



ETF Token

Access Token to a Comprehensive Collection of World
Changing Blockchain Technology

A Decentralized Autonomous
Organization Built on Aragon 0.5

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Executive Summary

ETF Token has created a unique and decentralized community with its own comprehensive collection of world changing blockchain technology. Utilizing smart contracts and a self-governing structure, this token establishes a fund which contains a collection of innovative, socially-impactful, and valuable blockchain tokens. Every ETF token purchaser is a part of that community and every ETF Token is backed by that fund.

It establishes a symbiotic relationship with the best that blockchain projects available. By purchasing the tokens of incredible blockchain projects and holding them in a fund, this community of token holders adds established value, quality, and diversity to their backing fund. In return the projects whose tokens we purchase have additional Ethereum to contribute to their growth. This increases each backing token's value potential, which in turn increases the value potential of the fund and the ETF token.

The tokens this community holds are issued by impressive organizations that offer innovative solutions for the world. ETF Foundation will select tokens which are maintained by an exceptional team, product and an ethical vision that our community can support. ETF Token and fund is not just for the experts on blockchain to participate. The token holders form a sociable community that helps direct the fund. They vote on great board and team members and fund managers to oversee the day-to-day operation of the decentralized organization, the blockchain, and the fund.

Highlights

This type of community is called a DAO. It stands for Decentralized Autonomous Organization. But there is much more to this organization than this simple definition. This DAO aims to make participating in dozens of applications utilizing this revolutionary technology as easy as downloading an app. It is an organization that is secure, accessible and easy to join. And it is run by the token holders for the token holders. Holding a single ETF Token makes you a member of this community.

Who we are

This is not a company! This is an organization where each ETF Token holder can help decide what this fund and token will represent. Does it represent tokens that support clean energy or a new type of electric grid, does it change the way we think about self-governance or the way we think about engaging with independent contractors or freelance entrepreneurs. Will it support decentralized currencies? Does it engage with ethical businesses aiming to solve 21st century problems? Will this fund hold tokens that will change the future of the planet for the better? The community will support innovative blockchain projects, many of which may very well change the world we live in for the better

Mission Statement

ETF Token aims to provide value by establishing world-wide convenient and fair access to a decentralized community with its own diverse collection of valuable, useful, and socially-impactful blockchain technology.

The ETF Vision

The ETF Token is the access key to a unique community which controls an actively managed collection of blockchain tokens. Think of it as a token representing dozens of the best blockchain projects and tokens available. Each ETF Token holder will help guide the organization and elect its leaders.

The ETF Token

ETF Tokens provide value through access and voting rights to manage an ETF Token Holder's Decentralized Autonomous Organization (DAO). A DAO is not a company, this token is not controlled by anyone except for the token purchasers. The organization sets forth decentralization as an important principle. Never to grant ownership of itself to a particular business or individual.

The Concept

ETF Token is the first easily accessible token fully backed by the best of blockchain. The Token is created in a 1:1 ratio with a fund controlled by the community. That fund purchases and holds a diverse collection of both established and newer blockchain projects that are deemed valuable by our community. The community will hire the day to day managers of the fund and operations and all of the Ethereum contributed by the members is transferred and held in other blockchain project's tokens, specifically the ones that show the potential to grow in usefulness and value. The blockchain smart contracts allow that fund to be guaranteed and auditable with updated fund statistics delivered instantaneously.

The Mission

This Token decentralizes and transforms the concept of holding a collection of blockchain tokens. It re-humanizes it by not simply algorithmically selecting the top tokens by market cap but rather by selecting the ones with principle and projects that our own community believes in. It de-corporatizes the decision making by enabling the token holders to self-manage, self-govern, and self-develop while providing them with the resources to self-scale. It revalidates the notion that a diversified blockchain project backed token can be established, it can reduce volatility through competent partnerships and associations. This token aims to provide intrinsic and audible value for the token owners. It does this through the transparency of blockchain and the transparency of the community managed organization we have established to maintain it.

The Abstract

Diversified

ETF Token's backing blockchain tokens are diversified. All of the Ethereum raised from every token sale into acquiring tokens representing the best blockchain projects and tokens the community has to offer. This enables each ETF Token represent many different useful, valuable, and socially-impactful blockchain tokens.

Unique

This establish a new and unique type of fund. A Community-Controlled, Actively Managed Fund of various blockchain tokens for the organization of ETF token holders to manage as a means to quantify the value of the community's token. By utilizing smart contracts the ETF Organization gives value to each ETF Token by tying it to a percentage of this completely scalable fund of blockchain tokens.

Community Controlled

Being an ETF Token holder entitles you to a proportional interest in the organization. Each ETF Token is a vote for board members and on community affairs such as the direction of the community fund. This enables the community to choose the best ways to self-manage and self-acquire the best blockchain tokens available.

Practical

This community will elect its own leaders and team members and compensate them with a small portion of the Ethereum proceeds from ETF Token purchases. The organization must always keep this fee for fund management less than 1%. This enables the community to be confident their Ethereum contributions are being managed wisely. Token Holders deserve to have their Ethereum contributions exchanged for tokens representing the most deserving projects as backing assets instead of seeing the proceeds go to some founding company's annual balance sheet.

Open

The same smart contracts that provide value to the token also provide openness and visibility. These easily auditable contracts require the 99+% of the Ethereum dedicated to the fund from each token purchase to be transferred automatically into the current proportions of the backing tokens for that transaction to be processed.

Quality-Backed

By choosing the best projects through community and conversation and by choosing our own competent leaders to manage the fund. We are not forced into a one size fits all collection of blockchain assets but rather the ability as a community to participate in in the most worthy blockchain projects. This token will be desired by crypto-exchange participants and by existing token holders as a less volatile holder of blockchain value than current alternatives by maintaining this fund of the best tokens and making it securely and conveniently available to anyone worldwide.

