



[Abyss.com](https://abyiss.com)

Whitepaper

V1.0

Table of Contents

1. Introduction	3
2. Our Mission	3
3. Why Join Us	3
4. Problems	4
5. Abyiss Features	5
a. Abyiss API	5
b. Abyiss Crypto Tools	5
c. Abyiss Order Engine	5
d. Abyiss Digital Wallet	5
e. Abyiss Exchange	6
6. Competitive Advantage	6
7. Business Model	7
8. Growth	7
a. Growth Potential	7
b. Growth Methods	8
9. Founders	9-10
10. Risks	11
a. Security	11
b. Competition	11
11. Conclusion	11
12. References	11

Abyss

support@abyiss.com

[Abyss.com](https://abyiss.com)

1. Introduction

The internet has revolutionized the computer and communications world like nothing before. Now with the rise of cryptocurrencies once more a new technology can revolutionize the world. Over the past decades the internet has evolved significantly and with each new iteration finance has evolved with it. Now as the latest iteration Web3 becomes more common there is a need for infrastructure that supports the crossover between the legacy financial system and cryptocurrency. This type of infrastructure will play an important role in merging the best features into this new world of finance. Bridges must be built that allow people and money to access these new technologies. We need inclusive on and off ramps where everyone can participate in these new markets. Through these access points we will improve the accessibility and practicality of cryptocurrency. By reducing the constraints moving in and out of these new assets we can perform daily transactions. That is where Abyss steps in. With your help we will build a world-class platform allowing the average person to benefit from cryptocurrency technology.

2. Our Mission

Our mission at Abyss is to help everyone create wealth by empowering people through cryptocurrency, technology, and education. This is not a mission that we can complete alone. It takes the help of hundreds of organizations and millions of people, but together we can achieve anything.

When Abyss was founded in 2020, we set out to build software that would help people gain leverage in the financial markets. Today we create free software that anyone can use to build wealth. This is just the beginning for us, we will continue to make our products accessible and affordable to more and more people. Ultimately accelerating the advent of cryptocurrency technology around the world. We believe that the faster the world adopts blockchain and cryptocurrency technology the better the future will be. Market data, trading tools, and digital wallets all exist independently, but when combined, they give you the power to change your life and the world for the better – that's the future we want.

3. Why Join Us

Our greatest strength lies in the ideas and the mission that governs the people behind it. We are a team brought together by the idea of helping build a better future. We are confident that we have massive potential to rise to the top. Together we have proven time and time again our ability to enter a market, disrupt the status quo, and become one of the top players. Consistently we have demonstrated our ability to innovate, execute, and adapt to change. These qualities have served us well in staying one step ahead of the competition. There is an enormous amount of untapped potential in cryptocurrency and we would be overjoyed for you to join us on this journey.

4. Problems

The cryptocurrency industry suffers from a number of problems including the following:

- **Poorly Designed Digital Wallets**

Many companies slap together digital wallets quickly as they can. Offering different wallets for each blockchain that they support. One wallet for buying and selling crypto, another for advanced trading, one for sending crypto, and one for NFTs. You get the point. The average person doesn't need multiple wallets. Having too many options is confusing and decreases the likelihood of a person entering this new space. The onboarding ramp has to be simple and flawless. By restricting options, it decreases confusion and increases satisfaction. People want one unified place for all things crypto, trading and finance. Not multiple different wallets that all do the same thing.

- **Lack of Decentralized Finance Infrastructure**

Many major organizations and financial institutions have yet to offer the ability to buy and sell stocks and crypto on their platforms. As a result of this major innovation and infrastructure needs to be put in place to support these features. The average person does not want to open multiple accounts just to buy and sell crypto. People want one single place where they can research the markets and manage their trades.

- **Expense & Inaccessible Financial Data**

Financial market data is virtually inaccessible to the average retail trader within the stock market. As a result of this the average person is unable to make data-driven decisions when compared to hedge funds and banks. We need to open this gate and start giving away data for free. After all, it's the people's transactions that make up the market.

The crypto industry on the other hand is a little different. When it comes to market data most exchanges allow individuals access to their data. One problem with this is that there are hundreds of crypto exchanges and it's impossible to get a standardized view of the market. Other problems arise from this as well, such as price manipulation and wash trading across exchanges.

- **Lack of Financial Education**

Most people don't understand cryptocurrencies, stocks, and basic investing. If we wish to achieve our mission, then we need to start by giving people the resources and knowledge they need to create wealth. This is not an overnight process. We must work together to create free and publicly accessible resources for everyone to use. If people want to change their lives, then we need to give them the tools and the information to do just that.

