poses a serious barrier to economic development.

DeFi projects are increasing their share of the financial market, mainly due to their ability to provide a host of financial services to anyone while maintaining a low barrier to entry. Still, there has yet to be a concerted effort to bring these products together and present them to a wider audience.

## TOTAL VALUE LOCKED (USD) IN DEFI TVL (USD)



Source: Defi Pulse

According to DeFi Pulse, the total USD value locked in DeFi protocols in 2021 peaked at around USD 88 billion in May, a staggering increase from the USD 660 million locked at the same time the year before. A snapshot of the prevailing DeFi trends shows that the sector is a viable alternative to traditional finance and could go from representing less than 1% of the market to commanding a significant share over the next 5–10 years.

To capture an even larger slice of this multi-trillion-dollar global financial market, DeFi services need to expand their offerings to cater for a much wider audience. ImpulSeven meets this need by

expanding the practical use cases for DeFi and solving real-world challenges that plague the global population. The project has already started building the underlying infrastructure to realize this goal, including a decentralized exchange (DEX), advanced trading components and lending solutions. By creating a simple yet powerful DeFi solution that appeals to the masses, ImpulSeven can fulfill its mission to become the go-to DeFi protocol for everything related to staking, swaps, smart locks, lending and payment solutions. If ImpulSeven manages to maintain momentum, it has the potential to become a leading DeFi solution.



# IMPULSEVEN'S DEFI SOLUTIONS

Before DeFi, financial transactions were reliant on the centralized custodial services of banks and other financial institutions. The involvement of these institutions was necessary to mitigate the counter-party risk (the risk that an asset is not received after it is paid for) that exists while funds or other assets are exchanged. These institutions also exist in the crypto industry, in the form of centralized exchanges and trading platforms. However, the inclusion of third parties and middlemen exposes transactions to exuberant fees and extra risks.

While these institutions are still heavily utilized, the increasing use of cryptocurrencies and smart contracts makes trustless transactions a viable option. This decreases the reliance on these legacy systems and gives the market more control over how they move their assets. ImpulSeven seeks to promote widespread adoption of these trustless mechanisms for conducting even the most complex transactions without reliance on middlemen, or the risk of being held hostage by third-party institutions.

ImpulSeven is built on the well-established Ethereum protocol. It is powered by its native ERC-20 token, i7, which plays a vital role within the ImpulSeven ecosystem. As the name suggests, there are seven key components to the platform:

- [ImpulSeven DEX](#)
- [Liquidity Mining & Staking Rewards](#)
- [DeFi Lending](#)
- [AI Arbitrage Trading Bot](#)
- [Decentralized Recurring Billing](#)
- [Governance](#)
- [i7 Token](#)

The products and services offered by ImpulSeven are based on the strong foundations formed by its decentralized exchange (DEX). This DEX allows for non-custodial, cross-chain, peer-to-peer transactions by utilizing smart contracts—a function that forms the basis of all DeFi applications, including the 7 different services offered on ImpulSeven.

To ensure accessibility to everyone irrespective of their prior experience with cryptocurrencies,

ImpulSeven has designed an intuitive, user-friendly interface for all its products. Users can access all aspects of the ImpulSeven ecosystem through a single dashboard with customizable features. This is the crucial differentiator that sets it apart from other DeFi solutions that use barebones, complex interfaces that overwhelm newcomers.



## SOLUTIONS



Decentralised Exchange



DeFi Lending



Arbitrage Trading



Yield / Liquidity Farming



Staking Rewards



Recurring Billing

# THE IMPULSEVEN DEX

The ImpulSeven DEX is a fourth-generation exchange platform with an advanced orderbook model that supports complex trading options like derivatives. Asset exchanges on ImpulSeven DEX are governed by a smart contract that holds funds in escrow and concludes transactions only after all requirements to eliminate counterparty risk are satisfied. ImpulSeven also supports staking, a hallmark feature of DeFi ecosystem whereby users provide tokens as liquidity and earn interest or receive staking rewards.

