



# **CRYPTO PRICE INDEX**

**The Crypto Price Index**

Whitepaper

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# I. Disclaimer

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## II. Executive Summary

Here, we present the CPI index blockchain – the very first blockchain of its kind, representing the value of the top 200 crypto assets by market cap. Unlike other indices of its kind which typically show the top 10 or perhaps 20 assets, the CPI index blockchain will be novel in its approach of showing token holders/crypto traders a hugely diversified range of assets across a wide cross-section of the cryptocurrency markets.

As we will be building our own proprietary blockchain, we will likewise build a suite of supporting services such as dedicated wallets and more to help grow the CPI ecosystem.

Over time, we aim to make CPI one of the de facto cryptographic asset pegs, to serve as a standard value reference in the cryptocurrency markets and become a point of reference against the intra-day volatility within the cryptocurrency markets. To do this, we will focus on building our community, and offering a strong customer experience.

In addition to the CPI reference API, the CPI200 token will be deployed. The CPI200 is backed by underlying assets held in an escrowed smart contract. Therefore, the CPI200 token represents the value of the top 200 cryptocurrencies as a novel and useful reference point for those involved in the crypto asset industry. CPI200 listing requirements will be managed by the CPI token holders.

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# Introduction



# The Problem

To date, there are over 2,250 cryptocurrency coins which are supposedly actively trading on exchanges, as reported by leading cryptocurrency market cap ranking provider Coin Market Cap. Naturally, not all of these projects are created equally, and many projects never move into the top 500 rankings or higher. Nevertheless, with new projects launching every day, the cryptocurrency markets are growing at an unprecedented rate, and the number of companies choosing to raise funds through an initial coin offering (ICO), initial exchange offering (IEO), or security token offering (STO), is growing unchecked.

It would be fair to say that most of the projects which are within the top 200 market capitalization are working on innovative blockchain based solutions, or have a unique product to offer, and as a result many of these projects are becoming highly attractive to those interested in cryptocurrencies.

However, despite the attractiveness of this new asset class, even if a cryptocurrency trader were to focus their attention on just the top 200 coins, the complexity involved in managing such a diverse portfolio would be immeasurably difficult.



# The Problem

Take for example a high net worth (HNW) individual who manages their own portfolio, but has another full-time occupation. This individual may like to see the average price at a glance of most, if not all, of the crypto assets within the top 200 market cap rankings in order to gain a macro view of the sector as a whole, whilst eliminating the noise generated by tracking tens of different coins.

Instead, imagine if the above investor examples, or any other individual concerned with monitoring the health of the crypto market, could access a single representation of the top 200 cryptocurrencies by market cap, providing an instant price point for the sector. This would allow these parties to make better informed decisions, and save valuable time when trying to build a picture of wider market sentiment.



# 1.1. Our Solution – The CPI Index Blockchain

Our unique solution to this issue comes in the form of the **Crypto Price Index (CPI)** – the first index API to offer an insight into all of the top 200 crypto assets by market cap through a single, easily managed coin.

In essence, the CPI platform will show at a glance the average price of every single top 200 crypto asset by market cap which are trading on exchanges. CPI will offer an instant and unique insight into the condition of the wider crypto market, through an advanced API which represents the leading digital asset projects.

How does the CPI's API track the top 200 assets automatically? In short, the CPI blockchain is locked with a special algorithm which utilizes the latest data science techniques to curate a balanced portfolio, from monitoring several different and constantly changing parameters to update the price index reflected by the CPI blockchain. This algorithm and CPI's large distribution across multiple crypto assets is one of the first times investors will be able to assess the cryptocurrency markets by calling an API or reading the CPI blockchain, instead of individually scrutinising the entire market manually.

Additionally, we are also using some of the most advanced, near-instant transaction times when transacting and settling with CPI coin. Essentially, CPI coin will give token holders and traders the actual index price of the top 200 crypto coins via the CPI API and participating partners such as exchanges. This would be comparable to the Dow Jones Industrial Average market index, which is calculated from the value of 30 of the largest publicly owned companies in the USA.

# 1.1. Our Solution – The CPI Index Blockchain

To comply with pan-European regulation, we are registered and regulatory compliant in Gibraltar, and other associated jurisdictions from our inception.

The Crypto Price Index stored on the CPI blockchain and provided via our API to coin holders will be drawn from the top 200 market capitalization cryptocurrencies, we currently estimate the average top 200 index price to be at about \$25 dollars, calculated according to market conditions at the time of writing and naturally subject to change.

