

# CoinLion

White Paper

## TABLE OF CONTENTS

1.0 BEGINNINGS.....	4
2.0 ABSTRACT .....	4
3.0 MARKET CONTEXT.....	5
4.0 EXISTING PROBLEMS.....	6
5.0 INTRODUCTION .....	6
6.0 VALUE PROPOSITION .....	7
6.1 EASE OF USE.....	7
6.2 MANAGING MULTIPLE DIGITAL ASSETS .....	8
6.3 ACCESS & SHARE INFORMATION .....	8
6.4 UNDERSTANDING RISK .....	8
6.6 LEGAL ENVIRONMENT .....	8
6.6 SECURITY.....	8
6.7 CUSTOMER SERVICE .....	8
7.0 COINLION PLATFORM FEATURES.....	9
7.1 PORTFOLIO MANAGEMENT TOOL (PMT).....	9
7.2 PORTFOLIO MANAGEMENT TOOL DESIGN.....	9
7.3 WIDE VARIETY OF FIAT, CRYPTO & DIGITAL ASSETS .....	10
7.4 DUAL BLOCKCHAIN SYSTEM (DBS).....	10
7.5 PUBLISHING AND PROMOTIONAL TOOLSET .....	10
7.6 ICO UNDERWRITING .....	10
7.7 BLAZING FAST TRADE EXECUTION, ATOMIC SWAPS, RAIDEN AND LIGHTNING NETWORKS .....	11
7.8 LION MARKET .....	11
7.9 CUTTING EDGE TRADING TOOLS .....	11
7.10 DIGITAL ASSET SCREENER .....	11
7.11 SIMPLE & POWERFUL USER INTERFACE .....	11
7.12 RESEARCH AND ANALYTICS .....	11
7.13 SOPHISTICATED REPORTING.....	12
7.14 TRADING COSTS .....	12
7.15 ALGORITHMIC TRADING SUPPORT .....	12
7.16 MARGIN TRADING AND LENDING .....	13
7.17 PLATFORM DESIGN.....	13
7.18 INTEGRATED BANKING .....	14
8.0 SECURITY FEATURES .....	14
8.1 RESERVE PROMISE.....	14
8.2 COLD STORAGE OFFLINE MULTISIG WALLET SECURITY PROTOCOL .....	14
8.3 Two-FACTOR AUTHENTICATION (2FA).....	14
8.4 EMAIL CONFIRMATION .....	14
8.5 WHITELIST IPs .....	14
8.6 CIRCUIT BREAKER.....	14
8.7 DUE DILIGENCE.....	14
8.8 INSURANCE .....	15
8.9 KNOW YOUR CUSTOMER PROCESS (KYC).....	15
9.0 LION – THE TOKEN .....	15

10.0 LION TOKEN SALE.....	16
11.0 LION ALLOCATION .....	17
12.0 TECHNOLOGY STACK.....	18
13.0 TECHNICAL.....	19
14.0 ROADMAP.....	19
15.0 CORE TEAM.....	21
.....	23
TECHNOLOGY TEAM:.....	23
16.0 ADVISORS .....	24
17.0 LEGAL .....	28
18.0 DISCLAIMER .....	28
19.0 LIMITATIONS OF PURCHASERS.....	29
20.0 SOURCES.....	29

## 1.0 Beginnings

Throughout history the lion has long been a symbol of stability, power, and trust. For that reason it has appeared on coins dating back as early as 600BC. Lion Coins are some the world's oldest coins and were important in the creation of history's first civilizations. Times and technology have changed, but the principles remain the same. CoinLion was founded on the symbolism the lion embodies and aims to be synonymous with a name users can trust.

## 2.0 Abstract

Blockchain technology has made it possible to transact digital assets without the need for a trusted third party. Participants are able to send and receive in a decentralized manner, while relying on continual validation of transactions.<sup>[1]</sup> These transactions rely on cryptography to encrypt and secure information relating to each specific transaction. Thus the term cryptocurrency.<sup>[2]</sup>

Using these technologies, new decentralized applications (dApps) are being created at a rapid rate. DApps are performing functions ranging from distributed storage, distributed cloud computing, decentralized financial applications, decentralized advertising, and more. This has given way to digital tokens or digital assets representing real world goods/services as well as digital goods/services. As digital currencies, dApps, and digital assets are continually being created, the way in which parties transact and manage these assets needs to improve.

Currently the absence of quality information and easy-to-use tools has created a barrier to entry for users. There is a need for trusted applications that allow everyday users to exchange and manage digital assets easily and efficiently. In addition, there is no way to manage hundreds of digital assets efficiently.

The CoinLion Platform gives users the tools they need to make expert trading decisions. The platform also give users the power to learn, grow and build by sharing portfolios, strategies, and research. A native token, LION, gives users the potential to earn by providing value to the community and the CoinLion Platform, in turn creating an ecosystem where users can earn and spend while trading and managing digital assets.

**CoinLion is building the world's first cryptocurrency trading platform with built-in portfolio management, atomic swaps, publishing and promotional toolset, dual blockchain order book system, and token generation capabilities.**

**Using the ERC20 smart contract powered by Ethereum, CoinLion will introduce a token, LION, that interacts with the platform. Users can spend and earn LION in many ways, including creating and sharing portfolios, strategies, research and content relating to the management of cryptocurrencies.**

LION has many uses within the platform, allowing any user to spend and earn LION in a variety of ways. This includes earning LION from the CoinLion Platform itself. LION can be earned by (i) creating and sharing portfolios, research, and strategies with other users, (ii) submitting research CoinLion publishes within the platform, (iii) becoming a top performer within the CoinLion Platform, and (iv) allowing advertisers to access your public profile and more.

Spend LION to (i) follow and duplicate users' portfolios (ii) create and publish multiple portfolios and access advanced features within the portfolio management tool (iii) access premium features within a world class research and analytics library (iv) promote your portfolios on CoinLion's featured portfolio list (v) trade for free within the LION market, and (vi) access discounts on ICOs featured on the platform.

CoinLion aims to simplify and enhance the user experience when managing digital assets. CoinLion is building an environment where users are empowered to create and share portfolios, strategies, research, and more.

### 3.0 Market Context

The market cap of digital currencies has grown from 91 billion in May 2017 to exceeding 175 billion in September 2017. Currently there are thousands of cryptocurrencies in the form of digital assets and more are continually being created.<sup>[3]</sup>

**CoinLion allows for the management and exchange of cryptocurrencies while providing users with the tools they need to manage assets efficiently and earn the native token LION.**

While the current market cap stands at well over \$100 billion,<sup>[3]</sup> this pales in comparison to the total supply of fiat currency in circulation, estimated at over \$60 trillion. Fiat currency continues to pour into digital assets. Digital currencies also continue to take market share from other assets such as stocks, bonds, precious metals, and alternative investments. These factors combined leave an enormous amount of head room for cryptocurrencies to continue to expand.

