

# CryptoLeague

The World's #1 Competitive Social-Trading On-Chain Platform



**Rodolfo Saccoman, Co-Founder, CEO**

561-351-4987 | @rodolfosaccoman

RodolfoSaccoman@gmail.com

“Imagine that Robinhood, WallStreetBets, eToro, Uniswap, Yearn  
is combined with Discord, Twitch, Fortnite, & Zed Run  
in creating a **once-in-a-generation company**.”

**CryptoLeague**'s mission is to accelerate financial freedom for all. We believe that crypto trading and investing is a sport, so we are building CryptoLeague from the ground up to make investing social, accessible, self-governing, competitive, and ultimately rewarding.



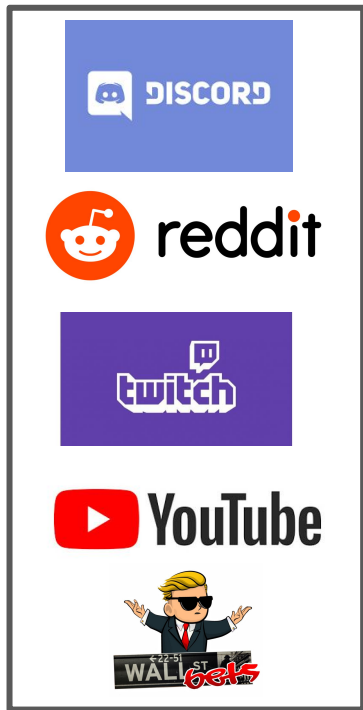
# PROBLEM

- 1) Retail investors don't have access to the best traders and returns in the world. And traditional trading, as it is, is very boring and unexciting for this new "crypto-savvy" generation.
- 2) The current DeFi user experience is complex/confusing and not prone for mass adoption.
- 3) A deeply fragmented information ecosystem hinders retail investors' collaboration, accessing quality knowledge, and optimizing investment returns. Retail traders face information asymmetry disadvantages vs. well funded professionals/institutions.
- 4) An on-chain governance trading platform for the next gen of traders does not exist.
- 5) Portfolio Managers (Hedge Funds) don't have an incentivized, centralized, network-effects based social platform where they can catapult AUM, returns, and earnings.
- 6) Trading has yet to be gamified; younger investors and traders are driven by competition, adrenaline, influencing governance, social interaction, and making a fortune.

