

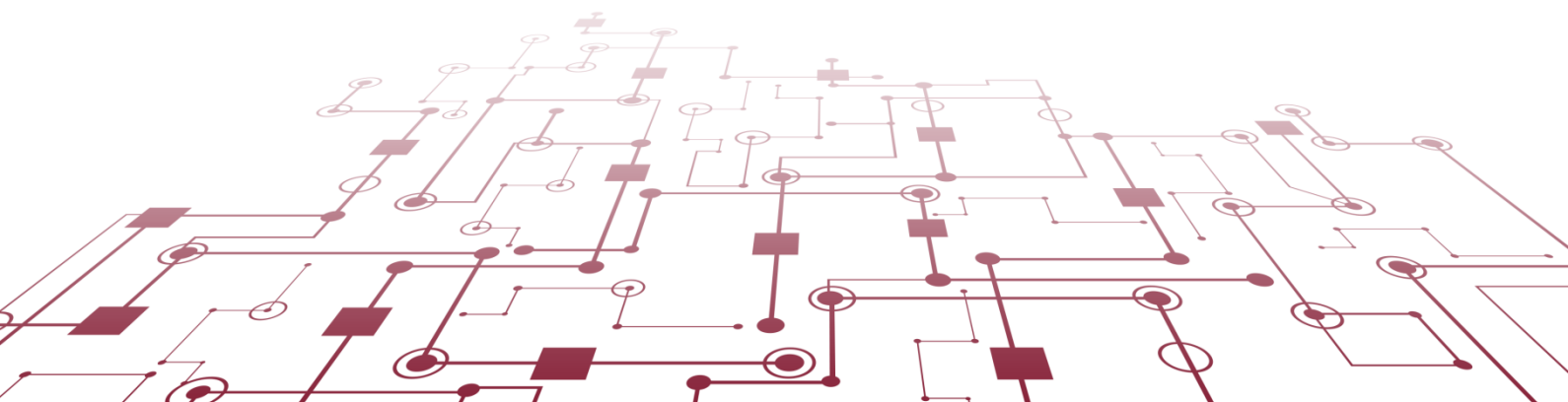


# **ALPHACAT**

**A ROBO-ADVISOR MARKETPLACE  
BASED ON AI AND BIG DATA.**

## **Project Introduction**

**V1.0 (2018)**



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## PREFACE

In human history, the establishment, popularization, and development of each new financial system involves going through a period where it must gradually be recognized by more and more users.

Prices experience small and large fluctuations and investment behavior shifts from subjective trading to trading using new financial technology, such as quantitative and automated trading.

We believe that with the rapid development of the blockchain industry, digital currencies and digital assets based on fairness, honesty, and security will become an important part of the future global financial system.

However, there is a gap in the market in realizing financial analysis, risk management methods and tools for the digital currencies and digital assets world by using advanced financial technology.

In this context, Alphacat was born.

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# 1. Introduction

## 1.1. Alphacat Project Summary

Alphacat is the most advanced A.I. robo-advisor marketplace for simple-to-use yet powerful applications and services focused on cryptocurrencies. Developed by a truly stellar team and built with the NEO platform, Alphacat provides a platform which gives its users a competitive edge by leveraging proven and patented trading algorithms, combined with advanced artificial intelligence and big data technologies. The goal of Alphacat is to make investing in cryptocurrency easy and accessible for everyone, regardless of their background or experience.

Alphacat plans to disrupt and revolutionize the FinTech (Financial Technology) industry by offering a complete eco-system for digital assets based financial applications and services. It will serve as a platform for all levels of investors to make informed investment decisions, using its robo-advisor services, and also serve as a full-scale development platform for future service creators who seek to utilize these powerful tools and datasets, typically reserved for large financial institutions – until now.

## 1.2. Alphacat Meaning

The origin of the name of Alphacat, where 'Alpha' in the financial sector means excess returns, and CAT is the abbreviation of Computer Aided Trading. That means using AI robot instead of people 24 hours a day to do investment transactions, to achieve the excess returns.

