



MARKET PEAK

# Contents

---

Disclaimer	3
Important Notice	3
Abstract	9
Vision	10
Decentralized Finance	11
The current ICO & STO environment	11
Tokenizing Assets and Products	12
DeFi - Disrupting the financial market	12
Problems that tokenized projects face	13
Problems for investors	14
MarketPeak	16
Idea and vision	16
How it works	17
Key Features	18
The Membership Packages at MarketPeak	18
MarketPeak Token (PEAK)	19
A strategic advantage over existing competitors	22
Strategic development plan	23
Conditions for accepting a project on the platform	23
Platform infrastructure	23
MarketPeak 2.0 - Decentralized Financial Platform, Final Goal	24
Technology & Software Architecture	25
State of development	25
Roles in our system	25
Our Architecture	25
Current System Status	26
Security	30
Privacy	30
Marketing	31
Strategy	31
Paid advertising	32
Organic	32
Digital Marketing	32
Rewards Strategy	32
Events	33
Legal Aspects	34
Team	35
Roadmap	38

# Disclaimer

---

## Important Notice

PLEASE READ THIS SECTION AND THE FOLLOWING SECTIONS ENTITLED “DISCLAIMER OF LIABILITY”, “NO REPRESENTATIONS AND WARRANTIES”, “REPRESENTATIONS AND WARRANTIES BY YOU”, “CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS”, “MARKET AND INDUSTRY INFORMATION AND NO CONSENT OF OTHER

PERSONS”, “NO ADVICE”, “NO FURTHER INFORMATION OR UPDATE”, “RESTRICTIONS ON DISTRIBUTION AND

DISSEMINATION” AND “RISKS AND UNCERTAINTIES” CAREFULLY. IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL

ADVISOR(S).

This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction.

This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by MarketPeak to use their services (as specified in the whitepaper) or to purchase any tokens nor shall it or any part of it, nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

No person is bound to enter into any contract or binding legal commitment in relation to the services offered by MarketPeak (as specified in the whitepaper), or as the sale and purchase of the tokens and no cryptocurrency, or other form of payment is to be accepted on the basis of this Whitepaper. Any agreement as between MarketPeak and you, and in relation to any services offered by MarketPeak (as specified in the whitepaper) as well as the sale and purchase of tokens (as referred to in this Whitepaper) is to be governed by only a separate document setting out the terms and conditions (the “T&Cs”) of such agreement. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail. No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with. There are risks and uncertainties associated with MarketPeak and the respective businesses and operations (each as referred to in this Whitepaper).

This Whitepaper, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of this Whitepaper is prohibited or restricted. No part of this Whitepaper is to be reproduced, distributed or disseminated without including this section and the following sections entitled “Disclaimer of Liability”, “No Representations and Warranties”, “Representations and Warranties By You”, “Cautionary Note On Forward-Looking Statements”, “Market and Industry Information and No Consent of Other Persons”, “Terms Used”, “No Advice”, “No Further Information or Update”, “Restrictions On Distribution and Dissemination” and “Risks and Uncertainties”.

### Disclaimer of Liability

To the maximum extent permitted by the applicable laws, regulations, and rules, MarketPeak shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or

# Disclaimer

---

otherwise (including, but not limited to, loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you. Understand that all information pertaining to the services offered by MarketPeak (as specified in the Whitepaper) and the purchase of tokens is contained in the Whitepaper and on this website. All information provided by a referral source is not authorized by MarketPeak and should not be relied upon.

## No Representations and Warranties

MarketPeak does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in this Whitepaper. MarketPeak does not guarantee or warrant the site will be uninterrupted, without delay, error-free, omission-free, or free of viruses. Therefore, the information is provided "as is" without warranties of any kind, express or implied, including accuracy, timeliness and completeness.

## Representation and Warranties by You

By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to MarketPeak as follows:

- (a) you agree and acknowledge that the tokens do not constitute securities in any form in any jurisdiction;
- (b) you agree and acknowledge that this Whitepaper does not constitute a prospectus or other document of any sort, is not intended to constitute another of securities in any jurisdiction or a solicitation for investment in securities, you are not bound to enter into any contract or binding legal commitment, and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper;
- (c) you agree and acknowledge that this Whitepaper, the undertaking and/or the completion of the Initial Token Sale, or future trading of tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of MarketPeak;
- (e) the distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to MarketPeak;
- (f) you agree and acknowledge that in the case where you wish to use the services offered by MarketPeak (as specified in the Whitepaper), or purchase any tokens, the services and/or tokens are not to be construed, interpreted, classified or treated as:
  - (i) Any kind of currency other than cryptocurrency;
  - (ii) Debentures, stocks or shares issued by any person or entity;

# Disclaimer

---

All forward-looking statements made by or attributable to MarketPeak or persons acting on behalf of MarketPeak are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance or achievements of MarketPeak to be materially different from that expected, expressed or implied by the forward-looking statements in this Whitepaper, undue reliance must not be placed on these statements. These forward-looking statements are applicable only as of the date of this Whitepaper.

Neither MarketPeak nor any other person represents, warrants and/or undertakes that the actual future results, performance or achievements of MarketPeak will be as discussed in those forward-looking statements. The actual results, performance or achievements of MarketPeak may differ materially from those anticipated in forward looking statements. Nothing contained in this Whitepaper is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of MarketPeak.

Further, MarketPeak disclaim any responsibility to update any forward-looking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.

## Market and Industry Information and Consent of Other Persons

This Whitepaper includes market and industry information, and forecasts that have been obtained from internal surveys, reports and studies, where appropriate, as well as market research, publicly available information and industry publications. Such surveys, reports, studies, market research, publicly available information and publications generally state that the information that they contain has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such included information. Save for MarketPeak, respective directors, executive officers and employees, no person has provided his or her consent to the inclusion of his or her name and/or other information attributed or perceived to be attributed to such person in connection therewith in this Whitepaper and no representation, warranty or undertaking is purported to be provided as to the accuracy or completeness of such information by such person, and such persons shall not be obliged to provide any updates on the same. While MarketPeak has taken reasonable actions to ensure that the information is extracted accurately and in its proper context, MarketPeak has not conducted any independent review of the information extracted from third party sources, verified the accuracy or completeness of such information or ascertained the underlying economic assumptions relied upon therein. Consequently, neither MarketPeak, nor respective directors, executive officers and employees acting on behalf makes any representation or warranty as to the accuracy or completeness of such information and shall not be obliged to provide any updates on the same.

## Terms Used

To facilitate a better understanding of MarketPeak, and the businesses and operations of MarketPeak, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper. These descriptions and assigned meanings should not be treated as being definitive of their meanings and may not correspond to standard industry meanings or usage.

# Disclaimer

---

- (iii) Rights, options or derivatives in respect of such debentures, stocks or shares;
  - (iv) Rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
  - (v) Units in a collective investment scheme;
  - (vi) Units in a business trust;
  - (vii) Derivatives of units in a business trust; or
  - (viii) Any other security or class of securities.
- (g) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;
- (h) you are fully aware and understand that in the case where you wish to use the services offered by MarketPeak (as specified in the Whitepaper) or purchase any tokens, there are risks associated with MarketPeak and respective business and operations (each as referred to in the Whitepaper);
- (i) you are fully aware and understand that cryptocurrencies may have tax implications in your jurisdiction, including value added tax and capital gains tax; and you agree and acknowledge that MarketPeak is not liable for any consequences arising from tax implications regarding the services and/or tokens;
- (j) you are fully aware and understand that transactions regarding the services and/or tokens may be subject to regulations in your jurisdiction regarding barter exchanges;
- (k) you agree and acknowledge that MarketPeak is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you; and
- (l) all of the above representations and warranties are true, complete, accurate and not misleading from the time of your access to and/or acceptance of possession this Whitepaper or such part thereof (as the case may be).

