



BITSMO

White Paper v1.4

Once Driven, Forever BITSMO

TABLE OF CONTENT

- Legal Disclaimer
- Introduction
- Industry Overview
- Problems
- Our solutions
- Bitsmo features
- Our Vision
- Bitsmo Coin
- ICO
- Key Token Features
- Token Allocation
- Fund Usage
- Strategic Partnership (Modulus)
- Roadmap
- Team/Advisory
- Summary

LEGAL DISCLAIMER

This document provides an initial summary of certain business essentials underlying the Bitsmo project. As the project proceeds, the Bitsmo Team may post modifications, revisions and/or updated drafts until the final document is presented prior to the date of the public token sale, if applicable. The following presentation sets forth a description of the planned Bitsmo exchange platform and the use of the BTSM Token. Information provided in this document is solely for information purposes and is not a binding legal agreement. BTSM Token sales will be governed by separate terms & conditions. This whitepaper is not an offering document or prospectus, and is not intended to provide the basis of any investment decision or contract. NOTE: All of the information provided in and within this whitepaper document, is provided "AS-IS" and with no warranties of any kind. No express and, or implied warranties of any type, notwithstanding implied warranties of merchantability and or fitness for a particular purpose, and are made with respect to the information presented, or any use of the information provided and made reference to, on this site or platform/project. Bitsmo makes no representations either graphical or otherwise, and extends no warranties of any sort as to the accuracy, correctness or completeness of any information or content in this whitepaper or regarding this platform.

INTRODUCTION

The Blockchain technology has been one of the most prodigious solutions to nearly all the contemporary transaction issues that man has come to face in recent times. With the introduction of cryptocurrencies, numerous issues that existed due to the limitations of using fiat, has been solved or are in the process of being solved. Prior to the introduction of these peculiar digital currencies, fiat was the standard for all transactions except for certain special cases where precious stones, gold, and other materials were used for exchange. These fiat currencies proved extremely inefficient because it was mostly controlled and the users had minimal or no direct influence on these currencies. Banks and government parastatals who handled issues concerning transfer of payments and other forms of sending/receiving currencies, would often charge outrageous fees for the transactions to be made, thus, discouraging valuable business decision for the investors. In attempt to resolve these transacting issues, cryptocurrency was born. The first cryptocurrency (Bitcoin) quickly gained popularity in 2015 and had an immense growth in value, up to 10,000 % in early 2017. Private and public investors who believed in the future of the cryptocurrency all benefited immensely from the exponential growth of Bitcoin. As a result of Bitcoin, several alternative coins called altcoins, were invented in attempt to solve specific issues. With the invention of these altcoins, there was a need for a new invention: an exchange where traders can trade one cryptocurrency for another. Thus, Crypto Exchanges were created. Crypto Exchanges, since birth, tried to adapt to the ever-changing needs of the traders by making exchange easier, faster, and by far, substantially cheaper. However, despite the effort, Crypto Exchanges still face numerous restraints and issues. We have carefully scrutinized the issues that everyday user of these platforms face and created an absolute solution to all these issues. You will find these issues and our solution as you read further. Bitsmo is an intuitive and innovative exchange platform, that were specifically designed for the purpose of ensuring users to have superior and efficient usability while transacting. Our platform integrates numerous features. Each features solve a specific issue that has been left unanswered by previous existing models. Our goal is to ensure that even as a new user to the crypto-world, they will be able to transact and trade cryptocurrencies as easily as possible. Bitsmo packs a lot of features right into one exchange platform with a user-friendly interface which users can easily get familiarized.

INDUSTRY OVERVIEW

Prior to the introduction of cryptocurrencies, the only forms of exchanges were exchanges that were meant for fiat transactions and trades. Millions of traders who participated in currency exchanges with insights on how the currencies adapted to changes in demand, balance of payment, and government policies, made profits from their trade. The currency market generates over \$53 million daily.

Expansion and acceptance of cryptocurrencies continues to increase on a global scale, with more than 1,500 cryptocurrencies circulating in the market as of today. The spiked breakthrough in crypto asset ownership and opportunities for investors has led to an impressive surge in the market value. In January 2018, market cap increased to US \$700 BILLION. People witnessed and participated the remarkable growth in cryptocurrency liquidity. In December 2017, the average daily trading volume of cryptocurrencies exceeded US \$50 billion. This volume of activity is almost equivalent to New York Stock Exchange. The usage and popularity for cryptocurrencies continues to rise as the ingenious trading platforms and technologies in global diverse markets are evolving. Despite the amount of exchanges increasing to fulfill the crypto market demand, most of these exchanges do not extensively address the advanced needs of the users. Therefore, the increasing needs for an advanced, breakthrough crypto exchange platform is will continue to increase.