## 1.3. Alphacat Success

As soon as the Alphacat Project was launched, it has received more than twenty institutional and individual investments, including Node Capital, ChainFunder, PreAngel Capital, ChainLinker Fund, WaterDrip Capital, Aware Capital, Probing VC, HQ Finance, ROOTS Capital, Alpha Connect, NEXT Blockchain Fund, CFun, BIT168 Fund, Block VC, Ripple Capital, Bo Shen- the Founder of FenBuShi Venture Capital, Richard- the Partner of DFJ Dragon Fund.

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## 2. Market Background

**Quantitative investment in financial technology is developing rapidly, which is constantly changing the mode of investment**

Over the past decade or so, with the development of financial technology, financial markets have been paying more and more attention to data. Investing in quantitative transactions, which is realized through the analysis of big data, has grown to be the most successful trading strategy. In the past few years, the share of quantitative transactions, in the market value of investments held, rose from 8% in 2011 to 13% by 2016.



*UBS trading floor 15 years ago*



*Today*

**Investment management using financial technology is proven to be more effective than traditional, subjective investment management.**

The reality is that human traders will never be able to compete with companies that have the advantage of high-frequency trading robots at their disposal. The robots have the ability to work 24-hours a day and analyze massive amounts of big data, which results in quicker decision implementation at a lower cost. Additionally, by continuously monitoring the markets without rest, and avoiding the downfall of emotional trading, the robots traders are better at managing risks and avoiding “black swan” events.

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*Picture above: AlphaGO artificial intelligence robot designed by Deep Mind defeated the human Go World Champion.*

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## 3. Problem Statement

### 3.1.The Financial Technology Monopoly

#### 3.1.1. Ordinary investors can not enjoy the benefits of financial technology

Although the advantages of financial technology are obvious, most ordinary investors cannot directly use financial technology in their daily transactions, because they lack the expertise, information, data, personal energy, and resources that are generally only available to large financial institutions and high net-worth investors.

#### 3.1.2. Creators cannot get direct rewards

Additionally, professional financial technology inventors are limited to working for large financial institutions, such as large banks and funds. Although their inventions have been very successful and have been verified through successful models and cases, they are still subject to segregation within the market, and cannot promote their successful inventions and profit from them directly. At present, there is no platform that exists with the quality of control in the market that can ensure that customers can get high quality forecasting applications and services, or a place where researchers can publish their work independently.

### 3.2.Lack of Solutions in Digital Currency Markets

As of now, there is no institute which is focusing on applying financial technology to the realm of digital currency management and investment. With the rapid development of the blockchain industry.

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*“We believe that the market value of cryptocurrencies will exceed one-trillion U.S. dollars in the near future. Financial technology will be used not only for the invention and formation of financial instruments and derivatives based on digital currency, (such as futures, funds, FOFs and insurance), but also for the realization of new investment and trading strategies. For this future we have built Alphacat!”*

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## 4. What is Alphacat

Alphacat is a platform that brings the advantages of financial technology into the digital currency world. Once reserved for large financial institutions, these advantages would be made accessible to everyone.

Alphacat is a full-scale development platform for financial experts to build, deploy and monetize from applications and services focused on digital assets, built using Alphacat's powerful ACAT-engine.

Alphacat is also a marketplace where investors of all levels can buy, use and rate these applications and services. Alphacat's "crypto-power-tools" will give users a competitive edge in the digital trading market, allowing them to reach higher returns with better trading decisions.

### Alphacat Solutions

Alphacat plans to disrupt and revolutionize the FinTech industry by offering a complete ecosystem for digital-assets financial applications and services.

#### 4.1. Alphacat-Terminal

The ACAT-Terminal is similar to other enterprise level financial terminals such as WIND and Bloomberg, and is specifically focused on cryptocurrencies.

The ACAT-Terminal database delivers complete coverage of digital assets, by capturing, classifying and encapsulating thousands of datasets, it provides the powerful insight needed to understand and navigate the complex digital market world.

#### 4.2. Alphacat-Engine

Our financial engine is the core of our platform, running and combining the results from thousands of artificial intelligence trading robots and leveraging years of experience, patented trading algorithms, big-data analysis and other technologies not yet commercially available to the world. This powerful financial engine will allow future developers to easily design and deploy their own investment applications and services, making them readily accessible to anyone using the platform.

