
Crypto Index: ANALYTIC FOR CRYPTO MARKETS

[White Paper]

One of the most important and lacking tools in new alternative coin market is the trustworthy source of market insights on various crypto coins.

Crypto Index is filling this gap to become the source for cryptocurrency and blockchain assets. It is the first platform for market analytic in the space, providing price assessment for main altcoins, giving the ever-increasing number of crypto-traders and investors the information edge to mitigate the risks.

We focus is on AI-based price assessment. Though the crowd sentiment is the current driving force in the crypto-markets, we believe that for unvetted coins with no underlying assets, the price assessment should be based on unbiased AI technology.

Our ALPHA is already completed, including a price-related data feed for 20 main altcoins with largest market caps.

Problem: Crypto-market Data is Scarce

Crypto markets present major challenges for active traders and investors, especially newcomers. Crypto-markets are characterized by enormous volatility, illiquidity, and information asymmetry, making the space very lucrative. Tenfold returns in less than a year are increasingly common.

This leads us to a major problem: A lack of high quality, verifiable information and insights. There is far too much noise relative to actionable signals. If you go to slack channels, subreddits, and social media forums you can often find hype and uncertainty. In addition, major Chinese exchanges were faking trading volumes by a factor of a hundred last year. Because of the above and because, the even small amounts of valuable information are often the key to incredible profits, so the ambitious investor continue the exhaustive search for information through the noise, though the data hard to acquire. The crypto markets cannot professionalize until these problems are solved.

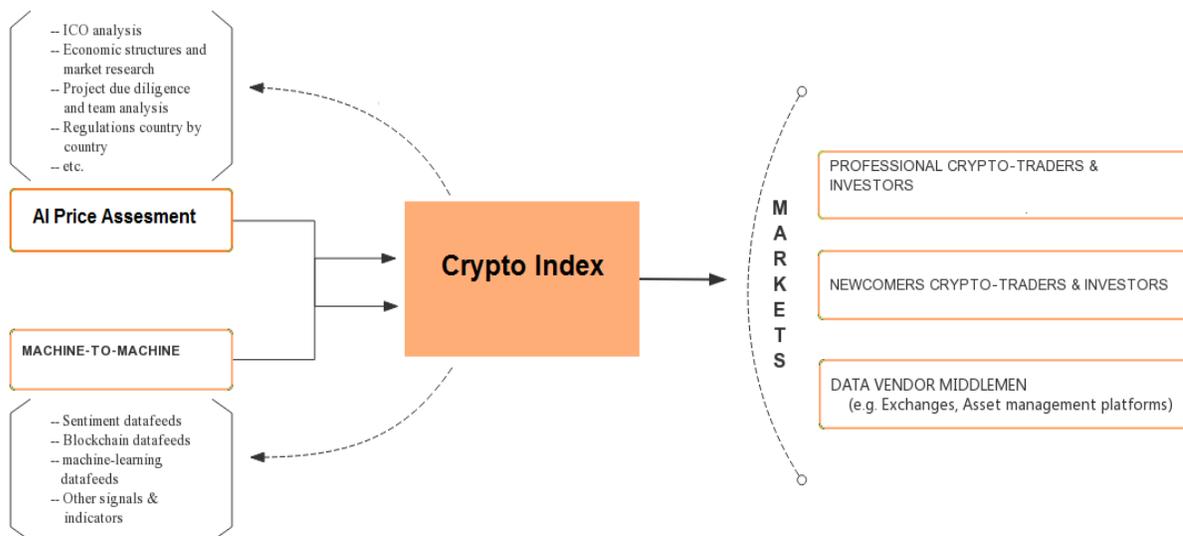
Solution: Crypto Index

The Crypto Index platform is the solution to the lack of reliable crypto-market information. Crypto Index solves the problem by creating a single hub of curated crypto-asset data and insights that will include:

- Crypto coins price assessment data feeds and signals
- Crypto-content streams, curated by experts
- A curated database of blockchain coin offerings

Some of this information will be given to new users for free, Crypto Index will onboard new traders into crypto in the most reputable way possible while building long term loyalty.

CRYPTO INDEX



Product

The submission of new coins into the Index will be curated and verified by our team of analysts. To start, Crypto Index will focus on assessment of price and analytics on major coins (BTC, ETH, XRP) and others, including:

- Tokens market caps
- Tokens price assessment
- Factors analytic
- Patterns and correlations to other asset classes

AI gives traders and investors information on which to make predictions of market performance, giving answers on questions such as, for example, could prevailing trends be on the verge of expiration? – answering such important questions as objectively as possible, making crypto-markets more transparent, more secure, and more professional. Our task is to send users clear, actionable signals for incoming trends.