PROBLEMS

In this section, we will examine various issues that everyday crypto platform users may face. We will also examine complications that may arise for new users that are entering the cryptocurrency trades.

No Proper Regulation

Majority of the crypto exchanges do not pay attention to ensure that their platforms are well regulated. Majority of the times, they do not regulate to allow the user to enjoy some certain level of anonymity and freedom while transacting. However, this freedom can be detrimental to other users of the platform. No proper regulation may cause security breaches, fraudulent activities, and insolvencies. These major issues can lead to users to losing funds and eventually losing trusts with the exchange platforms.

Poor Market Liquidity

Another major issue that crypto exchangers face is the issue of poor market liquidity. Many major cryptocurrencies find it difficult to ensure good market liquidity. These currencies require extra work in order to ensure that exchanges can be made seamlessly without the need for rigorous hassles. Poor market liquidity we refer to here is caused by lack of dynamic order book trading.

Use of Fiat Funding

Majority of the exchanges you find online today have a common issue that is preventing new users to participate easily -- majority of the exchanges are not accepting fiat. Users who are not familiar with the crypto exchanges will find it difficult to trade if fiat is not accepted. Majority of the exchange platforms today only allow certain currencies to purchase tokens. This purchasing process can very cumbersome and incommodious for new exchangers.

Lack of Customer Relationship Management

Another major issue that users of existing exchanges have is poor customer service. When the users experience unexpected complication, there is usually no representative they can acquire. Majority of exchanges currently do not have a Customer Relationship Management team or a customer service system at all. The exchanges that do have customer service system available, the customer service is not professional and not easily accessible. Lack of customer service makes the users feel less secure about using those platforms.

Challenges for New Users

For new users, crypto exchange can be challenging for many reasons including: lack of customer service, unilingual platform and website, lengthy account verification process, and perplexing procedure for deposit and withdrawal. All these reasons can make the new user's experience abhorrent.

Insecure Platforms

Poor cyber security has caused numerous exchanges to shut down and lose billions of dollars. As more ways to bypass security continues to be revealed, cyber security still remains the most problematic concern for crypto exchangers. Not only are the owners of these platforms susceptible, but the users of the platforms are also susceptible.

Poor Technical Architecture

Many platform systems today are having a series of issues. These issues include delay in trade executions, deposits, withdrawals, and other transactional errors. These issues are causing enormous impacts in transactions because substantial speed is a compulsory factor to react to rapidly fluctuating prices.

OUR SOLUTIONS

After extensively studying these issues, we were able to put together a platform with features to help combat these enlisted problems.

Regulation

Bitsmo Exchange's objective is to be a fully regulated exchange, featuring KYC and AML processes, implemented via inhouse procedures or integration of third-parties. After numerous recorded successes from across the world, we are in the process of attaining a license for the Estonia Cryptocurrency Exchange License. This process is to done to ensure our users to feel secure because of our processes will be well regulated.

The major issue of users not trusting the platform is mainly caused by the lack of incensing. To our surprise, over 80 percent of exchanges are not licensed. As a result, those unlicensed exchanges can't offer much security to the users of the platform. This is one of the major reasons why some people are still skeptical about the use and trade of cryptocurrencies.

Bitsmo Exchange has been designed to go through all the regulation processes of the project before the launch of our platform. Users can be fully assured that Bitsmo is a licensed, legal entity, and can be trusted to handle all required transactions.

Technology

Bitsmo was developed under strictly audited financial standards and was frequently tested by cyber security. We have an experienced team that prioritizes customer's security the most and therefore built Bitsmo's financial systems to the highest security level. Our team of well qualified experts are capable of ensuring users that the Bitsmo platform is well maintained with periodic upgrades without disrupting the activities of the users. Modulus, highly automated and sophisticated admin panel, allows us to monitor any malicious usage or any unruly behaviors exhibited by users. Our security ensures that each and every users will not be scammed or deceived by another user. A common misunderstanding is that because the use of any exchange is involved, all funds are secure. This understanding has been completely wrong until now. With Modulus' latest technological advancement in our platform, it is safe to claim that it is impossible for

a user to lose his or her funds due to fraudulent activities. Bitsmo prioritizes the security and safety of every individual user.