Existing Environment

The era of daily parabolic growth for cryptocurrencies has passed and the demand for an actively managed fund comprised of the best that this industry represents is higher than ever. Most new tokens being released are weighted with too much of the profits going to the founding team. True asset backed tokens with reduced volatility exist but are often inaccessible, available only to accredited investors, or sold out in the pre-sale or ICO only to available marked up later to interested token purchasers who did not get to partake. Almost all token releases are hard capped and incorporate a high retainage of ICO proceeds via tokens generated. Existing cryptocurrency based index funds incorporate high fees and expenses into their team or investor packages. Their customers are limited to the top “20” cryptocurrencies or some other “impressive” new algorithm or metric.

These types of tokens don’t encourage the community of token holders to have input in the fund and pick the tokens with a socially impactful mission that they believe in. They all hold a significant portion of the ICO proceeds, which typically translates into a situation where new tokens can never be created. This means the community lacks core values and is specifically designed not to grow. It’s not only the lack of community and collective wisdom, but the closed-door and diminishing or non-existent value propositions that most people reject as well. Not one regular main street individual want to buy this stuff.

Imagine a wall street Index fund saying they can’t add new customers because they charged the entire fund 13% at the onset and if they created any more shares of their fund they wouldn’t get their 13% cut! They go on to say they are hoping people will pay more for the fund in less regulated secondary markets. These are simply poor investments selling strategies disguised as intelligent cryptocurrency investments, often with fees that the token issuers would never agree pay themselves. That is not to say these funds are all bad, some have made great gains for their investors as the market skyrocketed. But times have changed.

We believe due diligence and association with the best cryptocurrencies available, regardless of size or market cap, will be a wise decision in this exciting new era. And we believe that the potential token purchasers of the future deserve something better. To demonstrate the value that we want to create, we would like to outline some weaknesses of other similar tokens and identify room for improvement.

High Fees

All current cryptocurrencies have one thing in common, the initial team holds an inflated portion of the wealth. It’s all the same, whether it is 10%, 20%, or 50% retained for the founding team. The fact is that many times significantly less than that and even occasionally 0% retained for the founding team can still lead to a successful project. It is important to outline to token purchasers exactly why the teams need the portions that they do, whatever that percentage might be. We simply accept this pillaging of our initial contributions. Teams get compensated with 15,000,000USD worth of a token at its inception and have not yet had to succeed at their “business” by delivering a working product. This creates a myriad of problems; founding teams becoming too greedy, forced holding limits on when ICO participants can buy and sell and downright scams and get rich quick schemes meant to benefits only the founders of that particular token. Fortunately, there are many cryptocurrencies available that are not guilty of poor management and actually own something with true value potential. Finding and following these tokens can be hard work, it’s tough to hear through all the noise, and the news is constantly changing.

Lack of Asset-Backed Tokens

In the current cryptocurrency market there is also a lack of diversified asset backed tokens available. The market has shifted from unsustainable growth to daily ups and downs. In order to prevent massive changes in value, current holders must constantly switch tokens and pay exchanges fees, while keeping a constant eye on the market. Most existing and potential blockchain token holders are not interested in becoming day traders. Most of these individuals simply want to enjoy the long term robust growth and potential of the cryptocurrency market and witness the exciting future of blockchain applications in general. Missing a single tweet can cost a token holder 30% of their holding's value.

Problems do not only exist for newly rookie and novice members of the cryptocurrency community. Even those interested in day trading have a desire for more stable tokens for when they are not watching the charts. Current alternatives face regulatory issues and trust issues. They often fail to deliver a true asset backed token, proving to be fake currency with claims to be tethered to a real one. These current asset backed tokens are always owned by one team or one organization, who controls all of the wealth and an unjustly skewed percentage of the profits or takes an unnecessarily large portion at the beginning. Sometimes a team of 5, who has yet to prove themselves, gets 10% of a \$50,000,000 ICO. This may be fair in some circumstances but it is completely unnecessary in an asset backed token. Most people expect to see a team succeed before they all become millionaires.

No Actively Managed Funds

Another missing element is a fair ETF style actively managed fund in the crypto market, allowing interested participants to purchase a diversified asset class of cryptocurrencies in a single transaction. Certainly companies exist to charge a high percentage at some point in the process for low effort required and simple luck of the market overall results. What's lacking is a true actively managed fund by an organization attempting to identify the best, not necessarily the biggest, tokens available. Properly managed cryptocurrency funds with fees or founder holdings less than 15% really do not exist. The blockchain community as a whole should not accept this as the only option. Both greed and regulation are to blame.

Attempts in mainstream markets to create such a stabilizing fund are always met with the same resistance that these institutions have to all things cryptocurrency and unfortunate attempts to classify it under existing regulations for other assets, funds, etc. and they are often not compatible. Actively Managed Funds exist but are always ran by a similar company serving the same similar purpose, charging their customers 20+ percent annually on their funds or retaining 20% of the tokens ever created for themselves.

Part of the problem with these funds, is not just the fact that a, yet-to-succeed team may be getting a little too heavily compensated, it also complicates the fund. It forces you to take one big pot of the initial token purchaser's contributions at the beginning, divvy it up and then create the right number of tokens proportionally, with investors and founders grabbing percentages for themselves. They attempt to make them rare, sell out at some limited or invitation-only stage and then try to sell the tokens above the value contributed to them. They all say no additional tokens can ever be created. We believe a fund and tokens that are scalable without diminishing their value is needed. Many of these current funds, managed by for-profit companies are legally unclassified, as they act like an entire brokerage firm and security selling company. This applies in most major economies, unless you are an institutional investor. They also get tied up in all of the regulation, Know-Your-Customer requirements and oversight because they are a company, not a token! They are surely set up first to make profit for themselves regardless of if they, second, make money for the token holders. That's not the only way to structure these projects.

Solution

Introducing ETF token, a cryptocurrency that is 100% Asset backed by an actively managed portfolio of the best blockchain tokens available.

Each ETF Token will represent a percentage of this completely asset backed fund.

1:1 Ratio

As new units of ETF Tokens are issued, new shares of the backing cryptocurrencies will be purchased.

