

WHITEPAPER

v2.1



REBELLIOUS

BRINGING BLOCKCHAIN TECHNOLOGY TO THE PUBLIC

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INTRODUCTION

Blockchain technology has revolutionized the way we see government currency monopolies. Currencies like Bitcoin and Ethereum have shown us that we don't need to rely on central governing powers to transfer money around the globe, maintain financial privacy/security, and verify ownership.

The global financial system is changing and the role of cryptocurrencies within this system has long been filled with hopes, questions, and plenty of risks. However, it's finally becoming clear that blockchain could be the heart of a wide variety of decentralized infrastructures, including everything from cloud databases and social media platforms to mesh networks and share economies. Together with the internet, blockchain technology is proving to be one of the largest revolutions since the industrial revolution and the foundation of a free and prosperous planet. But this future isn't something to be predicted or hoped for - it's something to be achieved.

At Rebellious, we believe in the power of cryptocurrency and more so in the blockchain technology behind it. And we believe now is the time to push this technology further. In 2017, we already saw huge changes that impact the future of cryptocurrencies and economies on a global scale.





INTRODUCTION

With a lot of experience in the E-commerce markets, we ourselves have experienced how the mass adoption of cryptocurrencies and blockchain technology in general still has a very long path ahead of it. We, however, feel the current path the market is traveling is not leading towards this end goal of mainstream adoption. Blockchain technology is being misused as a product to feed a very speculative and manipulative market.

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The combination of rapidly increasing prices, individual speculation in the crypto marketplace, and widely available venture capital has created an environment in which many investors are willing to overlook traditional metrics, such as price-to-earnings ratio and confidence in technological advancements, in favor of getting rich quick by speculating in the bubble market.

The absence of infrastructure and a lack of understanding were two major obstacles that previously obstructed mass connectivity for the internet market. For these reasons, individuals and businesses had limited capabilities in what they could do and what they could achieve in accessing the technology. A lack of knowledge also brings in more risk and security problems.





INTRODUCTION

Right now we see these problems occurring in the Blockchain industry. Due to these limitations, lots of businesses are sidelined during this technological revolution, even though they would like to enter the playing field.

Rebellious will provide the building blocks that can better the infrastructure and increase the understanding of the blockchains' fundamentals and its immense potential. We will bring down the wall that's holding businesses back from blockchain adoption. Education leads to understanding, and finally, with the right tools in hand, adoption.





WHY REBL?

The Rebellious team has many years of experience in the e-commerce market, as well as in cryptocurrencies. We believe a cryptocurrency developed by crypto-enthusiasts for crypto-enthusiasts could change the current market for the better.

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Our motivation

The Rebellious project was born as a solution to the problem we have perceived, experiencing first hand how hard it can be for a business to adopt the blockchain. Over the last couple of years, we have explored integration on multiple occasions, finding out on first hand this was very difficult - impossible maybe for some. This forced us to get more in-depth with blockchain technology.

As the years went by, we grew as both crypto-enthusiasts and specialists. Over this time, it has been increasingly painful to watch blockchain integration to have seemingly derailed from its objective.

Cryptocurrency projects are quickly dominated by a handful of big investors who buy up huge chunks of the currency. The result is them having a disproportionate influence on price, while regular investors quickly lose interest in the rest of the project. This all has led to the trend of the speculative and manipulative market state we currently find ourselves in. We intend to break this current trend of the irrational exuberance.



