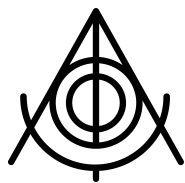


The Next-Generation Gamified Social Trading Terminal

Empowering traders to **unleash their full potential.**

Whitepaper

v1.2 - 21st April 2020



ALUNA . SOCIAL

Trade. Network. Automate.

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1. ABSTRACT

The crypto asset trading landscape is highly fragmented and can be overwhelming for newcomers taking their first step. The constant noise on social media channels and the lack of transparency in the space make matters worse.

Aluna is a social trading platform native to the cryptocurrency ecosystem, combining a modern user-centric trading terminal and a social network, providing crowd-generated data and also allowing the gamification of this data, helping users to be informed and make better decisions while also being able to manage their trading accounts. Users enjoy a simplified and coherent trading experience independently of which exchange they connect on the Aluna platform.

The platform will provide a few different types of trading automation options, of which copy-trading and counter-trading are an integral part. Traders will be able to also design custom automated strategies to trade algorithmically.

Social features enable users to create public profiles and share their portfolio distribution and non confidential data about their trades in real time. Such a social trading environment offers high transparency and accessibility, and is able to reduce information asymmetries and contribute positively to a trader's performance and returns.

Aluna Social further evolves this model with the introduction of our native ALN token economy where we present a modified curation and prediction market tailored to serve our specific environment. Innovative gamification and gaming mechanisms incentivise users to share their data, give feedback on the current market sentiment in playful ways while building reputation, and track their prediction scores in a manner that can be monetised.

Ways to earn, play, and spend tokens are simplified and seamlessly interwoven into the fabric of the platform, reducing friction to user onboarding, and augments the overall social trading experience. Finally, burning and staking mechanisms incentivise users to hold tokens and creates more value for the overall token economy.

2. VISION

Crypto assets are creating new financial instruments and markets, and are revolutionising trading. Aluna Social is building the tools to support this revolution, combining an intuitive and easy to use trading platform with an online social space built on transparency, gamification and sentiment analysis.

Whether you are an experienced trader buying and selling high volumes, or a novice seeking information before taking your next step, Aluna provides you with actionable data that is genuine and trustworthy, while our novel token economy makes trading rewarding and exciting again.

Our vision is to improve *transparency* between traders, establish a trading community *incentivised* to share data, to create an environment where traders can leverage *positive social feedback loops* and improve their overall performance.

3. CHALLENGES

Traders today have a huge choice of exchanges to invest in and speculate on cryptocurrencies, from small DEX's to industry heavyweights such as Binance, Bitfinex and Coinbase. Alongside the growth in exchanges has been an *increasingly fragmented market* of support services: trading bots, technical analysis tools and account management services, all of which are purposefully designed to smooth and enhance the trading experience.

The ability to copy-trade is an essential and growing part of the trading ecosystem. Social trading platforms, such as eToro, allow less experienced individuals to benefit from the knowledge of their top traders, who are rewarded both financially and reputationally.

However, useful and popular as these legacy platforms are, they are *not native* to crypto and were not designed to integrate with the crypto ecosystem.

The wide variety of choices, along with all the social media activity that accompanies it, might seem like a good thing. But for most traders, the flood of information and conflicting opinions can be *overwhelming*. Finding out about different assets is difficult when there are thousands of them and more often than not an exchange will have its own unique set of features.

Among the *constant noise* of Crypto Twitter, Telegram and WhatsApp, YouTube channels and other media it is difficult to make sense of what's actually being traded versus what's being promoted.

Subscribing to paid groups is no solution as many of the advisors who charge a fee to give exclusive tips are generally inexperienced or trying to promote their positions – there is simply a *lack of transparency and trust*.

