Binance Home
Project White Paper

Version 1.0

Core Innovation: Auto-Boost Engine
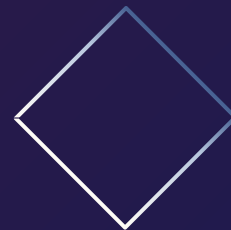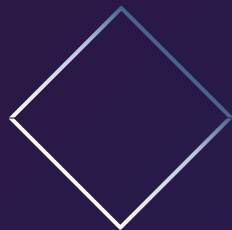
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Leadership & Community
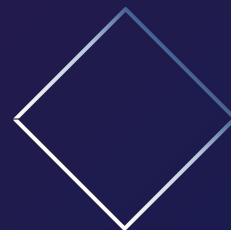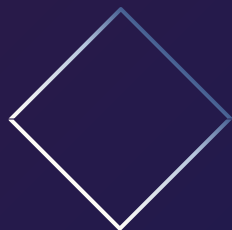
Short-Term Roadmap (Q1-Q4 2024)

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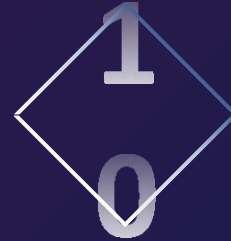Mid-Term Ecosystem Expansion

Project Vision & Mission

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Risk Management &
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01

Project Vision & Mission

Decentralized Wealth Creation Philosophy

- Inclusive finance concept: By using blockchain technology to lower the threshold of traditional finance, global users can participate equally in digital asset investment regardless of geographical or economic background, achieving democratization of wealth appreciation opportunities.

- Decentralized governance: Adopting the DAO (Decentralized Autonomous Organization) model to promote community co governance, users participate in key decisions by holding platform tokens, ensuring that the direction of ecological development is deeply tied to user interests.

- Smart contract protection: Using automated execution of smart contracts to replace intermediate links, eliminating human intervention risks, and ensuring transparency and fairness in asset allocation, transaction clearing, and other processes.

- Multi chain compatible architecture: supports the interaction of multi chain assets such as Ethereum, BSC, Solana, etc., breaking down ecological silos and providing users with a wealth management solution that aggregates cross chain liquidity.

Empowering Global Crypto Communities

Localization operation strategy: Set up regional community managers in 180 countries, provide support in 19 languages, and customize services based on local regulations and culture, such as Islamic financial compliance products in the Middle East.

Education Empowerment System: Through Binance Academy's free courses, online seminars, and certification programs, we systematically enhance users' awareness and practical abilities in DeFi, NFT, and other fields.

Developer Incentive Plan: Investing millions of dollars annually to support the development of BSC ecosystem DApps, providing technical documentation, traffic support, and hackathon competitions to accelerate the landing of innovative projects.

Building the Ultimate Binance Ecosystem Hub

Full scenario product matrix: integrating spot/contract trading, wealth management, lending, Launchpad and other business lines to form a closed-loop service, users can complete the full cycle management from investment to asset appreciation in one stop.

Alpha Points System: By quantifying user holdings and trading behavior (such as Alpha token buying activity), points are distributed to exchange for airdrops or priority participation in new product launches, enhancing user stickiness and ecological activity.

Institutional level security infrastructure: adopting cold and hot wallet isolation, multi signature, and real-time risk control system, it has successfully resisted multiple large-scale attacks in history and become the preferred platform for users to hedge their assets.

Compliant global layout: Taking Abu Dhabi FSRA full license as a benchmark, obtaining compliance qualifications in key markets such as Europe, America, and Asia Pacific, and building a regulated institutional level trading environment.

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Token Fundamentals

Symbol: (Binance Home)

Brand identity: Binance Home, as the core token symbol of Binance's real estate tokenization projects within the Binance ecosystem, has a high degree of recognition, making it easy for users to remember and spread in the market, and strengthening Binance's brand influence in the Web3 real estate field.

Functional Integration: The token symbol unifies the application interfaces for on chain real estate ownership, transactions, governance, and other scenarios, simplifies user operation processes, and enhances asset liquidity within the ecosystem.

