



RESEARCH AND VISUALISATION PLATFORM

Whitepaper V1.7
June 2018

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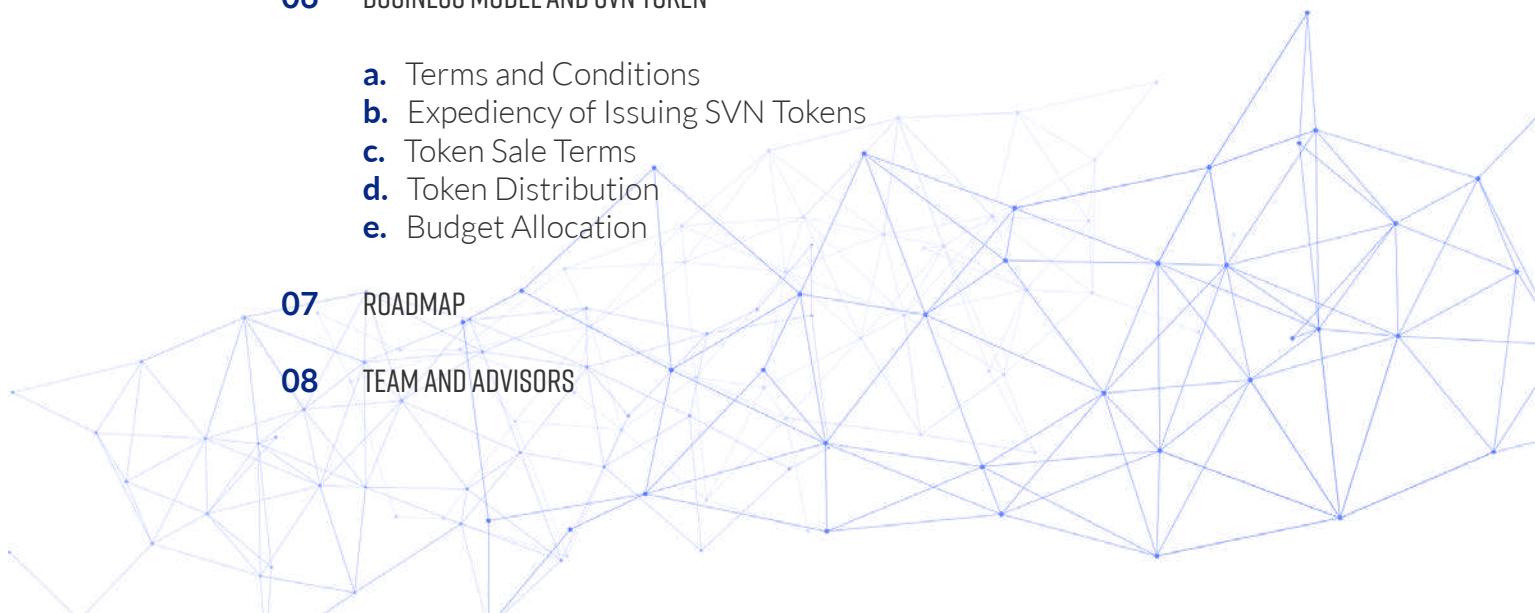
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01

ABSTRACT

Svandis is developing a platform for crypto market participants, providing leading financial research, analytical and visualisation tools for anyone actively involved in the cryptocurrency space: short- and long-term traders, analysts, hedge funds, institutional investors, proprietary trading firms, venture capital funds, token sales contributors, and exchanges.

The Svandis ecosystem is a collection of powerful tools, analytics, and indicators for professional traders in need of real-time, actionable data and analyses. Beginners will find it easy, professional traders will find it comprehensive. The Svandis ecosystem aggregates data from a wide range of sources into one place, transforming raw data into reliable and valuable information, and covering professional crypto market participants with up-to-the-minute news and updates filtered by the Svandis research community and analysts through a web-based application.

Svandis provides users with a greater understanding of market conditions and trends, as well as a comprehensive platform for the evaluation of fundamentals behind cryptocurrency initiatives, e.g., initial coin offerings (ICOs) and token sales. Svandis aggregates data from a variety of sources; transforming data into reliable and actionable information for professional traders.

The Svandis platform provides leading financial research, analytical and visualisation tools for anyone actively involved in the space: short-term and swing traders, traditional holders, analysts, hedge funds, institutional investors, proprietary trading firms, venture capital funds, token sale contributors, and exchanges.

Every feature proposed is part of a strategic vision to enhance the user's overview of the cryptocurrency market. Svandis tools generate a customisable way to cross-check a wide range of data and gain a perspective for different values.

Svandis will include the following features:

- 
- ▶ ICO and token-sale screener
 - ▶ Cryptocurrency and token screener
 - ▶ Newsfeed
 - ▶ Charts
 - ▶ Catalysts analysis
 - ▶ Heatmaps and Groups
 - ▶ Watchlists and Alerts
 - ▶ Portfolio
 - ▶ Svandis DataMining App
 - ▶ Certified reviewer
 - ▶ Data analysis
 - ▶ Marketplace
 - ▶ Svandis indices
 - ▶ Indices builder
 - ▶ Customised user interface

The Svandis Community will be involved in producing crowdsourced information of value through the DataMining app, receiving Svandis tokens (SVN) for their participation. In addition, the Svandis Team will certify reviewers and external analysts to complete data verification regarding ICO and token sale projects and teams.

Svandis is a team of market traders, crypto enthusiasts, investors, engineers, and statisticians. In crypto trading, timing is everything. Svandis aims to incorporate best practice from financial platforms to address the needs of everyone who is involved in the new era of cryptocurrency trading.

02

DISCLAIMER

This Whitepaper does not constitute an offer to sell or invitation to purchase any securities of any nature whatsoever, and the content of this presentation is not intended to constitute legal, commercial or tax advice. Some of the declarations contained in this WP constitute forward-looking statements and are subject to change.

The Svandis Whitepaper is intended for preparation, description and information purposes only, and does not constitute an offer or solicitation to buy or sell any securities or invest in any of all types of financial instruments. This document is not compiled in compliance with, and is not subject to, the laws and regulations of any jurisdiction created to protect the investors. Nothing published by Svandis or one any of its subsidiaries should be taken as investment advice. Please consult an appropriate licensed professional before engaging in any financial transaction, including any investment related to the ideas or opinions expressed, in the past, present or future, by Svandis or any future entity working for the parent entity. The information document below should not be seen as exhaustive and does not imply any element of a contractual relationship. Its sole aim is to submit relevant and reasonable information to potential token holders so that they can determine whether they should undertake an in-depth analysis of the company before intending to acquire tokens.

The Svandis token, or SVN, is a cryptographic token used to access the Svandis platform. In no circumstances should the SVN tokens be confused with security tokens. All SVN tokens purchases are non-refundable. SVN token ownership does not represent any future governance of the platform or Svandis. By purchasing the SVN token, you will be deemed to have carefully reviewed the purchase terms. In addition, you represent and warrant that you are of sufficient legal age to be bound by these terms and that you may not under any circumstances hold the company, its representatives, founders, affiliates or advisors, either now or in the future, liable for any loss or damage arising from the purchase or sale of the SVN token. The purchaser is solely and entirely responsible for all risks associated with the purchase of the SVN token, and warrants that this purchase is made to support the project development activities and not to make a speculative investment. Svandis recognises that the purchaser will have to meet KYC (Know Your Customer) and AML (Anti-Money Laundering) requirements when buying the SVN token. Svandis expressly disclaims any liability or responsibility for any direct or indirect loss or damage of any nature whatsoever, relating directly or indirectly to: (1) the reliance on any information content presented in this document, (2) any error, omission or inaccuracy relative to the information herein or (3) any action deriving from the information herein.

