

SIGNAL TRADING

Your digital currency trading personal assistant

White Paper

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Signal Trading Corp – Toronto, Ontario - Website - www.signaltrading.io



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Abstract

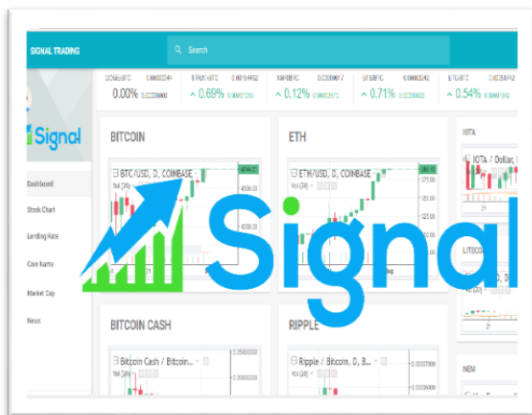
To some, the thought of other digital currencies ever standing a chance at competing with Bitcoin was laughable, and enthusiasts would scoff at the idea of alternatives to Bitcoin ever gaining any sort of real traction, any sort of true staying power. For the most part, enthusiasts would have been correct, as Bitcoin's dominance in terms of market capitalization held strong at 80-90% through all of 2016 and into 2017. It almost came as a surprise then, when between March and June 2017, Bitcoin's dominance dropped from 86% to a staggeringly low 39%.

Bitcoin's decline in dominance didn't correlate with any sort of price drop. In fact, as we all know, the price surged from \$1200 USD to a new high of \$2964. How then, did Bitcoin more than double in price while halving in dominance? The answer of course, is the rise of the altcoins. Altcoins are alternatives to Bitcoin, and since the beginning of 2017, day traders and speculators have been buying and selling them to earn massive profits. Hundreds of coins were released in such a short time span, which led to a problem for day traders, namely; how can I consistently succeed in this market where prices are so volatile and subject to today's news? The answer for most is what our answer was, and now the Signal team is bringing our solution to the public.



Introduction

The **Signal Application** project is a revolutionary cryptocurrency trading tool that aims to arm the everyday trader with the same data that multinational corporations routinely pay millions of dollars to attain. Through refined **algorithmic trading** coupled with analysis of each user's custom investor profiles, the application will periodically alert traders when coins which fit their criteria are considered to be exhibiting strong buy potential. Think of Signal as your trading personal assistant, your own personal **team of data scientists** and your one-stop solution to altcoin information and alerts.



Unlike other applications which may simply alert users of unusual volume changes in the market, the **premium** alerts traders will receive are based on extensive and constant data analysis as well as their own investor profile. This ensures that no trader is receiving alerts on coins that they are not interested in. Signal will also offer a subscription-based service which allows traders access to privileged trading statistics and metrics not available anywhere else.

Signal Tokens ('SGNL') are ERC20 tokens issued on the decentralized Ethereum blockchain that are exchanged for premium services offered on the Signal Application or website. Signal Tokens will be created during a single event and no additional tokens will subsequently be created. A maximum of 50,000,000 tokens will be on sale throughout both phases of the Signal Initial Coin Offering. The pre-sale ICO will commence September 28th, and SGNL will be on sale for \$0.25 USD until October 5th. SGNL Tokens will be \$0.40 USD from October 6th to the end of the event, October 12th, 2017. The Initial Coin Offering final round will begin November 1st with SGNL Tokens on sale for \$0.50 USD week 1, and \$0.75 USD week 2. The initial coin offering will conclude November 15th, 2017 or when 50,000,000 SGNL are sold, whichever is earliest.