There are over 5.8 million private and institutional participants exchanging digital tokens and currencies and the participation rate is growing rapidly. These studies suggest the future landscape of digital assets and currencies will look much different than they do today.<sup>[4]</sup>

To date, Bitcoin has been the dominant currency in the cryptocurrency market. A general grasp of cryptocurrency markets is not yet understood by the majority of the population; and studies have shown that the cryptocurrency market, as a whole, is more complex and established than public perception. The way the cryptocurrency markets have evolved mirrors the evolution of other markets and ecosystems.<sup>[5]</sup>

## **4.0 Existing Problems**

Early applications used to trade and manage cryptocurrencies have been riddled with challenges. One of the first exchanges, GBL, a Chinese Bitcoin trading platform, was shut down in 2013 and lost nearly \$5 million in customer Bitcoin. Mount GOX, one of the earliest and most prominent exchanges was shutdown in 2014 and had lost nearly 390 million in customer Bitcoin. These exchanges have been challenged with security issues that have cost users millions of dollars.<sup>[6]</sup> Exchanges available today are still limited. In addition to security issues, they have limited access to trading tools, customer service, research, liquidity and more.

Existing exchanges and platforms have failed to deliver a powerful user-friendly platform that provides the tools and research needed for the beginner and advanced alike to effectively manage digital assets. Currently, there exists a disconnect between the tools and research that exist in the modern financial world and the tools and research that exist in the cryptocurrency and digital asset space. This is causing a barrier to entry for a large percentage of the population.

Existing exchanges are not providing users with the tools, research, and analytics they need to manage portfolios, access research, and execute strategies. This creates a cumbersome and confusing user experience, especially for the beginner, when there are thousands of digital assets to choose from.

In addition to limited trading tools, exchanges in existence today do not provide a platform for users to share relevant information with other users.

## **5.0 Introduction**

**CoinLion will solve the problems of existing exchanges and build the world's first cryptocurrency exchange with built-in portfolio management, atomic swaps, dual blockchain order book system, research, analytics, social integration and token generation capabilities.**

In today's environment, managing digital assets can be difficult, even for the experienced. The CoinLion Platform empowers users when managing digital assets. There is a need for simple and powerful tools that eliminate barriers to entry for everyday users.

Presently, those trading digital assets are often using different methods, platforms and wallets. Many have taught themselves through countless hours researching how to exchange and manage these new assets in a safe, secure and efficient manner. For the inexperienced, managing and trading cryptocurrencies can be frustrating, challenging, and time consuming.

Our team understands the difficulty and challenges in dealing with various wallets, applications, and exchanges. The existing methods can be difficult to use and confusing while providing little or no customer service.

CoinLion looks to deliver value to a future trillion dollar blockchain economy and connect millions of traders, giving them a platform to manage digital assets easily and efficiently.

A key feature within the Coin Lion ecosystem is the ability to create portfolios of digital assets with the Portfolio Management Tool. Users can also choose to allow their portfolios to be shared and tracked by other traders on a time specific basis in exchange for LION. This allows traders to generate LION simply for sharing their portfolios and strategies with the community.

New users are faced with many concerns when it comes to managing cryptocurrencies such as, security, legal, ease of use, and customer service. CoinLion understands these concerns and is addressing them. There exists a gap between what is currently in the marketplace and what individuals really want and need.

**CoinLion's market fit is undeniable. The crypto space needs powerful portfolio management tools combined with sophisticated reporting. CoinLion is solving a fundamental problem, and will continuously improve the platform using cutting-edge technologies.**

## 6.0 Value Proposition

CoinLion is building a simple yet powerful platform that enables users to not only exchange digital assets, but also earn and spend the native token, LION, for sharing portfolios, research, and strategies.

CoinLion is focused on improving issues facing existing exchanges:

- User accessibility and ease of use
- Managing multiple digital assets
- Access to information, research and tools
- Understanding Risk
- Legal Environment
- Security
- Customer Service

### 6.1 Ease of Use

Users need to feel comfortable interacting with these technologies. As we have been building out the CoinLion trading platform we have utilized industry leading tools to create a user interface that is simple, easy to use, and powerful.

## **6.2 Managing Multiple Digital Assets**

CoinLion brings modern portfolio management tools to the world of digital assets. Today, managing multiple digital assets using multiple wallets across various platforms is inefficient. Data and information is difficult to aggregate, making it a challenge to properly manage portfolios. With CoinLion, users can build and manage portfolios easily.

## **6.3 Access & Share Information**

A key feature within the Coin Lion platform is the ability to share portfolios and information with other users. Users can create portfolios with a simple and powerful portfolio management tool. These portfolios can then be tracked by other users in exchange for LION. This allows users to generate LION for sharing strategies with members who desire to use the information to manage their personal cryptocurrency portfolios. CoinLion is also building a world-class research and analytics library. In addition to custom research, CoinLion will purchase research from users with LION.

## **6.4 Understanding Risk**

CoinLion is a unique, fully integrated, digital asset management solution, combining risk analytics with portfolio management, trading and analytical tools to support disciplined, efficient and controlled digital asset management processes. CoinLion believes that users should be able to easily interpret the risks within their portfolios. The platform tools allow users to better understand the risks they are exposing themselves to within their holdings.

## **6.6 Legal Environment**

The regulatory environment in the cryptocurrency space is in constant flux. With shutdowns and restrictions placed on exchanges around the globe, keeping up with regulation and government compliance has been critical to the continued success of exchanges. CoinLion retains a dedicated legal team that is focused solely on the compliance of CoinLion with regulatory and governing entities. 15% of the funds raised in the token sale will be attributed directly to legal.

## **6.6 Security**

A core objective of Coin Lion is to create a secure exchange that users can trust. Both the security of the user's information and accounts, as well as security of the code and token is imperative. 15% of all the funds contributed during the token sale will be directly allocated to enforcing security measures.

## **6.7 Customer Service**

The industry does not have the customer service infrastructure in place to accommodate the volume of various user issues. CoinLion changes this by implementing a customer service and support model ensuring users' concerns are addressed and resolved promptly.

CoinLion is building out a customer service team. We understand the need for users to be able to communicate directly with a representative via phone, chat, and support ticket. 5% of all funds raised will go directly to enhancing customer service and support.

## 7.0 CoinLion Platform Features

### 7.1 Portfolio Management Tool (PMT)

The CoinLion PMT is a state-of-the-art portfolio management tool. It allows users to create and manage portfolios in a simple and efficient manner. With the PMT users can buy and sell multiple assets with a single click.

Users can select to purchase a group of assets by amount, quantity, or percentage, and submit the order in one click. Market orders will be executed at the best possible price across the various assets. Users can choose to execute these orders at the market price, or choose to place more advanced orders for each asset. This allows portfolios to be managed easily and efficiently, putting the user in total control of their assets.