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### 4.3.Alphacat-Store (Marketplace)

The Marketplace, also known as the ACAT-Store, is where all investors, regardless of their background or experience, can buy various AI-powered financial applications and services built with the ACAT-Engine and sold on the ACAT-Store by financial experts and developers known as architects and engineers. These applications and their performance will be evaluated and rated by users, creating an ever-improving, self-sustaining and fully decentralized marketplace for “crypto-power-tools”.

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*“Alphacat’s technological capabilities and services are at the forefront of the fields related to the quantitative investment in Fintech, and the digital assets in the blockchain.”*

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## 5. Alphacat Marketplace

### 5.1. Alphacat Marketplace Participants

The marketplace will be built around three types of users:

#### 5.1.1. Architects/Engineers (financial experts/programmers)

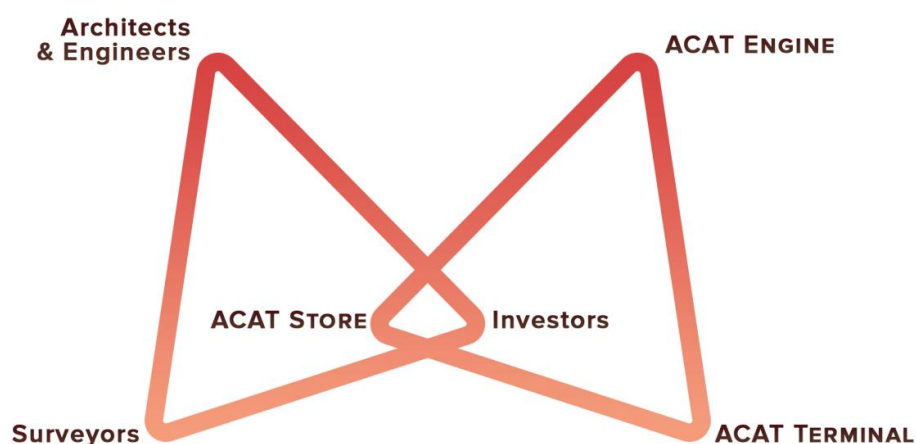
- Thesis creators who will generate the basis for algorithms based on their contextual understanding of non-obvious financial information.
- Algorithm creators, who will quantify investment theses into an executable algorithm.

#### 5.1.2. Surveyors (professional investors)

- Users who seek to use the analysis generated by algorithms to inform their investment decisions or other research.

#### 5.1.3. Ordinary investors

- Digital investment traders who can use these applications and services, regardless of their background or experience.



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## 5.2.Economic Model of the ACAT token

Alphacat tokens are referred to as “ACAT,” the currency used in a variety of scenarios on the platform.

Additionally, ACAT tokens can be circulated and traded on secondary markets.

### 5.2.1. Architects/Engineers (financial experts/programmers)

- Architects/Engineers will be required to stake ACAT tokens to publish their own inventions and research results on the platform.
- They will obtain ACAT tokens as a reward after the users use their research results based on performance. The more the research results are accessed, the more rewards they will get.
- Architects can stake ACAT tokens to open up opportunities for engineers to develop their strategies.
- Architects / engineers can pay for related development tools using the ACAT tokens

### 5.2.2. Surveyors (professional investors)

- ACAT tokens will be awarded for subscribing to and distributing architects' / engineers' inventions.

#### Investors (ordinary investors)

- Common investors will pay in ACAT tokens for the use of specific services on the platform.

For example:

Architects/Engineers release a forecast investment tool on the probability of the rise and fall of BTC + ETH on the Alphacat platform. The docking with relevant agreements of the exchange will be realized on the Alphacat platform. Ordinary investors can complete the trading of the investment strategy by pressing a single button, as long as they have subscribed for access to the tool.

Architects/Engineers can set a certain amount of ACAT tokens to be staked for this tool and will also stake ACAT tokens to be unlocked based on the accuracy of the actual investment and receive user staked tokens pro-rata as a reward.

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At the same time, architects/engineers can invite surveyors to evaluate and share their applications after releasing their applications and pay a certain amount of ACAT tokens.

The Alphacat platform regularly rewards ACAT tokens to the best architects/engineers/surveyors based on the accuracy and consistency of their performance.