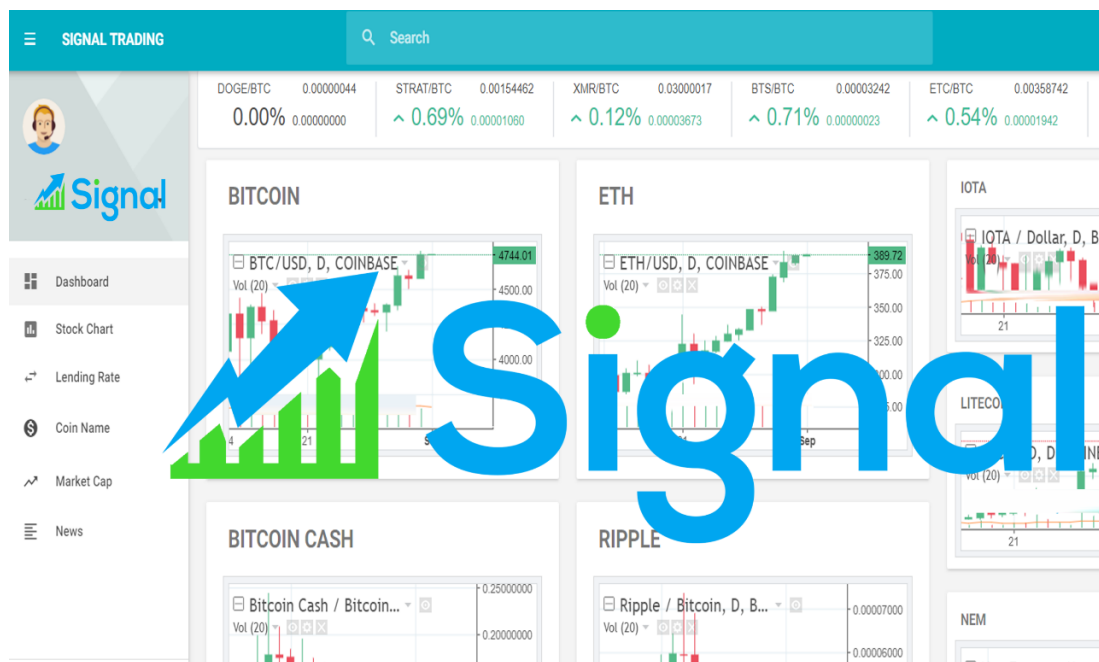
Industry Landscape

The digital currency landscape changed dramatically in 2017. Previously, new money entered the cryptocurrency market tended to go directly into Bitcoin, as Bitcoin's popularity slowly started to rise and the public became more aware of it. Around the beginning of 2017 however, a new trend emerged, and investors saw coins like Ripple, Dash, Ethereum and other altcoins quickly increase in market capitalization to previously unimaginable heights. In June 2016, when Bitcoin's market cap was **\$12 billion**, the market cap of all cryptocurrencies was just roughly **\$14 billion**. Fast forward to the beginning of August 2017, and Bitcoin's market cap is **\$55 billion** while the entire cryptocurrency market cap is **\$118 billion**. In a little over a year, investors saw the **altcoin market grow from \$2 billion to \$63 billion**.



This bore little consequence for holders of Bitcoin, but investors who made it their job to trade digital currencies on exchanges and invest in initial coin offerings were faced with a plethora of new problems. Tracking new coins entering the market through initial coin offerings became increasingly difficult, as today it is common to see several ICOs commencing on the same date. In the past, investors had several days to learn about new coins entering the market since there were only 5-10 new coins being introduced per month. Digital currency traders found themselves having to track hundreds and hundreds of coins or risk missing out on immense potential gains. Cryptocurrencies have been known to be some of the most volatile securities available, meaning day to day fluctuations of altcoin prices were increasingly bothersome to investors who had to keep track of a wide array of coins.

Realizing the consequences of altcoins rising in popularity, many investors had no choice but to look for outside help in the form of third party platforms providing helpful trading data and information. Unfortunately, as many traders know, there isn't a true one-stop solution tool available on the market to help traders make informed decisions. Several websites list the coins and their market capitalizations, and provide information on what the price of the coins are on different exchanges. Other platforms provide useful graphs that investors can customize and personalize to help them make better trades. Finally, others simply alert users when there is a significant volume change on one of the exchanges for one of the coins.