This Whitepaper, any portion or copy thereof shall not be brought, transmitted or distributed in any countries where the distribution or diffusion of the token sale or the initial coins offer described within the Whitepaper is prohibited or restricted. You are not eligible and you cannot buy any Svandis token if you are a citizen, resident or greencard holder of the United States of America.

03

INTRODUCTION

In January of 2018, Binance (one of the largest cryptocurrency exchanges) announced that they had more than five-million users. According to their monthly [report](#) released on 15 March, the biggest cryptocurrency exchange now has nearly eight-million users. Meanwhile, the dynamic growth of the cryptocurrency market itself scaled new heights in January 2018.

As of January 7th 2018, the combined market capitalisation exceeded US\$820 billion, with more than 1,300 cryptocurrencies and tokens available, and the daily turnover of the five largest exchanges exceeding more than US\$25 billion. Furthermore, the number of ICO and token sales has increased dramatically, from [64 token sales](#) in 2016 to [over 500](#) in 2017.

a. The Problem

The cryptocurrency trading industry is both vast and rapidly evolving. Every trader joining the crypto market faces the same issues over the sheer number of information sources available and, more specifically, their relevance and reliability. Obtaining verified news from one reliable source in today's crypto space is exceptionally difficult, meaning that traders have to continually monitor multiple news sources; often leading to undesirably slow reactions in a 24-hour, 365-days-a-year market. The task of finding information on a project's fundamentals, technology, team, token-sale details, news, and social media impact, involves a variety of sources, e.g., websites, white papers, Twitter, Slack, Reddit, Telegram, Medium, YouTube, blogs and podcasts. The process of manually sifting through these inputs makes vital decision-making difficult and uncertain, potentially leading to missed opportunities and even losses. Varying factors influence the cryptocurrency market, and the ecosystem needs verifiable news in real-time, whether it be regulatory announcements, new exchange listings, security issues, or general development and project updates.

Every professional market participant requires fast and efficient ways of finding and evaluating emerging token and cryptocurrency opportunities. While large hedge funds can hire teams of analysts and researchers to sift and evaluate data, it is simply not feasible for individual traders or small trading companies and boutique hedge funds to access the same resources, and at times the market can grow almost exponentially. Furthermore, it requires continuous market monitoring and strong analytical skills to detect and benefit from abnormal, highly volatile market conditions, or even to obtain the best price among all the cryptocurrency exchanges, which makes the trading process itself time-consuming.

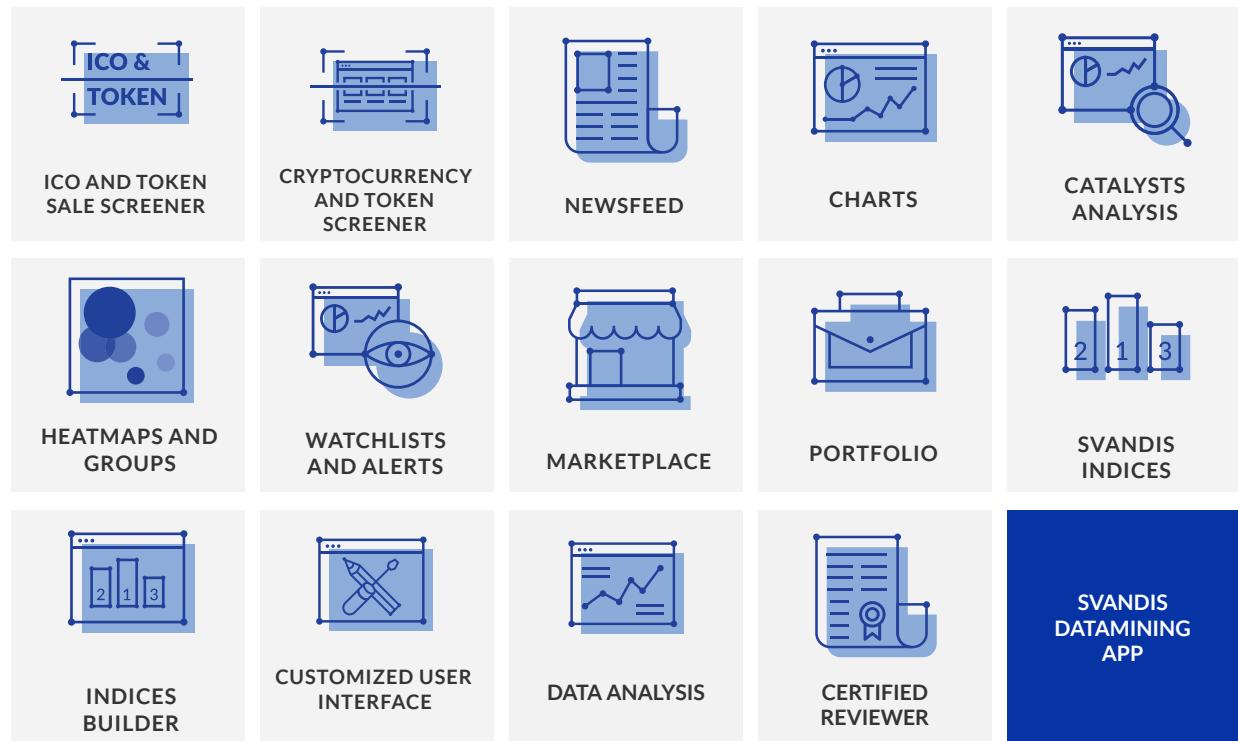
For most advanced traders, the ability to visualise and cross-check varying types of data is a real challenge, simply because the professional tools to do so are not yet developed. As the number of ICOs and token sales increases, there is a real demand for professional services and tools to assist traders and investors in selecting tokens for trading, or finding token sales in which to participate.

If this does not happen, and if the crypto space reaches a critical mass of investment opportunity, the fundamental lack of recognised indices to generate a selective overview of the market will become a real problem. Developing a volatility index from a recognised gauge would require an analysis strategy adapted to the crypto space, led by a professional internal-analysis team.

Another issue affecting the development of the crypto space is the combinations of a growing number of data sources and an absence of standardised formats that could be easily used by automated processes. For example, each new project presents its ICO or token sale in a unique way, and the subsequent collation of relevant information has to be done manually to then be potentially compared against other projects in a database. To open up the full potential of the market to traders, a practical solution must be designed by the platform that computes this data.

b. The Solution

Svandis is developing a convenient infrastructure providing users with information, tools, analytics, and indicators of high power and reliability:



The Svandis ecosystem is a collection of analytical tools for professional traders in need of real-time, actionable data and analytics. The goal is to provide users with a greater understanding of market conditions and trends, as well as a more proficient evaluation of the fundamentals behind an initial coin offering.

