



MARKETC

ECOSYSTEM WHITEPAPER



Table of content

MARKETC ECOSYSTEM WHITEPAPER

1.	Introduction	1
2.	MarketC Ecosystem	1
a.	What is MarketC?	1
b.	MarketC Ecosystem	3
3.	Online Trading Market	4
a.	Hottrade	4
b.	Hottrade Platform	5
c.	Hottrade App	7
4.	MarketC.Finance	8
a.	MarketC.Finance	8
b.	Currencies on MarketC.Finance	8
c.	What makes MarketC.Finance special?	9
5.	Cryptocurrency Market	10
6.	MarketC.Trade	10
a.	Why Develop a New Crypto Exchange?	11
b.	The Market Gap	11
c.	How will MarketC.Trade Overcome These Obstacles	12
d.	Better – Faster - Stronger	12
e.	Fastest KYC Process	15
f.	Proven Customer Care	15
g.	Coin Listing Process	16
7.	MarketC.News	16
8.	MarketC Technical Structure	17
a.	Front-end	18
b.	Back-end	19
c.	Deployment, Testing and Security	20
9.	MarketC Marketing	21
10.	IEO launching	23
11.	Roadmap	25
12.	Team	26

1. INTRODUCTION

MarketC is a public blockchain solution focusing on the issues of the online Forex trading industry and resolving them with a set of protocols that provide a decentralized, low cost, transparent and secure Forex trading experience. By using CMK coin (MarketC's coin), real-time transactions, MarketC ensure to users a superior experience and great service, forex trading, binary options trading and more.

MarketC ecosystem is designed to bridge the gap between traditional online transactions and electronic money investments. MarketC will provide power for three platforms: exchanges, wallets and online transactions on derivative instruments. All three platforms will allow fiat and electronic money transactions.

Our project will create a financial management center with a seamless process, where buying, storing, exchanging and trading on both fiat and electronic money is available.

In short, investors can manage all their finances and electronic money on the same platform, with great benefits for CMK coin holders.

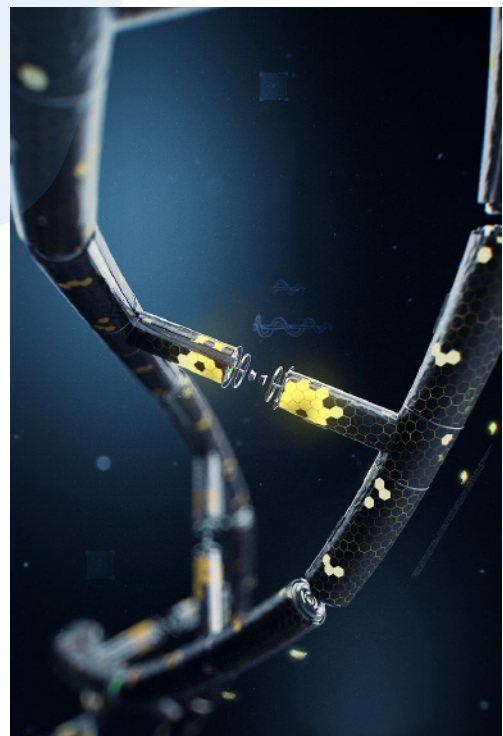
This whitepaper will describe the product, details and vision of the project and explain how we will make it a reality.

2. MARKETC ECOSYSTEM

a. What is MarketC?

MarketC is an open source project providing decentralized and safe financial solutions. MarketC is a utility coin built on X11 algorithm.

The CMK coin has three forms of utility on three platforms: the MarketC.Trade crypto exchange, the MarketC.Finance wallet and to power coin-based accounts on the Hottrade trading platform. Most prominently it will be the underlying gas to power the MarketC ecosystem.

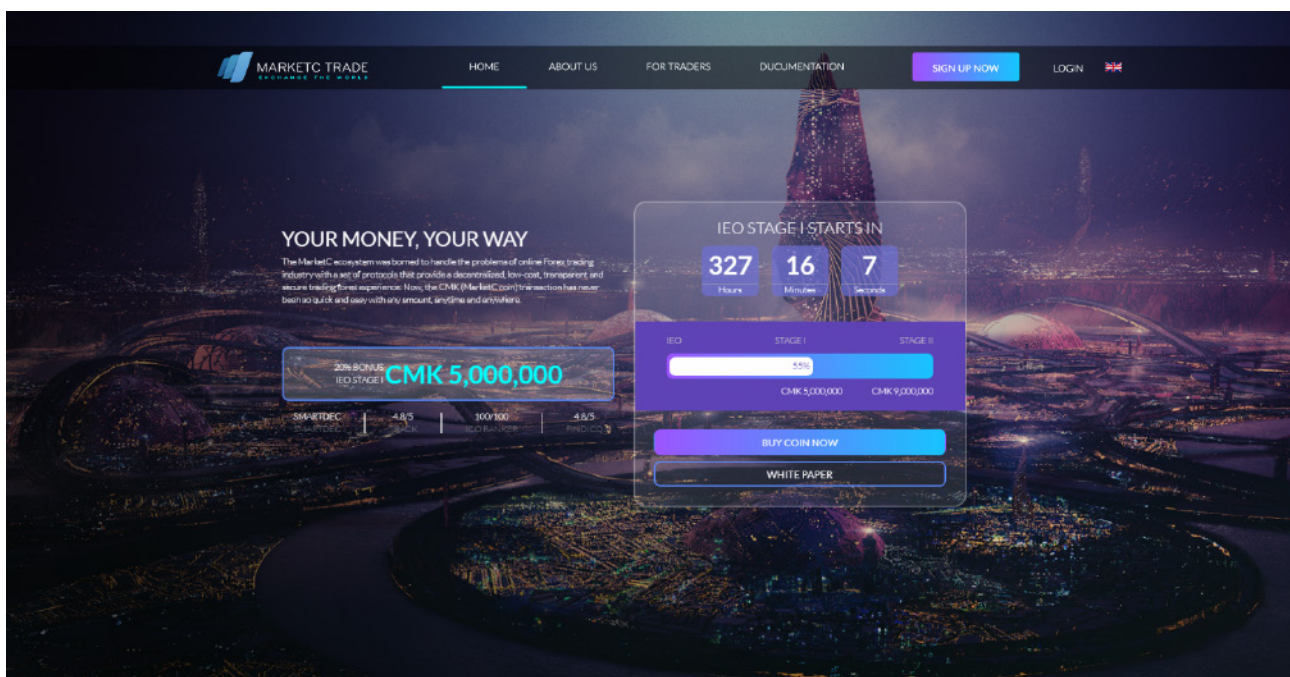


The MarketC will be listed on the MarketC.Trade exchange and it will be paired with all other currencies, cryptos and fiat. This will make the exchange to any other currency using MarketC simple.

The MarketC is a strong coin which will enable its holders to trade on the MarketC.Trade crypto exchange and use the MarketC.Finance wallet with 50% discounts on transaction fees. The coin will also offer higher profit percentages to traders on the Hottrade platform.