## 6. Alphacat Benefits and Achievements

### 6.1. Platform Benefits

#### 6.1.1. Based on advanced financial technology

Recognizing the potential diversity in the field of quantitative analysis, we are continuing to develop Alphacat, and will be utilizing AI, blockchain, big data analysis, and other technologies not yet commercially available in the world.

The application of these technologies has shown to be superior in cost and efficiency against traditional investment means and methods.

#### 6.1.2. Based on a decentralized community of experts and researchers

Alphacat will use its own team of experts initially, to provide certified financial forecasting and trading models and applications, but will also look to include an ever growing number of approved third-party researchers to publish and monetize their own financial applications and services.

At the same time, the Alphacat platform will encourage the users of these applications and services to conduct valuable reviews and evaluations of the performance of these “crypto-power-tools”, to share them and to get rewarded for publishing their evaluations.

The Alphacat ecosystem will provide the resources, as well as the incentives to do this, thus supporting and creating a decentralized platform.

#### 6.1.3. Based on an open development platform

Alphacat will develop a full-scale development platform that will provide creators the resources to develop, test and deploy their algorithms.

The platform will include relevant standards and incentives based on invention, quality management, settlement, statistics, sharing, etc. It will also establish a series of foundational tools for approved third-party researchers to allow them the convenience to create professional investment strategies in their own field.

#### 6.1.4. Based on blockchain technology

Alphacat is a decentralized application marketplace built on NEO, where approved third-party researchers and reviewers use their expertise in their respective fields

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to create firm and secure investment papers and publish them for the community. Their innovations will be shared and maintained on the NEO blockchain. The NEO blockchain protects their intellectual property, allowing them to benefit from their years of work. Future markets will allow daily investors to grow from this flow of information.

The NEO blockchain will also protect the privacy and information security of investors and maintain fairness and verifiability.

## 6.2.Achievements

- Awarded with four U.S. financial technology patents to date.



- To date, Alphacat has accumulated 1.2 billion structured financial data points

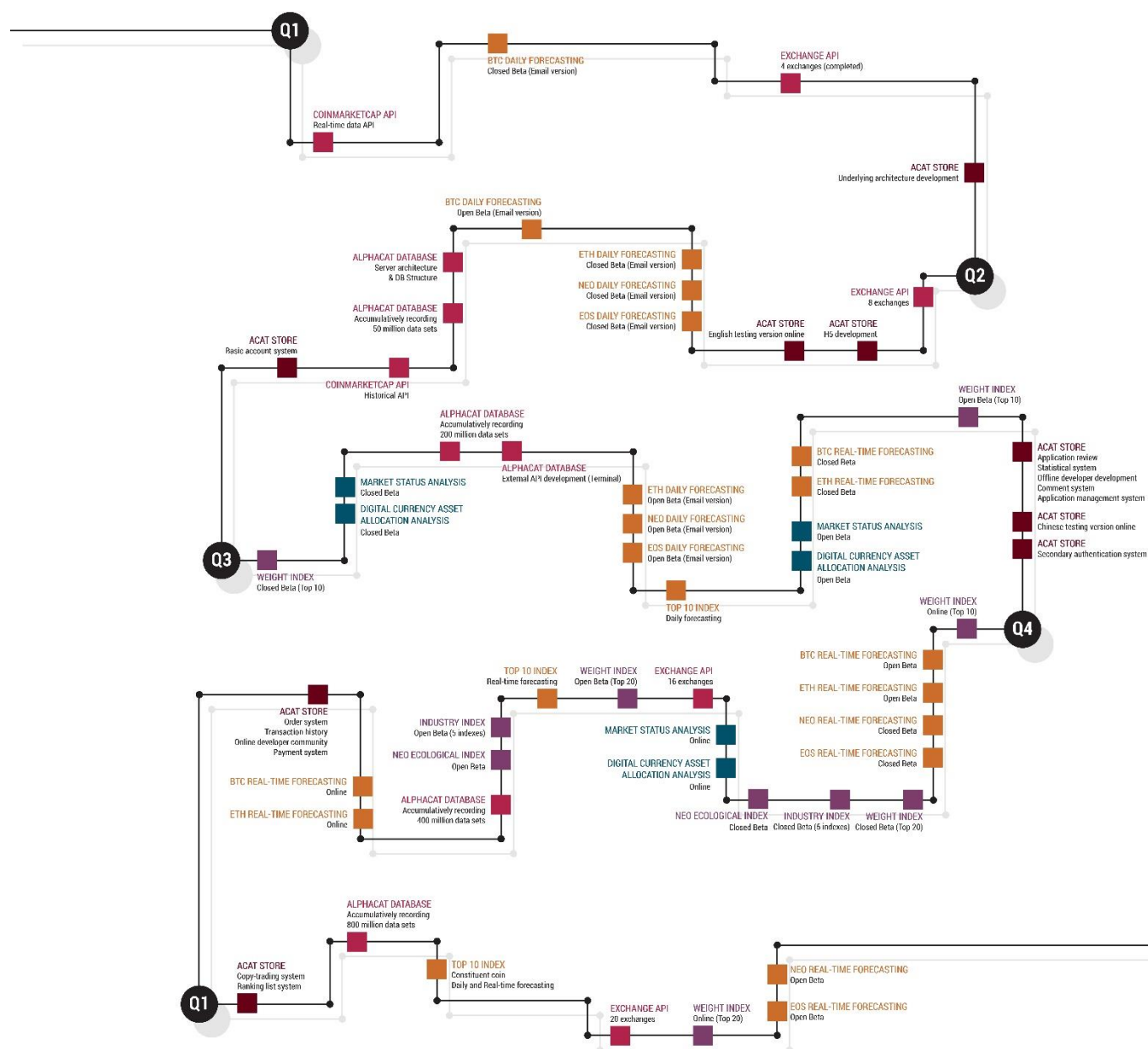
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## 7. Development and Roadmap