Transparent

The blockchain transactions for the token will serve as both the ETF ledger and also act as a smart contract proof of work system for the asset fund to ensure additional backing tokens are purchased and held as required. This information and the blockchain transactions will be public and verifiable by anyone. The ETF Token will establish the initial fund by retaining the entirety of all pre-sale tokens in an Ethereum fund linked to the token.

Fair

The token purchasers contributions will be utilized as follows: Token Holders = 100% of fund. Founding team or investor cut = 0% of fund. This is a key difference between ETF Token and other company owned Tokens. It enables ETF Token to be infinitely scalable, without diluting the token's value. This enables anyone to purchase a token without paying a premium on its associated value to the backing fund.

Self-Governed

This token will then act as a managed fund in which the individual token holders can vote, based on their holdings, on decisions including which tokens contribute into the fund, ETF organization board members, organization employees, token generating protocols and other decisions related to the betterment of the fund.

Value Proposition

Blockchain Token

ETF Token is an actual token. It is not a business, it is not an investment fund. This statement is profound. Every other version of a diversified crypto portfolio fails to pass that simple test. That simple test is why there are no cryptocurrency ETFs on the major exchanges yet and why none of those diversified portfolios currently being offered is available in the US (many are also unavailable in the EU, China, and Singapore, Japan, and Korea). They are unregulated investments, they are considered too risky and untrustworthy for the mainstream. ETF Token is not a business, it is not an investment fund. It is a blockchain token.

Asset-Backed

The concept is simple, when you exchange a “amount” of Ethereum for ETF Tokens, that same “amount” is divided up into the specific fund holdings and added to the backing fund. This token is created via fund specific smart contract fulfillment based on an Aragon 0.5 infrastructure. The value of the token at any given moment is the combined sum of an index of cryptocurrencies divided by the number of tokens in the market. It can be bought and sold at any time for that amount plus a small transaction fee established always to remain <1%. The token will be created when purchased

and the fractional percentages of each token which composes the backing fund are instantaneously added. This makes ETF Token infinitely scalable.

Exchange Friendly

ETF Token will be easy to use on our platform and also exchange friendly. ETF Token is safe for high volume clients. ETF token is immune to market manipulation by high volume clients. A buy and sell wall can never exist. No one would sell a token for less than the value of the fund divided by total number of tokens and no one will ever have to pay more than that same established value to purchase one. They will be easy to acquire at fair value through the organization. ETF Token Organization's asset fund is well diversified. It is safe enough to hold "hodl" through market ups and downs. It is also a stable holder of value for traders to move their funds to when they are not actively watching the market.

Community-Controlled

ETF token holders can be assured they are backed by a quality team: themselves. ETF token holders have the right to binding vote on major policy directives. This is profound. Other crypto index funds are not tokens, your votes are "considered" by the owners or companies or investment managers not mandatory. Each ETF Token is a vote. The token holders are the voice of the direction of the fund. The token holders make the decisions when it is time to vote on key policies and most importantly elect the foundation board members to represent their interests.

Talent

The necessary paid positions will exist for those who manage the organization, the platform, the blockchain and the fund full-time for the community. They can be hired to manage the fund year round and paid by utilizing the small community management fees. They can be paid in tokens via smart contracts for their work. And if they fail the community, the community has a right to remove them; they are simply members of the token holders' organization elected to represent the people. Regular employees will not be needed because ETF Token is not a company.

Accountable

ETF Token will be auditable. This is also profound. There will always be a 1:1 Ratio between the value of the fund and the value of the entire supply of tokens. ETF Tokens is redeemable. Unlike some "asset" or "dollar" backed cryptocurrencies. This fund is legitimate; there is no reason any token holder should not be able to cash in their shares for their percentage of the fund. None of the pre-sale or the future buyers will ever be forced to hold their tokens for a predetermined amount of time. That essentially establishes a future possible "apocalypse" date. ETF token doesn't offer fake sales or discounts to early contributors. Each token is asset backed, the price already represents the true value of the assets by definition, no gimmicks are necessary.

Voting

Another major appeal of ETF token is the voting rights. The staking mechanism is directly tied to token holdings. Each ETF token has an associated voting right for major decisions regarding the fund, including voting on a board of directors to manage the fund at least once annually, or as determined by the community.

The voting rights and board allow the token to adapt as necessary, remove old or less popular tokens from the holding portfolio and move to newer tokens, or to move into safer more risk adverse options as the community sees fit. It's unlikely that all members will choose to vote, many newer less involved members of the cryptocurrency community will appreciate the competently managed fund.

The voting mechanisms help enforce one of the most important aspects of this token. The fund must act in the best interest of the token holders, if the board of directors or team members fail to deliver for the community, the community has the right to replace them. This is one of the main differentiators between ETF token and signing up for an existing cryptocurrency based investment fund which is owned and controlled by a company.

Exchanges

As a token that aims to be a secure holder of value with an established growth proposition. ETF Token aims to maintain the same symbiotic and friendly relationship with the tokens and associated blockchain projects that we hold. ETF Token will provide a highly sought token for their customers which can be easily implemented into their exchange. We also purchase the tokens of exchanges that deliver high value propositions as part of our fund. ETF Token will be able to establish a market where it can be traded and the exchanges will see increased customer growth and purchase of their exchange specific tokens.

Overview

Initial tokens and all tokens issued in perpetuity would be 100% backed by a collection of valuable, useful, and socially-impactful blockchain tokens.

The ETF organization will issue tokens as demand increases and use the proceeds to increase the size of the asset fund so that each ETF Token would be backed by ETF organization's portfolio of blockchain tokens.

Downloadable digital wallets and token purchase and sell capabilities will be conveniently available on the website.

Platform

Acquiring an ETF Token is meant to be easy. The first step is to log into the website and set up an account. All you need is an email address and to set up a two-step verification method to secure your account. The sign-up process will never include uploading personal information, identification, bank account, or credit card information.