The coin can be used to pay for practically anything related to crypto on our platforms. A few of these functionalities are:

- Buy cryptos on MarketC.Trade or MarketC.Finance
- Open trades on coin based accounts on the Hottrade platform
- Pay fees for transactions on the MarketC.Trade exchange
- Pay fees for transactions on the MarketC.Finance wallet
- Pay online for any product or service which accepts cryptos



The MarketC will be listed on the MarketC.Trade exchange and it will be paired with all other currencies, cryptos and fiat. This will make the exchange to any other currency using MarketC simple.

The MarketC is a strong coin which will enable its holders to trade on the MarketC.Trade crypto exchange and use the MarketC.Finance wallet with 50% discounts on transaction fees. The coin will also offer higher profit percentages to traders on the Hottrade platform.

The coin can be used to pay for practically anything related to crypto on our platforms. A few of these functionalities are:

- Buy cryptos on MarketC.Trade or MarketC.Finance
- Open trades on coin based accounts on the Hottrade platform
- Pay fees for transactions on the MarketC.Trade exchange
- Pay fees for transactions on the MarketC.Finance wallet
- Pay online for any product or service which accepts cryptos

MARKETC DISCOUNT STRUCTURE

Paying commission for transactions with the MarketC comes with discounts on MarketC.Finance and MarketC.Trade. The discount amount will be reduced annually in the following manner:

	1 st year	2 nd year	3 rd year	4 th year
Discount Rate	50%	25%	10%	5%

On the 5th year the discount will be eliminated.
The years are counted based on the launch of the products.

b. MarketC Ecosystem

We are now creating an ecosystem around both crypto and fiat trading, which will act as a one-stop-shop to buy, store, sell, exchange and trade on fiat and crypto currencies. The ecosystem will be fuelled by the MarketC, built on the Dash network and designed for four platforms. The coin will have real-life value and offer the holders benefits on the Hottrade trading platform, MarketC.Finance and MarketC.Trade.

The Hottrade Trading Platform

The Hottrade trading platform offers trading on more than 100 assets including currencies, stocks, commodities and cryptos with high profit percentage on trades. The MARKETC will introduce coin-based accounts which are fully funded by cryptos but will allow trading on all asset classes. Additionally, coin-based accounts will have higher profit.

MarketC.Finance Wallet

We will build our own crypto wallet which will support more than 20 cryptocurrencies and allow instant transactions through a web, desktop and mobile app, both designed to make blockchain transactions simple. The wallet will allow fiat to crypto transactions.

MarketC.Trade Crypto Exchange

Our biggest project will be the design and creation of a new crypto exchange that the blockchain world has yet to see. We will build an exchange made for the current and future demand of the market which will continue to add pressure on platforms.

MarketC.News Portal

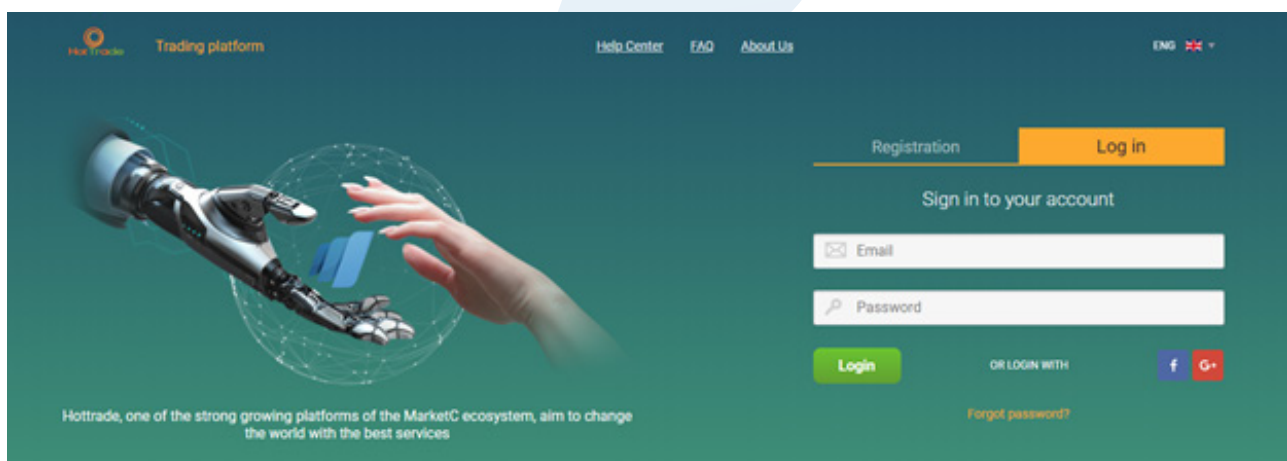
We will develop a pristine news portal which will provide reliable and continuous updates on both market and crypto news, on technical analysis and also on a large number of financial tools to ensure support for all types of investors.

3. ONLINE TRADING MARKET

The online trading market has an average of \$5.2 trillion in daily turnover making it is the biggest industry in the world. Online trading continues to excel in growth based on its technological advancements. Without the rise of the internet it would have remained a privileged investment for the rich, controlled by stock brokers who manipulated market prices and had full control on traders' orders. But at the dawn of the internet in the late 90s, trading relocated from physical trading floors to independent online platforms, which then allowed any individual to open an account within minutes, control their own trades and make profits directly from the global market with small initial investments. The rise of cryptocurrencies offered an additional set of assets which could be traded online through traditional brokers. Bitcoin, Ethereum, Litecoin and hundreds of altcoins started becoming available for online trading, therefore attracting a new wave of traders who have turned into the block chain era and are becoming more familiar with cryptocurrencies than traditional trading. After all, cryptocurrencies cannot be taken lightly; they are an economic innovation with the potential to revolutionize the economic structure and the way all financial assets operate. As an industry which has always stood at the forefront of innovation, online trading will naturally evolve as the market demands. More brokers are now accepting payments for trading accounts with cryptocurrencies, and are adding cryptos to their trading options. At Hottrade we are ahead of the crowd, integrating crypto payments and trading derivatives in cryptocurrencies on our platform. Our early experience in digital assets has enabled our management and teams to gain enough experience. We are now ready to make our platform match present demands of the market and be ahead of future demands as the market inevitably grows.

a. Hottrade

Hottrade has been a leading broker in online trading for years. Our success has been achieved by a strong team of professionals who have excelled in the development of the platform, the marketing which has turned the company into a global giant, the support of millions of clients around the clock and the overall management of such a large institution.



Our confidence and hard work has resulted in a unique award-winning platform with close to 6 million registered accounts from more than 100 countries and featured in more than 5 languages. Our operations have resulted in having more than 100 employees with offices in six different countries: Singapore, Thailand, Russia, Germany, Australia.

The Hottrade platform has won the Best Trading Platform Award. The platform is available in many formats including Web, Windows, MacOS, iOS, Android and PWA.

From the very beginning we believed in the power of crypto and so have designed a platform which accepts crypto payments and offers trading on Bitcoin, Ethereum, Litecoin and more than a dozen altcoins, therefore making us one of the first brokers to put cryptocurrencies at the forefront of trading.

