

Taklimakan Network

WHITEPAPER

Investment and educational business platform for crypto enthusiasts, analysts, and traders based on integrated Fintech solutions and Blockchain technology.



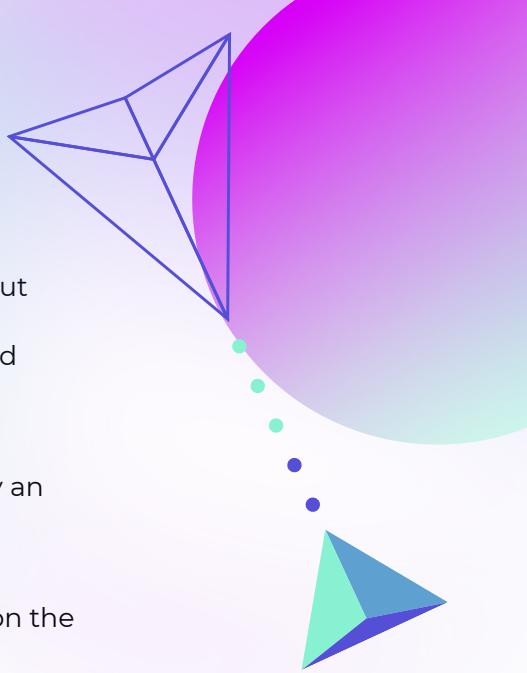
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Introduction



Investment drives the economy — no major project is realized without investment capital. In return, investor expects a reward for the participation of their capital in the project and for the risks associated with its implementation.

Beginner investors often order investment strategies to increase profitability. However, an efficient strategy can only be developed by an experienced financial adviser.

In 2017, the average financial literacy rate only reached 55% in the developed economies. This raises the risks of incompetent actions on the part of intermediaries and even large investors.

With the rising popularity of cryptocurrencies, the role of financial literacy gets more important than ever. Most players in this market make investments irrationally and inefficiently, relying primarily on intuition and emotions. Investors often make important decisions based solely on posts in social networks, friends' advice or news from unverified sources.

We believe that investment should be based on knowledge, experience, analysis and the use of trading tools.

TAKLIMAKAN NETWORK is an educational platform for crypto enthusiasts, analysts and traders, which enables users to make professional investment decisions regardless of the level of their financial literacy using educational resources, analytical and trading tools, reviews, etc.

Taklimakan Network benefits both beginners and advanced users. The platform gives access to aggregated news and analytical materials on cryptocurrencies — each material undergoes professional moderation by the platform's own analytical service.

Experienced traders and analysts will have the opportunity to publish their own trading recommendations and analytical materials. In addition, they will be able to conduct webinars, lectures, and individual consultations.

The goal of Taklimakan Network team is to bring together financial analysts, crypto consultants and enthusiasts and increase the overall level of financial expertise to raise market to a whole new level.

Taklimakan Network will become your mentor in the world of cryptocurrency, helping you choose the right way to manage your personal finances.



Yours, Taklimakan Team



Industry Issues

Crypto investment is a time-consuming process with substantial built-in risks. Most of the difficulties arise because of the underdeveloped crypto-exchange platforms, low level of financial literacy of the crypto enthusiasts and their inability to use trading and analytical tools.

Crypto market is at an early stage in development, and investors often act irrationally, relying in their actions on unreliable sources of information and superficial judgments of other players. Most players do not resort to the help of trading and financial instruments for statistical analysis. It is difficult for a rational investor to find a valid source of information.



Financial analysts and experienced traders spend a lot of resources and time on transaction costs, reputation costs, and on engaging subscribers to their sources.

The Audience

The main task of Taklimakan Network founders is to create an expert community, connecting the leading crypto analysts, experienced investors and enthusiasts on the same platform to bring the crypto market to a new level.

Issues with Crypto Enthusiasts

- ▶ **No reliable news aggregator and no source of pre-moderated high-quality analytical material**

Users spend a lot of time and resources to process data from dozens of channels. Beginners do not have the opportunity to assess reliability of the source and check the facts outlined in the news.

- ▶ **Asymmetric distribution of information and distrust to intermediaries**

Most people do not dare buying cryptocurrency due to distrust and fear that the intermediary will disappear after the first money transfer to him or her.

- ▶ **Low level of financial literacy and investment knowledge**

The market of cryptocurrencies has changed dramatically in recent years — it has grown from a small, marginalized community to a serious entity with a yearly turnover of \$500 billion. Cryptocurrency now interests hundreds of thousands individual enthusiasts, who do not always possess sufficient competence and the necessary knowledge to make rational market decisions.

- ▶ **No proper market education and difficulties finding a mentor**

It is especially difficult for beginners to make independent decisions on crypto market due to a lack of experience and mentors. At the moment, it is virtually impossible to find an educational resource with reliable and structured information about the market, its tools and blockchain technologies overall.

- ▶ **Problems of transparency and security**

Crypto exchange often implies transferring money to the fund managers or an individual, which leads to problems with returning assets and limited ability to control the activities of the intermediary.

Issues With Analysts and Traders

- ▶ **No quality analytical platform**

Investors make decisions based on data from different sources, which vary significantly. There are no analytical tools or reviews on the market — all analysis is done "manually". Large funds conduct in-house analysis, thereby significantly increasing their profits.