Aluna Social tackles the problem with inventive solutions:

- **One-stop Shop.** Rather than expend effort on learning the nuances of UI and functionality across multiple exchange platforms, users can manage their trades through a single interface connected to exchange APIs, while analysing and monitoring the market with the built-in screener tool and news feed.
- **Transparency.** Reliable signal providers can be identified via public profiles displaying verified trading history and real time trades. In other words, signal providers *put their money where their mouth is*, ensuring other traders can trust a signal because it corroborates with a trader's actual practices. Existing social media channels do not carry this proof, which means new traders can easily fall into the trap of following signals without reliable track record.
- **Gamification.** Aluna provides a wealth of *curated sentiment data* based on innovative prediction gaming structures. The community's inclinations, history and forward-looking direction are all fluidly visible as traders stake for or against each other's positions, reputations as well as future market possibilities.

This combination of *verifiable track record* and *game-based interaction* not only smooths the learning curve for new traders but also impacts the behaviour of well versed, more accomplished signal providers. Ultimately, as Doering, Neuman and Paul inform us, "social trading is able to reduce information asymmetries... and can provide access to *hedge fund-like returns*, while offering *high transparency, liquidity and accessibility*"¹.

¹ Doering, Philipp, Sascha Neumann, and Stephan Paul. "A primer on social trading networks—institutional aspects and empirical evidence." (2015).

4. Social Trading Platform

4.1 Trading Terminal

Aluna Social is first and foremost a unified trading terminal. The platform is presented in a full-screen progressive web app integrated with chatbots, trading bots and other web applications.

The platform allows users to trade on multiple accounts at the same time. By connecting their exchange accounts through API keys, users can view their portfolio distribution, execute trades and monitor positions and orders. All this is done on an intuitive interface, with advanced order types that can be used across all integrated exchanges, providing users with a smooth and consistent trading experience.

The Markets page is a screener tool that supplies panoramic information about the market, complete with interactive charts to monitor price changes, and analysis tools to filter crypto assets according to various fundamental, technical, sentiment, and on-chain data. A news aggregator complements this suite of analysis and monitoring tools.

Our mobile friendly web app enables trading on the go, while our proprietary Telegram bot allows users to trade by simply sending text messages, whether to buy or sell, long or short or check balances and market prices. Our roadmap includes rolling out this unique Aluna Social feature beyond Telegram to multiple social networks and chat apps including Amazon Echo and Google Home.

With natural-language processing, users will be able to ask “Hey Alexa what is Aluna’s sentiment about BTC/USD?” and receive an answer such as “Aluna is currently 80% long on BTC and 20% short. BTC balances make up 40% of all our portfolios.”

4.2 Social Network

The underlying motivation behind Aluna's social network is to allow traders in the community to exchange information, enabling participants to make more informed trading decisions based on a wealth of community data. Traders also build up online reputation in a verifiable manner.

Each user has a public profile displaying trading data such as trading history, open positions and portfolio distribution, while keeping sensitive information such as position or portfolio size private.

A social feed known as Insights features 280-character posts, with the ability to add hashtags, cashtags and to tag other Aluna Social users, giving users an outlet to share their opinions on what they think or feel about the market, or simply use as their diary and trading journal.

Every new trade appears as a post on the Insights feed. Upon seeing posts on Insights, anyone can take a closer look at a particular profile to see if the activity matches the opinions and attitudes of the posts. They can view an individual's trading history, open positions and portfolio distribution – is their money where their mouth is?

Participants' performance is displayed on a leaderboard for ultimate bragging rights, enabling users to find the best traders based on performance, risk, and consistency². This gives users the power to assess individual traders and the community as a whole not only on what is said, but more crucially on what is done.

This combined and multilayered approach, being able to see individual as well as community-wide activity, improves transparency and generates new and unique metrics – credible sentiment data. The thoughts on Insights and actions in portfolios create a unique opportunity to learn and use community feedback loops to improve everyone's profits. Markets move in more than one direction, and Aluna makes it possible for users to identify bad as well as good traders, trading concepts and practices.

² Lee, Woonyeol, and Qiang Ma. "Whom to follow on social trading services? A system to support discovering expert traders." In 2015 Tenth International Conference on Digital Information Management (ICDIM), pp. 188-193. IEEE, 2015.

4.3 Automation

Copy-trading is a programmatically tethered trading relationship between a signal provider and one or more followers.

