Whitepaper

CROW is a multifunctional cryptocurrency platform that combines all the instruments necessary for comfortable trade. It is a cloud-based platform that doesn't need to be installed and can be used from wherever you are.

Content

Introduction

Successful execution of any major project requires capital expenditures. In return for taking part in such projects as well as for taking the risks involved thereto investors expect to receive certain reward.

Beginner investors often rely on simple and standard financial strategies of increasing the profitability. However, an efficient strategy can be developed only by an experienced financial consultant with relevant experience.

Statistics shows that in 2017 an average level of financial awareness in well-developed economies was not above 55%. This implies that even major investors are at risk of being incompetent with their investments and financial strategies.

The problem of financial awareness grows along with the growth of popularity of cryptocurrencies because involvement in any investment projects must be built on a strong knowledge base, experience and ability to use analytical and trading instruments effectively and efficiently. Most investors rely on questionable information sources and shallow judgements of other market players. We believe that every single investment decision must be well-weighted and realized using the trading and financial instruments for statistical analysis of cryptocurrency

assets.

We believe that investments must be based on knowledge, experience, deep analysis and use of trading instruments.

Crow Platform is a trading and educational platform that provides access to a multifunctional trading terminal and allows its users to enhance their trading experience through learning from experienced traders.

1. Preconditions for developing CROW

1.1. General market problem

Cryptocurrency is a new and prospective financial product. Modern cryptocurrency market demonstrates fast growth and high volatility. This, together with around-the-clock operation of the trading platforms, can lead to missing substantial part of the profits. On one hand, trading in a pace like this dictates strict conditions and demands for its participants. But on the other hand this provides nearly unlimited possibilities for increasing the trader's operational capital. Besides, in such circumstances any trading decisions must be made quickly and timely.

The user, whether a novice trader or a professional, is unable to constantly control the market. This leads to delays and affects the accuracy of the user's decisions. Thereby most cryptocurrency traders face the following problems:

- High market volatility can affect the profitability and cause losses.
- It is impossible to personally control the market 24/7.
- Possibility of arbitration on the cryptocurrency market.
- Untimeliness of decisions resulting in lost profits.

Trade

Electronic trading platforms and trading terminals can be used in order to optimize trading experience related to financial products (shares, bonds, currencies, cryptocurrencies, goods, derivatives, etc.) on financial markets and make it more convenient for traders.

Electronic (online) trading platform is a computer program that can be used for placing orders for financial products though the network administrated by a financial intermediary.

Existing solutions for cryptocurrency markets (trading terminals) have limited

functionality:

1. Small number of supported exchanges.
2. Impossibility to create a complex series of conditional orders.
3. Extremely limited or lacking possibilities for automation.

Automation

Cryptocurrency markets are constantly moving. Due to this movement the trader's position can dramatically change at any time. This creates high demand for partial or complete trading automation.

Most of the business solutions existing on the cryptocurrency trading platforms' market as well as instruments for automated trade (Coinigy, Cryptrader, LeonARDO, etc.) support very limited number of cryptocurrency exchanges (less than 15), while there are over 1000[4] existing exchanges on the market.

Due to the abundance of cryptotrade tools, traders have to create multiple accounts on various exchanges in order to maintain maximum efficiency of their trade.

This forces the market players to either create their personal expensive trading terminals and automation solutions, or manually conduct trading operations on every single exchange, which is obviously an inefficient practice that only leads to a waste of time and profits.

In addition, there are lots of available trading forecasts based on various forecasting methods and multiple existing trading strategies, but there are no available tools for automation and implementation of these forecasts.

Leading positions on the market in the area of trading charts for financial markets belong to an analytical platform called TradingView, which is also a main platform for publishing trading ideas, strategies and services provided through social networks. The main elements of TradingView are trading ideas published by users,

but the platform itself does not prove any tools for trading on cryptocurrency exchanges or automation of trading ideas.