Sources of Raw Content for AI

To feed then AI engine to calculate the price assessment backed with objective data, Crypto Index is receiving data from many data sources, typically running machine-to-machine. Those data-feeds give AI access to hard data on which to base financial decisions. The incoming feeds include:

- **Blockchain data:** These data is absolutely crucial and yet is scattered across the web. By partnering with the major blockchain scanners, Crypto Index creates data feeds that monitor the altcoins behavior as a proxy for trends.
- **Crowd Sentiment:** Sentiment in crypto markets is incredibly powerful, and yet there are few public feeds from which to correlate data and find patterns. Sentiment data feeds provide a source for AI that is based on crowd consensus and is added to calculated assessment.

Accessing the Prices

Based on the above two critical internal data components, the Crypto Index AI will deliver the most sophisticated sets of price assessment information on crypto-coins. To make this information clear and easy to absorb we are developing:

- A mobile app/ terminal where users can access light signals.
- An open API for trading systems.
- 3rd party integrations with participating partners. We will integrate Crypto Index directly into several major exchanges and asset management platforms, so that Crypto Index is made available to as many traders and investors as possible.

Market

Crypto Index delivers to crypto-traders the insights which are otherwise beyond the reach of almost all traders. Three kinds of customers will derive value from Crypto Index:

1. Professional crypto-traders and investors, who built their fortunes on the rise of crypto-assets.
2. Newcomer crypto-traders and investors
3. Data vendor middlemen, as Exchanges and Asset Management Platforms. These platforms are typically looking to provide additional value to their customers, but may lack the expertise and resources to run data vending services themselves. For these parties, Crypto Index will have ready-to-go integrations that make it easy and seamless to deliver information directly to their clients. Examples of exchanges include digital currency exchanges like Poloniex, Bittrex, Kraken, Bithumb, Bitfinex, and many others. They also include traditional exchanges entering the digital currencies market, such as eToro, with it's 6 million trader userbase. Examples of

asset management platforms would include Iconomi, Melonport, Prism, and many others currently in production.

Most traders and investors are looking for an information edge and are willing to pay for that edge. Crypto Index is the first platform to serve this need in the crypto space.

Go-to-Market Strategy

Our go-to-market strategy is to create a lean suite of content price streams and data feeds for users and via integrations with established exchanges and asset management platforms.

By making our information available to select exchanges to start, we will put our information in front of our target market as soon as the first streams are mature. These streams will also be available on our mobile app, so that they can find and study market trends anytime, anywhere.

Exchanges will be able to access some Crypto Index information for free by staking Crypto Index Tokens (CIT). This dynamic will create an incentive for exchanges to stake and participate in Crypto Index early, while putting demand pressure on the our token supply as well. It also makes the barrier to entry for exchanges extremely low, while delivering obvious and compelling added value.

As time passes we will add more and more content streams and data feeds so that the value of the service grows. Traders who use Crypto Index will become hooked, knowing that there is no alternative that can provide the same information edge and value that Crypto Index can. Early resources will be put into this rapid market expansion, so that we claim as much market share as possible.

Monetization & Projections

There are two sides to Crypto Index's monetization strategy. In the short to medium term, Crypto Index will deliver several select products for curated list of main altcoins. This service, and other data feeds, will be available in exchange for a subscription fee in CIT.

Newcomers are the fastest growing segment of crypto-traders. They are also at the greatest disadvantage due to their lack of knowledge, so our service provides them with the most value. Experienced crypto-traders and investors are always on the hunt for Token Sales and information, so we expect they will find us quickly. Therefore we will focus our more proactive outreach on the newcomers, who will have a harder time finding us.

By conservative estimates, there are now 1,000,000 active crypto-traders in the West alone. As we look at weekly projections, this number skyrockets, and it is growing dramatically every