## Cautionary Note on Forward-Looking Statements

All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by MarketPeak or their respective directors, executive officers or employees acting on behalf of MarketPeak (as the case may be), that are not statements of historical fact, constitute "forward looking statements". Some of these statements can be identified by forward-looking terms such as "aim", "target", "anticipate", "believe", "could", "estimate", "expect", "if", "intend", "may", "plan", "possible", "probable", "project", "should", "would", "will" or other

# Disclaimer

---

similar terms.

However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding MarketPeak's financial position, business strategies, plans and prospects and the future prospects of the industry, in which MarketPeak is mentioned are forward-looking statements. These forward-looking statements, including but not limited to statements as to MarketPeak's revenue and profitability, prospects, future plans, other expected industry trends and other matters discussed in this Whitepaper regarding MarketPeak are matters that are not historical facts, but only predictions. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of MarketPeak to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements; i.e.:

- (a) Changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which MarketPeak conducts its respective businesses and operations;
- (b) The risk that MarketPeak may be unable or execute or implement their respective business strategies and future plans;
- (c) Changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;
- (d) Changes in the anticipated growth strategies and expected internal growth of MarketPeak;
- (e) Changes in the availability and fees payable to MarketPeak in connection with their respective businesses and operations;
- (f) Changes in the availability and salaries of employees who are required by MarketPeak to operate their respective businesses and operations;
- (g) Changes in preferences of customers of MarketPeak;
- (h) Changes in competitive conditions under which MarketPeak operates, and the ability of MarketPeak to compete under such conditions;
- (i) Changes in the future capital needs of MarketPeak and the availability of financing and capital to fund such needs;
- (j) War or acts of international or domestic terrorism;
- (k) Occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of MarketPeak;
- (l) Other factors beyond the control of MarketPeak; and
- (m) Any risk and uncertainties associated with MarketPeak and their businesses and operations (each as referred to in the Whitepaper).

# Disclaimer

---

Words importing the singular shall, where applicable, include the plural and vice versa and words importing the masculine gender shall, where applicable, include the feminine and neutral genders and vice versa. References to persons shall include corporations.

## No Advice

No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding MarketPeak. You should consult your own legal, financial, tax or other professional advisor(s) regarding MarketPeak.

## No Further Information of Update

No person has been or is authorized to give any information or representation not contained in this Whitepaper in connection with MarketPeak and their respective businesses and operations (each as referred to in the Whitepaper) and, if given, such information or representation must not be relied upon as having been authorized by or on behalf of MarketPeak. The services (as specified in the whitepaper) and the Initial Token Sale (as referred to in the Whitepaper) shall not, under any circumstances, constitute a continuing representation or create any suggestion or implication that there has been no change, or development reasonably likely to involve a material change in the affairs, conditions and prospects of MarketPeak or in any statement of fact or information contained in this Whitepaper since the date hereof.

## Restrictions on Distribution and Dissemination

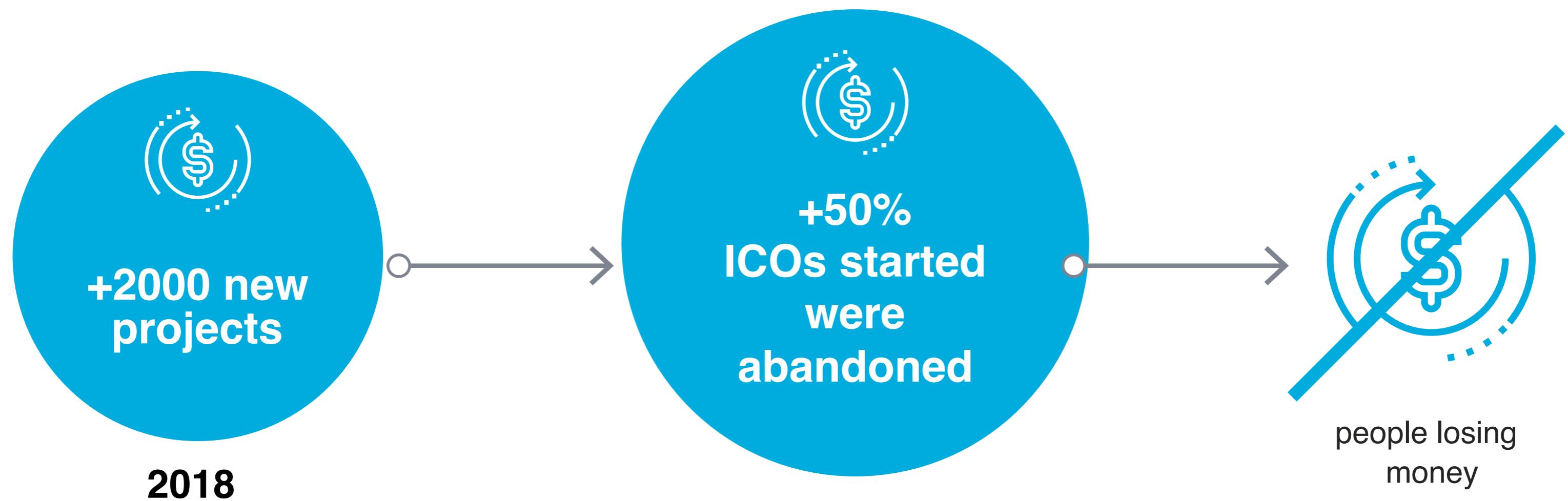
The distribution or dissemination of this Whitepaper or any part thereof may be prohibited or restricted by the laws, regulatory requirements and rules of any jurisdiction. In the case where any restriction applies, you are to inform yourself about and to observe, any restrictions which apply to your possession of this Whitepaper or such part thereof (as the case may be) at your own expense and without liability to MarketPeak. Persons to whom a copy of this Whitepaper has been distributed or disseminated, provided access to or who otherwise have the Whitepaper in their possession shall not circulate it to any other persons, reproduce or otherwise distribute this Whitepaper or any information contained herein for any purpose whatsoever nor permit or cause the same to occur.

## Risk and Uncertainties

Prospective users of MarketPeak (as referred to in this Whitepaper) should carefully consider and evaluate all risks and uncertainties associated with MarketPeak and their respective businesses and operations (each as referred to in the Whitepaper), all information set out in this Whitepaper and the T&Cs. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of MarketPeak could be materially and adversely affected. In such cases, you may lose all or part of the value of the tokens.

United States citizens and/or residents are prohibited from using any services offered by MarketPeak and from participating in the token sale.

# Abstract



In recent years many projects have been started on the crypto market. In 2018 alone, over 2000 new projects were launched. Unfortunately, already over 50% of the ICOs started did not meet their soft caps and were abandoned shortly after launch. This leads to many people losing their money and casting a negative light on the industry as a whole.

The economic revolution of crowdfunding has put a lot more fundraising tools at the fingertips of companies, organizations, and individuals. Now, with the adoption of blockchain technology, there is a new opportunity using cryptocurrency and the principles of crowdfunding.

That being said, creating, deploying and managing ICOs or STOs is complicated, hard and associated with many regulatory burdens. This is where MarketPeak comes in! We are creating a decentralized network of buyers and investors who have access to audited and pre-vetted projects with advantageous conditions.