The Svandis Analytics Team aims to develop and implement a standard format for ICO-related data that will make information gathering easier and more efficient for traders, investors, and analysts alike. By offering suitable formats for token sale information, Svandis ecosystem, including internal and external analysts and researches will observe an improvement in data formatting, moreover this will be a fast and effective solution that allows Svandis to offer a seal of approval to standardised, analysed and verified ICO information. The Svandis platform will be an efficient information hub and will position itself as a reference for the industry.



04

FEATURES

Screeners

Svandis screeners will allow users to filter cryptoassets by numerous parameters using customised criteria to identify the best investment opportunities. Many relevant screeners already exist and are available via traditional financial platforms. It is therefore necessary to adjust existing financial tools, like screeners, to the crypto market.

The screeners API will be available for use in algorithmic trading strategies. Speed will be an advantage for users who want to use statistics for momentum-based strategy and statistical arbitrage, or news for event-driven strategy through a text analytics API.

a. ICO and Token Sale Screener

The ICO and token sale screener will sort and filter past and future ICO and token sales according to various parameters. A wide range of criteria will be available and customisable, providing myriad ways to fine-tune the screener. A full description of each ICO and token sale will be available, including the latest news about it.

Examples of filters available:

- ▶ Token standard
- ▶ Open pre-sale
- ▶ Tokens to the team
- ▶ Circulating Supply
- ▶ Country restrictions
- ▶ Bonus 1
- ▶ Smart contract audit
- ▶ Total Supply
- ▶ ICO token price USD
- ▶ Bonus 2
- ▶ Team members
- ▶ Team vesting and cliff
- ▶ ICO token price ETH
- ▶ Bonus 3
- ▶ Staff size
- ▶ Advisers vesting and cliff
- ▶ Hard cap USD
- ▶ KYC (investment range)
- ▶ Product (alpha/demo/developed etc.)
- ▶ Presale contributors vesting and cliff
- ▶ Hard cap ETH
- ▶ Accepted currencies
- ▶ Industry
- ▶ Telegram members
- ▶ Min cap USD
- ▶ Blockchain advisors
- ▶ Competitors
- ▶ Twitter followers
- ▶ Already raised
- ▶ Industry advisors
- ▶ Individual Cap
- ▶ Country
- ▶ Whitelist (YES/NO)
- ▶ Legal partners
- ▶ Airdrops

We believe that the way ICOs and tokens sales are managed will be improved in the near future. The Svandis ecosystem will have standards in place for data verification, processing, and analytics.

Companies will increasingly make their data more accessible to enhance their competitive position within the crypto space. As the number of parameters involved when buying a particular token also increases, the Svandis screeners will be adapted to reflect those continuous changes.

b. Cryptocurrency and Token Screener

The screener will sort and filter cryptocurrencies and tokens according to numerous parameters, both fundamental and technical. Brief information about the cryptocurrency or company will be posted on each cryptocurrency and token page, along with a chart showing technical indicators and news gathered from various resources. A vast range of criteria will be available to fine-tune to different parameters, providing thousands of ways to find and filter cryptocurrencies and tokens.

Examples of filters available:

- ▶ Exchange(s)
- ▶ Capitalisation
- ▶ Country
- ▶ Sector/Industry
- ▶ 1-week high/low
- ▶ 1-month high/low
- ▶ 52-week high/low
- ▶ 9-day SMA
- ▶ 20-day SMA
- ▶ 50-day SMA
- ▶ 200-day SMA
- ▶ MACD
- ▶ RSI
- ▶ Ichimoku Cloud
- ▶ Volatility
- ▶ Return from ICO
- ▶ Performance (1, 2, 3)
- ▶ Analyst recommendation
- ▶ Price
- ▶ Technical pattern
- ▶ ICO date
- ▶ New high/low
- ▶ Overbought/Oversold
- ▶ Average volume
- ▶ Most active
- ▶ Most volatile
- ▶ Major news

c. Newsfeed

Svandis is developing a customised newsfeed for the cryptocurrency market. Our goal is to aggregate crypto-related news across a variety of sources that has been shown to significantly influence the market, including websites, Twitter, Slack, Reddit, Telegram, Mediums, and other blogs. We aim to enable traders with this information in essentially real time.

With access to the Svandis newsfeed, crypto-market traders will no longer need to subscribe to hundreds of Twitter accounts and newsletters, keep numerous tabs opened in their web browser, alternate between sources, etc. They will receive all the news they need in one place, and will be among the first to know when the market is moving. Svandis will track thousands of sites both automatically and manually, downloading and highlighting the most important news using machine learning, language processing and the human insight of professional analysts and journalists.

Each news source will be assigned a set of tags, including but not limited to:

- ▶ Descriptors: Name of the digital asset, ICO or token sale
- ▶ Data Type: Political, economical, exchange listing, etc.
- ▶ Significance Level: Old (unimportant updates and additions), ordinary, important, or breaking news

Crypto-market traders will be able to customise their newsfeed to see only the most important news on the assets that are of interest to them. For example, if a trader is interested in a token that has just been issued after a token sale, and is not yet listed on any of the major exchanges, they will be able to configure their newsfeed in such a way that they will receive news about this particular token in regards to exchange listings. As the popularity of the Svandis platform grows the goal is to sign exclusive contracts with companies, exchanges and other news sources in order to publish news releases first at a predetermined time, in a single place and without information leaks.



d. Visualisation Tools

Charts

Charts will form an integral part of the Svandis platform. Whether a cryptocurrency is selected from the screener, index, heatmap or group, a dedicated chart page will offer actionable information on a diverse range of technical indicators and catalysts. Svandis' charts will combine different types of data to provide actionable information and insights to professional traders who want to take a step back and analyse the elements that influence their investments in greater depth. With the ergonomics of Svandis tools a priority, close attention will be focused on all chart-related features, to optimise the user experience and with it the efficiency of the work of investors.

Heatmaps and Groups

Svandis has developed a visual heatmap of the market that will help traders check the crypto-market status on a daily basis or over a specified period. Heatmaps translate raw, complex financial data into visual maps by presenting live, vivid images that dynamically change, allowing traders to quickly determine which cryptocurrencies and tokens are moving, how far they are moving and in which direction. Heatmaps are industry-proven investment tools that synthesise complex data to help individuals make more proficient trading decisions. The market capitalisation of each token or cryptocurrency will be displayed on the heatmap, as well as the change in their price for a given period (day, week, month, quarter, year). Svandis heatmaps will reflect most of the tradable crypto assets, which may include (but not limited to) the following categories:

- | | | | |
|----------------------|------------------|--------------------------|----------------------------|
| ▶ Cryptocurrencies | ▶ Gaming/eSports | ▶ Funds/Investment | ▶ Ticketing |
| ▶ Content | ▶ VR/AR | ▶ Managers | ▶ Wallets & Money Services |
| ▶ Energy | ▶ Insurance | ▶ Governance | ▶ Exchanges |
| ▶ Prediction Markets | ▶ Lending | ▶ The Internet of Things | ▶ Health |

In addition to the heatmaps, users will be able to group cryptocurrencies and tokens included in the Svandis screener. This Svandis grouping feature will enable cryptoassets to be visualised by sector, industry, country and capitalisation. Each group will be sortable by different filters and visualisation options, e.g., tables, bar charts, spectra, grids, etc.

