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CoinIndex

INDEX PLATFORM FOR CRYPTOASSETS

NEWS • PRICES • TRENDS • INDICES • ANALYTICS

CoinIndex.agency

Index Platform for Cryptoassets

Markets in all directions!

Version 1.7.0

Kiev, Ukraine, 2017

info@coinindex.agency

Product

Our main product is information. We offer to market a family of financial indexes, consisting of 8 groups and more than 160 individual indices, which allow analyzing all aspects of the market as a whole, and, of course, its separate areas. To ensure this, we develop a full calculation methodology, criteria for assessing assets, the process of collecting and preparing initial data.

The second component of the product is our platform for collecting and storing financial information about all crypto assets and trading results at all significant trading floors in the world. In addition to the financial data itself, we collect news and analysis from all around the market. The combination of these information flows allows you to see a single picture of the entire market and use any analytical tools to analyze market trends.

Access to information can be done in several ways. For professional participants, we will provide access to our own informational and analytical terminal (web portal), where all information is available with the tools for analysis. The most demanding customers can get direct access to data, including intermediate data, to connect their own processing systems. We will support FIX protocol, the standard in the financial industry, as well as universal HTTP REST and WebSocket. Additional protocols can be developed after the request of the client.

**Index Terminal MVP now available at
private alpha!**

Would you like to use our data feed now?

Contact us: **info@coinindex.agency**

Part of the our data is opened and publicly available on our website -
<https://coinindex.agency>

Clients and Use cases

Market as well as market activity-related information is vital for all market entities irrelevant of the capital amount and business sector. However, requirements for preciseness, speed, and completeness of information are different at each segment.

We distinguish several groups of clients, who need our data and can use those for their own business processes and decision-making.

- **Big institutional players (from fintech)**
 - Banks
 - Investment companies
 - Venture funds
 - Exchanges
 - Forex brokers
 - Informational and analytic agencies
- **Institutional players of crypto market**
 - Investment crypto funds
 - Developers of hardware solutions for blockchain
- **Individual investors**
- **Mass Media (MM)**
- **Private opinion leaders** (bloggers, MC of telegram-channels)

For Media we offer our information products - indices (current and historic records for analysis, diagrams) and our analytic information. This information is provided free of charge, in exchange we expect to be mentioned as informational partner and data source. During the first two year, we plan to cover almost completely all the informational platforms.

For professional informational platforms we provide data in real-time mode (indices), access to initial data about prices and volumes at the crypto market in general as well as all news and analytical materials. Key consumers for such data: Bloomberg, Reuters, Interfax, TRDATA.

A separate category of information consumers will be constituted of **big banks departments, investment companies and funds**, who plan to carry out investments or enter the market of crypto assets, or already work at such market (on their own or for the benefit of their clients), and now need reliable sources of information for portfolio assessment, keeping records of market risks and strategies development.

Funds – both venture, and crypto funds (Tokenized Funds) can use our platform and indices in order to assess future investments in ICO or assess necessity to rebalance a portfolio.

For example, an analyst of a fund seeks to understand whether it is worth including into a portfolio tokens of a new project, hypothetically, from the sector of online gambling (casino). For this he needs to use our sector index (index code **GAMBLING:INDEX**) and analyze its composition (as of today it includes 9 instruments), and to check the dynamics of the index itself (currently it has value of 1 352 (basic - 1000 as of 24.06.2017), while model benchmark, combined portfolio BTC/ETH shows 691). Additionally for the purposes of analysis both general capitalization of the gambling market (200 - 220M), and trade dynamics for 24 hours (1 - 1.3M USD) are available. Using this data, collected currently, as well as examining historical values, an analyst can make and substantiate a decision about entering to a new instrument (or refusing a transaction), and assess its impact upon market and possible competitors.

As a separate service we can offer creation and calculation of private indices of any type (price, composite, etc.) for our client, taking into account individual requirements: frequency of rebalance, weighting factors, link to benchmarks, application of exterior data, including FX, other indices, oil quotes, gold and any instruments from financial markets.

Big crypto markets, in the first place those where numerous crypto assets are being traded (EXMO, CEX.IO, Poloniex, Bitfinex, Kraken, Liqui etc., in total around 60 exchange) can apply our individual set of indices, developed based on data of a specific market and taking into account configurable factors. Market gets all the service on “turn-key” basis, including separate index page, historical data, diagram, and widget. Our clients get access to the whole set of market indices at our platform. **We have already started to work at several pilot projects for first clients.**

Special category of consumers will be constituted by **analysts from companies that specialize in mining** – development of equipment, farms, and software solutions. They will have demand for families of hash and consensus indices that show global dynamics of the market from the perspective of applied hashing algorithms (Scrypt, SHA, etc.) and consensus mechanisms (from confrontation PoW vs PoS to more niche solutions, like LeasedPoS). We are a unique company at this market that collects and calculates such information and is ready to provide special conditions for this group of clients.