REBELLIOUS



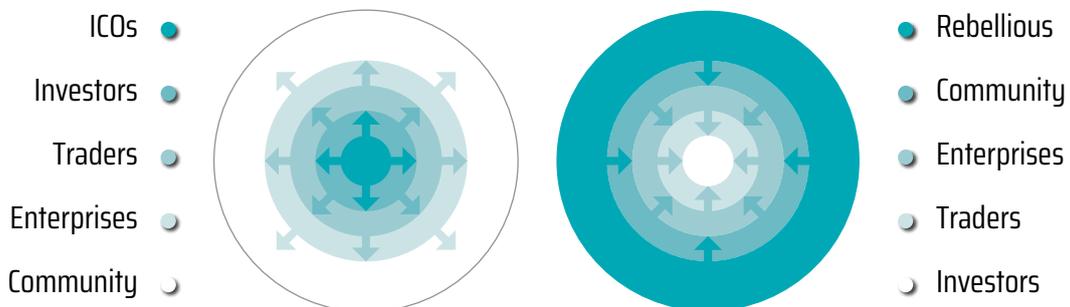
REBL KICK-OFF

Rebellious will stimulate mainstream adoption of blockchain technology and bring the concept directly to the community.

We are building a community in which every crypto-enthusiast has an equal opportunity to grow both the project and their own portfolio.

Our token was distributed for free via airdrop. We did not want to hold an ICO. Instead, we wanted an engaged community that feels affiliated due to their contribution to the project. The main goal of the airdrop was to create a strong, loyal community of Rebels dedicated to making a change in this cryptocurrency market.

We are very proud of having the first phase of this project finalized with great results!

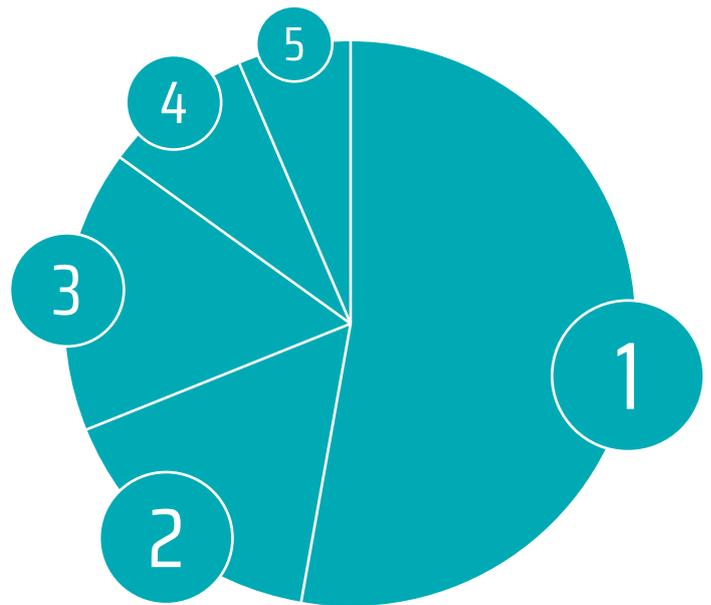




TOKEN DISTRIBUTION

Tokens has been distributed as follows:

- 1 165.000.000 tokens**
have been airdropped to the community
- 2 50.000.000 tokens**
will be given as rewards to the community
- 3 50.000.000 tokens**
will be used to pay external costs
- 4 26.200.000 tokens**
are reserved for unexpected costs
- 5 19.800.000 tokens**
will be reserved for the Rebellious team





