优势 预售 募资计划 里程碑 团队

Benefits Presale Ico plan Milestone Team

阿尔法币：专为数字内容打造的数字货币，为全球经济解决一万价值问题。

Alpha Token (ATK), a cryptocurrency for digital content, solving a trillion dollar problem for the global economy.

我们的优势

Benefits

内容提供者

CONTENT provider

消费者

consumer

广告商

advertiser

ATK募资计划

ICO PLAN

总共发行40亿个ATK

Total issuance = 4 billion units of ATK

ICO私募定价：ATK = $0.025美元

Pre-sale price: 1ATK = $0.025USD

团队预留30% = 12亿ATK（4年vesting含1年Cliff锁定期）The team reserve 30% = 1.2 billion units of ATK of ATK (4 yrs vesting w/1 yr Cliff)

Pre-ICO私募2% = 0.8亿个ATK ICO公募28% = 11.2亿个ATKPre-sale issues 2% = 80 million units of ATK Next will issues 28% = 1.12 billion units ATK

激励池20% = 8亿个ATK（分10年发放给ATK的持有者）

Stabilization incentive reserve20% = 800 million units of ATK (10 yrs vesting to ATK holders)

公益奖基金池20% = 8亿个ATK（支持并设立所有内容创作及研究的奖项和科研）

Alpha Award Foundation 20% = 800 million units of ATK (reserve for Alpha Award Foundation to sponsor content creation)

独特的机制

unique MECHANISM

阿尔法浏览器基于开源 Webkit 内核优化渲染引擎构建，对用户访问全生命周期的支持，实现对 JavaScript 支持，保证高效稳定的前提下有良好的兼容性。阿尔法浏览器实现对数字内容（音视频、图片、文章等）浏览的解析封装处理；根据用户在阿尔法浏览器上的注意力捕捉来进行量化评估；使用匿名算法来保护用户的浏览隐私；同时作为跟阿尔法链的唯一接口，封装了侧链的各种功能包括微支付、智能合约、用户注意力信息等，给阿尔法浏览器之上的应用提供 API支持。

Alpha browser is a complete solution for the generation, dissemination and consumption of digital content based on block chain technology. The valueable time and attention spent by the content producers and consumers are captured, quantified, and traded through Alpha browser with Alpha Token.

市场前景

market landscape

项目背景 / 内容经济快速增长且增量空间巨大

Content economy has Sufficient growth space and grows fast

数字化内容经济在发达国家经济总量中的比例迅速扩大

Percentage of content economy in GDP of G20 countries

项目背景/内容经济存量巨大

Content economy has large existing volume

里程碑

MILESTONE

团队

TEAM

林日博士

Wallace Lynch

创始人

Founder

美国哥伦比亚大学人力经济学博士，华邑集团执行董事，硅谷密探联合创始人，硅谷创业者联盟创投合伙人，HSHub, MenuMeet，简约APP创始人。

Serial entrepreneur, Columbia University Ph.D. ,seasoned tech-media expert,startup community connecter, founder of HSHub, MenuMeet, JianyueApp, Cofounder of Svinsight, SVACE

Patrick T.

资深白帽子黑客，20年以上产品架构经验，产品涉及VOIP、FinTech、OTT、TMT等多个领域。产品在军民领域均有使用。Acclaimed white hat with 20+ years of architect experience, export in VOIP, Fintech, OTT, TMT products in both military and civilian track

Dana Farbo

数字化内容产品专家，资深社交品牌营销专家，纽约时装学院社交品牌营销学教授，Augmate首席运营官，DoubleDigit执行总裁，Sparks Grove创始人Vice President of global operations: digital content product expert, senior social brand marketing expert, professor of social brand marketing at New York Fashion Institute of Technology, Chief Operating Officer of Augmate, CEO of DoubleDigit and the founder of Sparks Grove

Vanvey F.

美国加州大学圣地亚哥分校金融硕士，赢得过圣地亚哥社会创新大赛基金及国家创新基金奖。Tuturoomii创始人，拥有团队搭建，产品开发，数字市场营销及融资等创业经验。前UCSD创业协会CFO，Rady风险基金分析师。Founder of TUTUroomii, years of experience in team building, product development, digital marketing and business development, UCSD Master of Finance, Rady Venture Fund Analyst

Alex L.

大型互联网公司高级架构师。精通Python开发、数据库管理与开发、分布式系统架构设计和高并发网络服务器开发。

Senior architect in major Internet companies. Proficient in Python development, database management and development, expert in distributed system architecture design and high concurrent network server development.

Max L.

