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Singapore
CrossAngle Pte. Ltd.

Profile Report



Bella Protocol

(Country or jurisdiction of incorporation)

(Entity Registration Number)

Beijing

(Address, including zip code, including area code, of principal executive offices)

TABLE OF CONTENTS

- [I. Corporate Profile](#)
- [II. Business Information](#)
- [III. Financial Information](#)
- [IV. Tokens](#)
- [V. Compliance](#)

WHERE YOU CAN FIND MORE INFORMATION

Readers and others should note that the company announces material information to the public using the company website, press releases, public conference calls, and webcasts. They may also use the following social media channels as a means of disclosing information about the company, products, planned financial and other announcements and attendance at upcoming investor and industry conferences, and other matters.

Channels

Address

Company Website	https://bella.fi/
Main communication channel	telegram
Twitter	https://twitter.com/bellaprotocol?lang=en
Company Blog	https://medium.com/@Bellaoofficial
Facebook	
Linkedin	
Github	
Reddit	
Telegram	https://t.me/bellaprotocol
WeChat	
KaKaoTalk	
Custom Link	Discord - https://discord.gg/fprSMdB

The information posted through these social media channels may be deemed valid. Accordingly, the public should monitor these accounts and the blog, in addition to following company press releases, conference calls, and webcasts. This list may be updated from time to time and these channels may be updated without notice.

Company Representative (Report Data Submitter)

Name	Position	Office Phone Number	Telegram ID
Felix Xu	Cofounder & CEO		Felix Xu

PART I. Corporate Profile

ITEM 1. Basic Corporate Profile

Official Company Name	Bella Protocol
Establishment Date	05 Feb 2020
Jurisdiction of Incorporation	
Principal Office Location	Beijing
Address of Official Company Registration	
Company Name for Website Display	Bella Procotol
Description of Company	Bella is a suite of open finance products including automated yield farming tools, lending protocol, 1-click savings account, customized robo-advisor, and more. We believe everyone deserves equal access to premium financial products and services with elegant design and smooth user experience. Bella brings your familiar mobile banking into crypto with just one click. With Bella, you can just simply sit back, watch your asset grow, and leave all the heavy-lifting to secure, automated smart contracts. Bella's core team consists of serial entrepreneurs and blockchain veterans who have tremendous experience and proven track record in finance, cryptography, blockchain, and engineering.
Company Website	https://bella.fi/
Whitepaper Link	https://medium.com/@Bellaofficial/bella-protocol-one-click-crypto-banking-86f19338a36d
Mission and Vision	At Bella, our goal is to accelerate DeFi adoption among mass users. Bella Protocol aims to simplify the user experience of existing DeFi protocols, and to allow users to deploy their assets and earn yield with ease.

ITEM 2. Team

2.1 Executives & Founders

The following sets forth certain information regarding the company's executive officers and founders, their details and positions as of 2020-10-19

Felix Xu

Position Title	Co-founder & CEO
Short Bio	Felix Xu is a co-founder and CEO of Bella. He majored in finance and information systems at NYU Stern School of Business. Previously, he had more than 5 years' experience in Venture Capital at Fosun Group.
Experience	Fosun Group / Venture Investor
Education	NYU Stern School of Business / Bachelor of Science, Finance & Information Systems Brandeis University / Bachelor of Science, Economics
Company e-mail	felix.xu@bella.fi
Social	 @Felix Xu

Yemu Xu

Position Title	Co-founder & CGO
Short Bio	Yemu Xu is a co-founder and CGO of Bella. He graduated from University of Iowa. Previously he worked as an Actuarial Consultant at Fidelity Investments and Head of Growth at Boro, a Money 20/20 startup.
Experience	Fidelity Investments / Ex-Actuarial Consultant Boro, a Money 20/20 startup / Head of Growth

Education	University of Iowa / Bachelor of Science, Actuarial Science, Mathematics, Risk Management and Insurance
Company e-mail	Yemu.xu@bella.fi
Social	in @Yemu Xu

2.2 Engineering Team Leaders

The following sets forth certain information regarding the company's development and engineering leaders, their details and positions as of 2020-10-19