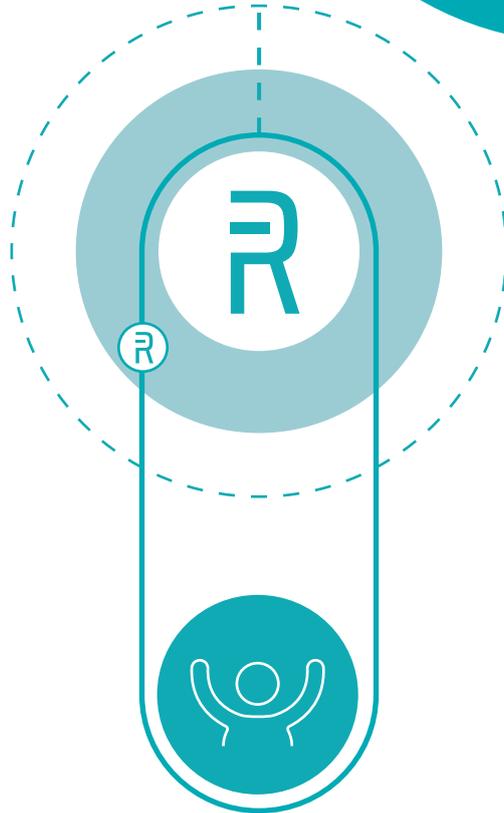
LEARNING PROCESS

Unfortunately, we can't say the process as a whole has been as smooth as we anticipated. We ran into a multitude of problems - most of which originated from working with the Ethereum network, such as the Kitty clog, amongst other events. We definitely consider this a learning process and we have adjusted our plans for the future accordingly in reaction to recent experiences. At the moment of writing, these problems are solved for the most part. We, of course, do not mean to speak badly of any other project, as we are aware that in a young market these problems arise. However it did motivate us and make it clear we no longer want to depend on external factors.

In order to make the Rebellious project a success, we have decided to up our dev power and focus it on the REBL blockchain development. This means our roadmap will have some big changes, as the development and implementation of our own blockchain will be prioritized.



Increasing
security, scalability
and decentralization
opportunities
with the REBL
blockchain





PROBLEM SOLVING

Every day, millions of transactions take place. Either electronically or by hand. However, not every transaction is done with cold, hard money - a sizable chunk of these transactions are done through vouchers, coupons, chips or even IOU's.

It is also worth noting that not every transaction involves an equal exchange of value. A good example would be loyalty or rewards programs like frequent flyer miles. These transactions are essentially a one-way interaction.

Nearly all types of transactions take place within their own respective eco-system, facilitated by private companies that each have a processing system that is only compatible with their specific transactional 'token', thus creating a kind of miniature economy.





PROBLEM SOLVING

Transactions in fiat currency (a.k.a. money) are governed by a commonly accepted framework of regulation, legislation, and (international) norms and guidelines set out by banks and governments. However, this framework does not apply to the transactions mentioned above. A business that uses these moneyless transactions often encounters the following problems:

- The transactional systems are provided by private companies
- They require big investments, as they often require a purpose-built device
- They are labor-intensive as they often require manual handling
- They are more susceptible to fraud, as they are not controlled by governments or banks

With the development of the blockchain technology, these problems can now be addressed. A blockchain can be looked at as a public ledger of transactions that have been executed within the network. It is constantly growing as completed blocks are added to the chain of previously formed blocks. These blocks are added and 'stored' in a linear and chronological order.

With a fully functional (private) blockchain network, this opens a window with a wide variety of benefits for businesses. If you have your own blockchain, there is no need for an intermediary to validate transactions; instead, a consensus mechanism is used to validate transactions.





PROBLEM SOLVING

A blockchain is very cost efficient. Within the blockchain network, transaction fees can be limited. Peer-to-peer transfers allow the involved parties to avoid the fees paid to the intermediary. The only hardware investment required is the cost of a server and bandwidth.

Once a blockchain is up and running, it requires little to no manual interference. Save for routine server maintenance, the blockchain basically runs itself.

The complete distribution and transaction history can be monitored in the blockchain ledger. Movements can be tracked back and forth. As blockchains are shared, everyone (within the blockchain's scope) can track changes on the blockchain. All events that occur on the blockchain are public. This provides transparency, and as a result, trust is established and the risk of fraud is much lower.

On top of that, a blockchain plays a crucial role by providing quicker settlement of transactions. There is no need for verification, clearance, and reconciliation because the data which is agreed on is already available on a shared ledger between the involved parties. This saves a huge amount of time, especially in the financial industry. Instant peer-to-peer transfers allow for a quick exchange of funds.





REBL CONCEPT

Blockchain technology is one of the largest revolutions of our time and the possibilities are endless.

We had initially only planned to develop e-commerce modules: building crypto-modules for major e-comm platforms. This way we give business owners the tools to implement cryptocurrency payment solutions. However, we now feel this will not suffice and solve the current problems at its core. This is why we have changed our perspective and scaled the Rebellious project up.

