



The Odin Report

Exclusive trading group governed by the ODIN token

BITCOINTALK AIRDROP ANNOUNCEMENT

Overview

Our vision has always been to create the most exclusive trading group in the world - one governed democratically, where the free market determines the value of entrance. A group with information so valuable that external demand suffocated the supply. The Odin Report is that group.

About

Our Story

We are a team of quants, mathematicians, historians, physicists, and professors, who share a common goal and successful track record of capitalizing on promising crypto-currencies.

Vision

To maintain our current model - limited dissemination of high-value information, geared towards increasing the wealth of our token holders.

Technology

While our reports tend to favor medium-hold positions, we consider all value propositions, and are technology / information agnostic, and leverage every tool that assists our pursuit of alpha signals, including: technical, fundamental, and sentiment analysis; momentum and news driven signals,

ODIN Token

The Odin Report Token (ODIN) is an ERC-20 token that governs membership to the group.

Supply

Only 100,000 Odin tokens (ODIN) will be minted. The supply is intentionally limited, reaffirming our commitment to maintaining group-access scarcity, rather than engineering the largest possible market cap for our token. More information on the token supply and lockup are given later in the announcement,

Distribution and Supporting Rationale

For a group so zealous about exclusivity, a natural question is “Why would you issue 10,000 ODIN for your airdrop, when the minimum requirement for membership is just 1 ODIN?” This is a fair question, and we had a spirited internal debate regarding it. While 10,000 ODIN (potentially, but likely to be, 10,000 members) may seem like a large number, when looking at likely distribution spread, it really isn’t. First, let’s look at two extreme cases. In the near zero chance that 10,000 people (each with 1 BTC) sign up, that shows significant interest in the group. 10,000 members, while seemingly a lot, really is not. There are plenty of investment newsletters with over 100,000 paying subscribers, some which we know personally, and therefore can confirm those figures. The exponential growth in crypto interest warrants the 10,000 figure, and if anything, as time passes, that figure will be almost low. The other extremely unlikely scenario is four whales, each with 2,500 BTC each, register for the airdrop, maxing out the token supply. In this instance, the 10,000 tokens we plan to release onto exchanges will help meet the demand from other interested members.



The far more rationale projection is some middle ground. For instance, if 10 smaller whales, each with 100 BTC each, register for the airdrop, they each take 100 tokens (1:1 distribution with their BTC balance, or 1:10 distribution for ETH) each off the board immediately, reducing the available airdrop supply to 9,000. If another 10 individuals register, each with between 50-100 BTC (say a mean of 75), they account for another 750 ODIN. The supply is already diminished to 8,250 ODIN. If another 50 people, each with 25 BTC each, register for the airdrop, another 1,250 tokens are accounted for, decreased the total to 7,000. Then, if another 100 people register, each with 10 BTC each, the supply lesses another 1,000, now down to 6,000 total. If an additional 500 people register for the Bronze membership, the available supply is now 5,500.

Based on several projected scenarios, the above figures / assumptions seem very reasonable. In fact, they tend towards the lower end of our projected community response. A more likely scenario is that 25-50 people with at least 150 BTC, register for the group. That would account for 3,750 - 7,500 ODIN, leaving the available supply airdrop supply at 4,375 (taking the average over two). For simplicity, we will hold off on detailing the rest of the calculations for the remaining tiers, but you see the trend, and the ease with which 10,000 tokens can be allocated. And it's intuitive - it costs nothing to register, and you gain what should likely be very valuable tokens in the near future. We have the trading records to support our claims, and if asked, we will disclose a limited number of them; enough to make abundantly clear our qualifications for issuing such a report, but not so much so to tread in potentially murky legal waters. Also, in the rare, rare instance that not all 10,000 ODIN are claimed during the airdrop, the unallocated tokens will be burned.

