

WHY ARE WE DOING THIS?

The idea behind our exchange is built on a simple but important observation:

The success of any crypto exchange is largely determined by its community - a community that is formed at the very beginning of the journey. Large exchanges that have been operating since 2017 already have established teams and users who are with them for a long time. It is extremely difficult to create such a community nowadays. Why?

User Engagement Is A Marathon, Not A Sprint

WHAT CHALLENGES WE FACE:

Long and costly process of attracting an audience

It can take up to 10 years to form an active community.

Winning the trust of users takes time

On average, it takes 3 years and 300+ trades for a user to start trusting the platform.

High cost of attracting users

From \$50 to \$5,000 per client.

Expensive advertising channels

TV, billboards, sporting events – costly and not always effective.

Costly loyalty programmes

From \$500,000 to \$5,000,000 per month.



Our team has come to the conclusion: It is much more effective to build a referral system and introduce trading bots – not for the sake of quick personal gain, but for the sake of building trust and benefit for our partners.

75%

PARTNER

25%

EXCHANGE



A partner receives income from the work of trading bots, and the profit is divided in the ratio of 75/25:

We Found That:

It may cost us nothing to attract a single user through affiliates, but it may result in a profit.

Our Study Found That:

Our three-year study showed

When profit is achieved in 'Partnership', the level of trust grows between the two parties. In our case, we as an exchange form trust to our partner and the partner forms trust to our exchange.

Building trust on our side is the confidence that our partner will consume our products in the future. Trust from the partner's side is the confidence that our company's products will be key and of high quality.



1 Year

After 1 year, the partner will consume related products of the partner's company.

Our Goal

1.0M active users

To achieve it:

- During the year, we will release additional products - a P2P platform and rental trading bots, which will increase our revenue and improve the user experience.
- We plan to reach a growth rate of 100,000 users per month.

1.0M



Why Are We Launching Deposit Plans?

Instead of spending billions on marketing, we invest in long-term relationships: trust, partnership and engagement. Deposit plans are a launch tool, not a permanent model. We want to grow with those who share our values.

After the deposit programme is no longer available, all obligations to partners who activated deposits before the withdrawal of the deposit programme will be fulfilled.

1

Наши депозитные планы на 1 и 6 месяцев — это инструмент:

- For a quick start and to form the core of an affiliate team,
- To attract a loyal and engaged audience.

2

After 1.5 years, they will become unavailable. This is due to the fact that:

- We will be able to focus on scaling the platform without short-term deposit instruments.
- We will focus on scaling the exchange to new continents.
- We will be releasing products that will facilitate the promotion of our exchange (cold wallet, decentralised DEX platform).
- Opening central headquarters in more than 5 countries around the world.
- Listing more than 25,000 new token products (including NFT) per year.

Conclusion!

We are not just building a crypto exchange. We are building a community, an ecosystem and a long-term relationship with our users. Instead of billions on marketing, we invest in loyalty, trust and an honest partnership model.