There are an endless amount of use cases for blockchain technology. By focusing on a larger picture, it also means we do not limit ourselves to the e-commerce market. For businesses of all sorts and sizes, blockchain technology can have a significant impact. When leading companies like IBM and Microsoft take the lead and implement blockchain technology into their services, of course, the world pays attention. We have come to learn from our experience in the e-commerce market that there is currently room for blockchain integration - there are just way too many hurdles that are too big to be taken by smaller sized businesses.





REBL CONCEPT

Research and Development

Adoption of blockchain technology is still very out of reach for most businesses. Lack of knowledge and understanding simply makes it impossible for the layman business owner to integrate this into their business. Due to a lack of in-depth knowledge, there needs to be a lot of funds and time allocated to research and development to even start.

Rebellious will pave the way for business owners to overcome this hurdle. The financial barrier to enter will be downsized, encouraging adoption.





REBL CONCEPT

External factors affecting public blockchains

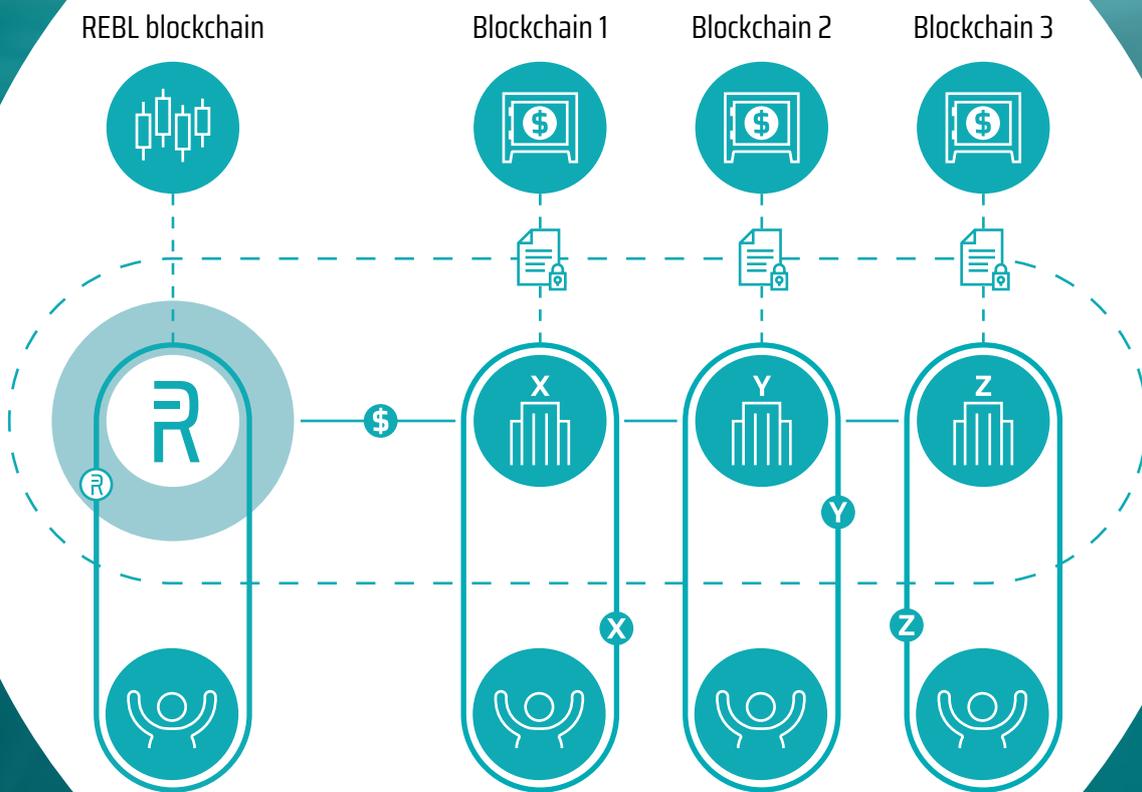
The idealistic public blockchain of Bitcoin - a blockchain that is uncontrolled, fully decentralized and immutable, etc. - serves its cause. It is a revolutionary concept as a first digitally scarce asset. However, a problem that is currently holding back mainstream adoption is the fact that some of the components that come with this public blockchain are not an optimal solution for a lot of industries.