CoinLion PMT also allows users to publish portfolios and name their price in LION for allowing other users to track their portfolios. Publishers of portfolios can set a cost in LION for tracking a specific portfolio over a period: monthly, quarterly, semi-annual or yearly. This empowers users by providing a means to generate LION for creating and sharing portfolios.

The user also has the option to allow their portfolio to be publicly tracked and published to the portfolio tracker within CoinLion. This allows to users to showcase their skills when it comes to managing digital assets, and in turn generate additional LION by driving traffic to the portfolio. Top performers within the CoinLion Platform will receive LION bonuses from CoinLion.

### 7.2 Portfolio Management Tool Design

#### Portfolio Allocation

Asset 1: 33.00%
Asset 2: 33.00%
Asset 3: 34.00%

#### Create New Portfolio

Available Funds: 1000 ETH

Portfolio Name:  Objective:

Baseline Portfolio (optional):  Percentage %:  %

#### Determine Assets

Base Currency: Eth Amount: 1000 ETH Round: Down Publish: Public

LION Settings:  
Available time periods: Monthly, Quarterly, Semi-Annual, Yearly, ALL  
Per Time Period LION COST: 2500 LION, 7500 LION, 15000 LION, 30000 LION, 2500 LION

Add New Row	Screener	Order Type:	Market					
Symbol	Currency	Search	Price	Amount	or	%	Quantity	Total Cost
		<input type="text"/>	0.0000 ETH	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0.0000 ETH
		<input type="text"/>	0.0000 ETH	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0.0000 ETH
		<input type="text"/>	0.0000 ETH	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0.0000 ETH
		<input type="text"/>	0.0000 ETH	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	0.0000 ETH
Total				0.0000 ETH				0.0000 ETH

Share:

### **7.3 Wide Variety of Fiat, Crypto & Digital Assets**

CoinLion will support a wide variety of fiat currencies, cryptocurrencies and digital assets. As digital assets and currencies are continually being created, having simple and efficient access to those assets is critical.

CoinLion will support most major currencies and assets and apply a strict due diligence process to acceptance of new currencies. CoinLion will maintain markets in Bitcoin, Ethereum, and LION.

### **7.4 Dual Blockchain System (DBS)**

CoinLion's order book utilizes a dual blockchain, specifically designed for speed, to track and monitor transactions. The dual blockchain system ensures data integrity and transparency. Each blockchain is designed for a specific purpose. Working together these blockchains make it possible to achieve complete integrity, immutability, and transparency.

The first blockchain stores specific data related to each buy and sell order placed and work in sync with the matching engine. The second block chain stores data specific to each trade that occurs. These blockchains are developed by CoinLion's technology team and are meant to be a source of data for reporting and tracking purposes.

This dual blockchain uses geographically distributed nodes to confirm transactions and preserve the decentralized nature of the blockchain.

### **7.5 Publishing and Promotional Toolset**

CoinLion's portfolio publishing and promotional toolset lets users publish created portfolios and content. Users can create and publish content related to digital assets. Users will have the option to add a price in LION for access to features on their profile. This could include access to portfolios, research, or strategies. Users will leverage their profiles to earn LION for creating and publishing portfolios, research, strategies, and more. The promotional toolset will also allow users to share their portfolios and content across various social media platforms.

### **7.6 ICO Underwriting**

CoinLion will offer an ICO underwriting service which will list new coins to the platform. LION holders will have access to purchase these ICOs at a discounted rate. CoinLion will use a rigorous due diligence process when evaluating adding a new coin to the platform. This is a six-step process that utilizes a set of criteria to rank potential ICOs. ICOs that are offering securities to sell, trade, receive, or exchange by any method will not be listed. Coinlion will not offer securities on the platform.

The due diligence process follows a robust qualitative and quantitative analysis to evaluate and select coins for the platform. Elements of the core screening process are customized to each coin.

The quantitative factors include market size, projected growth potential, project duration and risk factors. The quantitative factor screen helps to eliminate projects that we feel are unlikely to be successful or deliver value to the purchasers or the platform.

The qualitative factors include factors such as, securities determination, team, industry applications, marketing efforts, and utility.

Each factor is analyzed using the six-step process and given a quantitative ranking resulting in an overall score. Only the top ICOs evaluated will be listed on the CoinLion Platform.

ICO underwriting serves two purposes. The first is to offer users a wide variety of quality new coins on the platform. The second is to provide added liquidity for new coins.

## **7.7 Blazing Fast Trade Execution, Atomic Swaps, Raiden and Lightning Networks**

Orders are facilitated using a dedicated order matching engine. This engine matches trading pairs at lightning speeds ensuring users are provided with the best execution possible. CoinLion utilizes new and emerging networks and technologies to provide users with alternatives to the traditional methods of trading and exchanging digital assets. Part of the CoinLion's commitment to excellence insures that ongoing new technologies will be added to the platform. CoinLion will utilize networks such as the Raiden Network and Lightning Network provide users with the ability to use atomic swaps when trading digital currencies. Utilizing these networks will also speed up the process of implementing a fully decentralized model.

## **7.8 LION Market**

CoinLion will maintain a market in LION. When trading in the LION market, users will enjoy free trades. This will work to ensure LION liquidity and stability over time.

## **7.9 Cutting Edge Trading Tools**

The CoinLion Platform contains a suite of state-of-the-art trading and analytics tools. Choose from hundreds of studies to implement into portfolios, including a wide array of charting and technical analysis tools.

## **7.10 Digital Asset Screener**

CoinLion implements the first-of-its-kind cryptocurrency and digital asset screener. This allows users to screen and rank criteria when selecting assets and portfolios, and easily implement them into their holdings. Criteria will be scaled as more information is known and as more portfolios are created. Initial criteria will include: market cap, price, volume, performance, maturity, and more.

## **7.11 Simple & Powerful User Interface**

CoinLion provides a world-class user experience when it comes to trading and managing digital assets. User information is displayed clearly. Access to tools and information is readily available. Users have the ability to customize views to their liking. Portfolio views and allocation views are easy to read and understand. The portfolio management tool is easy to use and powerful, giving users a simple and powerful way to create and manage portfolios.

## **7.12 Research and Analytics**

CoinLion will be providing a world-class research and analytics library compiled by the research of the users. CoinLion will be purchasing research from users using LION. In addition to free research and analytics, the research library will contain premium content available to access with LION.

## 7.13 Sophisticated Reporting

A robust reporting system uses information from the dual blockchain system and platform data to create a variety of reports for users to access. These reports make it easy for users to access the information they need. Reports include, but are not limited to, gain and loss reports, performance reports, transaction reports and more. These reports will aid users in tracking various metrics for purposes such as tax reporting, performance tracking, cost tracking and more.