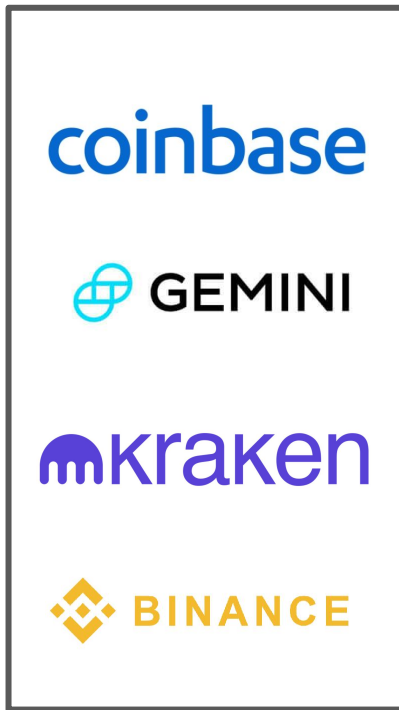


# New World Order > A new generation of investors & traders is born

Fragmented  
Trading Information



One-Dimensional Centralized  
Crypto Exchanges



Social Trading



Next-Gen  
Competitive Platforms



= **CryptoLeague**

Competitive Trading For All

Web 3.0 + On-chain

The ultimate  
democratization of trading

A decentralized,  
open-source, and  
non-custodial liquidity  
protocol

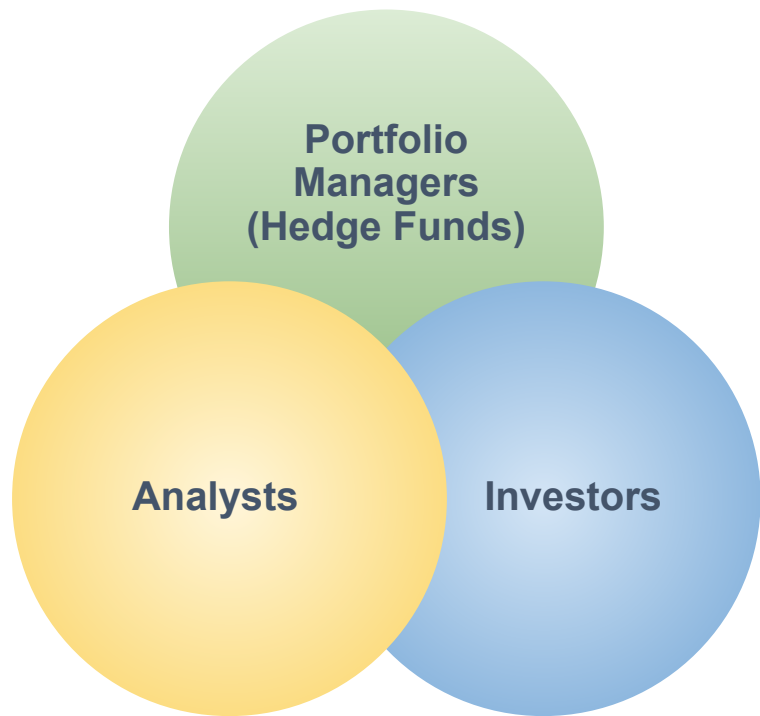
Mostly Web 2.0 + Off-Chain

# OVERVIEW

- We are building the world's first gaming, esports-like, competitive on-chain social-trading platform.
- A rolling trading “competition platform” where investors choose their portfolio managers / hedge funds and bet on those potential winners via gamified tournaments.
- The goal is to obtain the highest investment performance during the tournaments to win the “competition prize pools.”
- In a way, we are building the world's largest democratized crypto hedge-fund.
- CryptoLeague will in part be an entertainment media company bringing sports-like excitement to investing; portfolio managers can become superstars!
- Portfolio managers will follow intuitive platform investment rules, utilize embedded exchanges to trade cryptocurrencies (eventually other assets, synthetics), aimed at maximizing alpha.
- CryptoLeague Token (CLT) will be the main currency for the platform and it will be an exchange of value between investors, analysts, traders, and the exchanges.

## CryptoLeague is made of three “incentivized” participants

---



- CryptoLeague will converge the crypto-trading community, uniting: traders, investors, analysts, markets, and social media (live streaming, chats, influencers).
- The community will thrive in a constant cycle of collaboration and competition to optimize returns.
- Roles could potentially overlap (e.g., analyst can also be an investor).
- A percentage of the profits from the platform's performance is set aside in a “charity pool” for helping humanity; this is fundamentally important to us!
- Thus a “win and help win” philosophy will be ingrained in the product and brand.

## Product Vision

- Build the world's first decentralized Crypto/DeFi hedge-fund and investor platform by integrating the best elements of social trading, gamification, and the wisdom of crowds
- Establish the most engaged, informed, and productive community in Crypto, powered by an intuitive user experience that enables the community to learn and profit in the emerging world of DeFi

## Three Community Participants

### Portfolio Managers / Hedge Funds

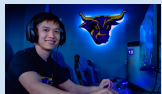
Leverage the power of the community to enhance investing and trading strategies, build followers, attract assets, generate alpha.

### Investors

Interact with the community, collaborate, research, invest, join investing teams, compete and have fun.

### Analysts

Develop insightful Crypto/DeFi content to build a following and monetize their research.



## Platform

### Core Platform Modules

#### User Experience

(web, mobile)

Superior usability flattens the DeFi learning curve, making DeFi safer, simpler, familiar, and consistent. Enables users to engage with confidence.

#### Gamification / Competition

Competition platform where investors choose their portfolio managers and strategies via gamefied tournaments

#### Wisdom of Crowds

Build the largest Crypto & DeFi investment community powered by the wisdom and diversity of crowds

#### Community Management

Moderate and curate content and interactions to foster community engagement and improve investing performance

#### Social / Community / Entertainment

Trading is boring for the new masses; CryptoLeague will design the sandbox for creating and integrating engaging content

#### Rewards / Incentives

Unique incentive and reward structures designed to enhance collaboration and investment performance

#### Market Intelligence / Education

Tools and services to educate, analyze, and provide market insights to enable better Crypto and DeFi investing

