



CoinLion
White Paper

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1.0 Beginnings

Throughout history the lion has long been a symbol of stability, power, and trust. For that reason it has appeared on coins dating back as early as 600BC. Lion Coins are some the world's oldest coins and were important in the creation of history's first civilizations. Times and technology have changed, but the principles remain the same. CoinLion was founded on the symbolism the lion embodies and aims to be synonymous with a name users can trust.

2.0 Abstract

Blockchain technology has made it possible to transact digital assets without the need for a trusted third party. Participants are able send and receive in a decentralized manner, while relying on continual validation of transactions.^[1] These transactions rely on cryptography to encrypt and secure information relating to each specific transaction. Thus the term cryptocurrency.^[2]

Using these technologies, new decentralized applications (dApps) are being created at a rapid rate. DApps are performing functions ranging from distributed storage, distributed cloud computing, decentralized financial applications, decentralized advertising, and more. This has given way to digital tokens or digital assets representing real world goods/services as well as digital goods/services. As digital currencies, dApps, and digital assets are continually being created, the way in which parties transact and manage these assets needs to improve.

Currently the absence of quality information and easy-to-use tools has created a barrier to entry for users. There is a need for trusted applications that allow everyday users to exchange and manage digital assets easily and efficiently. In addition, there is no way to manage hundreds of digital assets efficiently.

The CoinLion Platform gives users the tools they need to make expert trading decisions. The platform also give users the power to learn, grow and build by sharing portfolios, strategies, and research. A native token, LION, gives users the potential to earn by providing value to the community and the CoinLion Platform, in turn creating an ecosystem where users can earn and spend while trading and managing digital assets.

CoinLion is building the world's first cryptocurrency trading platform with built-in portfolio management, publishing and promotional toolset, dual blockchain order book system, and token generation capabilities.

Using the ERC20 smart contract powered by Ethereum, CoinLion will introduce a token, LION, that interacts with the platform using smart contracts. Users can spend and earn LION in many ways, including creating and sharing portfolios, strategies, research and content relating to the management of cryptocurrencies.

LION has many uses within the platform, allowing any user to spend and earn LION in a variety of ways. This includes earning LION from the CoinLion Platform itself. LION can be earned by (i) creating and sharing portfolios, research, and strategies with other users, (ii) submitting research CoinLion publishes within the platform, (iii) becoming a top performer within the CoinLion Platform, and (iv) allowing advertisers to access your public profile and more.

Spend LION to (i) follow and duplicate users' portfolios (ii) create and publish multiple portfolios and access advanced features within the portfolio management tool (iii) access premium features within a world class research and analytics library (iv) promote your portfolios on CoinLion's featured portfolio list (v) trade for free within the LION market, and (vi) access discounts on ICOs featured on the platform.

CoinLion aims to simplify and enhance the user experience when managing digital assets. CoinLion is building an environment where users are empowered to create and share portfolios, strategies, research, and more.

3.0 Market Context

The market cap of digital currencies has grown from 91 billion in May 2017 to exceeding 175 billion in September 2017. Currently there are thousands of cryptocurrencies in the form of digital assets and more are continually being created.^[3]

CoinLion allows for the management and exchange of cryptocurrencies while providing users with the tools they need to manage assets efficiently and earn the native token LION.

While the current market cap stands at well over \$100 billion,^[3] this pales in comparison to the total supply of fiat currency in circulation, estimated at over \$60 trillion. Fiat currency continues to pour into digital assets. Digital currencies also continue to take market share from other assets such as stocks, bonds, precious metals, and alternative investments. These factors combined leave an enormous amount of head room for cryptocurrencies to continue to expand.

There are over 5.8 million private and institutional participants exchanging digital tokens and currencies and the participation rate is growing rapidly. These studies suggest the future landscape of digital assets and currencies will look much different than they do today.^[4]

To date, Bitcoin has been the dominant currency in the cryptocurrency market. A general grasp of cryptocurrency markets is not yet understood by the majority of the population; and studies have shown that the cryptocurrency market, as a whole, is more complex and established than public perception. The way the cryptocurrency markets have evolved mirrors the evolution of other markets and ecosystems.^[5]

4.0 Existing Problems

Early applications used to trade and manage cryptocurrencies have been riddled with challenges. One of the first exchanges, GBL, a Chinese Bitcoin trading platform, was shut down in 2013 and lost nearly \$5 million in customer Bitcoin. Mount GOX, one of the earliest and most prominent exchanges was shutdown in 2014 and had lost nearly 390 million in customer Bitcoin. These exchanges have been challenged with security issues that have cost users millions of dollars.^[6] Exchanges available today are still limited. In addition to security issues, they have limited access to trading tools, customer service, research, liquidity and more.

Existing exchanges and platforms have failed to deliver a powerful user-friendly platform that provides the tools and research needed for the beginner and advanced alike to effectively manage digital assets. Currently, there exists a disconnect between the tools and research that exist in the modern financial world and the tools and research that exist in the cryptocurrency and digital asset space. This is causing a barrier to entry for a large percentage of the population.

