

A PROJECT OF  
**DIGITALPRICE TEAM**

COMPANY

**SCRYPTO**

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**SCRYPTO**  
CRYPTOCURRENCY SOCIAL NETWORK

# WHITE PAPER

Scrypto - A unique, well built Cryptocurrency social networking platform that supports all types of cryptocurrencies

Scrypto platform will enhance the overall knowledge and technical acumen of cryptocurrency users, investors and community as a whole because of one simple reason that it's so user friendly with exceptional features that is designed to inculcate the overall objective of carrying and building a bright future while indulging in cryptocurrency market.





## About DigitalPrice

The primary objective of the DigitalPrice team is to popularize the coin among masses and to build a strong & reliable community of users and followers around it. The team visualize to implement the projects that are useful for the entire cryptocommunity, where the DigitalPrice coin will act as main transaction currency.

One of the projects of the team is Scrypto wherein DigitalPrice blockchain technology will be used as it's core component!

By the way of applying such a superlative approach DigitalPrice will be perceived & well accepted by the cryptocommunity as a valuable means of payment used from micro to macro projects which optimizes the output, and the communications of the overall cryptocurrency vertical.

DigitalPrice cryptocurrency holds a clear edge over it's other competitors with an exceptional project Scrypto, and DigitalPrice currency will be used as main mode of payment for every Scrypto services:

- Banner advertising
- Adding coin to the Scrypto faucet for posts' stimulation
- Masternodes Hosting
- Masternodes rating system
- CryptoCurrency rating system
- ICO rating system

## Summary



Social media is a big part of our lives, and the existence of these platforms has bolstered cryptocurrency in a unique way. A lot of cryptocurrencies value derives from how we envision it within the depths of the internet. The advent of social media has pushed this value further with forums, Facebook, Twitter, Internet Relay Chat (IRC), Telegram, Slack and many more.

Now, users on Facebook, Twitter and Reddit discuss cryptocurrency on a daily basis. Significant announcements and discussions take place in these online forums. As a result, the value of cryptocurrency solutions is way more prominent.

On the other hand Blockchain-based platforms such as Steemit, Synereo, and the upcoming Network intend to pay people to share. The attention economy is huge today, and many of these platform ideas may replace the social media giants like Facebook or Twitter. And one of the major revolutionary changes that DigitalPrice brings on the table is their Scrypto project that is already running successfully and adding more and more value to its users each passing day by providing so much of useful information & services readily available to Scrypto users. The best part is that Scrypto is a multi-lingual social networking platform unlike other platforms that support only English language.



</> Developers

฿ Investors

👤 Newcomers

⛏ Miners



## 1.1. Concept

Creation of informational resource which will fulfill the needs of the cryptocommunity from newcomers to experts. This goal will be achieved through realization of modern instruments in cryptocurrency theme.

— Scrypto structure will improve cryptocommunity users' everyday routine actions.

Also, will noticeably ease the understanding of the cryptocurrency sphere for newcomers.

Altcoin and fork developers will have unified platform for promotion and advertising of their products. System users will have social networks functional – fast information exchange, marketing activities, companions and cryptocurrency in general.

— Maintenance of the important events of history in WIKI-format, discussion of the current topics in real-time mode, setting up joint activities.



**Simplify communications  
for cryptocommunity**

Scrypto.io main difference from all other social networks - platform where every user gets advantages, from ordinary users making content to Altcoin developers. Developers boost their cryptocurrencies, awarding users with certain amount of money / coins

Cryptocurrency is based on WIKI-structure will allow to maintain actual important historical events. Comfortable instrument for multimedia postings, videos, pictures, etc. Fast information exchange among two people and among group in cryptocurrency issues discussion. Over-the-counter exchange of cryptocurrencies, toolkit for task management, rating system, calendar of events - Scrypto.io will help effectively in planning all actions, both within the social network and outside of it.