MarketPeak is a full-featured ecosystem with a strong focus on user experience, token economics investment and marketing solutions. The end result is a decentralized platform that gives members access to lucrative crypto projects or products that are not accessible to the general public. Investors benefit from being exposed to Tokenized projects under preferential conditions and at competitive rates.

As part of the long-term vision for MarketPeak we plan to position it as the first "private" and decentralized network of crypto investors. The growth of the community is to be supported via rewards as a vehicle. This will permit members to generate additional revenue by recommending "MarketPeak", essentially creating a global community both members and crypto companies benefit from.

In addition, MarketPeak will develop further business areas independent of the crypto market over time.

# Vision

---



**“We want to create a decentralized and stable platform with a global community interested in high quality projects and products”**

**“At the same time we want to enable every user to earn money by setting up the best paid and most independent reward plan based on the decentralized structure of the platform.”**

# Decentralizing Finance

The market is experiencing a very strong growth in quality and technology. Through tokenized Fundraising like Initial Coin Offerings (ICOs) Startups could raise billions of dollars in recent years. Tokenizing all assets including illiquid markets like real estate and fine art is also rising and will open a trillion dollar market to millions if not billions of new investors which hadn't the chance before to get a grip on these assets.

Decentralizing the whole financial system including currencies, loans and insurances will disrupt every industry. Unprecedented opportunities are offered to Investors. However, investors and Startups are running into a lineup of problems that limit development. MarketPeak wants to become the bridge between the two parties, investors on the one hand and Startups and Projects on the other hand, to enable a great success for everybody.

## The current ICO & STO environment

Despite the staggering growth of the crypto market in recent years it remains difficult to enter for both investors and companies looking to secure funding. Many promising startups are struggling to reach the right audience and fail to secure the capital necessary for development. At the same time, potential investors are missing out on lucrative deals as they don't have access to the projects seeking funding.

Presently, the combination of hype, lack of regulation, and a "get-rich-quick" mentality has resulted in a counterproductive ICO environment. The overabundance of ICOs has highlighted the issues with immature projects, plagued by a lack of substance and a failure to deliver. As a result, investors have become reluctant to contribute in general - something that is hurting the sector as a whole in addition to having them miss out on lucrative opportunities.

The ICO market is developing very rapidly even if it's still in its very beginning. In 2016 alone 29 projects were able to raise \$ 90,250,273 in ICOs.

For 2017 that number rose to 871 projects and a total of \$ 6,101,438,558

So far for 2018 \$ 5,026,852,239 have been raised across 780 projects.



## Decentralizing Finance

---

Conventional crowdfunding raised a total of \$ 60,000,000,000 in 2011-2015. Started in 2011 with \$ 1.4 billion. Four years later, it was already \$ 34,000,000,000 annually. This shows the potential of this market.

In addition, the first STO's (Security Token Offerings) are currently being created which are subject to regulation and are therefore entitled to distribute profit or revenue sharing to their token holders.

As soon as the regulatory infrastructure is in place and the first STO crypto exchanges will be on the market, this offers a huge potential for start-ups but also for existing companies that want to expand.

## Tokenizing Assets and Products

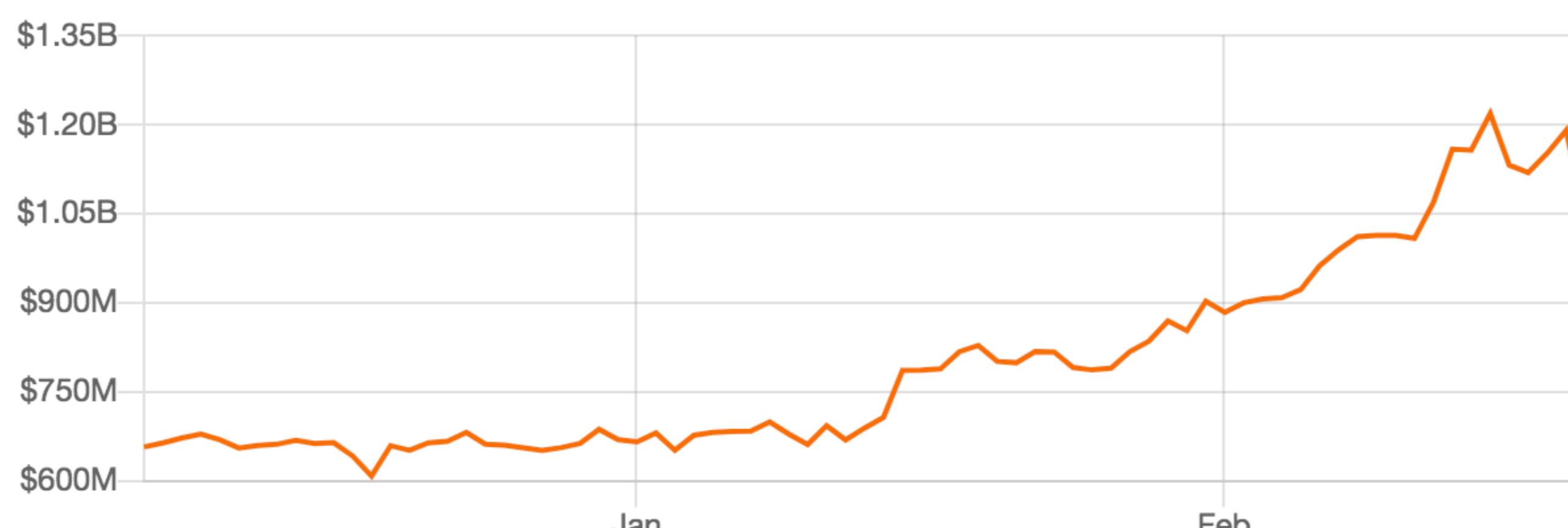
Despite the staggering growth of the crypto market in recent years it remains difficult to enter for both investors and companies looking to secure funding. Many promising startups are struggling to reach the right audience and fail to secure the capital necessary for development. At the same time, potential investors are missing out on lucrative deals as they don't have access to the projects seeking funding .

Although tokenized Crowdfunding like ICOs, STOs or nowadays IEOs (Initial Exchange Offerings) raised billions of dollars in Capital in the recent years, it's just scratching on the surface. Tokenizing Assets will disrupt many industries and unlock trillions of dollars because it opens not only liquid financial markets to new investors but also illiquid assets like fine art or real estate. You don't have to own a whole building anymore.

The advantages and benefits are obvious. Besides greater liquidity tokenizing assets provides faster and cheaper transactions as it cuts out the middleman by using smart contracts. Due to the blockchain ownership becomes more transparent, too, and it gives access to more people on the whole planet as everybody who has access to the internet can participate. Tokenized Products will play a major role on MarketPeak.

## DeFi - Disrupting the financial market

While CryptoCurrencies make money and payments universally accessible to anyone, decentralized financial services go even further by disrupting not only payment, but also savings, loans, trading and insurance. No wonder that experts say that blockchain technology is even more disruptive than the internet. So far over 1 Billion Dollars is already locked in DeFi Services like lending or in Derivatives (Feb. 2020). This is just the Beginning. MarketPeak is setting the course to be a global player in this field.



### Problems that tokenized Projects face



In the unregulated and over-saturated industry that ICOs are, projects face a number of problems in the organization of an initial token sale, such as:

- Hacking attacks and malware targeting both investors and websites
- High competition among a large number of projects
- Frequent website breakdowns due to a high volume of traffic
- Difficulties in following all legal procedures, holding KYC for all clients
- Lack of standardization making it difficult to find legal advisors who can ensure a project is compliant with regulatory frameworks
- Difficulty in finding investors due to the blocking of standard marketing tools (Google ADs, Facebook ADs etc.)
- Very high cost of consulting services for the organization of ICO at a quality level

## Decentralizing Finance

To date, projects looking to raise funds via an ICO fail to organize a crowdsale or meet their soft and hard caps because of these problems. The loss of investor confidence in a nascent sector can be especially damaging to projects and hard to recover from at ICO stage.

