



AlfaToken — A Cryptofinance Marketplace

Executive Summary

Pre ICO dates

January 22 – April 22, 2018

Funding opportunity

up to \$7,000,000

Total Tokens Supply

9 million only

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 TIIM

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 for the crypto economy that will allow to issue, borrow, lend, margin trade, and earn interest on the cryptocurrency.

PROBLEM

There are the following problems in the cryptofinances:

- Tokens issuing and smart contracts creating require a blockchain developer. They are difficult to find and expensive. **ISSUE**
EXPENSIVE RARE DEVELOPERS
- Businesses face the lack of 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 trade using a margin. For a lot of traders this option is unavailable at all. **MARGIN TRADE**
MARGIN TRADING IS UNAVAILABLE
- Mortgages on blockchain can simplify the process of real estate purchasing and make it more available. **LEND**
EXPENSIVE LONG PROCESS
- There are very few options to open savings deposits in cryptocurrency for crypto owners with low risk appetite. **EARN AN INTEREST**
MONEY DON'T WORK

SOLUTION

5 Services
ICO Smart Contracts — create without coding skills;
AlfaLoans™ — get a loan by providing your project tokens;
AlfaMargin™ — get a loan by providing a cryptocurrency;
AlfaGages™ — get a loan by providing a tokenized real asset;
AlfaDeposits™ — earn an interest on a cryptocurrency deposit.

BUSINESS MODEL

- A commission for the application;
- A commission from a lending interest;
- A fee to get access to services.

MARKET SIZE

The total target market is equal to:

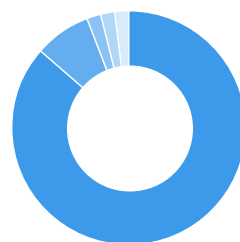
\$25,000,000,000

COMPETITIVE ADVANTAGE

- No coding skills required (Crowdsale Smart Contracts);
- Possibility to get a loan by holding tokens (AlfaLoans™);
- Short trading is enabled on any crypto exchange (AlfaMargin™);
- Easier process to get a mortgage (AlfaGage™);
- Earn an interest on unused cryptocurrency (AlfaDeposit™).

TOKENS ALLOCATION

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

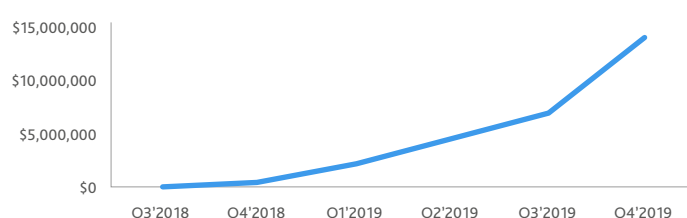


USE OF FUNDS

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



REVENUE FORECAST



TEAM'S WORKING EXPERIENCE

KASPER|KY3

my real token

Morgan Stanley

RAMBLER&Co

BIGROI

HSBC

PARTNERS

ICOBOX

FasterCapital

KICKICO