



KRYPTOPY NETWORK

WHITE PAPER

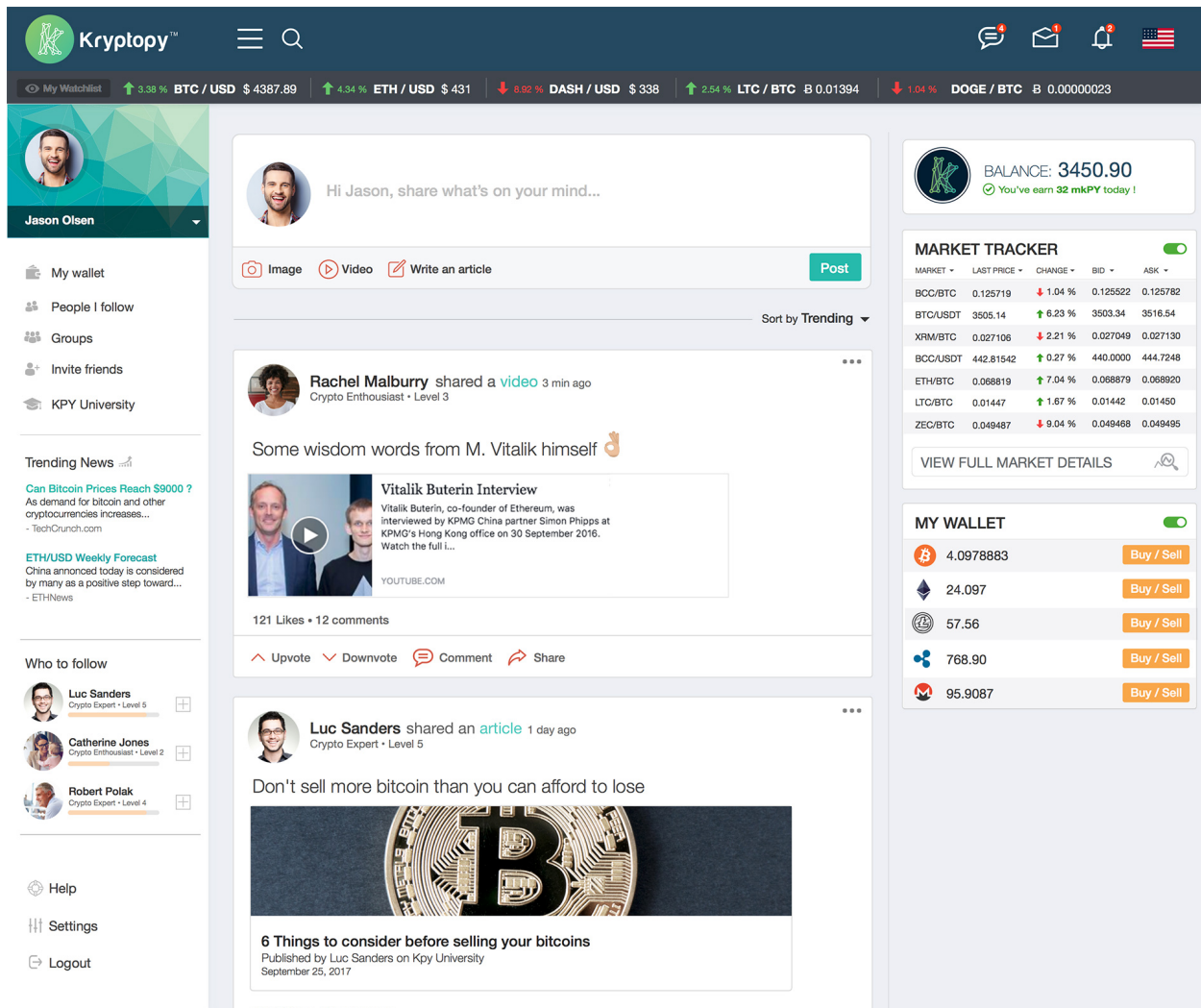


Figure 1: Example of a screenshot from our MVP (Minimum Viable Product) Will be available in December 2017.

