



**DIM FOUNDATION  
MIDYEAR UPDATE**



## CONTENTS

# TABLE OF CONTENTS

- 1 Introduction: A Word from the Visionaries
  - 2 Human Resources
  - 3 Economics Department
  - 4 DIM-Listing Department
  - 5 Ambassadors
  - 6 Marketing
  - 7 Developments Department
  - 8 Graphic Design Department
  - 9 Wise Consulting
- Conclusion



## INTRODUCTION

### A WORD FROM THE VISIONARIES

Our vision is to have a thriving DIM Ecosystem, and the main drivers for that are the Hybrid Stock Exchange and the participants. The HYBSE is at the heart of the DIM Ecosystem because increased participation on the platform directly affects the value/price of the DIM TOKEN, which is a primary concern for us and the participants. For this reason, it is crucial that we launch the HYBSE only when it is fully developed and of a high-end quality. The HYBSE is an incorporation of both virtual and physical realities, which means the work and effort it requires is extensive. In this regard, we appreciate the understanding of our community, who are as interested as we are in a quality product and service, and who understand that good work needs quality control and intensive testing.

Another crucial area of focus in the DIM Ecosystem, which is directly related to the HYBSE, is the work of the Ambassadors. An important function of the Ambassadors is to create DIM communities, globally. This will be done by forming foundations in their geographic regions and appointing subcompanies, which will register on the HYBSE. There is currently a DIM Foundation in Singapore, but it will function mainly as an information hub, and it is through the global foundations, under the leadership of the Ambassadors, that companies will register on the HYBSE. Through education, equity and business, and promoting the highest utility of the HYBSE, the work of the foundations will directly add value to the DIM Ecosystem.

This is the vision for the DIM Ecosystem, and this mid year update is meant to give an overview of the progress and efforts towards realising this vision. With that said, we wish for the DIM community to be cognizant of the sensitive nature of some of the information relating to security, developments and intellectual property, and understand that in the highly competitive domain in which we are working, there is a need for discretion. As such, only a limited amount of information can be made available to the public in this update without compromising our work and plans.



## HUMAN RESOURCES

### Skills Development – On going

We are at the forefront of innovation in a rapidly evolving technological domain. Therefore, investing in the skills development of our team of employees is vital. We have been sending employees for training and HODs have been dedicating their time to giving in-house training. Also, our CTO will also be giving blockchain technology training in colleges in under privileged areas.

### Recruitment Vision

We started with three in-house developers in 2017 and have since added five more in 2018. We currently have eight in-house developers in total and one quality control.

We are aiming to have 30 developers in total by the end of December 2019.

We do proper screening and assessments, and we have a test day to assess a candidate's attitude, drive and passion. We only hire qualified candidates to help us realise the company's vision.

### Current Vacancies:

1. Senior Graphic Designer
2. Marketing Manager
3. IT System Manager
4. PHP Developers
5. Node Js2 and Angular Developer
6. International Legal and Compliance Lawyer
7. Automator Tester

### Internships;

1. HR Administrator
2. PHP Developers
3. Node Js2 and Angular Developer
4. Software Testers



## ECONOMICS DEPARTMENT

Since the start of 2018, one of the main occupations of the Economics Department has been to research and draft the various whitepapers, which are the foundation for projects released within the DIM Ecosystem. Below is a list of projects that have been completed and those that are ongoing

The completed projects include:

### ● **IBIN Whitepaper and IBIN Whitepaper Summary**

IBIN (International Blockchain Identification Number) is the blockchain equivalent of ISIN (International Securities Identification Number). ISIN is an identification number that is utilized to identify financial assets such as securities in traditional systems, and IBIN is an identification number for equities that seek to be listed on blockchain based exchanges such as the HYBSE. IBIN consist of 13 alphanumeric characters that are unique to the respective cryptonized-equity, cryptonized-exchange traded commodities and other cryptonized products.