- **Poor Market Liquidity**

Traders are significantly affected by poor market liquidity. Having a shallow orderbook means high slippage when trading, which is very expensive for traders. Depending on the exchange that you are trading on, an asset's liquidity can vary. When exchanges don't have enough liquidity, they can't meet financial obligations and are unable to absorb losses. In this case it is often the trader that suffers the most. This is a major problem in the crypto industry because lesser-known assets often have low market liquidity. This leads to more risk or the inability to sell an asset driving its price down, or worse, rendering the market price indecipherable.

5. Abyiss Features

We plan to roll out the following features in roughly this order:

1. Abyiss API
2. Abyiss Crypto Tools
3. Abyiss Order Engine
4. Abyiss Digital Wallet

- **Abyiss API**

Our crypto data APIs have a unified schema and real-time data from hundreds of exchanges. We plan to incorporate more endpoints into our API including news, sentiment analysis, and more. Our API can detect price manipulation and wash trading as well. The Abyiss API is the foundation that will power all our future products. This is a gradual process that will take time but the foundation of our company lies on our API.

- **Abyiss Crypto Tools**

Powered by our API, we are building advanced quantitative trading tools. Tools comparable to that which the banks and hedge funds use. These tools will be free to use for all our customers and users. Some trading tools that we plan to build are advance charts, indicators, stock and crypto alerts, an algorithmic trading center, strategy back tester, sentiment analysis, options flow, portfolio trackers, paper trading accounts, and more. We want to be able to provide our customers and users with the highest-grade financial tools.

- **Abyiss Order Engine**

In order to support buying and selling of both stocks and crypto we must build an advanced matching engine. This matching engine will be used to match all orders to a buyer or seller. By matching orders, we will be able to provide liquidity in the markets. This matching engine will support all the trades that take place on our platform. Our order engine will be powered by advanced AI, trading algorithms, fast-acting traders, and an institutional-grade OTC RFQ system. This will allow us to support hundreds of millions of trades per day, accessing all major sources of flow and liquidity. Giving us the ability to provide tight spreads for all our tradeable assets.

- **Abyiss Digital Wallet**

Digital wallets will allow users to own a variety of assets including crypto, fiat, NFTs and stocks. Everyone that creates an account with Abyiss will automatically be assigned a wallet with their private and public keys. Our users can then buy and sell different assets, make transactions with other parties for goods or services, and purchase items online and in person. Money can also be deposited directly into their wallet prior to any transactions. Everyone will be able to link their bank accounts or credit cards to their wallet as well.

6. Competitive Advantage

- **Financial Education**

By prioritizing education, we will educate our customers in a fun and interactive way. Where they will have the opportunity to earn assets from just learning about crypto and investing. Many

companies in the financial industry do not prioritize education. As a result of this, a lot of traders lose massive amounts of money when first entering the market. To help mitigate that, we plan to offer fun and interactive education which allows our customers to have all the resources they need to make smart decisions when it comes to investing.

- **Digital Wallet Hub**

An all-in-one digital wallet hub that is centered around you will create both a community and a marketplace. A place where individuals can get together to trade unique products and services unlike anything ever seen before. The powerful combination of community and trade will bring people together and create new connections. We will allow third party vendors and developers to list their crypto projects on our platform. Creating a safe and trusted place for people to discover cryptocurrencies that meet our high standards for privacy and security.

- **Crypto Tools**

Abyss will be one of the first platforms to provide users with advanced quantitative crypto tools. All our tools are engineered to compete with that of banks and hedge funds. With the goal of simplicity and ease of use for our users. We will offer a number of unique and powerful tools including an algorithmic trading center, back testing features, paper trading and more. All of the data that powers our tools will come directly from our API's. Any user that wishes to have more premium data to increase the power of their tools can do so within a click of a button.

- **Crypto Data API's**

Powering the entire foundation of our platform is our market data API's. Our API's will provide our customers with powerful real time market data from all major global cryptocurrency exchanges. With a freemium model, our users will have access to clean and unified market data endpoints. Our API standardizes cryptocurrency prices by detecting price manipulation and wash trading. Additional features include historical data from every cryptocurrency we support. As well as quick start guides and tutorials for developers who are interested in using our APIs. We also offer transparent pricing for all API subscription plans. In the future we plan to offer additional crypto data endpoints as well.