10岁担任计算机助教，小学开始收网站建设费。资深移动端开发工程师，精通安卓与ios平台的开发。主要开发领域包括社交类应用、wms、tms、oms等大型平台类应用。

Coding genius, learned coding at age of 10, built the first commercial website during elementary school, expert in mobile development, proficient in iOS and Android system, extensive experience in enterprise level WMS、TMS、OMS application development.

Hao W.

工科出身，做了10年工程师，由于始终热爱设计，转行做了设计师。从事设计以来，以UI设计为主，同时做平面设计，喜爱手绘。Engineer turned UI designer with 10+ years of experience, proficient in painting and mechanical drawing and design.

Bo L.

多年美术及手绘功底的创意设计师，军旅出身对产品设计精益求精一丝不苟。

Creative designer with strong graphic design and painting skill, ex-military with strong sense of precision and teamwork spirit

顾问

ADVISORS

胡海泉

Haiquan Hu

著名歌手音乐人，天使投资人，羽泉乐队创始成员，海纳百泉投资基金董事长，中金海泉国际投资管理有限公司董事长，巨匠文化首席执行官，EQ音乐梦工厂总裁。著名内容产业新经济投资人，投资项目包括：宝驾租车，猎公社，crazybaby磁悬浮音响，趣睡科技，新加坡莱佛士音乐学院舞蹈学院等。

Famous singer and musician, Angel investor, founder of the Yu Quan band, the chairman Haiquan Fund, chairman of Zhongjin Haiquan International Investment Co., Ltd, the CEO of Jujian Culture and president of EQ music DreamWorks

Miko Matsumura

Pantera资本LP，Evercoin数字货币交易平台联合创始人，Hazelcoin数字货币交易所联合创始人，Lime Light首席市场官，Alchemist加速器导师及投资人。

Co-founder of Pantera Capital LP and Evercoin digital currency trading platform, co-founder of Hazelcoin digital money exchange, Chief Marketing Officer of Lime Light and instructor and investor of Alchemist accelerator

Daniel Friedberg

二十余年金融、银行业高科技行业法律专家，Fenwick & West LLP 律所联合主席，专精支付行业及科技金融。美国区块链货币法律界少数资深专家之一。

The legal experts of finance, banking and high-tech industries for more than 20 years, partners and Co-chairman of Fenwick & West LLP, specialize in payment industry and technology finance. He is also one of the few senior experts in American block chain monetary legal profession

胡延平

Yanping Hu

互联网数据中心（DCCI）创始人，中国知名互联网独立第三方研究专家。年度数字经济蓝皮书主创人，2006年起主持每年一度的中国互联网调查，互联网开放平台的研究，数字鸿沟、数字经济、Web2.0等相关领域国内最早的研究、倡导者。

China Internet independent third-party research expert. Acclaimed thought leader and executive consultant in China, founder of DCCI, co-chair of Mobile Marketing Association (MMA), strategy advisor to C-level executives in several major technology companies in China

David Chen

著名投资家，华源科技协会现任主席HYSTA, 文思海辉总裁, VanceInfo联合创始人, 红杉资本中国管理合伙人，开物华登资本高级顾问，常青藤资本高级顾问。

Famous Angel investor in Silicon Valley, the Chairman of the Board of HYSTA which is most influential in Silicon Valley, the chairman of Pactera listed in NYSE and partner of Sequoia Capital

Steve Hoffman

美国著名天使投资人, 科技创业倡导者，成功IT企业家，著名孵化器Founders Space创办人, New Media Council董事。

a.k.a. Captain Hoff, renowned angel investor, serial entrepreneur, and the Chairman of Founders Space, board of governors for the New Media Council

张秋龙

Qiulong Zhang

著名知识产权法专家，厦门大学深圳研究院知识产权中心执行主任、中央民族大学法学院教授硕士生导师、中华两岸著名商标企业交流协会顾问、中国反侵权假冒联盟副理事长。Renowned intellectual property law expert, executive director of the Intellectual Property Center of Xiamen University, adjunct professor of Minzu University, deputy secretary of China Anti-infringement Union

募集资金使用

USE OF FUND

该基金是由阿尔法基金资产管理委员会监督，这是由独立的第三方会计事务所审计。

募集资金使用

The fund is administored and supervised by the Alpha Token Founcation asset management committee, which is audited by independent third party accounting firm.

• 团队扩编及相关软硬件投入10%• 购买服务器费10%• 底层及安全机制研发20%• 生态及应用层开发20%• 商业推广及培训15%• 扶持第三方团队开发应用10%• 法律及财税服务10%• 流动备用金5%

• Team expansion & equipment 10%• Server and bandwidth 10%• Foundation and security R&D 20%• Application and Eco-system R&D 20%• Business development 15%• Open source development facilitation 10%• Legal and tax services 10%• Operational cost 5%

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