- ▶ **Lack of trust**

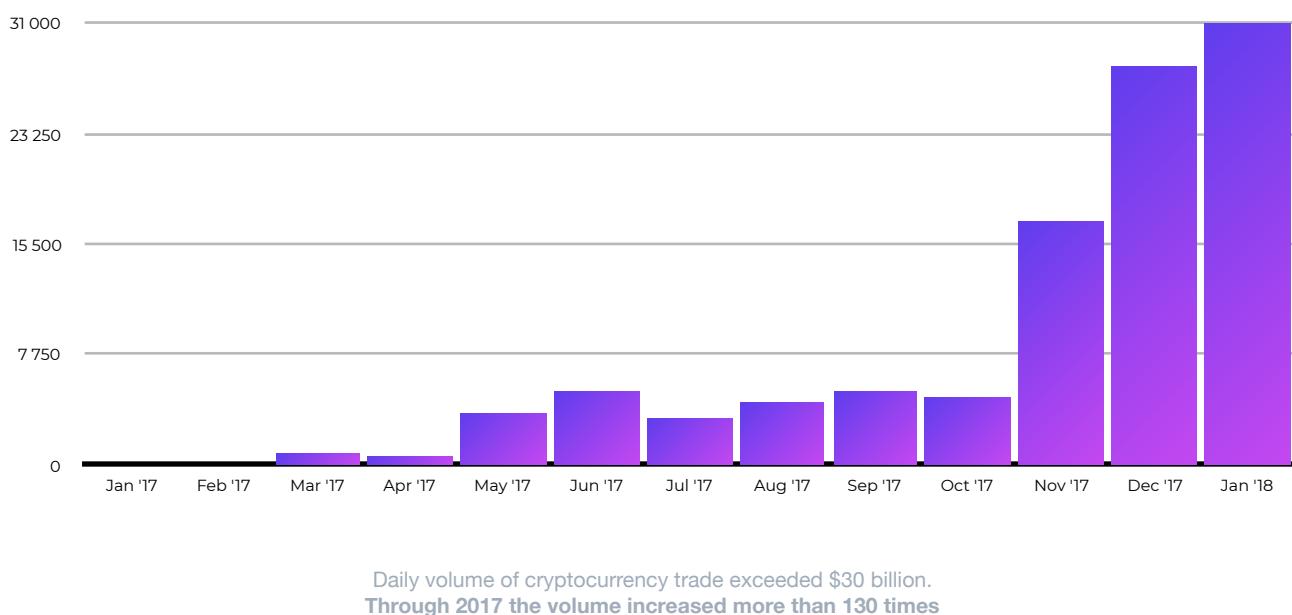
Financial advisors and traders spend a lot of resources and time to build reputation and engage subscribers because of the large amount of fraud in the market.

► Underdevelopment and lack of technical equipment

Existing platforms of complicate the investment process and cause inconvenience at the stages of depositing and withdrawal of funds. Hackers are constantly finding new soft spots in security systems.

Industry Overview

The rapid growth in the capitalisation of cryptocurrencies and high profitability led to a stunning increase in the popularity of these digital assets among investors. This inevitably attracted the attention of financial regulators and governments of many countries.



More and more people are considering the possibility of investing in cryptocurrency. The number of Bitcoin purses exceeded 24.4 million and continues to grow rapidly. 100,000 new wallets are created daily within Ethereum Blockchain network.

According to Blockchain Sentiment Survey from 2017, 57% of the respondents commented positively on cryptocurrency investments.

In 2017 the share of crypto investors among all investors increased by 2.5 times compared with the share of 2016.

Industry leaders, the largest exchanges have recorded unprecedented demand for digital currency trading services. These companies were forced to suspend registration of participants due to an exceedingly fast influx of new users and limited server capacities for processing transactions.

According to the heads of biggest crypto exchange markets, several million new players join the market weekly.

Assets	Profitability (%)
Bitcoin	+1443
LiteCoin	+5769
Ethereum	+9388
Ripple	+25056
S&P 500	+19.42
Nasdaq	+28.24
Gold	+15.8
Platinum	-7,2

index comparison for 2017 (CoinMarketCap)

High profitability of cryptocurrency assets attracts not only individual crypto enthusiasts to the industry, but also funds investing in cryptocurrencies and ICO projects.

Today there are 226 crypto investing funds in the world, compared to 37 at the beginning of 2017.

