**Vision, Mission, and Strategy**

As a company focused primarily on public blockchains, our goals are intimately aligned with the success of the industry as a whole. It's success is our success, making it our mission to effect positive change in the ecosystem consistently and significantly. As a technology, cryptocurrencies benefit from a network effect, and realize their full potential when used publically by a large network of participants to execute crucial transactions regularly. In order to reach a critical threshold of adoption, cryptocurrencies must provide functionality and efficiency beyond what the current financial system offers, have the inherent flexibility for further development and innovation, and simultaneously be accessible, secure, and easy to use.

As talented software engineers from around the world continue to improve and iterate on the underlying technology, a layer of killer applications must be developed to bring accessibility and utility to the public. We can't see the future, and cannot tell with any certainty what disruptive applications and use cases may arise; we can however, create an ergonomic interface for people to enter the existing ecosystem. To that end, we've narrowed down four main features we want our users to have:

1. Manage their crypto-assets in a secure, and accessible manner
2. Have all the tools to trade crypto-assets like a professional broker
3. Remit and accept payments globally, cost-effectively, and securely.
4. Develop applications integrating both exchanges and blockchains

all with a few clicks, from anywhere in the world.  
To realize this vision, we've chosen an approach focused on value addition around the nodes that hold our assets. All the data and functionality offered by cryptocurrencies lie in the nodes; connected computers that dynamically record, and keep records of, every transaction committed on a blockchain. Full nodes are the most private, and secure way to use the vast majority of cryptocurrencies; and provide the most granular data available. Directly or indirectly, they are the backbone of all cryptocurrency exchanges, data aggregators, wallet services, ICO's, and decentralized applications. By deploying nodes in any one of the aforementioned services, a large chunk of the infrastructure costs for the rest are already paid for. Identifying synergies, developing products that play on them, and rolling them out in a manner that balances sustainability through cash flow, and growth through customer acquisition is central to the execution of our vision.  
To start off on the right foot, it's important that we roll out our first product strategically, with balancing growth and sustainability in mind. We wanted to release a product that would provide genuine utility to customers, generate cash flow and showcase impressive technology without requiring a network effect. To check all four boxes, we've developed the CurryCoins Liquidity Aggregator.

**Product Concept: CurryCoins Liquidity Aggregator**

**Problem Statement:**Cryptocurrency exchanges are a dime a dozen, with intensifying competition producing relatively bland results. Barring a few large exchanges, exchanges from around the world suffer from shallow liquidity and poorly designed systems. There's also no easy way to manage and trade across various wallets and exchanges, and is particularly difficult for newcomers. Given the mobility of crypto assets, and the abundance of exchanges, we believe cryptocurrency users would benefit greatly from a tool that allows them to both track their investments *and* move them without hassle.

**Solution**:

The CurryCoins liquidity aggregator connects directly to the worlds largest crypto asset exchanges, allowing users to seamlessly transact across every connected platform. Crypto assets are distributed and managed by the system, removing the need for tracking and moving funds across different exchanges. Our price discovery algorithm automatically identifies the best price for any particular volume automatically, ensuring our users always get the best prices. Our engine also aggregates and stores data from each exchange, and is neatly presented on a single dashboard where users can trade, analyze, manage, and transfer their assets.

**How it works: Set up and work flows**Before launch, funds for all listed assets are added to each of the exchanges to facilitate between a day and three days of trading. In the example below, we assume that adequate funds are in the hot wallet, and **X** represents the desired multiple of expected daily trading volume.

Once the platform launches, users deposit funds into a uniquely generated address, after which funds are distributed across the exchanges. Funds are left in the hot wallet if the wallets on the exchanges are adequately filled. If the hot wallet is filled, funds are moved to cold storage.

Using the funds already on the exchange, the user can now use his entire portfolio's worth of assets on *any* of the exchanges, using the buffer funds that we've parked as described earlier.

Funds are replenished on the exchange when a minimal threshold is breached. If a lower threshold is breached on an exchange for a particular asset, trading that particular asset on the exchange in question is dynamically halted until funds are replenished.

When users wish to withdraw, they can immediately receive funds through the hot wallet. If there aren't enough funds in both the hot wallet and exchange wallets, funds are moved from Cold Storage using a highly secured process with multiple factors of authentication. In the rare event that there aren't enough funds to complete a users entire order (for example, a large market buy during a sharp upturn), the user will know the maximum amount purchasable on each of our connected exchanges. Additionally, users will be able to pick and choose which exchanges they want to park funds in.  
  
As more liquidity is added to the platform, the frequency of transfers from the hot wallet to exchanges will reduce, as will the instances where currency pairs or exchanges are temporarily switched off due to a lack of funds.

**Revenue Model:**   
  
Revenue on the platform will be generated entirely through transaction fees. Fees for trading will conform to current global market standards on digital assets exchanges - .1%/.2% maker taker fee - , while fees on deposits and withdrawals will be dependent on the asset being transferred. Transaction fees will be deducted based on the currency pair being transacted. We pay our partner exchanges for every transaction as well, the cost of which is shifted onto the user and reflected in the prices we offer.  
  