For example, a completely decentralized public blockchain is vulnerable to the degree of economic resources one can use to influence the consensus process mechanisms, like proof of work or proof of stake. In some cases, a degree of private control is necessary.

Therefore we will be offering blockchains that will be set up for the exact needs of the particular industry or business. Whether this is a completely public blockchain with the fully decentralized character or a completely private and centralized blockchain. There are endless versions possible that combine characteristics of both to create a hybrid blockchain that perfectly suits the given case.

Rebellious will deliver and deploy plug and play blockchains that are customizable to the client's preferences. This means the blockchains will be fully integrated, with the help and expertise of Rebellious, into their business models.





We are developing
fully serviced
customizable block-
chain platforms



REBL CONCEPT

Scalability issues

Public blockchains have scaling issues due to the accelerated growth they have experienced in recent years. Even though these will most likely be solved, for the foreseeable future these problems will reoccur when the adoption rate grows exponentially - which is likely in the coming years. Blockchains with a low throughput and transaction per second rates limit the capacity and potential adoptability.

For example, the recent price swings and network clogging we've recently seen on the open Ethereum and Bitcoin networks.

Creating stand-alone environments with the use of a hybrid or private blockchains specifically designed to the users' preferences will be much more efficient, as it will no longer be affected by these drawbacks.



Small changes to the decentralized character of current public blockchains will improve performance and abate scalability issues. This will be beneficial for the transaction throughput as well, as the transaction fees that will become negligible.





REBL CONCEPT

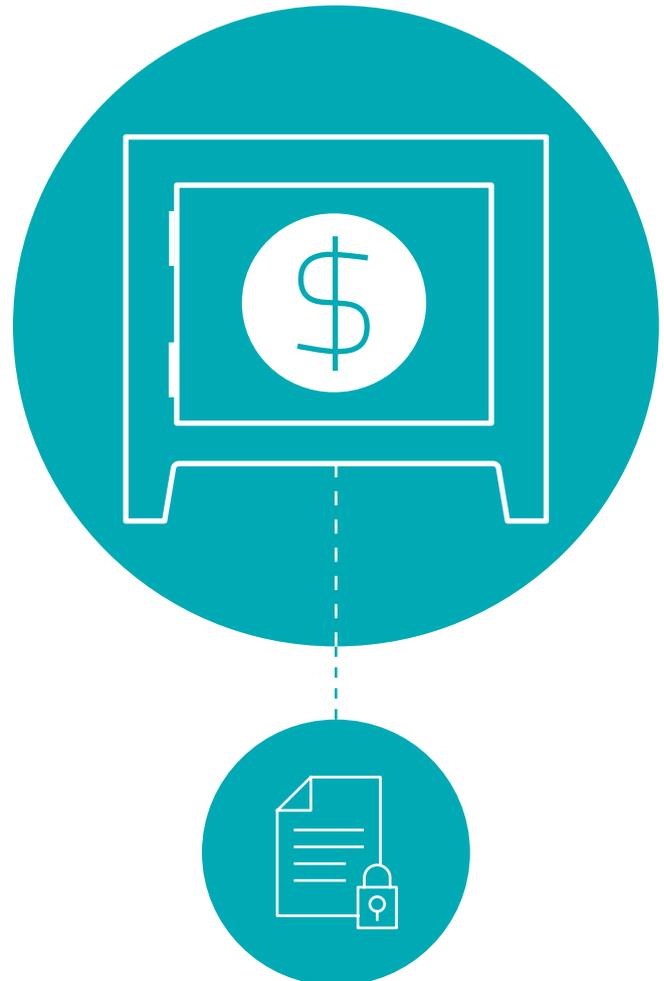
Speculative value

Using the blockchain as means to speculatively boost a company's value seems to have the market in its grip. The result is that product and technological development is marginalized. This is a huge hurdle to overcome for regular businesses. Integrating with a network that is uncertain and volatile is very discouraging, and rationally this hurdle will not be taken.