Watchlists and Alerts

The ability to continuously monitor cryptoassets can be accessed with the Svandis Watchlist and Alerts features. The watchlists will quickly and easily gather into an editable list of cryptoassets that the user wants to monitor. It will be possible to assign tags and change the display order in simple steps. The watchlist will also incorporate a configurable alert function offering users a range of options to be notified about certain conditions via Telegram, SMS or email.

Catalyst Analysis

Svandis will offer its users the opportunity to visualise the impact of a significant event on the price fluctuations of a cryptoasset. The objective is to identify price influencing events on a chart, e.g., an announcement or publication, partnership announcement, new product feature, analysts' and influencers' mention or ranking update, change in legislation, legal prosecution, critical hirings, or potential mergers and acquisitions.

These events will not have an immediate effect on a company's fundamentals, but short-term traders will be able to benefit from the analysis of these elements on a cryptocurrency price fluctuations. This Svandis functionality will allow users to combine complementary data from multiple sources on a single chart. The data will be analysed by the Svandis Analytics Team to provide users with a better overview of the past and future impact of the various catalysts and related investment opportunities.

Portfolio

The Svandis ecosystem provides a proficient and reliable tool for quick portfolio visualisation. The portfolio developed by Svandis will connect to several popular exchanges, allowing users to evaluate the impact of breaking news on their portfolio, as well as quickly applying heatmaps to their assets for decision making.

Customisable User-Interface

Every Svandis feature will have a customisable user-interface to arrange and present data in the most suitable way for every trader. It will include differing colour schemes and layouts for added customisation.

e. Indices

Svandis Indices

The Svandis indices will be developed by the Internal Research and Analysis Team. For example, a major Svandis index will be an index of 30 cryptoassets issued by the highest ranked companies. The goal is to establish a leading performance indicator of largest cryptocurrencies and tokens in terms of market capitalisation. Other Svandis indices may include a volatility index showing a projected 30-day market volatility.

Indices Builder

With Svandis, users will be able to formulate their own indices. This feature will allow the cryptocurrency market to be divided into user-defined subgroups for the tracking of price and volume changes. This customised Index Builder will include varying parameters.

f. Marketplace

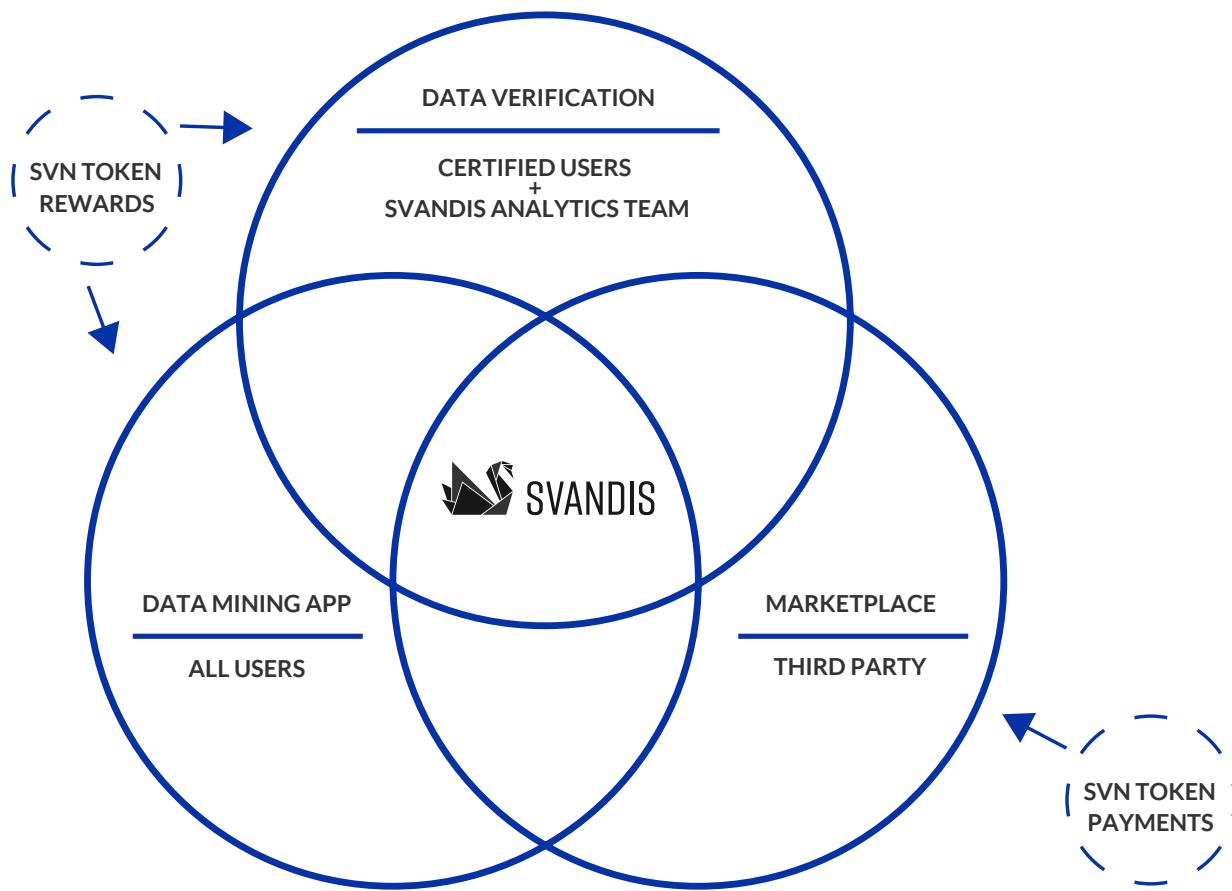
The Svandis Marketplace will provide third-party access via the Svandis API. Svandis is planning to provide the access to Svandis products for corporate clients, as well as to Svandis Partners products for retail and corporate clients. This feature will help to distribute products of Svandis and company's partners.



05

THE SVANDIS ECOSYSTEM

STRUCTURE AND ROLES WITHIN THE SVANDIS ECOSYSTEM



The power of the community is unparalleled in the cryptomarket and may increase the capability to detect opportunities or report organised information in a quick and efficient manner.