Bomo Shen	
Position Title	Tech Lead
Short Bio	Bomo Shen is a partner and the Tech Lead of Bella. He majored in computer science at University of Iowa. Previously, he had more than 4 years of experience in large scale trading management systems design and development for the hedge fund industry in NYC.
Experience	
Education	University of Iowa / computer science
Social	

2.3 Advisory

The following sets forth certain information regarding the company's advisories, their details and positions as of 2020-10-19

No data available

2.4 Organization Structure

The following sets forth certain information regarding the structure of the company as of 2020-10-19

Name of Department/Group/Office/etc.	Number of Full-Time Staff	Number of Part-Time Staff	Head of Department (Maybe left blank)
No data available			
Total	0	0	

PART II. Business Information

ITEM 1. Industry Classification

	Not Applicable
Sector	Technology
Industry	Software and Services
Sub-industry	IT and Blockchain Services
Categories	1. DeFi

ITEM 2. Industry Description

2.1 Industry Overview

Decentralized Finance (DeFi) is the new paradigm for the future of finance. Starting with crypto, DeFi will gradually expand to liquid on-chain assets and eventually revolutionize traditional finance. Smart contract-enabled protocols will replace financial intermediaries, boost transparency and fairness, and benefit everyone in the financial ecosystem. It is never a small dream.

2.2 Recent Trends

2.3 Target Market Size

2.4 Target Customers

Bella Protocol has a global user acquisition strategy, and will initially attract users from ARPA's global community. The project will initially focus its community development strategies in China, Korea, Russia, Turkey, and Southeast Asia.

2.5 Competitors

2.5.1 Existing Industry Competitors

The following sets forth certain information regarding the company's conventional competitors already established within the industry as of 2020-10-19:

No data available

2.5.2 Token Project Competitors

The following sets forth certain information regarding the company's competitors that have implemented Token economics as of 2020-10-19:

No data available

ITEM 3. Project's Business Model

3.1 Business Description

3.1.1 Revenue Model

3.1.2 Platform or Application Overview

General platform description

Bella is a suite of open finance products including automated yield farming tools, lending protocol, 1-click savings account, customized robo-advisor, and more.

Functions of the solution

Subsidizing gas fee to our custodian service to realize zero gas fee; condensing information into actionable plans, automate everything possible to make users access to premium financial service with One-click

User pain points

High gas fee, slow speed, and poor user experience.

3.1.3 Product/Service Line Description

· Bella Liquidity Mining

Users can stake the Curve, ARPA/USDC, BEL/USDC Liquidity Provider (LP) tokens, and get BEL rewards.

· Bella Lending

Decentralized lending product with support of LP tokens and structured finance products.

· Bella One-Click

Smart portal for deploying assets on popular DeFi products with subsidized gas fees via Bella's custodian service.

· Bella Flex Savings

Offering cross-platform arbitrage yield farming strategies for stablecoins and other cryptocurrencies.

· Bella Robo-Advisor

Generating customized portfolio of indexes, yield-earning stablecoins, and other crypto assets based on user risk profile.

3.1.4 Competitive Advantage

Hybrid Finance: Bella is both DeFi and CeFi. In addition to yield farming strategies via smart contract, Bella provides custodian services for inexperienced users as a DeFi gateway and shows all on-chain activities to users for transparency purposes. Bella can be easily integrated with CEXs or other platforms for yield farming infrastructure and commission rebates.

Subsidized gas fee: Bella One-Click portal subsidizes 100% of gas fee during the initial stage of product launch. In future, gas fees will be charged by the token that they deposit. \$BEL holders will also have special discounts.

Streamlined Experience: Brings familiar mobile banking experiences into the DeFi space. 1 click is all that's needed, with no waiting for approvals or copy & pasting token addresses.

Diversification of Strategies: Bella will diversify user funds based on their risk appetite ie. conservative / balanced / aggressive, and allocate their funds into different yield farming strategies. For example, the USDT Balanced strategy comprises 40% COMP farming, 40% CRV farming and 20% newer protocols.

Experienced Team: Bella's core team consists of serial entrepreneurs and blockchain veterans who have extended experience and a proven track record in finance, cryptography, blockchain, and engineering.