The tokens generated for the plug and play blockchains will be fixed-value - no speculation, no trading*. The value tokens will be designed merely for the end-goal of the client.

By using a fixed-value system, a business can rely on the tokens that have been distributed amongst their customers to be solely used for the intended use case.

* Depending on the wishes of our clients.





REBL VISION

REBL BLOCKCHAIN

The core of our concept is the REBL Blockchain. An open source blockchain validated and secured by the nodes in the network that run on the Rebellious Proof-of-Stake consensus protocol. We prefer the Proof-of-Stake protocol over any other because we want the token holders to be engaged with the project.

Proof-of Stake benefits

Proof of Stake (PoS) is a category of consensus algorithms for public blockchains that depend on a validator's economic stake in the network. In proof of work (PoW) based public blockchains (e.g. Bitcoin and the current implementation of Ethereum), the algorithm rewards participants who solve cryptographic puzzles in order to validate transactions and create new blocks (i.e. mining). In PoS-based public blockchains, a set of validators take turns proposing and voting on the next block, and the weight of each validator's vote depends on the size of its deposit (i.e. stake). Significant advantages of PoS include security, reduced risk of centralization, and energy efficiency.

Nearly all types of transactions take place within their own respective eco-system, facilitated by private companies that each have a processing system that is only compatible with their specific transactional 'token', thus creating a kind of miniature economy.





REBL VISION

Some of the benefits:

More environmentally responsible

No need to consume large quantities of electricity in order to secure a blockchain (eg. it's estimated that both Bitcoin and Ethereum burn over \$1 million worth of electricity and hardware costs per day as part of their consensus mechanism).

Reduced risk of the 51% attack

One of the biggest disadvantages of the proof of work (PoW) protocol is its sensitivity to a 51% attack. This attack refers to the possibility of a group of miners controlling more than 50% of the network's mining hashrate. This group of miners would be able to prevent newly created transactions from getting confirmations, which allows them to halt payment between users. There is also a possibility to reverse transactions that already have been completed, allowing them to spend coins twice. Proof of stake (PoS) drastically decreases the chance of the attack because someone would have to own 51% of all the coins, which is highly unlikely.

The attack mentioned above also stimulates centralization, because theoretically speaking it would be easier to acquire and purchase 51% of the mining power than purchasing 51% of the total coin supply. Therefore, we believe the proof of stake algorithm has a significant advantage over the proof of work algorithm.





REBL BUSINESS MODEL

We envision a business model that will be completely separate from the token value. We want it to become a business with an earnings model that will not be affected by market movements.

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The earnings model would consist of 3 sorts of income. Exact details of the REBL earnings model will be published later, at the moment of writing this model is in discussion by our legal and financial advisory teams.

1. Product fee

We want the core 'product' in our model to be the plug and play blockchain. A product that can be upgraded with all sorts of tools. Our clients would initially pay a standard fee for the blockchain (+ tools) development, customization, and integration.

2. Transaction fee

When the blockchain is up and running we want to deploy a smart fees system. This means Rebellious would earn fees based on the transaction volume of the enterprise blockchain.

3. Service fee

We would provide aftercare once the blockchain is fully functional. E.g. maintenance, security.