- **Our Team**

The most important piece of the puzzle is our team. Abyss is a group of talented and bright individuals that lead by example. We are ambitious, persistent, and hungry. We believe in our mission and vision, creating purpose in our work. We take pride in what we do and genuinely care about the customer. Together, we create a culture that empowers each other to act, embrace risk, and make decisions as if we are all founders ourselves. By sharing information openly across the entire organization, we entrust knowledge in each other. This builds an environment where everyone is surrounded by equally talented people.

7. Business Model

Our revenue will come from some of the following sources:

Revenue Source	Description
Subscriptions	Abyss will charge a monthly subscription fee to use its crypto data APIs and tools.

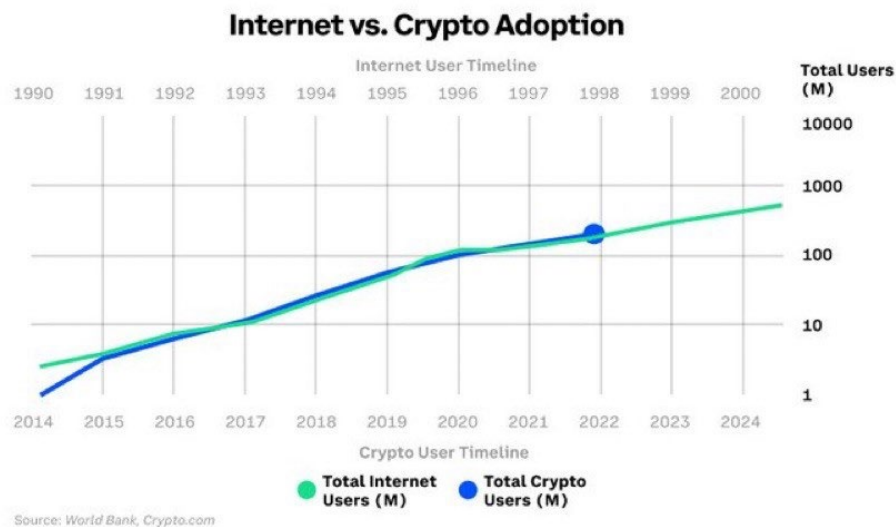
Exchange Fees	Abyss will charge a <1% fee per trade. Other variations of this fee may include maker-taker fees, volume-based tiering and \$0 fee promotions. We have no plan to charge fees above 1%.
Listing Fees	Abyss may charge fees for the listing of coins and other assets on our platform.
Margin Fees	If you trade on margin, there may be a fee or interest on the borrowed amount.
Other Fees	There may be other fees charged for our various products or services.
Exemptions	There are no fees for deposits, withdrawals, internal transfers, or settlements.

8. Growth

Each year the number of global cryptocurrency users is growing. As this rapid growth continues, we believe that Abyss will grow alongside it. By implementing the following properties below, we plan to scale our user numbers into the millions within the coming years.

Growth Potential

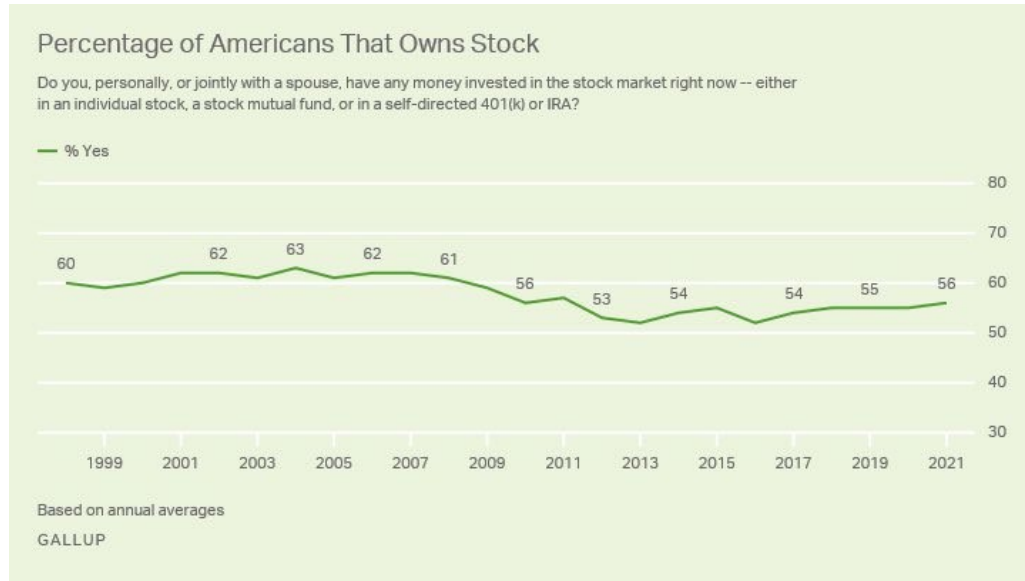
At the time of this writing, the growth rate for global cryptocurrency users is growing comparable to that of the internet in 1998. Crypto.com reports that there are approximately 300 million global crypto users. This number is growing rapidly year over year, with no indication of slowing down. This industry is still very early, creating major growth opportunities.