Value anchoring: Binance Home is directly associated with fragmented ownership of real estate assets within the Binance Home platform, and its price fluctuations reflect market consensus on the underlying real estate value.

Blockchain: BSC (Contract: 0x1abf9...956)

High throughput and low latency: BSC's PoSA consensus mechanism supports thousands of transactions per second, ensuring real-time settlement of property division, transfer, and other operations, avoiding congestion on the Ethereum main network.

Cross chain interoperability: By bridging BSC with networks such as Ethereum and Polygon, Binance Home can be combined with other DeFi protocols to expand its application scenarios (such as collateralized lending and liquidity mining).

Security Audit Guarantee: The contract code has been comprehensively audited by third-party security agencies such as CertiK, and key function permissions have been set to prevent malicious issuance or contract vulnerability risks.

Total Supply: 100 Billion

Ecological incentives (40%)

used for community building, early contributor rewards, and liquidity pool subsidies, controlling circulation through a lock up release mechanism to avoid short-term selling pressure.

Development reserve (30%)

Support platform technology iteration and compliance layout, unlock linearly on a quarterly basis, and accept community multi signature wallet supervision.
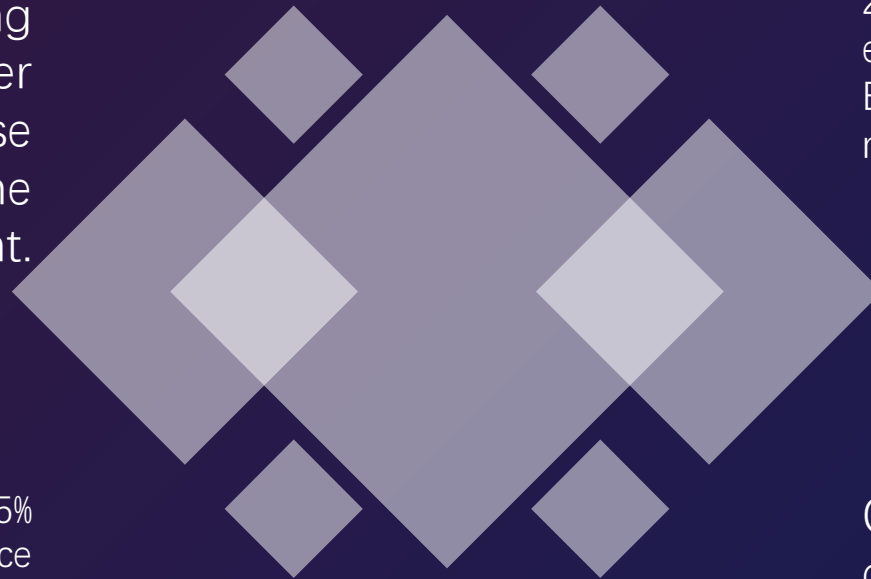
Market operation (20%)

Covering global market promotion, partner incentives, and partially offsetting inflation through repurchase and destruction mechanisms.

Total Supply: 100 Billion

Team Reserve (10%): Binding a 4-year lock up period, reflecting a long-term commitment. After unlocking, the annual release ratio shall not exceed 1.5% of the total amount.

Rent repurchase: The platform will use 20% of the rental income from real estate to repurchase and destroy Binance Home in the secondary market, forming a value loop.

Transaction tax destruction: A 1.5% handling fee is charged for each Binance Home transaction, of which 1% is directly transferred to the destruction address. Real time data on the chain can be checked to enhance transparency.

Governance voting for destruction: Communities can decide on the destruction ratio of excess reserves through DAO proposals, further regulating the supply-demand relationship.

03

Revolutionary Tokenomics

3% Transaction Fee Structure

Optimize transaction cost competitiveness

Maintain the zero fee advantage of core trading pairs (such as stablecoins and Alpha tokens) through tiered fee design (0% -0.5%), while ensuring platform revenue stability with a standard 0.5% fee rate. Refer to the latest fee rules of Binance Wallet to achieve a win-win situation for users and the platform.