**DATABASE & API**  
**ALPHACAT AI FORECASTING ENGINE**  
**ALPHACAT INDEX ENGINE**  
**ALPHACAT ANALYSIS TOOLS**  
**ACAT STORE**

## 2018 ROADMAP



2018

2019

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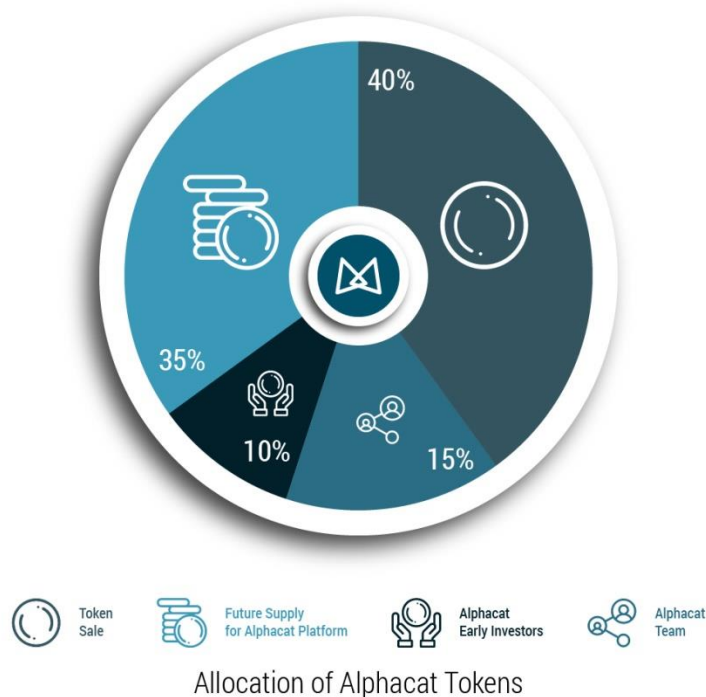
## 8. Alphacat Tokens

Alphacat token is abbreviated as ACAT.

A total of 6,250,000,000 Alphacat tokens will be issued.

Among them, 2,500,000,000 ACAT tokens will be circulated in the token sale phase.