Thus far, no application or website has been able to encompass all these aspects, while providing useful data that has been pre-calculated for the investor. The average trader does not have time to run meaningful calculations before making a trading decision without missing out on a significant portion of his potential gains. Traders want to see data such as how much the price has moved in the last 5 minutes and what the recent highs and lows have been.

Traders want to know the spread on buy and sell orders of coins to determine if they are worth considering. Traders want to know how much volume there has been in the last 5, 15, and 30 minutes. Traders want to be alerted whenever a coin is exhibiting strong buy potential based on a variety of factors. They have little use for information based on the last hour, or the last 24 hours. A matter of seconds could be the difference between a 20% gain and a 5% gain, and when prices are so volatile and subject to speculation, investors need to be aware of all coins that are on the way up.



What traders need is a reliable tool that does the lengthy calculations for them and presents the data in a concise and organized manner. Fortunately for investors, Signal is offering to resolve all these problems and several more, all in one user-friendly application that is designed with the everyday trader in mind.

The Signal Project

Signal is a mobile and web application designed to aid every digital currency trader, from new traders needing an introduction to the cryptocurrency world to the most savvy and well-informed investors. Signal's objective is to provide users a seamless and user-friendly experience, allowing traders to accomplish whatever their goals may be as they relate to digital currency trading. From receiving personalized alerts based on their investor profile, to tracking the top coins, to speculating on altcoins with small market capitalizations and keeping up to date with all the latest cryptocurrency news, users can rest assured that Signal will always provide real time advanced analytics and information.

When the official version of the application is released in first quarter 2018, users will have three options to interact with and take advantage of all that Signal offers. The user will be able to browse the application's pages, which includes information on all the top coins and exchanges, free of charge. New users will be able to search for coins that interest them, scroll through the top coins in terms of market capitalization, and click names of coins to uncover useful trading data and information relevant to the coin's situation on various exchanges. They will also be able to keep up to date on the latest cryptocurrency news as well as see any new coins being listed on exchanges or gearing up for an initial coin offering.



Users with Signal Tokens will be able to use them on the application in two ways; pay-per-alert or a subscription package. Users who create an account will be able to deposit Signal Tokens directly from their wallet to the application. Upon creation of the account, users will fill out an investor profile, which will help Signal to determine which altcoins and information that user wants to see. Examples of questions on the investor profile include, but are not limited to: "What is your investment horizon?" (short-term, medium-term, long-term); "Are you comfortable investing in altcoins with a market capitalization under \$1,000,000"; "How would you describe your current investment knowledge?"; "Which statement best describes your willingness to tolerate decreases in the value of your portfolio?" and "Which statement best describes your cryptocurrency investment objectives?" This investor profile will help Signal's algorithms to filter out the information and alerts that are of little use to that user.

Users with a verified account can then enter their Signal Tokens into a queue that will send a push notification to the trader when a coin is exhibiting strong buy potential based on general market sentiment, trend and technical analysis, and the user's custom investor profile. The alerts sent to users will provide some detail on which metrics and information were used to signal the alert, allowing would-be investors to make more informed decisions. Signal's overarching objective is to allow users to learn what is knowable, but takes an irrational amount of time to discover. Unless exchanging cryptocurrencies is their full-time job, there are not enough hours in a day for one to constantly crunch numbers and discover new trends in the market. Signal will act as the user's trading personal assistant, doing the tedious work of data scientists and financial analysts so that the user does not need to.



When an alert is sent to the user, one SGNL Token will be sent to Signal's reserve where coins will be recirculated to users who are interested in utilizing the Signal application, but do not have their own balance of Tokens on their account. Alerts on the Signal application will always require exactly one Signal Token to be paid into the reserve. This is beneficial to users who decide to invest in the initial coin offering, where coins will be offered for **\$0.25 - \$0.75 USD**, because they can receive hundreds or thousands of tokens at a significantly reduced price. Additionally, any coins that remain unsold between the amount sold and the soft cap of 10,00,000 SGNL will be redistributed to users in accordance to the amount of Signal Tokens they purchased during the offering. If an early participant purchased 500,000 of the 5,000,000 SGNL Tokens sold, they would be entitled to 10% of the 5,000,000 additional SGNL Tokens being redistributed.