Existing exchanges are not providing users with the tools, research, and analytics they need to manage portfolios, access research, and execute strategies. This creates a cumbersome and confusing user experience, especially for the beginner, when there are thousands of digital assets to choose from.

In addition to limited trading tools, exchanges in existence today do not provide a platform for users to share relevant information with other users.

5.0 Introduction

CoinLion will solve the problems of existing exchanges and build the world's first cryptocurrency exchange with built-in portfolio management, dual blockchain order book system, research, analytics, social integration and token generation capabilities.

In today's environment, managing digital assets can be difficult, even for the experienced. The CoinLion Platform empowers users when managing digital assets. There is a need for simple and powerful tools that eliminate barriers to entry for everyday users.

Presently, those trading digital assets are often using different methods, platforms and wallets. Many have taught themselves through countless hours researching how to exchange and manage these new assets in a safe, secure and efficient manner. For the inexperienced, managing and trading cryptocurrencies can be frustrating, challenging, and time consuming.

Our team understands the difficulty and challenges in dealing with various wallets, applications, and exchanges. The existing methods can be difficult to use and confusing while providing little or no customer service.

CoinLion looks to deliver value to a future trillion dollar blockchain economy and connect millions of traders, giving them a platform to manage digital assets easily and efficiently.

A key feature within the Coin Lion ecosystem is the ability to create portfolios of digital assets with the Portfolio Management Tool. Users can also choose to allow their portfolios to be shared and tracked by other traders on a time specific basis in exchange for LION. This allows traders to generate LION simply for sharing their portfolios and strategies with the community.

New users are faced with many concerns when it comes to managing cryptocurrencies such as, security, legal, ease of use, and customer service. CoinLion understands these concerns and is addressing them. There exists a gap between what is currently in the marketplace and what individuals really want and need.

CoinLion's market fit is undeniable. The crypto space needs powerful portfolio management tools combined with sophisticated reporting. CoinLion is solving a fundamental problem, and will continuously improve the platform using cutting-edge technologies.

6.0 Value Proposition

CoinLion is building a simple yet powerful platform that enables users to not only exchange digital assets, but also earn and spend the native token, LION, for sharing portfolios, research, and strategies.

CoinLion is focused on improving issues facing existing exchanges:

- User accessibility and ease of use
- Managing multiple digital assets
- Access to information, research and tools
- Understanding Risk
- Legal Environment
- Security
- Customer Service

6.1 Ease of Use

Users need to feel comfortable interacting with these technologies. As we have been building out the CoinLion trading platform we have utilized industry leading tools to create a user interface that is simple, easy to use, and powerful.

6.2 Managing Multiple Digital Assets

CoinLion brings modern portfolio management tools to the world of digital assets. Today, managing multiple digital assets using multiple wallets across various platforms is inefficient. Data and information is difficult to aggregate, making it a challenge to properly manage portfolios. With CoinLion, users can build and manage portfolios easily.

6.3 Access & Share Information

A key feature within the Coin Lion platform is the ability to share portfolios and information with other users. Users can create portfolios with a simple and powerful portfolio management tool. These portfolios can then be tracked by other users in exchange for LION. This allows users to generate LION for sharing strategies with members who desire to use the information to manage their personal cryptocurrency portfolios. CoinLion is also building a world-class research and analytics library. In addition to custom research, CoinLion will purchase research from users with LION.

6.4 Understanding Risk

CoinLion is a unique, fully integrated, digital asset management solution, combining risk analytics with portfolio management, trading and analytical tools to support disciplined, efficient and controlled digital asset management processes. CoinLion believes that users should be able to easily interpret the risks within their portfolios. The platform tools allow users to better understand the risks they are exposing themselves to within their holdings.

6.6 Legal Environment

The regulatory environment in the cryptocurrency space is in constant flux. With shutdowns and restrictions placed on exchanges around the globe, keeping up with regulation and government compliance has been critical to the continued success of exchanges. CoinLion retains a dedicated legal team that is focused solely on the compliance of CoinLion with regulatory and governing entities. 15% of the funds raised in the token sale will be attributed directly to legal.

6.6 Security

A core objective of Coin Lion is to create a secure exchange that users can trust. Both the security of the user's information and accounts, as well as security of the code and token is imperative. 15% of all the funds contributed during the ICO will be directly allocated to enforcing security measures.

6.7 Customer Service

The industry does not have the customer service infrastructure in place to accommodate the volume of various user issues. CoinLion changes this by implementing a customer service and support model ensuring users' concerns are addressed and resolved promptly.

CoinLion is building out a customer service team. We understand the need for users to be able to communicate directly with a representative via phone, chat, and support ticket. 5% of all funds raised will go directly to enhancing customer service and support.

7.0 CoinLion Platform Features

7.1 Portfolio Management Tool (PMT)

The CoinLion PMT is a state-of-the-art portfolio management tool. It allows users to create and manage portfolios in a simple and efficient manner. With the PMT users can buy and sell multiple assets with a single click.