## The ImpulSeven DEX boasts several features:

- An easy-to-use, permissionless interface on which users can trade spot swaps and futures.
- An off-chain orderbook model where orders are matched before they are committed to the blockchain for execution and settlement, improving both reliability and execution speed.
- Orderbooks storage on ImpulSeven chain nodes, ensuring maximum decentralization, transparency and censorship resistance.
- Implementation of Trade Execution Coordinators (TEC) that increase reliability by

enforcing price-time priority for all order executions while eliminating collisions and front running potential. The TECs combines the best of Order Matching and Open Orderbook Relayer models that make trading more flexible, ensure liquidity, manage minimum spread and reduce fees.

- Democratized trading through user votes on new permanent derivative pairs for crypto assets. ImpulSeven DEX is designed to be a constantly evolving platform that puts users first.
- In-built ERC-20 swap mechanism for traders to switch between assets on-the-fly and trade their desired derivative pair.
- Support for decentralized futures trading.
- Up to 20x leverage for on-chain perpetual contracts with transparent fees and 24/7 guaranteed liquidity.
- ImpulSeven Perpetual Protocol, which supports perpetual contracts for any asset including DeFi tokens like WBTC, YFDAO and i7.
- Zero fees for the first 3 months after launch.

# LIQUIDITY MINING & STAKING REWARDS

Liquidity Mining is an opportunity to earn passive income for those holding cryptocurrencies. Popularized by DeFi applications, Liquidity Mining involves crypto holders depositing their assets into a liquidity pool smart contracts. By doing so, the investor provides capital to the platform and receives a portion of the fees earned, as well as rewards in the form of tokens. Investors can choose to either withdraw their initial capital at any time or after a fixed duration, depending on the platform's conditions.

ImpulSeven implements a flexible Liquidity Mining program that offers attractive annual percentage yields in the form of i7 tokens. The

liquidity secured through Liquidity Mining will be instrumental in helping the project evolve. The list of supported assets for Liquidity Mining will be announced soon.

ImpulSeven also supports staking of i7 tokens via its website. The staking mechanism on the platform is designed to return 80% of fees generated from all i7 transactions as dividends, to be shared between all the stakers. These dividends start accumulating the moment i7 tokens are staked, and dividend payouts are made once every 3 days. The dividend earned will be compounded, gradually increasing the amount of staked i7 tokens.

# LENDING ON IMPULSEVEN

DeFi lending is one of the most important developments that have come from the space, and plays an important role in providing liquidity to individuals and businesses. Compared to traditional banking where users need to go through an arduous documentation process to prove their creditworthiness, DeFi loans require nothing more than adequate collateral. Borrowers can take loans in fiat or stablecoins, and collateral can be posted in a range of accepted cryptocurrencies. The liquidity for lending is generally provided by other participants in the network who will deposit their funds into a lending pool governed by a smart contract. By contributing to the lending pool, investors earn interest on their deposits.

The smart contracts governing the lending process implement fail-safes to reduce the risks that come with a default or a drastic fall in the value of collateral. To do this, borrowers sometimes need to provide additional collateral if

market conditions change significantly. Failure to maintain an adequate level of collateralization can result in liquidation if the value falls below a certain level. Similarly, an increase in the value of crypto assets held as collateral makes the borrower eligible for additional loans against the existing collateral.

The ImpulSeven Lending platform is a decentralized solution for individuals and businesses alike. Users can borrow stablecoins through the platform after depositing a variety of crypto assets as collateral. The platform offers added convenience by charging borrowers low interest rates, and investors involved in staking or contributing tokens towards the lending pool also earn passive income through interest and rewards.



# AI ARBITRAGE TRADING BOT

As one of the core products in the ImpulSeven ecosystem, the Arbitrage Trading Bots use artificial intelligence to leverage the varying prices of crypto assets across different decentralized exchanges to execute profitable cross-platform trades. While the principles behind arbitrage trading are not new and numerous trading bots are already available in the market, none function in a decentralized setting quite like ImpulSeven's.

ImpulSeven's AI Arbitrage Trading Bot will monitor different decentralized exchanges to identify price discrepancies for a particular token pair and capitalize on them by placing profitable trades. By doing so, the Bot will generate quick profits for the trader which are deposited directly into their account. In cases where ImpulSeven's AI Arbitrage Trading Bot is working with funds from an investment pool, the profits generated by the bot will be proportionally shared with each investor relative to their percentage contribution to the pool.