## 1.2. Project relevance

**Scrypto will perform as a One-Stop-Shop for its users and investors. It will contain complete information on the pricing, news, updates, history etc of all the coins listed on Scrypto. In addition, the platform can also be used for banner advertising, masternode hosting, review rating systems of masternodes, cryptocurrencies and ICOs etc.**

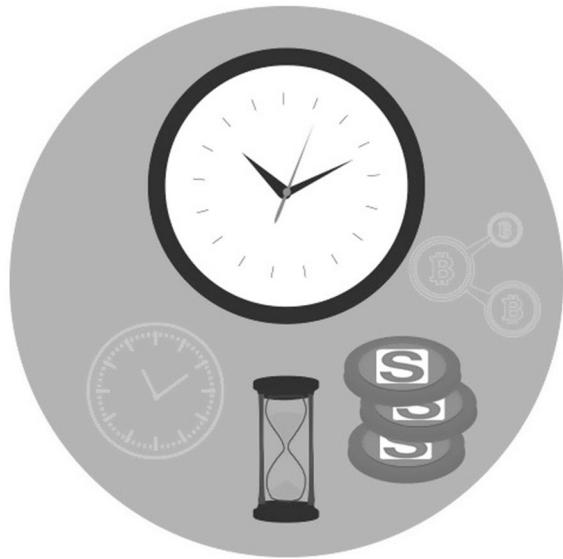



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Crypto currency is used by an increasing number of people, not from IT sphere, finance, and technology of blockchain. Mining has paralyzed the retail trade in powerful video cards in the world.

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AMD and NVidia have released video card modifications for mining, the prospects for extraction and earnings for the growth of popular Altcoins are published on TV and in the press, involving an ever wider range of users.



Search for any information about cryptocurrencies is now a big challenge. The main information resource of the community is the bitcointalk.org forum. It can not be called convenient - in most cases you have to read hundreds of messages in the needed Altcoin topics before you find the necessary information. The owner of the theme is also limited by the capabilities of the forum engine. Owners of cryptocurrencies who do not speak English have to translate all messages by machine translators into their native language, which also takes time. In addition, the network has hundreds of other resources dedicated to certain exchanges, currencies, mining pools, faucets, etc. To obtain the necessary information, you have to keep a login and password and website address from each site. These actions cause a lot of inconvenience.

Storage of important events on bitcointalk about the history of crypto currency is conducted in the first post of the topic of the forum and completely depends on the creator/administrator of the topic. No one can update the data if the administrator has lost interest in running the forum thread. Technical restrictions reduce the inflow of investors, reduce the volume of transactions on exchanges.

Internet forums were a popular form of communication 10-15 years ago, but now morally and technically outdated. More efficient mechanisms are needed that will reduce the entry barrier for beginners and will be more convenient for professionals.



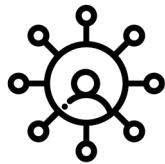
Information on cryptocurrency in new format

### 1.3. Social network model. Why we have chosen this format?

Developed usability

Ease of use

Habitual toolkit



Social network allows to maintain the information and add content with minimal time waste. Users are free to choose the topics they are interested in, set up alerts of activity, create new groups and communities on topics they are interested in and enjoy them.