Users can select to purchase a group of assets by amount, quantity, or percentage, and submit the order in one click. Market orders will be executed at the best possible price across the various assets. Users can choose to execute these orders at the market price, or choose to place more advanced orders for each asset. This allows portfolios to be managed easily and efficiently, putting the user in total control of their assets.

CoinLion PMT also allows users to publish portfolios and name their price in LION for allowing other users to track their portfolios. Publishers of portfolios can set a cost in LION for tracking a specific portfolio over a period: monthly, quarterly, semi-annual or yearly. This empowers users by providing a means to generate LION for creating and sharing portfolios.

The user also has the option to allow their portfolio to be publicly tracked and published to the portfolio tracker within CoinLion. This allows to users to showcase their skills when it comes to managing digital assets, and in turn generate additional LION by driving traffic to the portfolio. Top performers within the CoinLion Platform will receive LION bonuses from CoinLion.

7.2 Portfolio Management Tool Design

Portfolio Allocation

Asset 1: 33.00%
Asset 2: 33.00%
Asset 3: 34.00%

Create New Portfolio Available Funds: 1000 ETH

Portfolio Name: Objective:

Baseline Portfolio (optional): Percentage %: %

Determine Assets

Base Currency: Amount: Round: Publish:

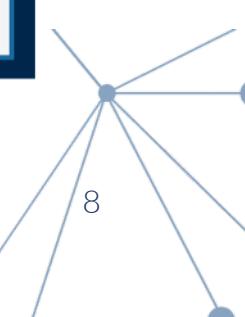
LION Settings:

Available time periods:

Per Time Period LION COST:

Add New Row	Screener	Order Type: <input type="text" value="Market"/>						
Symbol	Currency	Search	Price	Amount	or	%	Quantity	Total Cost
<input type="text"/>	<input type="text"/>	<input type="text"/>	0.0000 ETH	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0.0000 ETH
<input type="text"/>	<input type="text"/>	<input type="text"/>	0.0000 ETH	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0.0000 ETH
<input type="text"/>	<input type="text"/>	<input type="text"/>	0.0000 ETH	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0.0000 ETH
<input type="text"/>	<input type="text"/>	<input type="text"/>	0.0000 ETH	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0.0000 ETH
Total								0.0000 ETH

Share:



7.3 Wide Variety of Fiat, Crypto & Digital Assets

CoinLion will support a wide variety of fiat currencies, cryptocurrencies and digital assets. As digital assets and currencies are continually being created, having simple and efficient access to those assets is critical.

CoinLion will support most major currencies and assets and apply a strict due diligence process to acceptance of new currencies. CoinLion will maintain markets in Bitcoin, Ethereum, and LION.

7.4 Dual Blockchain System (DBS)

CoinLion's order book utilizes a dual blockchain, specifically designed for speed, to track and monitor transactions. The dual blockchain system ensures data integrity and transparency. Each blockchain is designed for a specific purpose. Working together these blockchains make it possible to achieve complete integrity, immutability, and transparency.

The first blockchain stores specific data related to each buy and sell order placed and work in sync with the matching engine. The second block chain stores data specific to each trade that occurs. These blockchains are developed by CoinLion's technology team and are meant to be a source of data for reporting and tracking purposes.

This dual blockchain uses geographically distributed nodes to confirm transactions and preserve the decentralized nature of the blockchain.

7.5 Publishing and Promotional Toolset

CoinLion's portfolio publishing and promotional toolset lets users publish created portfolios and content. Users can create and publish content related to digital assets. Users will have the option to add a price in LION for access to features on their profile. This could include access to portfolios, research, or strategies. Users will leverage their profiles to earn LION for creating and publishing portfolios, research, strategies, and more. The promotional toolset will also allow users to share their portfolios and content across various social media platforms.

7.6 ICO Underwriting

CoinLion will offer an ICO underwriting service which will list new coins to the platform. LION holders will have access to purchase these ICOs at a discounted rate. CoinLion will use a rigorous due diligence process when evaluating adding a new coin to the platform. This is a six-step process that utilizes a set of criteria to rank potential ICOs.

The due diligence process follows a robust qualitative and quantitative analysis to evaluate and select coins for the platform. Elements of the core screening process are customized to each coin.

The quantitative factors include market size, projected growth potential, project duration and risk factors. The quantitative factor screen helps to eliminate projects that we feel are unlikely to be successful or deliver value to the purchasers or the platform.

The qualitative factors include factors such as team, industry applications, marketing efforts, and utility.

Each factor is analyzed using the six-step process and given a quantitative ranking resulting in an overall score. Only the top ICOs evaluated will be listed on the CoinLion Platform.

ICO underwriting serves two purposes. The first is to offer users a wide variety of quality new coins on the platform. The second is to provide added liquidity for new coins.

7.7 Blazing Fast Trade Execution

Orders are facilitated using a dedicated order matching engine. This engine matches trading pairs at lightning speeds ensuring users are provided with the best execution possible.

7.8 LION Market

CoinLion will maintain a market in LION. When trading in the LION market, users will enjoy free trades. This will work to ensure LION liquidity and stability over time.