The Research Community and the Svandis Analytics Team are the central players in the Svandis ecosystem. Their roles, and in particular the Community's role, will enable traders using the Svandis platform to receive all necessary crypto-data in one place before the majority of market participants.

a. Svandis Research Community - Trusted Reviewer and Data Verification

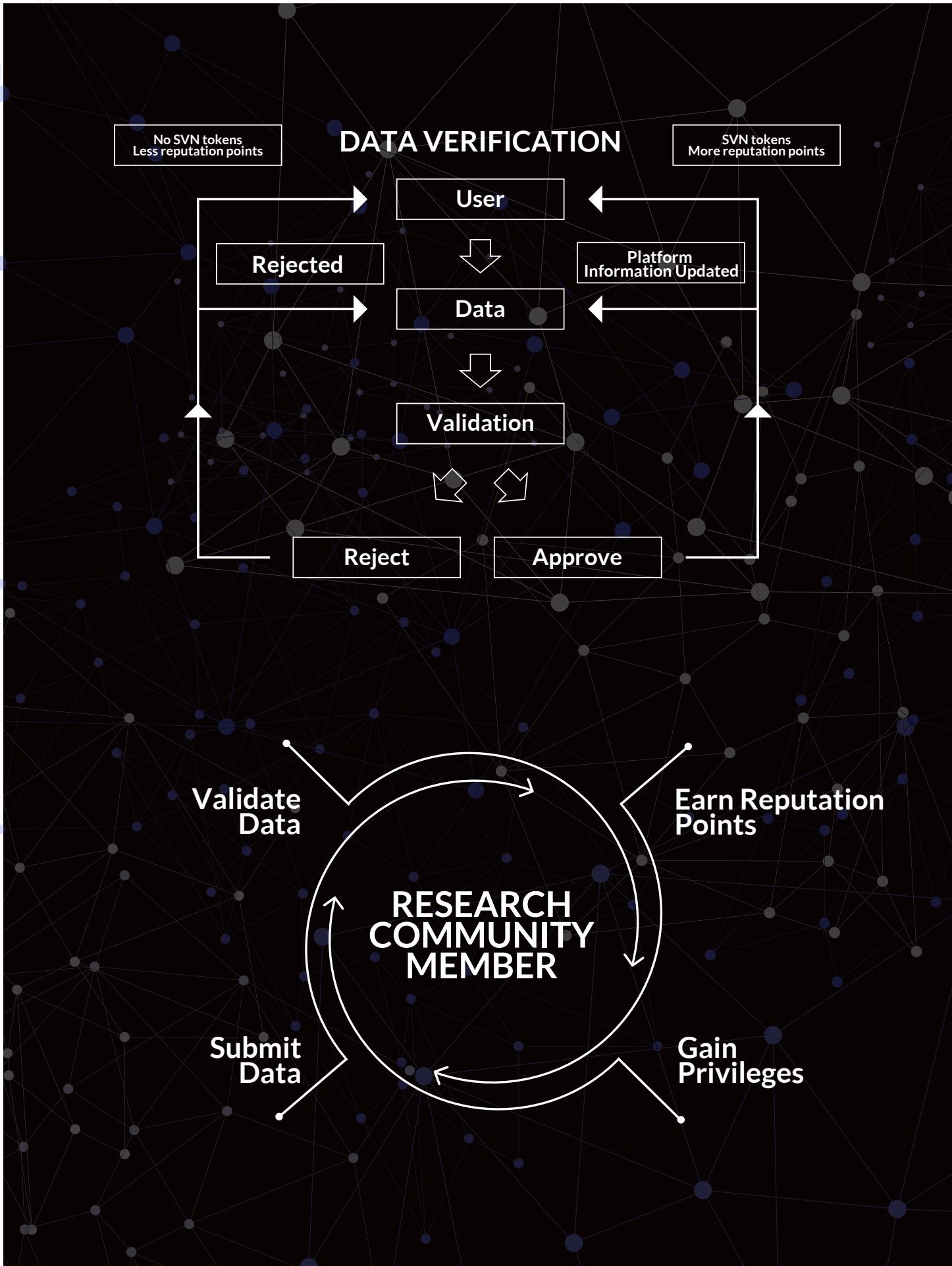
Svandis aims to create professional development opportunities for the most active community members who wish to complete data checks on ICOs and token sales. The goal is to check the validity of several categories of information published on an ICO or token sale. Using a standardised template to ensure consistency in the presentation of data, a checklist on various points will be available to verify and share with the community whether the given project is (1) legitimate and (2) technically feasible over a realistic period of time. Applying the diversity of expertise available among Svandis users will help target high potential projects, as well as share precautionary opinions on others. We believe that a community of reviewers can look at important elements, such as company and team backgrounds, and ICO metrics.

This dynamic system will be implemented in two phases. Phase 1 aims to develop a critical mass of trusted reviewers; all work will be verified by the Svandis Analysis Team to double check every piece of information. All participation will be rewarded with SVN tokens or higher additional access levels to the reviewers. Each item of valuable information will result in awarded reputation points to reviewers, as a means of building a reputable group of relevant experts.

During Phase 2, Svandis will encourage users to double-check the analysis of previous reviewers. For every 10 users who approve a piece of data/information, the reviewer will gain a reputation point and consequent validation of their participation. Once they are approved over 10 times by over 10 separate users (i.e., ten sets of approvals by ten other users), they will be classified as a trusted reviewer. Over time, the best reviewers will be integrated into the Svandis Analysis Team.