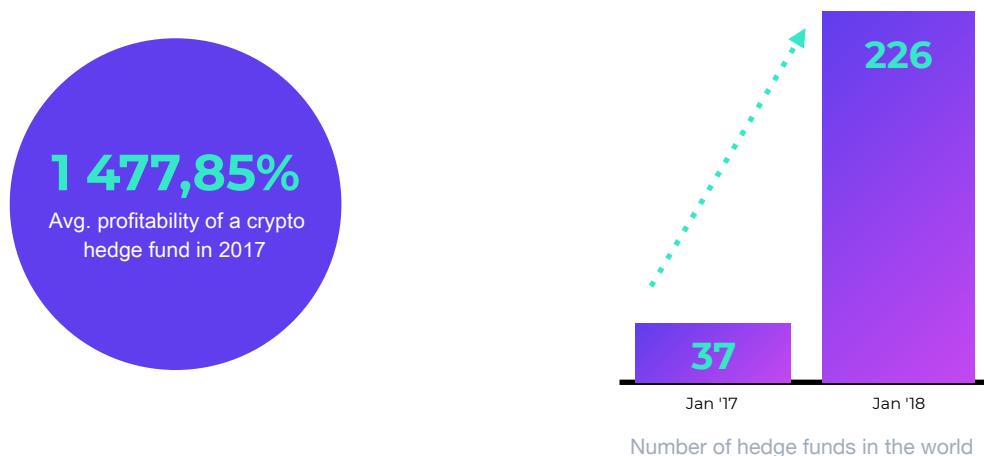
According to Autonomous NEXT research center, total value of crypto assets under management of hedge funds is estimated in the range between **\$3.5 billion and \$5 billion**.

Active interest in technology is observed on the part of the real economy and leaders of many industries. For example, large banks like **Santander, UniCredit, UBS, ReiseBank, and CIBC** are already testing and successfully integrating the Blockchain-based Ripple system, solving the problem of high transaction costs and allowing to save up to 33% on operating expenses. The technology was not left without attention from the national governments — for example, the government of Japan concluded a contract with IOTA to create a joint project to integrate IoT into the business environment of major manufacturers and financial companies in Tokyo. The likes of **Volkswagen, Microsoft, Bosch,**

Deutsche Telekom, Mastercard, IBM and Accenture have announced their intention to use Blockchain technologies in their processes, and some have already patented the possibility of such integration.

However, in view of the anonymity and lack of regulatory framework, fraud in this area of investment is not uncommon. Fraudsters tend not to return the funds collected for investment or simply vanished and stopped responding. There are also cases, when faux market signals led to losses of money by buyers of a particular cryptocurrency.

Given these market trends, a platform that can solve problems of asymmetric distribution of information



Taklimakan Overview

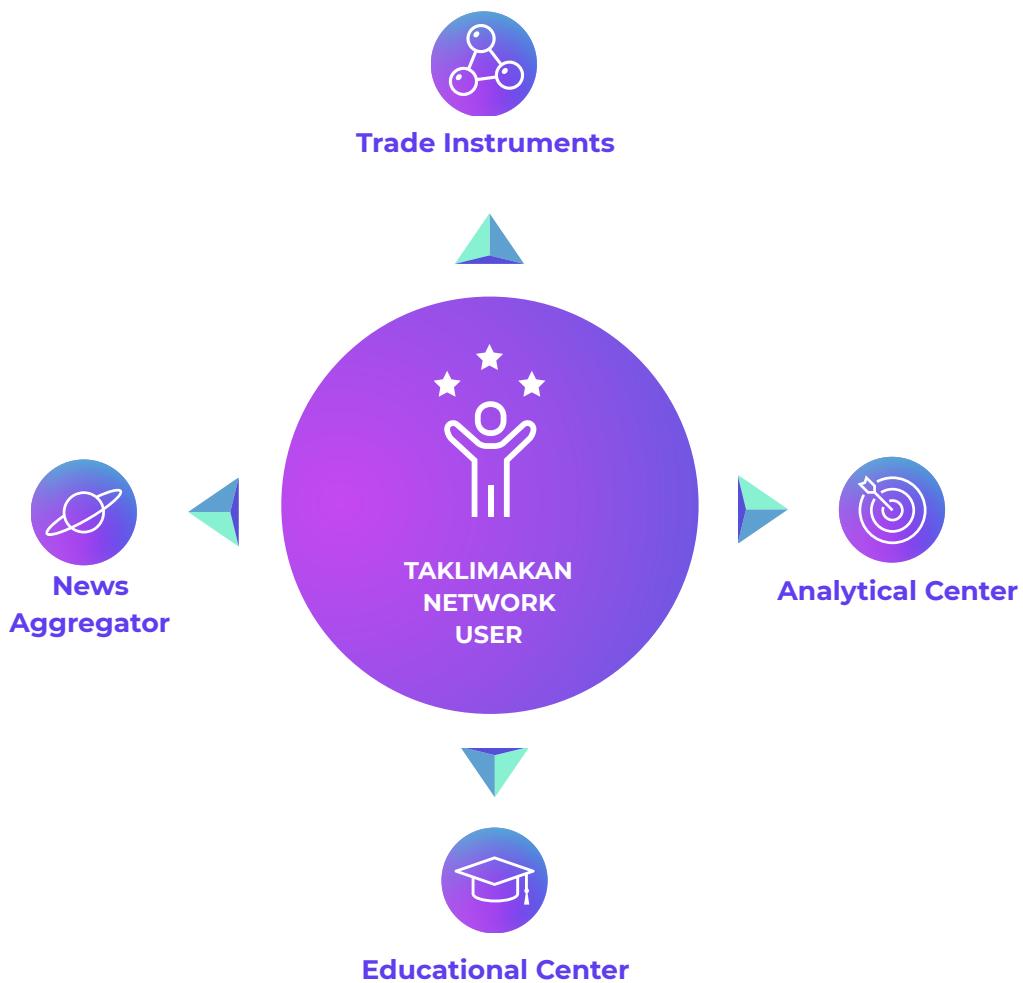
The platform will be useful to beginners and experienced traders alike. The most important tools are the aggregator of news that have been professionally moderated by our in-house analytical service, the educational center, the marketplace of analytical and trading tools used for analyzing cryptocurrencies, analytical reviews and the instruments to manage the portfolio.