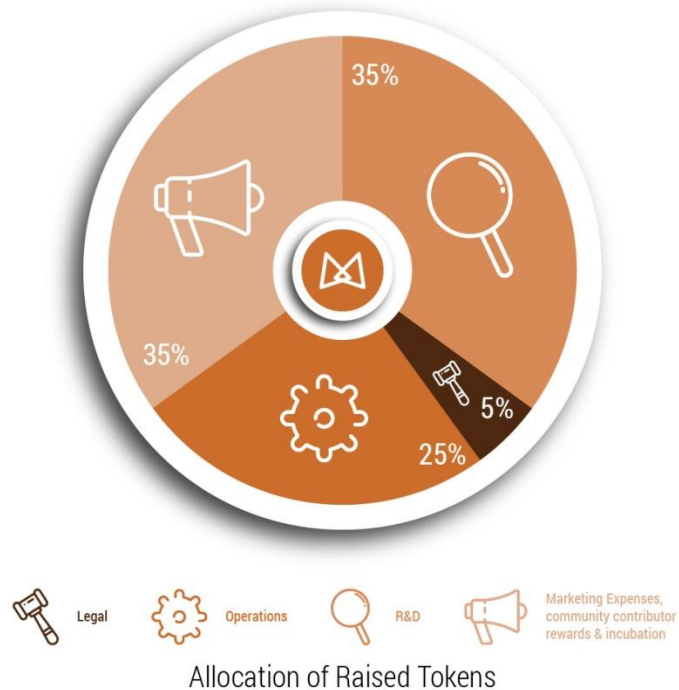
### 8.1. Allocation of Alphacat Tokens



- 40% for token sale
- 15% for the Alphacat team
- 10% for Alphacat early investors
- 35% in reserve for future supply to the Alphacat platform

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## 8.2.Allocation of Raised Tokens



- 5% for legal
- 25% for operations
- 35% for marketing expenses and community contributor rewards and incubation
- 35% for R&D

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## 9. Team & Management Structure

The core team of Alphacat was founded by Dr. Bin Li in the second half of 2015. Mainly composed of Wall Street financial experts and former team members of Google's artificial intelligence program.

The Alphacat team includes more than thirty experts holding advanced degrees in AI, machine learning, finance technology, big data, and blockchain. The team is working together to further develop Alphacat prediction algorithms and the Alphacat platform.

### 9.1. Core Team Members

#### **Dr. Bin Li, Co-Founder &CEO**

Former Vice President of Merrill Lynch; Executive Director at UBS North America and Head of UBS Global Quantitative Trading Strategies Group;

PhD in Physics from NYU

Li Bin was accepted into the China University of Science and Technology at the age of 16. He was then sponsored to study in the United States by the Chinese-American physicist and Nobel laureate in Physics, Dr. Tsung-Dao Lee. Li Bin obtained his PhD in Physics in 1992 at New York University. After finishing his postdoctoral research at the NYU's Courant Institute of Mathematical Sciences, Mr. Li joined the Wall Street investment bank, Merrill Lynch.

From 1993 to 2000, he served as a Vice President at Merrill Lynch and then Executive Director at UBS North America, before becoming Director of Global Quantitative Trading Strategies Group. He was one of the six members of UBS North America's Executive Committee. In 2001, Dr. Li and partners co-founded AASTOCKS.com (AAStocks.com) in Hong Kong, now the most successful financial web portal in Hong Kong. The company was acquired by Shanghai DZH Ltd. In 2010.

Since 2001, Dr. Li Bin successively served as Chairman of Westport Financial LLC, Chief Operating Officer of Ping Capital, CIO of Yellow River Fund, and Senior Fund Manager at Paloma Partners (Paloma is a US-based Quantitative Hedge Fund Platform which has incubated the world famous hedge funds Renaissance Technology and DE Shaws).

Alphacat currently has more than thirty experts with advanced degrees in AI, machine

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learning, finance technology, big data and blockchain working together to further develop our prediction and trading algorithms.

### **Dr. Liang Li, Executive Director at Alphacat US Lab**

Dr. Liang Li received his Ph.D. in communications from the McMaster University, Canada, in 1995. His studies specialized in neural networks and Artificial Intelligence, making him a perfect fit for our team.

From 2002 to 2015, Dr. Liang Li served as a Technical Director, CTO, and a Consultant for a number of large companies such as Nortel, Motorola, Conexant, Rockwell, and Huawei.

In 2008, he led the development of four international IEEE Wireless Communication Standards and one Chinese Wireless Communication Standard. The IEEE Standards Committee gave a special contribution award to Dr. Liang Li for his work.