SVANDIS COMMUNITY DATA VERIFICATION PROCESS



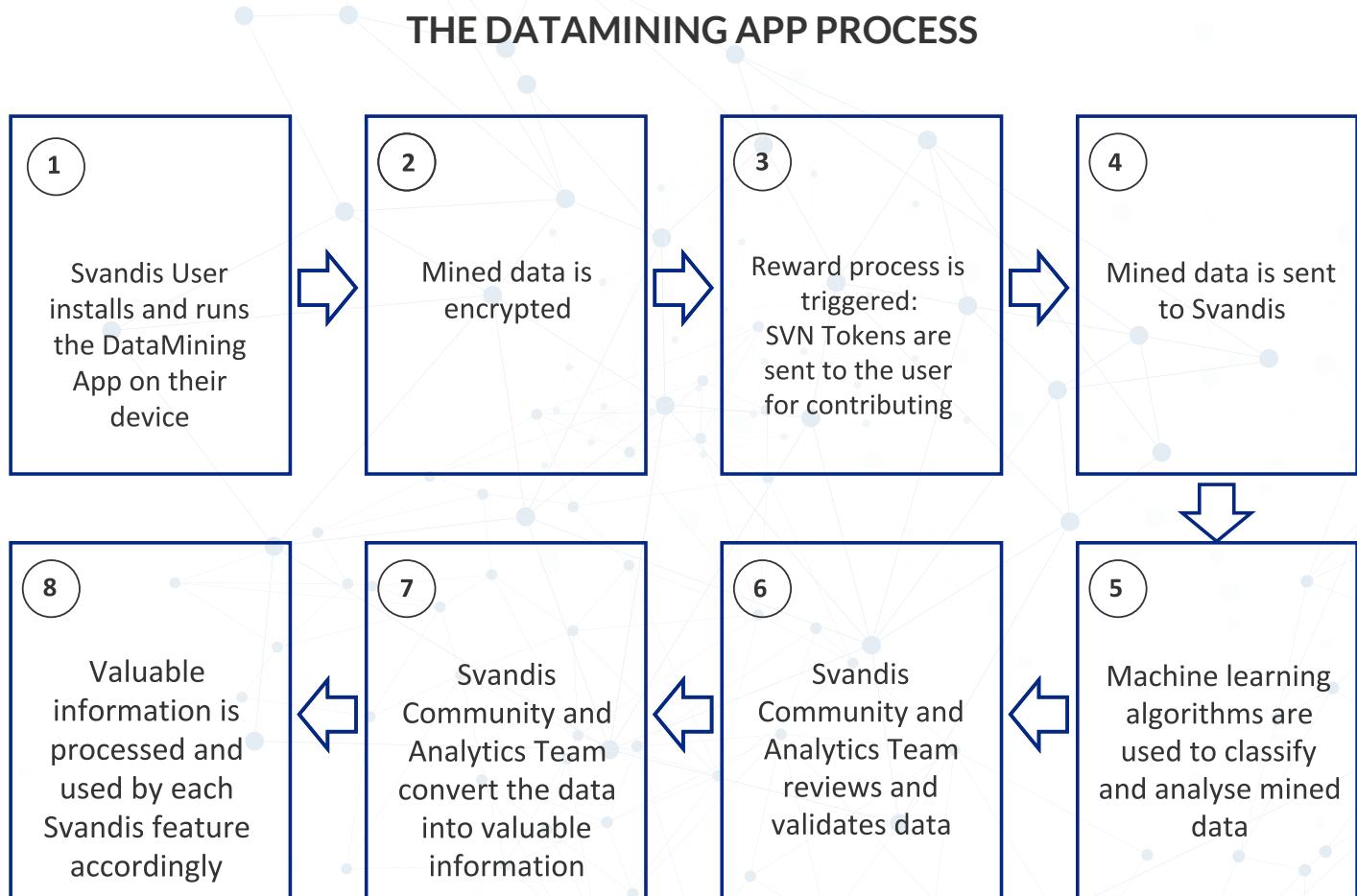


b. Svandis DataMining App

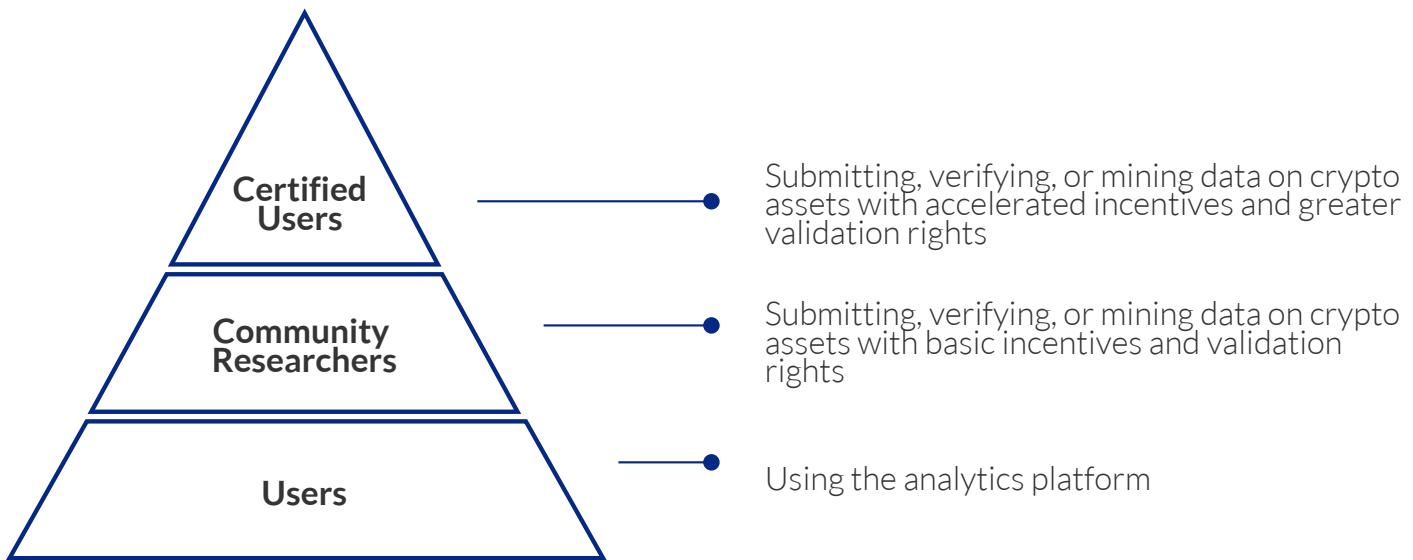
Svandis will offer users a data-mining functionality by using the cross-platform DataMining Application. The DataMining App is an open-source crawling application that users can install on their computers to participate into data crowdsourcing. Crawling is systematically visiting a number of web pages in order to create and index data. The DataMining App is an automated software that crawl websites, grabbing copies of pages to index.

Receiving tasks from the Svandis command server, the DataMining App will grab website pages and social media content (all with user permission) to enable the analysis of a vast quantity of historical and real-time data. Once the encrypted data is sent to the Svandis servers, it is processed using machine learning algorithms to allow correlation analysis of variables affecting a cryptoasset's price. This automated process will increase the speed and accuracy of the Svandis Newsfeed and Catalyst Analysis features. Svandis will not collect personal data of any kind; Svandis adheres to the highest security standards with regard to personal information.

The type of data a miner's device will grab will depend on the strength of their internet connection and device's computing power. For example, those with a faster internet connection and a computer of higher processing power may grab real-time data, which should be more readily available to users in the Svandis ecosystem (e.g., prices, volume, news, etc.); those with a slower internet connection and a device of lower processing power may grab historical data.



Svandis Gamification Platform



c. Svandis Analytics Team

The internal Svandis Analytics Team will provide the expertise necessary to conduct analysis and approve the content that is offered to users of the service. Like users in the Research Community, the Analytics Team will submit and verify data on cryptocurrencies and tokens.

They will be responsible for validating the input from the Svandis Community. Their work will cover ICOs, token sales, project updates, classification of the most important news to ensure that breaking news is promptly identified, and more. The growing team consists of senior analysts, researchers, editors, and developers working with data-grabbing technologies.

From launch, the Svandis ecosystem will include a comprehensive database of cryptoassets (tokens, coins, cryptocurrencies and ICOs), which aims to rival existing crypto-information sources. Users within the Svandis community will be invited into the Beta Community Research prior to a public launch.

The Svandis ecosystem will be an industry first—a comprehensive crypto-research and visualization platform that combines crowdsourced data and machine learning.

06

BUSINESS MODEL AND SVN TOKEN

Business Model

Svandis will focus on a mixed B2C and B2B business model, as our target audience includes retail cryptocurrency traders, cryptoasset investors, crypto-hedge funds, analytics companies, and traditional retail traders planning to enter the cryptocurrency market.

Our goal is to release products that will significantly improve the analytical rigour of the crypto markets, while reducing the time participants spend on such analysis. Professional traders are prepared to pay for valid and reliable information that can afford them a competitive advantage in trading on the markets.

We will provide several levels of access to our features with SVN tokens. Access will be given to token holders and we will also add the option to purchase access to products with SVN tokens. Basic-level access will be provided for free, including the screening functions and a newsfeed with a time delay. The main functions of the feature will only be accessible using SVN tokens.

Levels of access to our products will be published after the release of products.

SVN Token

a. Terms and Conditions

By releasing SVN tokens, Svandis offers all crypto-market participants the opportunity to become part of a professional infrastructure that gathers data on cryptocurrency and token trading, as well as ICO and token sales. This infrastructure will include the following features: ICO and token sale screener, Cryptocurrency and Token Screener, Newsfeed, Charts, Catalysts Analysis, Heatmaps and Groups, Watchlists and Alerts, Marketplace, Portfolio Management Tools, and Customised Index Builder.

SVN token holders can receive access to the aforementioned products, with the level of product and tool access depending on the quantity of tokens in each holder's possession. In addition, we will develop a simple model for buying access to the Svandis features with SVN tokens.