The mission of Taklimakan Network project is to increase the financial literacy and level of knowledge about investment tools, as well as connecting analysts, crypto consultants and individual investors to bring the market to a new level.

Main Functions of the Platform:

- ▶ Aggregator of news and information on cryptocurrencies
- ▶ Education center
- ▶ Analytical center of the platform - unique tools and experts

- ▶ Professional advice on asset management
- ▶ Trading instruments to analyse cryptocurrencies
- ▶ Analytical service for moderating materials and platform experts
- ▶ Market signals and subscription reviews
- ▶ Ability to create a portfolio, monitor information about different assets, analyze and compare them



Taklimakan has the ability to solve many problems of the industry, related to the lack of trust in financial intermediaries, low level of awareness and lack of reliable source of news and industry reviews.

Analytical service of the platform monitors and selects news & materials from various sources, which in turn saves time and allows for verified information in a structured manner.

Members of Taklimakan Network get the opportunity to make informed, rational and balanced decisions on the crypto market, using professional trading tools, usually available only to institutional investors.

End User Benefits

Taklimakan provides its users with the most necessary crypto tools regardless of location, initial capital and knowledge. Taklimakan Network expert community with the participation of experienced financial analysts and traders forms a number of major advantages of the platform.

► News aggregator with pre-moderated materials.

The analytical service of the project aggregates, verifies and evaluates news materials on various cryptocurrencies before providing it in a structured and convenient form to the community.

► High-quality analytical reviews and educational content

Each user of the platform gets access to high-quality analytical materials and recommendations from professional consultants and experts in the field of digital assets. For the beginners there is basic information on cryptocurrencies, trading courses, as well as materials to improve financial literacy, and a number of practical measures for the use of trading instruments.

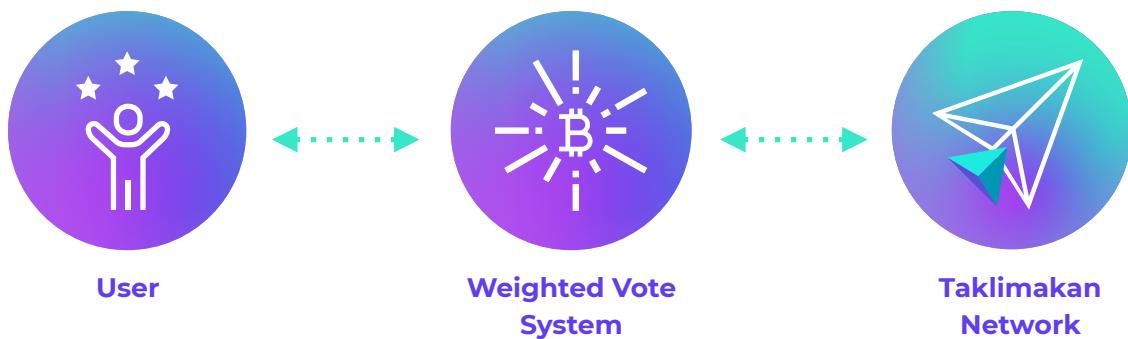
► A wide range of analytical instruments

The platform allows to use trading tools, which on classic markets are available exclusively to institutional investors. They allow for more rational investment decisions rationally — on the basis of objective information. Participants in the platform can learn how to use the tools in the educational center.

► Possibility of obtaining professional advice regardless of the user's initial capital

By using an internal token and reducing transaction costs, each user will be able to obtain professional advice. This will attract investors from anywhere in the world, regardless of their disposable income.

Why Blockchain?



The system of stake-weighted voting will lie in the base of the strategic development of the platform.

This system will allow any member of the community to introduce proposals on amending and improving the Taklimakan Network.

Each holder of TKLN tokens has the right to vote for an analytical tool they find suitable for the platform. The choice in each case will be carried out from several concepts proposed by the community.

It is the members of the community who will choose the vector of the development of the platform, which will allow it to maintain financial independence and decentralization. Based on the opinion of the community, Taklimakan Network will make decisions about the implementation of popular proposals.

TAKLIMAKAN team strives to create an absolutely transparent system, combined with continuous community participation in development through vote.

TKLN token plays an instrumental role in the life of the platform, providing the holder with the right to vote within the platform, and also becoming a local currency used to pay for analytical materials and commissions for the use of trade tools and services of the educational center.

Using the TKLN's own token in the platform system will allow each user to use analytical and news resources, increase their financial literacy with minimal transaction and bureaucratic costs, and take active part in the development of the platform.



Taklimakan Educational Center

The main goal of the educational center is to increase the level of literacy in the crypto industry and to train users in practical trading skills.