Initial Supply Allocated for Exchanges

Another question we've been asked is, "Why put 10,000 tokens for sale on exchanges?" The rationale for this closely follows that of the airdrop, maybe even amplified. It's unlikely that everyone who membership to ODIN will be able to participate in the airdrop (either because the supply runs out, or because they simply had been are of it). There are far more people who actively trade on exchanges than there are active members on bitcointalk. Once the token is listed, it organically advertises itself. "Oh, I see this new token ODIN listed. I wonder what it is. Let me check the website." We expect demand for membership to increase rapidly, and to quickly outpace the available circulating supply. With this vantage point, it is clear that circulating 10,000 tokens onto exchanges is a very reasonable amount, if not low.

Tokens for Founding Members

We have chosen to treat our stake / interest in Odin as if we were any other member. Meaning, we hold ODIN on a 1:1 basis with our BTC balance (or 1:10 with ETH). Some may wonder, "Why aren't you keeping more for yourself?" Well, unlike many operations in the crypto space, the Odin Report is directly geared towards making money, without any additional fluff. If our reports are good (which they will be), and the information is valuable, we make money from following our own advice. And not just a little bit of money. A lot of it. That is enough for us. We see the tremendous long-term value proposition in building out the Odin Report family, so whatever short-term gains would be had from holding lots of our token, are outweighed by the upside of building the community.

Token Burn

A well designed token burn is critical for agreeable economics. Our token burn is implemented to keep the available supply constantly decreasing, paced against changes in Odin membership.

Airdrop

For the airdrop, the token burn is quite simple - any ODIN not allocated during it will be burned.

Post-Airdrop

After the airdrop is complete, and ODIN is available for trade, the subsequent token burn phase will be enacted. Initially, there are 79,000 ODIN held in reserve supply. As detailed in the "ODIN Lockup" literature, X amount will be released bi-weekly (X slowly increases over time). Conversely, the token burn is very aggressive, and should eliminate a significant amount of the available supply before ever becoming available.

When a new member joins (let's say this is the first new member to join, who did not participate in the airdrop) the amount of tokens they join with are burned from the reserve supply, at a 2:1 rate. For example, if I am interested in becoming a Platinum Odin member, I can go on IDEX and purchase 50 ODIN. Then, I will follow the necessary steps for completing my membership. After my membership has been made official, 100 ODIN (2 ODIN burned for every 1 ODIN the member joins with) will be burned from the reserve supply of 79,000. Therefore, assuming that all 10,000 ODIN made available on exchanges for purchase have been bought (and then used for membership), 20,000 ODIN will be burned from the reserve supply.

The 2:1 burn rate will last until the reserve supply hits 50,000. At 50,000, the rate drops to (1.5):1. Similarly, the (1.5):1 ratio persists until the reserve supply reaches 25,000, and then decreases to 1:1. The burn rate again decreases at 15,000, becoming (0.5):1. Finally, no additional tokens will be burned once the reserve supply has been depleted to 10,000. The goal of the token burn is not to completely eliminate the supply of ODIN, which is why we stop burning at 10,000. Those 10,000 will be distributed based on the distribution rules. Theoretically, 69,000 tokens can be burned, though it is likely that some will be unlocked before that happens. Since 1,000 ODIN are unlocked bi-weekly till September 1st, 2018, we figure all of those will be unlocked before the reserve supply burn is finished. In total, the minimum projected circulating supply (6-12 month outlook) is: 10,000 (airdrop) + 10,000 (initial exchange amount) + 10,000 (unlocked tokens before September 1st, 2018) = 30,000 ODIN.

ODIN Lockup

Lockup for Airdropped Tokens

All airdropped tokens will adhere to the following lockup protocol:

Now - September 1st, 2018: All airdropped tokens will remain locked.

September 1st, 2018: 10% of the airdropped tokens will be unlocked (i.e. - if your wallet received 50 ODIN during the airdrop, 5 of them will be unlocked).

December 1st, 2018: 25% of the airdropped tokens will be unlocked (again, this means 25% of the total airdrop supply, not 25% of the remaining locked tokens. This avoids a Zeno's Paradox situation).

March 31st, 2019: 50% of airdropped ODIN will be unlocked.

June 1st, 2019: 75% of airdropped ODIN will be unlocked.

October 2nd, 2019: 100% of airdropped ODIN will be unlocked.