We justify this commission by relying on arbitrage opportunities that exist in the market. While it is difficult, even for seasoned traders, to algorithmically capture significant arbitrage opportunities, customers using our platform will still *always* get a better ask-bid spread than any exchange provides, meaning that users will always buy at the lowest possible rate, and sell at the highest possible rate. This way, even if real arbitrage opportunities are driven to non-existent levels, it is still likely that we will offer the best prices..

**Advantages and Product Differentiation**

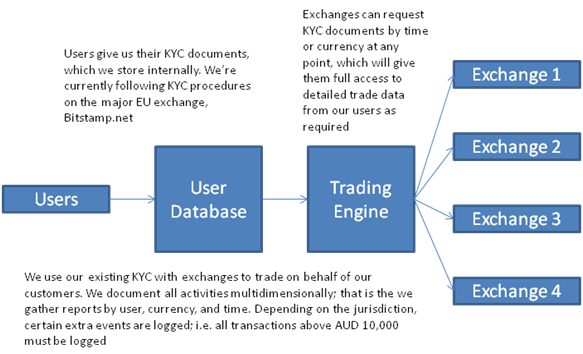
This approach circumvents the major obstacles faced by traditional exchanges, including, rigidity in adding and removing currencies, diversifying the risk of hacking and theft, and low liquidity. Our customers get access to the best **prices at any point in time**, **arbitrage opportunities between different exchanges, deeper liquidity than any single exchange can offer, and the best variety of digital assets.**

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Moreover, since we operate through various exchanges, we are completely transparent in all of the price and market data we present; a crucial feature in an industry riddled with fraud and market manipulation. Our platform is jurisdiction neutral, and relatively asset light, as less liquidity is required to make the platform functional as compared to an exchange. As the platform develops and the number of connected exchanges and currencies increase, we believe the CurryCoins platform will be a crucial tool for reducing inefficiencies, and providing a transparent birds eye view of the digital assets market.

**KYC Process**

Complying with KYC/AML/CFT is a crucial, and often ignored component of running a cryptocurrency trading platform. We try our level best to ensure that we are compliant with KYC norms, independently verifying users data, cross-checking with international watchlists and reporting suspicious transactions when necessary. From an operational point of view, we view this as an unavoidable cost for customer acquisition, that is easily made up over the customers lifetime on the platform.



Additionally, We have access to all of the KYC data for our customers, and provide them to our associated exchanges, and law enforcement agencies as necessary.

**Security Measures**

**Moving Forward**

While the model presented above is the first we'll roll out, the platform itself is flexible enough to provide opportunities for product diversification for users with different needs. In particular, veteran cryptocurrency users may wish to maintain a higher degree of control over their API keys and funds, while institutional traders may wish to integrate our system into their existing trading software. Most importantly, users will want to automate and collect detailed data about their strategies.

**CurryCoins PRO**

In such cases, users will provide their respective API keys and deposit addresses on exchanges with us, and can use their unique address directly to transfer funds between exchanges. Users will be able to tweak any of the logical steps presented in the model above to suit their preferences, and will be able to connect to more exchanges than offered on the retail platform. The service generates revenue through a 'pay-as-you-go' model, where some portion of funds are deposited with us and burnt as micro-commissions on each trade made. Digital applications provide the flexibility to make pay-as-you go and micro-transactions particularly effective, as seen in cloud-hosting services, and the video game industry, which is why we've opted for this approach as opposed to a subscription based revenue model.  
  
**CurryCoins API**

Users will also have access to an API that will provide all the functionality each exchange provides. The API will initially be developed for web sockets, before we move on to a FIX implementation. Institutional and large volume traders will have access to 24x7 support, and request the system to be set up privately as a module, which will work on a SaaS basis. The aim is to create a cryptocurrency trading API that can be integrated into existing softwares, as well as providing all of the money management options we offer.

**P2P Lending Platform (Post-Launch)**Once an adequate user base, or, sufficient liquidity has been accumulated on the platform, the next stage of product development involves integrating a P2P lending system into the platform to allow margin trading. Risk-averse users will lend out their funds with zero risk of default, while opportunistic traders can borrow funds to open leveraged positions and multiply their profits.  
  
**How it works:**

* + Lending Platform  
      
    The CurryCoins Platform will allow users who prefer safer, low risk investments or who do not have the time to trade with regularity, to lend their assets out to other traders on the platform. The lender will be allowed to choose terms (what rate, how much, and for how long), and has a minimal risk of default despite there being no credit score or risk assessment for the debtor. Interest rates will be determined through a separate lending orderbook which shows the bid/ask spread for loans, analogous to a regular order book on an exchange, except with interest rate, rather than price, being the primary variable.
  + Margin Trading Platform  
      
    The margin trading platform allows users to borrow funds from lenders to trade various digital assets. What this allows a user to do is bet on the price of an asset whether it's appreciating *or* depreciating. Users must post at least half the loan amount in collateral to avail a loan. For example, if a user has USD 100, he can borrow USD 200 from the market, to make trades worth USD 300. If the user diversifies his borrowed USD into various assets, **each position will be treated separately**, based around the ratio of the collateral to the loan amount (1:2), though obviously borrowers will be relegated to trading on pairs where the borrowed asset is base pair. Thus, using USD 50 out of the 300 he has with them, he can buy USD 150 worth of BTC, and USD 150 worth of ethereum, but cannot then trader that BTC or ethereum for anything else. At the end of the loan period, the borrower pays back the lender along with interest, but can inject more capital through a new loan to keep a position alive.