Motivate ecological participation

Implement fee reductions for native token trading on the BNB chain, directly stimulating on chain liquidity growth, similar to the Hamster Kombat token economics strategy of activating user participation through airdrop rewards (accounting for 75% of the total).

Auto-Buyback Mechanism Design

Dynamic supply and demand regulation

 Referring to Q3 2025 data (BNB market value reaches 145.998 billion US dollars), the repurchase mechanism effectively offsets market selling pressure and maintains token scarcity.

Linkage with destruction threshold

 When the transaction fee income on the BNB chain (such as Q3's $357.3 million) reaches the preset proportion, additional repurchases are triggered to strengthen the token economy loop.
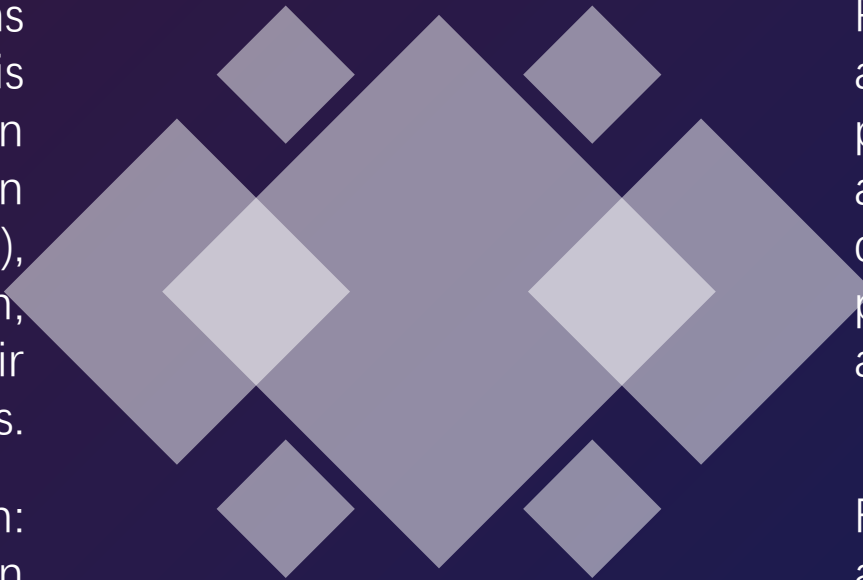
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Fair Launch Protocol

Equal Participation Proof-of-Fairness

Decentralized allocation mechanism: By using algorithms to ensure that token allocation is entirely based on on on chain behavior (such as interaction frequency or staking duration), eliminating human intervention, and all participants receive fair shares according to rules.

Anti witch attack design: Combining address reputation rating or proof of work (such as gas consumption verification) to prevent a single entity from manipulating multiple wallets to gain excess returns.

Dynamic weight adjustment: Real time adjustment of allocation weights based on participants' contributions (such as liquidity provision or community governance participation) to avoid early advantage solidification.

Full chain auditability: All allocation logic and results are publicly disclosed through smart contracts, and users can independently verify the fairness of historical allocation data.

Zero Pre-sale / Anti-Whale Safeguards

Hard top purchase restriction strategy: Set a maximum subscription limit for a single address (such as 0.1% of the total supply) to suppress the monopoly of giant whales from the source.

Progressive release mechanism: Linear unlocking or binding of tokens to milestone events (such as on the main network), reducing short-term selling pressure and market manipulation risks.

Sliding penalty system: Implement dynamic handling fee penalties for large transactions, weakening the ability of whales to influence prices through high-frequency trading.

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Core Innovation: Auto-Boost

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Dynamic Price Stabilization Algorithm

- Multi level price buffer mechanism: By monitoring real-time changes in market supply and demand, the algorithm automatically adjusts the depth of buy and sell orders, triggering buffer orders when price fluctuations exceed a threshold to absorb short-term market shocks. This mechanism integrates the dynamic rebalancing function of the liquidity pool to ensure sufficient liquidity at key support and resistance levels.