Our blockchain features an advanced API functionality to provide current and up to date price data to exchanges and other cryptocurrency service providers and investors. This information will be updated in real time, and made available via our public blockchain to anyone who wishes to view it.

As we have discussed, the CPI blockchain is designed to give token holders an instant view of the entire top 200 cryptocurrency projects much like the Dow Jones Industrial Average does, and therefore this is one of the first projects of its kind to reflect a large cross-section of the cryptocurrency markets via a single reference point.

## 1.2. Business Landscape - Competitor Analysis

The cryptocurrency markets are surely large enough for several NAV based stable coins to exist in synergy, however we are aware that to remain competitive and show our token holders we have explored every avenue, we must explore other similar projects which are in our niche.

### CRYPTO20 – *by:* **Invictus**

CRYPTO20, as its name suggests, is an index fund pegged to the NAV of the top 20 crypto currencies by market cap. Established by Invictus in 2017, the CRYPTO20 fund offers exposure to a range of cryptos including Bitcoin, Ethereum, Ripple and Cardano through their ERC-20 based token 'C20'.

However, unlike our CPI coin, CRYPTO20 neglects to cover the other 180 promising and upcoming projects in the top 200, instead focusing on the more stable top 20 projects.

## 1.2. Business Landscape - Competitor Analysis

### CRYPTO10 – *by:* **Invictus**

Invictus have likewise launched C10, another ERC-20 token pegged to the NAV of the top 10 crypto assets. As well as the differences we have outlined above for C20, Invictus' C10 restricts portfolio diversification even more, and depends largely on mature projects which may not yield as highly as upcoming top 200 cryptocurrencies.

### Coinbase Index – *by:* **Coinbase**

Popular cryptocurrency fiat-to-crypto broker Coinbase have recently started offering their customers access to an index fund which tracks the overall performance of all digital assets listed on their exchange. This comprises 12 digital assets, with almost 80% of the fund in BTC.

Compared to CPI coin, Coinbase's index offers limited exposure to crypto assets. As a result, although Coinbase's fund is relatively non-volatile, it significantly limits upside potential.

## 1.2. Business Landscape - Competitor Analysis

### Bit100 – *by:* Bitwise

Bitwise offer a number of index funds, of which Bit100 tracks the largest amount of assets. Tracking the total return of the 100 largest cryptocurrencies by market cap, Bit100 is weighted by a 5-year inflation adjusted market cap.

Compared to CPI coin, despite offering token holders a significantly larger exposure to cryptoassets than other index funds we've examined, it still doesn't cover the full top 200 crypto assets by market capitalization as CPI coin does.

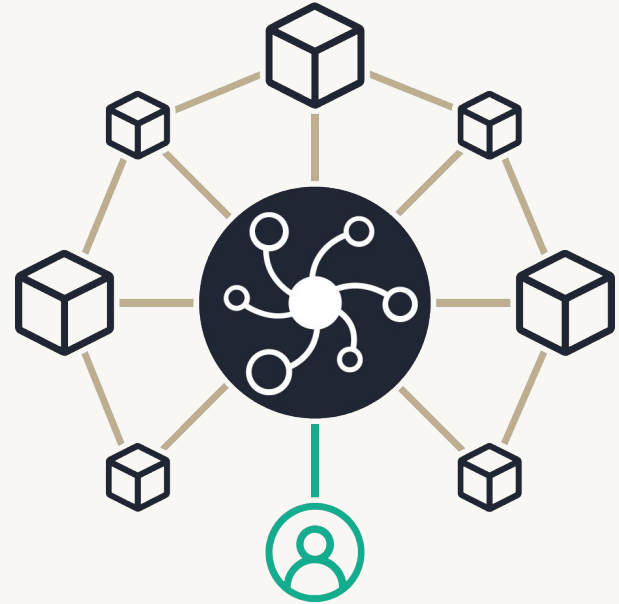
Having examined a number of funds, both small and large cap, we can see that CPI coin is totally unique in its value proposition, as we offer an unparalleled view of the top 200 individual crypto assets through one single reference.

Additionally, the CPI blockchain is one of the few blockchains that represents the state of the wider cryptocurrency markets which operates on its own proprietary chain, rather than as a token. As a result, we are able to offer a completely new dimension to our platform, which is the ability to participate in the network.

## 2. What Makes CPI Blockchain Unique?

At Crypto Price Index, our expert team believes that the future of cryptocurrency is bright, and that the total cryptocurrency market cap shall grow significantly within the next few years. Indeed, like many others in the space, we predict that within a four to five-year time horizon, the total cryptocurrency market capitalization will reach over US\$1 trillion.