7.9 Cutting Edge Trading Tools

The CoinLion Platform contains a suite of state-of-the-art trading and analytics tools. Choose from hundreds of studies to implement into portfolios, including a wide array of charting and technical analysis tools.

7.10 Digital Asset Screener

CoinLion implements the first-of-its-kind cryptocurrency and digital asset screener. This allows users to screen and rank criteria when selecting assets and portfolios, and easily implement them into their holdings. Criteria will be scaled as more information is known and as more portfolios are created. Initial criteria will include: market cap, price, volume, performance, maturity, and more.

7.11 Simple & Powerful User Interface

CoinLion provides a world-class user experience when it comes to trading and managing digital assets. User information is displayed clearly. Access to tools and information is readily available. Users have the ability to customize views to their liking. Portfolio views and allocation views are easy to read and understand. The portfolio management tool is easy to use and powerful, giving users a simple and powerful way to create and manage portfolios.

7.12 Research and Analytics

CoinLion will be providing a world-class research and analytics library compiled by the research of the users. CoinLion will be purchasing research from users using LION. In addition to free research and analytics, the research library will contain premium content available to access with LION.

7.13 Sophisticated Reporting

A robust reporting system uses information from the dual blockchain system and platform data to create a variety of reports for users to access. These reports make it easy for users to access the information they need. Reports include, but are not limited to, gain and loss reports, performance

reports, transaction reports and more. These reports will aid users in tracking various metrics for purposes such as tax reporting, performance tracking, cost tracking and more.

7.14 Trading Costs

CoinLion is working hard to deliver a world-class experience to users at a lower cost than existing exchanges and platforms. There are no fees for having an account on the CoinLion Platform, and there are no maintenance or on-going fees.

CoinLion will be a cost leader when it comes to trading costs and will use a tiered maker/taker volume rebate schedule, combined with a per trade cap. The base cost is .12% for the maker, and .20% for the taker, both with a cap at .5 ETH or equivalent BTC.

Makers are those who place orders that are on the book before the trade occurs. The taker places the order that is matched with the maker's order. This cost schedule promotes liquidity by encouraging makers to place orders. It also works to create tighter bid/ask spreads.

The following table shows the cost at various volume.

USER 30 DAY VOLUME	TAKER	MAKER
> 0 %	0.20%	0.12%
> 2 %	0.18%	0.10%
> 3 %	0.15%	0.10%
> 5 %	0.13%	0%
> 10 %	0.10%	0%
> 20 %	0.08%	0%

User volume is based off a rolling 30-period. At the end of each day the users' volume is calculated and trading costs are rebated accordingly.

If a user holds LION, they will receive a 25% discount applied to the maker/taker cost schedule. The user must simply hold enough LION to cover the cost of the trade and the discount will be automatically applied to the trade.

7.15 Algorithmic Trading Support

The CoinLion trading Platform is designed to provide a powerful trading experience. We understand that traders also trade through third-party platforms and design their own algorithmic trading bots. Our commitment is to provide the best trading experience possible, and we designed our APIs to allow for high frequency algorithmic trading.

7.16 Margin Trading and Lending

Margin trading loan interest users can choose to become margin loan providers and receive interest earnings with their asset deposits. CoinLion will calculate the interest using the relationship between margin trading loan supply and demand. A fraction of earnings generated from interest payments will be collected by CoinLion.

7.17 Platform Design



MY ACCOUNT \$604,050.74 USD / 150,451 BTC
Available for trading: \$80,540 USD / 20,14 LION
Total LION: \$275,574.82 USD / 20,14 LION

Home Currency: **USD**

Profile Wallets Markets
New Portfolio Portfolio Manager Reports

ETH
Last: .0704 BTC \$309.01 USD
Ask: .075 BTC \$309.34 USD
Bid: .07489 BTC \$307.45 USD

BUY Good Till Cancel
SELL
Price: Amount:
Stop: Limit: Total:

Orderbook

Market	COIN	PRICE	Total	Amount
BTC-LION	LION	309.01	14.24	14,236.00
BTC-ADA	Ada	0.07489	14.24	1,054.00
15	Storj	304.95	17.8	0.012
0.2	Chen225	304.95	17.8	0.012
1,583	22.98	304.95	37.08	19,287
3	23.98	304.95	0.0001	0.0003
0.2044	23.98	304.95	0.0112	0.2932
71,9108	94.89	303.100	74.79	7,657
3,4764	98.37	303.100	75.94	1,616
23,8454	122.2	303.100	75.245	75.94
0.8319	122.2	303.100	0.0001	0.0036
1,0000	123.2	303.100	75.95	0.0036
3	126.2	303.100	76.4	0.4548

Market: BTC ▾ 1 DAY ▾

Market	Coin	Price	\$	% Change
BTC-ETH	Ethereum	.0586100	337.50	-1.3% ⚡
BTC-MONA	MonaCoin	.0006485	3.91	20.2% ⚡
BTC-NEO	Neo	.0049000	27.93	1.9% ⚡
BTC-QTUM	Qtum	.0019568	112.35	10.4% ⚡
BTC-DGB	Digibyte	.0000018	0.10	14.8% ⚡
BTC-OMG	OmiseGO	.0013729	7.41	-1.6% ⚡
BTC-ADA	Ada	.0000051	0.29	-3.2% ⚡