Those wishing to copy-trade begin by browsing trader profiles, whose performance can be easily tracked on the platform's leaderboard, be they the biggest risk takers, the most risk-averse, the most profitable or the least profitable. Having made a selection, copy-traders subscribe to an individual's trades and define the trade amount they wish to allocate to follow a particular signal provider. When signal providers open a position the same position is automatically opened for copy-traders, when signal providers close their position the position will also be closed for copy-traders.

The Aluna Social platform evolves and extends the concept of copy-trading to include *counter-trading*. With traditional copy-trading, followers can only imitate what signal providers are doing. With counter-trading, followers can execute contrary trades to those of the signal provider. Each time the signal provider makes a trade, the counter-trader automatically opens the exact opposite position. This creates a new type of market for honest signal providers and gives the community valuable feedback. Not only can users seek the most profitable trading profiles to follow and copy, but also the least profitable to counter-trade. Users can even spot traders who are on the verge of going on tilt or just taking too much risk.

Finally, programmers and more advanced traders will be able to easily connect algorithmic strategies from custom bots or those designed on third-party sites such as TradingView, with Aluna Social to seamlessly automate trades. In the later stages, on-site strategy creation and backtesting will enable algorithmic traders to easily finetune trading strategies, and present backtest performance to potential copy-traders.

4.4 Prediction Gaming

Our novel prediction gaming mechanisms combine some of the primitives of curation and prediction markets. These games incentivise users to provide accurate and meaningful *market* and *sentiment* data by rewarding the best traders and most accurate predictions, while *minimising noise*. As a consequence of using Smart Contracts, Aluna Social never has custody of users' funds.

When traders are able to risk tokens to back their opinions and predictions, then you can see what they *really* think. This data can be aggregated and analysed over time — enabling users to make more informed trading decisions.

There are three main categories of prediction games: Binary, Social, and Leaderboard. Each gaming mechanism aims to aggregate information and compile it into useful data. It also encourages the Aluna community to share feedback on the current market sentiment in playful ways while building reputation. This provides users with fun ways to have *skin in the game*, through a gamified experience with the possibility of winning rewards for their accurate predictions, while building and tracking their prediction score in a manner that can be monetised.

4.4.1 Binary Outcome Games

Answering questions about price or events can give the community feedback on current market sentiment, and users can gauge if the majority are bullish or bearish and can track over time if the community was correct.

Users participate by voting on the outcome of a binary outcome question by risking tokens in parimutuel³ pools.

The question should always be something for which there is a clear-cut yes or no answer, such as:

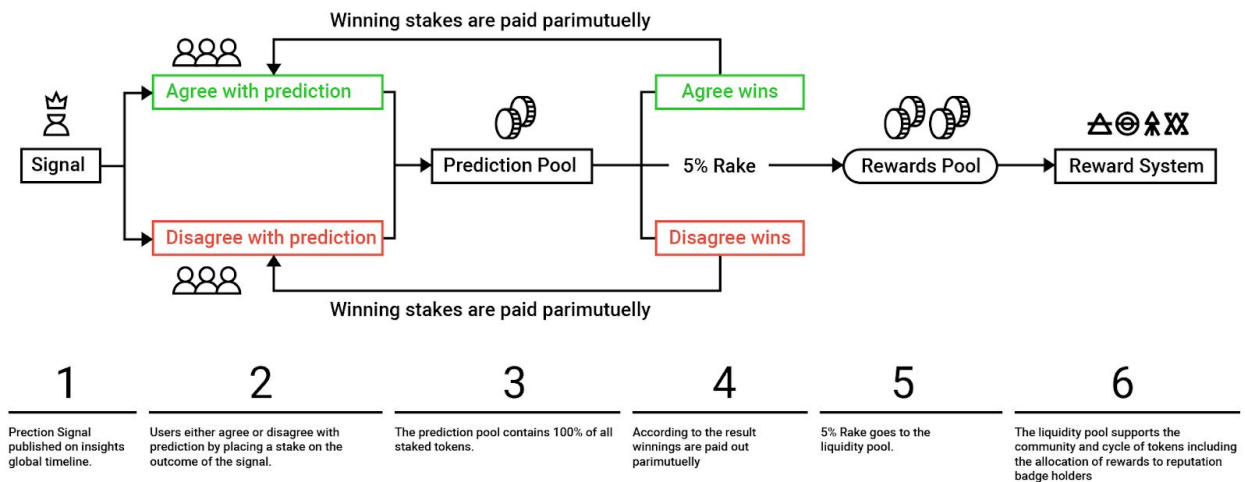
- Will Bitcoin's current daily candle close higher than when it opened?
- Will Ethereum's price fall below \$80 at any point within the next 3 months?
- Will Ethereum's market capitalization surpass that of Bitcoin within the next 12 months?