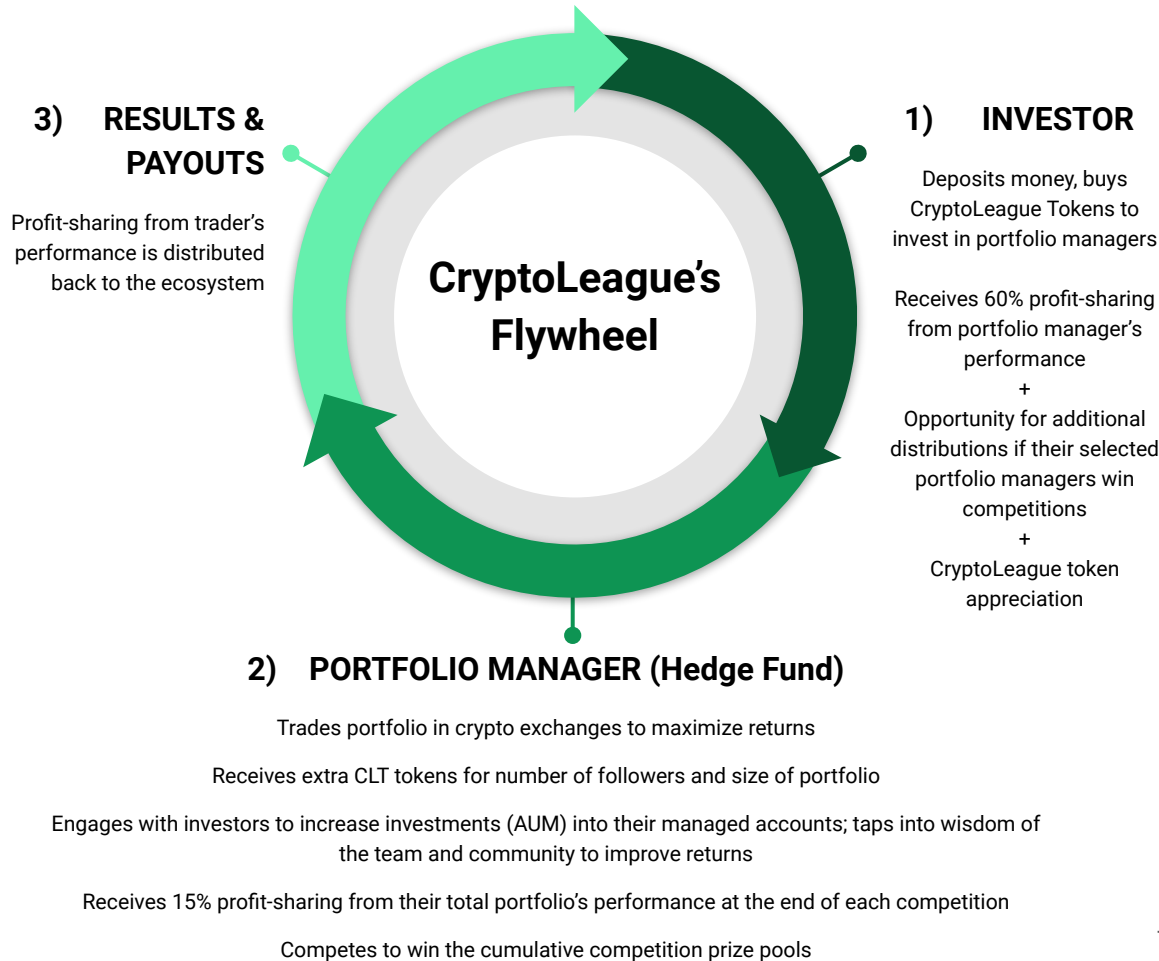
CLT

CLT token powers the CryptoLeague ecosystem and will be a high-utility deflationary token that reflects the increasing value of the community

CLT



# The Ultimate Profit-Sharing System For All



## Tier 1: From Portfolio Manager's Performance

<u>Role</u>	<u>Profit Sharing Distribution %</u> (This is what each role gets back)
Investor	60%
Trader	15%
Prize Pool	17.5%
Charity Pool	2.5%
Management	5%
	<b>100%</b>

## Tier 2 = Prize Pool (17.5%)

<u>Role</u>	<u>% Distribution</u>
1st Place Trader	50%
2nd Place Trader	20%
3rd Place Trader	10%
Distributed pro-rata to those investors that chose victorious portfolio mgrs.	20%
	<b>100%</b>

# WHY NOW: Tectonic shift in how younger generations trade & view “the establishment.”

Entrepreneur

## How Millennials Are Changing Stock Investing

*The thrifty nature of the nation's largest generation is attracting the attention of Wall Street.*

### Decentralized finance

Finally, [decentralized finance \(DeFi\)](#) represents the biggest threat to traditional banks and brokerages that don't pivot towards a fast-growing digital asset industry.

Forbes

Apr 14, 2021, 09:57am EDT | 5,345 views

## How Copy-Trader Platforms Are Capitalizing On The Crypto Boom



“The next generation of retail and social trading platforms offer effective means for individuals to share or sell their investment expertise, directly competing with traditional investment managers.”

MARKETS  
INSIDER

Follow

MARKETS

**Cathie Wood agrees with Fundstrat's Tom Lee that a demographic boom led by millennials will drive the stock market higher for years to come**

By Matthew Fox  
June 8, 2021 · 2 min read



MENU

Real Money.



## Jim Cramer: Welcome to the New World of WallStreetBets

Jun 08, 2021 | 02:56 PM EDT

Forbes

Jan 25, 2021, 11:14am EST | 7,903 views

## Freewheeling Millennials And Gen-Zers Are Starting A New Side-Hustle Career: Aggressively Trading Stocks Online, Minting Money And Showing Up The Wall Street Pros

Bloomberg Wealth

Investing

## Robinhood's Role in the 'Gamification' of Investing

## Creating a New Category

A positive-sum game where investing is a team sport.



