

2. Vision And Concept Of CEP

2.1 Introduction Of CEP

CEP = Crypto ETF Protocol, that is, cryptocurrency ETF investment protocol. This is a cryptocurrency ETF investment agreement based on DeFi-based technology and concepts that realize liquidity mining. CEP operates in a decentralized manner, and the community has the governance power of CEP. At the same time, CEP will have a low threshold and facilitate participation. Everyone can use CEP to invest in the cryptocurrency market no matter when and where.

2.2 Vision

CEP's vision is to become the infrastructure and entrance to the cryptocurrency field.

Through CEP, more users and funds will be able to participate in cryptocurrency investment, share the benefits of the rapid growth of the cryptocurrency market, and promote the expansion of the cryptocurrency market.



2.3 Concept

The realization of CEP's vision requires innovative, reliable and feasible concepts. Therefore, we will build CEP based on the following concepts and build a complete CEP ecology and governance method:

- *Abundant and high-quality investment targets*
- *Cross-chain technology connects more on-chain assets*
- *Good liquidity and depth*
- *Safe and reliable risk control and insurance*
- *Low threshold of technology and participation*
- *Self-governing community, open and transparent*
- *Fair start*

2.4 Pain Point And Solution Of Cryptocurrency Investment

CEP will use innovative technologies and concepts to solve the three pain points in the field of cryptocurrency investment and realize its vision.

Pain Points

Currently, the three pain points that hinder users and funds from entering the field of cryptocurrency investment are:

- *High barriers of investment in cryptocurrency*

So far, the compliance process of cryptocurrency is still developing, which has resulted in relatively limited access to funds, and there are certain inconveniences in the entry and exit of funds. Moreover, regarding the transfer of cryptocurrency, the specific operations of buying and selling are slightly cumbersome, and there are certain technical thresholds.

- *Difficult to choose the target of cryptocurrency investment*

Cryptocurrency is a constantly innovating and rapidly changing industry, and new investment targets are emerging in endlessly. It is difficult for ordinary users to keep up with this rhythm, and often feel overwhelmed and difficult to choose from a large number of investment targets. However, some investment targets have poor liquidity and depth, making it difficult to enter and exit.

- *High risk of investment in cryptocurrency*

As we all know, the price of cryptocurrency fluctuates greatly and lack of supervision, so ordinary people take high risk if they directly participate in cryptocurrency investment.

How CEP Solves Pain Points



- *Lower the threshold of cryptocurrency investment*

CEP will build a decentralized one-stop cryptocurrency investment platform based on the DeFi concept, using smart contracts and cross-chain technology, combined with a variety of wallet tools (such as Metamask, TrustWallet, etc.). Allow ordinary users to participate in cryptocurrency investment with the simplest operation, and since all technologies are decentralized, it also facilitates the security of withdrawal and deposit to the greatest extent.

- *Select and improve high-quality investment targets*

CEP uses three innovative methods to select investment targets and present them to users

- Select cryptocurrencies with good liquidity and high market popularity to form ETFs through a unique AI algorithm;

- *Based on Polkadot's cross-chain technology, it breaks through the barriers between various public chain assets and greatly enriches investment targets;*
- *Through liquidity mining incentives to improve the liquidity of the investment target, CEP's ETF will have the best depth and liquidity;*
- *Through community autonomy, the power of governance and management is delegated to the entire community, based on the wisdom and strength of the community to find better and more suitable investment targets.*
- *Strengthen investment protection*

CEP takes two measures to effectively reduce investment risks

- *Implement the security audit of the code to fully ensure the safety and reliability of the on-chain assets and the contract code;*
- *Access to DeFi related insurance agreements to improve overall risk management and control.*