Sustainable Token Use Cases: BEL stakers and voters will be able to enjoy profit sharing, fee discount, staking rewards, and voting power in the Bella ecosystem.

3.1.5 Intellectual Property

No Input

3.2 Partnerships

3.3 Project Progress

History

No Input

Project Status

No Input

Development of the platform and business operations have been or will be funded through the following sources

Plan or Strategy to expand platform or token

No Input

3.4 Milestones

Title	Target Date	Status	Description
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3.5 Use Case

No Input

3.6 Legal Concerns

No data available

PART III. Financial Information

ITEM 1. Equity Shareholders

The following sets forth company cap table of equity shareholders of the organization with more than 5% stake as of 2020-10-19
Number of Shares Outstanding:

Shareholder Name	Title or Relations with Company	Percentage of Total Outstanding Shares	Number of Shares
No data available			

ITEM 2. Equity Funding History

2.1 Equity Funding Rounds

Transaction Name	Announced Date	Number of Investors	Money Raised (In USD)	Lead Investors
No data available				

2.2 Extraordinary Relations with Company

The following sets forth companies and organizations with extra-ordinary relations with company as of 2020-10-19

Company Name	Country of Incorporation	Start Date	End Date	Relationship Details
No data available				

ITEM 3. Financial Disclosures

The following are simplified and condensed financial statements submitted by the company for disclosure last updated on 2020-10-19:

3.1 Simplified Income Statement

☐ Year ☒ Quarter

3.2 Simplified Balance Sheet

☐ Year ☒ Quarter

3.3 Key Ratios

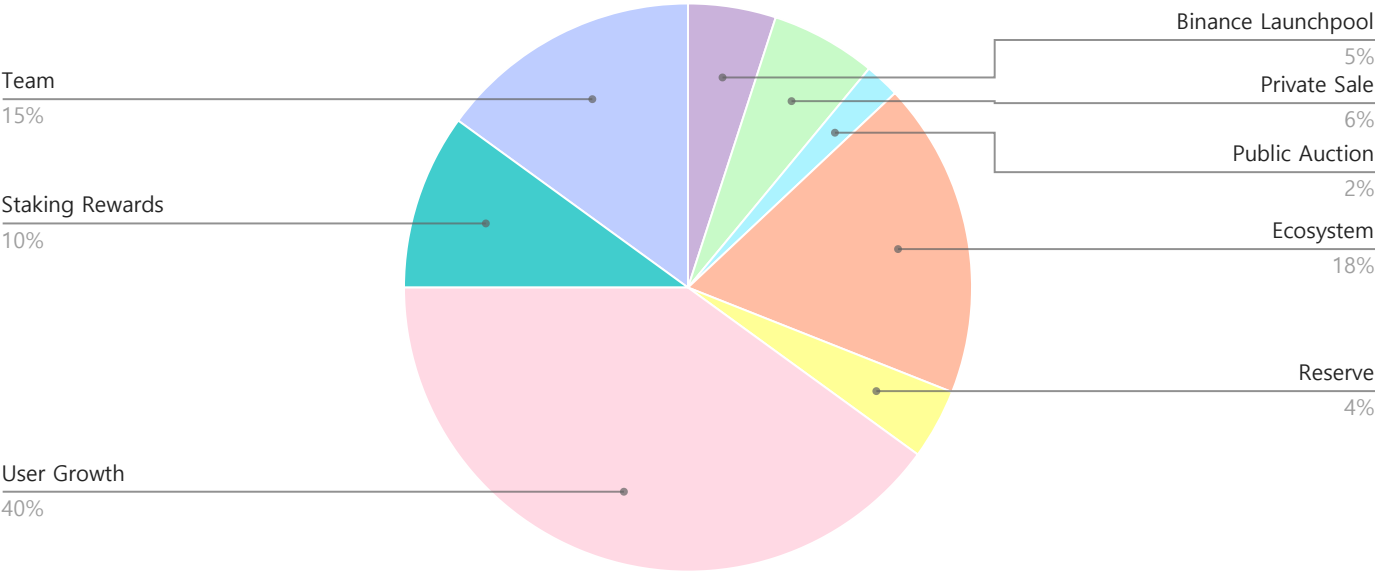
No data available

PART IV. Token Information

ITEM 1. Token Profile

Token Name	Bella Protocol
Symbol	BEL
Token Economy	
Token Usage	The BEL token can be used in the Bella Protocol platform for staking, fee collection, discounts for Bella services, as well as voting and governance.
Short Token Description	Bella Protocol is an aggregated user interface for existing Decentralized Finance (DeFi) protocols.
Token Contract Address	0x4b442124356c5c09b0e4fa1a6cae21709eb3ec50
Base Platform	
Mainnet Explorer Url	
Network	Type: Mainnet (Token) Network Type: ETH Network Sub-type: erc20
Project Type	Utility Token
Tokens were initially available and currently obtainable in the following method(s)	
Additional Token issuance or minting conditions, including implemented natural inflation.	
Trading practices after the Token Sale by Company	
Method of allocating tokens during Token Sale	

Token allocation percentage based on Total Supply immediately after Token Generation Event



Token Holder Rights

- a) Receive payments or other consideration under the following circumstances
A majority of transaction and service revenue of the network will be used to reward long-term stakers/liquidity providers.
- b) Tokens give holders ownership or contractual interest or rights in the following circumstances
No Input
- c) Token holders may vote on the following matters
potential product upgrades, new releases, and parameter fixes

d) Other information that may be relevant to the Tokens or their sale

Staking — As the total amount of \$BEL in circulation increases in the first two years, staking helps \$BEL holders to offset the inflation as well as to vote for network changes.

Discount — \$BEL holders enjoy service fee discounts, similar to exchange platform token such as BNB. For example, custodian service for DeFi protocols and robo-advisors charge a percentage of the profit. That number decreases when paid with \$BEL.

ITEM 2. Token Sales

2.1 Token Sales details

No Input

Percentage of individual investors at initial offering

Terms and conditions for top backers

No Input

2.2 Initial Offering Rounds

No data available

*: Proposed calculation, but not necessarily mandatory, is based on USD equivalent of cryptocurrency received between the start and end date of the Token sale duration calculated by $((\text{High} + \text{Low}) / 2)$ of market price

ITEM 3. Token Supply History

The following is a manual record Token supply history as of 2020-10-19. Corresponding transactions hashes have not been provided within this report.

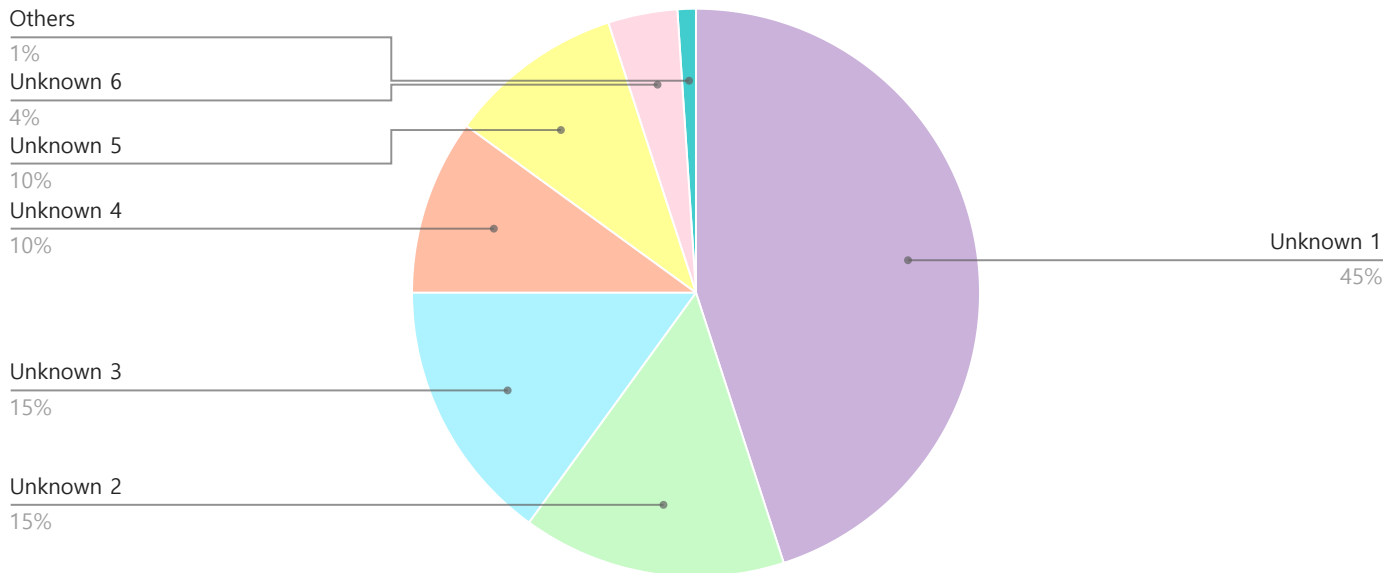
Purpose	Date	Amount	Value (USD)	Post Total Supply	Post Circulating Supply
No data available					