The ImpulSeven AI Arbitrage Trading Bot will be powered by a smart contract capable of reading the blockchain from multiple

exchanges and identifying the potential to place profitable orders. Once identified, it executes trades synchronously one after another until the conditions change. As soon as the gap between asset prices on different exchanges close, the Bot will stop placing orders. The node application responsible for monitoring and execution of trades will be hosted on a cloud server and connected to different decentralized exchanges using their respective API keys. The bot will be configured for high throughput, capable of executing thousands of transactions per second to take advantage of concurrent opportunities across multiple exchanges.

To start using the ImpulSeven's AI Arbitrage Trading Bot, users will simply sign up, deposit funds in the cryptocurrency that they wish to trade and hit the start button. The straightforward sign-up process will require only an email, setting login credentials and verifying the provided email address. Once completed, the bot will do all the heavy lifting and the profits made during the process will be deposited to the user's account.

# DECENTRALIZED RECURRING BILLING

Decentralized Recurring Billing allows users to automatically transfer a fixed amount of cryptocurrency from one wallet to another at regular intervals with the help of a smart contract. Decentralized Recurring Billing is ideal for paying subscriptions for products and services, and is a valuable tool for managing investment portfolios that include crypto SIPs (Systematic Investment Plans), recurring deposits and more. As more and more businesses begin to accept cryptocurrencies, Recurring Billing options will undergo a significant increase in demand.

ImpulSeven's Decentralized Recurring Billing solution implements a flexible smart contract which is designed to efficiently carry out payment distribution and bill collection based on the digital signature dynamics of various accounts. This feature is especially helpful when used with stablecoins, as they exhibit negligible volatility and therefore help users automate transfers without having to worry about disruption of services due to non-payment.

# GOVERNANCE

Decentralization is the core of any DeFi platform. Decentralization means there is no central authority or person governing the operations of the platform and is instead managed through a democratic process facilitated by a Decentralized Autonomous Organization (DAO). Used in the context of decentralized protocols, a DAO comprises a group of users, generally token holders, who interact with each other within a set of programmed rules defined within the smart contract. The participants in the DAO work towards the betterment of the ecosystem by setting community goals and targets through

proposals. Eligible participants can then vote on these proposals to reach a consensus, ultimately resulting in a decision on whether to implement the said proposal or not.

The functioning of a DAO is akin to that of a company or a corporation, where token holders instead of shareholders have the privilege to vote. In ImpulSeven, i7 acts as a governance token. It represents share in the project that gives proportional voting rights with incentives. The i7 token is transferable and can also be traded against other tokens.

# i7 TOKEN

i7 is both a utility and governance token within ImpulSeven, and functions as the primary payment currency for all products and services within the ecosystem. It is an ERC-20 token based on Ethereum with a maximum supply of 10 million.

i7 was initially released through a presale and subsequent public sale.

Staking and liquidity mining are already available for token holders looking to receive rewards for contributing to the ecosystem.



# TOKENOMICS

STAKING / FARMING / REWARD 23.5 %



DEVELOPMENT 17 %



LIQUIDITY FOR DEX 8.5 %



PUBLIC SALE 3 %



STRATEGIC ROUND 14 %



MARKETING 8 %



TEAM / ADVISOR 12 %



RESERVE 5 %



DEVELOPMENT 9 %



# S U P P O R T E D   W A L L E T S

As an ERC-20 token, the i7 token is compatible with any Ethereum-supported browser wallet, such as MetaMask, MEW Wallet etc.

ImpulSeven is also developing its own ERC-20 compatible wallet which will give users direct access to DeFi functions like staking and token swaps.



# TRANSPARENCY & SECURITY

ImpulSeven is designed to empower its users by leveraging the potential of DeFi and its underlying blockchain technology to create solutions that are accessible to all, irrespective of their geographic location, occupation or earnings. By leveraging blockchains, the platform ensures transparency via the public ledger: all smart contracts and transactions handled by the ecosystem can be readily verified by anybody using Ethereum block explorers like Etherscan.

Apart from transparency, security is a critical element. The ImpulSeven team follows all available best practices to ensure the security of its codebase, smart contracts, wallets and modules in our DeFi ecosystem. Furthermore, ImpulSeven's infrastructure has been subjected to internal as well as external security audits for verification and assurance.