You're in. Next you check the current rate for a token based on the current value of the funds underlying assets. Remember this token can only be "purchased" with Ethereum, so the price you see for the token will be in Ethereum. This token cannot be traded for USD or any other currency.

The Platform is a web based wallet allowing for an owner of Ethereum to safely transfer their Ethereum to the wallet and then use that Ethereum to acquire ETF Tokens. The wallet is deposited with the tokens as they are processed.

This process will continue from the start of the pre-sale forward. To exchange your tokens back in for Ethereum, or future exchangeable tokens, the process is simply reversed. This simple user friendly dual wallet enables ETF Token to appeal to more users, as anyone with access to Ethereum is easily able to follow the steps from there.

ETF Token organization continually invests in the community, management, team, and development of the product to maintain safety and ease of use. Later releases will likely include mobile wallets and other additional capabilities.

Token and Smart Contract:

The pre-sale token will be a functioning, but simplified version of the final ETF Token. The presale function will work as follows. User's will access their dual wallet, and deposit Ethereum into their presale Ethereum wallet, and then transfer that Ethereum to the ETF Token Wallet. This protect users who may try to transfer Ethereum from an incompatible wallet directly into the presale. For advanced users, compatible ERC20 wallets can be used to contribute Ethereum without depositing into the Ethereum dual wallet assigned by ETF Token. Tokens will be available for the Ethereum purchase price p as indicated on the website. The fee will be reduced to 0.375% as a pre-sale initiative.

The smart contract itself will automatically contribute 99.625% of the Ethereum into the fund and 0.375 into the community management fees. Updated verification that the fund has grown in value based on the contributing Ethereum block size will be available on the website and via the public blockchain as soon as blocks are processed. The pre-sale token will have the full functionality of the final token on the Aragon platform, the voting rights, and team compensation smart contracts will be established, and the basic token staking mechanisms will be established. The only difference is the fees will be reduced and the fund will not move its Ethereum assets into the diversified fund until the second stage.

In the second stage the Smart contracts will be updated to verify that the contributing Ethereum is not simply retained as 99+% Ethereum but properly divided into the established backing blockchain tokens that compose the fund at any given time. The initial version of this smart contract will simply involving providing transaction records from addresses controlled by the fund, purchasing the backing tokens during the creation of each referenced block. These transaction records will be hashed and incorporated into the creation of each new block.

Potential for Future Advancement

As the technology advances and the fund and team continue to succeed and grow, we hope to implement more advanced smart contracts that minimize the hands on involvement of the team and maximize the involvement of the blockchain. This helps maintain our goal of remaining a decentralized organization that everyone can be a part of. As a DAO we look forward to the contributions this community makes to improving itself and providing value for its own members.

Public/Private Determination

ETF Token intends on becoming a publicly available blockchain. Decentralized, as opposed to private, seems to be the current best method for creating this type proportionally backed token. This eliminates the fear that token holders may have regarding verification that the backing assets are actually purchased. It is simple transparency, unlike other tokens which are “allegedly” tied or tethered to a US Dollar, or other fiat currency or other asset, but make no efforts to verify that to the token holders.

ETF Tokens is not be created by mining but rather “awarded” to the transaction processor via a small portion of the fee associated with each buy and sell transaction made through the ETF web application. This establishes a less expensive transaction fee than many other types of managed funds or assets that our token holders relate to. This prevents our token processing requirements from rewarding large mining/processing hubs, full of power hungry equipment, with access to resources unavailable to the other members of the community. These are not the type of transaction processors we want to award community tokens or proceeds to. The likely choice for transaction processing will be our host platform. (potentially Aragon)

Fund

By intention, the most valuable aspect of the ETF Token is the blockchain entities and tokens which it chooses to include in the fund. The fund is the overall, best, effort of the community to participate in the most worthy projects and tokens that blockchain has to offer. The goal of the actively managed fund is not to day-trade for the token holders. We aim to use your input and the same meticulous screening the team put into picking the tokens for the initial fund into all of the blockchain tokens we choose to hold. We believe it also helps reduce volatility without reducing upward momentum.

ETF Token's fund will contain proven and established blockchain tokens such as Ethereum and Bitcoin and Litecoin. They have proven themselves to be secure holders of value. ETF Token's fund chooses to hold other top tokens, not necessarily based on their position in the top 20, 50 or 100, but rather based on the merit, value, honesty and transparency put forth by their project and their team in delivering a token with value or value potential. Some of these potential backing tokens include Aragon, Ethos, Augur, 0x, and Dash. This Organization feels that these kinds of projects, and many others, are providing the world with something of real value. These are the kind of tokens that this Organization is looking to include in this fund. Other blockchain entities excluding existing tokens, specifically the best upcoming ICOs based on merit, principle, deliverables, and value available could be added to the fund as well. The "Best" for this Organization is not necessarily the biggest or the most valuable based on a chart or paragraph in a white paper, but a true intention and an even better plan of action executed by an even better team. Those are the types of blockchain project tokens that this organization intends to hold.

At any given moment:

The Value of a single ETF Token = x

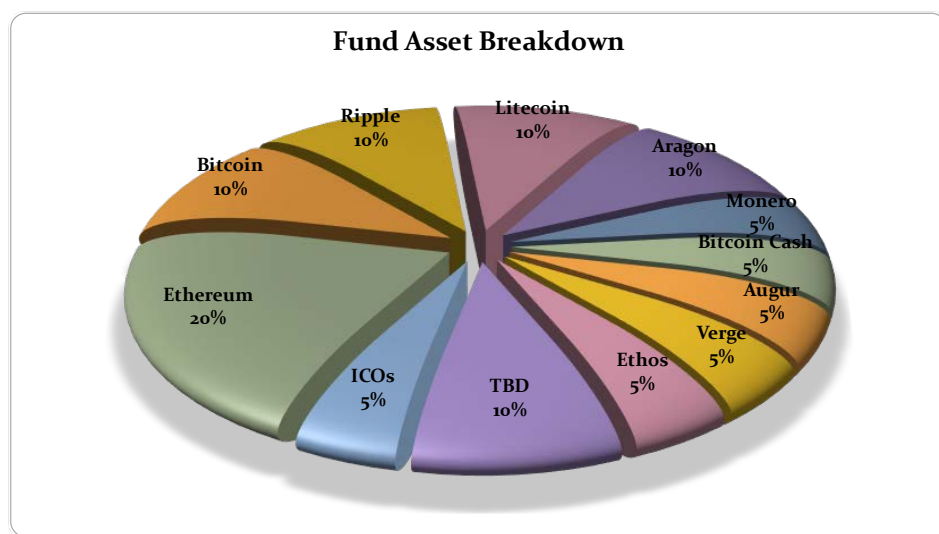
The Value of the fund = v

The total number of tokens in existence = t

$x = v/t$

Potential Fund Breakdown (Conceptual Subject to Change)