- Prophet feeding calibration: Using a decentralized oracle network to obtain weighted average prices from multiple exchanges, the benchmark price is updated every 30 seconds to avoid price manipulation by a single exchange. The calibration process includes outlier filtering and volatility weighting algorithms to improve the anti-interference ability of price data.

- Arbitrage incentive system: When the market price deviates from the target range, smart contracts automatically generate arbitrage opportunities, attracting arbitrageurs to participate in price difference regression through fee reductions and token rewards. The system will calculate the optimal arbitrage path and push it to market makers to accelerate price convergence.

Continuous Buyback Execution Flow

- On chain fund automation: 30% of the platform's transaction fees are transferred daily to a smart contract controlled repurchase address. The contract automatically splits the funds into multiple small buy orders according to a preset algorithm to avoid large orders impacting the market. The execution process adopts the TWAP (Time Weighted Average Price) strategy to spread throughout the entire time period.

- Black address destruction verification: All repurchased tokens are transferred in real-time to publicly verifiable destruction addresses, and the blockchain browser displays the hash value and timestamp of each destruction transaction. Monthly audit reports are released on the proportion of destruction volume to circulation volume to ensure transparency and credibility of the deflation mechanism.

- Market sentiment triggering mechanism: When the panic index (based on social media sentiment analysis and on chain large transfer data) exceeds the critical value, the system automatically adds 5% -15% of repurchase funds to form price support. Trigger logic to write into tamper proof smart contracts to avoid human intervention.

Continuous Buyback Execution Flow

Cross chain liquidity integration

Repurchase is not limited to mainnet tokens, but also synchronously executed on chains such as BSC and Polygon through cross chain bridging protocols, aggregating the depth of multi chain liquidity. Repurchase funds are dynamically allocated based on the proportion of transaction volume in each chain, enhancing overall market stability.

Token Scarcity Acceleration Model

- Deflation of staking Levels: Users can choose different lock up periods (30/90/180 days) when staking tokens, corresponding to receiving tiered annualized returns (8%/12%/18%). The system destroys tokens from the circulation disk at a rate of 1.2% of the total pledged amount per month. The longer the lock up period, the higher the weight of destruction, forming a deflationary positive cycle.

- Utility consumption design: All value-added services (API calls, VIP commission discounts, derivative margin, etc.) within the platform must be paid with tokens, and 50% of the payment tokens must be directly destroyed. High frequency usage scenarios such as contract opening and closing, leveraged lending, etc. have built-in token consumption logic, and rigid demand drives scarcity.

- Institutional Custody Lock: Cooperate with compliant custody institutions to launch the "Institutional Cold Storage Plan", where participating institutions must commit to not moving their positions for at least 6 months and receive transaction fee sharing in return. This portion of tokens is included in the special liquidity indicator, where the actual market liquidity equals the total supply minus cold storage minus destruction, creating a structural shortage.

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Leadership & Community

Dr. Yang & 117 A9 Holders Consortium

- Core decision-making level: Dr. Yang, as the core technology leader of Binance ecosystem, has formed a strategic alliance with 117 A9 level asset holders, responsible for formulating the direction of ecological development and major resource allocation. The members of the alliance hold an average of over 100000 BNBs and have a long-term value consensus.

- Technical governance power: The A9 Alliance exercises veto power over key technical decisions such as BNB Chain protocol upgrades and cross chain bridge security policies through a smart contract voting mechanism, ensuring that the technical roadmap is aligned with community interests.

- Liquidity Support: Alliance members have committed to locking in at least 50% of their positions to participate in on chain staking, providing basic liquidity support for BNB Chain's DeFi ecosystem. Currently, the cumulative locked in value exceeds $8 billion.

- Crisis Response Fund: The alliance establishes a special reserve fund pool for market stability maintenance in extreme market conditions, including but not limited to market maker liquidity replenishment, hacker attack compensation, and other scenarios.

10,000+ Member Growth Blueprint

Developer Incentive Program: Establish an annual $100 million Builder Grant to focus on supporting infrastructure projects on BNB Chain, including key technological breakthroughs such as ZK Rollup solutions and full chain interoperability protocols.