For Making of Videos you can check our Youtube channel at : <https://www.youtube.com/channel/UCfvVlw6pDSFHK3KYZXsu5g>

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ABSTRACT

The popularization of social networks, coupled with the cryptocurrency boom witnessed during the last couple of years has inspired many to address the current problems in these two industries. Notable solutions are Steem, providing crypto payments in exchange of quality content and eToro, pioneering the concept of social trading. Although these initiatives solve problems such as compensating users for their content and helping amateur traders to move their first step in the game, these solutions do not appeal to everyone and the crypto world is far from the mainstream. The community is highly fragmented.

Kryptopy is a third-generation social network providing content sharing tools, trading tools, as well as the common features offered by the various facebook, twitters etc., integrating most of the negative feedbacks such venues received from their customers. An important key factor to our success are the activities of the community. Kryptopy uses a Proof of Intelligence system, mixed with a Proof of Stake System, rewarding users for every valuable activity that takes place on our network. Furthermore, machine learning allows us to efficiently filter content making sure only relevant content is rewarded while still maintaining the user privacy. The goal of the Network is to bring cryptocurrencies closer to mainstream by building a “Facebook-like” community with unique features not yet offered by other blockchain based networks.

COOPERATIVE NETWORK VS TOKEN VALUE

A BLOCKCHAIN COOPERATIVE TO PROVIDE A SAFE AND PROFITABLE REVENUE SHARING SYSTEM ON THE PLATFORM

Kryptopy is bringing an exciting new concept to the blockchain, by establishing a profit sharing system for the KPY token holders. It is based on what is known as a Cooperative in the real world, where participants in the network get rewarded when the network makes revenues.

How does it works in practice?

The concept in itself is very simple :

- 1- The user is a token holder.
- 2- Kryptopy makes revenues
- 3- From that revenue 98% is reinjected directly in the Token
- 4- Result : The token value increases for everyone.

COOPERATIVE CONCEPT USE CASE

The use case is made on a \$10,000,000 revenue assumption and 30,000,000 tokens available on the platform for its users. 98% of that sum will be re-injected directly in the token.

Starting price is set at \$1.47.

This represents an increase of approximatively 30% (0.32666±) per token.

	KPY Held	Initial Value	KPY Final Value
Holder A	1500	2205	2694.99
Holder B	500	735	898.33
Holder C	250	367.50	449.17

PROOF OF STAKE RETURNS

In addition to the revenues Kryptopy is making, we will also hold a large quantity of Ether. Once Ethereum will launch the Metropolis upgrade, we will be able to use the unspent tokens as validators and thus benefit from the revenues deriving from doing so. 100% of such revenues will also be re-injected directly in the token. Those numbers are yet to be determined as the Ethereum Foundation has not disclosed them yet.

PLATFORM OVERVIEW

Kryptopy can resemble the concept of Steem.it while being totally different and catering to a different group of people; it is more to be compared to the *Reddit* of blockchain.

The concept of Kryptopy is a mix of Facebook and LinkedIn together for their popularity and successful user interactions. (here is where it gets confusing, you mentioned Reddit, Facebook and LinkedIn all together.. I would take out the mention of Reddit!) The concept was based on the following assumptions:

- Social Network users are very worried about their privacy as they have no control over the data gathered by them, especially since a significant source of revenues of these networks derive from the sale of user data to advertising third parties;
- All of them, including those who are actually on the blockchain are plagued with spammers, scammers, fake profiles and fraudsters;
- None of those networks contribute to the cryptocurrency industry in a positive way, most are used by scammers, thus damaging the reputation of all of our industry;

On a blockchain related note, Steem it is the only one offering rewards for content which is up or down voted by its users – similar to how Reddit does. One of their main problems is to make sure the right content is rewarded, avoiding useless content that could potentially negatively affect the value of their token. Our platform is bringing a solution to this problem with its Proof of Intelligence concept.

Kryptopy is based on the cooperative concept that the community produces value to the product or service it sells and that each has control on that value. Kryptopy's community will be served by the Network and not the other way around. The KPY, which is the token used by Kryptopy, will be thus powered by the community, instead of having its value decided by the performance of the company itself and its shareholders.