## T E A M



A m i t   D e b n a t h

L e a d   D e v e l o p e r

With an innate love of writing code to solve complex issues, software developer Amit Debnath has been programming since 2016 and is fluent in a variety of programming languages. Amit realized there was a need for a user-friendly cryptocurrency platform which can be readily used by anyone, irrespective of their experience with the technology, and so began developing ImpulSeven with his team. As a Senior Programmer with experience managing multiples projects at any given time, he has a strong understanding of what it takes to effectively manage a team.



C o r a   N g - K o r i m b o c u s

C h i e f   O p e r a t i n g   O f f i c e r

As ImpulSeven's COO, Cora brings over 20 years of experience in management and communications to the project. She holds senior management positions in several key companies in Mauritius and has efficiently managed both domestic and international brands. As a project in the DeFi space, ImpulSeven will benefit from her previous experience at the Financial Services Promotion Agency (FSPA) and the Tender Committee. She is also an entrepreneur credited for founding CommunicationsC!—a communication agency that offers brand and communication development consulting for prominent companies.

With brand and integrated communications as her forte, Cora plays a crucial role in shaping the success of ImpulSeven by building a strong community and user base. Her credentials as a certified trainer as well as a pro-active social worker will further empower the ImpulSeven team and help the project reach those who do not have access to financial services.





B e n i t o   E l i s a

C h i e f   F i n a n c i a l   O f f i c e r

Guiding ImpulSeven to emerge as one of the top DeFi projects capable of solving the problems faced by conventional financial sector is Benito Elisa. A well-known name in the banking and financial sector, Benito is the founder of prominent projects like Wakanda 4.0, Holo Pub, Tradehood Ltd., Benito Fintech News and more. As Chief Financial Advisor, Benito shares his valuable experience to help the developers of ImpulSeven create a holistic platform that suits the diverse needs of users, irrespective of their experience with alternative financial instruments and platforms.

Benito is also an official representative of the Mauritius Blockchain Conference and has earlier served as the Advisor in Financial Services to the Ministry of Financial Services and Good Governance.



K r y s t e l l e   G a l a n o

C h i e f   P a r t n e r s h i p   O f f i c e r

Krystelle is a marketing, public relations and investor relations specialist responsible for forging partnerships with crypto companies, financial institutions and community groups. She has been an advisor for multiple crypto projects including a decentralized exchange. A member of the Union of Crypto Advisors, she also has over half a decade experience in social media management and e-commerce operations.

# ROADMAP

The ImpulSeven roadmap is a detailed plan that takes the project from ideation, research and development through to deployment and marketing. Backed by a highly competent team, the ImpulSeven project has so far been on-time with all deliverables. The team intends to continue this until the DAO is instated.

ImpulSeven is implementing a rapid development plan that enables it to create a fully secure, working product over 15 months. Outside of the development milestones mentioned in the roadmap, the team will also be working on other products and services to add value to the ImpulSeven ecosystem.

Q 1  
2 0 2 1



- Smart contract development
- CMC coin gecko listing
- Marketing commence
- Partnership announcements
- Cex listings

Q 2  
2 0 2 1



- Staking platform launch
- Website upgrade
- White paper v 1 launch
- Re-branding & change of Ticker

Q 3  
2 0 2 1



- Farming platform launch
- ImpulSeven wallet launch
- Ai bot launch
- Planning market research started
- Tier 2 exchange listings
- Contract development
- Partnership announcements

Q 4  
2 0 2 1



- ImpulSeven dex launch
- NFT launch
- Lending & borrowing platform launch

# MARKETING STRATEGY

During the initial stages, the platform will use established marketing strategies across a range of digital mediums. The carefully tailored marketing campaign will be launched on cryptocurrency and social media channels to target existing crypto community members. Gradually, the target audience for promotional campaigns will be expanded to

include the wider public.

Apart from paid, owned and earned digital media strategies, the project will also create easy-to-understand educational material to explain DeFi and introduce to public to ImpulSeven. This will be followed by tutorials with step-by-step instructions for using various platform features.