Global Internet Users vs Global Crypto Users - Crypto.com

Another growth factor that is important to note, is the percentage of Americans that own stock. For the last two decades this number has been fluctuating from a low of 53% in 2012 to a high of 63% in 2004. The United States census reported in 2020 that there are approximately 331 million Americans. If these numbers hold true, then that means that there are approximately 185 million Americans that don't own

stock. By targeting the average American that doesn't own stocks or crypto, there is major growth potential.



Percentage of Americans That Own Stock - GALLUP

Growth Methods:

1. News Articles
2. Advertising
3. Giveaways
4. Partnerships
5. Influencers
6. Competitions
7. New Coin listings
8. Sign Up Initiatives
9. SEO
10. Learn to Earn
11. Issuing NFTs
12. Affiliate Marketing

9. Founders

We have an amazing team at Abyiss, with a proven track record of success. Our team has experience in both traditional finance and cryptocurrency. If you wish to learn more about our team and our values, please click [here](#).

Drew Gillen – CEO & Founder

[LinkedIn Profile](#)



Drew is the Co-Founder and CEO of Abyiss. He was born in Rhode Island, where he went to high school and college. Zach and Drew first met playing baseball together in 2009. They originally started collaborating in freshman year of high school, and over the last 6+ years they have been working together on various projects.

He started his first business selling things online through Shopify. The idea of being able to sell things to people from all over the world was extremely intriguing to him. He soon got to work at his own ecommerce store where he spent hundreds of hours learning the ins and outs of ecommerce, entrepreneurship, web development, and more.

Through these learnings, he founded 401 Enterprise, an ecommerce advertising agency. There he attempted to recruit his closest friends and teach them what he learned. He managed the tech teams and all major company projects. Helping build dozens of ecommerce websites and writing over 10,000 lines of ad copy. While at 401 Enterprise he made thousands of dollars in revenue through digital advertising and marketing.

Since the age of 18, he has been trading in various markets. He was first exposed to Cryptocurrency in 2017 during the crypto bull run. Ever since this period he has been trading both stocks and crypto. In 2020 Drew graduated from the Community College of Rhode Island with an associate's degree in entrepreneurship and general business.

After graduating from college, he left 401 Enterprise to study artificial intelligence and decentralized finance. It was during this period that Zach and Drew gave birth to Abyiss. From experimenting with machine learning and algorithmic trading they discovered several major problems in the legacy financial system and crypto industry.

Zach Robert – CTO & Founder

[LinkedIn Profile](#)



Zach is the Co-Founder and CTO of Abyiss. He was born in Rhode Island, where he went to school and college. It wasn't until sophomore year of high school when Zach and Drew became close friends. Here, things really started to take off when they sat next to each other in their first computer science course where they learned JavaScript.

After this computer science course, Zach never looked back. He knew that his future would be in the computer science realm. He took every computer science course that his high school had to offer, which included the advanced placement computer science courses. With his advanced placement scores, Zach entered Johnson & Wales University with a head-start towards his BS in Software Engineering. Zach took a deep liking towards his classes and, by taking a couple extra each term, he was able to complete his degree within 3 years with Summa Cum Laude honors.

During his Undergrad, Zach got exposed to an app called Robinhood, which sparked his interest in the financial markets. He started investing and trading with a small amount of money and was fascinated by

how quickly he could grow his account. Getting exposed to cryptocurrency through Robinhood, Zach started swing trading Bitcoin and Dogecoin alongside other stocks in 2018.

Prior to Abyss, Zach took an internship position as CTO at 401 Enterprise with Drew. It was during this time in 2020 that Zach and Drew developed the infrastructure for 401 Enterprise out of Drew's basement. During the process they both learned a lot about Ecommerce and Web development.