# We have an amazing team of builders



**Rodolfo Saccoman**

- Serial entrepreneur: 2 exits (last on Feb. '21).
- 20-year veteran trader/investor in liquid markets (stock & cryptocurrency).
- Founder @ AdMobilize, the world's #1 computer vision AI analytics company for brick & mortar advertising. (Acquired).
- Founder @ MATRIX Labs, a revolutionary edge-AI hardware company that democratizes IoT creation. (Acquired).
- Founder @ MyTherapyJournal, the world's first AI-based online wellness & therapy platform.
- Previously @ Morgan Stanley, licensed stockbroker and portfolio manager.
- Inventor, holding 2 method software AI patents.
- BS @ Cornell, MBA @ University of Miami.



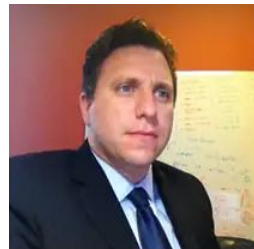
**Gleb Chuvpilo**

- Serial entrepreneur with several exits (Co-Founder of Authy, Ride, and Pager).
- Investor alongside Peter Thiel since 2007 (Goldman Sachs prior).
- One of the earliest engineers at Palantir.
- Managed quantitative trading portfolios at Goldman Sachs (\$10B AUM) and global macro-fund Clarium (\$6B AUM).
- Venture Partner focusing on AI at Hardware Club, Rewired and Peak State Ventures.
- MS in Computer Science @ MIT Computer Science and Artificial Intelligence Lab.
- MBA in Finance & Strategic Management @ Wharton.
- Chartered Financial Analyst (CFA).
- Alum of Y Combinator (YC W2012).



**Jeffrey Nuckols**

- Technology executive with senior exec roles in large tech and startups.
- Most recently GM of HPE Pointnext North America (\$2 billion P&L), leading a team of ~7,000 IT professionals, including HPE's emerging blockchain and crypto go-to-market teams.
- Prior executive roles at IBM, Xerox, Razorfish, and HPE. Early career roles at PwC and Morgan Stanley/Smith Barney (licensed).
- Deep industry expertise in Financial Services and fintech.
- Expert in consultative selling and large complex transactions, closing multiple deals above USD \$1 Billion.
- M&A experience on multiple acquisitions.
- MBA @ Vanderbilt University. BA @ Washington & Lee University.



**Dr. Noel Elman**

- Serial Technology & Science entrepreneur.
- Founder @ ShareTick, the world's earliest social trading platform (launched in 2010: too early).
- Founder @ GearJump Technologies, receiving multiple DoD, USDA, Gates Foundation awards.
- Deep tech collaborations across research centers @ MIT, @ Cornell, @ John Hopkins, @ Technion, @ ITBA.
- Head of The Elman Lab, translational research group @ MIT (2010-2014).
- Postdoc @ MIT (2006-2010) in development of tech platforms in microdevices.
- Inventor and author of multiple scientific papers, books, and patents.
- BS, MS in engineering @ Cornell, PhD @ Tel Aviv University.



**Sergio Lerner**

- Widely recognized as a leading cryptocurrency / security researcher.
- Serial cryptocurrency & blockchain entrepreneur & scientist.
- Co-founded RSK Labs & the RSK smart-contracts platform.
- Co-founded Coinspect; a cryptocurrency security company.
- Co-founded CoinFabrik; a cryptocurrency software factory.
- Co-founded WayniLoans; a peer-to-peer lending platform.
- Previously, core security auditor for The Bitcoin Foundation & Bitcoin's core code.
- Inventor, holding several method encryption / crypto patents.
- BS in computer science @ Technion, MS @ University of Buenos Aires.





Let's Partner & Build a Company of a Lifetime:

**CryptoLeague, Inc.**

# Appendix



# Project Roadmap (Use of Proceeds)

## Current: Pre-Seed

**Raising:** \$1M SAFE (w/ token warrants)

**Runway:** 6 months

## Next: Seed

**Raising:** \$5M - \$8M

**Runway:** 24 months

### Q3-21

#### Key Milestones

- Finalize legal structure
- Finalize Tokenomics
- User acquisition strategy
- Finalized technical strategy (protocol/scaling)
- Governance structure
- Whitepaper completion
- Finalize overall platform UI/UX

#### Key Roles and Organization

- Product leaders (Gaming + Trading)
- Technical Blockchain leader
- Developers
- UI/UX Designer(s)
- Community Lead
- Social media marketing / biz development