ITEM 4. Listed Exchanges

	Exchange	Pair	Price	Volume	Percentage
	Binance	BEL/USDT	\$1	\$394,685	35.10%
	Binance.KR	BEL/USDT	\$1	\$394,615	35.10%
	Binance.KR	BEL/BTC	\$1	\$142,505	12.70%
	Binance	BEL/BTC	\$1	\$142,475	12.70%
	Binance.KR	BEL/BNB	\$1	\$16,504	1.50%
	Binance	BEL/BNB	\$1	\$16,433	1.50%
	Binance.KR	BEL/BUSD	\$1	\$9,054	0.80%
	Binance	BEL/BUSD	\$1	\$8,971	0.80%

ITEM 5. Token Ownership

The following is an automatic query result of wallet addresses based on balance holdings with meta data application as of 2020-10-19.



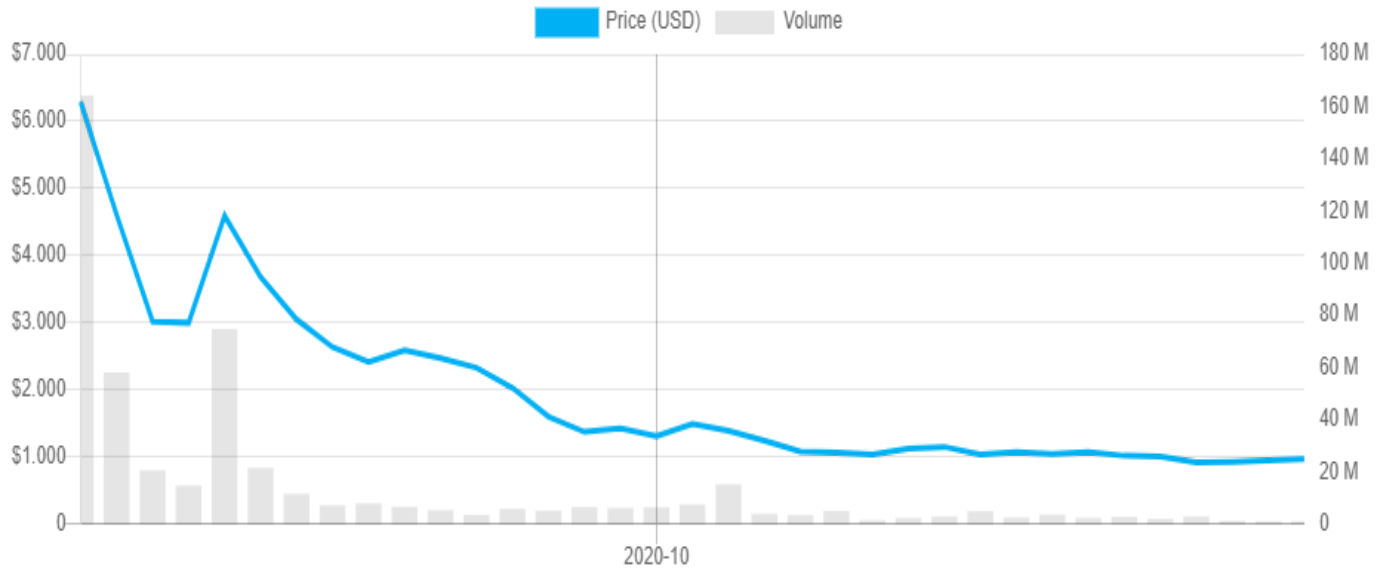
Rank	Address	Balance	Percentage
1	0xE6d394edc3B6A1522d682b6ed0FA58E4B3867A24 (Unknown 1)	45,000,000	45%
2	0xff05Dc27297dAF450bE946645E54dD1247944B21 (Unknown 2)	15,000,000	15%
3	0x9C5e7180869F7C9b65f67F6F762227AA8BEc8CE2 (Unknown 3)	15,000,000	15%
4	0xF63aA31326652785d76aB32b73F37DCF58dBD444 (Unknown 4)	10,000,000	10%
5	0x60B5cBbd6a5181237433E4c9BF060042950613c5 (Unknown 5)	10,000,000	10%
6	0x7a9Dd7EDBCd01397A88245ff2Ba3441885554c5d (Unknown 6)	3,951,089	3.95%
7	0xF72180462f8E25a719cf28F5797DbD0F5Fe6C6f8 (Unknown 7)	977,862	0.98%
8	0x03FF002Ef28884FC3E9acC4C2D9E71B36124ed8f (Unknown 8)	34,853	0.03%
9	0xFcA6E1cEea4296ABFee45f03b1256a286ec5f175 (Unknown 9)	19,423	0.02%
10	0xDbd2A2DED3504B25A522B7320a69737CA95739ef (Unknown 10)	8,318	0.01%
11	0x783E43ef8792A39ec3BFE5C2985db9975F159282 (Unknown 11)	7,403	0.01%
12	0xc031c310e515fFA23ab812B32B45053F3F9CfEcF (Unknown 12)	1,000	0.00%
13	0x5bf67F1B1B9406aace5abBcC08Da5EcB0FF5627B (Unknown 13)	50	0.00%
14	0x690524A31Ce96Bea837F32e43c7492f3031450a8 (Unknown 14)	1	0.00%
15	0x3c59e3B729EA04e3c9d490F913690A8804C8dCA8 (Unknown 15)	1	0.00%
16	0xe03290F9292C803B0832F9D45c8974c9bd54Df56 (Unknown 16)	N/A	0.00%
17	0x792F3847c81b66fb98D7b5D4B361eE3D01053d96 (Unknown 17)	N/A	0%
18	0x7a250d5630B4cF539739dF2C5dAcB4c659F2488D (Unknown 18)	N/A	0%