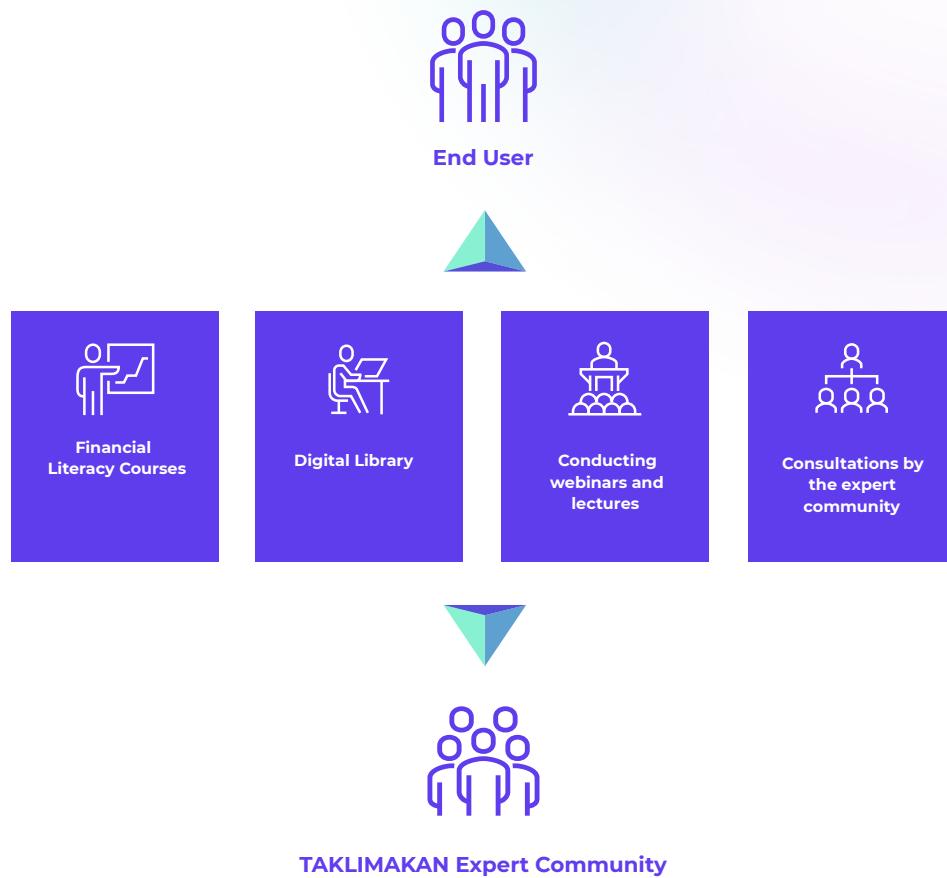
Each user can find a crypto investment tutor, take a course of webinars, lectures, and use the library of knowledge about blockchain technologies, methods of investment and trading instruments in the market of cryptocurrencies. The academic

materials of the educational center will be structured and distributed according to the level of knowledge of the user and the goals of the educational process. In addition, the platform will stimulate the creation of video lessons about the use of trading tools.

Qualified and experienced users get the opportunity to provide author's content, training materials and articles, individual consultations, master classes and webinars for users from different countries around the world, receiving a reward in TKLN tokens.

Platform Principles

Taklimakan Network provides a convenient tool for crypto investments.



Functions of the Platform

- ▶ A social network for professionals and members of the crypto community
- ▶ Local payment system
- ▶ Access to market experts
- ▶ Marketplace tools, reviews and courses
- ▶ Ability to set up an investment portfolio, monitoring the information about assets, the possibility of their detailed analysis and comparison

Functions for Users

Every user gets an access to Investor's Account, which allows them to:

- ▶ **Create your own portfolio and personalize the platform**
- ▶ **Access up-to-date market news selected by the platform's analytical service and structured for the convenience of the user on his or her choice**
- ▶ **Subscribe to expert reviews and trading signals**
- ▶ **Use tools for statistical analysis**
- ▶ **Refer to professional managers and funds with effective investment strategies for asset management**
- ▶ **Compare asset performance with portfolio indices and portfolios of other users**
- ▶ **Gain knowledge in the educational center, as well as learn to use the tools of analysis**

The screenshot shows the Taklimakan Network website. At the top, there's a banner for 'Taklimakan Training material' with a 'View material' button. Below it is a section titled 'Courses & Materials' with a sub-section 'All materials & Courses'. It lists several course cards, each with a thumbnail, title, level, price, and rating. At the bottom right of the page, there's a purple bar with a 'Subscribe to our newsletter' button.

Functions for Professionals

- ▶ **Publish analytical materials and send them directly to your subscribers**
- ▶ **Manage assets of different users and provide strategy**
- ▶ **Do lectures, webinars and consultations, as well as introducing beginners to the basics of Blockchain technology**
- ▶ **Use of analytical tools for statistical analysis of data**
- ▶ **Access the news portal for information on cryptocurrencies, selected and structured analytical services of the platform**

The screenshot shows the 'Investor Portfolio' section of the website. It features a dashboard with a profile picture of 'John Doe' and a summary of the total portfolio value (\$0,6368292), 24hr change (+\$06368292), and a chart showing price over Day, Week, and All time periods. Below the dashboard are sections for 'Portfolio Holdings', 'Analytics', 'Trading signal', 'Educational material', and 'News'.