Lockup for Reserve Tokens

We are reserving 79,000 ODIN (of the max supply of 100,000) in reserve. Earmarking such a large percentage of the supply for reserve may seem strange, but like the airdropped tokens, the reserve supply will adhere to a strict, regimented lockup regimen (and token burn, detailed further in the distribution literature). Keeping group membership exclusive is a foremost priority, so releasing tokens into circulation must be done tactfully. Therefore, the reserve token supply will be locked, and unlocked, as follows:

Now - September 1st, 2018: 1,000 ODIN will be unlocked bi-weekly (every two weeks), in parallel with each report.

September 1st, 2018 - March 31st, 2019: 1,500 ODIN will be unlocked bi-weekly.

March 31st, 2019 - June 1st, 2019: 2,000 ODIN will be unlocked bi-weekly.

June 1st, 2019 - October 2nd, 2019: 2,500 ODIN will be unlocked bi-weekly.

note: reserve tokens will be unlocked the day after a report is released. This is done for ethical reasons, as releasing tokens directly before a report could implicate an attempt at adding artificial purchasing volume to whatever coin we choose for the nearest report.

Odin Membership

Membership to the group is tiered, ie - the more tokens you hold, the sooner you receive the report. There is no monthly membership fee, and so long as the adequate balance of tokens is held, membership remains in perpetuity.

Bronze: 1 ODIN

Silver: 10 ODIN

Gold: 25 ODIN

Platinum: 50 ODIN

Onyx: 100 ODIN

There are several advantages to holding more ODIN; for example: Onyx members receive the report before Platinum members, who receive it before Gold, etc. The report is issued bi-weekly, every other Monday (promptly) at 12:00 EST. Onyx members are the first to receive the report, followed by Platinum members, who receive it at 13:00 (1 hour after Onyx). Gold members receive the report at 14:00, followed by Silver at 15:00, and finally Bronze, who receive their report at 16:00.

The information contained in the report is the same for each tier, and we chose to implement a tiered system for two reasons:

- 1) To incentivize members to hold more ODIN (a staking mechanism of sorts).
- 2) Utilizing a tiered membership model (and by association, distribution model) helps prevent our crypto choices from being pumped. If everyone were to receive the report in unison, it would likely trigger a pump, inadvertently causing some of our members to purchase above our recommended target entry price.

Additional benefits for those holding a significant amount of ODIN include:

- 1) Access to our private discord channel for Platinum and Onyx members.
- 2) Exclusive, in-person quarterly meet ups in NYC, with complementary 4 star dinners.

Confirming Membership

Post airdrop, new members must follow a simple membership confirmation process. Because the group values privacy, following a traditional registration process is simply not an option. The membership confirmation process is as follows:

- 1) An interested party acquires at least 1 ODIN.
- 2) They email membership@odinreport.com about their interest in joining the Odin Report.
- 3) Included in their email is their ERC-20 address, with a minimum balance of 1 ODIN.
- 4) They receive an automated email response with an Ether address confirmation.
- 5) They must send that address a test transaction from that address (the size is irrelevant, so .001 ETH will suffice) to prove ownership of that address.
- 6) Once ownership of the address is verified, their email is added to the appropriate membership list. If their ODIN balance is ≥ 50 , they are sent an invite to the private discord channel.

note: We use an automated system to monitor every member's ODIN wallet, and update their status accordingly. There is no "grace period" for members who allow their account balance to fall sink below the minimum required amount. In such a case, their membership is terminated immediately, and have their email removed from the subscription list. If they lose their membership access one minute before a report is scheduled to be released, they will not receive the report. While this approach seems harsh, this is the only equitable approach to dealing with the issue. Additional questions regarding membership, or the rules governing it, please contact membership@odinreport.com, and a team member will respond to your inquiry.

Airdrop

Commencing when the bitcointalk thread is posted, registration for the airdrop will last exactly two weeks. The airdrop is meant to be a discretionary allocation of ODIN - only 10,000 will be issued. In the likelihood that all 10,000 tokens are reserved before two weeks has expired, registration will close, and the airdrop will execute the following day. Issuance is on a first come, first serve basis, and applicants must meet the below criteria.