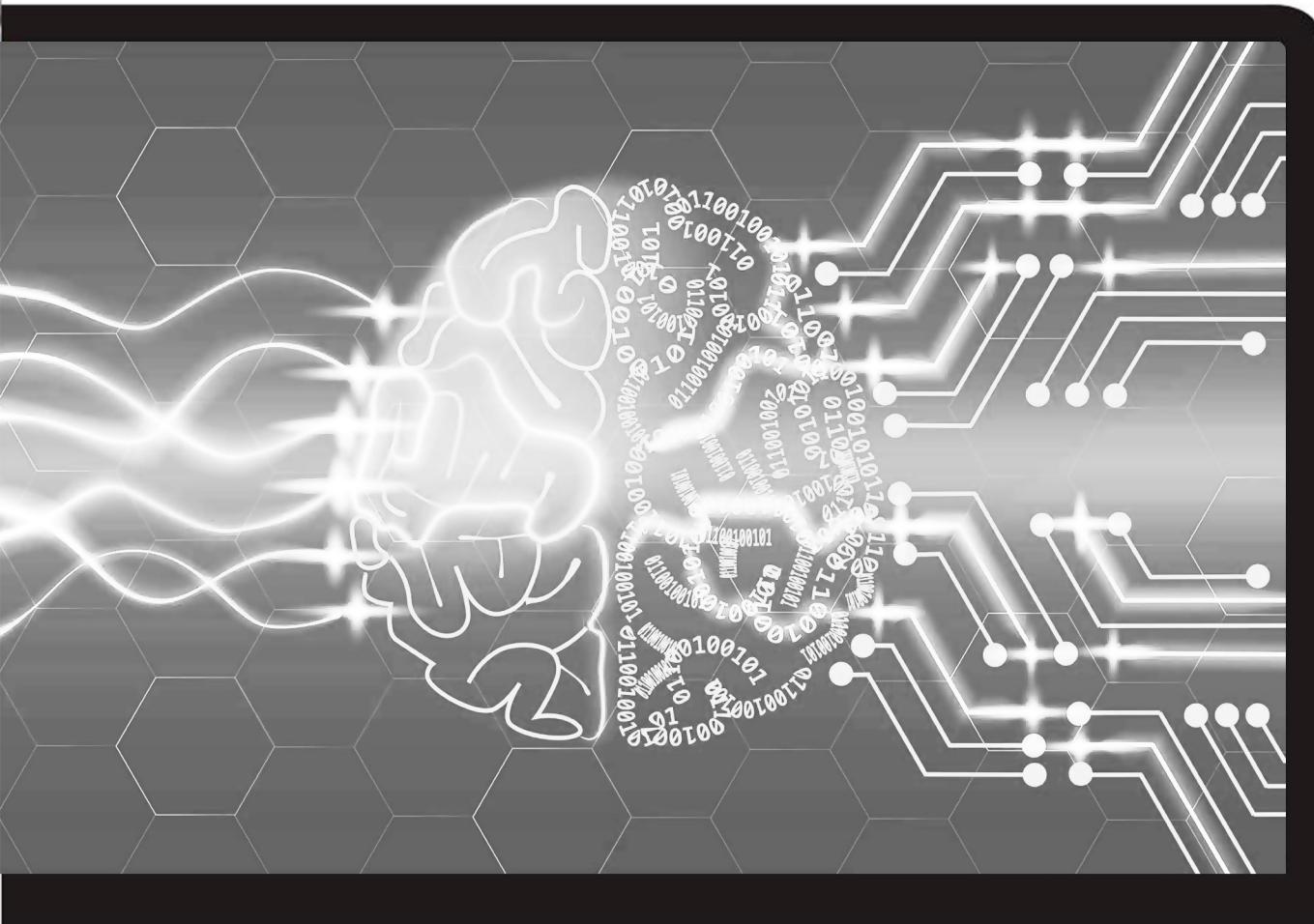
It takes couple of minutes to share a video, text or write to another user.

The ability to combine and comfortably work with different types of information on the topics of cryptocurrency is also easily solved by Scrypto platform.

The toolkit of social networks is familiar to almost every user who can work on the Internet.

### 2. Target audience

Scrypto.io – will be interesting both to crypto community, due to new functional, and newcomers by it's united and convenient source of information for untrained visitors wishing to obtain basic knowledge of cryptocurrencies and ways to earn them.





## 2.1. Cryptocommunity

The main advantage for users interested in buying / selling altcoins on cryptocurrency exchanges is the unique social network functional in the crypto community. The user does not need to constantly navigate through dozens of different sites and flip through the topics in the forums. All the notifications about the necessary events are received automatically. The time spent on routine technical actions is greatly reduced, the speed of information exchange with like-minded people is increasing.

Altcoin Developers and forks receive a tool to increase the popularity of their coins, the social network acts as a faucet. At the same time, any actions to reward active users are shown to other members of the community, provoking interest in the received cryptocurrency.

## 2.2. New users

Cryptocurrencies theme is becoming more and more popular in mass media, but the information search is becoming a big challenge for non prepared users. Scrypto.io provides an information base with a modern interface similar to Facebook and other social networks. A high entry barrier disappears for newcomers, they can acquire a basic level of knowledge within a few hours due to practical actions, and, most importantly, without financial costs and errors. The updated information base allows you to quickly track all major events of the altcoins, determine their value at a given time. The structure of Scrypto will immediately involve them in the Finalization of small tasks, which will be paid by developers of crypto currency.

## 2.3. Social network users

Traditional social networks use their users to achieve own financial interests. Media corporations such as Facebook constantly earn a whopping income through generated content. For instance, Facebook net profit for 2016 was more than 10 billion US dollars! What did users receive? Just a waste of time!

What does Scrypto offer to ordinary social network users? Compensation in a form of different cryptocurrencies for habitual actions.