Asset Type	Amount
Ethereum	\$ 20
Bitcoin	\$ 10
Ripple	\$ 10
Litecoin	\$ 10
Aragon	\$ 10
Monero	\$ 5
Bitcoin Cash	\$ 5
Augur	\$ 5
Verge	\$ 5
Ethos	\$ 5
TBD	\$ 10
ICOs	\$ 5
Total	\$ 100



Team

Decentralized Autonomous Organization (DAO)

Each token holder is a member of the team. The DAO is the type of organization by which this fund and the tokens are created and managed. “Decentralized” means that this blockchain entity is not owned by a particular company or organization or founding person, the first member of the organization is the first purchaser of a token. This organization does not exist without the token purchasers, they are the organization.

As the organization it is in the best interest of the token holders to vote wisely on decisions for the betterment of the fund. One of the most important duties this voting will entail selecting the team members who will run the day to day operations and fund management for the organization. All of the job descriptions required to run this organization are itemized and broken down into individual smart contracts and divided among the individual team units. They will be compensated through via the small community management fee upon satisfaction of the smart contracts. The community will be responsible for rewarding these smart contracts to qualified people or teams to complete them.

Community Elected Team

The initial team will consist of the following “units” to see us through the pre-sale, token launch, and first year of operations. This organization is a still and will always be improving and adding to its team. The best team is not likely to be a single group of friends in one location but instead the best talent available, spread throughout the world. This organization will establish a team of specialized talent who believe in the principles of this organization. Team members will be compensated according to the following initial breakdown. The organization can later adjust these numbers by vote if needed.

Fees

ETF Token with a fee structure that is set at 0.75% (after the pre-sale) for buys and sells through the platform so a purchaser of an ETF Token spends roughly 1/40th of the average cost of setting up a managed fund elsewhere in the cryptocurrency market. Other managed funds charge percentages from 15-25% depending on a variety of factors. These funds do not have the consumer’s best interest in mind. This is an integral part of the plan and the only way to guarantee the continued success of the token. These fees are comparable with the lowest of any managed asset backed fund in any market, crypto, fiat, stock or other exchange. This will help differentiate ETF Token as a managed fund that truly cares about the returns given to the individual token holders. Because of ETF Token’s scalable structure we will break the small fee down into several “units” as opposed to “amounts” to cover anticipated expenses. As this token grows these tiny percentages will add up allowing ETF Token to grow their team to scale and make sure they are able to attract top talent to manage all aspects of the fund.

Description		
Chief Executive Officer	(0.05%)	1 Person
Chief Operations Officer	(0.05%)	1 Person
Chief Technology Officer	(0.05%)	1 Person
Chief Financial Officer	(0.05%)	1 Person
Community Chair	(0.025%)	1 Person
Community Unit	(0.025%)	Team
Management Unit	(0.025%)	Fund for Contract Work
Operations Unit	(0.025%)	Fund for Contract Work
Media/Advertising Unit	(0.025%)	Fund for Advertising
Network Security Unit	(0.025%)	Fund for Contract work
Blockchain Development Unit	(0.025%)	Person or Team
Technology Development Unit	(0.025%)	Fund for Contract Work
Web Unit	(0.025%)	Person or Team
Transaction Processing Unit	(0.025%)	Fund for Transaction Processing
Financial Accounting Unit	(0.025%)	Fund for Contract Work
Trading Unit	(0.025%)	Team
Legal Unit 1	(0.05%)	Person or Team
Legal Unit 2	(0.05%)	Person or Team
Auditing Unit	(0.05%)	Fund for Auditing Services
Operation Fund	(0.1%)	Fund for all miscellaneous needs
Total:	(0.75%)	

Team Responsibilities Pre-Tokenization

1. Market Analysis
2. Whitepaper Creation
3. Whitepaper Audit
4. Presale Strategic Planning Document
5. Community Creative Assets
6. Pre-sale Promotional Site Portal
7. Community Building & Community Plan
8. Static, Banner, Ad & Content Designs & Execution
9. Media Selections
10. Initiate Advertising Campaigns
11. Pre-sale Portal Execution
12. Pre-sale
13. Post-sale engagement Plan
14. Establish Backing Fund
15. Fund Tokenization
16. Manual Token Distribution
17. Year 1 Plan Initiated

Potential Job Descriptions and Breakdown of Task Contributions by Unit:

Chief Executive Officer (0.05%)	1,2,4,7,13,17
Chief Operations Officer (0.05%)	1,3,4,13,17
Chief Technology Officer (0.05%)	2,5,6,8,11,12,15,16
Chief Financial Officer (0.05%)	1,3,13,14
Legal Unit (0.05%)	1,2,4
Legal Unit 2 (0.05%)	3
Accounting / Auditing Unit (0.05%)	3,14
Community Chair (0.025%)	1,2,4,5,7,9,10
Community Unit (0.025%)	Community Chair managed Fund
Management Unit (0.025%)	CEO managed Fund
Operations Unit (0.025%)	COO managed Fund
Media/Advertising Unit (0.025)	Community Chair managed Advertising Fund
Network Security Unit (0.025%)	Bounty Fund
Blockchain Development Unit (0.025%)	11,12,14,15,16
Technology Unit (0.025%)	CTO managed Fund
Web Unit (0.025%)	5,6,8,10,11,12,16
Transaction Processing Unit (0.025%)	15,16
Financial Unit (0.025%)	CFO managed Fund
Trading Unit (0.025%)	14
Operation Fund (0.01%)	Miscellaneous fund

Timeline

Community

It is time to build the community. Many potential token purchasers will be excited to learn about this token. This is the time for us to share the news with them.