Product: roadmap

There are some several important points, from which we proceed, planning the development of our company and the need for financing:

- The value of the product grows over time and in conjunction with the maturity of the market, so we immediately set the scale and build a long-term strategy of securing the market.
- The Crypto market as a whole, is dependent on the regulatory policies of many countries, so the market picture (and the need for our services in individual markets) may depend on the legal aspects of the relationship between the crypt and traditional finance and law.
- The project needs to simultaneously compete on different fronts of the market - on the one hand, we compete for the most highly qualified specialists, on the other – for the wide popularity in the media sphere that requires large expenditures for marketing and brand promotion.

Identify the key stages of the project development:

- Open Index Platform. We implement open indices platform, calculate a family of 46 indices, arrange free access to data (open source & open data)
- Extended set of indices, improved data preciseness. Commencement of projects implementation for commercial clients (for participants – priority access to platform and data, individual API and updates).
- Full index platform, mechanism of data crypto audit, our own analytic information and work with all leading Mass Media channels, partnership with global information providers (Bloomberg, Reuters, SIX, TRDATA, Quandl, Xignite). We start active work with public, and join Ethereum Alliance along with other initiatives.
- We strive to become a leading player in the market of financial and analytical information on crypto-currencies. We are negotiating a partnership with global informational providers of financial data (Bloomberg, Reuters, SIX, TRDATA, Quandl, Xignite).
- Create new markets. In cooperating with other projects, we develop a mechanism for tokenization of indices and prepare the launch of licensing of indexes for index funds (Q1'2019).

Our development strategy covers a wide range of products based on the collected information, and the key points of the product development are planned for several years ahead. However, due to uncertainties in regulatory policy and technology changes on the market itself, we will constantly update this list.

- **Q4'2017 [Implemented]**
 - MVP (alpha) our index platform
 - First 45 indices
 - Benchmark indices for BTC, ETH and all major platform
 - Starting partnerships with media
- **Q1'2018**
 - Starting development of the HD Index Platform
 - Media partnership
 - Own weekly analytical reports
 - Information access over the Telegram
 - Testing exchanges indices (with CEX.IO/EXMO/WEX)
- **Q2'2018**
 - Crypto Assets Database
 - Launch first ICO indices
 - Join to the Microsoft BizSpark program for startups
 - Realtime direct data from major crypto exchanges
- **Q3'2018**
 - HD Index Platform alpha (web-based terminal)
 - Launch hash and consensus indices
 - Commercial API
 - Launch Crypto Auditor first beta version
- **Q4'2018**
 - Direct connections to the all major crypto exchanges
 - Launch news and analytics service for big clients
 - Our indices availability at Bloomberg and Reuters terminal
 - FIX protocol, data export to MS Excel
- **2019 - 2020**
 - Launch index-based derivatives
 - Own exchange for ETF and futures
 - Index Funds (in partnerships with one of the fund's platform)

Finance: Investment prospect

Required investments:

2 000 000 USD

Format:

Private placement
(UK Private limited Company)
No ICO. No tokens!

Preferred payments

USD/EUR/GBP – Crypto assets (BTC/ETH/LTC/ETC/WAVES)
Or both

Investors profile

Syndicate - VC funds
Private investor from market participant

Currently invested

80K USD - Personal funds of the founders

Finance: expenses (up to 2020y)

	Staff	IT	Legal	Marketing/PR	Offices/Utils/Tax
Q1'2018	38	15	20	40	60
Q2'2018	53	15	8	40	12
Q3'2018	67	17	8	45	13
Q4'2018	81	17	8	50	15
Total	239	64	44	175	100
Total/Year	622				
Q1'2019	82	20	10	50	40
Q2'2019	99	20	12	55	16
Q3'2019	100	23	15	60	45
Q4'2019	103	23	15	60	22
Total	384	86	52	225	123
Total/Year	870				
2020	460	100	55	280	190
Total/3Y	2 577				

Indicative, at thousand USD.

Finance: clients, markets, sales

As a target customer audience, we consider:

- Financial organizations (investment companies, VC-funds, brokers, exchanges)
- Crypto-projects (funds, ICO-agencies, exchanges, financial services)
- Media (online and offline projects, crypto-media)
- Major providers of fin. data (Bloomberg / Reuters / Xignite / Quandl)

On the first year we will build partnership relations with major media and fully expand our presence in the information market.

Our goal is to become a TOP global data provider for crypto-market

To this goal, we will go in three ways:

- **Online advertising and partner.** We build brand recognition, help editors and journalists to prepare materials, be present as an info partners in all major media platforms. We use the capabilities of AdWords, Facebook, Telegram.
- **Exhibitions / conferences.** We plan to participate in all significant events for the promotion of the brand offline in events all around the world. This is a crypto conferences, and traditional events for the financial sector. At important conferences we will act as informational partners, attending the stand and acting as speakers. On average, we expect on 1 - 2 conferences every month.
- **Personal meetings.** Building partnerships and working with key large customers requires only a personal presence. For this we plan to expand our presence by opening local offices in key markets. In 2019, we will expand and open offices of presence in Moscow, London and the USA.