The platform offers more than 100 assets to trade, including the world's most precious commodities; gold and oil, the biggest stocks like McDonald's and Coca-Cola, and the most liquid currencies including majors, minors and exotics. Hottrade continues to be a leading global brand for online trading with millions of traders.

The creators of Hottrade and the team who lead it to success are going to design and work on the MarketC ecosystem and all its platforms.

b. Hottrade Platform

The Hottrade platform was developed and implemented in-house, providing a webbased platform, as well as a desktop and mobile application. It supports more than 100 trading assets which include currencies, commodities such as gold and oil, stocks and of course cryptocurrencies.



The award-winning platform has built-in trading tools, video tutorials, social tradings and supports more than 30 funding methods including Bitcoin payments. User experience was of utmost importance in its design, which is why all functionalities are simple and understandable even to the least experienced trader. The platform is also equipped with all the features required for experienced investors.

Multilingual support is available around the clock and withdrawals are among the fastest in the market thanks to our professional team who is prepared to operate smoothly even through the busiest times.

Coin-Based Accounts

The Hottrade platform will advance to offer coin based accounts lead by the use of our very own MarketC.

Currently, online trading is an advanced version of currency exchange which has existed since the beginning of the economic system Through online platforms traders have access to control their trades, enjoy much faster execution and full transparency Today we are moving to an even more advanced version of trading; block chain.

Coin-based accounts can be opened using the MarketC and will offer the benefits of block-chain transactions with instant deposits and withdrawals.

Hottrade traders will always have access to traditional trading accounts but the option to trade on coin based accounts will offer extra benefits:

- Higher profit percentages
- Instant deposits and withdrawals
- Much higher speed of execution

Coin based accounts will allow trading on any of our 100+ assets including currency pairs, commodities, metals, stocks and cryptocurrencies. Altcoins have always been an important part of the Hottrade platform and we already accepted payments through cryptos on our traditional online trading accounts. Now, our traders can own the MarketC and enjoy a fully immersed block chain experience with our coin based accounts.

Payments on the Hottrade Platform

The Hottrade platform offers 7 base currencies with which accounts can be opened. Other currencies are accepted for payments but will have to be transferred to one of the base currencies in order to be used on a trading account The base currencies are subject to change when we deem it more effective and helpful for our traders.

The current base currencies on the Hottrade platform are:

- **USD** - US dollar
- **CNY** - Chinese Yuan
- **IDR** - Indonesian Rupiah
- **INR** - Indian Rupee
- **THB** - Thai Baht
- **KRW** - South Korean Won
- **VND** - Vietnamese Dong

The MarketC will become the base currency for coin-based accounts. When using the MarketC accounts can be opened purely with crypto and be used to trade derivatives on currencies, commodities, stocks and other cryptos.

Evolution of the Hottrade Platform

The MarketC platform has been offering exceptional conditions for online traders, including trading derivatives on cryptocurrencies. More than 7 million traders have chosen MarketC as their trusted platform, and now with the platform's evolution, traders can own the MarketC to trade on coin-based accounts and receive special benefits on the platforms.

The Hottrade platform will offer traditional online trading on more than 100 assets. In this case traditional trading means opening an account with one of the fiat base currencies and using fiat to trade on other assets.

At the same time the platform will offer coin-based accounts using the MarketC. Coin based accounts can be opened with the MarketC and the MarketC can be used to trade derivatives on the same 100+ assets which are offered on the platform.

c. Hottrade App

The Hottrade trading platform is a web, desktop and mobile app. Our app was built inhouse in native iOS and Android and has been the primary choice for our traders. Knowing that we live in a time where apps are at the forefront of any company, we have made sure that our app was designed to support all the features and allow a full rounded trading experience. This includes the, opening, adjusting and closing of positions, account history and details, deposit and withdrawal methods and all types of charts, indicators and trading tools.

As the platform advances so does the app. All the functionalities which will be applied to the existing Hottrade platform, including coin-based-accounts, will be upgraded in the app. Existing and new traders can perform all their trading through the app.

4. MARKETC.FINANCE

MarketC.Finance is a crypto-fiat online wallet designed to integrate the shift between traditional online investments and the block chain revolution.

- **Crypto Investors**

The financial world has been experiencing a shift from traditional bank accounts to crypto wallets. That is of course due to the increasing use of cryptocurrencies. Cryptocurrencies however do not eliminate the need and use of fiat currencies.

- **Fiat Investors**

Investors who want to buy cryptos for the first time need to invest in one of the big digital currencies such as Bitcoin or Ethereum first, and buy another altcoin using their BTC or ETH. This makes the process lengthy, expensive and complicated for a newcomer to crypto.

- **Crypto and Fiat Investors**

Investors who choose to use both fiat and cryptos need two separate wallets to manage their finances.

a. MarketC.Finance

MarketC.Finance is an online wallet which will be designed with an easy and user-friendly interface, offering both fiat and cryptocurrency management and making blockchain transactions simple. Furthermore, the MarketC wallet will allow investors to buy cryptocurrencies using fiat currencies and withdraw cryptocurrencies into fiat currencies. Holders of the CMK coin can use the coin to pay 50% lower commissions on transaction fees. The wallet can be used to store more than 20 cryptocurrencies (Bitcoin, Ethereum, Litecoin, MarketC and more) which can be used to make payments anywhere online for any products, services or investments. At the same time investors who choose to open accounts on multiple MarketC platforms will only need one set of credentials for ease of use.

The MarketC.Finance wallet will be used to buy, store, exchange and pay with both crypto and fiat currencies. The wallet will not be crypto-to-crypto and fiat-to-fiat based. All currencies, both fiat and digital, will be interchangeable making all financial transactions easy and seamless.

MarketC.Finance is a valuable wallet which can be used by fiat investors, crypto investors and anyone who uses both or would like to transition from one to the other.

b. Currencies on MarketC.Finance

In the beginning the wallet will support 20 cryptocurrencies and a large number of fiat currencies. The cryptocurrencies will be carefully selected based on currency liquidity and demand to ensure that all the cryptos on MarketC.Finance are highly active and valuable to users of the wallet. In the future, based on market needs, we could expand the number of currencies the wallet supports.

c.What makes MarketC.Finance special?

MarketC.Finance is designed to make blockchain transactions easy for everyone. Cryptocurrencies are leading the future and everyone wants access even though many parts of the process can be confusing for inexperienced investors - after all it is a new technology and most investors are indeed inexperienced. MarketC.Finance will be an easy platform where all functionalities and payments are clarified and made simple.

MarketC.Finance will be a financial hub where investors can manage all their crypto and fiat finances. MarketC.Finance will offer the following uses:

- Buy cryptocurrencies with fiat currencies
- Withdraw fiat from cryptocurrencies
- Buy fiat and cryptocurrencies
- Store fiat and cryptocurrencies
- Make payments with fiat and cryptocurrencies
- Exchange fiat and cryptocurrencies
- Pay 50% less commission with MarketC

Additionally, we will prepare vidCMK tutorials explaining all the processes to ensure that all our investors are fully comfortable with making secure and fast blockchain transactions.