ITEM 6. Token Price and Market Cap

The following are market data present as of 2020-10-19.

Market Cap Rank **424**

Price Performance



► USD

Current Price : \$0.974

Change (7d/24h/1h) : -8.9% | 3% | 2.1%

Market Cap : 14,120,419.10

Initial Offering Price : \$-

Return since Initial Offering :

► ETH

Current Price : 0.002591 ETH

Change (7d/24h/1h) : -9.2% | 1.5% | 2.1%

Market Cap : 37,564.81

Initial Offering Price : - ETH

Return since Initial Offering :

► BTC

Current Price : 0.000085 BTC

Change (7d/24h/1h) : -9.5% | 2.4% | 2.2%

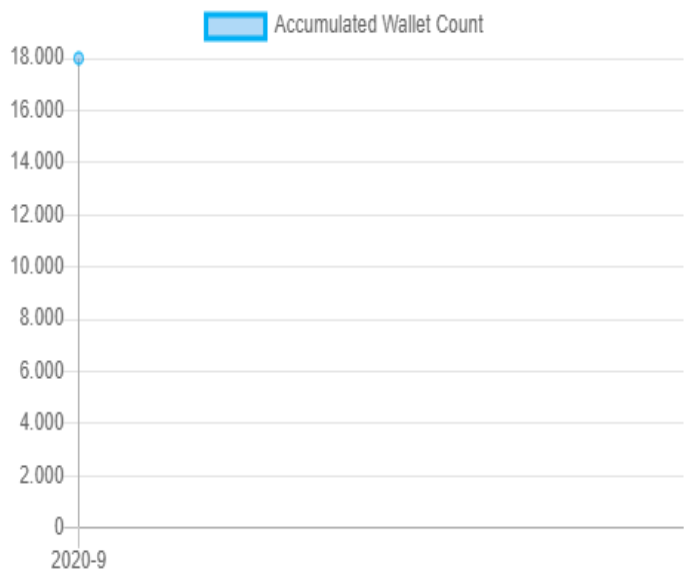
Market Cap : 1,232.75

Initial Offering Price : - BTC

Return since Initial Offering :