Thus, the Svandis features will be available only through the ownership of SVN tokens and, in order to gain access to the products, a SVN token holder earns access by:

- ▶ Buying tokens at any time and having access to the products as a token-holder (in accordance with defined access levels, to be published in due course), or;

- ▶ Purchasing access to one or more features with SVN tokens.

The Svandis Community will receive rewards for expediting the process of data gathering (data miners) and submitting and verifying the information in the platform. This will ensure circulation of tokens in the Svandis ecosystem; tokens will be used as the key to access Svandis products and as the reward for bringing actual information to these products

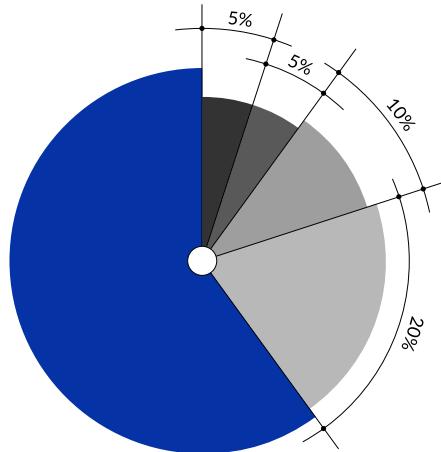
b. Expediency of Issuing SVN Tokens

Issuing infrastructure tokens specific to Svandis will help limit the number of participants who have early access to the platform, which is currently a necessity due to the low liquidity of the cryptocurrency markets compared to traditional financial markets. Thus, a limited number of market participants (both individual traders and hedge funds) will be among the first to receive information, enabling them a greater time to react. The issuance of SVN tokens will help create a professional structure for a limited number of traders at first and then, with increasing liquidity in the cryptocurrency markets, for everyone.

c. Token Sale Terms

The SVN token is an independently audited ERC-20 token that will be issued on the Ethereum blockchain. The initial distribution of tokens will be done through a token sale.

- ▶ Hard cap is US\$12,000,000, including pre-sale for strategic partners;
- ▶ Total Token supply: 400,000,000 SVN;
- ▶ Maximum Token supply to the public: 240,000,000 SVN;
- ▶ Price of 1 SVN is US\$0.05 price provided for illustrative purposes only, no fiat currency will be accepted during the crowd sale;
- ▶ Purchase methods accepted: ETH;
- ▶ Tokens will be issued right after the token sale, no additional emission;
- ▶ All unsold tokens will be burnt proportionally.



d. Token Distribution

Tokens will be distributed as follows:

- ▶ 60% – Token sale
- ▶ 20% – Team with vesting
- ▶ 10% – Advisors and partners
- ▶ 5% – Reserve fund
- ▶ 5% – Marketing and Ambassador program

e. Budget Allocation

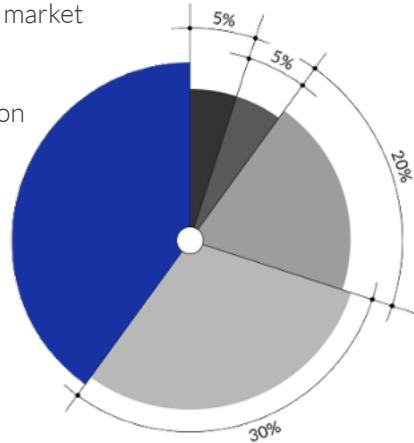
Funds will be allocated as follows (the proportions below are not final and may change at the company's discretion based on business needs):

- ▶ 40% – Development and security of the Svandis platform
- ▶ 30% – Analytics department
- ▶ 20% – Marketing and business development

Promotion of the Svandis platform among professional investors and traders specialising in both crypto and traditional assets (stocks, futures, options) to attract more participants into the crypto market and thereby increase its liquidity

Development of partnerships with other companies working in the field of analytics, as well as with individual analysts and opinion leaders in the crypto market

- ▶ 5% – Legal
- ▶ 5% – Operation



07

ROADMAP

Q4 2017

- ▶ Survey of a large number of traders and investors to collate the best ideas and suggestions from professional traders participating in crypto and traditional markets
- ▶ Identification of best professional practice to import from financial platforms into a viable business model adapted to the crypto space
- ▶ Svandis Proof-of-Concept
- ▶ Expansion of the development team and start of Svandis features development
- ▶ Start of news aggregation development and data sources research
- ▶ Svandis Indices design
- ▶ Light paper release

Q1 2018

- ▶ Completion of White Paper redaction, expert validation and legal analysis
- ▶ Planning of the role and relationship structure of the Svandis Community
- ▶ Development of token system in compliance with the ERC-20 token standard
- ▶ Smart contract programming and audit completion
- ▶ Marketing campaign preparation, including registration and sales portal for token sale
- ▶ Svandis Analytics Team creation
- ▶ Private presale started
- ▶ DataMining App development started
- ▶ Designing the Svandis Website and the UX/UI for each Svandis feature

Q3 2018

- ▶ Beta version of Screeners, Newsfeed and Heatmaps
- ▶ Private Beta Testing
- ▶ Recruitment of support staff
- ▶ Launch of the Svandis Helpdesk to allow user's feedback
- ▶ Launch first version of the Customised User Interface
- ▶ Analysis of feedback from beta testers on each Svandis feature

Q2 2018

- ▶ White Paper release
- ▶ Launching development of Svandis features:
 - ▷ ICO and token sale screener
 - ▷ Cryptocurrency and token screener
 - ▷ Newsfeed
 - ▷ Charts
 - ▷ Catalyst analysis
 - ▷ Heatmaps and Groups
 - ▷ Watchlists and Alerts
 - ▷ Portfolio
 - ▷ Certified reviewer and data verification
 - ▷ Marketplace
 - ▷ Svandis indices
 - ▷ Indices builder
- ▶ Marketing campaign started
- ▶ Token sale

Q4 2018

- ▶ Launch of Release candidate versions of all Svandis features
- ▶ Collation of user feedback on the Release candidate version of Svandis features through the Svandis Helpdesk
- ▶ Beta version of Svandis DataMining App

Q1 2019

- ▶ Release version of DataMining App
- ▶ Launch of working version of all Svandis features
- ▶ User feedback and product iterations
- ▶ Mobile app version of Svandis



08

TEAM AND ADVISORS



**HERMANN
FINNBJÖRNSSON**
CEO and Founder



YAN CREVIER
Strategic Development
and Co-founder

With over the 15 years' experience in software development, Hermann has founded four companies from scratch that are still fully operational today. Hermann is one of the co-founders of isx.is – the first and only cryptocurrency exchange in Iceland, a KYC-run exchange that connects to the user's bank account, with all trades conducted in Icelandic króna pairs. He also has been working on clarifying and establishing the legal and tax status of cryptocurrency in Iceland. Hermann's experience includes developing electronic voting systems in Iceland, as well as developing a digital token card that can be used for all-purpose transactions and payments.

Yan is Co-founder and Strategic Development Manager of the Québec Blockchain non-profit organisation. Five years ago, after over a decade and a half in retail management, he plunged head-first into the world of blockchain and its possibilities. Over that period he has built up a wide and diversified network of contacts, while exploring every level of the blockchain space, including marketing and PR, community building and management, financial analysis and negotiation. Among other things, Yan has been involved in several token sales, both as a direct participant and as a behind-the-scenes advisor.