Kryptopy will offer the following:

- Complete privacy on user profiles and their content;
- A mean to get quality content and be rewarded for posting such content;
- A mean for people to learn about cryptocurrencies via various trading related activities;
- A mean for newcomers to reduce the risk of buying tokens and cryptocurrencies by following and copying more experienced people; (+ guaranteeing traders a % of profits)
- An efficient portfolio management dashboard that is sharable and copiable between users if permission is given;
- A proof of stake on the KPY token so that users can increase their rewards by holding them longer;
- An advanced filtering mechanism to avoid Spam and Scams from being rewarded or even displayed to the users;
- Social Groups, Investment Groups and Pages to promote the industry;
- An ad-free, bot-free (spam bots) environment;
- A link to special rewards who are related to Brands, thanks to our special partnership with Leading Locally.
- Free usage of the Network for everyone;
- Blogs & Industry news;
- An upvote mechanism and rooster;
- A private chat based on the blockchain;
- More than 200 tradable assets and pairs updated in real time.

1.0 PROBLEMS SOLVED BY KRYPTOPY

Goal	Problem	Mainstream Solution	Solution For traders
Industry awareness	Lack of a trustless mainstream platform that cater to mainstream while still giving advantages to experienced members of the trading community.	Kryptopy will offer the first blockchain based social network with a goal to help more people adapt cryptocurrencies and awareness about cryptocurrency trading markets.	By having more people interested in the trading process, traders will be able to have more followers and increase the value of their portfolio by allowing other members to copy them and learn from their experience.
Proof of Intelligence & Proof of Stake	Lack of a real valuable and profitable reward system in the current crypto-social environment.	Kryptopy is bringing the proof of Intelligence while also taking advantage of the future "Metropolis" upgrade from ethereum with proof of stake to allow its users to have valuable rewards they can actually use and exchange for other cryptocurrencies.	Traders also find advantage in the reward solution as it will make their value increase once they made a successful "copying deal" with a follower. Profits generating Profits.
Advanced filtering	Current Social media are filled with spams, scams, clickbaits and irrelevant ads.	Everything on the network is A.I filtered so we minimize bad content. Machine learning will also come to help with a heuristic / bayesian method to learn new patterns.	By having the content filtered thoroughly, businesses and traders will be able to market to an audience that is not frustrated by tons of bad content and advertisement making them be able to reach their target in a more efficient way and increase their ROI.

2.0 TARGET MARKET

With the actual growth of the cryptocurrency market, it is predicted by the most optimistic to reach about 1 trillion within the next few years. We are a bit more realistic and evaluate our potential market to 220 Billion US dollars.

The market we aim for is segmented in 4 big categories :

Industry experience	Appx # Individuals	% of market	Channel Strategy
Experienced	100,000	2%	Regular cryptocurrency channels, referrals & direct contact
Average / Active	20,000,000		
Aware	100,000,000		
Unaware	> 2 billion	98%	Social Medias, Mainstream magazines, referrals from the above 3 (family, friends, etc)
GOAL (2020)	1 billion	45%	

These percentages are based on the average number of members on the largest and most popular trading websites (August 2017) VS the number of people actually using one of the major social network.

The Kryptopy Network will be based on the KPY token. Which value will be directly linked to the Network's valuation which includes but is not limited to: content created by users, trading operations, percent of active users and value per user.

	2018	2019	2020+
Total valuation of network (\$)	133M	240M	1500M
KPY Qty	40,000,000	40,000,000	40,000,000
KPY valuation	3.325	6	37.5

2.1 COMPETITIVE ENVIRONMENT

Etoro	Focused on Expert Traders & Forex	Trading specific functionalities.	MT4 like platform
Steem.it	Offers rewards but has problem with Spam and Robots	No trading features	Equivalent of Reddit / Blockchain based
Investfeed	Focused on Social Trading	Paid network (advanced features)	Does not target mainstream
Kryptopy Network	<i>Full social network with advanced features and sophisticated rewards system Focused on promoting the cryptocurrency industry and bring it closer to mainstream adoption.</i>	<i>Integrated low-cost exchange with trade copying</i>	<i>Targets Mainstream / 98% of the forgotten market</i>
Coindash	A Dashboard with advanced functionalities	Very well-made dashboard.	Targeted towards experienced traders. Backed by etoro.
Facebook	Mainstream	No trading features, bad press about privacy, a lot of bad content, hard to filter.	#1 social network

