CryptoGO
Business Plan 1.1 (May 28th, 2018)

CryptoGO was created when I realized the following about cryptocurrency:

1. Reliable and mechanical data analyzing is possible.

2. No real community exists.

3. It's impossible to stay informed, give your opinion, analyze market data, track your portfolio's value, be helped in taking decisions that will make you earn money and be rewarded with free tokens for that.

4. It would be great that a simple and free app do all of this!

This is a proposed business plan for the project.

1. Product current / future features

CryptoGO currently has three (3) main features and two (2) sub features:

   - The app main feature is its built-in algorithm. It analyzes selected cryptocurrencies market data and provides trading positions indicators to the user. The technology is made of several different standard trading indicators (including the Relative Strength Index and Ichimoku Clouds) that constantly analyze market data. Each independent result is then computed with the others to get a final single value. This value is dated and stored. After a lot of values are obtained this way, they are compared to each other by deep-learning processing to define a pattern. This pattern is then compared to similar patterns that occurred in the past to check what trend came next previous times. After a "security check" to decide whether an indication should be given based on the available data, the app displays a visual indicator to the user if the trend suggests to buy or sell.

   - Another important part of the app is the community opinion, displayed at the top of the app's main screen. Whereas the algorithm provides mathematical analyzing and logic, I deeply believe that an organic counterpart is needed to balance the results. Users can vote inside the app and give their opinion about the cryptocurrency market. This data is then gathered and averaged to synthesize the trend the community is feeling. It is displayed in the same shape as the algorithm's for the sake of clarity: a market trend indicator (up or down) and a suggested position-to-take indicator (buy, hold or sell).

   - The third most important feature is definitely the app's own cryptocurrency. Based on the Ethereum blockchain, the CGO is CryptoGO's official ERC20 token, validated by EtherScan and pre-traded on some exchange (buying orders have been placed on EtherDelta already). Users can earn tokens when they are active in the community and give their opinion on the market (basically helping the app to function properly). This was implemented as a loyalty process to the user base, by creating an addictive experience similar to that of video games and their many rewards. It will also allow for an airdrop and different bounty campaigns used to attract more users. The CGO supply amounts to 1 billion tokens, an average amount precisely calculated (for an average user, 1 000 000 000 tokens amount to 25 tokens per user per day for a year, if the app has 100 000 users and they vote 5 times a day, which basically means it's average enough to get a value when traded when its purpose is further defined, see «*CGO token purpose* » in the « Sources of revenue » segment below).

   Other features include a news feed, providing the latest crypto-related informations to the users from the app itself. A wallet, to allow real time tracking of the user's portfolio's value and the transfer of the CGO tokens to their ERC20 compatible wallet.

In the near future, project development will include the following:

- CryptoGO for Android.

This is the most urgent development step for the project. At the moment, CryptoGO is available for iOS only but is currently under development for Android. This will be a major and fundamental step towards user base growth as Android users account for 86.2% of the OS market share today in Asia, Russia and South America, major markets for cryptocurrencies.

- *By popular demand.*

The project is starting to get attention and feedback on specialized forums already. When several different people evoke a common interest in an idea previously unthought of, there is a feature worth considering adding to the app. I'm already working on one of these, which is the ability to know if a currency is mineable or not, an important value-measuring criteria in the future of a coin. The app will also be able to analyze the top 50 cryptos in capitalization with its algorithm, another major feature for people who trade coins that are not in the top 5, and they are many based on current feedback. Pleasing users with features they want and listening to their suggestions is a top priority.

- *In-app trading + crypto-payments.*

The ability to directly trade and place orders from inside the app would definitely take the project to a next level, it suggests licensing from financial institutions worldwide and partnerships with banks. Using the app to purchase cryptocurrencies and pay directly with a smartphone is also an idea worth studying.

- *A most important and on-going algorithm improvement.*

As the cryptocurrency world is growing, more and more data is made available for analyzing. That's good news for our insatiable algorithm. Deep-learning will also play a major role in the app's future development and reliability. CryptoGO's reputation will depend on the algorithm accuracy. A strong reputation and accepted technology from the community will allow the business to be taken to another commercial level, which takes us to the points discussed in the segment below.

2. Sources of revenue

- *A shift in the business model.*

When enough people have made a profit with the help of the app and the word has spread, we will be able to either sell the app or offer a subscription to the service and therefore generate a revenue. The subscription solution is seen as the most adequate as it allows different plans for different levels of service, while still offering the app to be downloaded for free. When the app offers enough visibility through high traffic, we will also be able to monetize the news feed referencing to interested news sources. Other options might include advertising and technology leasing to interested companies.

- *CGO token purpose.*

The app's token was intended as a reward to the user but could very well become a traded crypto and obtain a value to itself. I am working on implementing new use cases for CGO to the app. There could be an alternative to subscription where users pay for data analyzing inside the app with CGO tokens. This would force the coin to be traded and sold on exchanges, therefore being capitalized. This will once again rely heavily on the project attracting users and building a strong community.

- *Initial Coin Offering.*

An initial coin offering would be a game changer. Raising the kind of money an ICO can provide would allow for endless development possibilities and return on investment. We've seen projects launch successful ICOs with no product or technology, backed only by the hype of the announcement and the clever marketing they adopt. That means an ICO is a very probable event for a serious project like CryptoGO. This should be a major mid-term goal for the project.