For all these projects, a tool is needed that will allow for the standardization and easy management of critical ICO components as well as readily available access to investors to allow for the development of the project and compliance with regulatory frameworks.

## Problems for investors



In the early days of blockchain and cryptocurrency, buying tokens at the ICO stage of projects was easier. Some of the problems encountered by investors seeking opportunities in the ICO market springs from their inability to effectively analyze the opportunities as they arrive. The reasons for this may be due to the fact that the frequency of emergence of these products are sometimes too fast that they cannot be effectively analyzed without distraction.

Also, most of the emerging companies while advertising their ICO do not make full exposure of their companies and product. Therefore investors are left to make a decision based on insufficient information.

The inability to access some of these coins during token sales is also a popular complaint from investors. This stems from the fact that some of the token sale processes are not very transparent, sometimes certain stages of the ICOs are even sold out before the opportunities get to the general public.

## Decentralizing Finance

---

Additionally, as more and more countries are cracking down on this type of crowdfunding and cryptocurrency transactions, interested individuals that are looking to invest in ICOs are facing a number of challenges before being able to do so. Namely:

- Gas wars, lack of guarantee of passage of funds
- Limitation of the number of participants
- Reducing the minimum cap
- A large number of scammers
- Loads on the block because of the large number of transactions
- Inability to predict the amount of entry
- Complex verification processes and peculiarities of each project have their own
- Changing ICO conditions in the ICO process from companies
- A small window to enter the project, only experts and those who own the internal information
- Non-observance of the conditions for the diffusion of coins and their withdrawal to exchanges, which leads to sharp price jumps and devaluation
- Inability to enter projects in the early stages of investment (Private Sell)

All these problems lead to the fact that the possibility of participation in the ICO is not equal for all participants and can be extremely risky and difficult to manage. Technical issues with websites and exchanges can further slow down investment times and put off people who lack the know-how to operate with plugins and crypto conversion platforms.

At the moment, participation in ICOs is decreasing, but is still there, where several million dollars continue to be invested. At the same time, the interest in participating in STO is increasing, which creates the need for convenient and secure platforms and services that address the above mentioned problems by simplifying the investing process and making it more predictable. In the end it is important to make the risk for the announcements calculable.

# Marketpeak

## Idea and vision

The idea behind the creation of MarketPeak is to provide a decentralized financial platform for tokenized projects and products that offers rewards to the community.

In order to achieve this in the best possible way, projects are offered to investors in the early stages (private sale, presale). For existing products and services, special conditions are negotiated for the MarketPeak Community.

It will also be possible to tokenize specific projects, products or assets to automate processes and improve usability. Whenever the users of the community invest in a project or buy products and services, margins are generated. In order to achieve viral growth, a large part of the margin is distributed as a reward to the users of the community who recommend us to others.

In this way we connect projects, products and services with investors, buyers and affiliates. This creates an economic cycle from which everyone benefits. MarketPeak as the platform's role has the focus to offer a very good infrastructure for the connection of projects and products as well as investors and buyers. At the same time there is a quality control of projects published on the platform.

Starting as a centralized entity, where optimizations can be carried out the aim is to become finally a fully decentralized financial platform.



## How it works

MarketPeak is going to allow new fintech startups, which want to raise money through tokenized crowdfunding, to promote their project to a community with thousands of investors which went already through KYC and are ready to invest. Instead of paying thousands of dollars upfront for inactive marketing campaigns the project will be announced to the right audience with exclusive conditions.

Similar to crowdfunding campaigns tokenized assets will be offered on the platform. The tokenization will take its place right on the platform itself. Before that the offer will be analyzed and audited.



MarketBlockchain technology and tokenized assets are a complicated area. Although MarketPeak selects and pre filters projects and products it is essential that investors can understand them. For that reason we at MarketPeak see a key role in educating our Community.

Though not mandatory for Members to go through, MarketPeak offers a lot of education material about Blockchain Technology, CryptoCurrencies and the future of a decentralized financial system to prepare its community for great investment opportunities.

As the whole topic is evolving and changing everyday it is of great importance to keep the Community up to date. Therefore new webinars are held every week.

In addition as MarketPeak rewards its Users for contributing actively in Community Growth there are also many videos and scripts to help them getting better in Marketing and Sales.

## Key Features

The Advantages for Investors are obvious. They only have to go through KYC once to participate in many projects simultaneously without registering on multiple platforms. They have early access to projects which give them better conditions. .



As a strong community they will get even greater discounts as MarketPeak demands the best terms for its investors to get the project listed on the platform. Before getting listed at all there will be a quality check of all projects to filter the best ones.

## The Membership Packages at MarketPeak

To participate in projects and to purchase tokenized products everybody can register completely for free at MarketPeak.com. But to take advantage of the Education products Members have to purchase a membership package. There are different types of packages with different features and different topics, starting from 250 USD.