In 2015, Dr. Liang Li successfully financed, established and served as the CTO of the Nxeco intelligent cloud platform company in the United States. Nxeco smart products have entered into both the Chinese and global markets in large quantities.

To date, he has applied for and received more than 10 patents related to artificial intelligence.

### **Hanan Yariv, Global Marketing Director**

With over 12 years of work experience in various IT roles-rising from lead developer to technical director-and with degrees in IT and Asian Studies, Hanan is a highly skilled tech person with creative social engineering and digital marketing skills. Hanan also has experience working trade shows in New York, Las Vegas and Frankfurt, before becoming an entrepreneur in the FMCG and hospitality industries. Hanan has been giving lectures about Bitcoin since 2014, and became highly active in the crypto-space in early 2017.

## 9.2. Fund Governance Structure

### The establishment of Alphacat Foundation

An Alphacat Foundation is set up in B.V.I for the purpose of governing and properly managing any digital funds raised. The Alphacat Foundation is approved by the government and is regulated by the laws of registered country. The foundation is managed independently, by a board of trustees or management committees of qualified persons and is independent from the government.

Alphacat is a non-profit organization founded in B.V.I. According to the local laws, the Foundation is a legally established organization in support of, or participation in, public or private interests that do not have any commercial interests. The "profits" earned by the foundation are called surpluses, and will be retained as funds for other activities without being distributed as profits among our members.

### The mode of operation of Alphacat Foundation

Principles of financial management of Alphacat Foundation are: Overall arrangement and integrated management; practical results; careful calculation and strict budgeting, keeping expenditures within the limits of income. Asset management of the Alphacat Foundation is included into the comprehensive budget management and it prepares financial revenue and expenditure budgets according to actual operations. The annual financial income and expenditure budget is reported to the autonomous committee for deliberation. The monthly financial budget is reviewed by the Executive Committee. The financial management center is responsible for preparation and implementation.

- Digital asset usage rights:

If a single expense exceeds 50 Bitcoins, the consent of the CEO of the Executive Board is required.

If a single expense exceeds 100 Bitcoins, the consent of the autonomous commission is required.

- The Alphacat Foundation will introduce third-party audits to oversee the project's financial operations, conduct fund audits and provide audit reports. Audit reports will be disclosed in our annual information disclosure.

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**Legal compliance and other matters**

The Alphacat Foundation will employ well-known domestic law firms as legal advisors to the Alphacat project, which will provide the Alphacat Project with comprehensive legal services in digital asset transaction structure, operational compliance, legal risk control system design and overseas legal advice.

## 10. Risk Disclosure and Disclaimers

### 10.1. Risk Disclosure and Recognition

#### Systematic Risk

Systematic risk refers to the possible changes in earnings due to global common factors that affect returns on all securities. For example, there may be policy risks. At present, the regulatory policies for all blockchain projects and their financing methods are not yet clear in this country, and there is a possibility of loss to participants due to policy changes. In terms of market risk, if the overall value of the digital asset market is overestimated, the investment risk will increase and participants may expect listing projects to grow excessively. However, these high expectations may not be realized. At the same time, systemic risks include a series of force majeure factors, including but not limited to: natural disasters, widespread worldwide breakdown of computer networks, or political instability.

#### Risk of lack of supervision

Digital asset transactions, including ACAT tokens, are highly uncertain. Due to the current lack of strong regulation in the field of digital asset transactions, there is a risk that electronic digital currencies will rise and drop suddenly and sharply and are subject to market manipulation by bankers. If individual participants lack experience, it may be hard for them to withstand the asset shock and psychological pressure caused by market instability. Although experts and government media have given cautious suggestions from time to time, there are still no written supervisory methods or provisions. Therefore, such risks are hard to effectively circumvent.

#### Risk of introduction of regulation policy

It is undeniable that in the foreseeable future, there will be an introduction of regulations to constrain the blockchain and electronic digital currency areas. If official entities regulate this sector, the digital currencies purchased during the listing period may be effected, including, but not limited to, fluctuations or restrictions in price and marketability.

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### **Inter-team risk**

At present, there are many blockchain technology teams and projects; the competition is fierce and there is strong market competition and project operating pressure. Whether the Alphacat project can break through with its many excellent projects and receive wide recognition, will be determined by both our team's capabilities and vision, as well as our many competitors in the market, and even oligarchs. The team may also face vicious competition.