Work with media sites will be free of charge or in the framework of partnership projects, so we do not expect to monetize this part of the client audience during the first 2 years at least.

Finance: monetization plan

Type	Market size	Year contract, USD	Market share, Q4' 2020, %	Clients, Q4'2020r.	Year earnings, USD	Leads at Q4'2017
Stock exchanges	200	6,000	10	20	120	1
Crypto exchanges	172	10,000	10	17	170	2
Forex brokers	193	8,000	15	28	224	-
Global data providers	10	50,000	50	5	250	-
VC and private funds	350	6,000	15	52	312	2
Crypto funds	7**	3,000	40	3	9	-
Banks	400	30,000	2	10	300	-
ICO-agency	10	15,000	70	7	105	1
Private clients	1000	1,000	6	60	60	2
Other	150	5,000	5	7	35	1

Supposedly, Q4'2020

Total:	~ 210 clients	~ 1,5M USD earnings
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** Funds, accepted only crypto assets (Tokenized Funds). However, we forecast an increase in the number of funds to 100 - 150 at the beginning of 2020 due to the introduction of platforms for the creation of funds, for example, Tokenbox and NousPlatform.

Legal structure

At the moment, as far as we know, our main product (information-analytical platform and indexes) is not subject of regulation or licensing of any of the jurisdictions. However, we do not rule out of a change in this in the future and will get all the necessary licenses as soon as possible.

We consider obtaining a license / registration as a media in all major markets (USA / UK / EU / Hong Kong / China / Japan / Ukraine / Russia).

Based on the information nature of the company's main product, immediately after the creation of the company, we will begin the process of registering of trademarks for our products in all key markets. We plan to complete this part in the second quarter of 2019.

Structure of incorporation

Main company - UK Private company limited by shares

Owns all assets, trademarks, domains, patents and other rights. Subsidiaries conducted to operating activities in the main markets will be established under local law and fully owned by the company.

Team

Core team of the project is staffed and has been working at the first version of the platform for several months. Founders are from fintech industry, they have worked together for a long period of time at TRDATA – informational and analytical platform for developing markets. We are a well-coordinated team, who know each other well for a long time, and who lived together different moments typical for any business - difficulties and success. The experience we got together as well as huge wish to alter the general landscape of crypto market gives us a unique power for creation of such project!



CTO и founder

Alexander Lozovyyuk - has been working at IT market for 14 years, passed all the way from developer of online games to Chief Technical Officer of fintech-company "TRDATA", where he design and develop real-time finance and analytical web terminal like Bloomberg. In crypto since 2013.

Linkedin: <https://www.linkedin.com/in/aleksraiden/>



CEO, marketing, co-founder

Julia Sporysh - has 12 years of experience in marketing and business development, 6 years of experience in financial industry and fintech IT-projects management where she went all the way from business-to-business sales to Marketing Director and CEO. Phd in sociology.

Linkedin: <https://www.linkedin.com/in/yulia-sporysh-phd-01b9a417/>



Financial analysis, co-founder

Vladimir Naydenov - has 10 years of experience in bank and IT industry, Treasury department, risks management and trade operations, processing and analysis of financial data. Getting ready to receive CFA certificate and studies actively the Python.

Linkedin: <https://www.linkedin.com/in/vladimir-naydonov-5a22b927/>



DevOps and developer of IT-solutions

Andrey Senkovich - 9 years of experience in the field of system administration, distributed systems software designing. He is active participant of open source and Debian community. He has 3 years of experience in the field of financial and trading systems.

Legal support



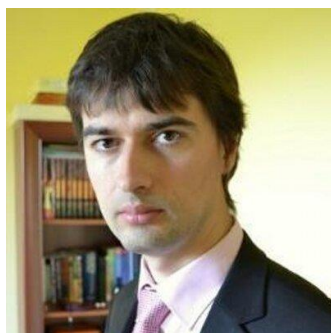
Legal support of the company is entrusted to the **ESQUIRES Law Firm**, which specializes in financial affairs, including work with regulatory authorities of different countries. In 2017, it was awarded in the category "Discovery of the Year" among Ukrainian law firms.

Web-site: <http://esquires.legal/>

Linkedin: <https://www.linkedin.com/company/1792469/>

Facebook: <https://www.facebook.com/esquires.legal>

Advisor



Kohut Ivan - founder and CTO of Perfectial (software development in the markets of Europe and the USA).

Ivan is also an early investor in the start-up Case (hardware multi-currency purse) and a participant in investor syndicates Flight.VC Syndicate and QVentures.

In the sphere of personal interests - the construction and operation of decentralized exchanges (DEX) and 0x protocol.

Linkedin: <https://www.linkedin.com/in/ikohut/>

Interview at EntrepreneurCountry Global:

<http://bit.ly/2y3uk2g>

As an adviser to CoinIndex.agency, Ivan advises us on the technological part, helps to build the product development according to the best world practices. He also enters the pool of investors of the first round.

Want to join the team?

We are opened!

partners@coinindex.agency