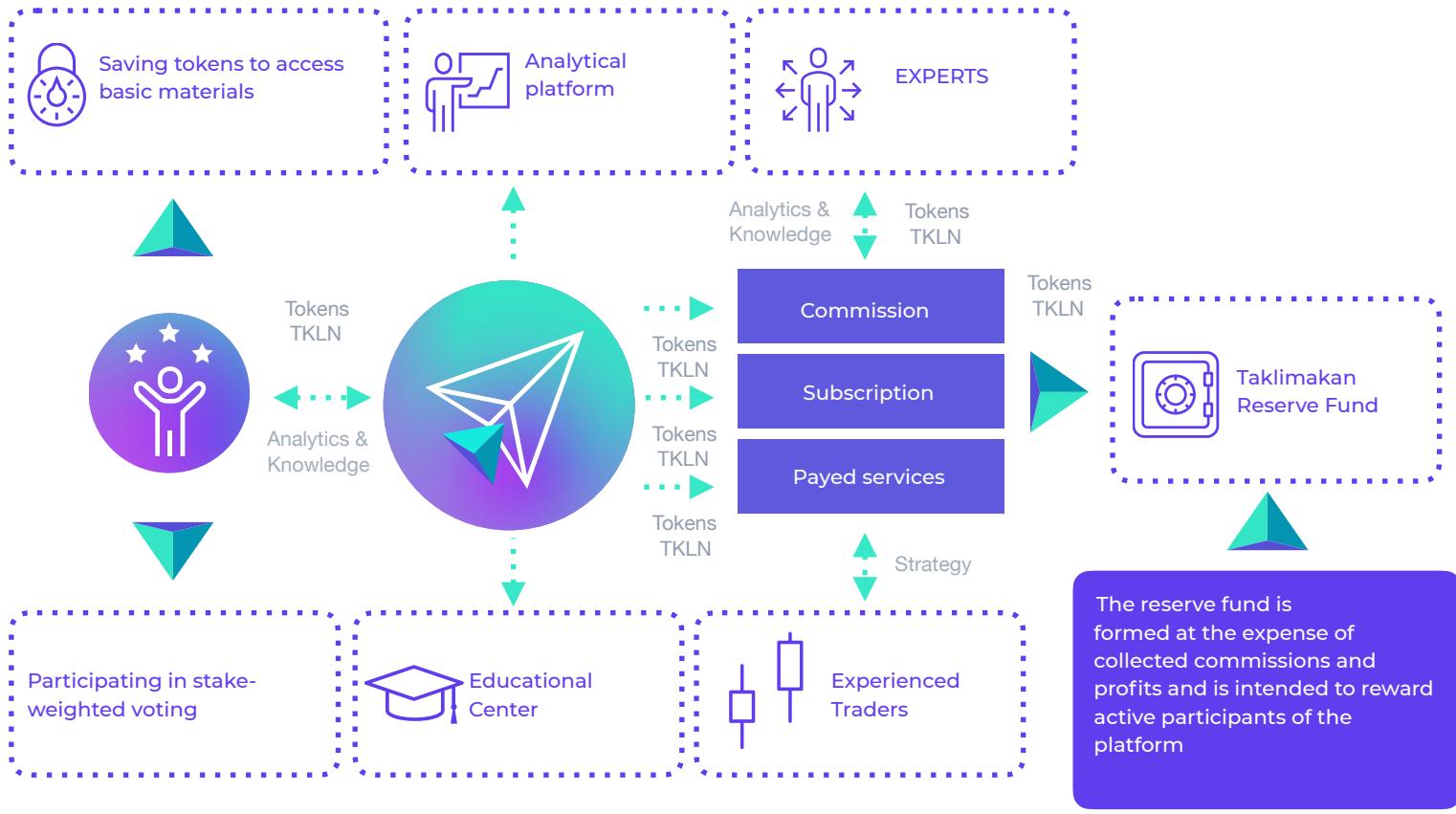
Tokenomics

TKLN token is the only means of payment within the Taklimakan Network. It is used to pay for all platform services, including paid subscriptions to analytical materials and market signals, educational courses and individual consultations.

Also, the token is the only way to pay commission fees for additional services and consultations provided within the platform.

Each holder of TKLN tokens has the right to vote for the amendments and upgrades of the platform.

After the trial period ends, the user will need to have 1000 TKLN on their balance to gain access to the information. After that, the user will be able to use the materials for free again.



Token circulation in the Taklimakan Network ecosystem

Token Use

► Subscription to analytical materials and services

The user can pay for the subscription to analytical materials released by Taklimakan Network experts, and also get full access to the materials, lectures and practical lessons of the educational center.

► Commission fees for using expert strategies

To acquire an investment strategy, the user must pay a commission for using a ready-made solution or pay for an analyst's advice.

► Referral and contribution bonuses

Platform participants will be able to additionally earn tokens by participating in referral program and receive bonuses for content and offers in the local CPA network.