Analogous to the group membership levels, there are five different tiers for the ODIN airdrop, respectively: Bronze, Silver, Gold, Platinum, and Onyx. Participation in the airdrop determines your initial membership status, so choose wisely in how you allocate your personal resources, based on the below literature.

For **Onyx membership**, only 10 applicants will be accepted. To be considered for the Onyx level airdrop, you must possess a minimum of 100 BTC or 1000 ETH in a single wallet address. Further, you will be required to prove ownership of the wallet; this is done by sending a nominal transaction to a wallet address we will generate for you. We respect the privacy of those with high net worth accounts, and will never require any personally identifying information from you (for the airdrop, we need only an email, an ERC-20 address, and if you like, a handle to address you by). Once you prove ownership of the Bitcoin or Ethereum wallet address, you will receive an email confirmation regarding your airdrop acceptance. Onyx level members will be airdropped ODIN on a 1:1 basis with BTC, or a 1:10 basis with ETH. For example, if a registrant confirms ownership of 750 BTC, they will be airdropped 750 ODIN, leaving only 9,925 ODIN left for the airdrop. Once 10,000 ODIN have been allocated, registration for the airdrop will be closed, even if less than one week has passed since its announcement.

For **Platinum membership**, only 25 applicants will be accepted. Platinum membership necessitates proving ownership of a single wallet with at least 50 BTC or 500 ETH, but less than 100 BTC or 1,000 ETH (additional BTC or ETH would promote you to Onyx membership). Like Onyx members, you are required to confirm ownership of the wallet via a small, in kind transfer (BTC or ETH). Those accepted for the Platinum airdrop will be granted ODIN at a 1:1 rate for BTC, or a 1:10 rate for ETH. As noted prior, the sum ODIN distributed to platinum members will be deducted from the 10,000 ODIN available for the airdrop. Also, while the membership levels are tiered, the airdrop is not discriminatory. Meaning, if 10,000 registrants with 1 BTC sign up before one person with 1,000 BTC, the 1,000 BTC holder will be ineligible for the airdrop, as 10,000 BTC have already been allocated.

note: In effort to help ensure that "Basic Attention Token ICO 2.0" (where the entire supply was stockpiled by a handful of participants) does not occur, we've agreed on an upper bound of 2,500 BTC for a single airdrop participant.

Both **Gold and Silver membership** adhere to the same parameters as Onyx and Platinum, but require only 25 BTC / 250 ETH, or 10 BTC / 100 ETH (respectively) to be eligible. A maximum of 50 applicants will be accepted for the Gold tier, while the Silver tier is capped at 100.

Finally, for those with fewer than 10 BTC or 100 ETH, there is the **Bronze membership** tier. Unlike the other tiers, the bronze membership tier does not require wallet confirmation. Therefore, you needn't provide a BTC or ETH wallet address for the sake of registration. However, because the required amount is so nominal, we do require that you provide us with your bitcointalk handle. This helps limit abuse. Membership for this tier is uncapped (sans by the 10,000 ODIN airdrop limit), but the effective cap will be much less, as other membership tiers will detract available supply from the 10,000 available ODIN.

Bounty Campaign

The bounty campaign will last from the start up the bitcointalk announcement, up until the 3rd Odin report is issued (or the allocated bounty supply has been depleted; whichever comes first). 1,000 ODIN have been allocated for the bounty, valued at \$1m (\$1,000 per ODIN). While this is discussed in more detail elsewhere, we determined the initial token value by comparing with other trading groups. Most charge several hundred dollars per month for membership (0.03-0.05 BTC), and the average member stays 4-6 months. While we are far more adept than the average trading group, and could easily justify a \$1,500 - \$2,000 per token price, the goal of the bounty campaign is to build a strong community, so offering a discounted rate seemed fair.

Please be sure to read the specific rules for each campaign, as not following them will disqualify you from participation. Also, users may participate in the bounty campaign in conjunction with standard registration for the airdrop. Registration for the bounty campaign is limited, and only 1,000 tokens will be rewarded to campaign contributions.