PUBLISHED PORTFOLIOS

Name	Performance	Objective	Timeperiod
John1	54.12%	High Growth	7 days
Connie34	33.65%	Growth	7 days
Roland65	67.21%	New Coin	7 days
Tayna1885	-21.70%	Stability	7 days
X7553	33.00%	Low Volatility	7 days
Chen225	41.5%	High Growth	7 days
Gacie78	19.23%	Growth	7 days
Jim875	-12.11%	High Growth	5 days
Sarah998	17.35%	Long Term	5 days
Popo75	-8.75%	Low Volatility	5 days

FEATURED PORTFOLIOS

Name	Performance	Objective	Timeperiod
Unn334	11.14%	Growth	5 days
Val112	47.15%	Long Term	5 days
T459	55.67%	High Growth	5 days

UPCOMING ICO'S

- 10 Estatex: A decentralised platform to buy, sell and rent property all over the world.
- 12 Branch Chain: A decentralised auction market.
- 14 Dronex: A decentralised drone company.

Research & News

User	Title	Category	Rating
JohnG	Top 5 Blockchains	Outlook	★★★★★
Rid679	Risk Management	Risk	★★★★★
Kiat75	Quality ICO's	ICO	★★★★
Chen20	Regulation Outlook	ICO	★★★
Lee57	Portfolio Construction	Core	★★★

7.18 Integrated Banking

CoinLion integrates with consumer bank accounts to provide the user with a comprehensive view of their holdings. CoinLion will allow users to aggregate their holdings into one view. This will allow users to evaluate their overall financial position including their crypto holdings.

8.0 Security Features

8.1 Reserve Promise

CoinLion maintains a 100% reserve policy. This ensures that users' funds are available and liquid. Users retain 100% ability to transfer funds at any time to the wallets of their choice. A 100% reserve eliminates the risk of allocating user funds for any other purpose than what the user intends.

8.2 Cold Storage Offline Multisig Wallet Security Protocol

CoinLion stores 98% of deposits in Cold storage offline multisig wallets. The remaining 2% is used to facilitate faster processing of withdrawals for users.

8.3 Two-Factor Authentication (2FA)

CoinLion allows users to enable 2FA to perform actions such as logging on, processing withdrawals, and updating important user information.

8.4 Email Confirmation

CoinLion maintains an email confirmation policy unless 2FA is enabled. This policy protects users from unauthorized withdrawals.

8.5 Whitelist IPs

Whitelisting IPs will add an optional additional layer of security. Users will be able to select which IPs they want to be able to process withdrawals to. Withdrawal attempts from an unknown IP will be blocked for user protection.

8.6 Circuit Breaker

Built-in circuit breaker to protect from flash crashes. The circuit breaker will be put in place across main currencies such as ETH and BTC. The circuit breaker is not designed to prevent integrity of markets. The circuit breaker is designed to protect currencies such as ETH and BTC from a 25% move in five minutes. In the event of a 25% move in a five-minute period trading will be halted for a period of 1 hr. More currencies will be added to the circuit breaker policy as they mature.

8.7 Due Diligence

CoinLion implements a strict due diligence process when adding new coins and research to the platform. CoinLion applies this process to protect users from misleading information. CoinLion maintains an unbiased, honest, open, and transparent policy. This due diligence process works to eliminate bad actors within the platform.

8.8 Insurance

Digital currency that CoinLion keeps online will be insured. If CoinLion had an attack on its online storage, the insurance policy will pay out to cover lost funds. CoinLion will keep 2% of customer funds online. The rest is stored according to CoinLion's security protocol. All fiat currency will be kept in custodial bank accounts. The funds will belong 100% to the user. For United States residents, CoinLion USD Wallets will be covered by FDIC insurance, up to \$250,000

8.9 Know Your Customer Process (KYC)

CoinLion will use KYC processes and comply with AML (Anti Money Laundering) laws. CoinLion provides quick and easy identity authentication services. With a same-day identity verification policy.



9.0 LION – The Token

CoinLion will introduce a token, LION, which will be used within the platform. LION will create an ecosystem that rewards and incentivizes users to share and create portfolios, strategies and research related to the management of digital assets.

LION is the token that interacts with the platform. LION is an ERC20 compatible token. The symbol is simply LION.