Feb 01, 2018

Team

Finish Team building.

Mar 05, 2018

Finish White Paper

Finalize Whitepaper and Strategic Planning Document.

Mar 19, 2018

Development

Finish Developing Pre-sale infrastructure

Apr 23, 2018

Security Check

Finish Test deploy/Security Check

Apr 30, 2018

Pre-Sale Begins

Deploy Pre-sale site and functionality

May 01, 2018

Pre-sale Ends

Conclusion of Pre-sale

May 31, 2018

Delivery Date

Finalize Fund & Token Creation

Jul 31, 2018

ETF Token and Fund Go Live!

ETF Token Full functionality 1.0 released

Market

Market Analysis

This token is unique because it appeals to large institutional investors who are familiar with making similar purchases. It appeals to current large holders of various blockchain tokens who are interested in unloading some of their reserves in these specific tokens to gain shares of the larger diversified fund of tokens managed by this organization. This helps to foster a successful Pre-sale. It is easy to become an ETF Token holder.

Even more important than appealing to some of these larger initial investors is the appeal that this token has to “main-street” individuals who are more risk adverse. The large number of potential token purchasers that are currently concerned with cryptocurrency volatility will have interest in a token that is representative of a community managed decision on the best of the current blockchain tokens available. The people interested in ETF Token, include people that are concerned with other tokens, they simply do not want to risk massive price swings when a single token experiences high volatility or sharp declines.

Market Segmentation

Rookie

“When it comes to the reasons that people who don’t want to purchase bitcoin or other cryptocurrencies, 21% of them said ‘the value of the Bitcoin is not stable,’ 19% said they don’t know how to spend the cryptocurrencies, 18% indicated that they don’t know what the cryptocurrency is and 17% of the respondents said they don’t know how to buy it.” State of cryptocurrency –pundi x as reference on medium
<https://medium.com/pundix/nem-pundi-x-and-stellar-org-published-the-findings-of-how-consumers-adopt-cryptocurrency-3fceb445a178>

Rookies are also composed of people who don’t know what cryptocurrency is yet but will be learning about it after this token is released. We aim to appeal to these blockchain rookies through presenting a clear strategy for participating in blockchain. We deliver a means for them to partake in socially impactful projects that have established true value propositions. It provides convenient and easy buy and sell capabilities for joining or leaving the market. And it provides a simple safe and secure way to hold multiple blockchain tokens.

Novice

Novice

“1. Which of the following best describes the reason you invested in Bitcoin?

- a. 21.81% of respondents answered "Bitcoin is a long term store of value, like gold or silver."
 - b. 40.78% of respondents answered "I believe Bitcoin is a world changing technology."
 - c. 14.01% of respondents answered "I believe that the price of Bitcoin is too low, and will only go higher."
 - d. 15.25% of respondents answered "A friend, family member, or another trustworthy source convinced me to invest."
 - e. 8.16% of respondents answered "I plan on using Bitcoin for transactions or purchases, and less of an investment."
- <https://lendedu.com/blog/investing-in-bitcoin>

ETF token makes a direct appeal to those looking for store of value by mathematically tying it to a percentage of the fund it is crypto-asset backed. Clear and measureable value will be appreciated by the community of token holders. It also appeals to the innovators. They have a chance to participate in dozens of organizations that intend on delivering value by changing the world.

Veteran

Veteran

Volatility has been crypto trading’s boon and bane. On one hand, it allows active traders to take advantage of swings for

significant daily profit. On the other, taking their eyes off of charts even for just a few minutes can spell missed opportunities or losses to token holders. Stablecoins could help minimize these downsides by allowing traders to park their trading funds in a less volatile coin especially since only a handful of exchanges support fiat funds.
<https://cryptoslate.com/stablecoins-101-crypto-market-needs-fiat-stability/>

These veterans as mentioned above are often traders who are highly skilled in selecting tokens that could be perceived as undervalued. They use these same measure of delivering a socially impactful and useful blockchain product with a competent plan for creating and maintaining value to purchase their tokens. As noted above even these skilled and advanced traders will appreciate a more secure holder of blockchain value being available on their platforms so they can still participate in market gains even when they are not actively monitoring their accounts.

Whale

“But if conditions are still in flux and the industry is immature, a large enough trade will always move markets—and in this case, the institutional investors that are entering might become themselves the cause of price slippage. A whale can not jump into the water without splashing a bit.”

<https://medium.com/@economymonitor/tracking-whales-d1c000f92049>

These “whales” or large holders of specific cryptocurrencies are most likely to appreciate the credit union analogy. Many blockchain token purchasers go straight from cryptocurrency [as] a token to as an investment. In the real world currency earners usually incorporate a savings account into their portfolio as a less risky means to hold their assets. A bank invests in a variety of investments with the clients invested money. By choosing a good bank with good investing principles the client can be more certain their investment is [safe] and will not be lost. We offer that secure store of value and low volatility market participation for these whales who may wish to establish such a reserve.

What sets ETF Token Apart?

ETF Token’s Pre-sale incentives do not devalue the tokens nor do they offer tokens at a discount. This enables every token purchaser to be sure their token is always backed by the appropriate tokens. This requires every token purchased to be backed by the same proportional value of the fund. Incentives for the pre-sale are limited to reduced fees. All tokens are acquired with Ethereum, at this juncture, allowing anyone with a fiat-to-Ethereum provider to acquire the Ethereum necessary to acquire ETF Tokens.