³ Wikipedia contributors, "Parimutuel betting," Wikipedia, The Free Encyclopedia, https://en.wikipedia.org/w/index.php?title=Parimutuel_betting&oldid=879787197 (accessed October 18, 2018).

4.4.2 Social Trading Games

Social trading prediction games allow users to participate in parimutuel pools without the full commitment of taking the trade. Users do not follow a particular trader but instead risk tokens to predict if individual trades will end up closing in a profit or at a loss, and are rewarded when correct.

Social Staking



4.4.3 Leaderboard Games

Users can wager on the traders they think will top the Leaderboard categories every week or month. This allows users to give feedback on results such as *performance* (overall percentage gain), *risk* (drawdown, risk-to-reward ratio) and *consistency* (percentage of profitable days over the period).

Displaying the winners and losers, including the most and least wagered profiles, will paint a useful picture of the community by using the leaderboard as a filter that sorts through traders' ideas, styles and risk management.

5. TOKENOMICS

5.1 Burning

A portion of revenue from the Aluna Social platform will be used to buy back ALN from the market on a monthly basis, which are then burned. Repurchases will be made at then-prevailing market rates. ALN tokens used to pay for services may also be burned. This reduces the total supply of ALN tokens over time.

5.2 Token Utility

ALN is the utility token at the heart of the Aluna ecosystem. Token holders will experience benefits across the entire platform and are expected to obtain benefits from future projects, products, and services, whether or not detailed within this whitepaper.

5.2.1 Rewards Pool

The Rewards Pool will be funded with 5% of the total supply of ALN tokens.

The purpose of the pool is to reward users who create value for the network, such as active users, top-performing traders, and winners of our trading competitions.

When users spend ALN tokens on the platform, a portion of tokens will be added to the Rewards Pool. As the platform evolves, new features will be added with the goal of utilising the Rewards Pool more efficiently and in a self-sustaining manner.

5.2.2 Payments

Tokens can be spent on the platform, providing immediate benefit to active users through discounted or free access to premium features.

Aluna Social's monthly subscription fees start at US\$19.90 for the PRO plan, and we pledge to receive payments in ALN for a minimum of US\$0.10/ALN (or at the then-prevailing market rate, whichever is higher), for a period of 3 years.

When paying in ALN tokens, users get up to 50% discount on monthly subscription fees. This discount will be reduced to 10% after 1 year.

5.2.3 Staking Benefits

Staking provides users with benefits for holding tokens, such as free subscriptions, discounted fees, and bonus rewards. This brings tokens temporarily out of circulation, creating an artificial decrease in supply.

When users hold ALN tokens, they receive benefits such as:

Benefits	No. of ALN held by user (for at least 30 days)		
	1,000 ALN	5,000 ALN	50,000 ALN
Free Subscription	No	Yes	Yes
Gaming Fee Reduction	10%	20%	50%
Rewards Pool Bonus	5%	10%	20%
Airdrop Bonus	5%	10%	20%

6. ROADMAP

● 2018 H2

Design & Development

● 2019 H1

Platform Alpha Release
Integration with 4 Exchanges
Bitfinex, Binance, Bittrex, Poloniex
Token Website Release
Whitepaper Release