DOUBLE HOLDERS INCENTIVE



Double Holders Incentive

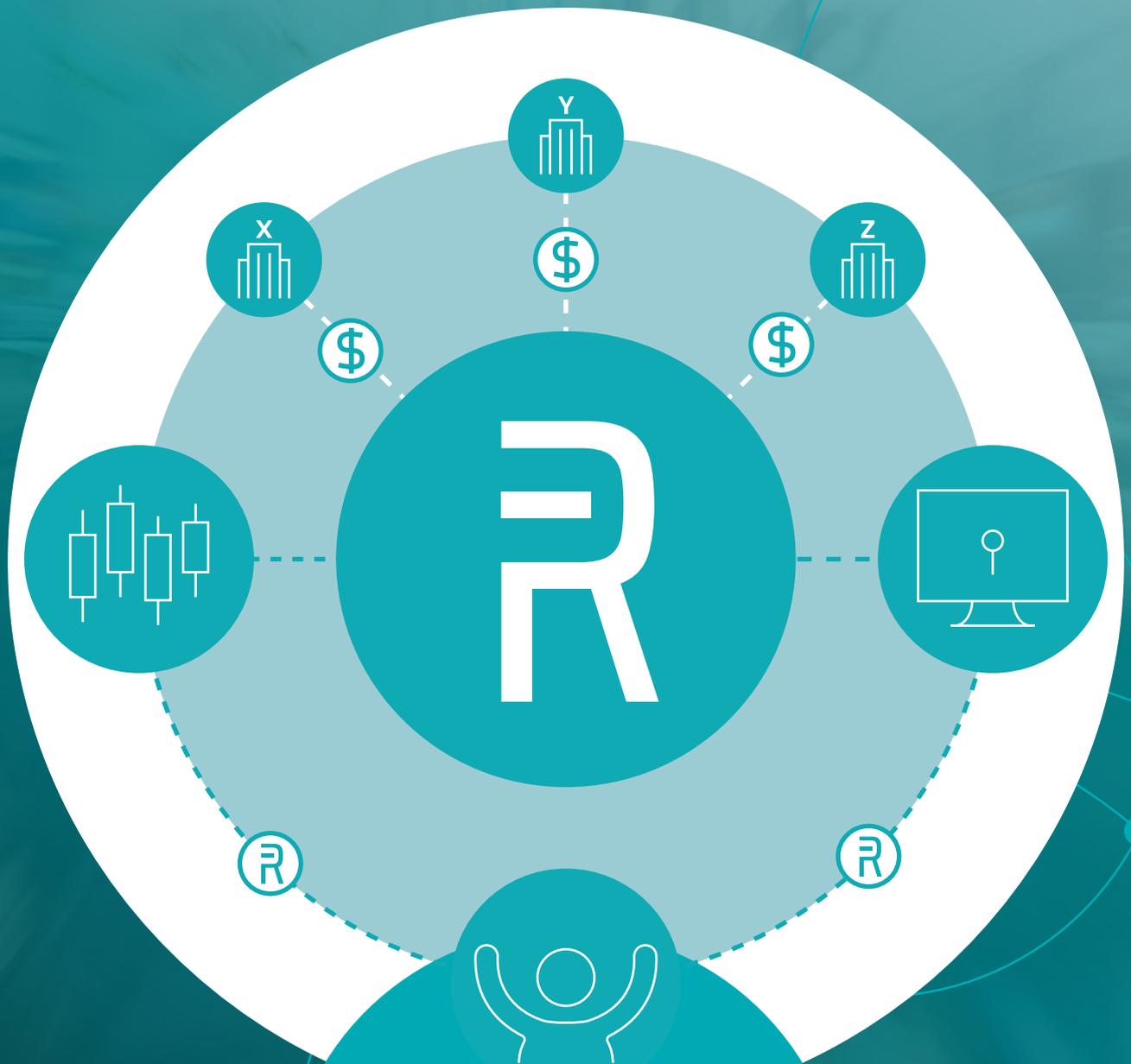
Rebellious wants to create an incentive model that consists of a double holder incentive.

1. The Proof of Stake consensus model would allow for the staking and earning of more REBL tokens.
2. Rebellious is developing a double holder incentive mechanism to create a more stable investment environment, without the REBL token to be considered a security.

It is important for us to clearly state why we want to create this double long term holders incentive.

While holding the REBL tokens and staking, you will be able to add more tokens to your portfolio. The cryptocurrency market is a highly speculative market, and although we created this system to get a stable and healthy price growth, we still are dependent on external factors.





Our goal is to
create a more
stable investment
environment



BLOCKCHAIN TOOLS

Apart from the blockchain itself, we will develop blockchain tools that can be integrated as a complete package.

Amongst these tools will be the following:

1. Dashboard

It will be possible to have a customized dashboard that will give all those with rights an opportunity to look into the blockchain ledger. Transparency can be an addition.