During the pre-sale a functioning token will be issued that will be transferable at a 1:1 ratio with the final token released. This simplified pre-sale token will establish a single token backed fund. All contributions will be held in Ethereum until sufficient time has passed for completion of the other objectives and sufficient funding has been raised to establish the diversified fund. Investor will be protected by retaining 99.625% of their investment in completely redeemable and transferable Ethereum until a functional token representing the entire diversified crypto asset fund is delivered. This is a new form of protection, unique to ETF token, and not found in any other type of token pre-sale.

The pre-sale is useful to the fund because it establishes a large Ethereum holding for the organization to use to acquire the backing fund. It also provides a small amount of startup funding for the team via the small 0.375% fee charged. This will go towards costs associated with a successful tokenization process.

Token Specifics

Tokenization

After the pre-sale there will be no ICO. ETF Token organization will finalize its blockchain and web development and then ETF Token will issue its fund based staking mechanism. From this point forward, purchases in Ethereum on the website will be blocked together and the smart contracts will automatically transfer the Ethereum into the individual tokens comprising the backing index of cryptocurrencies. Users will be able to log into their accounts on the ETF Token Organization's website, transfer their Ether and receive their tokens in a matter of minutes.

The no-ICO concept will be different from previous most previous token releases because individual token purchasers will not have to wait until completion of the ICO to acquire their tokens. The purchase process will involve a deliverable token for anyone who participates,

The token will be fully functional providing access to the community and providing associated voting rights. It will be scaled in association with the fund to maintain its value. This token positions itself to be a popular token choice for long term holders and short term holders alike.

Token Economics

Although the token is a utility token used to grant access to the organization, the fund is a useful measurement to help associate value to the token. By setting up the utility token so that it is always scaled in a 1:1 ratio with the fund, ETF Token establishes this value proposition.

At any given moment:

The Value of a single ETF Token = x

The Value of the fund = v

The total number of tokens in existence = t

$$x=v/t$$

Example:

The fund on at a given time is valued at 100,000 Ethereum

At the given time there are 2,500,000 Tokens in existence

The value of a token is

$$x=v/t$$

$$x=(100,000)/(2,500,000)$$

$$x=0.04 \text{ Ethereum}$$

The cost to buy a token in Ethereum p is the value x multiplied by the community management fee f so in our current example

$$p = xf$$

$$p = (0.04)(1.0075)$$

$$p = 0.0403 \text{ Ethereum}$$

Team Compensation Contracts per example:

At the time of the example above the community's fund management team and operating budgets would have made approximately 750 Ethereum in Fees. The fund would be worth 100,000 Ethereum. It would rank somewhere between #750-#1000 in blockchain tokens by market cap. Our predictions anticipate achieving this reasonable goal within three months of the completed presale.

If the fund continues to grow the community team which manages the fund can grow with it.

Current Daily cryptocurrency trading volume varies but we will use 20,000,000 Ether as a baseline.

In this hypothetical our fund will have scaled to a respectable size of 1/2000th total daily volume

$$20,000,000 / 2,000$$

$$10,000 \text{ Ether Daily}$$

We will assume 90% is "off-platform" (on exchanges,) and 10% is bought or sold through the platform.

$$10,000 \times 10\%$$

$$1,000 \text{ Ether through the platform daily}$$

$$\text{multiplied by fee } 0.75\%$$

$$7.5 \text{ Ether a Day}$$

$$2,737.5 \text{ Ether per year to fund organization/team}$$

A Breakdown of the Level of Funding per unit as the Fund Grows

ALL AMOUNTS SHOWN IN ETHEREUM

	First Month		1st Quarter Goal		2nd Quarter Goal		Yr 1 goal:	Billion USD \$	2nd Yr Goal:	Longer Term
Total Trades in Ethereum	10,000.00	20,000.00	50,000.00	75,000.00	100,000.00	250,000.00	500,000.00	1,000,000.00	2,000,000.00	10,000,000.00
Chief Executive Officer (0.05%)	5.00	10.00	25.00	37.50	50.00	125.00	250.00	500.00	1,000.00	5,000.00
Chief Operations Officer (0.05%)	5.00	10.00	25.00	37.50	50.00	125.00	250.00	500.00	1,000.00	5,000.00
Chief Technology Officer (0.05%)	5.00	10.00	25.00	37.50	50.00	125.00	250.00	500.00	1,000.00	5,000.00
Chief Financial Officer (0.05%)	5.00	10.00	25.00	37.50	50.00	125.00	250.00	500.00	1,000.00	5,000.00
Legal Unit (0.05%)	5.00	10.00	25.00	37.50	50.00	125.00	250.00	500.00	1,000.00	5,000.00
Legal Unit 2 (0.05%)	5.00	10.00	25.00	37.50	50.00	125.00	250.00	500.00	1,000.00	5,000.00
Accounting / Auditing Unit (0.05%)	5.00	10.00	25.00	37.50	50.00	125.00	250.00	500.00	1,000.00	5,000.00
Community Chair (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00
Community Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00
Management Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00
Operations Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00
Media/Advertising Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00
Network Security Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00
Blockchain Development Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00
Technology Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00
Web Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00
Transaction Processing Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00
Financial Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00
Trading Unit (0.025%)	2.50	5.00	12.50	18.75	25.00	62.50	125.00	250.00	500.00	2,500.00
Operation Fund (0.01%)	10.00	20.00	50.00	75.00	100.00	250.00	500.00	1,000.00	2,000.00	10,000.00
Total:	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%

As you can see the values above provide a better understanding of how the fund will continue to maintain a growing team of the best available talent throughout the various industries that will make up this type of blockchain organization. For example by the time we reach our current year one goal of 500,000 Ethereum contributed to the fund, in exchanges, our transaction processing unit which will involve token creation and blockchain verification related costs will reach 125 Ethereum. If the fund hypothetically exceeds expectations and meets the two year goal in year 1 the fund would instead have 500 Ethereum to spend on these activities. This demonstrates that not only is the token scalable but so is the team. This supplies the fund with the additional resources it will utilize for internal growth and development, in a shorter timeframe. This enables ETF Token to scale in house development according to demand. The reverse is also true if the fund only does 20,000 Ethereum in token sales in the first year, then we will not need 125 Ethereum to process the required transactions, and would be able to get through the entire year with only a few Ethereum.