● 2019 H2

Platform Beta Release
Platform Improvements
Telegram Bot
Affiliate System
MetaMask Integration
ALN Token Development

● 2020 H1

Platform Improvements
Integration with More Exchanges
Copy-trading and Counter-trading
Leaderboard
Automation via TradingView
Custom Charts
Token Bounty Campaign
Private Token Sale

○ 2020 H2

Platform Public Release
Platform Improvements

Integration with More Exchanges
Trading Competitions
Subscription Payments
News Feed
Telegram Trading

Token Implementations
Rewards Pool
Web3 Prediction Games
Public Token Sale

○ 2021

Platform Improvements
Integration with More Exchanges
Sentiment Data
Market Analysis Tools
Portfolio Management Tools
Advanced Order Types
Token Implementations
Staking Benefits
Buy & Burn
Web3 Prediction Games

○ 2022

Platform Improvements
P2P Marketplace
Strategy Backtester
Natural Language Processing (NLP) Chat
Bots
Utility Token Research & Development
New Utility Functions
Copy/counter Trading Insurance
Decentralising Infrastructure
Open-source UI
Open-source Exchange API Gateway

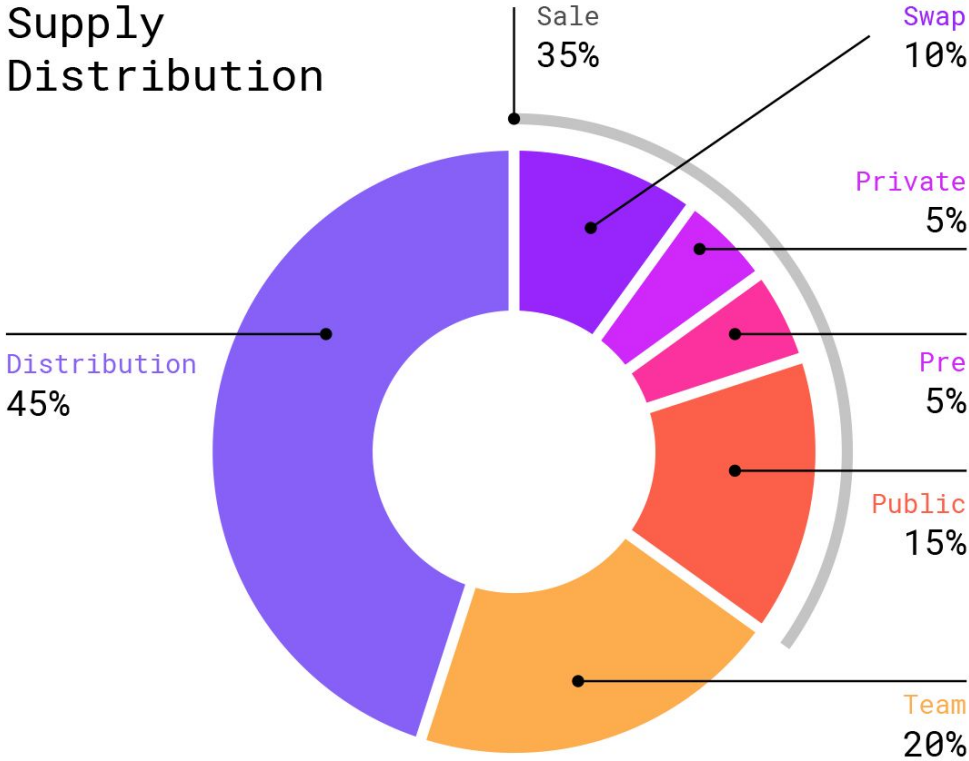
7. ALUNA TOKEN (ALN)

The ALN token is a standard ERC-20 token secured by the Ethereum blockchain. 100,000,000 ALN tokens will be minted at the Token Generation Event, after which *no new tokens will be created*. This is a one-time event, and occurred in Q1 2020.

The following details may be subject to change.

7.1 Token Allocation

The token allocation is as follows:



7.2 Distribution

45,000,000 ALN is allocated for Distribution, divided as follows:

- Rewards Pool⁴ (5%)
- Marketing (40%)

The Distribution tokens will be used for marketing, user acquisition, and to incentivise the community by rewarding participants who add value to the network.