## 7.14 Trading Costs

CoinLion is working hard to deliver a world-class experience to users at a lower cost than existing exchanges and platforms. There are no fees for having an account on the CoinLion Platform, and there are no maintenance or on-going fees.

CoinLion will be a cost leader when it comes to trading costs and will use a tiered maker/taker volume rebate schedule, combined with a per trade cap. The base cost is .12% for the maker, and .20% for the taker, both with a cap at .5 ETH or equivalent BTC.

Makers are those who place orders that are on the book before the trade occurs. The taker places the order that is matched with the maker's order. This cost schedule promotes liquidity by encouraging makers to place orders. It also works to create tighter bid/ask spreads.

The following table shows the cost at various volume.

USER 30 DAY VOLUME	TAKER	MAKER
> 0 %	0.20%	0.12%
> 2 %	0.18%	0.10%
> 3 %	0.15%	0.10%
> 5 %	0.13%	0%
> 10 %	0.10%	0%
> 20 %	0.08%	0%

User volume is based off a rolling 30-period. At the end of each day the users' volume is calculated and trading costs are rebated accordingly.

If a user holds LION, they will receive a 25% discount applied to the maker/taker cost schedule. The user must simply hold enough LION to cover the cost of the trade and the discount will be automatically applied to the trade.

## 7.15 Algorithmic Trading Support

The CoinLion trading Platform is designed to provide a powerful trading experience. We understand that traders also trade through third-party platforms and design their own algorithmic trading bots. Our commitment is to provide the best trading experience possible, and we designed our APIs to allow for high frequency algorithmic trading.

## 7.16 Margin Trading and Lending

Margin trading loan interest users can choose to become margin loan providers and receive interest earnings with their asset deposits. CoinLion will calculate the interest using the relationship between margin trading loan supply and demand. A fraction of earnings generated from interest payments will be collected by CoinLion.

## 7.17 Platform Design



## **7.18 Integrated Banking**

CoinLion integrates with consumer bank accounts to provide the user with a comprehensive view of their holdings. CoinLion will allow users to aggregate their holdings into one view. This will allow users to evaluate their overall financial position including their crypto holdings.

# **8.0 Security Features**

## **8.1 Reserve Promise**

CoinLion maintains a 100% reserve policy. This ensures that users' funds are available and liquid. Users retain 100% ability to transfer funds at any time to the wallets of their choice. A 100% reserve eliminates the risk of allocating user funds for any other purpose than what the user intends.

## **8.2 Cold Storage Offline Multisig Wallet Security Protocol**

CoinLion stores 98% of deposits in Cold storage offline multisig wallets. The remaining 2% is used to facilitate faster processing of withdrawals for users.

## **8.3 Two-Factor Authentication (2FA)**

CoinLion allows users to enable 2FA to perform actions such as logging on, processing withdrawals, and updating important user information.

## **8.4 Email Confirmation**

CoinLion maintains an email confirmation policy unless 2FA is enabled. This policy protects users from unauthorized withdrawals.

## **8.5 Whitelist IPs**

Whitelisting IPs will add an optional additional layer of security. Users will be able to select which IPs they want to be able to process withdrawals to. Withdrawal attempts from an unknown IP will be blocked for user protection.

## **8.6 Circuit Breaker**

Built-in circuit breaker to protect from flash crashes. The circuit breaker will be put in place across main currencies such as ETH and BTC. The circuit breaker is not designed to prevent integrity of markets. The circuit breaker is designed to protect currencies such as ETH and BTC from a 25% move in five minutes. In the event of a 25% move in a five-minute period trading will be halted for a period of 1 hr. More currencies will be added to the circuit breaker policy as they mature.

## **8.7 Due Diligence**

CoinLion implements a strict due diligence process when adding new coins and research to the platform. CoinLion applies this process to protect users from misleading information. CoinLion maintains an unbiased, honest, open, and transparent policy. This due diligence process works to eliminate bad actors within the platform.

## 8.8 Insurance

Digital currency that CoinLion keeps online will be insured. If CoinLion were to have an attack on its online storage, the insurance policy will pay out to cover any lost funds. CoinLion will keep 2% of customer funds online. The rest will be stored according to CoinLion's security protocol. All fiat currency will be kept in custodial bank accounts. The funds will belong 100% to the user. For United States residents, CoinLion USD Wallets will be covered by FDIC insurance, up to \$250,000

## 8.9 Know Your Customer Process (KYC)

CoinLion will use KYC processes and comply with AML (Anti Money Laundering) laws. CoinLion provides quick and easy identity authentication services. With a same-day identity verification policy.



## 9.0 LION – The Token

CoinLion will introduce a token, LION, which will be used within the platform. LION will create an ecosystem that rewards and incentivizes users to share and create portfolios, strategies and research related to the management of digital assets.

LION is the token that interacts with the platform. LION is an ERC20 compatible token. The symbol is simply LION.

CoinLion will offer a LION market where trading is free. This creates another use case for LION and will work to ensure the integrity of LION within the CoinLion Platform. LION also has a myriad of uses and functions within the CoinLion Platform:

### Spend LION

- Track and duplicate portfolios
- Trade for free within the LION market
- Discounted trading when holding LION
- Create and manage multiple portfolios with the portfolio management tool
- Access research and analytics within the CoinLion research and analytics library
- Access to ICOs launched on the platform at a discounted rate
- Advertise portfolios and promote your content on CoinLion and other platforms

### Earn LION

- Allow users to track your created portfolios
- Create and share content relating to the management of cryptocurrencies
- Create and share research
- Create and share strategies with other users
- Allow advertising on your public profile
- Earn LION for being a top performer or researcher
- Create research for the CoinLion research and analytics library

## 10.0 LION Token Sale

SOFT CAP 2000 ETH: \$900,000 USD | HARD CAP \$ 7,000,000 USD Currency accepted: ETH. LION token is distributed to purchasers in a two-step process. First, according to the bonus schedule. Second, according to the PRO RATA tokens available in the distribution period. This method ensures equal opportunity for purchasers, sustainability of the platform, and wide distribution of the LION token. The formula for the PRO RATA distribution is:

$$\# \text{ LION} = a \times (b \div c)$$

a = Total ETH contributed by an purchaser during the period

b = Total number of LION Tokens available for the distribution period.

c = Total ETH contributed by all purchasers during the period.