### Q4-21

#### Key Milestones

- Initial token launch
- Core functionality
  - Trader Platform - V1
  - Investor Platform - V1
  - Tech stack deployment
- Begin user acquisition and trader sign-up
- Launch community and social media campaign
- Initial DAO strategy

#### Key Roles and Organization

- Key functional leaders (HR, Finance, Ops, etc)

### Q1/Q2-22

#### Key Milestones

- \$1B TVL by June 30
- Community targets by June 30
  - 200 traders
  - 500 analysts
  - 250,000 investors
- DAO launch

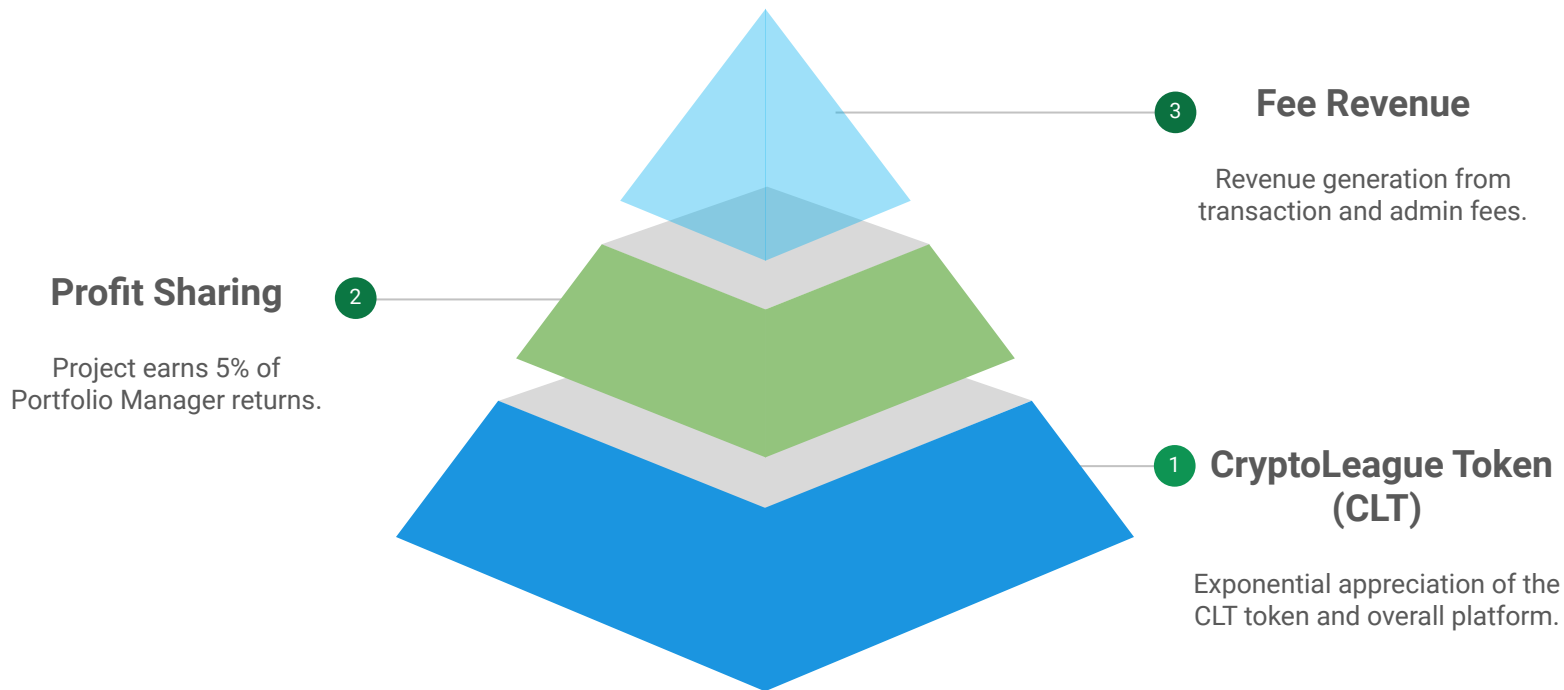
#### Key Roles and Organization

- Scale team with growth

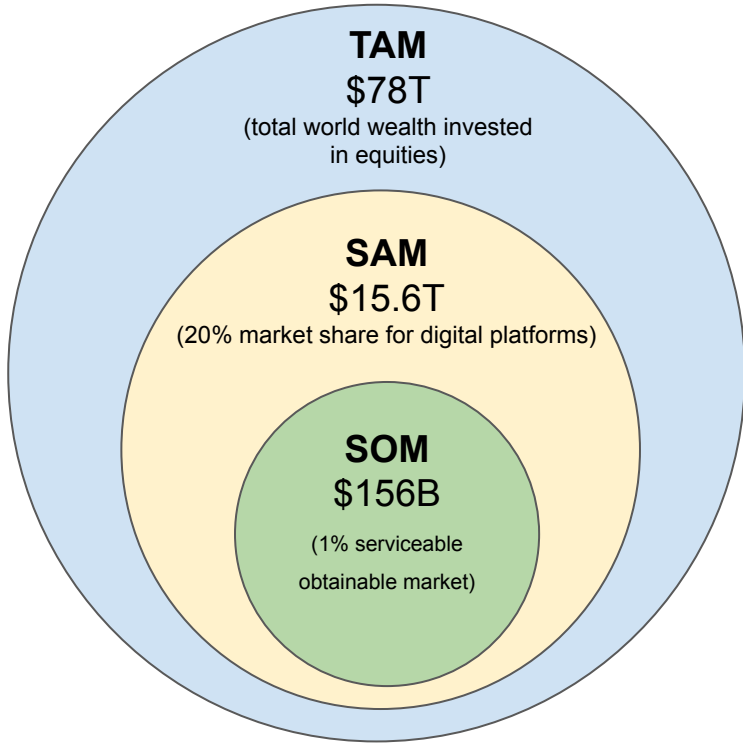
# BUSINESS MODEL: Revenue + Appreciation

CryptoLeague is building the world's first community-driven and incentivized trading platform.

Our decentralized, open-source, and non-custodial liquidity protocol changes the way the entire system works.



