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INDIGO DMA

White Paper

INTRODUCTION

Up-to-date economic machine can be hardly imagined without financial instruments in the form of money supply, assets, bonds, options, futures, derivative securities, and cryptocurrencies. Every financial instrument is important and features specific properties which are essential for market economy development.

The rapid growth of trade volumes, circulation of funds and other assets make trading the integral part of the world economy development. The appearance of personal computers made Internet trading accessible for private investors as well. For illustrative purposes, we can look at the growth of daily trade volumes in the currency market.

Daily turnover in the currency market

1977 – 5 billion USD
1987 – 600 billion USD
1992 – 1 trillion USD
1997 – 1,2 trillion USD
2000 – 1,5 trillion USD
2010 – 4 trillion USD
2016 – 5,1 trillion USD

The daily trade volume in the currency market can make up 10 trillion USD by 2020. Alongside with the currency market, there are other markets as well, which enables us to draw a conclusion that Internet trading will develop even more actively and become accessible to every person in the world.

The cryptocurrencies market is one of the most interesting and developing markets in the field of Internet trading. It has many problems to be solved by introduction of hi-tech tools and vast experience accumulated in the financial sector over the years.

COMPANY

Over 2 years of work the team of our company has done much and managed to develop from a startup to a stable-growing company with significant achievements.

More than 95.000 registered customers

Within two years of the company work more than 95 thousand people interested in trading and investments have registered at it. The number of registered users grows daily; the value expected by the end of 2019 makes over 2 million customers.

More than 10.000 Internet partners

More than 10 thousand Internet partners have been attracted in 2017. Many of them posted information on the company in their blogs, websites, portals. Some partners bring new customers using social networks and classic advertising systems, such as media and context networks.

More than 500.000 open accounts

Over the company's existence the customers opened more than 500 thousand accounts: trading and investment ones. The number of accounts grows at exponential rate and min. 200 new accounts are opened every day.

Over 100 countries for servicing the customers

Customer geography is very wide and covers many countries, except for the USA, the Great Britain, and Japan. The number of registered customers in many countries is enough for opening affiliated and partner sales offices.

Over 4.000.000 calls to the customers

Sales managers of the company have made over 4 million calls within the last year. The company has developed the efficient sales system ready to prompt scaling for increase of the funds attracted from the customers.

More than 10.000.000 letters sent

Every customer gets exhaustive information on company's services and products in the most popular communication way – e-mail. We believe that sales will become even easier in the future and interaction with the customer will be as much automated as possible.

More than 40.000 answered tickets and letters

The company treats every inquiry of the customers carefully and attentively, irrespective of their competence level. The most inquiries are processed by support service within 24 hours after receipt.

More than 10 liquidity providers

All customers of the company get aggregated liquidity of more than 10 providers, which enables to enhance the liquidity depth and to offer the best prices with the lowest spreads.

More than 100 financial instruments

Every trader of the company has an access to various financial instruments including all popular currencies, contracts for difference, and the main cryptocurrencies. VIP-customers can connect any traded instruments from all exchanges of the world.

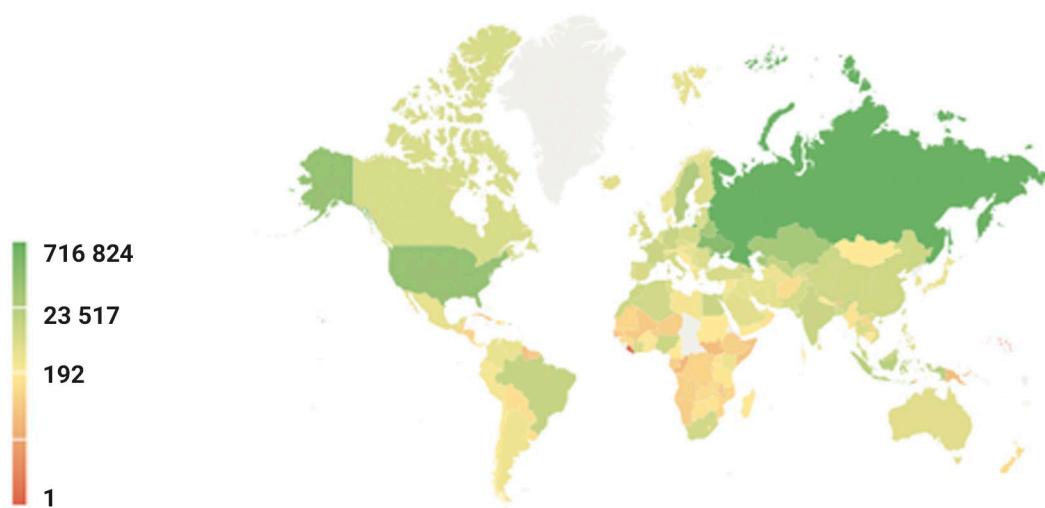
More than 50.000.000 trading transactions

Customers of the company have carried out over 50 million trading transactions through the company's platform in total. The total amount of transactions grows at exponential rate every month.