Bitcointalk Signature Campaign

Those who are active on Bitcointalk (in Alt-coins or Trading Discussions) can earn tokens simply by posting while using our signature. To do this, you need to acquire our signature (request it via email, or view on the website), and fulfill the following conditions:

- Junior Members will receive 1 ODIN for every 30 posts they publish.
- Members will receive 1 ODIN for every 27 posts they publish.
- Full Members will receive 1 ODIN for every 25 posts they publish.
- Senior Members will receive 1 ODIN for every 20 posts they publish.
- Hero Members will receive 1 ODIN for every 15 posts they publish.
- Legendary Members will receive 1 ODIN for every 10 posts they publish.

Rules of the Signature Campaign

- You must keep the Odin signature until the end of the campaign. Removing it early disqualifies you from receiving your bounty.
- You are responsible for providing updated reports regarding your posts. Email us with an update each time you've earned another coin, and attach the relevant spreadsheet for the Signature campaign.
- There are no "fractional rewards" for the bounty. ie - you need to post (at a minimum) the number of posts required for you to earn 1 ODIN. If you post less than this, you earn nothing. Also, if (for example) you are a senior member who has posted 95 times, and already earned 4 ODIN, and are "oh so close" to earning that 5th, you should post five more times. These coins are extremely valuable, and this is not a charity operation.
- We prohibit both flames and floods, and reserve the right to discredit posts we deem unacceptable. Your posts must have substance. Historically, this is rarely an issue with Hero and Legendary accounts; the theme seems more prevalent in newer accounts. For example, posts such as "I love Odin", "Viva la Odin", "#Odinlife", "chicks did Odin", "Saturdays are for the Odin". etc, are simply classless. Not to mention, Saturday is obviously for the boys.
- As a relative guideline, your posts should be, at a minimum, 50 characters in length.

Bitcointalk Translation Campaign

The translation campaign allows those with fluency in non-English languages to earn ODIN by translating, maintaining, and moderating the main AAN, bounty threads, and topics. The moderator must be continually engaged with the thread until the end of the campaign (airdrop) - bumping the topic when able, and maintaining active dialogue with other users. In the event these requirements are not satisfied, we reserve the right to terminate participation, and forfeit any tokens that user would have received. We prefer the carrot over the stick, but building a high quality brand (an exclusive brand) requires great attention to detail. So, do a great job, be consistent, and have fun with it. You could be an initial member of an incredible project.

Translation Campaign Rewards

- 10 ODIN for professional translation of two topics (bounty thread(s) and project AAN, aka: this document)
- 5 ODIN for continued weekly moderation of said topics (until the end of the campaign)

Rules of the Translation Campaign

- Only professional translations will be accepted.
- Using an online translator is prohibited. Doing so results in immediate disqualification, and forfeiture of all rewards.
- Attention to detail (both grammatical and contextual accuracy) is paramount. If we find your writings contain errors, we will kindly insist you make immediate corrections.
- Moderator posts in his/her ("their") topics do not count towards Signature Campaign rewards.

Twitter Campaign

The Twitter campaign is (should be) straightforward, with little explanation needed. The rewards are structured around retweets, relative to your respective number of followers. Finally (like every bounty initiative detailed here), the campaign commences with the posting of the AAN thread, concluding with the end of the airdrop registration.

Rewards of the Twitter Campaign

- Users with 100 - 500 followers receive 1 ODIN per 15 retweets.
- 501 - 1,000 followers: 1 ODIN per 10 retweets.
- 1,001 - 3,000 followers: 1 ODIN per 7 retweets.
- 3,001 - 5,000 followers: 1 ODIN per 5 retweets.
- 5,001 - 10,000 followers: 1 ODIN per 3 retweets.
- Greater than 10,000 followers: 1 ODIN per retweet.