This is a highly achievable target, given that the previous bull market phase of late 2017 – early 2018 saw a total cryptocurrency market capitalization in excess of US\$800 billion. Now, we are reaching a period of maturation within the wider cryptocurrency industry, where many projects which were in their early stages during the last bull market phase delivering real and tangible disruption across a whole host of industries.



## 2. What Makes CPI Blockchain Unique?

As a result, we see significant upside potential in the most promising of these projects – many of which are represented within the top 200 cryptocurrencies by market cap. Therefore, CPI blockchain is focused on all 200 of the most innovative, top quality projects in cryptocurrency.

As the crypto market grows, so too will businesses that support the adoption of cryptocurrency. This shall increase availability of crypto assets to a wider range of people, through exchanges and other venues, expediting mass adoption. This increased usage of cryptocurrency will subsequently create a strong need for a coin which is able to deliver consistent lightning fast transaction speed, whilst providing utility through showing a real-time price of the top 200 crypto assets.

CPI has the potential to fill this space. By launching the CPI coin via a blockchain, we are poised to quickly expand our peer-to-peer usability. Equally, we are ready to leverage our fast transaction speed to establish CPI coin as the ideal stable coin solution for mobile wallets and ATM transactions – facilitating mass adoption through ease of use.

Finally, a commitment to legality and transparency is of principal importance to us, and as a result we will continue to closely monitor and implement both national and international regulatory requirements to make sure we remain compliant as we grow.



The background is a dark, textured surface featuring a faint, glowing globe. Overlaid on the globe is a complex network of thin, light-colored lines connecting numerous small dots, resembling a digital or blockchain network. The overall aesthetic is high-tech and futuristic.

# **3. Tokenomics and the CPI Coin Token Generation Event**

## 3.1. The CPI200 Token

In addition to the CPI coin, the platform will emit CPI200 tokens. The CPI200 token mirrors the value of the top 200 crypto assets.

CPI200 tokens are backed by component assets, held via an escrow smart contract. In order to mint the genesis CPI200 tokens, a portion of the CPI IEO funds will be deposited to the CPI200 smart contract.

Users can mint CPI200 Tokens by depositing cryptocurrency, such as ETH. In order to redeem tokens, users can redeposit their CPI200 back to the smart contract, simultaneously receiving ETH and burning CPI200.

The CPI token will bestow governance powers to its token holders. These include voting on which assets will be included in the top 200 asset list, and steering the CPI200 token's direction.

CPI200 will also be distributed as a loyalty bonus to holders of CPI coins, in order to incentivise participation by users in the governance of the protocol.



## 3.1. Why do we require a token?

The CPI coin will be the principal method of access to our blockchain services, which includes access to our API for top 200 cryptocurrency tracking.

Those who do not hold a token, or have insufficient balance, will not be able to access or be restricted from accessing our service.

In this way, the CPI token will be the core unit of the CPI blockchain, as it's directly used to access our products and services, and is in no way an investment by itself.

The token carries no voting rights or otherwise.



## 3.2. Token distribution and restrictions

During our initial exchange offering, CPI coin will be issued as a standard, Ethereum based ERC-20 token. This is for ease of generation and distribution, while we work on our own chain, and is a popular model for token generation events. CPI coin will have a total of 300 million tokens as a hard cap, and we plan to make 30 million tokens available during the IEO, as a means of introducing liquidity into the project during IEO phase.

The following are key metrics from our token sale:

Maximum Financing (hard cap):

**149,459 ETH**

*Subject to change with exchange rates*

Minimum Financing (soft cap):

**6,127 ETH**

*Subject to change with exchange rates*

Proposed Exchange Rate:

**1 ETH = 180 CPI**

*Subject to change with exchange rates*

Token Contract Address:

**0x2b67d1a87a8d8b280a23  
e97bc55095215ee0ec53**

Token Sale Launch Date:

~

*To be confirmed*

Token Sale Length:

~

*To be confirmed*

## 3.2. Token distribution and restrictions

After our token sale has concluded successfully, either via reaching our soft cap and reaching the end of our raise period, or conversely through reaching our hard cap, we shall begin the token distribution period, which shall look as follows:

Total CPI token supply:

**300 million**

~

Reserve vault for liquidity  
purposes:

**45 million**

*held in cold storage*

Total CPI coins available for  
token sale:

**174 million**

*coins (excess will be burnt)*

Tokens held by CPI team:

**51 million**

*held in cold storage*

Tokens used for Marketing:

**30 million**

*held in cold storage*

CPI 'The Company' shall hold their portion of the coins to be vested and held within a company controlled offline wallet, and used at our discretion for future project development, and if required distribution to the team.