With the use of Pine Script language utilized by TradingView traders can develop their own trading strategies. But at the same time existing tools do not allow trading in accordance with the developed strategy in an automated or even semi-automated regime. Besides that, there are no independent products on the market that would allow automated trade using trading strategies from the TradingView platform.

1.2. Solution

CROW multifunctional trading platform allows solving the problems and shortcomings of existing trading terminals, maximizing the profits and minimizing the risks with the help of its simple and customizable interface, use of TradingView's functional charts as well as the unique and flexible automation system created specifically to execute your trading ideas and strategies.

Moreover, the CROW platform offers its users the possibility to interact with each other within the framework of the Social Marketplace. Users will be able not only to develop their own trading ideas and strategies, but also trade them for CP tokens, leave feedback, or simply follow the portfolios and trading orders of experienced traders using the CROW Social Marketplace.

Upon development of the CROW platform's concept we have conducted a number of interviews and received feedback from over 100 active traders.

The CROW trading terminal will be supporting Pine Script language which allows automated trade based on any strategy created within the TradingView platform. Automation of trading ideas created within the TradingView platform will also be supported.

The CROW platform will become an ideal product for both novice and experienced traders thanks to its convenient, intuitive and customizable interface as well as functionality allowing manual, semi-automated or fully automated trade on cryptocurrency exchanges.

Trading solutions:
- Ability to trade on most of the major cryptocurrency exchanges.
- Functional charts by TradingView for all supported trade instruments.
- Wide possibilities for technical analysis.
- Over 100 pre-set indicators of technical analysis.
- Traders are free to create their own strategies and indicators using programming languages compatible with Pine Script language utilized by TradingView.
- Cross-platform support (Web, iOS, Android).
- Customizable interface of the CROW trading terminal.

Automation solutions:
- Creation of a series of conditional trade orders for automation and semi-automation of trading ideas created within the CROW platform or in TradingView.
- Ability to fully automate trade following the strategies developed within the CROW platform or in TradingView (using Pine Script language).

Solutions for interaction between users:
- Social Marketplace is a platform for publishing trading ideas, strategies, portfolios, current open orders, etc. between the CROW users. Experienced traders will be able to monetize their knowledge by sharing them in exchange for the CP tokens.

1.3. What is CROW

CROW is a modern multifunctional platform for working with cryptocurrency exchanges which includes a Trading Terminal with a fully customizable interface and built-in technical analysis tools that allow users to share trading ideas and strategies. It also offers the broadest trading automation capabilities available today.

2. CROW ecosystem

Extensive growth in the cryptocurrency market in 2017 led to the emergence of hundreds of new exchanges. This, in turn, has led to a complication of the exchanging process between the cryptocurrencies since the user has to create a separate account for each exchange he is interested in, and transactions can only be performed individually on each exchange. In addition, not all exchanges have high-quality charts with the possibility of technical analysis, and not all of them allow placing complex orders (pending, conditional, orders based on technical indicators, etc.). This process can be significantly simplified by a trading terminal that allows working on several exchanges at the same time, offers high-quality charts and features the possibility of prompt technical analysis.

At the moment, there are several trading terminals on the market that allow working with cryptocurrency. There are existing terminals that include functionality for trading on several exchanges at the same time, but the number of exchanges supported by such terminals is very limited. The CROW platform will provide possibilities for trading and technical analysis as well as creation of trading ideas and strategies for more than 30 largest cryptocurrency exchanges.

2.1. CROW functionality

CROW is a multifunctional trading platform intended for active traders. CROW is based on the following products:

1. A trading terminal with the function of trade automation.
2. Social Marketplace.
3. News aggregation feature
4. Export of transactions to Google Sheets

2.2. Key elements of CROW

CROW's fundamental priorities are safety, reliability and functionality.

The CROW project will be hosted on Google's servers which provide maximum security, flexible scalability and allow using the product with maximum efficiency and minimum delay from any part of the world.