# Huge and growing TAM supported by secular trends



\* DeFi TVL: \$76B (Source: CoinGecko's July '21 figures).

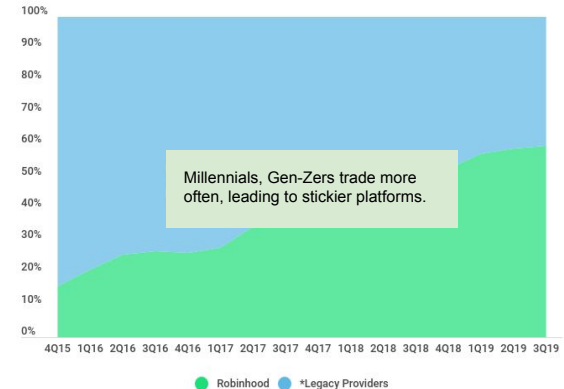
## Massive Usage & Demand for Trading Platforms

	Registered Users	Monthly Transacting Users	Revenues (2020)	Total AUM
eToro	20M	1.2M	\$605M	\$100B (estimate)
RobinHood	13M	1M (estimate)	\$673M	\$20B
Coinbase	56M	6.1M	\$1.1B	\$223B
Ameritrade	12M	2M	\$5B+	\$1.2T

### TAM Growth driven by:

- Growing retail participation
- Democratization of investing
- Birth of crypto investing
- Acceleration of digital transformation
- 72M millennials, largest generation in US history
- \$30T will pass from boomers to heirs

Robinhood alone has more mobile MAUs than the top legacy providers combined  
Average monthly active users per quarter, United States



\*Legacy providers consist of ETrade, TD Ameritrade (TD+Schwab+Scottrade), Edward Jones, Fidelity