Rules of the Twitter Campaign

- We mandate a minimum of 2x the retweets per reward tier, per week. This structure is necessary to normalize rewards with retweet requirements not factorable by 10. For example, If you have 2,500 followers, you must retweet at least 14 times per week.
- After registering for the Twitter campaign, please send a link to the results of your Twitter audit, available at <https://www.twitteraudit.com>.
- You are responsible for tracking (and then sending us) a report with links to your retweets. The report must be sent every Sunday at noon, EST.
- A maximum of 5 ODIN may be earned per week, regardless of follower count. The exception is for those with 5,000+ followers; they can earn 10.
- Upon registration for the campaign, we will send you a spreadsheet with the required reporting format. You must include this attachment, completed with your specific information, every week.

Appropriate Hashtags for Twitter Campaign

Below are the acceptable hashtags for your tweets; they must be included in each of them.

#odinreport, #airdrop, #odinairdrop, #trading, #bitcoin, #altcoins,
#blockchain, #ethereum, #odintoken

Facebook Campaign

ODIN can be earned three different ways for the Facebook campaign: engagement with our Odin Report group page; engagement with other crypto groups; and, ownership (and engagement) of said crypto groups.

Rewards of the Facebook Campaign

- 501 - 1,000 friends: 1 ODIN for every 10 reposts, likes, and comments.
- 1,001 - 1,500 friends: 1 ODIN for every 7 reposts, likes, and comments.
- 1,501 - 2,000 friends: 1 ODIN for every 5 reposts, likes, and comments.
- 2,001 - 3,000 friends: 1 ODIN for every 3 reposts, likes, and comments.
- 3,000+ friends: 1 ODIN for every repost, like, and comment.

note: If you are the owner of a popular, relevant (to the Odin Report) Facebook page, contact us, and we will discuss customized bounty compensation.

Rules of the Facebook Campaign

The Facebook campaign is slightly more detailed than other bounty initiatives, so reading the rules should provide clarity when interpreting the rewards.

- You must repost at least 2x the required minimum of your tier (identical to the Twitter campaign rules).
- Your account must have at least 200 friends, and the profile (and posts) must be publicly visible to everyone.
- A maximum of 5 ODIN may be earned weekly, sans those with 3,000+ friends (see Rewards section below). They can earn 10 ODIN.
- Like the Twitter campaign, we will email you a spreadsheet with the required reporting format. You must include this attachment, completed with your specific information, every week. Your report must be submitted every Sunday, by noon, EST.
- Each repost must be accompanied by a personal comment, with a minimum length of 80 characters.
- To complete a "repost", you must like, repost, and comment on the main within the group page. Failure to do all three will disqualify you from earning a reward.

Telegram and Discord Campaign

As many of you already know, both Telegram and Discord have strong crypto vibes. Therefore, it seems prudent to have a specific Telegram / Discord bounty initiative. Gauging the number of users in a given group can be difficult, but most of us know which groups are more valuable. For objectivity, we will refrain from listing them here. However, upon registration, do tell us which groups you intend to post in.

Rewards of the Facebook Campaign

- Simply adhere to the above rules, and be timely about your updates, and you will receive 2 ODIN per week (every 10 posts).
- If you are a moderator or owner of a prominent group, we will discuss a customized compensation package.

Rules of the Telegram / Discord Campaign

- You must post at least 10 times per week.
- Each post must be at least 20 characters in length. Make sure your posts are high quality, and take pride in your work.
- You are required to send us a weekly report, based on the format we will send you upon your registration for the campaign.
- If your messages are spammy, or if you banality you will not be credited for those posts. If your posts are consistently banal, we will withdraw you from receiving any token reward.
- The campaign will last six weeks, or till the bounty token allocation has been depleted. As with the other campaigns, it will begin with the AAN posting.
- A maximum of 10 ODIN can be earned per week.
- We prefer that you post in multiple channels, though continued dialogue in the same group is also acceptable.

Articles and Blogs Campaign

If you are a proficient writer with a captive audience, we are willing to pay (either ODIN, Bitcoin, or Ether) for reviews and publications about The Odin Report.

Trading ODIN

Following the airdrop, ODIN will be listed for trade on IDEX. We have initiated discussions with additional exchanges, and anticipate being listed in the near future, following the airdrop.

This concludes the initial AAN post. Additional questions, comments, and general inquiries can be answered by writing to: support@odinreport.com...

Welcome to the club.