We use only advanced JavaScript technologies that guarantee reliability and speed and are able to withstand heavy traffic 24/7.

The API keys provided by you, which are required for proper functioning of the platform, will be encrypted securely. Getting unauthorized access to the API keys will be nearly impossible.

2.3. Trading terminal

➢ Market data and charts are provided in real time

Information about the current market situation will be updated using the API in real time and will include:

- Charts;
- Market depth;
- Information about the user's open orders
- Information about all buy/sell orders;
- Information about performed transactions:
- Funds available for trading.

The CROW platform will have the most functional and convenient charts on the market from TradingView containing all the main indicators of technical analysis integrated into it. This will help users to quickly analyse the market situation directly in the interface of the trading terminal.

➢ Trading and trade orders

The CROW trading terminal will allow placing all kinds of trade orders:

- Limit;
- Market;
- Stop-Limit;
- Stop-Loss.

➢ Automation solutions

The CROW platform offers tools for trading automation unique for today's market. The toolset for automation of **trading strategies** includes the following features:

- Creating trading strategies using languages compatible with Pine Script on the CROW platform.
- Easy and simple automation of trading strategies created on Pine Script language.

The toolset for automation of **trading ideas** includes the following features:

- Market technical analysis on the CROW platform directly in the terminal's interface.
- Programming a series of conditional trading orders in accordance with a trading idea, including a pending purchase order; take-profit order when a targeted price is reached; stop-loss order to minimize losses.

➢ Notifications and alerts

The CROW platform provides 2 tools for notifying the user about market events:

- ❖ Alerts are simple messages regarding the price situation on a specific market. The users can set alerts directly from the trading terminal's interface.
- ❖ Notifications concern the price or the market reaching certain levels of technical analysis indicators (RSI, MACD, MA, KDJ, etc.) or their combinations that require the users to make a purchase/sale decision. Notifications are used when semi- or full automation of trade ideas is enabled. Notifications can be shown in the trading terminal or sent to the user's Telegram or e-mail address.

2.4. Social Marketplace

The CROW Social Marketplace allows creating an intellectual community of traders and investors, exchanging trading and investing experience, and establishing interaction between the users.

Both novice and experienced traders will gain the following benefits from using the CROW Social Marketplace:

- Access to the trading ideas and strategies of the more experienced traders/investors;
- Getting trade signals and viewing trading histories of professional traders/investors;
- Viewing portfolios of the experienced traders/investors;
- Ability to establish connection with any traders within the CROW Social Marketplace in order to exchange experience in trading and investing.

More experienced traders can also benefit from exchanging their knowledge for CP tokens.

Elements available for exchange:

- Trading ideas;
- Trading strategies;
- Trading signals;

2.5. News aggregation feature

The news feed will be executed in the form of subscription for the main news resources related to blockchain and cryptocurrency Information about new publications will be shown in the CROW trading terminal or sent to the user's Telegram or e-mail address.

The users will be able to apply filters, use keywords and choose specific cryptocurrencies to get news about

2.6. Export of transactions to Google Sheets

We have developed a script that will export your transactions made in our trading terminal.

Main functionality of the script:

- Export of transactions to Google Sheets
- Distribution of transactions by criteria (exchange, currency, profitability, strategy)
- In case of an automated strategy or a strategy for which you have described a principle, the script will analyse the transactions, detect your strong and weak sides and advise you on improving your strategy.

With a functionality like this all you need to do is error correction.

3. CROW token

3.1. Token description

CP is a token of ERC-20 standard that will be used as a single and unified currency for interaction with the CROW platform.

3.2. Use of the token and privileges for holders

- The token will be used to gain access to a fully functional version of the CROW services, namely the Trading Terminal and the Social Marketplace.
- Using the token the platform users will be able to exchange trading strategies, ideas and indicators as well as solutions for their automation.
- A small fee in CP tokens will be charged by the platform for each transaction made through the Social Marketplace.
- After the token sale is over a small interest in CP tokens will be incurred to all the holders for holding the tokens.