Social network where people can earn cryptocurrencies and exchange them for real money will inevitably cause interest in ordinary users who are not yet involved in the topic. Developers are interested in promotion and popularization of their coins and are ready to distribute them to increase the rating.



### 3. Competitive environment analysis

There are only two projects which somehow combine the social network and cryptocurrencies so far. They are narrowly focused and serve to promote certain cryptocurrencies.



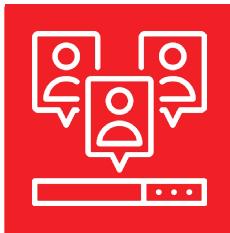
#### 3.1. Steemit

Social media platform to develop own cryptocurrency named Steem. Main content are English speaking users, on their own determining the amount of payments by voting. Platform is useless for those who do not speak English because it is unlikely that people will translate publications into Russian or Chinese for instance. Despite they have a big Chinese speaking market. Publication topics are not limited.

Steemit platform is not interesting for mass because of the only one reward system.

#### 3.2. Golos

Steemit blog-platform analogue for russian speaking market including users from countries of the former USSR. Using their own fork Golos. Basically estimated by users as an opportunity to earn on publications of any kind. It can not be considered as a resource for altcoins, since it was created to promote only one fork.



## 5. Marketing plan

Upon attracting the necessary funds, it is planned to actively promote the project both in the cryptocommunity and in the media space to cover both the cryptocommunity and people just getting interested in cryptocurrencies.

### 5.1. Marketing strategy

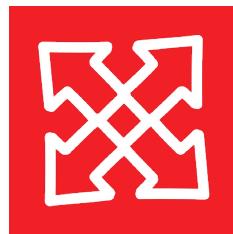
- It is planned to promote both the profile resources of the crypto community and the most popular media platforms (i.e. youtube, social network) to involve new users. This will cover all categories of potential project participants.
- Also planned alternative coins listing, by adding to the system and posting information about this on profile information resources (bitcointalk, etc.). The owners of coins will be interested to join the social network in order to increase the number of coins or use them as a reward tool to raise popularity.

### 5.2. Promotion and advertising

Upon completion of the Crowdinvesting the promotion is planned to take place on all main advertising channels:

- post advertisement on most popular cryptocommunity platforms such as – Bitcointalk and Coinmarketcap
- Google advertising opportunities- search network, the Display network, youtube, remarketing
- publishing press-releases on leading internet mass media
- conducting campaigns in adv networks
- promotion on social networks (Facebook, LinkedIn)
- collaboration with top video bloggers





### 5.3 SWOT Analysis

#### **Strengths**

**A unique functional for the crypto community, much greater than today's existing tools;**  
**A single resource that meets the needs of all who are interested in cryptocurrencies - investors, developers, newcomers; Ability to exchange information, altcoins;**  
**Effective history management of any altcoins or fork.**  
**One STOP SHOP for all its users, investors. All cryptocurrency solutions under one roof.**

#### **Weaknesses**

**New product, limited functional in pre-alpha;**  
**Unavailability of the crypto community to replace the usual tools (forums, etc.) to social network;**  
**The lack of a positive reputation for the product at the begining.**

#### **Opportunities**

**Uniting the crypto community on a platform, providing the most convenient services;**  
**Attraction of new users interested in cryptocurrencies into the crypto community;**  
**Attracting altcoin developers willing to promote and popularize their own cryptocurrencies.**

#### **Threats**

**Absence of interest of altcoin developers;**  
**Competition from social networks and similar projects.**



## 6. Functional

Scrypto differs from all other existing social networks in that its architecture has built-in tools for working with crypto-currencies. Scrypto platform functionals overview below does not reflect all the capabilities realised till present and still in plans.

### 6.1. Functions



#### Notifications

Operative notifications on cryptocurrencies you interested in



#### Cryptocurrency activities

Work and communications monitoring



#### Dashboard

Review and access to most necessary information



#### Social instruments

All types of communication from posts to comments in crypto community



#### Profiles

Digital cryptocurrency card for each user



#### Groups

New format to investigate cryptocurrencies.