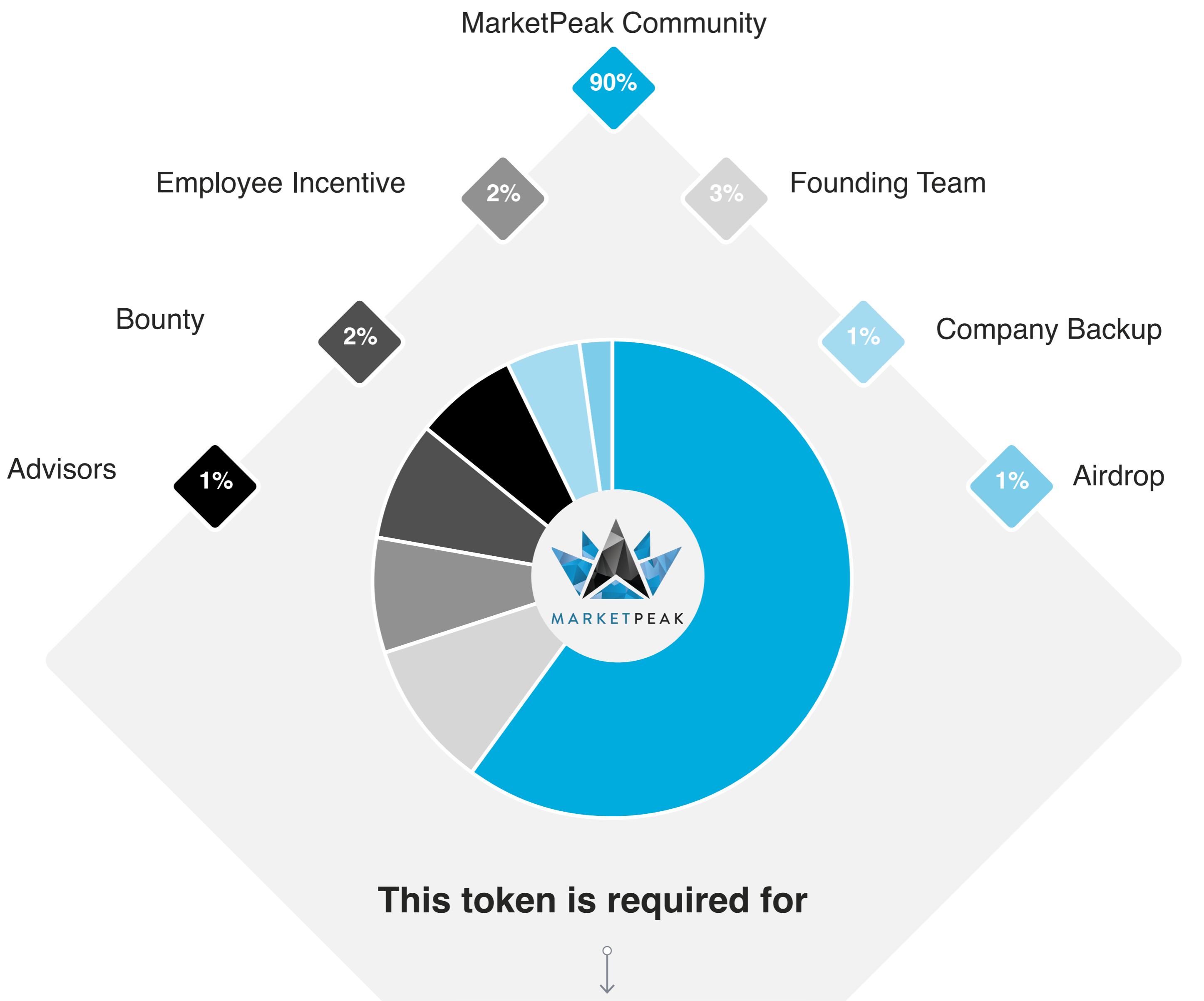


In return for the purchase the Member gets rewarded with PEAK, the own token of MarketPeak, because we want to reward the people who are eager to learn and develop their skills.

As Education plays a key role, MarketPeak works only with the best experts in specific areas to provide the best content. In Future, more collaborations with experts are planned which could result in more available membership packages.

## MarketPeak Token (PEAK)

The MarketPeak created its own Utility Token PEAK that is running on the Ethereum Blockchain. The token can only be obtained by purchasing a membership package or buying it on the exchanges.



Get discounts when buying tokens of other projects

Get discounts when buying products and services

Get more rewards through rewards system

Get more voting power to publish projects and products

Get Airdrops from offered projects

Used as collateral on the future DeFi

## Characteristics of the PEAK Token

### Why we chose the ETH Blockchain

While evaluating which Smart Contract Platform (Blockchain/DLT Platform with strong Smart Contract Capabilities) to launch the PEAK Token on, we looked for the following properties:

- Proven: The Platform of choice should be running in production for years ideally, with a good track record in regards to reliability (technical) and stability (community, hardforks, ...)
- Decentralization: Compared to other Smart Contract Blockchains the Ethereum Blockchain has the highest degree of decentralization because the network of Ethereum has thousands of nodes. We can be confident that these systems are harder to manipulate improperly than nearly any system in human history.
- Active, reasonably big community: More people working on and with it means
  - more people to find bugs, more people to fix them
  - more importantly, the same for security issues
  - more technical help available, shorter response times in places with more traffic
  - many problems/challenges already solved
  - established best practices
  - more developers and consultants available, and more affordable
  - usually more and better documentation of API as well as common issues compared to smaller communities.
- Established and compatible: There should be enough of an ecosystem around the chosen DLT Platform to ensure that, for example, wallets not only exist, but are easy enough to work with that they can be used by all people, not only Crypto-Nerds. Exchanges and Payment Service Providers should be able and willing to work with it, without having to spend weeks or months on integrating a new DLT-Platform. It also means more Cross-Chain and other integrations (i.e. via chainlink) and a more integrated meshing of the Platform into the wider Crypto-Economy.

All of these considerations led us to decide on Ethereum, a well established Blockchain and the oldest and by far most used and battle tested Smart Contract Platform.

It gives us all desired capabilities and properties, Block-Explorers, Wallets that not only developers can use, and a huge ecosystem to interact with and be a part of.

In fact, you can see the deployed PEAK Token Smart contract right here

<https://etherscan.io/address/0x633ee3fbe5ffc05bd44ecd8240732ff9ef9dee1d>

You can also read the contract code directly on our github:

<https://github.com/MarketPeak/contracts>

## Peak Token Specifications

The PEAK Token is an ERC-20 Standard compliant Token on the Ethereum Blockchain that is minted on demand. We decided against having the full Supply available from the start because we hope that making ourselves unable to dump large amounts of PEAK on exchanges helps showing that we're an actual business building a growing platform we believe in.

It has a maximum supply of 10.000.000.000, meaning there will never be more Tokens than that, and minting can only happen up until 10 Billion Tokens exist. This ensures that we at MarketPeak can not just sell arbitrary amounts of new Tokens that would dilute all other Token holders and reduce the value of their holdings with the resulting inflation. We also added the capability to burn (destroy) PEAK Tokens (of course only those we directly hold and control), which might be useful in the future, either for Token Supply Management, or special events on the future decentralized MarketPeak Platform.

## PEAK Milestones

- A big milestone that MarketPeak has achieved is the Launch of its own PEAK Token on the Ethereum Blockchain in February 2020.
- The Minting Process to reward the Community started with the launch of the Token on the Blockchain and gets the Token in circulation.
- Right after its launch PEAK has been listed on the 3 well-known exchanges Coinsbit, VinDAX and P2PB2B. This listing is of great importance for the PEAK token as proof of real value. Additionally, PEAK is officially listed on the well known crypto market tracking website coingecko.
- Next Step is the integration of a voting system where the community can upvote projects and products to get listed on the platform.
- When first Smart Contracts are developed and the DeFi Platform gets rolled out further features like full integration of the PEAK Token as a Transaction Medium and Usage as Collateral will take place

## A strategic advantage over existing competitors

Currently, other crowdfunding platforms allow creators to conduct crowdinvesting campaigns (sometimes called equity crowdfunding campaigns). This is because there is no legal structure that allows many backers, from many different countries, to become beneficiaries of a start-up. However, Ethereum technology allows us to forget about such problems. The code can do what the legal system couldn't. We now have the opportunity to organize crowdinvesting campaigns not only for residents of one country, but for the population of the whole world, regardless of their place of residence, jurisdiction, nationality, and other bureaucratic obstacles. Crowdinvesting campaigns are similar to STO campaigns, but the tokens give some part either in ownership of the company, or a share of profits, or something else the campaign creator decides on (it is different for each campaign).

MarketPeak is ideally positioned to enter this developing sector and establish itself as a full-fledged platform for marketing and investor-related services through the offering of:

- One-time KYC for all projects
- Entrance to the project only at the stage of private sale
- Selection of project quality before placement on the platform
- Work only in the legal field
- Purchase of tokens with the maximum discount with a guarantee of sale is only more expensive in the future
- Guarantee of entering the project if you typed soft cap
- Increase in the price of tokens at the stage of private sale
- Its exchange with the possibility of selling tokens while there is a private sale
- Work with any project that passes an audit
- Payment of remuneration for recommendations to investors

Raising capital through an ICO is a daunting, time-consuming process. MarketPeak creates a platform, where projects can reach motivated investors around the globe in a transparent, fair and secure way for all parties involved. We remove barrier to entry for transformational ideas.

With a large Community of 100.000 + fully registered Investors MarketPeak will be under the Top 10 sources for tokenized Crowdfunding, tokenized Assets and decentralized financial services.

## Strategic development plan

MarketPeak has been rolled out as a fully-fledged platform on May 2019 and is currently hosted on a server (centralized solution). Since then the first products have been offered to the community.

After the successful exit from the first stage, a hybrid solution will be developed that allows storing key information (user structures, financial transactions, etc.) in the blockchain and ensuring fulfillment of obligations between platform users and projects using smart contracts.