During the summer of 2020, Zach came to a realization that his emotions were getting the best of him while trading. He sought to find a solution and stumbled upon a concept called 'algorithmic trading'. This was game-changing to him, as he spent the next several months researching this topic and making his own trading bots. It came naturally to him, as he was very interested in the financial markets and also put his software engineering knowledge to work. Zach became fascinated with the concept of streaming real-time data into his system to power his algorithms. He quickly came to realize that real-time stock market data is very crucial to any trading algorithm. Due to this, the data can be very expensive. Zach would often talk with Drew about his findings and research. Drew shed light on the decentralized finance realm to Zach. Combining both of their ideas Abyss was then born.

While finishing his degree at Johnson & Wales, Zach took on a new position as a computer operator in IGT's datacenter. This yielded invaluable hands-on exposure to enterprise systems, datacenter operations, a unique prospective on cyber security concepts, and serious time-management skills where he simultaneously continued to excel at Johnson & Wales. This experience allowed Zach to understand just how much work goes into backend components at any organization and really allowed him to appreciate the whole process. When Zach felt that he learned all he could at IGT, he left to focus solely on building Abyss.

Zach set out to build the core of the Abyss platform, which lasted the stretch was completed in a 9-month span. During this 9-month span, Zach taught himself various things that were crucial to the creation of the Abyss platform. This included various technologies and development philosophies such as containerization with Docker, container orchestration with Kubernetes, REST, GraphQL, and the IBM Cloud platform just to name a few. Him and Drew spent 50-60+ hours per week grinding everything out to build the core platform.

10.Risks

There are many risks involved in running a company in the financial technology industry. We understand this and have the skills, experience, and leadership to overcome them.

- **Security**

Many companies have failed due to poor security procedures. Most security breaches could have been prevented by taking precautions to protect critical resources. We have developed Abyss with security as the highest priority. We strive to ensure that we have followed all the industry's best practices when it comes to securing infrastructure and data.

- **Competition**

We know that this is an ultra-competitive space. There are hundreds of thousands of people within this emerging industry. Competition will be aggressive. Although, this is a common risk with any idea, startup, or company. The question we must ask ourselves is do we have the persistence and drive to rise to the top? We believe that we have what it takes and if you believe it too then join us.

11. Conclusion

We have proposed a Crypto platform built for the average person. With the mission of helping others create wealth by empowering people through cryptocurrency, technology, and education. Starting with crypto data APIs, then advanced trading tools and digital wallets, ending with the ability to buy and sell different assets. We hope to accomplish our goals and are excited for you to join us on our journey. One day with your help, we wish to become a leading player in this emerging world of finance. If you are interested in joining us or working with us, please contact us on via our [website](#). We are always recruiting talented ambitious people, while also looking to partner with strategic advisors and investors.

12. References

1. *Bitcoin: A Peer-to-Peer Electronic Cash System*. <https://bitcoin.org/bitcoin.pdf>.
2. “Ethereum Whitepaper.” *Ethereum.org*, <https://ethereum.org/en/whitepaper/>.
3. *Binance Exchange www.binance - Exodus*. <https://www.exodus.com/assets/docs/binance-coin-whitepaper.pdf>.
4. “FTT Whitepaper (Full) June 25.”,
https://docs.google.com/document/d/11GAgoD06BH6rvGBINSUwNGLlauVTvOB_vb97OS4vCio.
5. Lydia Saad and Jeffrey M. Jones. “What Percentage of Americans Owns Stock?” *Gallup.com*, Gallup, 20 Nov. 2021, <https://news.gallup.com/poll/266807/percentage-americans-owns-stock.aspx>.
6. *Measuring Global Crypto Users*. *Crypto.com*
https://crypto.com/images/202107_DataReport_OnChain_Market_Sizing.pdf.
7. Schwantes, Marcel. “Steve Jobs Explained the Clear Way to Build a Team That People Will Love to Work For.” *Inc.com*, Inc., 7 July 2021, <https://www.inc.com/marcel-schwantes/steve-jobs-explained-1-clear-way-to-build-a-team-that-people-will-love-to-work-for.html>.
8. *TBDEX Whitepaper V0*. <https://tbdex.io/whitepaper.pdf>.
9. *U.S. Census Bureau: United States*. <https://www.census.gov/quickfacts/fact/table/US/PST045219>.
10. *UNISWAP v3 Core*. <https://uniswap.org/whitepaper-v3.pdf>.
11. “Wealth Inequality in the United States.” *Wikipedia*, Wikimedia Foundation, 1 Nov. 2021,
https://en.wikipedia.org/wiki/Wealth_inequality_in_the_United_States.
12. *Credit Suisse: Wealth Report 2020* <https://www.credit-suisse.com/media/assets/corporate/docs/about-us/research/publications/global-wealth-report-2020-en.pdf>