Global Ambassador Network: Establish localized community operation teams in 30 core countries, achieve natural user growth through offline Meetup, hackathon and other activities, and cover emerging markets such as Southeast Asia and the Middle East by 2024.

Institutional Access Channel: Collaborate with hosting service providers such as Fireblocks and Copper to establish compliant entry points, reducing the technical barriers for traditional financial institutions to access the BNB Chain DeFi protocol.

Education certification system: BNB Chain Professional technology certification course has been launched, covering professional fields such as smart contract development and node operation and maintenance, and has trained over 5000 certified developers.

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Short-Term Roadmap (Q1-Q4)

Global Marketing Campaign Launch

Brand influence expansion: Strengthen Binance's brand awareness in core markets in North America, Europe, and Asia through regional advertising, KOL cooperation, and industry summit sponsorship, with a focus on compliance progress and ecological innovation advantages.

User growth incentive: Launch a tiered recommendation reward program, combined with limited time transaction fee reduction activities, to attract new users to register and increase the activity of existing users, while simultaneously optimizing the multilingual customer service system to support global users.
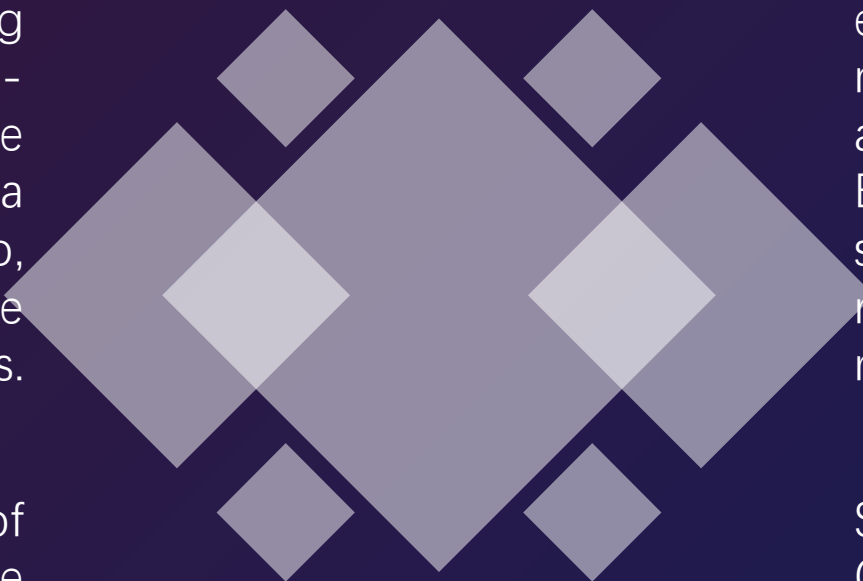
Community Interaction Upgrade: Plan themed AMA events and trading competitions, utilize Binance Academy educational resources to deepen user stickiness, and incentivize community contributors through on chain credentials such as NFT badges.

CMC/CG Listings & DEX Optimization

Deep improvement of liquidity: Optimize the API data docking mechanism to ensure the real-time performance of Binance spot and contract trading data on CoinMarketCap/CoinGecko, and add market maker incentive schemes for long tail currencies.

Cross chain aggregation enhancement: Integrate more mainstream public chains (such as Solana, Avalanche) into the Binance DEX routing system, support one click cross chain redemption function, and reduce gas consumption.

Dynamic management of trading pairs: Regularly evaluate liquidity indicators of various DEX platforms, remove inefficient trading pairs and prioritize the listing of high demand assets, implement a sliding point compensation mechanism to enhance user trading experience.

Security Audit Enhancement: Collaborate with organizations such as CertiK to conduct quarterly penetration audits on DEX smart contracts and publicly release vulnerability bounty programs to ensure the security of user assets.

V1 Staking Platform Deployment

Multi chain asset support: The first batch of flexible/periodic staking of mainstream tokens such as BNB, ETH, SOL, etc. will be opened, using a dynamic annualized interest rate model to automatically adjust income distribution based on market supply and demand.