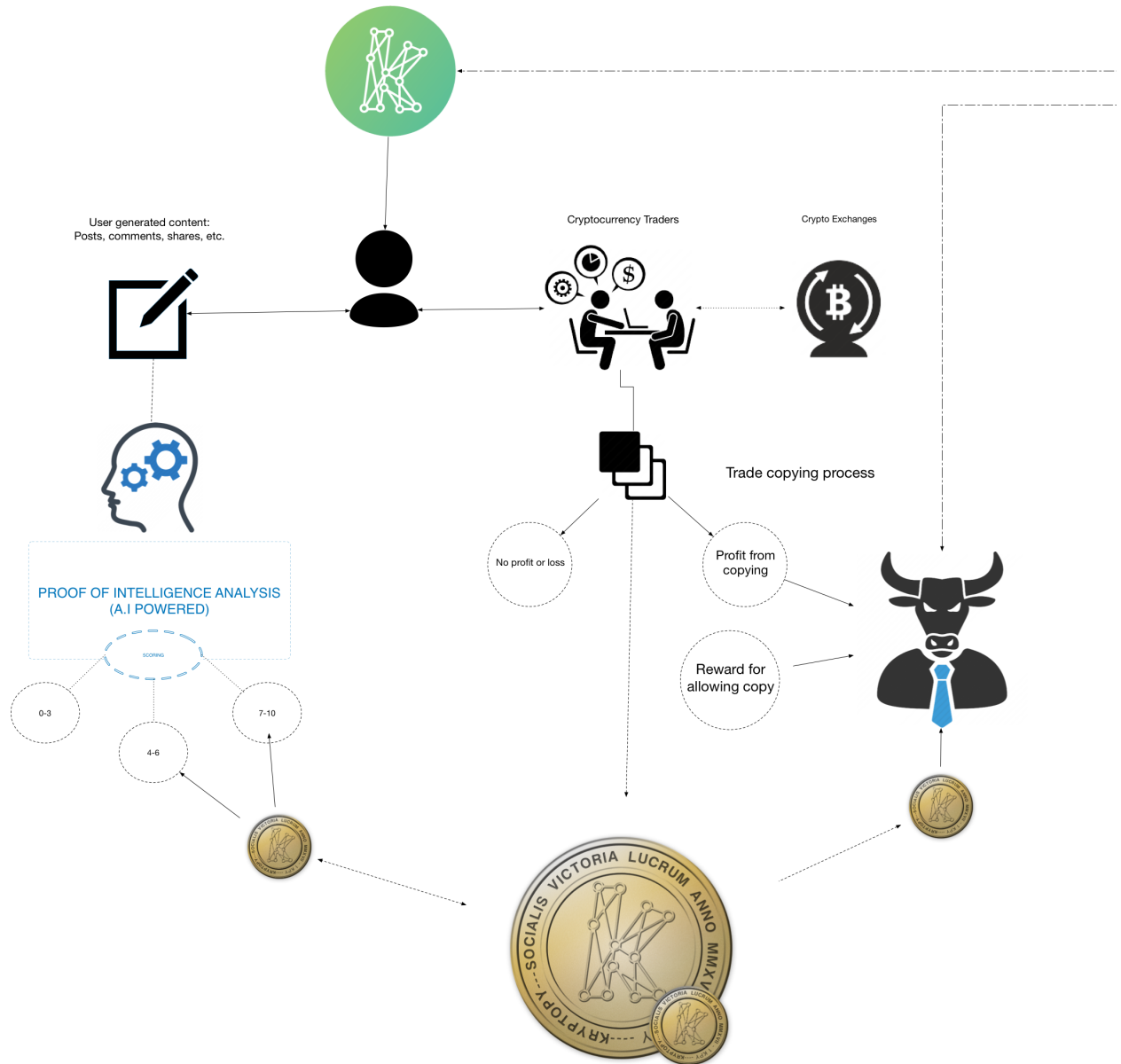
3.0 KEY METRICS

The success of our network will depend on the number of members we are able to reach and that are active within it. We will put a lot of incentive to keep them as active as they can and interested. It is also important to have senior members promote it from within and successful investors within the network as they will help making it grow by allowing other to learn from them.