CoinLion will offer a LION market where trading is free. This creates another use case for LION and will work to ensure the integrity of LION within the CoinLion Platform. LION also has a myriad of uses and functions within the CoinLion Platform:

Spend LION

- Track and duplicate portfolios
- Trade for free within the LION market
- Discounted trading when holding LION
- Create and manage multiple portfolios with the portfolio management tool
- Access research and analytics within the CoinLion research and analytics library
- Access to ICOs launched on the platform at a discounted rate
- Advertise portfolios and promote your content on CoinLion and other platforms

Earn LION

- Allow users to track your created portfolios
- Create and share content relating to the management of cryptocurrencies
- Create and share research
- Create and share strategies with other users
- Allow advertising on your public profile
- Earn LION for being a top performer or researcher
- Create research for the CoinLion research and analytics library

10.0 LION Token Sale

CoinLion will create a total supply of 500 million LION. No additional LION will be created. 250 million LION will be available in the token sale. The token sale will include a Pre-Sale and a two-phased token sale:

Minimum Goal to start: 15,000,000 LION

Currency accepted: ETH

Base LION Token exchange rate: 1 ETH = 2500 LION

TOTAL TOKEN SALE HARDCAP: 250,000,000 LION

Pre-Sale: 5 ETH Minimum

25,000,000 LION hard cap

Bonus: 40%

Exchange Rate: 1 ETH = 3500 LION

Token Sale:

Maximum: Unlimited

Minimum: .1 ETH

Phase 1:

Start Date: 18th of December 2017 (12AM UTC)

End Date: 7th of January 2018 (12AM UTC)

Week 1: Bonus 20%

Exchange Rate: 1 ETH = 3000 LION

Week2: Bonus 15%

Exchange Rate: 1 ETH = 2875

Week 3: Bonus 10%

Exchange Rate: 1 ETH = 2750

Phase 2:

Start Date: 12th of February 2018 (12AM UTC)

End Date: 25th of February 2018 (12AM UTC)

Week 1: Bonus: 5%

Exchange Rate: 1 ETH = 2625 LION

Week 2: Bonus: 0%

Exchange Rate: 1 ETH = 2500 LION

LION Allocation

Token Sale Summary



All funds received from the ICO will be used for the development and operations of the CoinLion Platform.

65% Development

This includes the development of the CoinLion Platform and the recruitment of additional world-class talent. A percentage of development funds will also be used to market and facilitate the ongoing operating costs such as servers and infrastructure.

15% Security

This includes auditing and compliance. CoinLion works tirelessly to ensure the security of all users' holdings. CoinLion uses multiple security protocols to achieve the highest level of security for users. A portion of security funds will also be used to insure users funds against cyber-attacks.

15% Legal

Legal compliance is critical to CoinLion's long-term success and stability. CoinLion currently has in house legal counsel. In addition, CoinLion will utilize outside legal resources to ensure the ongoing compliance. CoinLion will look to fully comply with all regulation.

5% Customer Service

CoinLion looks to be the most trusted digital asset trading platform, and understands customer service is fundamental in creating trust with users. CoinLion is adding to its customer service team, and will facilitate users inquires via multiple channels, including dedicated phone support.

The purpose of the LION token allocation and use of funds is to support the long-term sustainability of the CoinLion Platform.

A minimum of 10% of the total supply of LION will remain in reserve. This 10% serves as a buffer to ensure the stability of LION.

Unsold tokens will be moved to the reserve. Unsold tokens will be frozen subject to the following lockout periods:

- 2 years 100%
- 4 years 50%
- 6 years 0%

The excess reserve, not subject to lockup, will be used to facilitate the growth platform and of the research and analytics library, as well as to reward users. Holding the unsold tokens subject to the lockout periods will ensure stability of LION token and of the future of the platform.

LION held by the team is subject to the following lockout periods before tokens can be sold:

- 6 months 100%
- 1 year 75%
- 1.5 years 50%
- 2 years 0%

LION held by CoinLion, LLC is subject to the following lockout periods:

- 1 year 100%
- 2 years 75%
- 3 years 50%
- 4 years 25%
- 5 years 0%

LION held for ongoing development will be used at the discretion of CoinLion to fund continual research and advancements beyond the token sale, and is subject to a 1 year 90% lockup. 10% of this fund will be used for the CoinLion Bounty Program. The bounty is 1% of the total LION.

The combination of these policies work to maintain the integrity of the LION token and the long-term sustainability of the platform.

12.0 Technology Stack

CoinLion Technology Stack Platform software components are being developed using the following stack:

- Go
- Solidity
- JavaScript
- Docker

- EthereumJS
- web3.js
- IPFS
- Python

CoinLion utilizes the appropriate technology working in synergy to achieve the ultimate trading experience.

13.0 Technical

The CoinLion Platform will be built using the latest technologies, including Go. Each component of the platform will be designed as a scalable micro-service and communicate via APIs. CoinLion uses Docker and other virtualization technologies to allow for quick testing and deployment of updates in a controlled manner to each environment through all phases: development, testing, and production.

CoinLion's order book system will be broken into two independent but interconnected blockchains. The matching algorithm can process over a million buy/sell orders and complete transactions within seconds. The order book application will leverage the first blockchain to maintain data integrity and immutability of orders, and the matching system will finalize the orders and complete the transactions to their respective blockchains. The dual blockchain system is designed to keep track of the orders within the platform and be a source of data. In addition to Ethereum, Bitcoin, and LION markets, we will be able to add other cryptocurrencies and markets to the platform as it evolves.