Node service integration: Cooperate with professional node operators to provide one click delegation function. Users can directly participate in PoS chain governance through Binance App and receive additional voting rewards.

Risk hedging mechanism: Introduce insurance funds to cover smart contract risks, implement automatic redemption protection for pledged assets under extreme market conditions, and provide historical backtesting tools to assist decision-making.

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Mid-Term Ecosystem
Expansion

Binance Club Global Franchise Rollout

- Strategic urban layout: Prioritize the establishment of Binance Club physical stores in financial centers in North America, Europe, and Asia (such as New York, London, and Singapore), and provide compliant cryptocurrency education and trading services in conjunction with local regulatory frameworks.

- Membership grading system: Introducing a three-tier membership system for silver, gold, and diamond, dynamically adjusting equity based on trading volume, holding time, and other indicators, including commission discounts, exclusive event invitations, and early project quota allocation.

- Localized Operations Team: Recruit management talents familiar with regional markets, customize operational strategies, such as focusing on mobile experience optimization in Southeast Asia and strengthening institutional customer service in Europe.

- KOL Alliance Plan: Collaborate with local opinion leaders in the field of encryption to expand brand influence through offline salons and AMA (Ask Me Anything) events, and simultaneously attract traffic to online platforms.

NFT Membership Pass Integration

01
Dynamic equity binding: Linking NFT tokens to on chain activities such as BNB staking and transaction frequency, unlocking gradient benefits, such as high-level NFT holders participating in Binance Launchpad lottery weighting.

02
Cross platform interoperability: Supports NFT transfer between multiple chains such as Binance Chain, Ethereum, and Polygon, ensuring user identity and rights consistency across different ecosystems.

03
Scarcity design: Control the total number of NFT issuances through algorithms and introduce a destruction mechanism (such as using BNB to automatically destroy corresponding NFTs when paying transaction fees) to enhance long-term holding value.

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Long-Term Strategic Goals

Tier-1 CEX Listings (Binance Target)

Liquidity optimization: By listing on top CEX, the project ensures optimal liquidity support, with a daily trading volume target exceeding $1 billion and a stable price difference in the range of 0.01% -0.05%, meeting the service standards of market making giants such as Jump Trading.
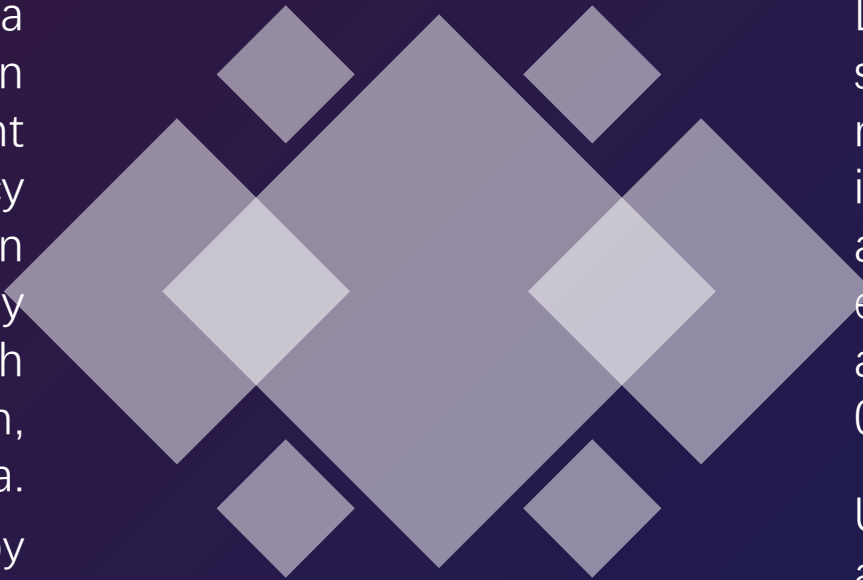
Compliant layout: Strictly follow the disclosure requirements of regulatory agencies such as SEC, achieve 100% real-time Proof of Reserve (PoR), use Merkle Validator tool to allow users to independently verify asset security, and establish institutional level trust endorsement.