**IAKOV
MISHCHENKO**
Chief Technology
Officer

Iakov is a software engineer with over 10 years' experience, and founder of the software company KAMI Labs, a leading provider of cross-platform product development for both web and mobile. At Svandis, Iakov focuses on technology strategy, product development, innovation, and execution. He is fascinated by the idea of changing the approach to the financial analysis of crypto markets and creating the first research and visualisation infrastructure for traders and investors in digital assets.



**CATHERINE
KHAIDUKOVA**
Head of Operations

Catherine is the former Head of Anti-Money Laundering at one of Russia's largest brokerage firms, with over 7 years' experience in markets and finance. Her background in anti-money laundering and market abuse has given her the strength to make tough decisions in crucial situations, along with the skill to evaluate large amounts of factual and circumstantial data and to deal with their consequences. Catherine's deep knowledge of the regulatory environment allows her to accurately anticipate how it will affect the market.



**SEBASTIEN
HARVEY**
Chief Information
Officer



CHRIS MCCLURE
Chief Marketing Officer

Sebastien is President and co-founder of Quebec Blockchain, an organisation promoting knowledge development and collaboration as a vector for innovation. He develops blockchain-related projects in partnership with leaders from both the public and private sector: decentralised autonomous organisation, a research community for developers, a smart city project, and a crypto mining centre among others. Having worked as a financial security advisor and chief executive of a contemporary art centre, for the last ten years Sebastien has worked in organisational and strategic development, public fundraising and communications.

Chris has led sales, marketing and communication teams across heavily regulated industries. As a strong believer in blockchain and cryptocurrency for the future success of the global population, Chris is passionate about marketing and business development for cryptoasset and blockchain companies. Chris was Chief Marketing Officer at Medilync, VP of Sales & Business Development at SidekickHealth, and Senior Director of Analytics at GetWellNetwork, while successfully running a partnership of marketing experts in a variety of fields.



KATE KURBANOVA

Product Advisor

Head of Analytics, Cindicator

Kate has been working in fintech startup Cindicator as Head of Analytics since 2016. Together with her colleagues, she is re-shaping the approach to financial analysis, creating the world's first ecosystem run by Hybrid Intelligence. Kate knows that crypto traders, investors and analysts today face an unprecedented challenge in researching and processing the vast range of information sources that inhabit the crypto space. What drives her is the idea to build a powerful new research tool for all market participants, thereby taking crypto markets research to an entirely new level.

Kate was one of the main drivers of Cindicator token sale in September 2017 and she continues to be a deep analyst of current token sales' changes as her team analyses all ICOs worth to notice daily. She is also a token sale advisor in a number of crypto projects, such as Latium and Akropolis.



NODARI

KOLMAKHIDZE

Product Advisor

*Chief Investment Officer,
Cindicator*

Nodari is Chief Investment Officer at Cindicator. With nearly a decade's experience in finance, trading and asset management, Nodari's main interest is in Black Swan events. His investment management track record includes successfully shorting markets before the Russian campaign in Crimea, the US stock market sell-offs in August 2015 and January 2016, the UK Brexit vote and the election of Donald Trump as US President. Before joining Cindicator, Nodari worked for an algo event-driven hedge fund.



ANASTASIA

ANDRIANOVA

*Founder/CEO, Akropolis
Advisor, Web3 Foundation*

Ana is Founder and CEO of Akropolis, the company that is redesigning pensions on the blockchain. She is an experienced special situations investment professional with a strong interest in decentralisation and blockchain. Ana is a member of the Blockchain Ecosystem Network, and currently sits on the advisory board for the Web3 Foundation. She has analysed and transacted over US\$3.5 billion and advised on over US\$300 million of private equity and debt transactions. Ana is a business-builder, team-builder, technology and data obsessive, with particular strength in forensic analysis, identifying efficiencies and optimising processes.



David is Chief Operating Officer at Credits, an open blockchain platform which features autonomous smart contracts and an internal cryptocurrency. David has 6 years' experience in cryptocurrency investments, and is an expert in marketing strategy for token sales, with a deep experience in building partnerships with both retail and angel investors. CREDITS is an open blockchain platform with autonomous smart contracts and the internal cryptocurrency. The platform is designed to create services for blockchain systems using self-executing smart contracts and a public data registry.



Bokky is a world-renowned blockchain and smart contract security expert, who rescues trapped ETH on a regular basis. Also an active Ethereum community leader, Bokky has been working on the Ethereum Blockchain since platform launch in 2015. The prospect of transacting monetary value over a trusted Ethereum platform by means of smart a contract is what excites him the most. Bokky is also a respect smart contract security auditor, having developed and audited smart contracts for over 20 companies, including Status, Cindicator, Stox and many more.

Bokky is an Actuary and Quantitative Software Developer with over 28 years of industry experience with expertise in fixed interest & derivatives in risk management and trading systems, and other blockchain technologies. He is keenly working to bring decentralised trustless exchanges and traditional fiat financial instruments to the Ethereum platform and is currently editing "Mastering Ethereum" with Andreas M. Antonopolous and Gavin Wood.



Roderik has been involved in the crypto assets market since 2014, both as an investor and advisor. He has advised Akropolis, DML, NapoleonX, and Beetoken. He also advises pioneering Korean blockchain company Blocko and is a member of the Argo Foundation council (which oversees Blocko's Argo protocol). At the end of 2017 he founded Lemniscap, an advisory/investment firm in the blockchain space.

Roderik has 20 years of experience in finance. He started his career at Paribas in 1997 as an analyst/developer for bond trading applications and then moved to Deutsche Bank in 1998 to embark on his equity derivatives trading career. Over the next 10 years he traded stock and index options on European, US and Asian markets at HSBC, Rabobank and Bear Stearns. In his various roles, he was responsible for both client and proprietary trading. In 2008 he joined LIM Advisors, a multi-strategy hedge fund in Hong Kong, as Portfolio Manager to setup and manage a pan-Asia volatility arbitrage strategy. In 2010, he became Head of Trading at major market-making firm All Options.

In the last few years he moved to the private markets sphere. In 2011, he was involved in setting up a single country private equity fund focusing on Mongolia. In 2013, he joined merchant banking firm KCP Capital, leading its Asian operations. In 2016 he joined Caldera Pacific, an investment firm active in venture capital and growth capital where he held the position of Managing Director and was a member of the Investment Committee.

Roderik holds a B.Eng. in Aerospace Engineering (University of Hertfordshire), a MSc. in Information Technology (Queen Mary and Westfield College, University of London). He is a Chartered Alternative Investment Analyst charter holder.

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**RODERIK
VAN DER GRAAF**

*Managing Director at
Caldera Pacific*



JASON LEE
Marketing Advisor

Jason is a senior media technology manager at one of Australia's largest banks. He has nearly a decade of experience in the digital advertising landscape, leading strategic data driven marketing initiatives across Johnson & Johnson, Telstra, Virgin Atlantic and the financial industry. From being an active retail investor across stocks, property and commodities for over 10 years he has since shifted efforts as a founding partner of JSON Capital - a cryptocurrency-based hedge fund with a strong belief in the future prospects of blockchain and cryptocurrencies.