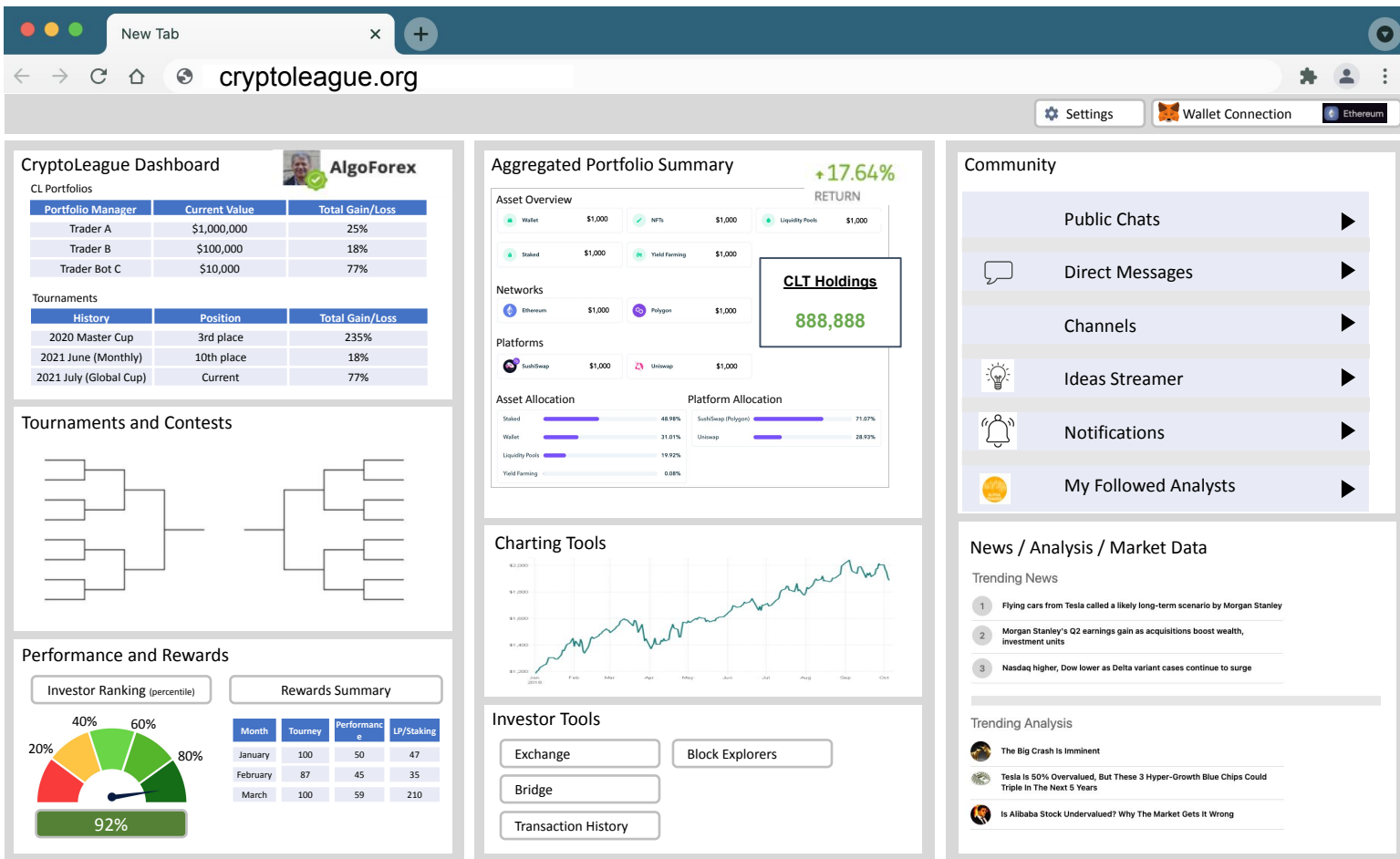
# Personas Breakdown: “One for all, all for one” incentive system

	<u>Portfolio Managers (Hedge Funds)</u>	<u>Analysts</u>	<u>Investors</u>
<b>What Do They Do?</b>	<ul style="list-style-type: none"><li>• Form investing pools and execute investing/trading strategies</li><li>• Utilize a trader dashboard with embedded exchanges/farms to trade cryptocurrencies (eventually other assets, synthetics), aimed at maximizing returns</li><li>• Interact with the community</li></ul>	<ul style="list-style-type: none"><li>• Develop and publish valuable content distributed to the community</li><li>• Potentially create gamification/contest content to incent investors to participate in research projects</li><li>• Interact with the community</li></ul>	<ul style="list-style-type: none"><li>• Participate in all elements of the community: join investing pools, consume content, interact with investors, content providers, P2P interaction</li><li>• Engage with gamification and crowdsourcing elements (games, tournaments, polls, etc.)</li><li>• Interact, learn, and bet on portfolio managers to increase returns</li></ul>
<b>What Do They Want?</b>	<ul style="list-style-type: none"><li>• Attract assets into investment pools/vaults</li><li>• Hassle-free way to launching, manage, and scale pools</li><li>• Earn a portion of the profits from successful trading and investing</li><li>• Gain visibility and build reputation</li><li>• Access to collective wisdom of the community to enhance returns</li><li>• Win the competition prize pools</li></ul>	<ul style="list-style-type: none"><li>• Build a large base of followers who subscribe to their content (analysis, videos, alerts)</li><li>• Earn value for their research (e.g., paid subscriptions, rewards for valued research)</li><li>• Deliver high quality research and build reputation by leveraging collective wisdom of community and followers</li></ul>	<ul style="list-style-type: none"><li>• Access to tools, information, and investing strategies not available today in order to generate Crypto profits</li><li>• They want to be engaged and entertained</li><li>• They want to eventually have a say in the governance (CryptoLeague can become a DAO)</li></ul>
<b>How To Engage &amp; Motivate</b>	<ul style="list-style-type: none"><li>• Access to capital for investing pools</li><li>• Profit share from investing pools and tournament winnings, and AUM incentives</li><li>• See value in the collective wisdom of the community</li><li>• Believe token will appreciate</li></ul>	<ul style="list-style-type: none"><li>• CLT earn tokens for highly valued content (potentially voting)</li><li>• Premium subscription and rewards models</li><li>• Believe token will appreciate</li></ul>	<ul style="list-style-type: none"><li>• CLT Rewards for engagement and performance</li><li>• Competition - leagues, contests, challenges</li><li>• Gamification (ie.: Axie Infinity)</li><li>• Reward positive community contributions</li><li>• Believe token will appreciate</li></ul>
<b>Community Size</b>	<ul style="list-style-type: none"><li>• Hundreds (carefully selected)</li></ul>	<ul style="list-style-type: none"><li>• Thousands</li></ul>	<ul style="list-style-type: none"><li>• Millions</li></ul>