The final way users can benefit from the Signal application is to register as a monthly subscriber. Monthly subscribers will send 5 SGNL Tokens per month to Signal's reserve. Benefits of subscribing include being able to track your own portfolio's progress, receive push notifications for new initial coin offerings or coins being newly traded on exchanges, follow coins or exchanges and receive push notifications involving coins being followed without the need to send additional SGNL Tokens, and much more. A subscribed user can follow up to 15 coins per month. When a user who is subscribed 'follows' a coin's page, that page will look significantly different than it does to a regular user. Followed coins and exchanges will display advanced analytics and metrics not available anywhere else, and allow users access to data that is constantly up to date and relevant to its current trading situation on various exchanges.

Once Signal Tokens are in the reserve, they will be available for **\$2.50 USD** or the current market price on exchanges, whichever is higher. Since SGNL Tokens are the fuel that will power the Signal Application, tokens must be broadly accessible not only during the token creation event, but also every day thereafter. As a result, SGNL Tokens must never be burned. Redistributing tokens that are received on the application is an ideal solution, since users will not need to go through the hassle of purchasing SGNL Tokens from an exchange and then moving them to a wallet. Instead, traders will be able to purchase tokens directly on Signal and utilize them however they see fit.



While most tools display daily price or volume changes (or at best, hourly data), Signal will provide useful information such as **price or volume** changes in the last 10 minutes, the 10-minute high and low, how much buy pressure vs sell pressure, the **spread**, and much more, all to ensure that investors are able to make the most well-informed decisions and in a timely manner.

With years of cryptocurrency trading and web and application development, the Signal team knows what an active investor needs to make the most informed decisions. Signal sympathizes with digital currency traders who are not afforded the same luxuries as stock market traders, with access to up-to-the-second advanced trading data. After rigorous testing and tweaking of our metrics and algorithmic trading, Signal is confident that they can provide users with a productive and profitable experience. Internal testing of

the trading metrics has shown that with enough filtering, predictions can be made with increasingly accurate results in determining when a coin is on the way up in terms of price. As per the roadmap, machine learning will be applied to the algorithmic trading in the future to analyze historical data models and obtain accurate predictions and simulations.



Core Values

Signal's core values set the standard for how we treat our users, frame how we work, and play an essential role in Signal's success. In order to provide traders with an exceptional user experience, Signal must rely on their core values.

Knowledge: The gathering and application of knowledge is vital to Signal. Decision makers must have informed point of views, and it is Signal's responsibility to turn knowledge of market trends into profitable opportunities for its users.

Security: Through the use of the blockchain, all Signal transactions are recorded and protected, and cannot be accessed or altered by third parties.

Accessibility: Information provided on the Signal application must be presented in a clear and concise manner. Every trader, new and experienced must be able to analyze and utilize the data presented efficiently, so information must be presented in ways that do not overcomplicate or muddy the message being portrayed.

Accuracy: Information provided on the application must be constantly updated to ensure users are not acting on inaccurate or untimely metrics. **Technology:** Signal provides users with highly advanced trading technology that is generally not available to every day investors. With Signal, long gone are the days of the everyday investor playing right into the hands of large banks and hedge funds who leverage technology correctly and prey on investors making uninformed decisions.

Technology: Signal provides users with highly advanced trading technology that is generally not available to every day investors. With Signal, long gone are the days of the amateur investor playing right into the hands of large banks and hedge funds who leverage technology correctly and prey on investors making uninformed decisions.