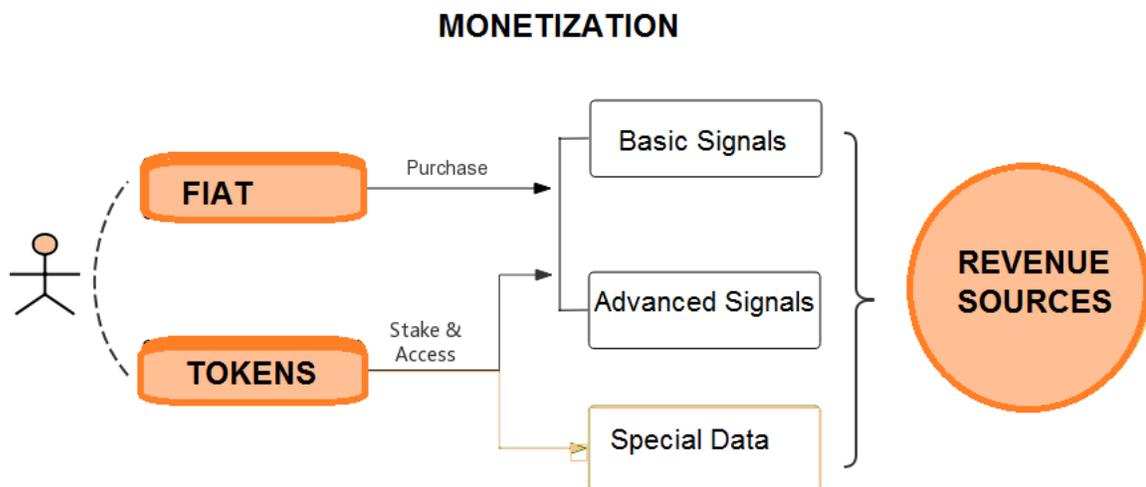
month. As of June, Poloniex reports over 40,000 users online at any time on average. Coinbase recorded over 40,000 new signups in a single day, and the French hardware wallet company Ledger expects to sell over 1 million hardware wallets this year. This number does not include the many hundreds of thousands of traders in East Asia who are also looking for this information as well (which we will be translating for those markets).

If Crypto Index can provide just 50,000 traders with content streams at \$20.00 per subscriber per month, we will generate a monthly revenue of \$1,000,000 per month.

In reality, newcomers will subscribe not just to content streams, but to exclusive data feeds as well. As we create, license, and acquire more data feeds, users will purchase access on a case-by-case basis to supplement their content streams and investing strategy. These feeds will vary in price. Assuming half (25,000) of subscribed traders purchase data feeds at an additional \$50.00 per month, that adds up to an additional \$1,250,000 per month.

It should be noted that these projections are extremely conservative. As active traders ourselves, we are more than happy to pay large sums per month for information if we believe it gives us a trading advantage at scale. And there are many thousands of active traders like ourselves. There is no limit on this business' revenue potential except market size, which is growing dramatically daily. Because the value of data can be quantified, traders are happy to pay extremely large subscription fees if it will give them quantifiable ROI, and this is what our data feeds will deliver.

In addition to our subscription services, certain services will only be available for purchase such as services will include exclusive content whose value decreases according to the number of people who have access.



Crypto Index Technology Suite & Roadmap

This section covers the planned Crypto Index product and technology, showing where we want to take Crypto Index and how we'll get there. This roadmap is a living document, it shows what we want Crypto Index to become. Crypto Index will start as a closed platform for signals, with the potential of opening up as the platform matures.

The Crypto Index Technology Suite

1. Mobile Terminal, Web-Terminal, 3rd Party API Integrations
2. Curated Market Insights and Subscription Content
3. Crowd Sentiment Signals
4. Blockchain Analytics Index

Curated Streams of Market Insights & Subscription Content

A core part of Crypto Index's offering will involve packaging insights into a curated signals.

Examples include:

- Volatility Index
- Momentum Index
- Trollbox Sentiment Indicators, and many more

Traders and investors will be able to choose from a variety of signals and to customize what content they receive. This approach lets each subscriber design their stream specifically for their needs and trading style.

These streams will be available to purchase primarily in fiat currency, to reduce barriers to adoption. These curated streams will be our first means of monetization.

When complete, users will have a one-stop hub for crypto-market information, accessible from their smartphone or exchange of choice.

Blockchain-based Data feeds & Analytics

Another important kind of datafeed — which lies untapped in plain view — is blockchain- data feeds. By watching certain parameters, we receive signals in real time. While some hedge funds are already using blockchain-based data feeds and analytics, the tools for that service have yet to permeate into the market at large.

Crypto Index is building cross-blockchain data feeds and analytics so that subscribers can monitor activity across multiple altcoins markets. They'll be able to see things like transaction volume, transfer frequency and much more.

To build these tools, Crypto Index will partner with existing blockchain explorers where possible and build our own where necessary.

Future Additions

As Crypto Index becomes populated with data feeds and content, we can then create value by going deep on specific areas.

A visualized data interface will let users correlate with other asset classes to create a trading edge. Ultimately, this is where the long term value will be discovered, in making increasingly sophisticated and useful connections from disparate data sources. AI will gain value as they are used together for increasing accuracy, rather than separately.