Base LION Token exchange rate: 1 ETH = 2500 LION + PRO RATA distribution of 27.75 Million from CoinLion treasury. Public Pre-Sale: 0.1 ETH Minimum (additional 10% for contributions over 5 ETH) Bonus: 40% + PRO RATA distribution of 7,000,000 LION  
Distribution Periods:

December 18 - 24, 2017

Bonus 20% - Exchange Rate: 1 ETH = 3000 LION + PRO RATA Distribution of 2,000,000 LION

December 25 - 31, 2017

Bonus 15% - Exchange Rate: 1 ETH = 2875 LION + PRO RATA Distribution of 2,000,000 LION

January 1 - 7, 2018

Bonus 10% - Exchange Rate: 1 ETH = 2750 LION + PRO RATA Distribution of 2,000,000 LION

January 8 - 14, 2018

Exchange Rate: 1 ETH = 2500 LION + PRO RATA Distribution of 2,150,000 LION

January 15 - 21, 2018

Exchange Rate: 1 ETH = 2500 LION + PRO RATA Distribution of 2,150,000 LION

January 22 - 28, 2018

Exchange Rate: 1 ETH = 2500 LION + PRO RATA Distribution of 2,150,000 LION

January 29 - February 4, 2018

Exchange Rate: 1 ETH = 2500 LION + PRO RATA Distribution of 2,150,000 LION

February 4 - 11, 2018

Exchange Rate: 1 ETH = 2500 LION + PRO RATA Distribution of 2,150,000 LION

February 12 - 18, 2018

Bonus 5% - Exchange Rate: 1 ETH = 2625 LION + PRO RATA Distribution of 2,000,000 LION

February 19 - 25, 2018

Bonus 0% - Exchange Rate: 1 ETH = 2500 LION + PRO RATA Distribution of 2,000,000 LION

\*\*COINLION will maintain a 50/50 distribution of tokens between purchasers and CoinLion. CoinLion will burn tokens held by CoinLion at the end of the token sale to ensure this balance.

# LION Allocation

## Token Sale Summary



All funds received from the TOKEN SALE will be used for the development and operations of the CoinLion Platform.

### 65% Development

This includes the development of the CoinLion Platform and the recruitment of additional world-class talent. A percentage of development funds will also be used to market and facilitate the ongoing operating costs such as servers and infrastructure.

### 15% Security

This includes auditing and compliance. CoinLion works tirelessly to ensure the security of all users' holdings. CoinLion uses multiple security protocols to achieve the highest level of security for users. A portion of security funds will also be used to insure user's funds against cyber-attacks.

### 15% Legal

Legal compliance is critical to CoinLion's long-term success and stability. CoinLion currently has in house legal counsel. In addition, CoinLion will utilize outside legal resources to ensure the ongoing compliance. CoinLion will look to fully comply with all regulation.

### 5% Customer Service

CoinLion looks to be the most trusted digital asset trading platform, and understands customer service is fundamental in creating trust with users. CoinLion is adding to its customer service team, and will facilitate users inquires via multiple channels, including dedicated phone support.

The purpose of the LION token allocation and use of funds is to support the long-term sustainability of the CoinLion Platform.

A minimum of 10% of the total supply of LION will remain in reserve. This 10% serves as a buffer to ensure the stability of LION.

\*\* There will be no unsold tokens. The LION contract mints the tokens as they are sold. This ensures that there will be no unsold tokens in existence. 22 Million LION will come from CoinLion Treasury and be distributed pro rata during the distribution periods.

LION held by the team is subject to the following lockout periods before tokens can be sold:

- 6 months 100%
- 1 year 75%
- 1.5 years 50%
- 2 years 0%

LION held by CoinLion, LLC is subject to the following lockout periods:

- 1 year 100%
- 2 years 75%
- 3 years 50%
- 4 years 25%
- 5 years 0%

LION held for ongoing development will be used at the discretion of CoinLion to fund continual research and advancements beyond the token sale, and is subject to a 1 year 100% lockup. The funds allocated for ongoing development are used for the implementation of new and emerging technologies to improve the performance of the platform. This includes technologies that allow for atomic swaps and aggregation of liquidity from existing exchanges.

The combination of these policies work to maintain the integrity of the LION token and the long-term sustainability of the platform.

## 12.0 Technology Stack

CoinLion Technology Stack Platform software components are being developed using the following stack:

- Go
- Raiden Network
- Lightning Network
- Solidity
- JavaScript
- Docker
- EthereumJS

- o web3.js
- o IPFS
- o Python

CoinLion utilizes the appropriate technology working in synergy to achieve the ultimate trading experience.

## 13.0 Technical

The CoinLion Platform will be built using the latest technologies, including Go. Each component of the platform will be designed as a scalable micro-service and communicate via APIs. CoinLion uses Docker and other virtualization technologies to allow for quick testing and deployment of updates in a controlled manner to each environment through all phases: development, testing, and production.

CoinLion's order book system will be broken into two independent but interconnected blockchains. The matching algorithm can process over a million buy/sell orders and complete transactions within seconds. The order book application will leverage the first blockchain to maintain data integrity and immutability of orders, and the matching system will finalize the orders and complete the transactions to their respective blockchains. The dual blockchain system is designed to keep track of the orders within the platform and be a source of data. In addition to Ethereum, Bitcoin, and LION markets, we will be able to add other cryptocurrencies and markets to the platform as it evolves.

The CoinLion exchange utilizes a hybrid model of both centralized and decentralized technology to deliver the best possible performance. The core code, which is doing the heavy lifting, is written in Go.<sup>[8]</sup> Smart contracts are written in the Solidity language native to Ethereum. The CoinLion Platform will interact with smart contacts to facilitate tasks related to the Ethereum blockchain.