Overview of Signal Features & Tools

Benefits	Description of Features
Personalized Alerts	Receive notifications when a coin is exhibiting strong buy potential based on your investor profile.
Market Crawl	Scan the cryptocurrency market at the macro level.
Market Capitalization	View digital currencies listed in terms of market capitalization
Real Time Statistics	Click a Coin to view its page, complete with up-to-date statistics not available anywhere else, news articles and price graphs.
Exchange Metrics	Browse pages dedicated to major exchange markets, with real-time statistics relating to that exchange's coin volume and activity levels.
Customizable Graphs	Study and customize price and volume graphs of individual coins, as well as the overall cryptocurrency market.
News	Remain up-to-date on the most recent cryptocurrency news from around the world.
ICO Tracker	Remain informed on initial coin offerings beginning and end dates.
Subscriber Benefits	Track your own portfolio's progress, receive performance reports, follow coins or exchanges and receive free premium alerts, and much more.

Initial Coin Offering

Ticker: SGNL

Platform: Ethereum

Hard Cap: 50,000,000 SGNL Tokens will be available to the public. An additional 20% of total coins sold will be distributed to founders, developers and angel investors, and reserved for the bounty campaign.

Soft Cap: No matter how many SGNL Tokens are purchased during both rounds of the ICO, a minimum of 10,000,000 tokens will be distributed. If less than 10,000,000 tokens are sold after phase 2, the remainder between the amount sold and the soft cap will be distributed according to how many tokens each user purchased. If an investor owned 25% of tokens after the sale, they will still own 25% of tokens when 10,000,000 are distributed.

Creation: Signal Tokens (SGNL) will be created during a single token creation event and will be distributed during two phases, both phases lasting two weeks each. After the initial coin offering period, no subsequent Signal Tokens will be created. 60,000,000 tokens will be pre-mined during the token creation event, representing the 50,000,000-hard cap + a 20% reserve. All tokens that remain unsold above the soft cap once the token creation event ends will be burned.

Issuance Period:

Phase 1 Pre-Sale ICO: Signal Tokens will be available for purchase on Thursday, September 28th, 2017 and will continue to be credited until Thursday, October 12th, 2017 or when the hard cap of \$750,000 USD is reached, whichever is earliest.

Phase 2 ICO: Signal Tokens will be available for purchase on Wednesday, November 1st, 2017 and will continue to be credited until Wednesday, November 15th, 2017 or when 50,000,000 SGNL are distributed, whichever is earliest.

Price:

Phase 1 Pre-Sale ICO:

Sept. 28th – Oct. 5th: **\$0.25 USD** (equivalent in Bitcoin/Ethereum) per 'SGNL' Token

Oct. 6th – Oct. 12th: **\$0.40 USD** (equivalent in Bitcoin/Ethereum) per 'SGNL' Token

Phase 2 ICO:

Nov. 1st – Nov. 8th: **\$0.50 USD** (equivalent in Bitcoin/Ethereum) per 'SGNL' Token

Nov. 9th – Nov. 15th: **\$0.75 USD** (equivalent in Bitcoin/Ethereum) per 'SGNL' Token

Contributions: We will accept contributions in Ethereum and Bitcoin.

Why Participate in the ICO?

We believe that the Signal ICO offers an exceptional opportunity for all investors. While SGNL Tokens will be sold on September 28th for \$0.25 USD, they will be available on the signaltrading.io website for no less than \$2.50 once the application is up and running. For those who secure enough tokens during the initial coin offering, users will be able to enjoy the plethora of benefits associated with a **Signal subscription** at a cost of \$1.25 per month (versus \$12.50 per month if you choose to not participate in the ICO). Signals pushed by the application will cost investors in the ICO only \$0.25 and will aid investors to secure returns far greater than the cost. In addition, early participants who own SGNL Tokens under the soft cap, will receive additional SGNL Tokens free of charge, should the soft cap not be reached.

Utilizing the blockchain and a token system coupled with the investor profile allows for an automatic limitation of the number of alerts being sent out.