Fiat to Crypto

Our connection with crypto-friendly banking institutions will allow easy FIAT currency deposit/withdrawal. Our ability to allow easy FIAT currency deposit/withdrawal will promote our platform to have the highest liquidity globally. This feature was mainly put in place to ensure that the new users will not be left behind. This will allow the new users the opportunity to buy cryptocurrencies with ease because they don't have to outsource BTC and ETH to purchase the currencies they wish to purchase.

Liquidity

Our platform is connected with multiple high-caliber exchange partners to raise volume. Our platform is leveraging over 30+ popular exchanges to offer active order books from launch. We are aiming to have the Bitsmo's liquidity to be considered the best.

Customer Support

We understand that users at some point may face certain challenges that they cannot solve by themselves. Therefore, we have created a team to assist users with any issues that users may come across while utilizing the platform. Our multilingual and professional customer relationship management team, will be available 24/7 to reach for inquiries via live chats and phone calls.

Complete All-Round security

Bitsmo invested abundantly into the security of this platform to ensure that the platform will always be secure. Our security will increase the user's confidence in the platform which will eventually increase the number of our users.

User Friendly User Interface

When creating an exchange, it is very important to note that not every user is an expert at working with exchange platforms. Many exchanges have a complex interface which causes most of the users to pay other expert users to learn about the exchange functions. But here at Bitsmo, we believe that the exchange functions should be kept as simple as possible to enable all our users to use our platform without stress. We are currently have the best User Interface in the industry. Our system is user friendly and runs on the

easiest OS. Our User Interface, being sophisticated, adapts to every device immediately without needing any special settings to enable the users to enjoy their exchange experience. This function is very important because most users have different devices. We have a very responsive User Interface and our web and mobile User Interface all work in the same format. Therefore, you won't have any issues using either web or mobile. Bitsmo wanted to ensure that our users can get complete satisfaction while using different devices.

Mobile App Interface

This is a key feature that brings smiles to each and every user. Having the ability to make transactions immediately through the use of the app on the user's mobile device, can be the difference between the user getting a valuable important offer or not because the offer may exist for only a short amount of time. The App will be made available for all devices and can be easily downloaded through supported markets.

Security

One of the main issues that the cryptocurrency exchange platforms have is the cyber security. Just in the year of 2017, an average of 10 cyber attacks occurred per month with almost all of the cryptocurrency exchanges. Bitsmo prioritized security as one of our top priority. We are using Modulus global as a platform provider in partnership with BITGO, which is the best company with the highest security for keeping the data safe internally and externally. Along with the physical security, Modulus also provides the best of the best security against cyber hackers. Bitsmo also uses the most advanced security protection used by NSA, CIA, and NASA. Bitsmo also stores majority of their funds in 'cold' storage. To detail further:

Passwords are encrypted and not stored on the platform. We only store random hashes.

Modulus' AI prevents any harmful attacks from SQL injections.

Two factor authentications are required. The authentications are randomly selected from: Google authenticator, Authyt, Duot, or 2FA.

Our platforms have the anti-market manipulation system by Modulus.

Accountability

We believe that it is very important for the user to have the ability to keep records of all their transactions made over their years. Therefore, we have created a feature where all users can view their history of all their previous transactions.

User who love to be accountable will find this feature very useful because the record can be accessed easily without having to contact customer service representative.

Favorable Speculative Analysis

Many users have to pay experts to speculate for they may not have a clear understanding of cryptocurrencies. Bitsmo has an innovative feature that has been created through AI to speculate as accurately as possible for possible outcomes based on analyzing the market's entire history as well as current events. This function is programmed to serve as a professional advisor for our users. This function will help users to reduce the risks.

BITSMO FEATURES (Why we stand out)

Currently, there are many companies in the industry that are aiming to achieve similar goals as us. Therefore, in this chapter, we want to demonstrate why we are different. We understand that if we are not different, we would not be competitive and would not succeed. We want to assure you that what we are bringing is indeed different. We are aware of the technologies that our competitors are using and we believe that we have a far superior technology.