MarketC.Finance App

Most crypto wallets are web-based whereas the CMK wallet will be one of the few designed as a mobile app too, so users can have access to their cryptocurrencies wherever they are. iOS and Android apps will feature all functionalities of the wallet including live market rates, buying, selling and withdrawing.



5. CRYPTOCURRENCY MARKET

No one can argue against the strength of the existing Cryptomarket. At the time of writing the article the market cap was valued at 296 billion dollars.

Cryptocurrencies challenge existing economic structures, and allow instant transactions without the interference of any third parties like banks or governments. The largest cryptocurrency is still the very first one, Bitcoin. Its value had spiked to \$20,000 in 2017 and during the first couple of months of 2018 it has been fluctuating around \$10,000.

Considering the magnitude of cryptocurrencies, crypto exchanges have risen accordingly. Once, these cryptos go into the market they become tradable on an exchange a lot like traditional exchanges for fiat currencies and other assets.

Demand for this market is high, some crypto exchanges have hit more than a billion dollars in daily turnover over a couple of months. This proves how a young market is climbing the financial ladder much faster than any of its predecessors.

6. MARKETC.TRADE

The MarketC.Trade Crypto Exchange will redefine crypto trading. Might sound too ambitious but this is the only reason we decided to introduce a new crypto exchange to a market which is flooded by malfunctioning exchange platforms that are lagging the evolution of crypto trading.

Our exchange will provide a much better and user-friendly interface with advanced graphs. A much faster service which will never delay orders or withdrawals. A much stronger engine which can handle existing and future market demand without faltering. The platform will be designed by an experienced development team, which has already developed the successful Hottrade platform, and who understands the product and the industry.

Our team has already developed a solid plan and an architecture based on which MarketC.Trade will be built in order to be the robust platform we promise. MarketC.Trade will be a powerful crypto exchange which is merged in a crypto-fiat ecosystem and surrounded by multiple platforms including a trading platform, a wallet and an advanced news portal.

Given all the above, we are confident that MarketC.Trade will stand out among its peers in both the crypto and finance world.

MarketC.Trade App

The MarketC.Trade crypto exchange will be designed as a native app for iOS and Android.

The MarketC.Trade app will include all functionalities of the platform in a user-friendly app downloadable on all devices. This includes full charting options optimized for the app Market watch. Buying and selling fiat and crypto currencies. Deposits and withdrawals. Customer service. And all other functionalities.

We have taken into consideration the fact that a large percentage of our users will come through the mobile app and hence we have built the app to equally withstand large numbers of active users as the web platform.

a. Why Develop a New Crypto Exchange?

Crypto trading is a much bigger financial evolution than the public has fathomed so far. We know that because we have witnessed the previous financial revolution at the dawn of the internet when online trading emerged. It took years until the world realized that online trading was no longer the 'next big thing' but it had already become the biggest industry in the world. While everyone keeps calling cryptos the next big thing, we are preparing for this industry to be the current biggest thing with the biggest market in the world. How is this relevant? This means we are building an exchange designed for the existing vast market and all its demands.

With Hottrade we provided traders with a strong, user-friendly, fully equipped platform to help them succeed. Now, we can see investors being let down by their Crypto Exchanges simply because they were not built to handle this market. We are working hard to create the MarketC.Trade exchange to offer every investor around the globe the reliable exchange they need and deserve to manage their crypto trading without any worries. MarketC.Trade will allow investors to rely on a crypto exchange the same way online traders can rely on their trading platforms.

b. The Market Gap

The market is that big that there are over 200 crypto exchanges online at the time of writing this article, yet demand is still exceeding supply. A large number of crypto exchanges were nowhere near prepared for the magnitude of the market, even the biggest exchanges out there have faced big problems because of the amount of users.

According to the Financial Times article, released on the 8th of February 2018, the biggest crypto exchange currently on the market had to close down due to the large volume of users. The company stated "Due to a significant increase in users and trading activity, we will need to extend the system upgrade. Withdrawals and trading during this period will remain suspended".

Current exchanges on the market are clearly struggling to address the exponentially increasing demand from investors. This is due to extensive pressure from users on the platform, with delays being prominent for account opening and withdrawals, due to strict Know Your Customer (KYC) and Anti-Money Laundering (AML) systems which have to be implemented on exchanges. KYC and AML procedures are important to maintain the security of accounts and works for the customers and not against them. Failing to segregate fraudulent accounts from legitimate users could lead to an unreliable trading environment. This however means that each user application must be manually approved and verified, which requires significant effort from employees of the exchange.

Up to 100,000 users have been added to an exchange in one day. Using this example adds up to an average of hundreds of thousands of account approvals per month. This takes up a large amount of employee hours and the numbers are continuously growing. This is making it very difficult for existing exchanges to keep up and maintain a steady and reasonable registration and withdrawal time and near impossible for newcomers to keep up.

c. How will MarketC.Trade Overcome These Obstacles

When we developed and launched Hottrade we dealt with an overwhelming number of new users, which quickly taught us that our customer support is like an elastic band which should always be ready to easily expand based on supply and demand and always fit customer needs like a glove. That is why the Hottrade client care team is made up of more than 30 individuals in six different countries covering more than 15 languages.

With the upcoming crypto exchange we are ready to double, triple, and expand the team to any size necessary to ensure quality is balanced with quantity.

Meanwhile, our development team has also observed existing exchanges and the challenges they face. The team has learnt from our predecessors' mistakes and has already built a solid plan to create a much stronger platform. Our experience has prepared us to take on this challenge and succeed.

d. Better – Faster – Stronger

Better

The definition of 'better' is more desirable, satisfactory, or effective. We plan to be more of all three. This is a big statement to make considering the market already has highly successful crypto exchanges; however, 'better' comes from acknowledging an existing state of being and deciding to add onto it.

We acknowledge existing crypto exchanges and the benefits they offer investors; we just don't think it's enough. MarketC.Trade will be a web, desktop and mobile app designed for easy and user-friendly transactions in both crypto and fiat currencies powered by the MarketC.

We have learnt from our predecessors' mistakes and have combined the knowledge, along with our experience in designing and developing the Hottrade platform - which has led to a list of pros and cons, to continue to build on making our platform superior to existing platforms and better than anything we have ever built before.

Special Benefits with MarketC

Paying commission on transaction fees with the MarketC costs 50% less. In addition, the MarketC will be highly supported by its increased use on the exchange.

- **Access to New Altcoins:**

New altcoins can be listed on MarketC.Trade after a scanning process which will determine their authenticity, security and potential in the market, as well as through a voting process.

- **Access to the Best Altcoins:**

: Investors will discover only the best of the newest altcoins on MarketC.Trade. While we will encourage new altcoins to be listed on our platform, we will ensure they are liquid, active and have potential.

- **High Liquidity:**

We will progress to become an exchange with one of the largest volumes in the world, where buyers and sellers can make fast transactions at market price.

- **Airdrops:**

We will reward our investors with airdrops and extra free MarketC.

- **More Currency Options:**

We plan on integrating a large number of both fiat and cryptos and will continue increasing this number based on market demand to offer the biggest exchange options.

- **Affiliate Program:**

We will launch an affiliate program on the platform which will allow affiliates to benefit from referring new users to MarketC.Trade.