Signal can send a wide **variety of different notifications** to investors who all have unique profiles and objectives. This limits the potential for the downside risk associated with “pump and dumps”, but solidifies the upside for greater returns, because notifications are sent to users based on the investor’s profile, several different macro factors, coin-related factors, and more. While Signal’s objective is to help traders make more well-informed decision by **discovering what is knowable**, the cryptocurrency market has been littered with pump and dump groups who hype up one coin for a very short amount of time, causing the price to skyrocket for a mere few minutes before plummeting back down. Situations like this cause some investors (the earliest ones) to collect massive profits, but causes several investors to wonder where they went wrong when they realize they invested at a price that was already extremely overinflated.

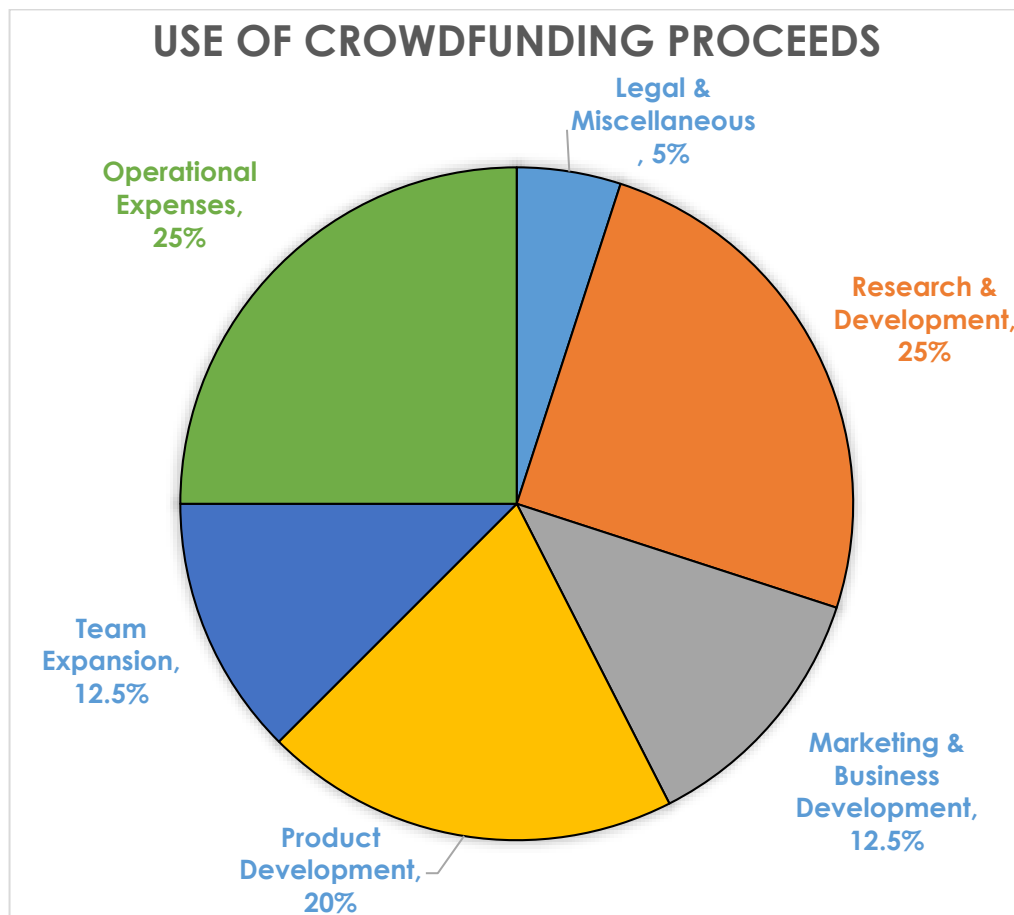
As a **track record** for success is built and more premium alerts are being sent to our userbase, the price of SGNL Tokens should rise as the demand increases. If SGNL Tokens are trading for \$1.75 on the exchanges, then some will decide to purchase them from the exchanges and transfer them over to their Signal account. For the first time ever, users will be able to pay whatever the market decides the price of SGNL Tokens are, based on the returns being realized through the use of the application. This creates a scenario where Signal benefits most when its users are content and reaping the rewards of their new trading personal assistant. For this reason, Signal is committed to constant optimization of our algorithms, and with the use of machine learning and an extensive history of signals to eventually track, investors can be sure that accuracy and return potential for each alert will continue to increase.