**How it'll work**

* + - Longs - Example  
        
      If a borrower makes a correct bet, he stands to see his profit multiplied by the amount that has been leveraged. For example, if a trader wants to place a long on BTC (bet that the price is going up) of USD 300, he will first put USD 100 in his margin trading wallet (which is different from the regular trading wallet) which will make him eligible for loans up to USD 200. Then, after being matched with a lender that matches his interest rate expectations, he will borrow USD 200 and buy USD 300 worth of BTC. At the end of the loan period, let's assume that the price of BTC appreciates 10%, implying that his USD 300 in BTC is now worth USD 330. If his interest costs during the period amounted to USD 5, he will pay the lender back USD 205 (principal plus interest), and keep USD 125. If he hadn't leveraged his position by borrowing USD, his original USD 100 would have only gotten him to USD 110.
    - Shorts - Example  
        
      When a borrower wants to be that the price of an asset is going to depreciate, he places a **short.** In this case the borrower will first trade his USD 100 for 0.01 BTC, move his BTC into his margin trading wallet, and borrow 0.02 BTC worth USD 200 from the market. This time, he'll sell 0.3 BTC for USD 300, and if the price depreciated by 10% by the time the loan expires and his interest costs amounted to 0, he would buy back 0.03 BTC for USD 270, and keep USD 30.
    - Margin calls - Example  
        
      If the borrower bets wrong, his position may be automatically liquidated by the system if his losses exceed a certain threshold, even if the loan period has not yet expired. Using the above example, if a borrower borrows USD 200 based on a collateral of USD 100 and places a long leveraged 3x of his collateral on BTC. If the price of BTC drops 33%, and the borrowers losses amount to USD 100, he will no longer have the collateral to cover the loan (discounting interest rate), and his position will automatically be liquidated. To ensure that lenders always get their funds back, borrowers will be margin called when losses amount to half, or one third of the collateral.

**Taking a step back**

The previous section made a case for why the CurryCoins platform provides genuine utility, generates cash flow, and showcases cutting edge technology, while operating the same regardless of the number of customers. The additional features that follow will cement the platform as a complete ecosystem for trading cryptocurrencies. This allows us to check off one of our main goals, of providing users accessible tools to both trade easily, and execute complex strategies. From an operational point of view, the products described above will likely provide a steady flow of revenue if enough users get on board. Our remaining efforts will be focused on customer acquisition, methods to convince other market participants, like merchants, to use our system, and R&D. Since the infrastructure for a wallet service will already be running to a large extent, we feel it'll be the most cost-effective and expedient product to develop once our platform is operational. It will also synergize with the development of the CurryCoins PRO platform and our API.

**Cold Storage Wallet Service**Our wallet will be developed as a standalone application, allowing users to have full control over their private keys. Additionally, the wallet UI will allow users to easily access all of the data available on the Currycoins platform, as well as the ability to check and manage their balances by storing their API keys on the wallet application. Once again, our strategy is focused on leveraging our existing infrastructure to create new products. The wallet service will be a free application, focused primarily on customer acquisition. Due to the relatively small additional infrastructure and manpower costs associated with setting up the wallet system, we believe this is a powerful and cost-effective customer acquisition technique.

**Payment Service**

The next step is attracting interest from the larger cryptocurrency ecosystem, with a particular focus on merchants. Using the infrastructure used in the wallets and the Currycoins fund management system, the goal is to create a simple toolkit for merchants to integrate cryptocurrency payments into their ecommerce websites. This will include both the ability to verify and remit, as well as the ability to store funds. Other options for this particular vertical include the ability to 'lock' their funds at fiat values, using our connected exchanges to automatically hedge their assets until converted into fiat.   
  
To pilot this service, we have already garnered interest from several merchants, and have come to an understanding with two firms to integrate our payment service when made available.

**Insurance Fund**

Some part of the proceeds from each of these services will be transferred to an insurance fund, which will have the dual purpose of serving as emergency funds in case of a security breach, and to invest in promising cryptocurrency startups. A separate platform will be created where users can pitch their ideas, and receive both financial support and advice on their products. Additional services may include ICO design and management, on a case-by-case basis. This will likely be the last cog in the Blocknomic ecosystem.

**R&D Projects**

**Tying it all together**

The combination of wallet, payment service, and the Currycoins API allows us to check off our remaining three boxes; providing a safe and secure way to store your assets, develop applications using our product, and receive payments with cryptocurrencies easily. By releasing these products, we can execute our node value addition approach; each of these services relies heavily on infrastructure and features present in the others.

However, these products must be rolled out strategically, to ensure our ecosystem develops along desired lines. The diagram below details our 5-year development timeline, in which we hope to create all of the products described above.

**Financials**

**Required Investment**

**Team**

**Market Review for each vertical**