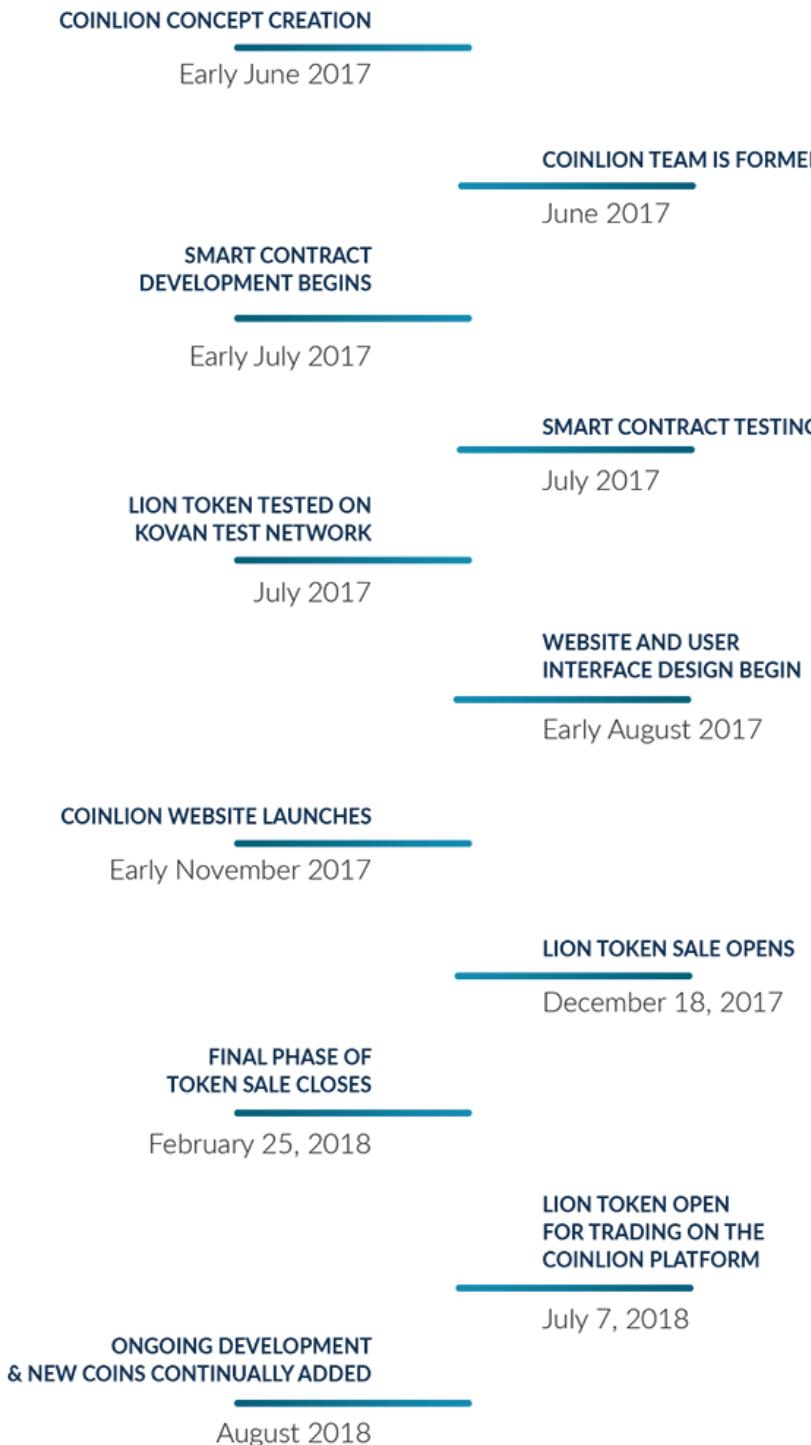
As CoinLion moves beyond the token sale and launch of the platform, the ongoing research and development will determine feasibility of moving to a decentralized model. Our team has extensively evaluated all the possible methods and technologies in which to build the CoinLion Platform. While the Coinlion team strongly supports a decentralized model, currently a hybrid model provides a better user experience. CoinLion has also researched chain interoperability.<sup>[7]</sup> As blockchains become more prevalent, interoperability will be addressed. CoinLion will utilize all necessary technologies to give the user the best possible experience.

## 14.0 Roadmap

CoinLion is working diligently to continually add features to the platform in order to provide the ultimate trading experience. Upon conclusion of the token sale, rigorous ongoing development will continue until launch of the platform. New cryptocurrencies and digital assets will be continually added to the platform. Features, research, and services will expand as demand increases.

# Roadmap

From concept to implementation



## 15.0 Core Team



**Joshua W. DeWitt**  
CEO; Co-Founder

Masters of Security Analysis Portfolio Management, Creighton University. Worked collectively on a team managing over 300 million at Merrill Lynch. 8 years in the finance industry with a history of trading various instruments including debt, equities, derivatives, FX and more. Expertise in portfolio construction and analysis. Early cryptocurrency trader and adopter.



**Justus Luthy**  
CTO; Co- Founder

25 years of experience in software development. 8 years of experience in various leadership roles. Experienced designing, building, deploying and maintaining scalable applications for several Fortune 500 companies including Warner Music Group, LodgeNet, Citigroup, and HSBC. Built and maintained financial applications for managing over \$1 million in daily transactions.



**Caleb Veldhouse**  
COO; Co-Founder

Masters in Business Administration, Juris Doctor, University of South Dakota. Ensures Compliance with regulations. 7 years in corporate structuring, security compliance, and governmental affairs. Advisor on 9-figure corporate refinance. Has structured and advised multiple 8-figure corporate transactions. Owner and founder of Veldhouse Companies, a multi-million dollar holdings company.



**Kia Adams**  
Creative Director  
BS Graphics Design

17 in graphic design. Worked designing web applications for fortune 500 financial institutions. Focused on user experience and interface



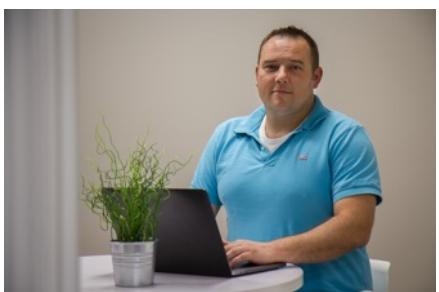
ZACH NEUGEBAUER  
CMO

13 years' experience as CEO and Owner, developing a high-energy multimillion-dollar retail company with over 100 employees. 2 years' experience as CEO and Co-owner, creating triple digit revenue growth and physical footprint of a multimillion-dollar outdoor digital media company. Bachelor of Entrepreneurship and Communication, University of St. Thomas. 4 years' experience as Developer and Founder, operating a large scale real-estate holding company that develops and manages several properties ranging from commercial, residential and multifamily. Campaign advisor for high profile Political Campaigns and fundraising events. Board member for several industry associations and charitable foundations.



NATHAN PITZ  
CFO

Master of Professional Accountancy. 12 years' experience as Chief Financial Officer, overseeing all facets of growth for multimillion-dollar retail company with over 100 employees. Orchestrated acquisition, transition, and sale of multiple companies. Analyzes financial statements, monitors marketplace trends, and analyzes revenue-cost forecasts.



JAMES LIVERMONT  
Senior Software Developer

20 years of experience in software and systems development (10 years of which have been in leadership roles up to executive level). Over 7 years of experience architecting computing platforms built on industry-standard best practices and best-of-breed components and tools. Deep technical competence in design, implementation, rollout and support of enterprise-level, distributed systems. Over 10 years of experience with all aspects of full stack development (development, testing, CI, CD and system administration). Strong communication skills and the ability to communicate effectively with technical and non-technical audiences.



ERIN ZIMMERMAN

Director of Customer Service

8 years of experience as a customer service leader. Bachelor's in travel and tourism, geography & hospitality. Held multiple customer facing roles. Presented at multiple trade shows throughout the country with a focus on hospitality and service.



Adam Mckenna

Full Stack Developer

20 years of experience in software development and systems engineering. Working in Crypto since 2013. Founder, Inventor of Multipool, the first profit-optimized mining pool. Co-founder of ZapChain, the first social network with Bitcoin micropayments.

## Technology Team:

In addition to the core team, CoinLion employees and leverages an additional set of partners and developers. CoinLion currently has 7 + developers and 3 partner technology companies working on various aspects of the platform and design.