Tokens will be distributed over 3 years, according to the following schedule:

Period	No. of ALN Distributed
Year 1	10,000,000 ALN
Year 2	15,000,000 ALN
Year 3	20,000,000 ALN

Distribution activities include, but are not limited to:

- Airdrops
- Bounty campaigns
- Bug bounties
- Coin swaps
- Partnerships
- Trading competition prizes
- Reserves for Rewards Pool

⁴ Refer to section 5.2.1 Rewards Pool for more information.

7.3 Token Sale

7.3.1 Seed Round

Early adopters can participate in the Seed Round by swapping out their EQT coins.

10,000,000 ALN is allocated to the Seed Round, which is fully distributed to participants in proportion to the number of EQT sent of the total.

7.3.2 Sale Rounds

25,000,000 ALN is allocated for the Token Sale. This is divided into 3 phases and held in 2020, detailed in the table below:

No.	Phase	Supply	Tokens	Price	Raise (US\$)	Lockup
I	Private Sale	5%	5,000,000 ALN	\$0.05	\$250,000	18 months
II	Pre Sale	5%	5,000,000 ALN	\$0.075	\$375,000	12 months
III	Public Sale	15%	15,000,000 ALN	\$0.10	\$1,500,000	None
				Total	US\$2,125,000	

7.4 Team Token Vesting Plan

20,000,000 ALN is allocated to the Team and vested over 2 years as shown in the table below.

Lockup	None	1 year	2 years
Tokens	None	5,000,000 ALN	15,000,000 ALN

7.5 Funds Usage

Funds raised from the first phase will be used to develop the Aluna Social platform as laid out in the roadmap⁵.

A portion of the budget will be allocated for branding and marketing to ensure that we reach active traders and trading communities and attract them to the platform.

Remaining funds raised will be used to maintain and upgrade the Aluna Social platform, expedite the roadmap and grow the team, expand our offering and extend to new markets. This also enables us to invest more resources in R&D to decentralise our platform infrastructure, and find new ways to enable traders using the latest advancements in technology and the cryptocurrency space.

⁵ Refer to section 6. Roadmap for more information.

8. TEAM



Alvin Lee

Co-founder

Alvin has been trading cryptocurrencies since 2013 and is a key opinion leader in the community. With a BBA from the National University of Singapore and MA in Digital Media Communications, he leverages years of engagement with crypto enthusiasts to deliver a product made for crypto traders, by crypto traders.

→ [linkedin.com/in/alvinleehe](https://www.linkedin.com/in/alvinleehe)



Henrique Matias

Co-founder

Henrique is an algorithmic trader actively involved in the cryptocurrency markets since 2014. Programming since dial-up and having worked with a myriad of technical teams, his experience enables him to gel together a diverse team of talents to deliver the ultimate trading experience.

→ [linkedin.com/in/henriquematias](https://www.linkedin.com/in/henriquematias)



Anderson Arboleya

CTO

Self-taught full stack developer with over 15 years of experience architecting high-performance applications and making code flow with the rhythm.

→ [linkedin.com/in/andersonarboleya](https://www.linkedin.com/in/andersonarboleya)



Filipe Dias

Full Stack Developer

Full stack developer with more than a decade under his belt, previously a teacher who helped many other developers improve their skills.

→ [linkedin.com/in/nosleepfilipe](https://www.linkedin.com/in/nosleepfilipe)



Bernardo Bonanca

Frontend Engineer

Frontend engineer with a keen eye for beautiful and intuitive design, and a knack for developing pixel-perfect components.

→ [linkedin.com/in/bernardobonanca/](https://www.linkedin.com/in/bernardobonanca/)



Alex Beltechi

Product Designer

UI & UX specialist with over 10 years of experience working with award-winning and designer brands, transforming ideas into state-of-the-art digital experiences.

→ [linkedin.com/in/beltechi](https://www.linkedin.com/in/beltechi)