### **Risk in the team**

Alphacat brings together a team with vitality and strength, and attracts senior practitioners in the area of blockchain and experienced technology developers. The stability and cohesion within the team are crucial to the overall development of Alphacat, a leader in the industry. In the future, Alphacat may be subject to negative impacts caused by the departure of core personnel or conflicts within the team.

### **Project co-ordination and marketing risk**

Alphacat's founding team will spare no effort to achieve its development goals set out in this Whitepaper and to expand the space for project growth. At present, Alphacat has a relatively mature business model analysis. However, given unforeseen factors in the overall development trend of the industry, Alphacat's current business model and overall planning approach cannot well match with market demands, thus making earnings unpredictable. As a result, this Whitepaper may be adjusted as our project develops and market trends change. If participants fail to obtain the updated details of the project, or the public is not aware of the latest progress of the project, there may be lack of awareness of the project due to such lack of information, thus affecting the subsequent development of the project.

### **Project's technical risk**

The project is based on a cryptography algorithm. The rapid development of cryptography is bound to bring the potential risk of being cracked. At the same time, the blockchain, distributed ledger, decentralization and not agree to tamper with support the development of core businesses and the Alphacat team cannot fully guarantee the implementation of technology.

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### **Hacking and crime risk**

The amount of individual supporters is small, but the total number of users is large, which also places high requirements on the safety and security of the project. Electronic digital currency is anonymous and is difficult to trace, so it is often used by criminals or vulnerable to hacking. It could also be used for criminal activities such as the transfer of illegal assets.

### **Other unknown risks, at present**

With the development of the blockchain technology and the overall industry, Alphacat may face some unexpected risks. Participants should fully understand the team's background, know the project's overall framework and ideas, reasonably adjust their own visions, and participate rationally in digital currency token sale before making the decision to participate in this project.

## **10.2. Disclaimer**

Alphacat is a non-profit system. The system's future internal reward mechanism and operation, and its maintenance mechanisms, are based on virtual digital assets (i.e., virtual goods), rather than monetary incentives. The digital currency generated by the system itself can be used as a reward for system maintenance. However, in order to meet the exchange of resources between the system and other systems or other social subjects, a certain amount of NEO currency and other virtual digital assets are required to intervene. Accordingly, the assets acquired by Alphacat are only similar to other virtual digital assets such as Bitcoin, Ethereum and NEO.

ACAT token is a digital currency with Alphacat as one of its usage scenarios. It is a kind of virtualization reward system for the operation of the system, not a monetary return. Therefore, ACAT currency exchange is not an investment. Holding ACAT currency does not represent ownership of Alphacat or Alphacat applications. Alphacat does not grant any individual any rights to participate in, control or make any decision about Alphacat or the application of Alphacat. Any holder of ACAT token can participate in the scenario of the Alphacat platform, but cannot directly sell ACAT token. The value goal of the ACAT token is to create a scarcity experience for participants and holders about

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the application value and virtual goods of the Alphacat application platform and usage scenarios, rather than monetary value or transactional value. We cannot guarantee that ACAT tokens will have appreciation, and it is also possible that under certain circumstances there will be a decline in the value of psychological cognition.

Due to these unpredictable circumstances, the goals outlined in this Whitepaper may change. Although the team will do its utmost to achieve all of its goals, all individuals and groups that purchase ACAT tokens do so at their own risk. This Alphacat Project Whitepaper is for informational purposes only and does not constitute any investment advice, investment intention or solicitation of investment. This Whitepaper does not constitute any sale or purchase, any offer for sale or purchase, any form of securities, or any form of contract or commitment.

Participants of the Alphacat listing project should carefully read this whitepaper to have a comprehensive understanding of Alphacat's technical characteristics and the risk-return characteristics, and should give full consideration to their own risk tolerance to make their own rational judgment and a careful decision. Participants must be willing to bear all the corresponding results or consequences once they indicate that they understand and accept the risk of the project.

Best wishes,  
**Alphacat Team.**

*\* Due to the differences between regional cultures, languages and time zones, the Alphacat team shall have the final interpretation of all content.*

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