Faster

Speed is an important factor for investors. Speed in everything related to their investments; registering, getting approved, placing orders, support, withdrawal and everything in between. One second for an investor is measured differently than in the real world. Every delay is a potential expense. MarketC.Trade will cover all investor needs by ensuring all parts of the process are as swift as possible.

- **Fast KYC Process:**

The KYC process which can take up to 1 week on most existing crypto exchanges will require a much shorter time frame with MarketC.Trade.

- **Fast Withdrawal Process:**

Withdrawals are delayed in most existing crypto exchanges as they pending approval. We will offer the fastest withdrawal process among crypto exchanges thanks to a large and experienced team we have onboard.

- **Seamless Interface:**

Lagging, delays on chart data and notifications, freezing screen, slow functionality or any such problems are already addressed in the development and will continue being monitored to ensure their complete elimination.

- **No Delay in Orders:**

We are building the architecture of our system adhering to the principal of unlimited horizontal scaling which means we can adjust the amount of hardware required as the number of users expands, therefore ensuring that orders are always made on time.



Stronger

A crypto exchange requires strong technical back up to handle hundreds of thousands of users per day and millions of active users at a time. It's a challenging web operation which requires a powerful dedicated server cluster and constant maintenance to make the platform scalable for hundreds of millions of users. This doesn't just include registrations but also ongoing use of the website and constant transactions of all types.

The platform has to be built right from the start in an efficient and practical manner, which allows it to handle the pressure but also have a manageability system which is easy to operate, maintain and update. This way any potential problems will be easy to diagnose and fix before they affect users.

MarketC.Trade will be the strongest crypto exchange based on an efficient and practical platform which will ensure the highest quality of trading.

- **Availability:**

The website and platform will always be available, regardless of how many users are simultaneously registering or making transactions. We do not claim to know the future, but we do know that technology only fails those who fail to prepare.

- **Performance:**

The platform will be completely scaled which means its behavior is maintained as the load increases. This is achieved by network and server utilization.

- **Reliability:**

The platform will always be reliable for users. This doesn't only include availability but also trusting that when information is stored in the system it will be there for them to access again without any glitches.

- **Latency:**

The platform will have ultra-low latency thanks to a strong hardware and software architecture which will ensure users never face glitches or freezing, which could affect their experience and most importantly transactions.

- **Back-end support:**

Back-end processing needs to be performed to create the contents of the page and process requests of users. Back-end has to always be supported to keep up with user demand.

- **Cost:**

Ensuring a platform of this magnitude achieves the above includes big costs for development, operation, maintenance, adding more servers in the future and more. We have predicted the expenses and added a flexible increase for the expected expansions we will have to make as the platform grows.

e. Fastest KYC Process

KYC (Know Your Client) is a standard security procedure of identifying and verifying the identity of clients. In this process companies filter their customers to ensure there is no fraud on their platforms. The MarketC.Trade crypto exchange will require a KYC process to maintain a safe environment for all investors.

Current crypto exchanges are facing criticism for their lengthy KYC process which delays investors from accessing the platform, and withdrawing their money. Due to overwhelming demand some clients have had to wait up to a week to get verified. In traditional online trading platforms the process does not require more than 48 business hours.

The KYC process is manual and in order for it to be secure, details have to be checked by a real person rather than an automated program. Logically this makes it a lengthy process when hundreds or thousands of documents are pouring in on a daily basis. Any ill-prepared project would struggle under such pressure.

MarketC Trade will promise the fastest KYC procedure by eliminating all and any delays for investors. The crypto world is rapidly expanding and should offer the same benefits as online trading and cease to keep clients waiting a week or even several days for their documents to be checked.

How will MarketC.Trade achieve this timing when some of the biggest crypto exchanges can't? It is simple. We will expand our team as much as needed to ensure all areas are covered and there is enough manpower to support manual work.

Most crypto exchanges surfaced on the crypto market without any previous experience in client care. They jumped on the bandwagon and in some cases succeeded. Our team has years of experience in supporting Hottrade clients and going through millions of KYC documents. We understand the process because we deal with it on a daily basis and we know exactly how to level out supply with demand. The MarketC.Trade exchange will offer processes which match and exceed traditional trading platforms, making investments in crypto as seamless as any other investment.

f. Proven Customer Care

Support is one of the most vital departments in any company, even more so in an exchange where the KYC process delays registrations and withdrawals. Most crypto exchanges currently on the market emerged out of an ICO which means their support teams were built for the specific projects and were thrown into the deep end as soon as the platform was launched. They have had no experience in dealing with millions of clients on a daily basis. When the concept of the MarketC project came about, we consulted with our team to ensure they have enough resources to support large numbers of new clients.

The existing team has been prepared and organized to manage all aspects of support and ensure a fast KYC and withdrawal process. Most importantly a strategy has been put in place to allow the expansion of the team in a very short time. This way we will always keep up with client demand and offer high quality services.

g. Coin Listing Process

We want to create an exchange which offers a large variety of crypto and fiat currencies while maintaining a highly active trading volume.

We will set requirements for accepting new altcoins to ensure we keep our exchange liquid.

Applicants must go through a verification process to identify the creators of the coin and the authenticity of the project. Applicants must also go through a due diligence process for a comprehensive appraisal of the business to establish a clear understanding of its assets and liabilities and evaluate its potential. Every established and new coin can submit an application to be listed on MarketC.Trade.

Additionally, we will include the crypto community in the selection of new altcoins to be added to the exchange. This will happen through a voting process during which existing members of the exchange can vote using their MarketC.

7. MARKETC.NEWS

MarketC.News is a platform we will develop to provide news for the trading community. The news portal will be pumped with up-to-date market news, analysis, streaming quotes and charts, technical data and financial tools to keep investors updated about the global financial markets.

The platform will not be bound to crypto or fiat but much like the concept of our whole ecosystem, it will help all types of investors and give them a portal to the markets to reinforce their trading and investments.