If by this time the community has grown and the business model is optimized, giving the platform a proof of concept, a fully decentralized financial platform (DeFi) will be rolled out to market.

## Conditions for accepting a project on the platform

- Discount on the token from the listing price on external exchanges
- Special Conditions for the Investors
- Low Entrance Barrier to participate for small Investors
- Passing the analysis of the project by our team of analysts

## Platform infrastructure

- Landing pages
- The personal area of each user
- Marketing information - accounting of Network Marketing / Affiliate structure
- Financial information - accounting transactions for the purchase of project tokens, transactions on the exchange, marketing charges, internal transfers, withdrawals / replenishments
- Internal exchange - the ability to trade tokens of active projects
- Telegram for operational interaction with the platform
- Support

## **MarketPeak 2.0 - Decentralized Financial Platform, Final Goal**

A declared goal of the company is to become a DeFi-platform for experts and investors, a new financial system which is becoming more and more revolutionary that is disrupting the whole financial market.

Decentralized financial system, in short DeFi, starts where Bitcoin, Blockchain and Co. have paved the way in the last years, free and for all accessible decentralized managed economic systems. MarketPeak aims to become a decentralized platform in the future, where core elements are truly regulated by smart contracts. Therefore, MarketPeak could become one of the top DeFi platforms for crypto projects & tokenized assets.

Why not started as a decentralized platform right from the beginning? We specifically moved it to the second stage because in a centralized version it's much easier to make changes and take into account the wishes of our users.

The decentralized version will have such advantages:

- 1.** Cutting out the middleman
- 2.** Companies can put their projects automatically
  - Smart Voting system to approve projects
- 3.** Interests and commissions will be paid automatically through smart contracts
- 4.** Important info stored in blockchain
  - Product info
  - Purchase data
  - User info
  - Wallet balances
  - Service Provider info
  - Ratings and reviews
  - Communication history
  - Affiliate structure
- 5.** Ability to stuck affiliate structure to other products

At decentralized version we will add more features and products to project allowing anyone to use network to sell its own crypto products.

# Technology & Software Architecture

---

**Our main goals for the MarketPeak software are reliability, maintainability and security. Find below a description of our technology and the status of our system.**

## State of development

After being in a beta phase for 8 month our platform is already live and operational in its first version. As we are a community driven platform we listen to our members and provide updates and optimizations on their feedback. 2020 we plan to roll out a semi decentralized platform while looking forward to bringing a fully decentralized Version into life the year after, 2021.

## Roles in our system

- Every customer in our system is primarily a user.
- Some users can act additional as affiliates, promoting projects, products, and services.
- Companies that can post their crypto projects, products and services for sale to users.

## Our Architecture

We use PHP 7.1 in the backend, MySQL database, and node.js to work with blockchain.

As a dependency manager, we use composer. The Yii framework.

Our front-end part interacts with two servers. The main back-end server is used to process user requests and is scalable to unlimited amount of backend servers to handle any amount of load. A static server is used to work with the static files (pictures, scripts, css styles and other downloaded files).

The main server accepts requests from the user or third-party APIs and further the necessary modules handle the requests. Modules in turn can interact with a process designer that can create events and perform actions in the same modules. Also, the process designer can interact with finance and marketing. Modules can send notifications.

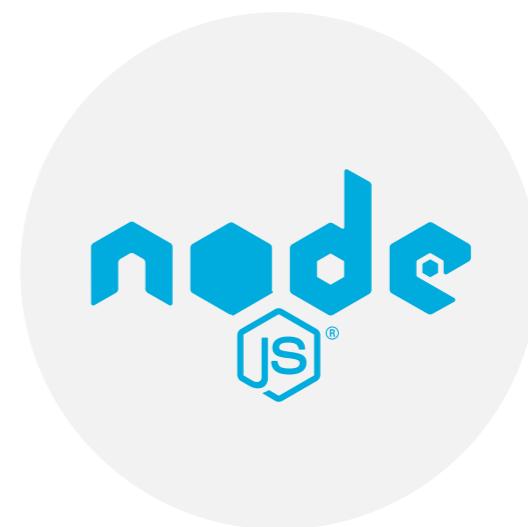
The financial part contains the company's wallets and users. There will be several payment options, we will first start with Bitcoin (BTC) and Ethereum (ETH). All financial transactions are recorded in the database as transactions with a full history of changing the wallet.



PHP 7.1



MySQL database



node.js

# Current System Status

Currently our system contains the following features:

- 
- The diagram illustrates the current system status across three main components, each represented by a large blue circle containing a white number:
- 1** Backend for project support
    - User management
    - Finance operations management
    - Affiliate structure management
    - Multilanguages management
      - English
      - Russian
      - German
      - Korean
      - Vietnamese
      - Japanese
      - Spanish
      - Portugese
      - Polish
    - Internal communication system
    - User KYC management
  - 2** Network Marketing Compensation plan
    - Direct Sales Bonus
    - Cyclic step bonus (binary)
    - Matching bonus
    - Career bonus
    - Global Bonus
  - 3** Web wallet system
    - Multiple wallets
    - Hot (internal) transfers and
    - Cold (external) transfers
    - Internal hot transfers by user ID
    - Integrated QR scanner

4

### Payment system

- Hot payments
- Cold payments
- Deposit / withdraw

5

### Internal Marketplace for digital goods

- Crypto and Blockchain Academy
- Marketing Academy
- Sales Academy
- and many more

6

### Projects directory

- Token discounts and bonuses for MarketPeak users
- Rating
- Description
- Token info
- Whitepaper / Roadmap

7

### User's / Affiliate's dashboard

- History of activity
- Statistics and charts
- Team structure overview
- Affiliate payments overview
- Rank overview

8

### Internal communication system

- Company support
- First line of affiliate structure
- All affiliate structure
- Affiliate sponsor message