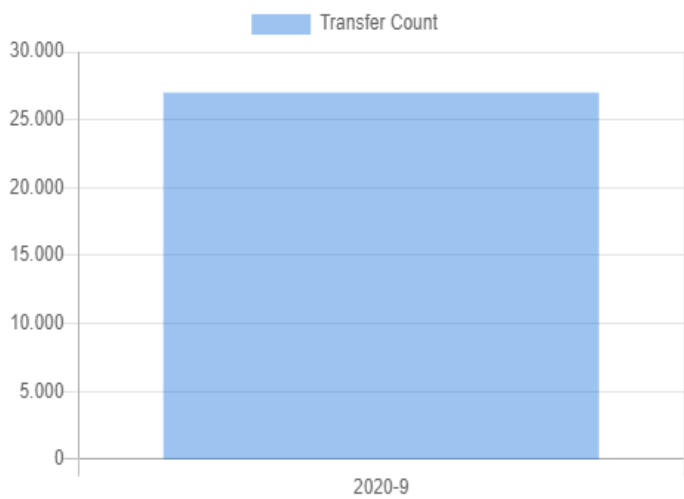
ITEM 7. On-chain Performance

Accumulated Wallet Count



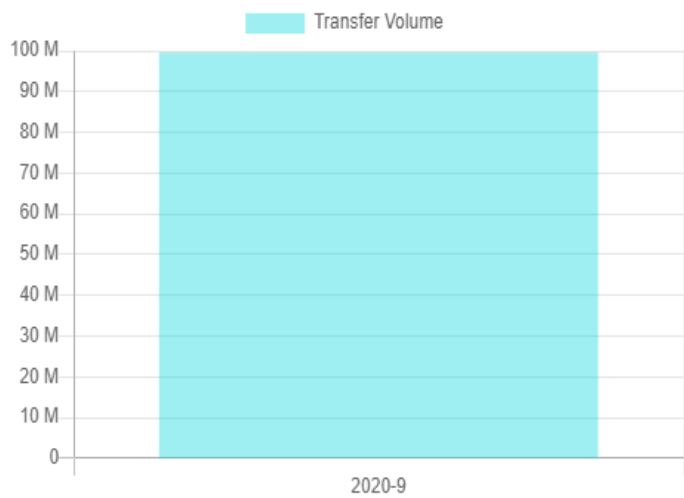
Date	Accumulated Wallet Count	New Wallet Count
2020-9	18	18

Transfer Count



Date	Token Transfer Count
2020-9	27

Transfer Volume



Date	Token Transfer Volume
2020-9	99,500,291.747

PART V. Compliance

ITEM 1. Legal

Legal Memorandums and Opinions

Date	Target Jurisdiction	Sender / Written by	File
No data available			

Legal Compliance

Q: Can you ensure that your project is in compliance with all laws in the countries that you conduct business and the jurisdiction of where your company is incorporated? Please use the input field to describe your circumstances in case you cannot ensure compliance.

A:

Q: Can you ensure that there are no elements or features that potentially involve damaging public interests in certain countries due to the activities promoted by the project? (Gambling/drugs, etc.) Please use the input field to describe your circumstances in case you cannot ensure compliance.

A:

Q: Can you ensure that your token/coin project is not categorized as a security under any existing global capital market regulations? Please use the input field to describe your circumstances in case you cannot ensure compliance.

A:

ITEM 2. Technical

Technical audit results and other equivalents

File	Date	Document Title	Audited by / Reported by
No data available			

Technical Compliance

Q: Can you ensure that your company has the technical capability to cooperate with exchanges? (Daemon/Wallet/Mainnet support/etc.) If your answer is yes, please use the input field to describe what necessary steps are required for the exchanges to engage in listing your project.

A: