



Trade without trading!



BUSINESS WHITEPAPER

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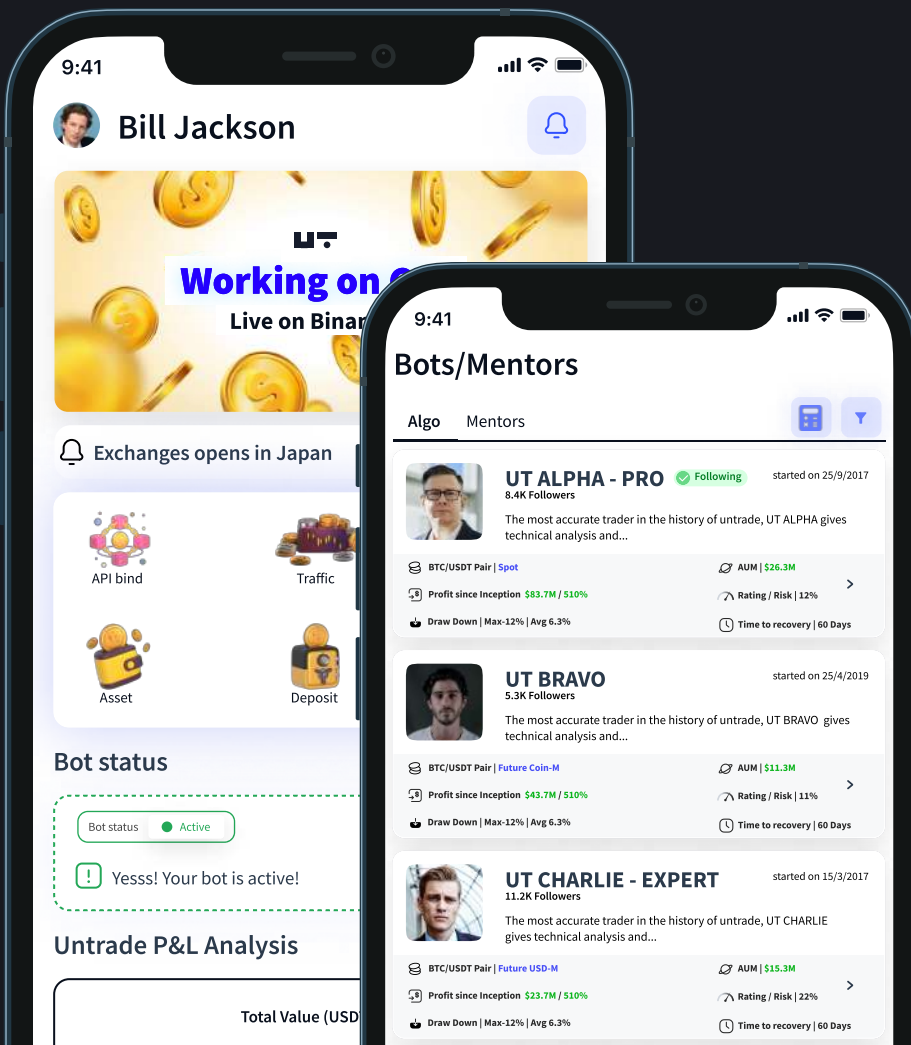


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Executive Summary



UnTrade:

Revolutionizing The Trading Landscape

In Today's Rapidly Evolving Digital Age, The World Of Trading Has Seen Significant Transformations. With The Rise Of Cryptocurrencies And Algorithmic Trading, The Barriers Between Professional Traders And Entry Level Traders Have Been Blurred. However, The Complexities Of The Trading World Can Still Be Daunting For Many. Enter UnTrade, A Groundbreaking Platform Designed To Democratize Access To Advanced Trading Strategies And Bridge The Gap Between Professional Trading Tools And The General Public.

At Its Core, UnTrade Is More Than Just A Trading Platform. It's A Holistic "Platform As A Service" That Offers A Space For Both Traders And Investors. For Traders, It Provides An Avenue To Design, Test, And Showcase Their Trading Strategies Without The Need For Intricate Coding. For Investors, It Offers A Curated Selection Of Vetted, High-Performing Algorithmic Strategies To Diversify Their Portfolios.

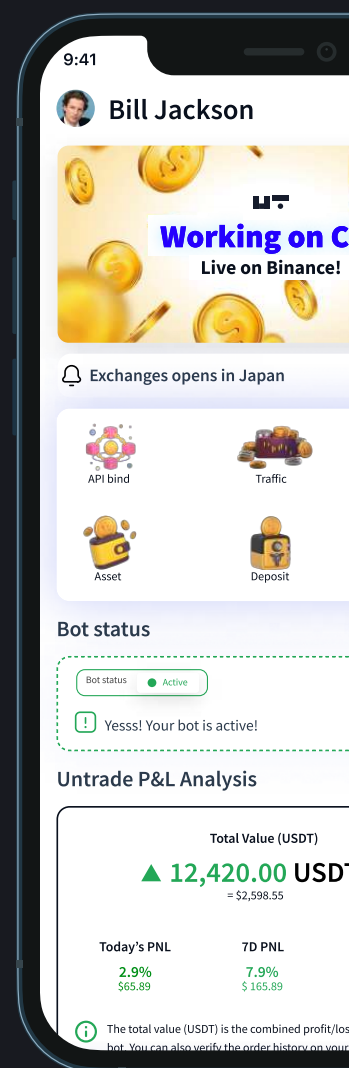
Executive Summary

One Of The Standout Features Of UnTrade Is Its Emphasis On Community And Collaboration. By Fostering A Space Where Traders Can Share Their Expertise And Investors Can Capitalize On It, UnTrade Ensures A Win-Win Scenario For All Parties Involved. This Collaborative Approach Is Further Enhanced By The Platform's Tokenomics, Where The UnTrade Token Plays A Pivotal Role In Incentivizing And Rewarding Its Community.

But UnTrade Doesn't Stop There. Recognizing The Challenges And Gaps In The Current Trading Landscape, The Platform Introduces Innovative Solutions Backed By Cutting-Edge Technology. From AI-Driven Strategies To Seamless Cross-Platform Integrations, UnTrade Is Poised To Be A Game-Changer In The Trading Domain.

Furthermore, The Platform's Strategic Roadmap Showcases A Clear Vision For The Future. With Plans For Continuous Innovation, Global Outreach, And Community-Building Initiatives, UnTrade Is Not Just Setting The Stage But Leading The Way In Redefining The Trading Experience.

In Conclusion, UnTrade Represents The Future Of Trading—A Future Where Advanced Trading Tools Are Accessible To All, Where Collaboration Trumps Competition, And Where Every User, Be It A Novice Trader Or A Seasoned Investor, Can Thrive And Prosper.



Overview of UnTrade



UnTrade:

Pioneering The Future Of Trading With A Platform-As-A-Service Approach

In The Vast Landscape Of Digital Trading, Where Countless Platforms Vie For Attention, UnTrade Emerges As A Beacon Of Innovation And Accessibility. Designed With The Modern Trader And Investor In Mind, UnTrade Is Not Just Another Trading Platform; It's A Comprehensive Ecosystem That Reimagines The Way Trading Strategies Are Created, Shared, And Capitalized Upon.

Platform-As-A-Service (PaaS) Model:

At The Heart Of UnTrade's Offering Is Its Unique PaaS Model. This Approach Allows Traders And Quant Traders To Build, Test, And Deploy Their Trading Algorithms On The Platform, Eliminating The Need For Complex Infrastructure Setups. By Providing The Necessary Tools And Resources, UnTrade Ensures That Even Those Without A Deep Technical Background Can Bring Their Trading Strategies To Life.

Overview of UnTrade

For Investors, This PaaS Model Offers Unparalleled Access To A Diverse Range Of Trading Strategies. They Can Explore, Evaluate, And Invest In Strategies With Ease, Benefiting From The Collective Expertise Of The UnTrade Community. Moreover, The Platform's Infrastructure Ensures That Investors Receive Real-Time Data, Performance Metrics, And Insights, Allowing Them To Make Informed Decisions And Optimize Their Portfolios. This Seamless Integration Of Traders And Investors Under One Roof Exemplifies UnTrade's Commitment To Creating A Holistic Trading Ecosystem.

Diverse Trading Strategies:

UnTrade Is Home To A Plethora Of Trading Strategies, Ranging From Traditional Stock And Forex Trading Algorithms To Cutting-Edge Crypto Trading Bots. This Diversity Ensures That Investors Of All Risk Appetites And Preferences Can Find Strategies That Align With Their Goals.

User-Centric Design:

Understanding The Varied Needs Of Its User Base, UnTrade Boasts An Intuitive And User-Friendly Interface. Whether You're A Seasoned Trader Looking To Deploy A New Strategy Or An Investor Seeking To Diversify Your Portfolio, The Platform's Design Ensures A Seamless And Efficient Experience.

Transparency And Trust:

In A Domain Where Trust Is Paramount, UnTrade Places A Strong Emphasis On Transparency. Every Trading Strategy On The Platform Undergoes Rigorous Vetting, And Performance Metrics Are Displayed Openly. This Transparency Ensures That Investors Can Make Informed Decisions And Trust In The Strategies They Choose To Follow.

Overview of UnTrade

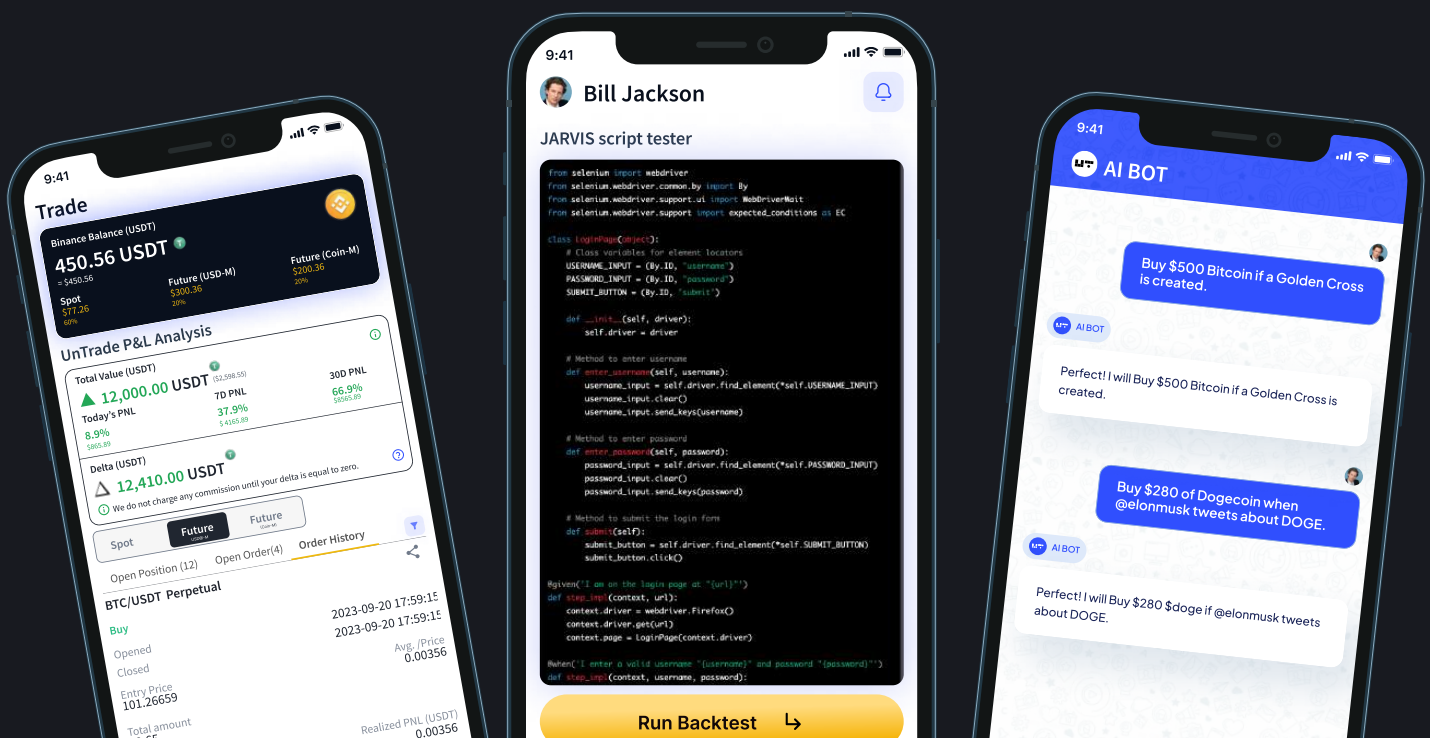
Collaborative Ecosystem:

Beyond Its Trading Functionalities, UnTrade Fosters A Vibrant Community Of Traders, Quant Traders, And Investors. Through Forums, Webinars, And Collaborative Tools, Users Can Share Insights, Seek Advice, And Collaborate On Refining Trading Strategies.

Adaptable And Scalable:

In A Rapidly Changing Trading Environment, Adaptability Is Key. UnTrade Is Built On A Robust Technological Foundation That Allows For Quick Adaptations To Market Changes, Ensuring That The Platform Remains At The Forefront Of Trading Innovations.

In Essence, UnTrade Is More Than A Platform; It's A Movement. A Movement That Seeks To Democratize Access To Advanced Trading Tools, Foster Collaboration Among Trading Enthusiasts, And Provide A Transparent And Trustworthy Environment For Investors To Grow Their Wealth.



History of UnTrade

From Personal Necessity To Global Solution

“ UnTrade's Inception Stems From Necessity Being The Mother Of Invention. Its Roots Lie In Founders' Personal Experiences That Revealed Gaps In Trading Systems. ”



The Inception Of UnTrade Is A Testament To The Age-Old Adage: "Necessity Is The Mother Of Invention." The Platform's Roots Trace Back To A Personal Need, A Gap In The Trading Landscape That The Founders Themselves Experienced Firsthand.

In Their Quest For Financial Growth, The Founders Sought The Expertise Of Portfolio Managers To Oversee And Optimize Their Investments. The Idea Was Simple: To Leverage The Knowledge Of Experts While Retaining Control Over Their Funds. However, As They Delved Deeper Into The Trading World, A Glaring Issue Became Evident. There Was A Distinct Lack Of A Robust System That Could Seamlessly Integrate The Expertise Of Portfolio Managers With The Autonomy And Control Desired By Individual Investors.

History of UnTrade

This Realization Sparked The Idea For UnTrade. Instead Of Waiting For A Solution To Emerge, The Founders Decided To Create One. They Envisioned A Platform Where Investors Could Have The Best Of Both Worlds: The Insights And Strategies Of Seasoned Traders, Coupled With The Freedom To Manage Their Own Funds.

The Journey Wasn't Without Its Challenges. Building A Platform That Could Cater To Both Novice And Experienced Traders, Ensuring Transparency, And Integrating Advanced Trading Tools Required Meticulous Planning And Execution. But With Unwavering Determination And A Clear Vision, UnTrade Was Born.

Today, UnTrade Stands As A Beacon For Investors And Traders Alike, Offering A Unique Solution To A Problem Once Faced By Its Founders. It's A Platform That Embodies The Spirit Of Innovation, Born Out Of Personal Necessity And Shaped By The Collective Experiences And Feedback Of Its Growing Community.

In Essence, The History Of UnTrade Is A Reflection Of Its Commitment To Addressing Real-World Challenges, Continuously Evolving, And Setting New Benchmarks In The Trading Domain.



Vision of UnTrade



Empowering Every Investor: A Future Where Trading Knows No Bounds

In A World Where Financial Markets Are In Constant Flux, The Ability To Navigate, Adapt, And Thrive Is Paramount. At UnTrade, Our Vision Is Rooted In The Belief That Every Individual, Regardless Of Their Background Or Expertise, Should Have The Tools And Opportunities To Succeed In The Trading Realm.

Democratizing Advanced Trading:

We Envision A Future Where Advanced Trading Strategies Are Not Confined To The Elite Or The Technically Adept. By Providing A Platform-As-A-Service Model, We Aim To Democratize Access To Cutting-Edge Trading Tools, Ensuring That Everyone—From The Novice Investor To The Seasoned Trader—Can Harness The Power Of Algorithmic Trading.

Bridging Knowledge Gaps:

The Trading Landscape Is Vast And Can Often Be Intimidating. Our Vision Is To Bridge The Knowledge Gaps, Fostering A Community Where Learning And Collaboration Are At The Forefront. UnTrade Emphasizes Providing Educational Content Through Various Means Like Blogs, Webinars, And Video Content That Explain The Intricacies Of Algorithmic Trading, Its Advantages, User Testimonials, And Tutorials On How To Make The Best Use Of UnTrade.

Vision of UnTrade

Prioritizing Transparency And Trust:

In An Industry Where Trust Is Paramount, We Envision A Platform That Stands As A Beacon Of Transparency. From Vetting Trading Strategies To Providing Real-Time Performance Metrics, Our Goal Is To Ensure That Every Decision Made On UnTrade Is Informed, Confident, And Backed By Data.

Global Reach With Local Insights:

While Our Aspirations Are Global, We Recognize The Importance Of Local Insights. We Aim To Create A Platform That Resonates With Diverse Markets, Understanding Their Unique Challenges And Opportunities. By Integrating Global Best Practices With Local Nuances, We Strive To Make UnTrade A Universally Trusted Trading Partner.

Continuous Innovation:

The World Of Trading Is Ever-Evolving, And So Is Our Vision. We Are Committed To Continuous Innovation, Ensuring That UnTrade Remains At The Cutting Edge Of Trading Technology. Whether It's Integrating AI-Driven Tools, Enhancing User Experience, Or Exploring New Financial Frontiers, Our Eyes Are Firmly Set On The Future.

In Essence, The Vision Of UnTrade Is To Reshape The Trading Landscape, Making It More Accessible, Transparent, And Collaborative. We Believe In A Future Where Everyone Has The Opportunity To Grow Their Wealth, Where Trading Is Not Just A Privilege But A Right, And Where The Boundaries Of What's Possible Are Constantly Being Redefined.



Mission of UnTrade

Empowering Everyone: Elevating The Trading Experience For All

At The Heart Of UnTrade Lies A Mission That Is Both Profound And Transformative. We Are Not Just Building A Platform; We Are Crafting An Experience, An Ethos, And A Movement That Seeks To Redefine The Trading Paradigm.

“ Our Mission Is Making Advanced Trading Accessible To All, Regardless Of Experience Or Money. We Believe Everyone Deserves Opportunities To Navigate Markets Confidently With The Proper Tools. ”



1. Accessibility For All:

Our Primary Mission Is To Make Advanced Trading Tools And Strategies Accessible To Everyone, Irrespective Of Their Background Or Financial Prowess. We Believe That Each Individual Should Have The Tools And Opportunities To Navigate The Financial Markets Confidently.

2. Cultivating A Collaborative Ecosystem:

We Strive To Foster A Community Where Collaboration And Knowledge-Sharing Are Celebrated. By Creating A Space Where Traders, Quant Traders, And Investors Can Connect, Share Insights, And Learn From One Another, We Aim To Elevate The Collective Trading Acumen Of Our Community.

Mission of UnTrade

3. Championing Transparency:

In A Domain Often Clouded By Ambiguity, Our Mission Is To Shine A Light On Transparency. We Are Committed To Providing Clear, Accurate, And Real-Time Data To Our Users, Ensuring That Every Decision Made On UnTrade Is Informed And Trustworthy.

4. Continuous Education:

We Recognize That The World Of Trading Is Dynamic And Ever-Evolving. As Such, Our Mission Extends To Providing Continuous Education And Resources To Our Users, Ensuring They Stay Abreast Of Market Trends, Technological Advancements, And Best Practices.

5. Innovating For The Future:

Resting On Our Laurels Is Not In Our DNA. We Are On A Relentless Quest To Innovate, Refine, And Enhance Our Platform. By Integrating The Latest Technologies And Listening To The Feedback Of Our Community, Our Mission Is To Ensure That UnTrade Remains At The Forefront Of The Trading Revolution.

6. Empowering Financial Independence:

Above All, Our Mission Is To Empower Traders/Investors To Take Control Of Their Financial Destinies. We Believe That With The Right Tools, Knowledge, And Community, Every UnTrade User Can Chart Their Path To Financial Independence And Success.

In Essence, The Mission Of UnTrade Is Not Just About Creating A Platform But About Crafting A Legacy—A Legacy Where Trading Is Democratized, Where Knowledge Is Power, And Where Each Individual, Regardless Of Their Starting Point, Has The Opportunity To Thrive.



Purpose of the UnTrade Whitepaper



A Comprehensive Guide To UnTrade's Vision, Value, And Viability

The World Of Digital Trading, While Brimming With Potential, Can Often Be Labyrinthine And Opaque. With Myriad Platforms, Tokens, And Strategies Vying For Attention, It Becomes Imperative For Projects To Articulate Their Value Proposition Clearly, Transparently, And Comprehensively. This Is Where The UnTrade Whitepaper Comes Into Play.

1. Clarity And Transparency:

At Its Core, This Whitepaper Serves As A Beacon Of Clarity. It Aims To Demystify The Intricacies Of UnTrade, Offering Readers A Clear And Unambiguous Understanding Of What The Platform Is, What It Seeks To Achieve, And How It Plans To Do So. Every Aspect, From The Platform's Technological Underpinnings To Its Tokenomics, Is Elucidated In Detail, Ensuring Complete Transparency.

Purpose of the UnTrade Whitepaper

2. Educating The Community:

Education Is A Cornerstone Of Our Ethos At UnTrade. Through This Whitepaper, We Aim To Educate Potential Users, Investors, And Enthusiasts About The Platform's Features, Benefits, And Unique Selling Points. By Providing A Deep Dive Into UnTrade's Offerings, We Hope To Empower Our Community With The Knowledge They Need To Navigate The Platform Confidently.



“ The Whitepaper Comprehensively Guides Readers On UnTrade's Vision To Demystify Algorithmic Trading Through Transparency On Its Features, Education Of The Community, And Articulation Of Building Trust And An Inviting Traders And Investors To Join Its Movement. ”

3. Building Trust:

In The Digital Trading Realm, Trust Is Paramount. This Whitepaper Serves As A Testament To UnTrade's Commitment To Integrity, Transparency, And User-Centricity. By Laying Out Our Vision, Mission, And Roadmap In Detail, We Aim To Foster Trust And Confidence Among Our Stakeholders.

4. Articulating The Vision:

While The Platform's Features And Functionalities Are Crucial, The Overarching Vision Behind UnTrade Is What Truly Sets It Apart. This Whitepaper Delves Deep Into The Platform's Long-Term Aspirations, Providing Readers With A Glimpse Into The Future We're Striving To Create.

Purpose of the UnTrade Whitepaper

5. Inviting Collaboration:

UnTrade Is Not Just A Platform; It's A Movement. Through This Whitepaper, We Extend An Invitation To Traders, Quant Traders, Investors, And Enthusiasts To Join Us On This Journey. Whether It's By Contributing To The Platform's Development, Investing In Its Future, Or Simply Being A Part Of The Community, This Document Serves As A Call To Action.

6. Setting The Benchmark:

Lastly, This Whitepaper Sets The Benchmark For What Users And Stakeholders Can Expect From UnTrade. It Outlines Our Promises, Commitments, And Standards, Ensuring That We Remain Accountable To Our Community.

In Essence, The Purpose Of The UnTrade Whitepaper Is Multifaceted. It's An Informative Guide, A Trust-Building Tool, An Educational Resource, And A Call To Collaboration. Through This Document, We Hope To Provide A Holistic Understanding Of UnTrade, Setting The Stage For A Brighter, More Inclusive Trading Future.



Market Need Description for UnTrade



Empowering Traders:

By Equipping Them With Tools To Create Their Own Strategies And Analytics, We're Nurturing A Community Where Traders Can Showcase Their Trade Analytics. This Not Only In Today's Hyper-Competitive Financial Landscape, Algorithmic Trading Has Emerged As An Essential Tool For Gaining An Edge. However, Despite Its Immense Potential, Algo Trading Remains Largely Elusive To A Vast Majority. This Is Where UnTrade Intervenes, Aiming To Democratize Access To Sophisticated Trading Strategies.

Market Need Description for UnTrade

Existing Problems & UnTrade's Solutions: Traditional Financial Markets And Tools Are Predominantly Designed For Institutions, Often Sidelining Retail Traders And Smaller Businesses. Many Traders, Eager To Harness The Benefits Of Algorithmic Strategies, Find Themselves Overwhelmed By The Complexities Of Coding And The Daunting Barrier To Entry. Simultaneously, There's A Proliferation Of Trading Tools And Platforms That Either Offer Too Little Functionality Or Come With A Steep Learning Curve. UnTrade Addresses These Challenges By:

- **Making Algo Trading Accessible:** With Pre-Built Strategies, We're Erasing The Need For Time-Consuming Searches And The Risks Associated With Unvetted Strategies. This Also Allows Those Unfamiliar With Trading's Intricate Details To Benefit From Expertly Crafted Tactics.
- **A User-Centric Approach:** Instead Of Adhering To A One-Size-Fits-All Model, UnTrade's Customizable Trading Parameters Ensure That Trades Are Tailored To User's Preferences. Even Those Without An In-Depth Trading Background Can Guide How Their Bot Operates.
- **Empowering Traders:** By Equipping Them With Tools To Create Their Own Strategies And Analytics, We're Nurturing A Community Where Traders Can Showcase Their Trade Analytics. These Analytics Provide Investors With Clear Insights Into Each Trader's Performance, Guiding Informed Investment Decisions. Investors Can Strategically Allocate Their Capital, While Sharing A Predetermined Percentage Of Commissions With Traders On Profitable Trades.

Market Need Description for UnTrade

- To Facilitate The Commission Process, Investors Are Required To Maintain A Deposit (Either In UnTrade Token Or USDT) In Their In-App Wallet. Commissions, Determined By The Percentage Previously Set By The Trader, Are Automatically Deducted From This Deposit Each Time A Trade Is Closed Profitably, Ensuring A Smooth And Transparent Transaction Process For Both Parties Involved.

This Model Motivates Traders To Showcase Their Analytics On The Platform, Earning Them Commissions And Amplifying Their Earnings With Every Successful Trade.

Beneficiaries At Its Core, UnTrade Is Structured To Cater To Both Traders And Investors. Whether It's A Seasoned Trader Looking To Expand Their Toolkit Or An Investor Aiming To Diversify Their Portfolio With Proven Strategies, UnTrade Serves As The Linchpin.

UnTrade's Distinct Edge While The Current Market Offers Algorithmic Trading Tools, They Often Fall Short In Fostering An Inclusive Community Of Traders And Investors. UnTrade Stands Apart By Acting As A Dynamic Platform. We're Not Just About Algorithms; We're About People – The Traders Who Craft Strategies And The Investors Who Believe In Them.

By Ensuring A Seamless, Transparent, And Mutually Beneficial Relationship Between The Two, UnTrade Is Redefining The Very Contours Of Algorithmic Trading Platforms. We Offer A Win-Win, Where Traders Gain Recognition And Rewards For Their Strategies, And Investors Gain Access To A Diverse, Vetted Arsenal Of Trading Tactics.



Platform Overview of UnTrade

Redefining Trading With Advanced Features And User-Centric Functionalities

The Trading Landscape, While Abundant With Opportunities, Is Fraught With Challenges That Often Deter Traders/Investors From Maximizing Their Potential. UnTrade Emerges As A Solution To These Challenges, Offering A Comprehensive Platform That Caters To Both Traders And Investors. Let's Explore The Platform's Features And Functionalities In Detail:



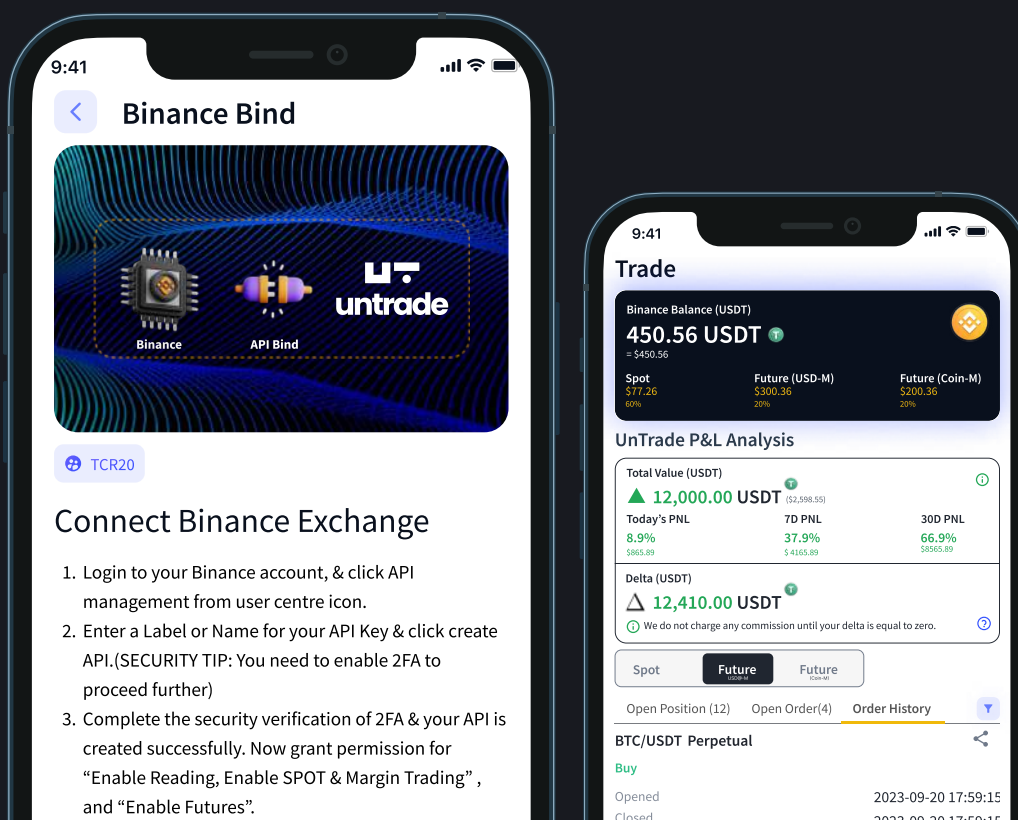
Platform Overview of UnTrade

Features Of UnTrade: Empowering Your Cryptocurrency Trading

- **Save Time & Cost Effective:** There Is 24/7 Nonstop Trading, Monitoring, And Tracking Which You Can't Do Ordinarily. This Saves Your Time And Allows You To Focus More On Other Important Things Without Risking Profit-Making. This Is Very Affordable, In Contrast With The Average Fees Of Using Most Crypto Trading Bots That Are Very Expensive And Do Not Still Offer As Much Value As UnTrade.
- **Automated Trading At Your Fingertips:** UnTrade Offers The Power Of Automation, Enabling You To Effortlessly Execute Cryptocurrency Trades With Precision And Speed. Say Goodbye To Manual Trading And Let UnTrade Handle The Heavy Lifting For You. Powered By State-Of-The-Art Algorithms, UnTrade Analyzes Market Data And Trends To Identify Profitable Trading Opportunities. It Leverages Advanced Technical Indicators And Strategies To Maximize Your Chances Of Success In The Dynamic Cryptocurrency Market.
- **Customizable Trading Strategies (Smart Command Center):** Tailor Your Trading Strategies To Match Your Risk Tolerance And Investment Goals. UnTrade Allows You To Customize Parameters Such As Position Sizing In Fix As Well As In Percentage Of Your Capital Amount, Empowering You To Trade With Confidence And Control. Strategy Automation Through The Smart Command Center On Your UnTrade Application. Our Trading Bot Automatically Sets, Limit Entries/Multiple Entries, Multiple Take Profits, Trailing Stop, Stop Loss, Call Alerts, And Automated Move To Breakeven, And Also Users Can Set Order Size In % Or A Fixed Amount (\$).