9

### Telegram bot integration

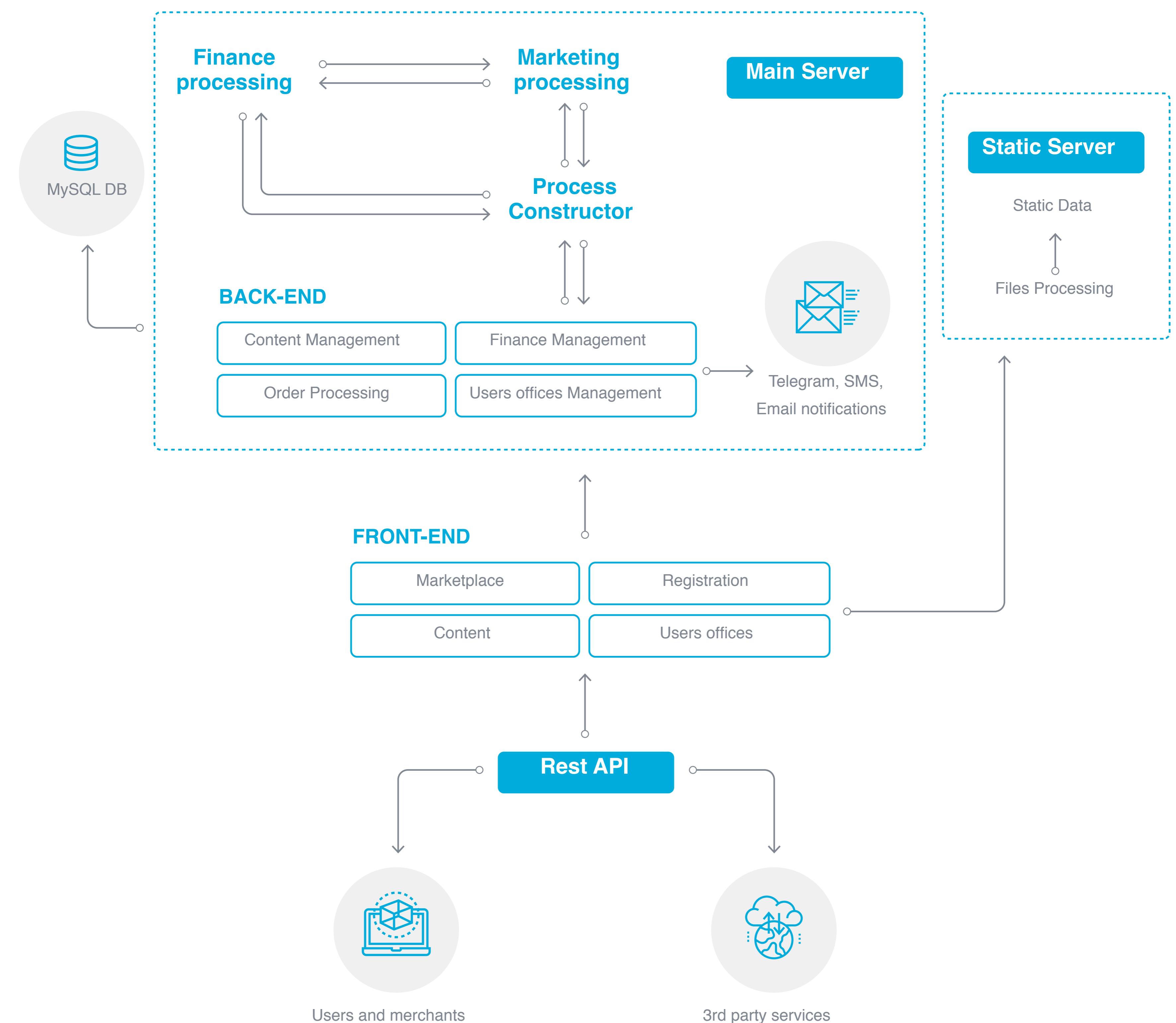
- Finance operation notification
- New user notification
- Login notification

Architecture of our system consists of several components isolated in different layers described below.

### Projects directory

- Front-end layer is responsible for visualization, user interaction and third party api communication.
- Back-end services responsible for business logic, user management and order processing.
- Messaging server is required for bulk messages send via e-mail and Telegram bot.

## Technology & Software Architecture



## Security

- Integration of google recaptcha;
- Support of oauth2;
- 2 factor authorization;
- Hashing passwords;
- DDOS protection;
- Prevention of fake cross-site requests (Protection of CSRF);
- Prevention of attacks through cookie;
- Prevent cross-site scripting;
- The https protocol;
- Encrypted communication between internal components;
- Application level protection;



Before the software went online, it was fully audited by an extern cyber security company.

## Privacy

- You don't need an account to buy goods
- You can just provide an email and then send coins to an address to buy digital goods
- We will have AML
  - Monitor purchases
  - Monitor unusual activity

# Marketing

---

## Strategy

A platform with a community offers an infrastructure and once a certain number of active members have been reached, you can benefit from economies of scale. The challenge is therefore to reach this critical threshold of active users, so that more and more companies with better offers use our platform. In order to reach this threshold as quickly as possible, we are pursuing the following growth strategy:

MarketPeak generally uses many different channels for marketing. Nevertheless, the focus will be on two distribution channels:

1

### DIGITAL MARKETING

**focusing on paid advertising  
and organic traffic growth.**

2

### Rewards Strategy

**Rewarding members who  
recommend our platform**

## Paid advertising

MarketPeak's team members have years of experience in paid advertising and have built a fast network of contacts across several social media channels. Initially, we will focus on the creation of targeted PPC campaigns on:



Facebook



Google Adwords



Partner Media  
Buying Sites

## Organic

Our community managers will expand our organic reach within the crypto community, starting with the existing network of founders, such as blockchain-hero.com by Sergej Heck.

Community engagement will be done primarily through Telegram, Medium, Bitcointalk, Facebook, Twitter and Reddit to begin with. We will use these platforms to build up a following as well as establish a presence in the crypto sector to help interested parties understand our ecosystem and its products.

## Digital Marketing

We have a very capable group of marketers who are using the Beast, known as digital marketing. Online digital marketing enables us to achieve a global reach and to the right audience. It requires creative, technical and analytical skills packed with marketing intelligence. Our team includes experts in Google, Facebook, Media Buying, Analytics and SEO with years of experience in their trade.

## Reward Strategy

### General

MarketPeak's rewards strategy is designed to develop a strong international, economic and financial system to meet the social and economic needs of our partners.

In this strategy, the following concepts have certain meanings:

The platform is an information site on the Internet with an integrated software accounting and settlement complex and personal rooms of the participants.

Calculating the accounting system - an automated software package that takes into account the client database, the movement of users' personal funds, the balance of the tokens, the statuses and ranks of users, the accrual of bonuses on the turnover of tokens and the turnover of service fees in accordance with the Marketing Program.

The trading platform is a platform integrated into the site, a software package that allows users of the platform to exchange assets.

## Marketing

---

The rewards program is an economically calculated bonus system for partners, for professional consulting of new users and active development of the international economic and financial system of the platform. The rewards program takes into account the degree of the Partner's participation in the economic development of the platform with the appropriation of Career Ranks. The MarketPeak platform records the turnover of the purchase of the project's tokens, tokenized assets, directions and the platform itself in the primary sale, secondary turnover on the domestic exchange, and calculates bonuses from the retained commissions in accordance with the conditions of the Rewards plan bonuses.

The rewards strategy of the platform is calculated by mathematicians and was simulated from our IT Development.

### Platform user statuses:

The user is a registered user of the platform.



#### Client

The user of the platform who made a purchase on products, tokenized assets or projects.



#### Partner

Client of the platform who agreed with the terms of the rewards program and paid for the membership to the service.

The rewards program for partners performing their marketing activities on the MarketPeak platform consists of five parts:

- Direct Bonus
- Cyclic Step bonus
- Matching bonus
- Career bonus
- Global bonus

The MarketPeak platform distributes up to 56% of the profit received, when selling third party tokens, products or tokenized assets. More Details will be explained separately in the rewards plan presentation.

## Events

MarketPeak will host regular events around the world, depending on the number of members in each country.

# Legal Aspects

---

## KYC & AML Process



**MarketPeak Anti-Money Laundering (AML) and Counter Terrorism Financing (CTF) Policy** is designed to prevent money laundering and terrorism financing by meeting the European AML legislation standards including the need to have adequate systems and controls in place to eliminate or at least mitigate the risk of the firm being potentially used to facilitate illegal financial activities.

Internal AML Policy will set out the minimum standards which must be complied at all times. On the legal side we will work with a certified legal provider to operate as escrow agents for the digital asset and FIAT transactions. As our escrow agent, they will be in charge of the KYC / AML procedure in regards to the token event. Secondly, we will require enhanced and strict risk-based customer due diligence, identification, verification and know your customer (KYC) procedures, including in depth due diligence and continuous monitoring for those customers presenting higher risk.

# Team

---

Each member of the MarketPeak team has ample experience in the marketing and financial sectors. Our vision and objectives are based on the foundation of having already collaborated with numerous investors seeking to participate in lucrative crowdfunding projects in the crypto space, and the desire to facilitate access to the digital asset ecosystem.

As blockchain technology continues to change the way we do business across many industries, we believe that basic business principles should be applied when developing consumer applications in the blockchain space.