4.0 NETWORK TECHNOLOGY

Feature	Technology	Usage
Public Blockchain	Ethereum	Token & Ledger
Private Blockchain Database	Bigchaindb	Privacy & Internal operations
Real-time API Database	RethinkDB	Fetch content from APIs
General Programming	Angular4 + NGRX	Frontend & Backend programming
Contract language	Solidity	Publish transaction to the public blockchain
Exchange Protocol	0x	Frictionless exchange between ERC20 Tokens
Proof of Intelligence	Python, NLTK	Customized machine learning engine
Servers	Ubuntu Linux	

4.1 MAIN FEATURES DIAGRAM



4.2 PROOF OF INTELLIGENCE

One of the most important feature of the network that will power the KPY token is the POI or Proof of intelligence.

To explain it let's take a search engine like Google and explain (very briefly) how it works for those who don't know yet:

- Google is ranking your website based on scoring;
- It uses an algorithm that includes more than 200 different criterias;
- Based on the result it provides a score determine where your page is ranked

This is a very basic overview of how Google works to sort its content. Now how does that apply to the Kryptopy Network ?

The Proof of intelligence algorithm is similar to Google's in the way that it will score content to give the rewards and avoid spam with a scoring system. It has various criteria that are not necessarily known to the wide public in general, in order to keep the algorithm secret and efficient. (if everyone knew about it they could try to trick it). Let's give a very simple example to show you how it works:

JOHN POSTS : I really love cryptocurrency please share with me what your favorite ones are !

ALICE REPLIES: Oh I really love it too KPY is my favorite because of X Y Z

JACK REPLIES: Yea me too

GIGI REPLIES: Check this out <http://www.somecryptosite.com/> you will like it

This is a simple scenario where :

JOHN will get for example 0.0005 KPY (or 5 mKPY) for initiating a positive post that includes an invitation to participate which will hopefully lead to more actions for the users on the network.

ALICE gets 0.0002 KPY (or 2 mKPY) for replying with something very pertinent and explaining why it is so in a positive way. She proves she has knowledge of the topic and she probably also owns the currency she is talking about (another criteria that will be checked).

JACK is relevant but doesn't show any proof of his intelligence by posting such a short sentence; 3 words sentences like that are typically used by followers and - psychologically talking – do not show a lot of involvement. Such a comment would have no reward as it doesn't bring or remove any value to the network.

GIGI is definitely looking like a “spammer”; maybe in all honesty she just wanted to share a link. If that's the first time she does, she won't be penalized, however she won't be rewarded unless the link she did share is very relevant to the topic - which will also be determined by text analysis.

As mentioned earlier, this is a very simplistic example to show how the Proof of Intelligence algorithm is working with text analysis.

PROOF OF INTELLIGENCE VS DECENTRALIZATION AND DATA PRIVACY ?

Data privacy is the #1 priority for Kryptopy. However we will need a “centralized” database to process data where no information will be readable “in context” or accessible by anything else than our machine learning engine. In machine learning, you can evaluate patterns which are stored as words with 0 and 1 in our case. In the very unfortunate event the system would be compromised, the data in that database would not be very valuable to someone who does not have access to the underlying algorithm.

4.3 TRADE COPYING PROCESS

Steps to copy / request a trade on the Kryptopy Network:

1- User finds an experienced trader who did allow the sharing of its stats on the network from his privacy settings.

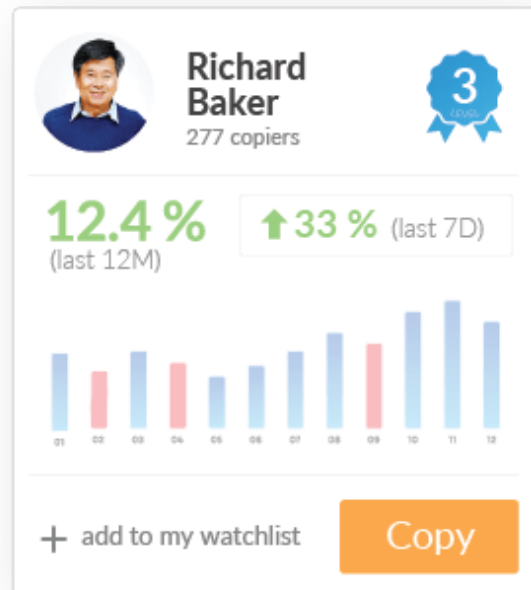
2- User sends a request to the trader to view a specific part of his portfolio.

3- Upon acceptance of the request, the user can then tick the trades he wishes to copy.