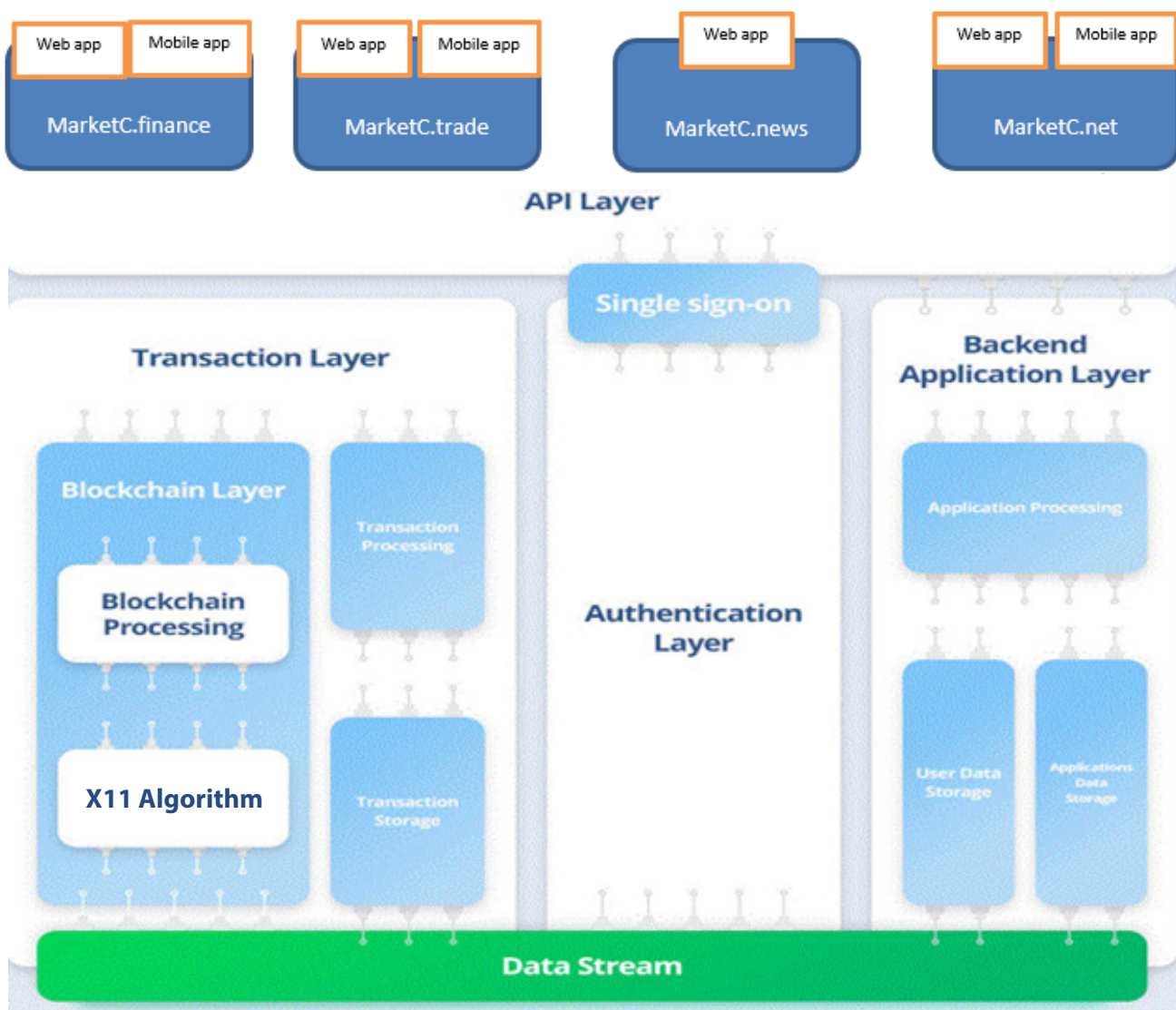
MarketC.News will be available for viewers from across the globe with no charge or the need to be associated with the MARKETC ecosystem. It will be an open news source with the purpose of helping investors make better trading decisions.

In the future we will include more languages to make it easier for international audiences to follow up the news.

As a one-stop-shop the MarketC ecosystem will benefit from a powerful financial tool which will grow to become one of the most trusted sources of market news in the world.

8. MARKETC TECHNICAL STRUCTURE

We use a huge variety of technologies. The main goal for us is to be secure and fast. We don't rely on white labels and outsourcing. Everything is built in-house so we are prepared to make this project happen.



THE MARKETC ECOSYSTEM CONSISTS OF SEVERAL LAYERS:

a. Front-end

The core approach of building client-side implementation of the platform is a single page application (SPA technology). This ensures several aspects of the project including the following:

- **Fast loading:**

Application loads fast, even on a poor 2G internet connection.

- **GPU rendering:**

Our web application uses WebGL technology for drawing charts, it works very fast and reduces the CPU load, makes our interface responsive, user experience more fluent.

- **Reactive interface:**

We care about great user experience, no more waiting for loading pages.

- **Offline first:**

Applications can run without internet; you can access your data when you offline.

- **Cutting Edge Technologies:**

In our development we use cutting edge technologies such as; WebGL, WebSocket, Webpack and TypeScript. Our web applications use high performance modern stack of technologies, patterns and libraries. That gives the best experience to our customers and ease of fast production to our web development team. The heart of all of our web applications is Facebook's React framework.

- **WebGL:**

WebGL is a Javascript API for direct communication with graphics processing units. This graphics library allows us to take maximum control over 2D and 3D rendering to get fast responsive user interface, which determinants fluent user experience.

- **WebSocket:**

To ensure a reliable high-speed full-duplex communication channel between the service and clients, WebSocket is used to guarantee the delivery of messages, to ensure minimum access time, customers choose the fastest access point from the geographically distributed pool. Thus each client is guaranteed to be connected to the most optimal access point in terms of the speed and quality of the channel. The WebSocket protocol was standardized by the IETF as RFC 6455 in 2011, and the WebSocket API in Web IDL is being standardized by the W3C.

- **React:**

We use React library which helps us implement the View part of MVC pattern (Model View Controller). React allows us to create large web-applications that use data and can change over time without reloading the page. It aims primarily to provide speed, simplicity, and scalability.

- **Obfuscation Algorithms:**

Helps us to keep code confidence, and protect code from compromise. It enables the detection and removal of code injections, Man-In-The-Browser (MITB) attacks, DOMtampering and data exfiltration on the client-side in real-time.

- **Mobile Applications:**

We use the most progressive technologies for building our mobile applications:

- OpenGL and asynchronous GPU rendering for smoother user experience
- Kotlin on Android and Swift/ObjC on iOS
- Code sharing via writing some parts of our apps in C++
- Realm mobile database
- Asynchronous interface via Texture for achieving superior performance
- For several applications we use React Native framework, where fast variability of code is vitally important.

b. Back-end

The system is designed for high load and international audiences, and also requires rapid response and continuity in the operation of services, so we strictly follow several basic architectural principles. The basis is a micro-service architecture, which allows to improve and update key nodes of the system without loss of the provided service. The system is designed with the possibility of unlimited horizontal scaling to avoid indeterminable bottlenecks. We use a geographically distributed network of front-end nodes for the fastest possible delivery of content to users anywhere in the world. We stick to the asynchronous model of interaction between client applications and servers. This allows to achieve high performance and responsiveness of communication channels.

- For data storages we use both relational databases and NoSQL solutions, like PostgreSQL, Redis, Couchbase, Elasticsearch. We use Hadoop Framework for Big Data, and processes it through machine learning based on neural networks.
- Backend implementation is based on a set of solutions: Python, Go, NodeJS, Java and C++ in sensitive places.
- Blockchain layer is serviced by Geth and Parity.
- The basic mathematical algorithms are realized on the basis of modern highly effective mathematical frameworks and libraries, such as TALib, NumPy, Pandas, SciPy, scikit-learn.

Most of the calculations are performed in concurrency mode to increase the calculated system capacity, including on many servers (within a cluster consisting of several servers). Architecture is initially designed to take into account further expansion. All bottlenecks are organized with the possibility of parallel execution on multiple servers. That is what helps us to organise horizontal scaling.

c. Deployment, Testing and Security

We use a set of DevOps practices, aimed at actively interacting developers with IT specialists and the mutual integration of their work processes into each other. It is based on the practices of world leaders in software development.