Thanks to our partner Modulus TECH, we believe that we have a reason to enter the market and dominate. The solutions given in the previous chapter may not sound possible, but we have found a way to make the impossible, possible.

Our key feature is that we have found a way to integrate all the features that our competitors have, and perfect all the features, and finally add our own additional features that we thought our competitors lacked. Thereby, we have created the best platform. We were able to do something our competitors could not do.

Engine capacity

BITSMO's matching engine is capable of processing about 10,000,000 transactions per second which is 10 times faster than any other exchanges in the market today. This statement is not an assumption. The matching engine has been tested and proved from all the tests during analysis stage. We have prepared this unrealistic rate of transactions to match the exponentially growing demands of the cryptocurrency market.

To emphasize, we currently have the strongest engine capacity that can handle transactions up to 10,000,000 per second which is 10 times faster than other exchanges in the market today.

BITSMO PLATFORM'S KEY FEATURES

BITSMO platform is connected with more than 30 of the most popular exchanges in the current market to connect you to the best price in the crypto-market and to offer Bitsmo's users the best selling or buying price in the crypto-market. To summarize, we are a platform that users can convert 30+ cryptocurrencies at the best rate.

Note: We are not limited to only 30+ exchanges, we are planning on adding more.

Multilingual Support

We built our platform to support over 20 languages. These languages include English, French, German, Chinese, Japanese, Korean, Swahili, Portuguese, and etc. These languages will be available to all of our users.

BCN - "BITSMO Community Network"

The term BCN is a new acronym that we've created to emphasize our key feature. In order to create a better interactive community, we focused on integrating users and current exchanges for better communication. BCN allows anyone in the community to interact with the crypto-market by increasing their liquidity while decreasing their volatility.

OUR VISION

The gap between fiat and cryptocurrencies has been obviously demonstrated. The usage of cryptocurrencies has been limited due to several issues. However, after studying those issues thoroughly, we found that those issues were resolvable. Bitsmo is striving to cohere the gap between traditional finance and the cryptocurrency market.

The Bitsmo Exchange will enable a safe and easy transition from the mass retail market into the crypto market. The Bitsmo Exchange will also accommodate a comprehensive growth in the adoption of cryptocurrencies and direct wider use of new cutting edge infrastructure that are not available in the market yet.

To achieve these visions and goals, not only did we set aside a means of generating funds, but we have also put together a team of experts in the industry to achieve everything we intend to achieve. Users can be assured that the technicalities of this project is being handled by the best of the best and loss of funds is not a possibility with this platform.

BITSMO COIN – BTSM

The BTSM is the official currency of the platform and users will receive this coin by using our platform as rewards in form of bonuses. Users can also use BTSM for paying for transaction fees in the platform. The coin can be purchased for a significantly cheaper rate during the platform's ICO. The tokens will also have the holder's value (tokens will be exchangeable).

BTSM Specifications

Coin Name: Bitsmo Coin

Coin Code: BTSM

Algorithm: ERC-20

Total coin supply: 200 million BTSM

ICO Timeline: July 25th – 14th October

ICO

Initial Coin Offering (ICO) is a structure that allows BTSM to raise funds to execute our business objectives. The ICO will not only help us generate funds for the platform, but also serve as an opportunity for our potential users to buy our tokens at a significantly cheaper rate. The ICO will also promote our platform to bring in new users.

ICO Timeline

Round 1

Price per unit: 0.15 USD + 15% bonus

Duration: 25th July to 14th August

Round 2

Price per unit: 0.18 USD + 12% bonus

Duration: 15th August to 4th September

Round 3

Price per unit: 0.20 USD + 10% bonus

Duration: 5th September to 25th September

Round 4

Price per unit: 0.21 USD + 8% bonus

Duration: 26th September to 14th October

KEY TOKEN FEATURES

The token has some certain features that were programmed to give our users true value for using the platform. This includes discounts in form of rewards.

First benefit is depicted in discounts. When the users use BTSM to pay for their fees, they will receive a significant discount. In the 1st year, the user can get up to 40% discount. In the second year, the user can get up to 30% discount. In the third year, the user can get up to 20% discount. In the 4th year, the user can get up to 10% discount. After the 4th year, the discount will remain at 10%.

