



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



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



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

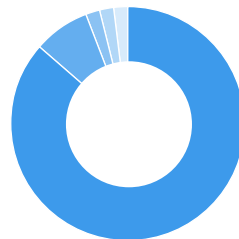
- No coding skills required (Crowdsale Smart Contracts);
- Possibility to convert token holdings into a loan (AlfaLoans™);
- Margin trading is enabled on any crypto exchange (AlfaMargin™);
- Easier process to get a mortgage (AlfaGage™);
- Earn interest on unused cryptocurrency (AlfaDeposit™).

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

LDJ Capital

FasterCapital

ICO BOX

THE SOHO LOFT
MEDIA GROUP

KICKICO

ICO bench