Our team has successful extensive international experience in ensuring the quality of software products. We have a strong competence in secure storing user data and financial information.

The platform testing takes place at expert level and corresponds to ISO/IEC TR 19759: 2005.

The testing process includes:

- functional testing
- system testing
- performance testing
- regression testing
- security testing
- localization and usability testing
- automatic and unit testing

Our data centers have Tier III (availability of 99,982%) and Tier IV (99.995% availability) certification. Timely and fast software updates to exclude the possibility of exploiting vulnerabilities, including 0-day vulnerabilities.

Our goal is to eliminate the human factor as much as possible and use automatic monitoring systems. We use trained neural networks to detect deviant behavior of systems, including services, processes, and user activity. But we also have security monitoring personnel, who works along with automatic monitoring systems.

To ensure security, all servers use full data encryption compatible with AES FIPS PUB 197 HTTP/2: We use the most advanced http protocols to increase speed, availability and security.

For API layer we use HTTP Secure through TLS connections only. This means that all data transferred between client-side applications and servers is encrypted. We also use web socket with binary data, to avoid man-in-the-middle vulnerability.

Geographically distributed CI system, ensuring the timeliness, security and integrity of deployment of the developed software.

We obfuscate core client-side scripts to reduce potential attacks to client applications and to keep internal user data processing secret and secure.

Two factor Authentication helps us make our applications more secure.

9. MARKETC MARKETING

Marketing a product always derives from its sellability potential and the gap it fills in the market, if there is one. A product must offer value and fulfill a need or desire in consumers. An existing market makes targeting much easier. Our marketing efforts are covered from all sides.

Market Gap

The market is not lacking trading platforms, wallets, crypto exchanges or coins, we know that. What the market does not have is a series of all four in a connected ecosystem where both fiat and cryptocurrencies are interchangeable and can be managed, transferred, exchanged, bought, saved and traded using the same coin.

Consumer Need

Traders who want to switch from fiat to crypto need a platform through which they can do it when they still do not own any cryptocurrencies, and have no experience in doing so MarketC.Finance will offer direct access to buy cryptocurrencies with fiat.

Consumer Desire

Traders who manage both crypto and fiat in most cases do it on separate platforms. With our ecosystem they will no longer need separate wallets. They will be able to use our platforms to manage all their finances seamlessly.

Existing Market

Traditional online trading has the largest market in the world. In 2016 it was officially announced that the industry makes an average of \$5.2 trillion in daily turnover. This number has been consistently growing over the past three years. Online trading is a tool for the largest financial institutions including central banks like Deutsche Bank which provides 21% of market liquidity. On the 11th April of 2018 coinMarketCap.com reported a market cap of \$270 billion in the cryptocurrency market.

Marketing Strategy

Based on sellability factors and our target audience we will market the MarketC ecosystem to investors and traders in both online trading and crypto investments.

We will utilize all marketing channels, both organic and paid.

Our community managers will expand our organic reach within the crypto community, starting with existing Hottrade traders who have already trusted our company and experienced our superior and extensive services which have never failed them. We will inform the community about our work through Telegram, Medium, Bitcointalk, Facebook, Twitter and Reddit to begin with. We will use these platforms to communicate with traders and investors allowing our client care to help interested parties understand our ecosystem and its products.

Our marketing team will take over the creative development of the brand which will determine our positioning in the market. Through digital marketing we will push the ecosystem internationally with well-crafted, consistent messages directed at the right audience. Relationship marketing and PR will reinforce organic marketing.

Affiliate Program

Hottrade runs a successful affiliate program which has attracted more than 8730 affiliates so far. The program is designed to invite anyone from across the globe to sign up at no cost and make profits for every investment made from their referrals.

The affiliate program helps in spreading the word about the brand through thousands of people, each of which will promote the brand to thousands more people rapidly expanding the circle. This has worked successfully for Hottrade. We will run similar affiliate programs for both MarketC.Trade and MarketC.Finance encouraging investors to attract new clients and get rewarded for it.

The program will support affiliates with promotional and marketing material as well as customer support. All affiliates will have accurate tracking of their referrals. Affiliates will be rewarded from direct clients and clients of their sub affiliates. Rewards will be CPA based.

A Strong Marketing Team

Our marketing team is made up of handpicked specialists and experienced individuals who single handedly led Hottrade to global success. We confidently state that our marketing team can compete with any global marketing agency in all aspects of marketing.

The team covers all areas of digital and direct marketing allowing us to control everything in-house ensuring brand quality, clarity and accuracy of the messages we send through carefully managed high quality brand and community management.

Our marketing team consists of several well organized segments. The segments are divided by focused tasks but united in one big open-plan department as one team. The team has already proven its success with the Hottrade platform.

Below is a simplified version of how the segments of our marketing team work.

Digital Marketing

We have a highly capable group of marketers who have mastered the beast known as digital marketing. Online digital marketing enables us to have global reach and target the right audience. It requires creative, technical and analytical skills wrapped with marketing intelligence. Our Google, Facebook, media buying, analytics, SEO, campaign, and BI experts are masters at their profession and have developed their abilities around the Hottrade platform magnifying the results of their work.

Creative Development

Our creative team is responsible for every audio-visual aspect of the brand. Creative development has expanded a lot in the last couple of years and marketing has become highly immersed in video and visual production. In order to keep up with today's marketing demands, the creative team has to be artistic, corporate, and highly technical. Luckily we have gathered a group of individuals who are young and creative but also aware of corporate needs and branding. Graphic design, video production, video editing, motion graphics, art direction and content writing collaborate to deliver the brand of MarketC.

Relationship Marketing

Our relationship marketing team is a savvy and well connected one. Relationship marketing smoothly builds a bridge between marketing and customer care ensuring branding and brand quality is translated in every form of direct or digital marketing. Under the umbrella of relationship marketing we include inbound marketing, social media, public relations and brand awareness. Our community and social media managers, email specialists, and public relations MarketC officers maintained the Hottrade brand for years and they are onboard the MarketC project to do the same.

Helping Investors

Strong marketing does not only work in the best interest of the company but also in the best interest of investors. When MarketC has a strong marketing team, every MarketC holder is backed by the same team which is working hard to maintain and increase the success of the MarketC ecosystem and coin. And that works in the best interest of everyone who is part this community.

Marketing is important for any successful business. It helps introduce a product or service to the market but also to continue promoting it to any potential customers. Successful campaigns keep investing in marketing and we will do the same for the MarketC ecosystem. We intend to become the most successful in every section of our ecosystem, and build a new community of investors who are looking for a place to manage their finances both fiat and crypto in one place. Our marketing will boost our name, reputation, sales and overall value.

Our marketing team has your back.

10. IEO LAUNCHING

CMK is the utility coin that will also act as a currency in our MarketC ecosystem. It will be used to make payments, access to loyalty rewards and betting functions on our platform.