## 16.0 Advisors



Jeffrey Hazlett  
Business Advisor

Author and Global Business Celebrity Jeffrey Hayzlett is a prime-time television show host on CSuite TV, and a radio host on CBS Radio's Play.it and C-Suite Radio. He is a well-traveled public speaker, the author of the bestselling business books, *The Mirror Test* and *Running the Gauntlet*, and one of the most compelling figures in business today. Jeffrey is a leading business expert, cited in *Forbes*, *SUCCESS*, *Mashable*, *Marketing Week* and *Chief Executive*, among many others. He shares his executive insight and commentary on television networks like Bloomberg, MSNBC, Fox Business, and C-Suite TV. Hayzlett is a former Bloomberg contributing editor and primetime host, and has appeared as a guest celebrity judge on NBC's *Celebrity Apprentice* with Donald Trump for three seasons. Drawing upon an eclectic background in business, buoyed by a stellar track record of keynote speaking and public appearances, and deeply rooted in cowboy lore, Jeffrey energizes his role driving and delivering change. He is a turnaround architect of the highest order, a maverick marketer who delivers scalable campaigns, embraces traditional modes of



Max Sandlin  
Business & Legal Advisor

Mas is general counsel of Mercury and a former member of the United States House of Representatives, and provides clients with expertise and strategic counsel concerning issues such as energy, healthcare, taxes, financial services, and trade. Served as the Democratic congressman representing Texas District 1 in the U.S. House of Representatives from 1997 to 2005. Chief Deputy Whip to Minority Whip Steny Hoyer. Chief Deputy Whip to former Speaker of the House Nancy Pelosi. Elected and later a leadership representative on the Democratic Steering and Policy Committee. Member of small group of legislators chosen for the Parliamentary Group. Served on the Ways and Means Committee, the Financial Services Committee, and the Transportation and Infrastructure Committee. Member of the Blue Dog Coalition and chairman of the Blue Dog Energy Task Force. Chairman of the Democratic



#### HON. ALEX FERRER

Former Police Officer, Attorney and Florida Circuit Court Judge  
Former police officer, attorney and former Florida Circuit Court Judge, Alex Ferrer is the former host of "Judge Alex," the popular court room show which aired for 9 seasons in approximately 96% of the United States. On September 12, 2005. "Judge Alex," launched with the highest rating for a daytime show since the launch of "Dr. Phil" in 2002, and beat out both "the Martha

Stewart Show" and "Tyra" to become the highest rated new daytime show in syndication.

Judge Ferrer obtained his Bachelor's degree from Barry University and his Juris Doctorate from the University of Miami School of Law, where he became a published member of its Law Review. As a lawyer, he practiced in Miami at Sparber, Shevin and Stroock & Stroock & Lavan before starting his own firm which focused on civil litigation—including commercial business disputes, corporate litigation, medical malpractice, wrongful death and personal injury.

In 1995, at the age of 34, he became the youngest Circuit Court Judge in Miami's Eleventh Judicial Circuit, the largest trial court in Florida and the fourth largest in the United States. Throughout his high-profile tenure on the Criminal and Family bench, Judge Ferrer handled thousands of cases, ranging from first degree murders involving the death penalty, drug related offenses, RICO conspiracy indictments, kidnappings and armed robberies to dissolutions of marriage, child custody and support issues, general financial disputes, adoptions and paternity suits. Judge Ferrer also presided as an appellate judge over appeals from the Miami-Dade County Court, County Commission and numerous other governmental bodies. After 10 years on the bench, he was unanimously recommended by the Judicial Nominating Commission to Florida's Governor, Jeb Bush, for a vacancy on Florida's high-profile Third District Court of Appeal, an opportunity he bypassed to accept the television role on "Judge Alex."

Judge Ferrer has served as an adjunct professor at Florida International University, teaching graduate courses in criminal law and procedure and continues teaching judges at annual judicial conferences. He has authored a "bench book" on closing arguments that is used by judges throughout Florida and appears as a legal commentator on Fox News, CNN, Headline News, MSNBC and broadcast television networks, as well as a frequent host on Wendy Williams, Steve Harvey and other daily entertainment shows.

In addition to his current law practice, he is involved in the creation and development of television content for syndication, primetime and cable, with two projects currently in play, and slated for Summer 2017, with a major broadcast network.



Andrew S. Wilka

Legal Advisor

Master at Law in Space, Cyber, and Telecommunications, Juris Doctorate, University of South Dakota School of Law. University of Nebraska College of Law International Cyber Law and Cyber Security Law Expert. Internet Crime Litigator. 5 years of experience general practitioner with history of civil, administrative, and criminal litigation



ADAM JOHNSON

Author of Bullseye Brief

Adam Johnson is Founder and Author of Bullseye Brief, an investment letter which presents thematic and actionable stock ideas twice each month. Previously he anchored several business programs at Bloomberg Television, interviewing CEOs, heads of state, and prominent investors. He has also traded global risk assets for ING Furman Selz Asset Management, Louis Dreyfus Energy

Corporation and Merrill Lynch. He graduated from Princeton University with a degree in economics.



DR. ASHLEY PODHRADSKY

Associate Professor of Digital Forensics, DSU

9 years of experience teaching and researching in cybersecurity. Founder of Digital Data Recovery Service, a firm leading digital forensic investigations. Co-Founder of CybHER, an effort to increase diversity in cybersecurity. Over 25 published research papers and conference proceedings. Dozens of invited presentations at several events including Department of Justice,

Google, Penn State, UC Berkeley among others. Recipient of over 1 Million Dollars in research grants from NSF, NSA, AAUW and NCWIT. Recipient of Google's Anita Borg Scholarship. Recipient of EmBe's 2017 Young Women of Achievement. CyberSecurity Policy Fellow for New America, a non-partisan think-tank out of Washington, D.C.



RICHARD LOWE

President & COO of Franchise Services Inc.

Richard Lowe is the president and chief operating officer of Franchise Services Inc., (FSI), a management company headquartered in Mission Viejo, California specializing in franchises that meet the needs of the small-to medium-sized business market. FSI's brands include: Sir Speedy, PIP Marketing Signs Print, Signal Graphics, MultiCopy and TeamLogic IT.

Lowe started his career in 1986 in the printing industry as a copy product sales representative for Eastman Kodak. He then joined Sir Speedy, Inc. as director of the Copies Now franchise brand.

After several more promotions and increasing responsibilities throughout the organization, in 1996 he was appointed vice president of strategic development responsible for managing the factors of change in the printing industry, including technology, competition, and customers in the marketplace. At the same time, he served as president of an industry research and development facility owned by FSI. In 2004, he was promoted to senior vice president of FSI's print management group, and in 2006 was appointed president of Sir Speedy, Inc. Lowe assumed his current role as president of all FSI brands and chief operating officer of Franchise Services, Inc. in 2009.