4- Another request is sent to the trader to approve the copied operation.

5- Once approved, the trades are added in a "copy" section of the user portfolio where he can submit them all at once, schedule them or submit them one at a time.

6- If the copy generates profits, a % of that profit will come back to the Trader as tradable KPYs.



4.4 TRADING OF TOKENS

4.4.1 ERC20 Compatible Tokens

All trading operations of pairs that are buyable / sellable and which tokens use the ERC20 standard will be governed by the Ox subcontracts. Read more at : <https://Oxproject.com/>



4.4.2 Other tokens

Other tradable pairs will be added progressively to the system. They will however be available from external exchanges API.

4.4.3 Fees

A fee of 1.5% will be taken on buy / sell orders to help cover the fees of the network and protocols used.

5.0 The KPY Token

5.1 Token Definition

The KPY token is developed using the Solidity language and lives on the Ethereum Blockchain. It is a pre-mined token with a defined availability of 40,000,000 units that cannot be burned in any way. We are using Open Zeppelin libraries which are currently the reference in security for the Ethereum blockchain ERC20 tokens.

5.2 Token Specifications

Token Name	Kryptopy Token		
Token Symbol	KPY	Decimals	10
Token Type	ERC20		
Max. Cap	40,000,000	Max. Availability	35,000,000
Minable	No		
Burnable	No		
Sellable	YES		
Exchanges	TBD		
Address	0xa1b33ffbe55a72e38ad238eb1c483b36586f05f4		
Token / ETH	200		
Value / KPY	0.005 ether		
Total est. Value	200,000 ether		

5.3 Token Usage

The KPY token will be used on the Kryptopy Network as a reward of value to its members as well as a mean to crowdfund the network through the pre-ICO.

5.4 Token Tradability

We expect the token to be tradable on exchanges after the launch of the Kryptopy Network Beta & Pre ICO. No exchange has been secured at the date of writing this document.

5.5 Pre ICO & ICO Token Specifications

	Pre ICO	ICO	
Availability	5,000,000	30,000,000	
Early Bonuses	32.5%		
Early Bonuses (KPY)	65 KPY / ether		
Total amount w bonus	265 KPY / ether		
Objective (KPY)	2,500,000 KPY	30,000,000 KPY	
Objective (ETH)	12,500 ether	187,500 ether	
Min.	0.4 ether	None	
Max.	10 ether	None	
Max with SAFT	None	None	
KYC	Over 10 ether	Over 10 ether	
Deliverability	Instant	Instant	
Usability / Sellable	NO	TBD	*depends on exchanges agreement won't be before the beta network is released.
Smart Contract	YES	YES	
Refundable if goal not reached.	YES	N/A	

6.0 PRE ICO

We did choose to do a PRE ICO or token pre-sale to express and validate our concept with the public before we go into the ICO stage.

6.0.1 Overview

The objective for the PRE ICO is to sell a minimum of 2,500,000 KPY tokens.

The maximum quantity of tokens available for PRE ICO will be 5,000,000 KPY.

The PRE ICO will last 30 days. However we reserve the right to extend it by a maximum of 10 days in case that we need to do some bug fixing and adjustment to guarantee the safety of investors.

6.0.2 Maximum & Minimum Required

The minimal investment to be able to take part in our PRE ICO as a privileged investor is :
0.4 ETH

The maximal investment one can do via the Smart Contract is 10 ETH.

We can lift those limit upon being contacted and after having made the due-diligence (KYC & SAFT) as required.

6.0.3 Price & Bonuses

The rate is 200 KPY per ETHER.

1 KPY = 0.005 ether

1 ETHER = 200 KPY

We do offer a bonus of 32.5% or 65 KPY per Ether during the period set for PRE ICO.

6.0.4 Bounties

We have decided to avoid diluting the value of the KPY Token to avoid promoting a public Bounty campaign. However we are giving away referral codes in our promotion campaign attached to more bonuses. Those campaign usually happen on social media or with private investors and assigned to people chosen by Kryptopy.

