



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

Token Symbol

ALFA

CORE TEAM



Denis FARNOSOV

CEO

Brings finance, technology, and entrepreneurship experience.



Rafael MELIK-OVSEPYAN

CTO

Expert in IT department management, IT strategy and budget planning.



Andrew IVASHIN

Business Development Director

Expert in team management, sales, and marketing strategy.



Albert IBRAGIMOV

Lead Blockchain Developer

Full stack software engineer, team lead and blockchain expert.



Michael SAZONOV

Blockchain Developer

Blockchain software developer, researcher, analyst.



Semyon KONONENKO

SMM Manager

Expert in public relations, branding and social media marketing.

TEAM OF ADVISORS



David DRAKE

Founder and Chairman at LDJ Capital



Drs. Hans KONING

CEO & Chief Investment Officer at Tige Tiger Ltd.



Christopher YEE

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



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 a cryptofinance marketplace that allows to issue, borrow, lend, and earn interest on 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
- Cryptocurrency holders lack a service to get cash for different purposes without selling their crypto assets **BORROW & LEND**
NEED CASH, DON'T WANT OT SELL CRYPTO
- There are very few options to deposit crypto-savings, especially when satisfying a low risk appetite. **EARN INTEREST**
CRYPTO HOLDINGS DON'T WORK

SOLUTION

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Services

AlfaCoins™ — create coins with no coding skills;
AlfaLoans™ — get a loan by providing cryptocurrency;
AlfaDeposits™ — earn interest on a cryptocurrency deposit.

BUSINESS MODEL

- A commission for the application;
- A commission from interest on loans;

MARKET SIZE

The total target market is equal to:

\$300,000,000,000

COMPETITIVE ADVANTAGE

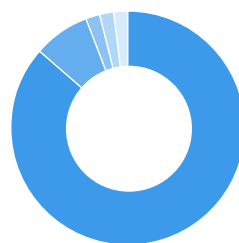
- No coding skills required;
- Possibility to convert cryptocurrency into a loan;
- Earn interest on unused cryptocurrency.

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 NOVO BANCO

PARTNERS

LDJCapital FasterCapital ICOBOX
THE SOHO LOFT MEDIA GROUP KICKICO ICO bench