## Sergej Heck

CEO

Sergej is a successful book author, global marketing expert and cryptocurrency enthusiast. He founded blockchain-hero.com and owner of coinkurier.de, platforms about crypto news and on which his team educates people about the possibilities of cryptocurrencies. Internally Sergej is known for his focus on execution and is famous for his enormous success in establishing a global sales team in only a matter of months. His wide understanding of the subject, sales processes and people skills are key to making this project successful. He is an Investor of many crypto companies.



## David Glades

CSO

David Glades is the co-founder and Chief Sales Officer of Market Peak AG.

Previously he was CEO of Blockchain Consultands AG in Dubai / (RAK). Since its foundation, he has managed several portfolios and various investments in various industries.

David Glades, also known as the "Blockchain Visionary", has been bringing his experience as a world leading expert in blockchain and innovation since 2014.



## Benjamin Bendig

CTO

With 1.5 decades in IT, of that 1 professionally, and 3 years in the Blockchain space, Benjamin brings in a lot of experience.

After being involved in multiple projects, his most recent adventures have been lead developer at Blockchain banking startup Bitwala, after which he cofounded Blockchain ticketing startup Based Global, filling the CTO and MD role.

## Team

---

Each member of the MarketPeak team has ample experience in the marketing and financial sectors. Our vision and objectives are based on the foundation of having already collaborated with numerous investors seeking to participate in lucrative crowdfunding projects in the crypto space, and the desire to facilitate access to the digital asset ecosystem.

As blockchain technology continues to change the way we do business across many industries, we believe that basic business principles should be applied when developing consumer applications in the blockchain space.



**Jonas Mehmood**  
**Lead Social Media**

Jonas is an expert in Social Media Marketing and has advanced knowledge in the Blockchain Space. He knows exactly how to interact with his target group and gain more reach.



**Mark Sarifidis**  
**Performance Marketing**

Mark is a high skilled Online Marketer especially in Paid Advertising. He helped many companies to build their brands and get tons of clients.



**Rob Ernst**  
**Content Marketing**

Rob is an Online Marketer who works in the past as content creator for Blockchain-Hero.com



**Ugur Erdogan**  
**Social Media**

Ugur is an experienced Social Media Manager who worked in the past for several companies to build their brands.



**Julia Bebber**  
**Content & Translation Management**

After several years in the field of management assistance. Julia joined Blockchainhero as a content manager. Now at MarketPeak, she manages content and translations.



**Martin Wozke**  
**Operations**

Martin coordinates operational tasks in the company. He has a Masters Degree in Business Administration and worked formerly as a project manager and controller.



**Denis Heck**  
**Support**

If Users and Members have any questions or problems, Denis and the rest of our Support Staff are there to resolve the issues asap.

## Team

---

### Advisors



**Christopher  
Funk**

Chris is the founder of the Xenagos GmbH in Frankfurt that is known as best Headhunter company. He is an expert in scaling up businesses by structuring sales and recruiting for companies.



**Thao Ngo  
Duong Hoang**

After more than 20 years of living and working in Denmark and other countries; Thao D.H. Ngo has more than 10 years of experience in government relations, management, consulting, and investments in the areas of cross-border business development, strategies, marketing, sales, distribution, technology transfer and technology investments in the CMLV countries (Cambodia, Myanmar, Laos and Vietnam).

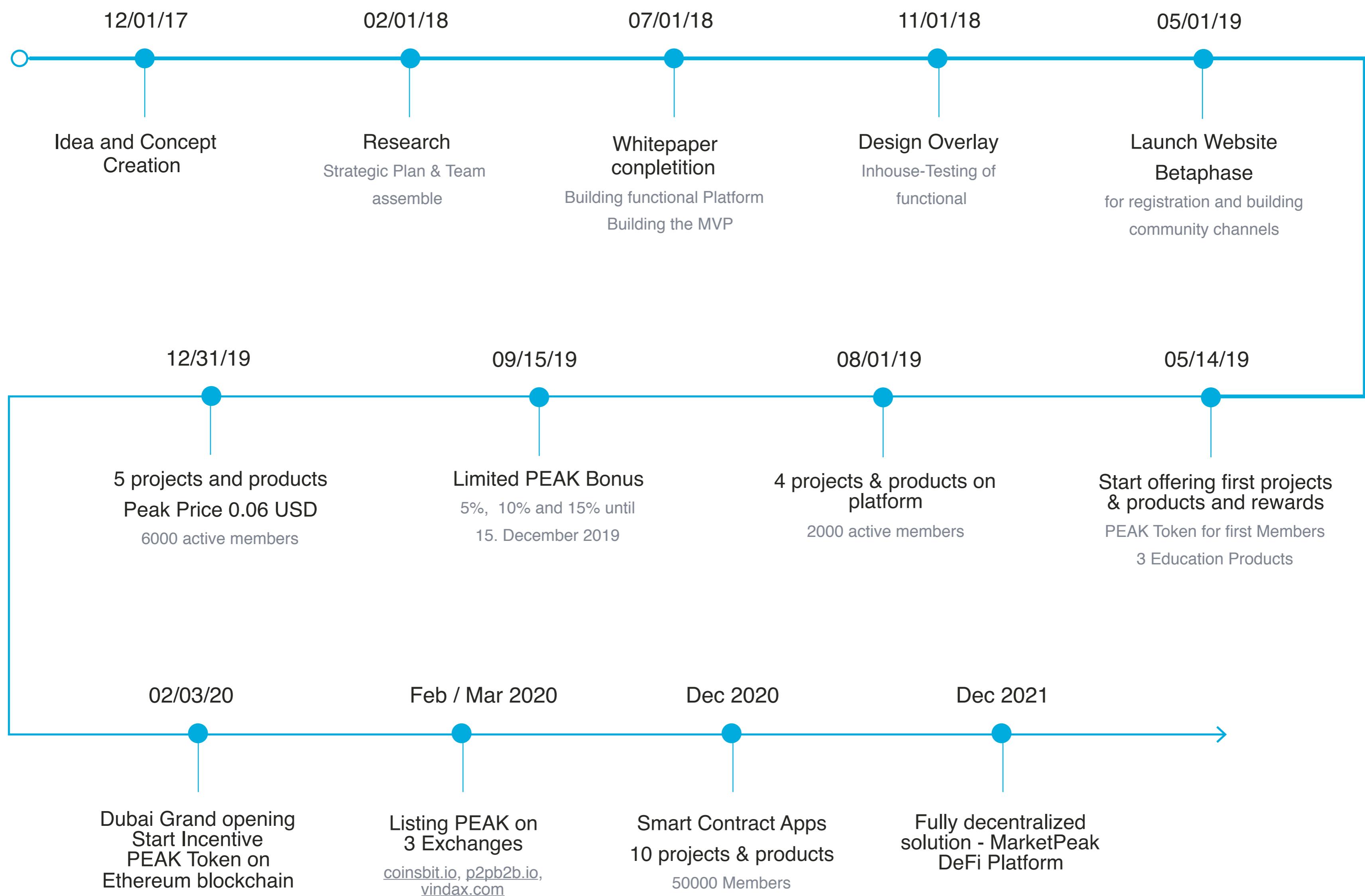
Thao D.H. Ngo has been advising and assisting companies with their business expansion and growth strategies within many sectors in Europe and Asian countries.



**Thomas  
Krüger**

Thomas is a Senior App Developer who has a lot of experience in AI, UI and Design. He worked for great companies like Bosch and Porsche.

# Roadmap



# Thank You



Now It's Your Turn