6.0.5 Usage of funds (PRE ICO)

Minimum raised : 6250 ETH

Minimum in USD: \$2,250,000

Maximum raised: 12,500 ETH

Maximum in USD: \$3,125,000

Based on a rate of \$250 USD per ETH

% of amount raised	
Legal & Licensing	5%
Infrastructure	5%
Development	30%
Marketing	15%
Founders & Advisors	15%
Reserve	30%

6.0.6 Storage during PRE ICO

The funds will not be accessible until the official end date of the PRE ICO. They are kept in a secure Vault that will trigger specific events during the crowdsale :

1- If the crowdsale is a success, the funds are then transferred to a multi-signature wallet which requires 2 signatures with a maximum of 3 owners for the usage of the funds.

2- If crowdsale fails its minimum objective, it allows every contributor to request a refund.

6.0.7 etherscan.io

The following addresses can be verified on etherscan :

Kryptopy Token:

<https://etherscan.io/token/0xa1b33ffbe55a72e38ad238eb1c483b36586f05f4>

Kryptopy Smart contract:

<https://etherscan.io/address/0x7248bd9c18a0cf471a32860de04cf811f87c00a2>

Kryptopy Refund Vault:

<https://etherscan.io/address/0x90f4a6ccc6de4444e893676982b86beabceec669d>

7.0 MILESTONES

Milestone	Date	Features	
KPY Token deployed	September 28th 2017		
Contract deployed	September 28th 2017		
Start of PRE ICO	September 28th 2017		
First Video demo of User Interface	October 8th 2017		
Second Video demo of User Interface	October 20th 2017		
Minimum viable product (feature limited)	December 1st 2017	User profiles, preliminary trading features.	
Private Beta	Q1 2018	+ 0x protocol + main interactions	
Private Beta 2	Q2 2018	All trading functionalities enabled but limited	
Public Beta 1	end of Q2 2018	Most features implemented, public QA	
Public Beta Live	Q3 2018	After bugfix and feature integration requests we launch it at a larger scale as the official live Beta who will be continuously improved.	Gradual launch per region / countries.

8.0 CORPORATE STRUCTURE

Kryptopy is a Canadian Corporation registered under the name Kryptopy Inc. with its corporate Headquarters located in the province of Alberta in September 2017. Full ownership can be verified on the federal Canadian corporation website

9.0 TEAM

NICOLAS CLOUTIER, Chief Executive Officer & Co-Founder

Location: Quebec, Canada

Linkedin Profile: <https://www.linkedin.com/in/nicolascloutier1/>

BIO

Since 1998, Nicolas is a serial-entrepreneur on a non-stop start-up binge. From the video game industry to e-commerce, Nicolas was and is currently an advisor on many different projects. He is the former owner of Perfica3 an e-commerce agency who did realize an annual growth of more than 200% per year between 2009 and 2012. Amongst other thing he did pioneer the mobile video game industry between 1998 and 2003 and invented new concepts to cut costs and make web servers more affordable for the web hosting industry (2004-2006). Since 2013, Nicolas developed a strong interest for the world of cryptocurrencies, facial recognition and artificial intelligence for the purpose of improving human to human interactions. It did grow to a passion and led to the founding of Kryptopy with Cody McBryan in 2017. Nicolas is dedicated full-time to this new venture.

CODY MCBRYAN, EXECUTIVE VICE-PRESIDENT & Co-Founder

Location: Alberta, Canada

Linkedin Profile: <https://www.linkedin.com/in/cody-mcbryan-305378141/>

BIO

Cody is at the core of Kryptopy. He is a casual trader of cryptocurrencies and digital assets. Cody has prior management experience in the automotive industry. Cody did bring the idea of a social trading network to Nicolas. He took the time to document and present it in a convincing way. Together, Nicolas and Cody formed Kryptopy and decided 2017 would be it's year.

ROB BASSANI, TECHNOLOGY VICE-PRESIDENT & CTO

Location: Ontario, Canada

Linkedin Profile: <https://www.linkedin.com/in/rob-bassani-0a915920/>

BIO

Rob is a high profile senior software engineer. He did get a bachelor degree of technology from the McMaster University in 2013 as well as a software engineering degree in 2007. Rob did work as a senior developer and consultant for enterprise grade fortune 10 companies such as Blackberry / Research In Motion and is now currently employed as Senior IT Developer by the TD Bank. Rob did decide to join Kryptopy as VP Tech in 2017 and with his abilities and IT banking experience will be an invaluable asset to manage everything on the development aspect of Kryptopy.