Decentralized Team

DEFINING THE PRE-SALE/ YEAR 1 TEAM UNITS AND THEIR ROLES

Chief Executive Officer (0.025%)

Compose whitepaper. Lay the strategic planning document for the team. And reach out to potential team members and community members to establish the initial operation. Delegate Tasks to the appropriate teams and see the pre-process through. Also emphasis on token release, planning, and engagement, and continued leadership of the community. Actively build community on social media. Establish team member contracts and compensation. Reach out to potential backing fund tokens establish relationships with other teams. Solicit high quality advisors. Manages management unit budget.

Chief Operations Officer (0.025%)

Known C –leveled or otherwise qualified community leader with special emphasis on blockchain experience. Assist with white paper and strategic planning document creation. Team vetting. Market Research. Contract language. Translate fund goals into list of deliverables by team. Point of contact for in house-legal. Manage Operation’s unit budget.

Chief Technology Officer (0.025%)

C- leveled or otherwise qualified blockchain/ fintech leader. Assist with whitepaper creation and strategic planning document. Lead web and technology teams to oversee construction of platform, web presence, actual blockchain infrastructure, assist with development of distributed ledger system, and smart contract creation. Looking for hands on leader with skills to manage the largest most important teams in the process. Develop infrastructure scalability plan. Security and back end ICO infrastructure. Will facilitate token distribution and creation of the distributed ledger technology.

Chief Financial Officer (0.025%)

C –leveled financial or crypto background, heavy emphasis on investment strategies. Lead in development of fund and strategy to ensure favorable gains for customers. Negotiate buy and sell fees with exchanges. Develop post-ICO fund active management strategy and delegate tasks/ compensation to financial team. Outreach to major banking institutions. Delegate accounting and cryptocurrency tax related matters.

Legal Unit (0.025%)

Set up initial contracts for team, Revise white paper language and disclaimers to ensure legality. Engage with legal clerk/ other legal unit on legal issues that arise. Manage uncommitted portions of legal fund.

Legal Unit 2 (0.025%)

Fund for additional legal counsel for specialized situations and for other legal related costs, staff clerks, etc.

Accounting / Auditing Unit (0.025%)

Responsible for traditional accounting and auditing methods to verify open blockchain protocols are functioning properly. Responsible for making public reports on total status of fund and associated token value.

Community Chair (0.0125%)

Will assist with White paper creation and strategic planning document. Will facilitate early community building, emphasis on social media and blockchain gatherings/ meetups. Oversee media division, purchase buys and sells, maintain good relationship with press. Active in post ICO engagement, and nurturing the community post-ICO. Find an establish language consultants and international media connections for multi-national outreach. Attends blockchain events and publicly represents the community as a whole. Manages Community Unit budget and media/advertising unit budget. Builds brand and community.

Community Unit (0.0125%)

Budget for community chair to hire freelance and contract services for brand/token promotion. Translation services of community media and publications.

Management Unit (0.0125%)

Management budget for in house expenses related to managing the fund and organization.

Operations Unit (0.0125%)

Budget for in-house team coordination and organization related expenses.

Media/Advertising Unit (0.0125%)

Budget for advertising costs.

Network Security Unit (0.0125%)

Budget for bounties or other means of securing website, user accounts, and the blockchain itself.

Blockchain Development Unit (0.0125%)

Develop actual blockchain smart contracts to verify and audit each ETF Token purchase and ensure funds are deposited into the backing tokens.

Technology Unit (0.0125%)

Fund, team or individual established to assist the CTO and other Technology related teams in the completion of their tasks.

Web Unit (0.0125%)

Develop website for pre-sale, accounts, Ethereum wallets and eventually ETF wallets. Content and UI/logo/image creation. Develop web portal and user friendly interface. Create add content and media. Assist community team with social media development. Maintain and implement security protocols with network security unit. Set up user accounts and password protection and other necessary secure log-in protocols. Integrate dual wallet and financial report capabilities as developed by other technical and the financial teams respectively. Eventually implement IOS and Android mobile applications and wallets as well.

Transaction Processing Unit (0.0125%)

Unit to fund each physical block's transaction processing, potentially in the form of a fee paid to Aragon or other potential token organization platforms, or to pay for our own token creation capabilities.

Financial Unit (0.0125%)

Fund or team to carry out CFO objectives and responsibilities.

Trading Unit (0.0125%)

Fund to compensate active fund managers.

Operation Fund (0.05%)

Fund for unforeseen expenses and charitable giving.

Core Team



CEO

Joseph (JT) Iannelli

Successful Entrepreneur and small business enterprise expert. Experienced manager and team leader. Challenger of the status quo. Fan of decentralization. Investor. Visionary and thought leader, founder of ETF Token and Foundation Concept.

<https://www.linkedin.com/in/joeiannelli/>

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<https://github.com/jtiannelli>



COO

Steven Reed

Stephen brings nearly a decade of Product/Project Management experience to the ETF Foundation, having spent his early professional career starting two companies, and learning how to effectively manage rockstar teams from world class organizations. He was initially introduced to Cryptocurrency in 2014 and quickly became an early evangelist and investor in Ethereum.

<https://www.linkedin.com/in/stephen-reed-pgh/>



CTO/Blockchain Developer

Rodrigo Petito Silveira

A guru in Ethereum/Blockchain development. 6 years experience. Specialization in development of Ethereum, Blockchain, token/smart contracts. Familiar with Daap, Solidity, web3, Node.js, Javascript. Dedicated, reliable full time developer and create high quality production, clean and robust code.

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Web/UI

Sakir Olgun

Skilled IT-Worker in development with ambition and big interest in technology in combination with the future. "I got in touch with Bitcoin and the beauty of blockchain technology in early 2012 and couldn't take my eyes off of it"

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