4. CP token sale overview

4.1. Token Sale Overview

The ICO will take place in the form of an IEO on the CoinsBit exchange. How will IEO take place:

- 50,000,000 tokens will be offered for sale at the price of 0.00000100 BTC
- After the end of the IEO, InvestBox will be launched with 3% per day to encourage holders

4.2. Token Details

- Token Standard: ERC-20

- Total Token Pool: 100,000,000 CP

- At the end of the Token Sale all unsold tokens will be burned. No additional CP tokens will ever be issued.

4.3. Distribution of CP Tokens

Team and Founders – 18%

Marketing and Bounty – 2%

InvestBox – 30%

Token Sale – 50%

5. Team

5.1. Core Team

Victor Dorofeev	Richard Nakayama	Ayiz Mahathir

Co-Founder & CTO

Qualified investor with over 9 years of work experience in financial markets.
Founder of an investment company specialized in asset management. High qualification.
Professional developer of trading strategies and investments specialist.
Has been investing into cryptocurrencies since 2014.
Runs businesses in UAE and Russia.

Co-Founder & CEO

Has rich experience in managing and analyzing portfolios of bonds, shares and derivatives.
Graduated of the Massachusetts Institute of Technology. Has experience in managing a portfolio worth US$2 billion. Moreover, he has shown great results in cryptotrade and construction.

Creative director

Main areas of professional activity – consulting and IT-launches for global projects and brands.
Graduated from the Limkokwing University of Creative Technology with honors. Has 4 years of working experience in a world-class marketing agency that has been launching innovative IT-startups for 2 years already.
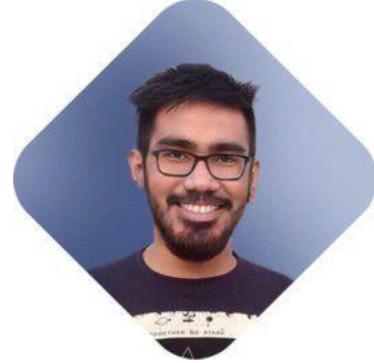
5.2. Development Team

Ringo Ho

UI/UX Designer

Ringo has extensive design skills for various platforms, has knowledge of typography and composition, as well as features interactive design. Professional in the field of web and visual design.

Mahfuzur Rahman

Front-end Developer

An experienced front-end developer. Rahman specializes in interface design and has extensive experience in technologies such as Angular, React, jQuery, JavaScript, Node.JS, PHP, MySQL, PostgreSQL, Redis, RabbitMQ, Mongo, CSS, HTML 5 and others.

RoadMap

- **Q1 2019**
  - Market research

- **Q2 2019**
  - Project team formation

- **Q3 2019**
  - Development of the platform's demo
  - Whitepaper writing
  - Development of the project's landing

- **Q4 2019**
  - Website launch
  - Whitepaper release
  - IEO

- **Q1 2020**
  - Platform alpha-testing
  - Debugging
  - Linking 5 major exchanges

- **Q2 2020**
  - Project demo release

- **Q4 2020**
  - Prototype launch:
    - 5 exchanges
    - Operation analysis via Google Sheets
    - Main order types

- **Q1 2021**
  - Platform alpha release
    - Main exchanges
    - Complete TradingView functionality
    - News feed

- **Q3 2021**
  - Complete platform launch
    - Trading terminal
    - News feed
    - Social platform

Limitation of Liability

PLEASE REVIEW THIS SECTION CAREFULLY. IF YOU HAVE ANY DOUBTS REGARDING WHAT ACTIONS YOU NEED TO TAKE, WE RECOMMEND YOU TO REFER TO LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL CONSULTANTS.

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When creating the token described in this document, CROW PLATFORM did not and does not intend to create a share, bond or other security or other financial instrument or digital currency, and the CP-token was not registered as a security in accordance with the applicable law on securities in any jurisdiction