#### Search

Advanced search for traders, investors, miners or thematic groups



#### Files

Share files, media and discuss them with your community



#### Privacy setting

Access control to all content, profile, group



#### Cryptocurrency stimulation

Receive coins for interesting posts, or promote your own cryptocurrency rewarding users, forming new followers



#### WIKI control

Collective administration of the information on cryptocurrencies



#### Task manager

Setting tasks for your team and rewarding cryptocurrency



#### Rating system

The statistical system on cryptocurrency with a complete history of all events, fresh news and discussion



#### Cryptocurrency portfolio

Calculation of your assets based on the information provided



#### Online chat

Quick and live information exchange with other users



#### Group chat

Collective information exchange in a group



#### Gaming platform

Browser-based online games based on the blockade where the crypto currency acts as a calculated or rewarded unit



#### Crowdinvest platform

Designer for conducting an IPO, ICO with the formation of a rating and own trading tools



#### Stream platform

Launch your own video and receive donats on cryptocurrency



#### Cryptocurrency Exchange

Trading with lowest commissions



#### Decentralized version

The application based on the blockchain with the distribution of content peer2peer



#### Expert training platform

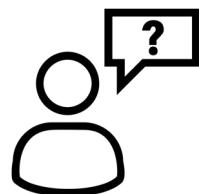
Automated practical courses with statement of problems



## 7. Risks



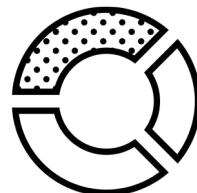
In general, the risks are estimated as moderate, the project is already under implementation, investors and users can appreciate the unique capabilities of the platform.



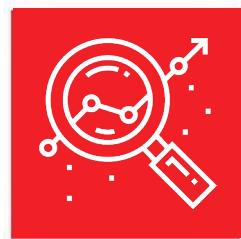
Risk of unclaimed services. There is a possibility that users can use existing tools, innovations will not be interesting. At the same time, launching the alpha version of the product showed that the project is positively evaluated by the participants in the cryptocommunity.



Technical risks. Risks of hacking, DDoS attacks. The primary audit of the project code was carried out, it is planned to cooperate with auditing company for additional project code audit.

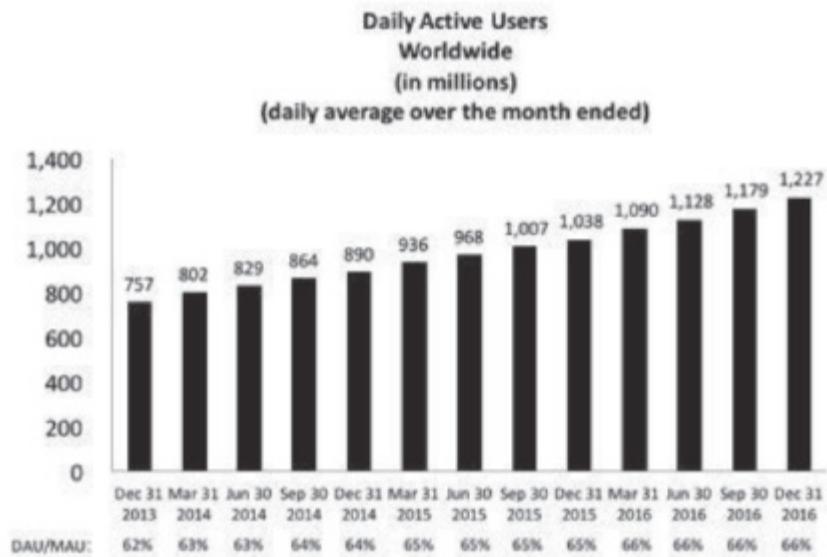


Risk of lack of funding. Underfinancing of the project. In case the project remains unknown to the crypto community or does not cause any interest. Unlike most projects, which are just an idea and intentions, Scrypto.io has the basic functionality. This is a product, not an idea, so potential investors can see the functionality of the project.



## 8. Market Analysis

Social networks profit is huge, and year by year they show steady growth. The profit of Facebook in 2016 grew by 177% and amounted to more than \$ 10 billion. The number of users of the network is increasing, in 2016 the number of users per day exceeded 1.2 billion.



*Table with main financial indicators and the growth of the number of users.*

The audience of social networks is increasing, as is the audience of the cryptocommunity. At present there are no points of intersection between these two groups. All the topics of cryptocurrencies are discussed in forums, in social networks there is no actual and reliable information about what is happening in the sphere of crypto-currencies.

Scrypty will unite two user audiences, providing a convenient and modern social networking toolkit, but with full support for the specifics of cryptocurrency.



Thank you for your attention!