### ● **HYBSE Blueprint Guide**

The HYBSE blueprint is a guide that outlines for companies the requirements for listing on the HYBSE.

The ongoing projects include:

- DIM Ecosystem Whitepaper
- DIM X Whitepaper
- HYBSE Whitepaper
- CryptoXchange Whitepaper

There are also whitepapers for two secret projects that are yet to be announced.

The IBIN Whitepaper, IBIN Whitepaper Summary, HYBSE Blueprint Guide and the DIMCOIN Whitepaper have been published and are available to the public. Information on the ongoing projects will be made available in due course.



## DIM-LISTING DEPARTMENT

From the outset, the DIM-Listing Department was immediately faced with a few challenges, which became catalysts for good innovations from our team. DIMCOIN is the first coin to be built on the NEM blockchain, which meant that we were the first to face some the challenges that come with being a token on this blockchain.

- The first challenge came from the fact that most exchanges preferred to list Bitcoin and Ethereum built coins. We discovered that it was easier for new coins built on the Ethereum blockchain to be listed. Integrating NEM blockchain was difficult for most exchanges because they struggled to understand the concept of the NEM Mosaic. So, the listing department had to re-strategize. We looked at how to improve what we have internally before we could look at what we are sending to the market. This resulted in the birth of the new DIMCOIN specific GitHub and DIM Explorer. With GitHub and DIM Explorer, integration between DIMCOIN and exchanges was slightly easier. This was evident with the three exchanges that came after the fact (Iquant, BTC Alpha and Exrates).

- The second challenge we had was with CoinMarketCap, and a misunderstanding or misinterpretations that had to be clarified there. Being the first coin built on NEM makes us a token of an already existing blockchain. With that said, on the whitepaper DIMCOIN and DIM TOKEN are separate offerings. CoinMarketCap defined DIMCOIN as a token (which is the correct interpretation of what it means to be built on an existing blockchain), making the DIM TOKEN total supply of 10 million the main focus instead of putting the DIMCOIN's offering of 9 billion. This was rectified.

- Thirdly, in the last three months, there has been an increase in ICO's and this has created suspicion around younger coins. This impacted our listing because we had to prove our identity and that we are not a scam. Thankfully, it is almost a year now and we have prevailed over the obstacles that a new COIN must endure. We believe the foundation has been set for DIMCOIN.

### Listing Strategy

Since the decline in the market share of Bitcoin both in size and value, more Altcoins have been a substitute for Bitcoin. In line with a bearish market, DIMCOIN has decline in value, but it also has held steady at a market low of \$0.005 from a market high of \$0.008.

One of the key strategies for the Listing department is to list on exchanges that have the potential to grow and offer our investors exposure to different regions. The listing department prides itself in building relationships with exchanges that it partners with. The regions that we are listed on are China, Eastern Europe, Hong Kong and Britain. We are still expanding into regions such as Australasia and South East Asia. When selecting an exchange and a region we take into account compliance with regional regulation because we are careful not to expose our investors to situations that will see them unable to trade.

Going forward, the listing department will be focusing on listing companies on the HYBSE in order to reinforce the value of the DIM Ecosystem. This should have a positive effect on the DIMCOIN and DIM Ecosystem.

The philosophy of the listing department has always been that we believe in gradual growth. We believe in putting our clients in a better position today than they were in a year ago.



## RELATIONS

### Ambassadors

The launch of our Ambassador programme was very successful. We received over 100 applications, and after a careful selection process, the applicants whose skill-sets best aligned with our business objectives were chosen. Altogether, we have 22 confirmed Ambassadors, represented on every continent. Below is a list of our Ambassadors:

1. H. Rukamana - Indonesia
2. G. A. - Argentina
3. J. Lin - Singapore
4. Z. Zedelashvili - Georgia
5. C. F. Yaye - Spain
6. M. CeMilton Rossato – Brazil
7. Dr H. Hamdan - Australia
8. G. Baram - Netherlands
9. T. Mohomed - Nigeria
10. S. K. Cheffy – United States of America
11. H. T. Lwin - Asia
12. D. Maurya - India
13. C. N. Ngobe – South Africa
14. M. Z. Akbar - Pakistan
15. F. Eduardo - Panama
16. D. Constantin - Switzerland
17. V. Nikiforov - Russia
18. A. Popoola - Brazil
19. W. M. Muhammed - Pakistan
20. M. Grzesiak – United States of America
21. J. P. F. Agüero – Spain
22. T. Letopa – South Africa

### Chief Ambassador Officers and Regional DIM Communities

We appointed our first Chief Ambassador Officer for the South America region. We will also be appointing more CAOs in different continents. The primary responsibilities for this critical position include making major corporate decisions, managing the overall operations and resources of the other Ambassadors in that region, as well as acting as the main point of communication between our organisation and corporate operations. The CAO will also be responsible for co-ordinating meetings with Ambassadors and campaigning.

We aim to have 100 Ambassadors. Ambassadors assist businesses from their regions to register on the HYBSE. They also attract vendors who will use DIM Currencies. We encourage our Ambassadors to build their own DIM communities in their regions.

### Ambassador Toolkits

We are currently finalising the Ambassador toolkits. The kits will be sent to them within the month of June. Each toolkit includes educational material to assist the Ambassadors, as well as branded gear specially made for them.



## MARKETING

Around 50% of last year's ICOs have either failed or abandoned their on-line presence, with large amounts of investor money being lost. The crypto world is relatively new and not well understood by many, and the negative influence of these ICOs created further apprehension and distrust within the crypto community and around it, making it difficult for legitimate blockchain businesses to attract investors. In light of these considerations, part of the marketing team's task has been, and continues to be, how to positively influence and manage perceptions so that there is a better public appreciation of the future that crypto holds. In our communications, we emphasize 'blockchain technology', which is where the true value of crypto is. This simple semantic shift drives the focus to the technology and how it can be applied to businesses and moves it away from the negative connotations that some associate with the word 'crypto'. Another important on-going goal for the marketing team is for the HYBSE on-line presence to be recognised as the perfect combination of a professional interacting solution and blockchain based business. The reason for this is to keep the passion and vision of the crypto community while maintaining a professional standard.

### DIM Marketing

This year, the marketing strategy has benefited from relationships we are building with media outlets and advertising agencies. The demographic and audience we target has remained mostly the same. The slight variance will come from an expanding audience due to more regions showing interest. In our targeting we are very deliberate about the quality of the community we are fostering.

Recent highlights include:

- The release of the Hybrid Stock Exchange trailer, which has achieved more than one million views. These views came from our YouTube advertising campaign as well as natural accumulation since the release.
- Additionally, the IBIN Press Release reached an advertorial value of \$ 4,264, 000. The PR was sent in 12 languages to their top respective news websites. These languages are Arabic, Chinese, Dutch, English, French, German, Italian, Japanese, Korean, Portuguese and Spanish.
- The #Go2DIM Campaign. It is very important for us to build and maintain trust with our DIM community, and the "#Go2DIM – Prepare for Launch" campaign is one way of fostering that trust and remaining transparent. We had a competition to bring three Ambassadors, one promoter and one general investor to the HYBSE back office in Africa. The campaign is currently under way. The five individuals will be visiting the DIM offices for two days in July 2018.

### HYBSE Marketing

HYBSE Marketing is planned with the full release of the landing page. This is aimed at increasing awareness about HYBSE to get users and issuers registering and will include:

- Press releases (crypto and traditional markets)
- Banner (crypto and traditional market)
- Influencers – more to follow
- Further partnerships with advertising agencies
- Community growth campaigns (social medias) Once companies are fully listed on the HYBSE, their own marketing strategies will benefit ours as more awareness will benefit both parties.



## DEVELOPMENTS DEPARTMENT

The Developments Department continues to make good progress towards realising the overall vision for the DIM Ecosystem.