- Type: PoW/PoS hybrid blockchain
- PoW algorithm: X11
- Block time: 120 seconds
- Max supply: 50,000,000 CMK
- Decimal: 8

Schedule to open sale

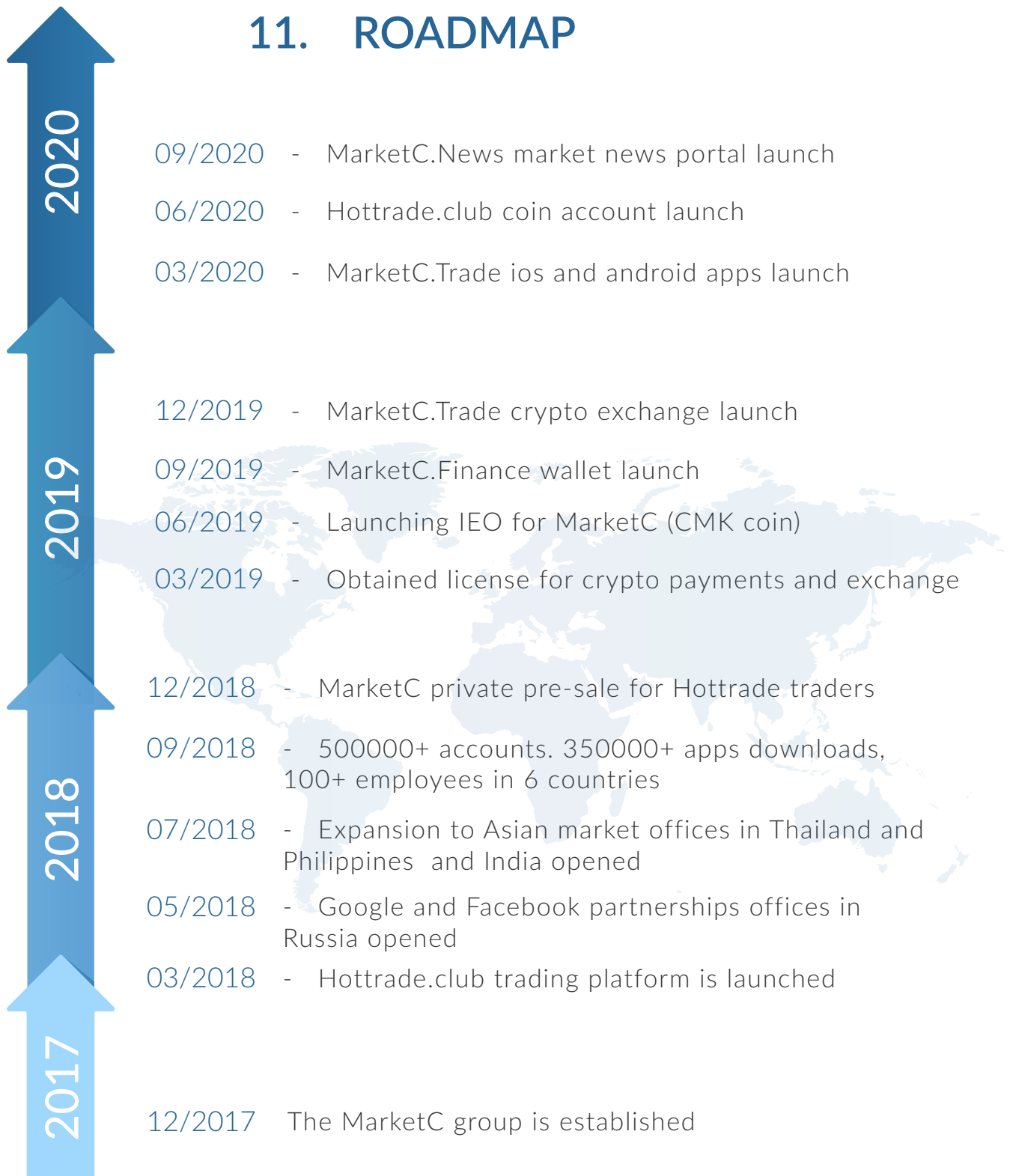
Total emission: 12.600.000 CMK

For IEO Sale: 9.000.000 CMK (71.5% of total emission)

MarketC team manage: 3.600.000 CMK (28.5% of total emission)

	IEO – Stage 1	IEO - Stage 2
Opening Time	24th June, 2019	15th July, 2019
Duration	1 week	1 week
Allocation	55.56%	44,44%
Token	5.000.000 CMK	4.000.000 CMK
Price (CMK/USD)	0.3	0.39
Discount (%)	20%	15%
Softcap (USD)	1.200.000	1.326.000

11. ROADMAP



12. TEAM

The MarketC team is made up of more than 50 dedicated professionals with experience in the industry and with each other. The same team worked on the highly successful Hottrade platform and are now developing the MarketC ecosystem. Their proven commitment and measurable results are a testament to the effect they will have on our new products and the ecosystem as a whole.



ABNER SMITH
CEO AND CO-FOUNDER OF MARKETC PROJECT

He is founder of OSP software solutions, working through a worldwide network of distributors, provide mobile data capture products which can be used in supply chain management, stock inventory control, ticketing, data management, biometric scanning. He is also an engineer at EYF group – developed and integrated payment system for client for 2 years.



AMBROSE BARTLETT
CO-FOUNDER AND PRESIDENT

He is financial advisor of ICB Bank, financial analyst investment banking; CEO of Green Sky Media, which is a multimedia advertising company, provide panel construction, television advertising magazines, conferences gratitude customers, complete business procedures.



BARON WILLIAMS
CO-FOUNDER AND CFO

An iOS developer at Techkid company programming learning application for children. He is founder odd MyLocationFood application, invest in financial corporations. Baron graduated from University of Manchester MBA, specializing in technology and finance. He has work with many clients in fintech, blockchain, cyber security space.



DAVID LUCIO
CLOUD COMPUTING ADVISOR

David is a startup founder, a growth hacker, with more than 10 years of experience. His software company is currently helped hundreds of businesses in Germany, Australia and Switzerland achieve exponential growth.



KYLE ZVEREV
FINANCIAL ADVISOR

A resourceful financial professional with more than 7 years experience in financial management, telecommunications, software/multimedia, public accounting for a variety of public and closely held companies.



TRACY PHILLIPS
CHIEF MARKETING OFFICER

She is a marketing and sales expert who develops innovative sales and marketing strategies for global companies. As well as international consultancy, Tracy is managing director of Crissty, a Germany marketing agency.



RASHEEK BROOKS
BLOCKCHAIN SOLUTIONS

He has more than 6 years of research on blockchain and blockchain solutions; developer of NabTech network. Rasheek helped many companies growth their business in blockchain application.



RICK MOLEY
CRYPTOCURRENCY ADVISOR

Rick is an entrepreneur, an owner of dozens of successful business projects. In addition, he is an ICO advisor and a blockchain expert. He has more than 5 years of experience in large-scale transaction project and many awards and titles in the IT business.



VINCENT KAPOOR
STRATEGIC ADVISOR

Blockchain developer, early-day Ethereum enthusiast and Cyber Warfare Officer at Israel Defense Forces. He has more than 10+ years in planning the strategic for a dozen of companies and businesses.