► Vote stake

Every member of the network that has TKLN tokens on their account has the right to vote for innovations within the platform.

- ▶ **Membership deposit to access Taklimakan Network news platform**

After the end of the trial period, the access to news and materials will be accessible to the user only if they have a certain number of TKLN tokens on the account.

- ▶ **Local payment system**

Every user can send tokens to any other member of the platform, and also integrate their own project into the ecosystem and accept TKLN as a means of payment.

Token Sale: Overview

Token Sale is carried out with the following goals:

- ▶ To receive funds for the further development and promotion of the Taklimakan Network
- ▶ Formation of the community and attracting users of the platform
- ▶ Token Distribution: a fixed number of tokens will be issued, the maximum number is limited to 1.000.000.000 TKLN. The release of the tokens will take place during two months — from April 9 to June 9, 2018. Distribution will be carried out via smart contract. Buyers will receive tokens immediately after the end of Token Sale.



Token Ticket: TKLN

Token Standard: Ethereum ERC20

ICO Starts: 10:00 UTC 9 April 2018

ICO Finishes: 10:00 UTC 09 June 2018

Token Price: 1 TKLN = 0.05\$

Token Sale Supply: 550.000.000 TKLN

Total Supply: 1.000.000.000 TLKN

SOFT CAP

5 000 000 \$

HARD CAP

27 500 000 \$

The funds raised will be used to develop the platform, expand the team, integrate the token, cover marketing and legal expenses.

The largest part of the issue will be realized at the Token Sale stage — 55%. 175.000.000 TKLN tokens will be reserved for the team, advisers and early buyers. 25.000.000 tokens will be implemented as part of a bounty-program aimed at increasing brand awareness. The biggest part of the funds collected will be used to develop the platform and to ensure operational activities.



Token Sale: Participation

TKLN tokens can be bought at taklimakan.io.

Various cryptocurrencies are accepted: BTC, ETH, BCH, XRP, LTC, NEO, DASH, XMR, NEM, ZEC, as well as many other crypto-currencies that are listed on the website.

All funds received from the sale of TKLN tokens are placed in Escrow and are transferred to the Taklimakan Network team according to the roadmap — after Token Sale ended and users received their tokens.

Moreover, in order to minimize the risks of fraudulent actions by third parties, all collected funds will be stored in a multisignature purse with 3 signatures. All major transactions will take place only if there are all 3 signatures.

We recommend the following wallets:



The following wallets are not suitable for participation in Taklimakan Network Token Sale. **Do not use any of the following wallets to participate in the purchase of TKLN Tokens!**

Jaxx, Exodus, Coinbase, Poloniex, Kraken, Bitstamp, Bitfinex, Bittrex, and other crypto exchange offices.