### HYBSE

We hired three programming companies to work on the HYBSE simultaneously. The reason for hiring three companies is to avert the risk of failure and unnecessary delays. We want to be fully covered, because we are breaking new ground and cannot afford errors. One company has fallen out due to quality assurance issues. The second company is in the alpha stage and has begun internal testing. The third company is three quarters of the way to completing the development of the HYBSE and should be done after the summer. The internal developments team is taking over the back-end and administration, while the other two companies continue as partners of the DIM Ecosystem. We intend on embarking on a long term partnership with these two companies.

Legally, it has been and, still is, a successful ongoing journey towards reaching the final stage of overall cryptonization processes for equity to be listed on the HYBSE. The legal team is currently defining the processes required for the legal documents to be used between the HYBSE and Issuers. As already mentioned in this update, the ultimate goal is to bridge the gap between the new world of blockchain based trading platforms and the traditional world of equity. These processes prove to be more arduous the deeper we venture into this new industry of blockchain based trading. We believe that we have a great responsibility in paving the way for such an industry, and we are conscious of how we will benefit individuals as well as companies, globally. An example of this is our release of IBIN, which is intended to serve as a benchmark for future relevant blockchain business listings. Taking this into account, our focus is on the future of this new industry and therefore the participants associated with it.

There are many projects being tackled by Developments Department, which cannot yet be shared publicly. Below are some of our completed projects:

- **DIM Explorer**  
We finished DIM Explorer, which is used to track transactions on the NEM blockchain.
- **First 50+ DIM TOKEN Holder Payout**  
We did the first payout for the 50+ DIM TOKEN holder share (30%) of transaction levies.
- **DIM GitHub Scripts**  
We have made publicly available scripts that third-party users can use to interact with transactions. These include DIM-cli and DIM Payout. There are others still to come out
- **DIM X**  
DIM X will come out soon on testnet. This platform converts Bitcoin to DIM Currencies. It currently supports DIM-BTC, BTC and XEM.



- **DIMWALLET**  
DIMWALLET is for users to store and transact their DIM Currencies as well as other NEM mosaics.
- **IBIN**  
IBIN was launched. Any cryptonized equity can get an IBIN number, which is a prerequisite for listing on HYBSE.
- **DEPOTWALLET**
  - DEPOTWALLET went from 1.4.17 to 1.5.2
  - underwent bug fixes based on user feedback
  - new features: purge buttons; mouse entropy integration; backup option for safari users, and
  - many others
  - overall better user experience

## GRAPHICS

## GRAPHIC DESIGN DEPARTMENT

This year we have worked on a number of products created and launched in the DIM Ecosystem. Besides the internal designs for business cards, letterheads, and corporate identities, we have been developing the face of upcoming wallets and exchanges, websites and banners – as well as upkeep for social media and Medium posts.

- The main focus, however, has been the development and implementation of HYBSE. The team has developed the front end and are constantly tackling the various new and exciting graphic needs of this project from a design perspective.
- Key members of our team recently completed course in order to further their skill and abilities (both did extremely well by the way, 80% and above) for the benefit of the products we produce.
- Outside of that, we completed the “Inside DIM” video, which showcased the team for the first time.
- We conceptualized and designed the HYBSE video, which has over one million views on YouTube now



WISE

## WISE CONSULTING

Wise consulting has received licensing in Switzerland, but due to high geographical costs and drawn out negotiations with the team members of Wise Consulting, it is proving to be financially strenuous for the DIM Ecosystem, and therefore, it is on hold. We will, of course, inform you of future developments.

END

## CONCLUSION

This midyear update has been compiled for the benefit of our community. It is not a report; however, the details herein are meant to keep the DIM community and our participants informed of our progress, because we value their trust and understand their need to know the state of our organisation. We are grateful to our community for their constant engagement with us, their participation in our campaigns and their crucial feedback, which helps us to improve our products and services. We are doing good work, and you are an important part of it. We are encouraged to know that you are in it with us for the long run, and are all looking forward to a good return.