Note:

- 25% of the transaction fees goes to our token holders monthly.
- 10% of the transaction fees buys back BTSM monthly.
- 3% of the transaction fees goes to charity.
- Applicable Management & listing fee will be charged in BTSM coin.
- Unlock Unique Features as Algorithmic trading and arbitrage bots with BTSM coin.

TOKEN ALLOCATION

It is important to make sure that our tokens are well allocated for we understand that a proper planning is the major highway to success. Please find our plans to allocate our tokens below:

- 50% of the total token supplies will be given out during our crowdsale (ICO).
- 15% of the total token supplies will be given to the management team to ensure the continuity of the platform.
- 12.5% of the total token supplies will be reserved in case of unforeseen events.
- 10% of the total token supplies will be given to the advisory & partners of the project to ensure the future of the project.
- Another 12.5% of token supplies will be kept to ensure liquidity.

FUND USAGE

Please find below our allocation of how we are going to use the funds we've received from sales of tokens:

- 34.2% will be used for the platform
- 11.8% will be used to ensure effective operations
- 25.9% will be used for marketing to ensure continuous growth for the platform as well as the users.
- 15.6% will be used for research and future development.
- 12.5% will be used for legal duties and licensing.

ROADMAP

- | | |
|---------|--|
| Q1 2018 | -Bitsmo project starts |
| Q2 2018 | -Initial draft white paper and private sales completed |
| Q3 2018 | -Token sale starts
-Start of the Bitsmo Platform development
-Acquire Cryptocurrency exchange license in Estonia |
| Q4 2018 | -Launch Bitsmo exchange |
| Q2 2019 | - Bitsmo starts FIAT deposits and withdrawals facilitated by platform and crypto-friendly banking institutions. |
| Q3 2019 | - Bitsmo prepaid card will be available to customers |

STRATEGIC PARTNERSHIP (MODULUS)

The company 'Modulus' has proved its portfolio. We, at Bitsmo, are happy to announce our strategic alliance with one of the most valuable suppliers of financial technology products and services for the commerce industry -- Modulus Global. By employing the use of current technology of Modulus' MyExchange, we were able to transition from conception to implementation in a short period of time. Using Modulus' already existing platform will enable us to deliver quality services to our users with little cost as possible, thus keeping the price relatively low. MyExchange platform allows us to integrate seamlessly features like two factor authentication, high performance order matching, optional text verification, and advanced liquidity options. The option to trade cryptos with fiat currency will be made available to our users in a friendly interface that can be easily understood and executed. Modulus has used its decades of experience to successfully manage the most complex logic including complex commands, partial fills, cancellations, rejections, and other complex types of orders such as Good-Till-Canceled cancellations, One-Cancels-Other and Trailing. Modulus also allows us to use features like the risk engine that will allow us to know if a user has enough funds available to trade with before placing the order. The importance of the use of Modulus cannot be overemphasized. Modulus has legal licensing and also provides legal licensing to the users of Myexchange.

TEAM/ ADVISORY

Patrick Kimbley (CEO)

Patrick Kimbley is a seasoned business professional from Southern California. Patrick has held key management positions in both security and corporate finance, and has a bachelor's degree in Business Administration from Cal State University at Northridge (C.S.U.N.).

In addition to his Security experience, Patrick has worked for some of the top brands in America in both strategic management and business development positions. These companies include: Gap, Inc, Cost Plus World Market, and Warner Bros. Studios. Patrick has been recognized for his contributions to successes of these companies.

Ken Riley (COO)

Ken Riley is a highly motivated IT professional with eight plus years of experience in a fast-paced consulting industry. His exceptional analytical ability and talent for supporting new technology has allowed him to work with organizations like Department of Homeland Security, World Bank, Department of Justice, and Children's Hospital Los Angeles. Ken has an abundant work experience as a technologist in the cryptocurrency market.

Joe Coburn (Head of Marketing)

With passion for problem-solving and 10+ years of experience in the service industry, Joe excels at connecting people with solutions. Naturally intuitive, empathetic, and a lifelong learner, Joe provides keen insights into a wide range of topics. He is a blockchain and cryptocurrency enthusiast who plans to attain a Master of Science degree in Digital Currency. He is currently studying software engineering and communications in Los Angeles.

Johnny Chen (International Marketing Manager)

Johnny Chen is a visionary entrepreneur with experience across multiple marketing and blockchain channels. He also has experience working with E-Commerce platforms where he focused on international relationship and marketing. He thrives on every opportunity to bring creative writings and marketing plans.