3. Marketing plan

All of the aforementioned project's development rely on:

1. Building the biggest user base and strongest community.

2. Acquiring a trustworthy reputation.

3. Keep on updating the app with new, exciting and purposeful features.

Most of it will be achieved through marketing and the following techniques:

- Airdrop and bounty campaigns are free and usually allow for an easy and rapid audience reach ranging from 5000 to 50 000 people if done properly. This will be an amazing way to:

    1. Gather information on airdrop participants through e-mail registration (which allows for advertisement later on).

    2. Build a strong follower base on CryptoGO social media accounts (Twitter, Facebook, Telegram..).

    3. Force the installation of the app on users' cellphones (the airdrop will require the app's installation, redeeming CGO tokens to an ERC20 wallet will also require to keep the app installed and the addictive user experience will allow for an immediate loyalty building of the user base when they start using the app to earn more and more tokens by being active).

    4. Spread the word through friend referral for bonus tokens, which will in turn refer they own friends and so on creating a domino effect.

    5. What is even better than an airdrop? More airdrops! Projects often launch a series of airdrops to reach a maximum of people (with a goal of reaching every crypto-enthusiast).

- Social media growth-hacking: Facebook and Twitter crypto-related pages targeting crypto-interested users. YouTube crypto-related channels with ads in related videos.

- Specialized networks presence. Being active on specialized forums like BitcoinTalk and other subreddit / Telegram groups was the first step taken to promote CryptoGO and has proven an essential step. A daily presence on these networks is the key to growing visibility, gathering new ideas, and spreading the word about the project.

4. Competitors

At the moment: none. Some shady websites offer market analyzing at exorbitant prices, some obscure forum posts try to sell some even more obscure technology with the help of graphics that make no sense. A lot of crypto-related projects are launched every day but none of them resemble what CryptoGO is.

What makes CryptoGO truly unique on the market is it's many different features all packed in a simple and elegant package. The app is easy to use for the beginner while being useful and advanced enough for the confirmed crypto-enthusiast. Another major advantage is obviously the app being free.

I am certain some major companies might launch similar services in the near future so we should act fast and cleverly to stay ahead of the pack and become a market leader. I have no doubt that competitors products will be expensive and unpleasant to use for the average targeted user.

5. Initial investment required

CryptoGO is not expensive to run at the moment because it just launched, but when the community starts to build and more users use the service, servers and maintenance will cost more and more money. Technology improvements will also become more costly as data is expensive, making the deep-learning process more complex and the algorithm more reliable will require a lot of quality data. Marketing is also expensive and will be the project's main area of expenditure in the near future.

Formal hiring is not planned. The most qualified people in my circle help on the project but are not paid nor hold any shares. They include developers, lawyers, designers and accountants. I do most of the work myself and solely and safely hold the technology under my control. I am a future student at 42 Paris (my cycle starts in November 2018), where the aim of the formation is to develop projects, some amazing start-ups emerged from the school. I have all my time dedicated to CryptoGo at the moment.

It is hard to objectively forecast a precise needed fund balance in time, but I might advance an exploitation price of 2€ per active user per month under 50 000 users. Marketing will be the biggest money + time expense right now.

This leads us to a proposed initial investment required of 7 500€, allocated as follows:

- Android app version finalization and launch. The Android version of the app being a major step in the development process right now, hiring a senior Android developer to help wrap up the app might be helpful to get the work done faster. Time is of the essence here, as discussed in the « Product current / future features » segment above. I am in contact with trusted professional Android developers and this would amount to 750€, for an estimated task completion in under four weeks.

- A major social media growth-hacking marketing operation (750€ every week, spread over Twitter, Facebook, Youtube, and forums as detailed in the « Marketing plan » section above. I have previously promoted projects on Facebook and Instagram, the usual return on investment is situated around 5 000 new subscribers for every 500€ spent. I also contacted several reputed crypto-related channels on YouTube, placing a CryptoGO ad in a video would cost between 100€ to 250€.

- Technology improvement (1000€ investment in 2 to 3 months from now, allocated to acquiring quality data for the algorithm and running better servers).

I wish to offer a 5% share in the project for every 7 500€ invested.

6. A short-term user base growth projection

Based on what has been discussed above and admitted that an Android version of the app is available, a realistic user base growth projection for the next two quarters of 2018 is proposed as follow:

- July / August: +3 000 / 5 000 active users (for 7000 app downloads).
- September / October: +5 000 / 8 000 active users (for 12 000 app downloads).
- November / December: +10 000 / 18 000 active users (for 25 000 app downloads).

7. Roadmap for 2018

1. July: Android version release + 1st Airdrop round.
2. August: Dedicated month to promote CryptoGO and it's cross platform availability.
3. September: First major app update with improved technology + 2nd Airdrop round.
4. October: Pre-ICO communication campaign.
5. November: Second app update with new technology + 3rd Airdrop round.
6. December: ICO launch + final development release.

8. Conclusion

CryptoGO truly is an exciting and promising adventure. I wake up every day as excited as ever to start working on the project. Investing my time and money today developing the app has already been a fantastic formation for what is to come tomorrow. Writing this business plan has also been an amazing way to think more deeply into what should be done now and what the future might look like.

Thank you for being part of the journey!

Martin Scaglia,
CryptoGO Founder,
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