Ecological synergy effect: Deeply integrating Binance Launchpad resources, providing full lifecycle services for projects from token issuance, market maker tiered support to wealth management product design, enhancing token practicality and user stickiness.

500 Physical Hub Global Network

Local compliance access: Each physical hub is equipped with a local financial license application team to support the compliant operation of fiat currency channels, with a focus on covering encryption friendly jurisdictions such as North America, the European Union, and Southeast Asia.

Technical infrastructure: Deploy dedicated API gateways and cold wallet storage nodes to ensure that 95% of user assets are stored offline, while meeting local real-time clearing regulatory requirements, with a daily processing capacity of millions of transaction requests.

Market maker grading service: Design differentiated access solutions for different levels of market makers (Tier1-Tier4), including incentive policies such as zero transaction fees, exclusive technical support, and a maximum commission of 0.01% on trading volume.

User Education Center: All hubs are equipped with Web3 education facilities, regularly holding trading strategy seminars and private key management training to reduce operational risks for novice users and improve platform retention.

Binance Home-Powered Payment Ecosystem

Multi scenario payment integration

Connecting high-frequency consumption scenarios such as airline ticketing and cross-border e-commerce, supporting direct payment with Binance Home tokens and automatically enjoying a 0.5% -2% reduction in transaction fees, building a closed-loop consumption ecosystem.

Pledge income model

Design a tiered pledge reward mechanism, holding more than 100000 Binance Home can unlock SAFU insurance pool profit sharing rights, and the annualized income is linked to the total trading volume growth of the platform.

Cross chain settlement network

Based on Binance Chain, an enterprise level payment protocol is developed to achieve 1-second cross chain settlement of mainstream assets such as Binance Home and BTC/ETH, with a daily processing capacity of 500000 cross-border remittances.

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Risk Management & Compliance

Smart Contract Audits (CertiK/PeckShield)

Reincarnation attack protection

Verify the completion of state changes before all external calls through CertiK auditing, and use OpenZeppelin's ReentranceGuard module to ensure that critical functions are non reentrant.

Integer overflow check

PeckShield audit confirms that all arithmetic operations use the SafeMath library or Solidity 0.8+built-in overflow protection to prevent manipulation of token quantities.

Permission control verification

The audit report provides detailed annotations on the usage of the OnlyOwner modifier for all sensitive functions (such as mint/burn) to ensure there is no risk of unauthorized access.

Smart Contract Audits (CertiK/PeckShield)

Prophet security integration

The auditing agency verified the signature verification mechanism of the Chainlink oracle calling interface to prevent price fed data from being tampered with.

Contract upgrade security

Adopting transparent proxy mode to implement upgradable contracts, auditing confirms that admin and implementation addresses are managed separately.

Continuous Security Protocol Upgrades

Vulnerability Bounty Program: Set up a maximum vulnerability reward of $500000 and coordinate white hat hackers to submit zero day vulnerabilities through the Immunefi platform.

Hot wallet rotation strategy: Using multi signature cold wallets to store 95% of assets, the daily limit of the hot wallet is automatically replenished, and the private keys are stored in HSM devices in shards.

Node verification enhancement: BSC verifies that the node runs in a TEE environment, performs SGX remote attestation, and prevents MEV attacks and transaction reviews.

Key Compliance Notes:

01 Audit report verifiability

All CertiK/PeckShield audit reports come with verifiable code hashes, which users can use to compare deployment contracts through Etherscan.

02 Regulatory filing transparency

Regularly submit business operation reports to FINMA, including core indicators such as user numbers, transaction volumes, and reserve ratios.

03 Insurance coverage

insure cold wallet assets through Lloyd's of London, and the policy covers three types of risks: physical damage, cyber attacks, and internal crimes.

Key Compliance Notes:

Data sovereignty protection

EU user data is stored in the Frankfurt AWS region, in compliance with GDPR data localization requirements, and non EU data is synchronized with a Singapore copy.

Emergency response process

Establish a 24/7 Security Operations Center (SOC), and provide a complete transaction traceability report within 4 hours for regulatory inquiries.