YANN BOUTIN, ART DIRECTOR

Location: Quebec, Canada

Linkedin Profile: <https://www.linkedin.com/in/yboutin/>

BIO

Yann is a pure breed senior graphic artist. For the past 8 years, he did design all the marketing content, assets and UX as a senior consultant for many projects around the globe from America to Europe. He knows how to make a concept shine and provide useful tools and assets to fulfill a marketing plan. Yann did join Kryptopy in 2017 and is also an active investor. He will take care of the art direction of the project.

KEVIN FOX, INTERNATIONAL SALES VICE-PRESIDENT

Location: Illinois, USA

Linkedin Profile: <https://www.linkedin.com/in/kevin-fox-05b401149/>

BIO

Kevin Fox is having a Bachelor Degree in International Marketing from the university of Southern Illinois. Kevin has extensive experience in marketing ICOs and did help Substratum (a large ICO) sell over 800,000 tokens with his help. Kevin is a key member of Kryptopy team and is the one leading all of our online marketing initiatives.

FRANCESCO GALATI, SENIOR BLOCKCHAIN ADVISOR

Location: Canada / Netherlands / Italy

Linkedin Profile: <https://www.linkedin.com/in/francesco-galati-992081130/>

BIO

Francesco is acting as a blockchain advisor and helps us in many other business related tasks and orientation that is blockchain and ICO related. Francesco is having a Master of Science (MSc.) degree in International Business from the University of Maastricht, Netherlands and a minor in Entrepreneurship. He is also a Certified Bitcoin Professional (CBP) that he got from the Cryptocurrency certification consortium.

RICHARD M. HOLMES, SENIOR BOARD ADVISOR

Location: Isle of Man, UK

Linkedin Profile: <https://www.linkedin.com/in/richard-m-holmes-b11858/>

BIO

Richard is a pure-bred entrepreneur. Since 1993 Richard has operated as founder, board director and/or investor in e-commerce, IT, media and entertainment, including video games publishing, e-commerce marketplaces, video games development, third party software development, social network games, mobile games, internet services, promotions and online gaming. Richard has taken companies public on AIM stock-exchange, raised venture capital from leading VCs in Silicon Valley and himself invested in a number of ventures. He has been

involved in take-overs, IP purchases, IP creation, sales, marketing, managing legal issues and has a lot of boardroom experience in public, VC-backed, investor-backed, bank-financed and private companies. Richard is CEO of Successful Internet Marketing Ltd. (Isle of Man), a company that builds and launches online marketplaces and platforms.

Richard is a director of Logos Marketing Ltd which markets and manages the funds of the Logos ecosystem based on the Logos crypto-currency. Nicolas and Richard did work together for as long as 15 years. Richard did join Kryptopy as an advisor in 2017 and is responsible for compliance and business direction advising.

DOMINICK MISERANDINO, SENIOR MARKETING CONSULTANT

Location: New York, USA

Linkedin Profile: <https://www.linkedin.com/in/miserandino/>

BIO

Dominick Miserandino was the founder of the web's longest-running entertainment site TheCelebrityCafe.com, which he grew into a multi-million dollar business and sold. He was the Chief Marketing Officer of AdoramaPix.com and Director of Internet Operations for Bigfoot, creating their long-term digital strategy.

A frequent media guest, Dominick's been written up in dozens of publications, quoted in University textbooks and featured on TV, Radio and in Newspapers discussing digital marketing/internet strategies.

Dominick has consulted for the likes of: Wall Street Journal, Morgan Stanley, Hearst Publications, Scout, Nasa and other major brands. Over the past 20 years, he's worked with 100+ different web properties and e-commerce businesses.

Dominick is immediate past president of the Press Club of Long Island (the first to create a journalism scholarship for the disabled) and is a sought-after lecturer about web business strategies and analytics at Hofstra, Stony Brook, NYU and other local colleges.

10.0 CONTACT INFORMATION

Website: <https://www.kryptopy.com>

Email: info@kryptopy.com

Facebook: <https://www.facebook.com/kryptopy>

Twitter: <https://www.twitter.com/kryptopysocial>

Bitcointalk: <https://bitcointalk.org/index.php?topic=2234738.0>

Medium: <https://medium.com/@ncloutierweb/>

Telegram: <https://t.me/TheKryptopyNetworkAnnouncement>