To reward early users of our project who would like to receive personalized alerts, Signal is rewarding users of the alpha with free signals every week dependent on how many SGNL Tokens they purchased. Participants must purchase at least 400 SGNL Tokens to qualify. See table below for full details. Additionally, for users who participate in our pre-sale September 28th – October 12th, any alerts given out that involve an altcoin that has not increased in price within 15 minutes after the alert was sent will be refunded, and the SGNL Token used to signal the alert will be sent back to the user. This policy is in place to ensure that our early users are rewarded for their continued support of our project and that their satisfaction is guaranteed. This way, users can participate in the pre-sale, receive free alerts and decide whether they would like to act on them without the need to even utilize the SGNL Tokens that they have purchased. Doing so also allows Signal to further optimize our algorithms by identifying which alerts were least successful and teaching the bot to correct itself when it encounters similar situations. These policies are active for 30 days beginning on the day the first personalized alert is sent to a user on the Signal Application.

SGNL TOKENS PURCHASED	FREE PERSONALIZED ALERTS PER WEEK
400 SGNL	1 Free Alert per week
2000 SGNL	3 Free Alerts per week
10,000 SGNL	5 Free Alerts per week
20,000 SGNL	10 Free Alerts per week

All things considered, Signal's investors are sure to benefit from the initial coin offering. Whether they benefit from the purchase of highly discounted tokens, or they see the value of their SGNL Tokens on **exchanges** increasing in price to their inferred value of \$2.50, Signal offers unique return characteristics never before seen among other coin offerings. Purchasing just 60 SGNL Tokens on September 28th for \$15 USD allows users to subscribe to the application, follow several coins attentively, receive push notifications, and stay up to date on the latest market trends and new coins for an entire year. The Signal team believes that no matter which way users choose to interact with our application, everyone wins.

Funds Distribution



Roadmap

Q4 2017

Initial Coin Offering (Phase 1 & 2) concludes. Release of alpha version of application. Users can register accounts and deposit SGNL Tokens into their account wallet. SGNL Tokens will be listed on exchanges. Team expansion.

Q1 2018

Signal Application project is fully launched (mobile application), including pay-per-signal push notifications. Individual coin and exchange pages are available, and amount of coins/exchanges tracked will increase. Cryptocurrency news tab and new coin alerts implemented.

Q2 2018

Release of web client with desktop notifications. Subscription-based services become available, including pages related to real-time advanced analytics of coins. Increasingly customizable user interface. Implementation of news and social feeds to the algorithmic trading bot to increase accuracy of signals and track potential movements sooner.

Q3 2018

Add more exchanges and coins to be tracked by the application, with the goal of having every coin with market capitalization above \$1 million, and every exchange with regular volume. Extend trading analytics available. Historical data models with information gathered over a year of trading on the application allow more accurate and safe prediction models to be constructed.

Q4 2018

Further implementation of machine learning to optimize algorithmic trading and provide the most accurate alerts possible. With over a year of data and alerts to analyze, optimization of signals will lead to even more accurate and timely notifications.

Legalities & Disclaimers

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From the website, you may also download and refresh this document if it has been updated, as indicated by a change in this date: September 10th, 2017.

Where to get help

Signal support, product, and licensing information can be obtained as follows.

Product information — For documentation, release notes, software updates, or for information about Signal products, licensing, and service, go to the Signal website at:

<https://www.signaltrading.io>

Technical support — For technical support, go to www.signaltrading.io and select Contact Us.

Your comments

Your suggestions will help us continue to improve the accuracy, organization, and overall quality of the user publications. Please send your opinion of this document to:

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If you have issues, comments, or questions about specific information or procedures, please include the title and, if available, the part number, the revision, the page numbers, and any other details that will help us locate the subject that you are addressing.

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This document defines the White Paper to be used for Signal projects.