CRYPTOSTARTER

The next generation decentralized, borderless, tokenizable
crowdfunding platform on the blockchain

Whitepaper

2017

Contents

1 Executive Summary

Since 2015, more than 25 billion dollars was raised via Crowdfunding platforms and by 2025 the World Bank Report estimates the global crowdfunding investments will reach $93 billion. This figure approximately equals a current market capitalization of all crypto currencies, representing nearly 800 unique market traded crypto currencies that we have today in total. Hundreds of thousands of creative projects, art works and technical developments emerged with help of crowdfunding platforms.

The challenge that **Crypto**Starter attempts to solve is to connect crowdfunding and crypto currency, at the same time making it simple to use and accessible to non-technical artists and entrepreneurs. Despite rapid development of crypto currency markets not all potential participants were able to use crypto currency advantages due to a number of reasons. Starting from the country where crypto currency lacks local support and up to simply the lack of knowledge and motivation to learn how to use crypto currency.

CryptoStarter transforms the crowdfunded product or startup project into sellable swappable tokens built on bitcoin / ethereum protocol. This allows to turn a promise of a project or product into instantly valuable futures asset that can be either resold to those who missed the deadline to support or it can be swapped to other projects tokens.

1.1 Problems of Crowdfunding

⟳ Dream maker of Promise Breaker?

The recent years analysis of Kickstarter alike platform raises a question to each new coming project: is this new project a dream maker or a promise breaker? At first on Kickstarter it was possible to see how a little start-up that helped finance fearless little ventures of individual small entrepreneurs. At that point, with the appearance of the first $100,000 venture, and afterward the first $1,000,000 veture examples, it slowly moved toward becoming a fast "getting rich" plan. It has turned into a model of untrustworthiness and

broken dreams. So it is clear that crowdfunding projects funded in an established way have nothing to give their supporters aside from an easy-to-break promise that when the product is ready, the supporters will get a long-waited product as a reward. And there is no way of quitting the "train" when the campaign has been financed by backer, no mechanism of lowering the risk of non-accomplishment case. Turning "promises" into swappable assets can open a whole new market of crowdfunded equity.

⟳ Borders and different legislations exclude some countries

Kickstarter and other platforms have been mostly operating in western countries. Due to specific legislations it is not easy to launch a crowdfunded campaign across many countries, giving no chance to a large scale of countries and potentially new markets to use the crowdfunding platform. This is simply not fair. But thanks to blockchain technology and gradually emerging adaptation and regulation of blockchain in many countries – the projects can be supported instantly and borderless.

⟳ The knowledge barrier to use Crypto Currency for own crowd funding project

While it is possible to use a number of different crypto currencies available today to crowd fund your own project – the lack of knowledge and hustle to set up such an infrastructure to organize this process – doesn't allow a lot of talented artists, makers and entrepreneurs to use crypto currency advantages. If this technology can be simplified in terms of use – it can open a lot bigger market for crowdfunding.

1.2 Solutions provided by CryptoStarter

◯ Turning crowdfunding "promises" into sellable swappable tokens

CryptoStarter platforms allows to receive reward for backing the project as tokens so that the backers can spend, swap, sell their reward before the physical product or a startup company is ready. This can enable a profit-oriented corporate as well as individual backers.

◯ Making crowdfunding platform borderless and accessible to all countries

CryptoStarter platform uses blockchain to build a crowdfunding service that can be used from anywhere.

◯ Making crypto crowdfunding platform easy to use for everyone

CryptoStarter platform attempts to make it's platform not only accessible from anywhere but also easy to use by talented artists, makers and entrepreneurs who has no technical knowledge of how to use crypto currencies.

1.3 Mission Statement

The mission of **Crypto**Starter   is to give a chance for existence to every potential start-up project, anywhere on the planet, made by anyone, and from the other hand give full control of investments submitted by supporters in form of tokens, that can allow exiting from campaign as well as profiting from campaign by resell. With blockchain technology the new solutions beyond borders, beyond traditional venture financing are possible.

Our mission is to make boldest ideas come true using the power of blockchain crowdfunding.
Decentralized. Borderless. Peer-to-peer.

 1.4 Core Objectives

Build the World's most open crowdfunding platform and crowdfunded assets exchange

Secure phased investment with a reward in form of sellable token

To protect investors and stimulate project owners: a platform will have a phased release of funds based on voting, smart contracts to confirm the fact that the project has completed the next stage and is entitled to receive the next tranche of investments. In case of failure of the current project stage in the opinion of investors - the money should be automatically returned to investors.

Another form of protection is that the backers receive reward tokens of the future product. These tokens can be sold in any stage of the project, as well as swapped to another tokens and crypto currencies.

Build borderless crowdfunding platform

Transparency of borders

CryptoStarter sets objective to allow to start projects anywhere in the world as well as to be funded from anywhere in the world. Allowing to transfer the payments without large commissions, long expectations and cross-border restrictions.

Make crypto crowdfunding platform easy to use for everyone

CryptoStarter will allow to use local currencies. For convenience of investing and withdrawal of funds, there should be an opportunity to enter and withdraw money in the local currency used in the place where the project owner or investor is located. Easy to use interface and client wallet application.