The CoinLion exchange utilizes a hybrid model of both centralized and decentralized technology to deliver the best possible performance. The core code, which is doing the heavy lifting, is written in Go.^[8] Smart contracts are written in the Solidity language native to Ethereum. The CoinLion Platform will interact with smart contacts to facilitate tasks related to the Ethereum blockchain.

As CoinLion moves beyond the token sale and launch of the platform, the ongoing research and development will determine feasibility of moving to a decentralized model. Our team has extensively evaluated all the possible methods and technologies in which to build the CoinLion Platform. While the Coinlion team strongly supports a decentralized model, currently a hybrid model provides a better user experience. CoinLion has also researched chain interoperability.^[7] As blockchains become more prevalent, interoperability will be addressed. CoinLion will utilize all necessary technologies to give the user the best possible experience.

14.0 Roadmap

CoinLion is working diligently to continually add features to the platform in order to provide the ultimate trading experience. Upon conclusion of the token sale rigorous ongoing development will continue until launch of the platform. New cryptocurrencies and digital assets will be continually added to the platform. Features, research, and services will expand as demand increases.

Roadmap

From concept to implementation

COINLION CONCEPT CREATION

Early June 2017

COINLION TEAM IS FORMED

June 2017

SMART CONTRACT DEVELOPMENT BEGINS

Early July 2017

SMART CONTRACT TESTING

July 2017

LION TOKEN TESTED ON KOVAN TEST NETWORK

July 2017

WEBSITE AND USER INTERFACE DESIGN BEGIN

Early August 2017

COINLION WEBSITE LAUNCHES

Early November 2017

LION TOKEN SALE OPENS

December 11, 2017

FINAL PHASE OF TOKEN SALE CLOSES

February 25, 2018

LION TOKEN OPEN FOR TRADING ON THE COINLION PLATFORM

July 7, 2018

ONGOING DEVELOPMENT & NEW COINS CONTINUALLY ADDED

August 2018

15.0 Core Team



Joshua W. DeWitt
CEO; Co-Founder
Masters of Security Analysis Portfolio Management, Creighton University. Worked collectively on a team managing over 300 million. 8 years in the finance industry with a history of trading various instruments including debt, equities, derivatives, FX and more. Expertise in portfolio construction and analysis.



Justus Luthy
CTO; Co- Founder
25 years of experience in software development.8 years of experience in various leadership roles. Experienced designing, building, deploying and maintaining scalable applications for several Fortune 500 companies including Warner Music Group, LodgeNet, Citigroup, and HSBC.Built and maintained financial applications for managing over \$1 million in daily transactions.



Caleb Veldhouse
COO; Co-Founder
Masters in Business Administration, Juris Doctor, University of South Dakota. Ensures Compliance with regulations. 7 years in corporate structuring, security compliance, and governmental affairs. Advisor on 9-figure corporate refinance. Has structured and advised multiple 8-figure corporate transactions. Owner and founder of Veldhouse Companies, a multi-million dollar holdings company.



Kia Adams
Creative Director
BS Graphics Design
17 in graphic design. Worked designing web applications for fortune 500 financial institutions. Focused on user experience and interface



ZACH NEUGEBAUER
CMO

13 years' experience as CEO and Owner, developing a high-energy multimillion-dollar retail company with over 100 employees. 2 years' experience as CEO and Co-owner, creating triple digit revenue growth and physical footprint of a multimillion-dollar outdoor digital media company. Bachelor of Entrepreneurship and Communication, University of St. Thomas. 4 years' experience as Developer and Founder, operating a large scale real-estate holding company that develops and manages several properties ranging from commercial, residential and multifamily. Campaign advisor for high profile Political Campaigns and fundraising events. Board member for several industry associations and charitable foundations.



NATHAN PITZ
CFO

Master of Professional Accountancy, University of South Dakota. Bachelor of Business Administration, University of South Dakota. 12 years' experience as Chief Financial Officer, overseeing all facets of growth for multimillion-dollar retail company with over 100 employees. Orchestrated acquisition, transition, and sale of multiple companies. Analyzes financial statements, monitors marketplace trends, and analyzes revenue-cost forecasts.



JAMES LIVERMONT
Senior Software Developer

20 years of experience in software and systems development (10 years of which have been in leadership roles up to executive level). Over 7 years of experience architecting computing platforms built on industry-standard best practices and best-of-breed components and tools. Deep technical competence in design, implementation, rollout and support of enterprise-level, distributed systems. Over 10 years of experience with all aspects of full stack development (development, testing, CI, CD and system administration). Strong communication skills and the ability to communicate effectively with technical and non-technical audiences.



ERIN ZIMMERMAN

Director of Customer Service

8 years of experience as a customer service leader. Bachelor's in travel and tourism, geography & hospitality. Held multiple customer facing roles. Presented at multiple trade shows throughout the country with a focus on hospitality and service.