CUSTOMERS

Geography of customers covers almost all countries of the world. Considering legal structure and licence of the company, citizens of the USA can register on the site, but cannot use the company's services. Citizens of Russia are the most interested by company's services as of November, 2017.

Site visits according to Yandex.Metrica data



Customer of the company – man, from 45 to 54 years old, with own capital for investments or trading.

The age of official site visitors - according to Yandex.Metrica data

- **45-54 years old.....49,8%**
- **25-34 years old.....23,5%**
- **35-44 years old.....13%**
- **18-24 years old.....8,58%**
- **Under 18 years.....2,83%**
- **Other.....2,19%**

PROBLEMS OF THE TRADING SECTOR

Execution rate

Low rate of the trader order execution is caused by wide spread of web platforms, lack of dedicated fiber-optic lines between the liquidity provider server and the broker, application of outdated software, and other conditions.

Number of trading instruments

There are more than 10.000 trading instruments available in all financial markets, while the majority of broker companies give an access to 200 instruments on the average. If the customer opens several accounts at different companies it makes the trade inconvenient and time-consuming. Brokers with a wide range of financial instruments do not accept customers with small deposits, which is an indirect proof of discrimination by income level.

Customer support

It is difficult to get a high-grade support at financial companies for a private trader with small capital. The priority is often given to customers with large capital, while all the others have to wait for the answer for a long time. Sometimes customer questions are not solved and remain unanswered. There are a few companies offering worthy support to all customers without exception.

Market making

Many broker companies use market making model, which means absence of overlapped customer positions at liquidity providers. In such a model, the broker earns on customer's losses and promotes them to aggressive trade with high leverage which can make up to 1:1000. It is impossible for the customer to determine order execution type independently, which offers ample manipulation opportunities for the brokers.

Arbitrage and high-frequency trading

Many professional traders, especially in the cryptocurrencies market, cannot execute trading orders within less than 50 ms, which complicates the use of arbitrage and high-frequency strategy. Besides, the arbitrage requires direct connection to all largest liquidity providers with aggregation and possibility to execute orders in each one of them.

BASIC IDEA OF THE PROJECT

The company plans to render services in two interrelated fields – technologies and liquidity – to satisfy continuously growing customer needs.

Technologies

1. Placing the servers in "Equinix" data center, where the majority of the largest liquidity providers of 1st and 2nd levels are located, will create a secure and high-rate customer order execution system. Integration of data centers in London, New York, and Tokyo by the local network will make the company the market leader in providing minimal ping between the important nodes.
2. Order execution within less than 20 ms enables to use high-frequency strategies and arbitrage.
3. Connection of all popular platforms including MetaTrader 5 makes the trading process convenient and opens brilliant opportunities for quick and cheap optimization of processes including full automation of trading strategies.

Liquidity

1. Aggregation of liquidity from all largest exchanges will enable to offer the best prices, the lowest fees, and the deeper blotter. All these features create an ultimate solution for satisfying the needs of the largest customers.
2. Connection of any liquidity provider through API according to the needs of any customer gives an access to all exchanges and financial instruments, going beyond the cryptocurrencies market.

PHYSICAL SUPPLY OF CRYPTOCURRENCIES

Cryptocurrencies and transactions therewith rise in popularity every year. While Bitcoin cost about 1 000\$ in the beginning of 2017, its price exceeded the value of 17 000\$ at the end of the year.

Investments into cryptocurrencies became popular. And the number of people willing to buy them grows daily. But it is not so easy as it may seem at first sight.

Today there are three main ways for buying cryptocurrencies:

1. Exchange offices.

Nowadays it's one of the most popular ways for purchase of currencies. However, it has some lacks:

- high fee (15-20% on the average);
- exchange rate of cryptocurrencies is unfavourable at exchange offices;
- limited choice of currencies (a promising cryptocurrency may be not presented there).

2. Stock exchange

The second way is services of cryptocurrencies stock exchanges. But it has certain lacks as well:

- stock exchanges work with a limited number of payment systems, which complicates purchase of cryptocurrency for customers from the different countries;
- usually they have a difficult interface; besides, the customers have to spend much time to pass verification before exchanging;
- many stock exchanges do not offer the functions of account replenishment and purchase of cryptocurrency using a bank card
- when working with a stock exchange the customer faces the fees for charging/withdrawal of money, percent for purchase of cryptocurrencies. On the average, the costs of work with a stock exchange exceed 10%.

3. Indigo DMA.

Indigo DMA is the first broker offering exchanges of any monetary unit for cryptocurrency. We have taken into account all problems of exchange offices and cryptocurrencies stock exchanges and have embodied an excellent solution of them at our company.