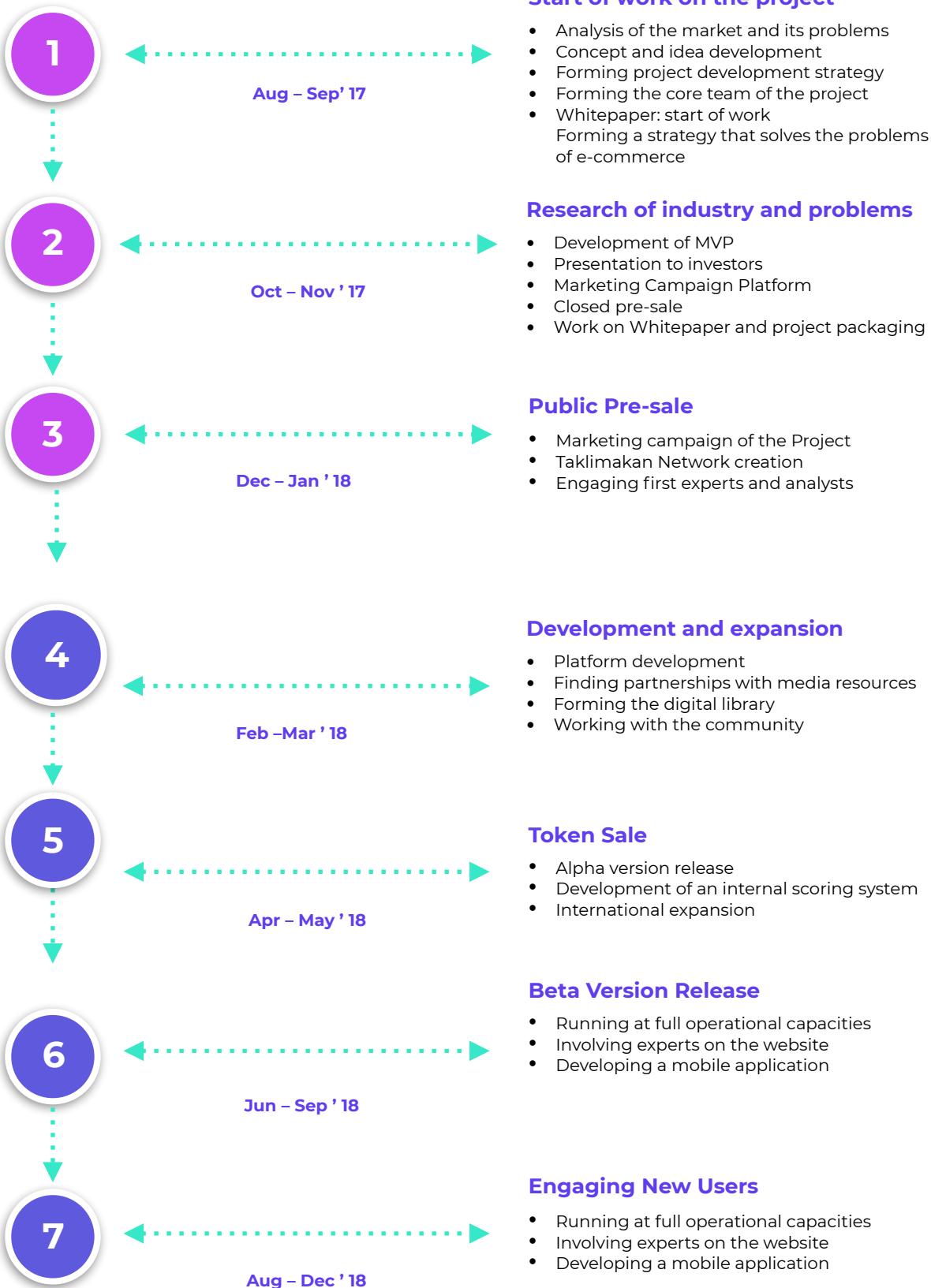
Reward System

Volume bonuses:



Project Team

An international team of professional investors, traders, analysts, marketers and blockchain developers.



Limitation of Liability

PLEASE REVIEW THIS SECTION CAREFULLY. IF YOU HAVE ANY Doubts Regarding WHAT ACTIONS YOU NEED TO take, WE RECOMMEND YOU TO refer TO LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL CONSULTANTS.

No part of this document (hereinafter referred to as "Whitepaper") can be reproduced, provided or sent without including the section "Limitation of Liability."

The sole purpose of this document is to provide information on TAKLIMAKAN NETWORK and TKLN tokens to potential token holders in connection with the potential sale of TKLN tokens. Information is provided ONLY FOR INFORMATION PURPOSES. This information may not be complete and does not imply any contractual relationship or obligation. Despite the fact that we take all measures to ensure accuracy, novelty and relevance of all the provided information, this document, as well as the materials included in it, are not professional advice or recommendation and under no circumstances mean to provide professional advice or recommendations of any kind. Moreover, TAKLIMAKAN NETWORK reserves the right to change or update this document and the information contained therein at any time without any notice. To the extent permitted by applicable law, regulations and other rules of conduct, TAKLIMAKAN NETWORK makes no warranty and assumes no responsibility for any direct or indirect loss, including but not limited to loss of contract, revenue, or profit, use, or data arising from the fact that the loss incurred was due to the accuracy, originality, correctness or completeness of the information set forth herein. Moreover, TAKLIMAKAN NETWORK does not, and is not intended to, and hereby disclaims any statement, warranty, promise, obligation of any kind and form given to any person, including but not limited to an individual or entity, or to a government or other authority concerning the accuracy, validity, completeness or novelty of the information set forth herein. Potential holders of the TKLN tokens should be consulted by the relevant independent professional advisors before taking into account or entering into any relationship / undertaking any obligations, based on the material described in this document.

This document is prepared without regard to any legislative or regulatory acts of any jurisdiction designed to protect investors and is not governed by such acts. No public authority of any jurisdiction has analyzed or approved this document for the purposes of issuing tokens in the territory of such jurisdiction or for any other purpose and the publication or distribution of this document in any jurisdiction does not automatically mean compliance with applicable laws, requirements or rules.

The potential holder of the tokens is solely responsible for establishing (at its own expense and with the assistance, if necessary, the advice of third-party legal, tax or other professional advisers) of what requirements and restrictions apply in its particular jurisdiction or its specific situation, all necessary measures to fulfill such requirements and restrictions, without transferring responsibility to TAKLIMAKAN NETWORK.

The Tokens described in this document are not offered or distributed, nor can they be resold or otherwise alienated by their owners to individuals and legal entities that: (i) have a "green card" of the United States of America, or (ii) are citizens, residents residing or registered in the United States of America (including all states and the District of Columbia), Puerto Rico, the United States Virgin Islands, any other possessions of the United States of America, as well as in Singapore, China, South Korea, or (iii) I am citizens, residents living or registered in another country or in a territory where operations with crypto-currencies are prohibited or in any way restricted. Acquired tokens can not be offered for sale, transferred, sold or otherwise alienated by their holders to the above mentioned persons. A potential token holder is himself responsible for establishing (at his own expense and with the assistance, if necessary, advice from third-party legal, tax or other professional advisors) of what requirements and limitations apply in his particular jurisdiction or his specific situation, and the adoption of all necessary measures to fulfill such requirements and restrictions, without transferring responsibility to TAKLIMAKAN NETWORK.

When creating the token described in this document, TAKLIMAKAN NETWORK did not and does not intend to create a share, bond or other security or other financial instrument or digital currency, and the TKLN-token was not registered as a security in accordance with the applicable law on securities in any jurisdiction