



# AlfaToken — A Cryptofinance Marketplace

## Executive Summary

Pre ICO dates

January 22 – April 22, 2018

Funding opportunity

up to \$7,000,000

Company stage

Beta ready

### CORE TEAM



**Denis FARNOSOV**

CEO

10+ years' experience in building and growing startups, 7 years' experience as a stock exchange and cryptocurrency trader.



**Rafael MELIK-OVSEPYAN**

CTO

15+ years of experience, an expert in IT department management, IT strategy development and realization, IT budget planning.



**Andrew IVASHIN**

Business Development Director

Successful 7+ years' management experience in international companies, Master of Management and Economics.



**Albert IBRAGIMOV**

Lead Blockchain Developer

Full Stack Software Engineer with more than 10 years of experience in international companies, a team lead and blockchain expert.



**Michael SAZONOV**

Blockchain Developer

10+ working experience in software and hardware design modern and perspective products. Engineer's degree in Computer Science.



**Semyon KONONENKO**

SMM Manager

Expert in public relations, branding and social media marketing with passion to blockchain and fintech projects.

### TEAM OF ADVISORS



**Drs. Hans KONING**

CEO & Chief Investment Officer at Tige Tiger Ltd.



**Christopher YEE**

Co-Founder of JE:136 Inc., FinTech Entrepreneur



**Kenneth GOODWIN**

Principal and President of Jeanensis Capital Markets



**Raphael CATTAN**

Financial Services Executive and Crowdfunding veteran



**Norm BOND**

President at Normbond, Digital Marketer, Growth Hacker



**Olivier AZAN**

Quant in a hedge fund Eastmore Group



**Alberto MAIORANA**

Expert in International Sales and Marketing



**Henrique CENTIEIRO**

Business Consultant, ICO Project Manager



**Hugh BEHROOZY**

Co-Founder and President of Blinkmoon Technologies

### OVERVIEW

AlfaToken is an automated, cryptographically secured, and cross-chain marketplace that will allow to issue, borrow, lend, margin trade, and earn interest on the cryptocurrency.

### PROBLEM

There are the following problems in the cryptofinances:

- Issuing tokens and create smart contracts require a blockchain developer. They are difficult to find and expensive. **ISSUE**  
EXPENSIVE RARE DEVELOPERS
- Most businesses lack financing for their ICO campaigns. It is difficult to get listed on crypto exchanges due to high fees. **BORROW & LEND**  
NO FUNDS FOR ICO CAMPAIGN
- Crypto traders have very few options to do margin trading. For a lot of traders this is not even available at all. **MARGIN TRADE**  
MARGIN TRADING IS UNAVAILABLE
- Mortgages on the blockchain can simplify the process of real estate transactions, and make it more accessible. **LEND**  
EXPENSIVE LONG PROCESS
- There are very few options to deposit crypto-savings, especially when satisfying a low risk appetite. **EARN AN INTEREST**  
MONEY DON'T WORK

### SOLUTION

- 5 Services**
- ICO Smart Contracts — create with no coding skills;
  - AlfaLoans™ — get a loan by providing project tokens;
  - AlfaMargin™ — get a loan by providing cryptocurrency;
  - AlfaGages™ — get a loan by providing tokenized real assets;
  - AlfaDeposits™ — earn interest on a cryptocurrency deposit.

### BUSINESS MODEL

- A commission for the application;
- A commission from interest on loans;
- A fee to get access to services.

### MARKET SIZE

The total target market is equal to:

**\$25,000,000,000**

### COMPETITIVE ADVANTAGE

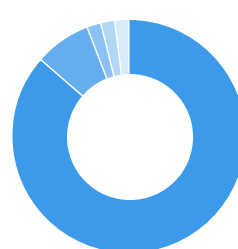
- No coding skills required (Crowdsale Smart Contracts);
- Possibility to convert token holdings into a loan (AlfaLoans™);
- Margin trading is enabled on any crypto exchange (AlfaMargin™);
- Easier process to get a mortgage (AlfaGage™);
- Earn interest on unused cryptocurrency (AlfaDeposit™).

### TOTAL TOKENS SUPPLY

**9 MILLION ONLY**

### TOKEN ALLOCATION

- 86.4% ICO Contributors
- 7.78% Team
- 1.94% Advisors
- 1.94% Bounty
- 1.94% Reserve Fund



### USE OF FUNDS

- 40% Research & Development
- 20% Community & Partnership
- 30% Marketing
- 10% Sales



### TEAM'S WORKING EXPERIENCE

KASPERSKY

my real token

Morgan Stanley

RAMBLER&Co

BIGROI

HSBC

### PARTNERS

ICO BOX

FasterCapital

KICKICO