## 3.2. Token distribution and restrictions

The CPI token is restricted and can not be transferred or traded on secondary marketplaces without prior permission by the token issuers. Only exchanges which have been pre-approved to sell and buy CPI coin at index price may list the token. During the IEO token sale phase, CPI tokens may be discounted or used in addition to any other financial vehicle agreed upon by the exchange, at our discretion. Tokens do not carry any voting rights.

Once our IEO funding round is successfully completed, we shall begin conversion of the previously issued ERC-20 tokens onto our own, tailor made high-speed blockchain. After our IEO funding is completed and all of our token holders have exchanged their ERC-20 based tokens to the newly issued tokens, the previous ERC-20 tokens shall be burned in their entirety.

All holders of previous CPI ERC-20 tokens will have their tokens redeemed at a 1:1 ratio for the newly issued CPI coins on our proprietary blockchain.





## 4. Roadmap, Marketing, and Growth



The marketing phase represents a crucial time on our roadmap where our marketing team will be taking the CPI index coin into the mainstream cryptocurrency space and building a strong community around our offering. Primarily, this will be the start of CPI index coin's expansion phase into other user jurisdictions and markets, in addition to serving as a stepping stone in registering and trading our coin on other exchanges.

To meet this goal, we will be liaising with regulators in individual jurisdictions, gaining appropriate licenses and special purpose vehicles, and focusing on those jurisdictions where we feel CPI can experience the strongest growth. To this end, we have chosen the jurisdictions of Malta and Gibraltar as two crypto-friendly nations with welcoming regulation to digital asset businesses. We strongly believe that our regulatory standing and commitment to legal compliance in these respected jurisdictions should set CPI coin in good standing to expand into other European and eventually international markets.



## 4.1. Community Growth

Community expansion is also an integral part of any marketing campaign. We plan to utilize multiple social media platforms and internal blogs in addition to YouTube explainer videos to show how the CPI coin works. Likewise, we will use Twitter, WeChat, WhatsApp, Telegram, Line, Facebook and other platforms when necessary. We will also attend crypto industry events which are essential for establishing our team as industry thought leaders and expert cryptocurrency managers.

On our website, we will provide continuously updated instant information showing the CPI coin index NAV price, and additionally allow advertisers to participate inside our own proprietary platform. This will establish CPI coin as a go-to industry peg for the top 200 cryptocurrency projects by market cap. In the future, we hope that traders and other interested parties will use the CPI index coin peg to judge the state of the wider cryptocurrency markets, which we will discuss in more detail below.

## 4.2. Token Storage and Other Proprietary Features

Eventually, we would like to deploy the CPI blockchain as an industry wide price standard, such as the DOW industrial average, which could be used as a header symbol across many different platforms. This would position CPI as a leading point of reference amid the wider crypto intra-day volatility.

The principal feature of CPI is it's proprietary blockchain. This allows price data, collected through our tailored algorithms, to be stored on the blockchain. Moreover, this data is available by virtue of an immutable ledger to be confirmed and viewed by interested parties.

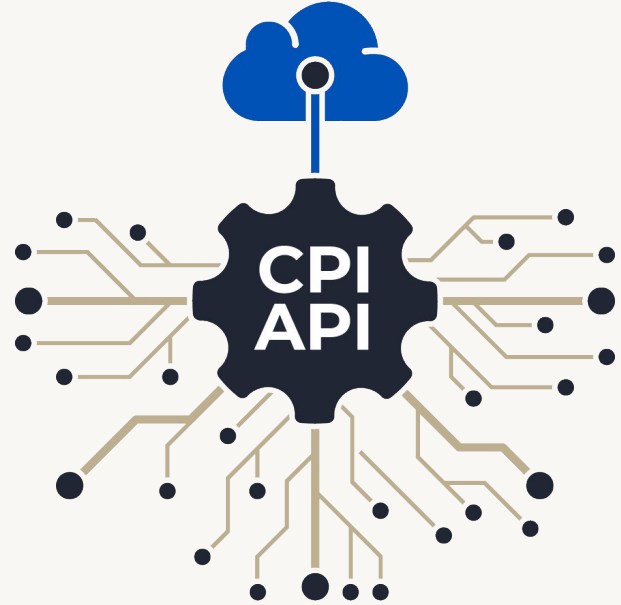
To support the CPI coin, and as we are issuing tokens on our own proprietary blockchain, we will likewise be providing a dedicated wallet for CPI tokens. In time, we plan to integrate other cryptocurrency assets into this wallet and create a user friendly interface for tracking and transacting multiple assets, within one unified interface.