Ezra Bergstein (IT Architect)

Ezra Bergstein is a software developer with experience in Python, Java, HTML, Javascript, CSS, Swift, MEAN, and Django. He recently successfully posted a game called "Rolling Onwards" onto the iOS app store. He always find himself wondering about the architecture behind everything he sees. Software and blockchain is no exception.

Bill Hogland (Business Developer)

Bill Hogland is a graduate in Business Information Technology of London South Bank University. His background lies in Investment Banking, with experiences at Deutsche Bank and JP Morgan as a Senior Analyst. He brings extensive knowledge of Financial Modeling, Cash Flow projection, DCF, LBO valuation and trend analysis. Being involved with cryptocurrencies as early as 2011, he brings valuable industry knowledge and strategies to Bitsmo.

Advisors

James Jones (Blockchain Developer)

James Jones is a full-stack Web Application Developer and Software engineer with extensive years of experience from top tier company such as TMZ, First Bitcoin Capital Corp, and QuadraNet. He programmed a custom Dapp wallet to trade commodities for public companies and created a custom internal dashboard for sentiment analysis. James has managed a team of multiple developers for building out custom Magento solutions as a senior software engineer from Pixafy which is an award-winning eCommerce development agency.

Felipe Teixeira (Founder of BlockStorage)

Felipe Teixeira is also the founder of BlockStorage.io. He worked as a blockchain developer and contributed to the industry as an investor. His awards include dozens of prizes from Brazilian Hackathons and ranking codes. He is a serial entrepreneur with more than 12 years of experience in the Information Technology industry. In addition to the experience with blockchains, Felipe also specializes in cryptomining, optimizing softwares to GPU Mining, and ASIC integration.

Anders Johnsson (Founder 47 BlockLabs)

Anders Johnsson has over 20 years of experience in successfully building IT-infrastructure and applications. He is a founder of 247 BlockLabs and Maxamera Pty Ltd. They are both leading providers of mobile applications and leading blockchain developments of custom-made decentralized applications. He is a co-founder of Diakrit (www.diakrit.com), which is a pioneering industry that created digital visualization tools for the real estate industry. As a co-founder and a majority shareholder of Diakrit, Anders Johnsson was one of the founding members that built the company from the start between. Now the company has over 400+ employees and operates in 11 countries. Diakrit transformed the real estate industry by introducing state-of-the-art technology and innovative software from recognising the value of customer online interaction with digital content. Diakrit was successfully acquired by News Corp Australia in 2016. Mr. Johnsson is an experienced Entrepreneur and Blockchain developer with a demonstrated history of working with Blockchain and Information Technology industry. He is skilled in building excellent teams, international business set-up, strategic planning, and management. He has strong entrepreneurship skills and is fluent in Swedish, English, German, and Mandarin Chinese.

Andrew Andrieiev (Advisor)

Andrew was the Business Development manager for numerous blockchain projects. He led myriads of projects that included Exmo.com, which is a crypto exchange platform has a strong presence in CIS countries and Eastern Europe. With his expertise, he was invited to be an advisor for Helixhills (<https://helixhills.com>), which is the first blockchain ecosystem for global service market providing deals while in motion. He successfully lead projects that involved traveling to Singapore and negotiating for VC funds. Currently, he is helping Bitsmo's campaign to reach more investors.

Louis Colton (Advisor)

Louis Colton is an Equity Research Analyst at the well-known International Investment Bank, covering various sectors and financial markets. His expertise lays in equity research, financial markets, portfolio management, venture capital and company valuation. He has also helped start-ups to raise seed funding and managed investment portfolios for Investors at Octopus Investment. Since 2012 Louis has been active in the cryptocurrency and blockchain space as Trader, Investor, Blockchain & Cryptocurrency Enthusiast with extensive knowledge and experience in distributed ledger network, cryptocurrencies and disruptive technologies.

SUMMARY

In summary, Bitsmo is a carefully structured project aimed to create an exchange platform with the sole purpose of correcting the shortcomings of other platforms that have been left unresolved. For this purpose, we have set up an ICO crowdsale in attempt to to acquire all the necessary funds necessary to make this platform successful. It is a paramount importance to us that our platform is accessible to users of all levels of expertise. We want to create a platform that all the new users can easily understand and use.