The Roadmap for a Data-driven Blockchain Economy

Q2 2017 – Completed Ai and a prototype

- MVP for crypto content with AI based assessment
- Whitepaper Release

Q4 2017 – The Crypto Index Debut

- Price History Datafeed

Q1 – Q2 2018 – Toward Blockchain Index Economy

- Blockchain Analytics Data feeds
- Platform R&D Release
- Crowd Datafeed Voting & Governance Layer
- 200+ Altcoins

The Crypto Index Token

The future token system and sales are core of Crypto Index. They allow us to align everyone's incentive around a single aim: Creating truly valuable crypto-financial insights and data. By extension, a well-designed token should grow in value alongside the utility of the data.

1. CIT tokens can be locked and staked to give holders, at the sole discretion of Crypto Index, access to a limited but 'free' stream of insights. Exchanges and asset platforms will receive special staking arrangements that allow them to share this stream of data feeds with their entire customer base, along with some extra information.

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2. CIT tokens are required for use in Crypto Index primary insights, including highly valuable exclusive content where the information edge drops as more people gain access, to restrict distribution.

It should be noted that the core subscriptions are denominated in either fiat, BTC, or ETH, and not CIT. CIT is used primarily for accessing extremely exclusive information. It will also be used to incentivize data feeds.

We expect CIT value to be tied to the value of market insights available on Index. As users learn they'll receive growing value for free in exchange for staking their tokens, and that the staking cost increases as more and more parties stake, we expect a rush to stake CIT as major partners are announced.

It should be noted that this token model is a prototype; We will test it over a 2 year period. At the end of this 2-year period we will review the token model, although value for our supporters will always be preserved.

Crypto Index Crowd Sale & Token Distribution

The CIT tokens will be distributed in a token sale. This crowd sale will cover the next 2 years of development. The cap is denominated entirely in Ether (ETH), with a minimum of 15,000 ETH and a maximum of 45,000 ETH. This is the HARD CAP. There will be no bonuses. This cap was decided by Crypto Index and is final.

Here is the split for the crowd sale distribution if the full cap is raised:

1. Since Crypto Index is being developed primarily by the team, 20% will go to the team to incentivize their continued efforts.
2. 4% to key advisors and partners.
3. 6% goes to the Reward Pool to incentivize users, a reserve to be used by Crypto Index, at its sole discretion,
4. 18% goes to the presale users for their early support.
5. The rest goes to the crowd sale participants.

All team CIT tokens are vested. Team token payouts begin after 3 months and take 6 months to 1 year to complete, depending on their position on the team.

The Reward Pool will be distributed transparently to the network. Anyone will be able to audit and confirm their distribution over the following 2 years on our transparency web page.

The money raised from the token sale will be used for development, primarily by the Crypto Index with the remainder being used to incentivize development of niche feeds and to cover other expenses.

All raised funds will go to expanding Crypto Index as fast as possible, both in terms of userbase and insights quality. Our projected but non-binding breakdown is as follows.

50% – AI Development

15% – Marketing & Business Development

10% – Operational Expenses

15% – Legal Expenses

Jurisdiction of Issuance: n/a

Time to Issuance: Tokens are issued immediately with a 7-day transfer freeze. This freeze ensures that no mistakes are made in the distribution.

Legal & Regulatory Opinion

GENERAL INFORMATION:

The CIT token [utility token] is a voucher, which will allow its holder to make use of the Crypto Index Platform services. Through the Token Sale, Purchasers acquire the future rights to use the Crypto Index platform and or to use it at a discounted price, i.e. at a price that takes into consideration the risk that Crypto Index may not be able to launch its planned business.

The CIT token does not have the legal qualification of a security, since it does not give any rights on dividend or interest. The CIT token is final and non-refundable. The CIT token is not a share and does not give any right to participate in the general meetings of Crypto Index LLC. The CIT token cannot have a performance or a particular value outside the Crypto Index Platform. The purchase of CIT token shall therefore not be done for speculative usage.

Any person purchasing any CIT token (hereafter referred to as “Purchaser”), expressly acknowledge and represent that he/it has carefully reviewed the Terms and fully understand the risks, costs and benefits associated with the purchase of cryptocurrencies as indicated in the Terms.

Conclusion

Crypto Index aims to change how traders and investors gather information on cryptocurrency. By creating a platform for market insights, Crypto Index will be the data infrastructure for the crypto-markets are ready to scale and professionalize. And the future of free, un-censorable financial data markets begins to take form. All of that begins right here with Crypto Index, and we invite you to be a part of it by contributing to the project.

To learn more, please, contact us at info@datrixo.com.