## 5. A New Type of Cryptocurrency Index?

The CPI index token will provide a stable reference point for the entire crypto sector. A first of its kind in the market. With our projected high-speed transactions, settled in seconds rather than minutes or even days compared to traditionally issued assets, CPI will be a highly useful and versatile tool where time sensitivity is required by our token holders.

The Crypto Price Index's powered using a complex, yet trusted algorithm, to extract the market conditions of the top market cap crypto assets at a glance, and reflect them via the CPI API.

Instead, with Crypto Price Index, interested parties will be able to see at an instant the price of a large basket of large market cap crypto assets, minimizing the time spent on management. Therefore, the CPI blockchain and its associated CPI coin will be one of the most useful tools for those involved in the cryptocurrency markets, as it will provide a single point of reference as a means of assessing the wider state of the market.



# 6. Summary

To conclude, our four key areas of focus for marketing our unique new platform are:

1

## **The CPI index blockchain itself**

An innovative new approach to a cryptocurrency index tracking pegged not to 10 or 20 coins like our closest competitors, but rather the top 200 cryptocurrencies stored in an immutable ledger.

2

## **Instant transactions**

Instant transfer, purchase, and settlement of the CPI coin provides the easy accessibility traditionally associated with digital assets.

3

## **Open and free source**

Like many cryptocurrency projects, we are committed to keeping CPI coin fair and available for review, with open source code and public ledger transparency. This offers greater level of trust for our token holders, in addition to making auditing and reporting requirements far easier.

4

## **Stability through CPI200**

By maintaining the value of the average top 200 crypto coins, CPI200 platform users have easy access to a single stable token. Each CPI200 token is backed by its component assets, held in escrow via a smart contract. The CPI200 protocol is governed by CPI token holders, and provides loyalty bonuses for long term users of the platform.

# 7. Team



**Herbert Law**

*CEO, Founder*

Herbert founded Crypto Price Index coin in 2019, after a long track record of delivering innovation in the burgeoning technology space.



**Scotty Crandlemire**

*Co-founder*

Scotty is a serial inventor, business creator and philanthropist as well as a veteran military and aerobatic pilot.



**Abdul Halim Choudhury**

*Manager of Sales in Russia, Middle East & Southeast Asia*

Managing Director of LA Fam LLP.



**Iosif Erdos**

*Manager of Sales Romania, Hungary and Moldova*

20 years in Global Marketing and Business experience. Building networks and team Management.



**Su Su**

*Manager of Sales China*

Experienced in marketing, Blockchain Technology and Social Networking in mainland China. Expert in Sales platforms.

## 8. Advisors



**Jesse Christophel**

*Technology Advisor*

Senior Systems Engineer with over 22 years of experience in the field and four years as an operations manager. Held senior positions at Expedia and Microsoft.



**Victor Brandt**

*Advisor to our BOD*

Experienced Senior Vice President with a demonstrated history of working in the real estate industry. Strong professional skilled in Negotiation, Luxury Goods, New Home Sales, Real Estate Transactions, and Investment Properties.



**Ben Baldanza**

*Advisor*

Ben Baldanza is a seasoned business executive. As the CEO of Spirit Airlines, he transformed the carrier from an \$(80)M loss in 2005 to the highest margin airline in the US from 2008-2016. From the time of joining the airline he took the company to profitability in excess of \$750M and IPO of the company on the Nasdaq. Ben took the airline to \$2.2B in 2016, classified as one of the most profitable carriers in the USA.

## 9. CPI partners with emirati royal family

The CPI project has recently won the full endorsement and support members of Emirati Royal Families. This support, together with their direct participation on the company's board, brings a global level of stability and recognition.



**His Highness Sheikh  
Abdullah Bin Rashed Al  
Sharqi**

His Highness is a senior member of the Fujairah Royal family. A well seasoned diplomat and serial investor in large scale infrastructure and development projects in UAE, the Middle East and throughout the world.



**His Excellency Khalfan  
Saeed Khalfan Al Mazrouei**

Since 1988 His Excellency was appointed as the Undersecretary for the Private Office of the Founder and President of the United Arab Emirates, His Royal Highness Sheikh Zayed Bin Sultan Al Nahyan, the Ruler of the Emirate of Abu Dhabi. He is currently the majority shareholder of Emirates Consulting Group at the Dubai International Financial Centre.



# 10. Partners



## *Technical Partner*

ICO launch Malta has been engaged for technical development of the CPI token, as well as turnkey delivery of the CPI IEO.



## *IEO Partner*

The CPI IEO will be launched on the ZBX exchange.

# Contact



**CPI DEV TEAM LTD**

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