# Investor Platform - (Very) Preliminary Wireframe

## UX Design Objectives

- Gaming-like, sticky esports design
- Simple intuitive interface that is accessible to crypto novices
- Engaging community content - tournaments, rankings, social and community
- Portfolio tracking across networks, platforms, and assets
- Powerful set of crypto investment tools



# Play To Earn Experience

- CryptoLeague will engage the community via a unique “play-to-earn” experience that encourages members to put time, thought, and effort into crypto DeFi and investing.
- This experience will be fun, entertaining, and financially rewarding. It will be designed to incent positive engagement, education, and collaboration that improves investing performance and enhances the knowledge and experience of community members.

A typical hedge fund charges 2 & 20. CryptoLeague democratizes investing by redirecting a majority of fees earned back into the community to incent community engagement and performance.

Incentives	Description	Examples
<b>CLT Token Rewards</b>	Token earning activities designed to incent positive, collaborative behaviors that improve investing performance and the power of the community.	<ul style="list-style-type: none"><li>• Vote in polls</li><li>• Join Investing Pools</li><li>• Join Tournaments</li><li>• Education: take an online course on crypto</li><li>• Activity Awards - 20 posts in a forum per week</li><li>• Staking CLT tokens</li><li>• Participate in crowd-sourced research projects</li><li>• Complete daily/weekly quests</li></ul>
<b>Reputation / Performance</b>	Community members build reputation scores that earn them CLT tokens and other rewards. The higher your score, the better the rewards.	<ul style="list-style-type: none"><li>• Quarterly/Annual performance targets on your account</li><li>• Achieve a certain level of education (basic, advanced)</li><li>• Tourney results</li><li>• Accuracy of predictions</li></ul>
<b>Contribution Rewards</b>	Reward contributions that improve investment performance	<ul style="list-style-type: none"><li>• Portfolio managers reward you for your contributions to an investing pool</li><li>• Participate in a crowd-sourced research project. Analysts reward you for your contributions</li></ul>
<b>NFTs</b>	Create NFTs that represent items of value to the CryptoLeague community. Bought and sold in on a market-place.	<ul style="list-style-type: none"><li>• Sponsor investing teams (like Formula 1 or eSports)</li><li>• Collectible art / team logos</li><li>• Land Rewards</li><li>• Win special prizes, such as access to investing seminars</li></ul>



# Tokenomics (CLT)

The CryptoLeague token will be designed as a high utility deflationary token that will encourage participation in the community and will increase in value as the CryptoLeague community grows.

## Token Features

Feature	Approach
Supply	<ul style="list-style-type: none"><li>Fixed supply of 1 billion ERC20 tokens</li></ul>
Token Utility	<ul style="list-style-type: none"><li>Toll - the token will be used to enable key functionalities of the CryptoLeague ecosystem, including payment of all fees in CLT</li><li>Rights and Rewards - by owning a CLT token, the holder receives rewards that includes prizes paid in CLT as well as staking and yield farming rewards</li><li>Currency - CLT will be used as a store of value and to conduct transactions both inside and outside the project</li><li>Earnings - Token holders will capture a portion of the CryptoLeague cash flows</li></ul>
Allocation & Distribution	<ul style="list-style-type: none"><li>Pre-mined approach with a transparent allocation model</li><li>20% token distribution at launch</li><li>Goal will be to enable a wide distribution to reduce dumping risk by whales</li></ul>
Inflation / Deflation	<ul style="list-style-type: none"><li>Implement a rewards scheme that builds a strong user base in early days with the token becoming deflationary over time (i.e., buy and burn tokens with a portion of transaction fees)</li></ul>
Vesting and Locking	<ul style="list-style-type: none"><li>Transparent vesting/locking mechanisms to prevent dumping</li><li>Suggest a 3yr monthly vesting schedule for team members and private investors</li></ul>
Governance	<ul style="list-style-type: none"><li>Intention is to launch a DAO and shift token governance responsibilities over to the DAO as the community grows and matures</li></ul>

## Allocation (preliminary)

Allocation Category	% of Total Supply	Launch Supply	Total Supply of Allocation
Airdrops	5%	10,000,000	50,000,000
Team	15%	30,000,000	150,000,000
Private Sale	15%	30,000,000	150,000,000
Development Fund	15%	30,000,000	150,000,000
Rewards & Yield Farming	50%	100,000,000	1,000,000,000