Ian Dixon

Head of Growth

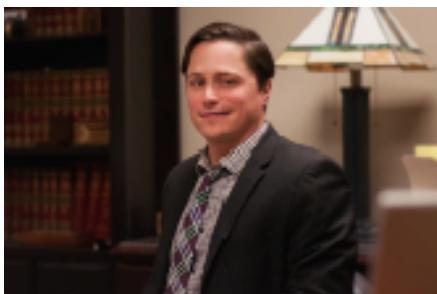
Experience with community management at zapchain. 4+ years security, technology, and blockchain consulting. Writer for hackernoon.com Customer and technical support for banks and FinTech companies. Founder of weminecoins. Experience with Html, ruby on rails, front end development. 6+ years researching blockchain technology and trading cryptocurrency.

16.0 Advisors



Jeffrey Hazlett
Business Advisor

Author and Global Business Celebrity Jeffrey Hayzlett is a prime-time television show host on CSuite TV, and a radio host on CBS Radio's Play.it and C-Suite Radio. He is a well-traveled public speaker, the author of the bestselling business books, *The Mirror Test* and *Running the Gauntlet*, and one of the most compelling figures in business today. Jeffrey is a leading business expert, cited in *Forbes*, *SUCCESS*, *Mashable*, *Marketing Week* and *Chief Executive*, among many others. He shares his executive insight and commentary on television networks like Bloomberg, MSNBC, Fox Business, and C-Suite TV. Hayzlett is a former Bloomberg contributing editor and primetime host, and has appeared as a guest celebrity judge on NBC's *Celebrity Apprentice* with Donald Trump for three seasons. Drawing upon an eclectic background in business, buoyed by a stellar track record of keynote speaking and public appearances, and deeply rooted in cowboy lore, Jeffrey energizes his role driving and delivering change. He is a turnaround architect of the highest order, a maverick marketer who delivers scalable campaigns, embraces traditional modes of



Andrew S. Wilka
Legal Advisor

Master at Law in Space, Cyber, and Telecommunications, Juris Doctorate, University of South Dakota School of Law. University of Nebraska College of Law International Cyber Law and Cyber Security Law Expert. Internet Crime Litigator. 5 years of experience general practitioner with history of civil, administrative, and criminal litigation.

17.0 Legal

The CoinLion trading platform and the corresponding token sale comply with United States security laws. CoinLion is pre-selling access to a unique, social trading platform. LION token does not give contributors any stake in CoinLion, LLC. CoinLion is a platform to exchange ideas, build portfolios, and learn more about cryptocurrencies inside a secure, simple, and powerful system – and LION purchasers are willing to pre-purchase access to help make it operational. LION is created as a utility token to be used within the platform to help individuals learn, grow, and build. CoinLion works hard to stay in on top of the regulations surrounding cryptocurrency. For a more information please see the CoinLion legal analysis and other related legal documents.

18.0 Disclaimer

The document establishes and outlines the guidelines the project will adhere to. The information in the White Paper is subject to change. All features and services may be subject to change or may need be altered due to unforeseen circumstances. For legal matters please refer to “Terms of Service”.

This whitepaper describes the initial sale in which the LION TOKEN (LION) is sold. LION is a crypto token that is designed to be used for all services provided by the COINLION PLATFORM as explained in this whitepaper. LION can also be used as a Crypto Token to pay for any other services provided by other platforms. CoinLion will typically not limit the usage of LION.

LION is not a security in any jurisdiction. This white paper is not a solicitation for investment and does not pertain in any way to an offering of securities in any jurisdiction. Please note that purchases of LION are final and non-refundable. Individuals, businesses, and other organizations should carefully weigh all the risks, costs, and benefits of acquiring LION TOKEN.

19.0 Limitations of Purchasers

You are not eligible to and may not purchase LION through the token sale if you are a citizen or resident (tax or otherwise), of any country or state where the purchase of LION or similar Tokens may be prohibited, or the token sale is deemed to not be compliant with the applicable laws and regulations. If you are a resident of People's Republic of China, you cannot purchase LION through the token sale. Purchases of LION should be undertaken only by individuals, entities, or companies that have significant experience with, and understanding of, the usage and intricacies of Crypto Tokens and blockchain based software systems. Purchasers should have functional understanding of storage and transmission mechanisms associated with other Crypto Tokens. Any entities of CoinLion and officers and employees thereof will not be responsible in any way for loss of any Crypto Tokens, LION or fiat currency resulting from actions taken by, or omissions of the purchasers. If you do not have the required experience or expertise, then you should not purchase LION or participate in the sale of LION. You should carefully consider the risks, costs, and any other demerits of acquiring LION, and, if necessary, obtain your own independent counsel. If you are not in the position to accept or understand the risks associated with the token sale of LION (including the risks associated with the non-development of the CoinLion Platform) or any other risks as indicated in this whitepaper, you should not acquire LION.

20.0 Sources

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- [5] ElBahrawy, Abeer and Alessandretti, Laura and Kandler, Anne and Pastor Satorras, Romualdo and Baronchelli, Andrea, Bitcoin Ecology: Quantifying and Modelling the Long-Term Dynamics of the Cryptocurrency Market. May 2017
- [6] "Ex-boss of MtGox bitcoin exchange arrested in Japan over lost \$390m". The Guardian. 1 August 2015.
- [7] Vitalik Buterin: Chain Interoperability. September 2016
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