## MARKETING STRATEGY

1

### Exchange Listings & User Onboarding

ImpulseVen will follow a strict listing schedule, to get on all the top exchanges as soon as possible. This is a key part of our strategy, as it will allow for the trade volume to continue to rise.

2

### Highlighting The Practical Value

More important than creating something interesting is creating something useful, if a product/service can be seen to add value then people will be more likely to spread the word.

3

### Public Awareness

When things are observable, they are easier to spread and become popular new platforms have the potential to arouse curiosity and create organic engagement.

4

### Creating Memorable Messages

Creative messaging has the spark of a viral marketing campaign through word of mouth.

5

### Promoting Target Messengers

The company will target individuals with large networks who are sources of trusted information.

# COMMUNITY & USER ENGAGEMENT

One of the most important steps to ensure the success of any DeFi project is building and sustaining a strong and active community. The best way to create a community for a project is by targeting those who are already familiar with cryptocurrencies and their value. ImpulSeven is therefore targeting crypto users who are generally tech-savvy and are already part of various existing online communities.

Forums like BitcoinTalk, Reddit, Steemit, and Telegram groups are some of the best places to reach out and interact with the target audience as these platforms are heavily used by the crypto community. Crypto news websites and platforms like CoinMarketCap and CoinGecko, and dedicated DeFi listing platforms like DeFi Pulse and DeFi Prime will also increase the visibility of an emerging DeFi project like ImpulSeven.

As a part of its marketing strategy, ImpulSeven is maintaining an active social media presence to provide followers with up-to-date information and changes concerning the project. The ImpulSeven team will respond to any queries users may have regarding the project. The project's presence on social media is supported by targeted advertisement campaigns on those platforms, which will run in parallel to similar campaigns on leading crypto news websites in the form of banner ads, press releases and sponsored content.

# INFLUENCER MARKETING

To further strengthen social media promotions, ImpulSeven is approaching prominent personalities in the crypto, DeFi and financial services spaces to encourage them to discuss ImpulSeven and its advantages. This is intended to get the ImpulSeven name out to large communities through sources they trust and admire.

# PARTICIPATION IN EVENTS

Crypto events are a common occurrence, both in-person and online. ImpulSeven will have a presence in these events by setting up a booth, assisting as sponsors or appearing as keynote speakers to talk about the advantages of DeFi and how ImpulSeven supercharges its use case. Apart from participation in these events, ImpulSeven is also conducting its own events in the form of webinars and meetups.

## IMPULSEVEN LISTINGS

ImpulSeven is listed on multiple DeFi aggregators, and the i7 token is also listed on major cryptocurrency listing platforms like CoinMarketCap. In addition, and to make the token more accessible, ImpulSeven will be soon listed across multiple centralized exchanges, and is already available on decentralized exchange platforms like Uniswap.

## EDUCATIONAL CONTENT

ImpulSeven is invested in creating educational content like video tutorials, blogposts and courses to help new users navigate through its ecosystem and learn about DeFi and its benefits. These tutorials will provide in-depth, impartial education to its users, thereby encouraging them to become part of the ImpulSeven community so they can enjoy its benefits without any apprehensions.

# COMMUNITY MANAGEMENT

ImpulSeven is building a vibrant community on popular social platforms like Telegram and Discord. We have dedicated, knowledgeable community managers interacting with users at all times.

These community managers participate in discussions, answer queries, moderate the community and expand it further by reaching out to more people.



## PARTNERSHIPS

To provide its users with full access to all the benefits offered by DeFi, ImpulSeven is collaborating with other crypto projects, exchange platforms and businesses. ImpulSeven is looking to create symbiotic relationships with projects who share its vision about the future of DeFi.

## LEGAL & REGULATORY ASPECTS

ImpulSeven is fulfilling all the necessary legal and regulatory requirements to operate within the bounds of legal framework prescribed by jurisdictional authorities. The project will, when required, apply for prescribed licenses and implement AML and KYC policies.



# DISCLAIMER

The contents of ImpulSeven whitepaper and the website are not for financial promotion. None of the information or analysis presented are intended to form the basis for any investment decision and no specific recommendations are intended. Therefore, none of the contents of this document or the website serve as an invitation or inducement to engage in any sort of investment activity.

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