A graduate of San Diego State University with a degree in marketing, Lowe is also on the board of directors for the Electronic Document Scholarship Foundation (EDSF).

Franchise Services Inc. is a company known for innovation—in technology, management, training—and ongoing commitment to its network of franchisees to help them succeed as small business owners. Richard Lowe's leadership has helped guide the company and its brands toward numerous awards and recognition including: Franchise Times To 200, Entrepreneur Franchise 500, Printing Impressions 400, Printing News Top 100, Franchise Business Review Franchise 50 Satisfaction Awards, and the International Franchise Association's Franchise of the Year Award.



WILL BUSHEE

VP of BrightPlanet & author of *Wired for Coding*

As vice president of development at BrightPlanet, a data harvesting company in Sioux Falls, South Dakota, he manages a team of senior developers and oversees all the technology and innovation that goes into BrightPlanet's data harvesting engine. He's been with BrightPlanet since it was founded in 2001, where he served as the lead engineer and oversaw the inception of their harvest platform. The internet has changed

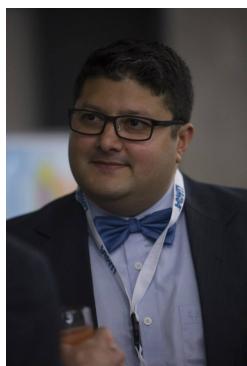
substantially since those days, not only in size but also sophistication. He's worked with many open-source and private technology companies doing innovative things with data. At BrightPlanet, he is the go-to guy for software engineering, managing teams, and understanding the roles technologies play in business success. He is an expert in open-source intelligence, deep web harvesting, web crawling, and unstructured data collection and management.

In 2014, he co-founded Code Bootcamp of South Dakota. Code Bootcamp teaches web development to students over an intense, twelve-week program which includes mentorship, networking, life skills, and everything they will need to start a career as an entry-level developer. Code Bootcamp quickly spawned a sub-organization called Gaming Bootcamp, geared toward educating kids from 4th to 9th grade. The boot camp was an instant success; and he continues to run the events regularly today.

In 2016 he wrote *Wired for Coding*. This book is a blueprint that will guide you from a computer science major to a full-time developer. Step-by-step, you will do the things that no one else is doing to set yourself apart and become a front-runner for any development job in the world.

From forking in GitHub to crafting a remarkable personal brand, you will be ready to be a rockstar coder from day one.

He volunteers his years of experience as a director on multiple boards, including Health Connect of South Dakota, Zeal Center for Entrepreneurship, and the DSU Cyber Security Industry Advisory Board. As an avid technologist, he helps keep these organizations up to speed with the ever-changing landscape. Will is an avid technology enthusiast and a firm believer that almost any problem can be solved with a little creative thinking, the proper dataset, or by building the correct enrichment of web data. He enjoys working with kids, entrepreneurs, early-stage startups, and those struggling with the latest technology.



Karthik Iyer is the India Ambassador of the P2P-Foundation (the world's largest think tank on decentralization and peer to peer), and founder and CEO of BlockchainMonk, a DLT research and consulting firm. He is part of one of the largest EU research project on P2P, P2PValue.eu. He holds close to half dozen degrees in technology, research and management from leading schools in Europe and Asia like KTH in Sweden, BI- Norwegian Business School in Norway and Fudan University in China. He has over a decade of experience working for large technology firms such as Red Hat, Novell and Sun Microsystems and has successfully ran various hi-tech ventures in the past.

## 17.0 Legal

The CoinLion trading platform and the corresponding token sale comply with United States security laws. CoinLion is pre-selling access to a unique, social trading platform. LION token does not give contributors any stake in CoinLion, LLC. CoinLion is a platform to exchange ideas, build portfolios, and learn more about cryptocurrencies inside a secure, simple, and powerful system – and LION purchasers are willing to pre-purchase access to help make it operational. LION is created as a utility token to be used within the platform to help individuals learn, grow, and build. CoinLion works hard to stay in on top of the regulations surrounding cryptocurrency. For a more information please see the CoinLion legal analysis and other related legal documents.

Securities will not be offered on the Coinlion platform. Cryptocurrencies offered for exchange will be analyzed to confirm they are not a security prior to offering; additionally, any cryptocurrency that is determined to be a security or that is reclassified as a security subsequent to being offered will be removed from the exchange.

Each ICO, like each cryptocurrency, will receive a thorough securities analysis. ICOs that are offering securities to sell, trade, receive, or exchange by any method will not be listed, and any ICO that is determined to be offering a security or that is reclassified as a security after being listed on Coinlion will be removed.

CoinLion works hard to stay in on top of the regulations surrounding cryptocurrency. For a more information please see the CoinLion legal analysis and other related legal documents.

## **18.0 Disclaimer**

The document establishes and outlines the guidelines the project will adhere to. The information in the White Paper is subject to change. All features and services may be subject to change or may need to be altered due to unforeseen circumstances. For legal matters please refer to "Terms of Service".

This whitepaper describes the initial sale in which the LION TOKEN (LION) is sold. LION is a crypto token that is designed to be used for all services provided by the COINLION PLATFORM as explained in this whitepaper. LION can also be used as a Crypto Token to pay for any other services provided by other platforms. CoinLion will typically not limit the usage of LION.

LION is not a security in any jurisdiction. This white paper is not a solicitation for investment and does not pertain in any way to an offering of securities in any jurisdiction. Please note that purchases of LION are final and non-refundable. Individuals, businesses, and other organizations should carefully weigh all the risks, costs, and benefits of acquiring LION TOKEN.

## **19.0 Limitations of Purchasers**

You are not eligible to and may not purchase LION through the token sale if you are a citizen or resident (tax or otherwise), of any country or state where the purchase of LION or similar Tokens may be prohibited, or the token sale is deemed to not be compliant with the applicable laws and regulations. If you are a resident of People's Republic of China, you cannot purchase LION through the token sale. Purchases of LION should be undertaken only by individuals, entities, or companies that have significant experience with, and understanding of, the usage and intricacies of Crypto Tokens and blockchain based software systems. Purchasers should have functional understanding of storage and transmission mechanisms associated with other Crypto Tokens. Any entities of CoinLion and officers and employees thereof will not be responsible in any way for loss of any Crypto Tokens, LION or fiat currency resulting from actions taken by, or omissions of the purchasers. If you do not have the required experience or expertise, then you should not purchase LION or participate in the sale of LION. You should carefully consider the risks, costs, and any other demerits of acquiring LION, and, if necessary, obtain your own independent counsel. If you are not in the position to accept or understand the risks associated with the token sale of LION (including the risks associated with the non-development of the CoinLion Platform) or any other risks as indicated in this whitepaper, you should not acquire LION.

## 20.0 Sources

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