2. Wallets

Every client will have the option to add wallets - desktop and/or Mobile - to provide their consumers a secure way of storage.

3. Payment modules

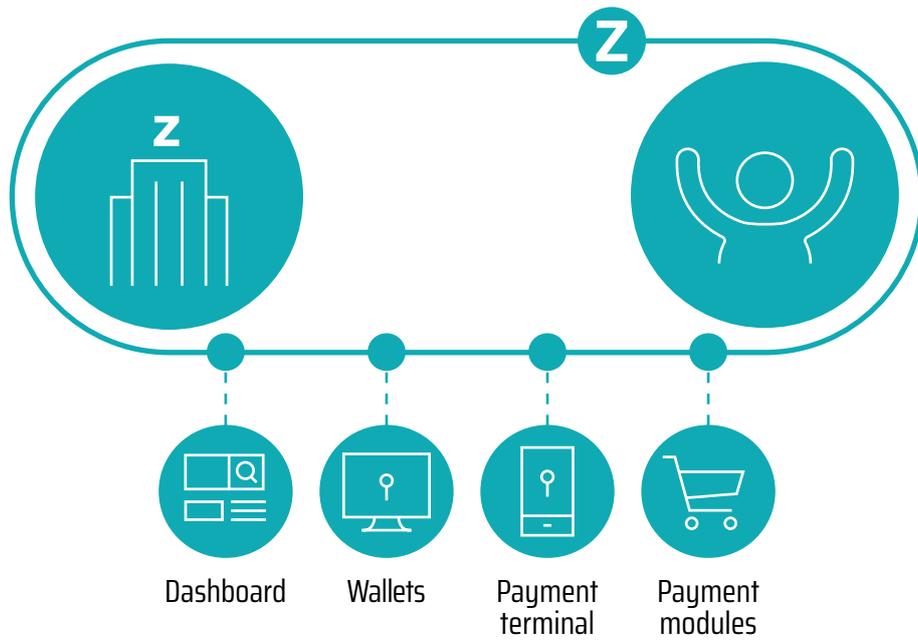
Integrable payment modules will be created for platforms off and online (Online e.g. Prestashop, WooCommerce, Shopify, BigCommerce, Magento).

4. Payment terminal

Payment terminal will be created for direct mobile payments



We will develop block-chain tools that can be integrated as a complete package





CUSTOMIZATION & BRANDING

We understand that potential users will, of course, put their' interest first. Therefore, we want them to be able to adopt the REBL blockchain technology and integrate it with the blockchain tools. All of this will be completely customizable.

We want the tools to be completely ready for customization and 'branding'. We want companies to be able to create as much value and exposure with this as they would like.





ROADMAP

The main goal is to have our own blockchain up and running in Q3. That means we will be updating everything suitable for the main net. Upgrade all the tools, the wallets, the block explorer, etc. and have it ready to be implemented on the REBL blockchain. By the end of 2018, we aim to have the Enterprise blockchain and tools 'market' ready.

Q1
2018

- Listing Bit-Z
- Wallet 0.02
- Whitepaper 2.0
- Token Burn
- Roadmap 2.0
- Rebranding
- Alpha release REBL blockchain

Q2
2018

- Wallet 0.03
- Ledger wallet support
- Closed beta release REBL blockchain
- Release technical whitepaper 2.0

Q3
2018

- REBL blockchain release
- REBL tool release
 - Wallet
 - Explorer
 - Payment module
 - Payment terminal
- Token Swap to REBL blockchain

Q4
2018

- Enterprise blockchain release
- Enterprise tool release
 - Wallets
 - Explorer
 - Payment modules
 - Payment terminal





Rebellious will provide open, programmable and customizable blockchains for e-commerce, retailers, and any other business in need of one. After development, this will become a marketable product. However, this will always be a high maintenance product and a day without innovation is a step back. Rebellious will always be developing and innovating to have the most advanced tech.

Together with our community we will become the most progressive blockchain solution on the market.