We offer convenience, transparency, speed:

- purchase of cryptocurrency with the minimal fee – the fee will be charged for conversion and won't exceed 7% with all costs;
- simple and handy interface - registration on the site won't take more than 2 minutes of your time;
- you can use any way for replenishing your account including cards, electronic wallets, etc.;
- account can be replenished with any monetary unit: roubles, dollars, euros.

PHYSICAL SUPPLY OF SHARES

Have you ever wondered where your shares after purchase are stored? Or how you can prove your ownership right to securities?

Transactions in the share market are carried out in electronic form and shares have no paper carriers. This means the records on ownership rights to them are stored in a depositary.

Depositary stores information on transactions and on the kind and number of shares you own.

Indigo DMA company aspires to create comfortable cooperation conditions for customers and shows transparency of our business model. Therefore, we offer the service which is absolutely unique for broker – possibility of physical supply of shares.

Once shares are purchased in the share market, our customer will be able to choose – whether to perform transaction at the trading terminal or to order physical supply of these shares to any chosen depositary.

Physical supply of shares proves reality of transactions with securities. It proves ownership right and makes you an independent owner.

TOKEN CROWDSALE

Base price of token – \$0.5.

Total number of tokens to be issued – 26 млн. ед.

The issue of tokens is divided into three basic stages:

1. Private sales round
2. The first public round
3. The second public round

Private sales

It is planned to raise up to 1 million USD by selling 4 million tokens at private sales. All early investors will get the maximum bonuses. Private round will be inaccessible, once the required amount is raised.

The first public round

It is planned to raise 18 million USD by selling 22 million tokens at the first public round. The first round will last 2 calendar months and can be closed earlier, once the required amount is raised.

The second public round

The second round will be started with a time lag of 1 month if the company fails to raise the required amount during the first public round. The second round doesn't offer any bonuses for token buyers.

Tokens will be issued on Ethereum blockchain-platform with support of ERC-20 standard, which will allow to add the token to listing of stock exchanges quickly.

The token will be added to listing of stock exchanges in 3 months after arranging the main stage of crowdsale. Sharp decrease of the token cost after listing is not forecasted, as the company doesn't offer any bounty programs and the team will not sell own tokens because of high growth prospects.

TIMELINE

January – February 2018.

Basic stage of token crowdsale.

January 2018.

Official site update.

February 2018.

Acquisition of broker licence of Vanuatu.

April 2018.

Deployment of updated technological infrastructure.

March 2018.

Connection of 5 new liquidity providers.

May 2018.

Connection of 10 new liquidity providers.

May 2018.

Token listing at crypto-exchanges.

June 2018.

Start of own mobile app for investors.

July 2018.

Registration of 400.000 th customer of the company.

September 2018.

Acquisition of the licence of Cyprus.

November 2018.

Registration of 1.000.000 th customer of the company.

REFUND OF THE FEE WITH TOKENS

The trader pays the fee to the broker for every performed transaction. The fee makes 15\$ for one lot.

Lot – is unit of purchase and sale at bidding at the auctions and stock exchanges.

Tokens enable the trader to save up to $\frac{1}{3}$ of the fee, but not more than 25\$ for 1 token.

1.000\$ deposit

On the average, the trader with 1 000\$ deposit makes 5 lots in a month. The fee charged for one lot makes 15\$. So in this case the fee will make 75\$. Availability of tokens allows to return $\frac{1}{3}$ of the fee – 25\$. This can be done with 1 token which costs 0,50\$ now.

10.000\$ deposit

The trader with 10 000\$ deposit makes 50 lots in a month on the average. Tokens allow to return 250\$. It makes $\frac{1}{3}$ of the fee.

To save 250\$ it is necessary to buy 10 tokens which cost only 5\$.

Automated trade

Automated trade is a trade with the use of robots. On the average, the trader can make 5 times more transactions than with the usual trade.

The fee for 250 lots will make 3750\$.

Thus, the trader with 10 000\$ deposit can save up to 1250\$ with 50 tokens costing 25\$.

Saving on fee from 1 token makes 25\$. Even if market value of token increases in 20 times and the price makes 10\$, it will be still favourable for the customer to buy it. Because the amount saved on the fee will make 15\$ if 1 token costs 10\$.

RETURN ON INVESTMENTS

Anyone who has purchased the company tokens can sell them at one of the stock exchanges or directly at the company terminal three months after the end of crowdsale. Growth of token cost will be caused by several factors:

1. The company introduces a series of products and services which will become accessible to all customers, but can be paid only with tokens.
2. Tokens transferred by the customer as payment for products and services will be burnt, which will create deficit in them and reduce the offer at growing demand accordingly.
3. Tokens are issued in limited quantity and no additional issues will be made.
4. The company does not offer bounty programs at crowdsale stage and does not distribute tokens among the partners. This will save the token price from sharp fluctuations and reduction after listing at the exchange.
5. The number of company customers who will use products and services and pay for them with tokens is constantly growing

The list of products and services of the company is specified and can be reviewed in a specific document. Moving forward, the list will be supplemented with new products and services, which will boost the demand for tokens even more.