Platform Overview of UnTrade

- **Seamless Integration With Major Exchanges:** UnTrade Seamlessly Integrates With Leading Cryptocurrency Exchanges Like CEXs, Allowing You To Trade Across Multiple Platforms Effortlessly. Benefit From The Liquidity And Diverse Trading Options Offered By Reputable Exchanges, All From Within The UnTrade Ecosystem.
- **Risk Management Made Easy:** Let Our Advanced Algorithms And Experienced Traders Handle The Risks While You Focus On Maximizing Profits. With UnTrade, Effortlessly Protect Your Investments With Automatic Stop-Loss Orders, Trailing Stops, And Expert Portfolio Optimization. Experience Peace Of Mind As Your Trading Journey Becomes Safer, Smarter, And More Rewarding. UnTrade Reacts Fast To Counter Crypto Price Volatility, Being Able To Take Profit-Oriented Risk Is The Lifeblood Of Crypto Market Success. UnTrade Trading Bot Allow You To Set Up Parameters Or Orders For Your Trades. It Responds Fast To The Movement And Trajectory Of Prices In The Crypto Market.



Platform Overview of UnTrade

- **Loss Recovery With Delta:** Delta Is A Unique Feature Offered By UnTrade. It Acts As A Mechanism To Recover Losses Incurred During Trades. When A User Experiences A Loss In A Trade Done By UnTrade, The Delta Feature Comes Into Play. The Delta Amount Is Equal To The Loss Incurred, And From That Point Onwards, UnTrade Does Not Charge Any Profit Commission Until The Delta Amount Is Reduced To Zero. This Ensures That The UnTrade Bot Is Responsible And Focuses On Earning Profits Only When The User Is Making Profits, Providing An Added Layer Of Risk Management And Potential For Recovering Losses.
- **Transparent Performance Tracking And Analytics:** UnTrade Believes In Complete Transparency. You Can Access Real-Time Analytics, Performance Reports, And Trade Histories Within The Platform. This Transparency Empowers You To Make Informed Decisions Based On Accurate Data, Track Your Progress, And Assess The Performance Of Your Trading Activities. UnTrade Provides Detailed Performance Tracking And Analytics, Allowing You To Monitor The Success Of Your Trades. Gain Insights Into Your Trading Strategies, Identify Areas For Improvement, And Optimize Your Trading Approach Based On Real-Time Data.
- **Referral Program:** UnTrade Rewards You For Spreading The Word About Our Platform. By Referring New Users Through Your Unique Referral Link Or Invitation Code, You Can Earn Commissions And Bonuses Based On Their Trading Profits. It's An Excellent Opportunity To Generate Additional Income While Expanding Our Community.



Platform Overview of UnTrade

- **Real-Time Market Analysis:** Stay Ahead Of The Curve With UnTrade's Real-Time Market Analysis. Access Up-To-Date Information, Track Market Trends, And Make Informed Trading Decisions Based On Accurate And Timely Data.
- **User-Friendly Interface:** UnTrade Boasts A User-Friendly Interface That Seamlessly Blends Simplicity With Intuitive Design, Ensuring Straightforward Navigation And Accessibility For All Users, From Novices To Seasoned Traders. The Platform Emphasizes Clear Navigation, Providing Easy Access To Various Trading Features And Functionalities. It Also Underscores A Secure And Transparent Trading Environment, Offering Transparent Analytics And Real-Time Performance Tracking To Aid Informed Decision-Making.
- **Dedicated Customer Support:** With UnTrade, You're Never Alone. Benefit From Dedicated Customer Support, Ready To Assist You With Any Queries Or Technical Issues. Our Knowledgeable Team Is Committed To Ensuring Your Trading Journey Is Smooth And Successful.
- **Continuous Development And Updates:** UnTrade Is Committed To Continuous Improvement And Innovation. Expect Regular Updates And New Features As We Strive To Stay At The Forefront Of The Cryptocurrency Trading Industry, Providing You With The Best Trading Experience Possible.

UnTrade Empowers You To Unlock The Full Potential Of Cryptocurrency Trading. Automate Your Trades, Leverage Advanced Algorithms, And Make Informed Decisions With Confidence. Join The UnTrade Revolution And Take Control Of Your Cryptocurrency Portfolio Like Never Before.



Features for the Trader Side of UnTrade

Manual Trading Capabilities:

- Traders Have The Flexibility To Execute Trades Manually, Giving Them Direct Control Over Their Trading Decisions And Allowing Them To Leverage Their Expertise In Real-Time Market Scenarios.

No-Code AI Based Algo Creation:

- A Revolutionary Feature That Empowers Traders To Design And Implement Algorithmic Trading Strategies Without The Need For Intricate Coding. By Just Using Simple Prompts, Traders Can Create These Algorithmic Strategies. This User-Friendly Approach Democratizes Algo Trading, Making It Accessible To Traders Of All Technical Proficiencies.

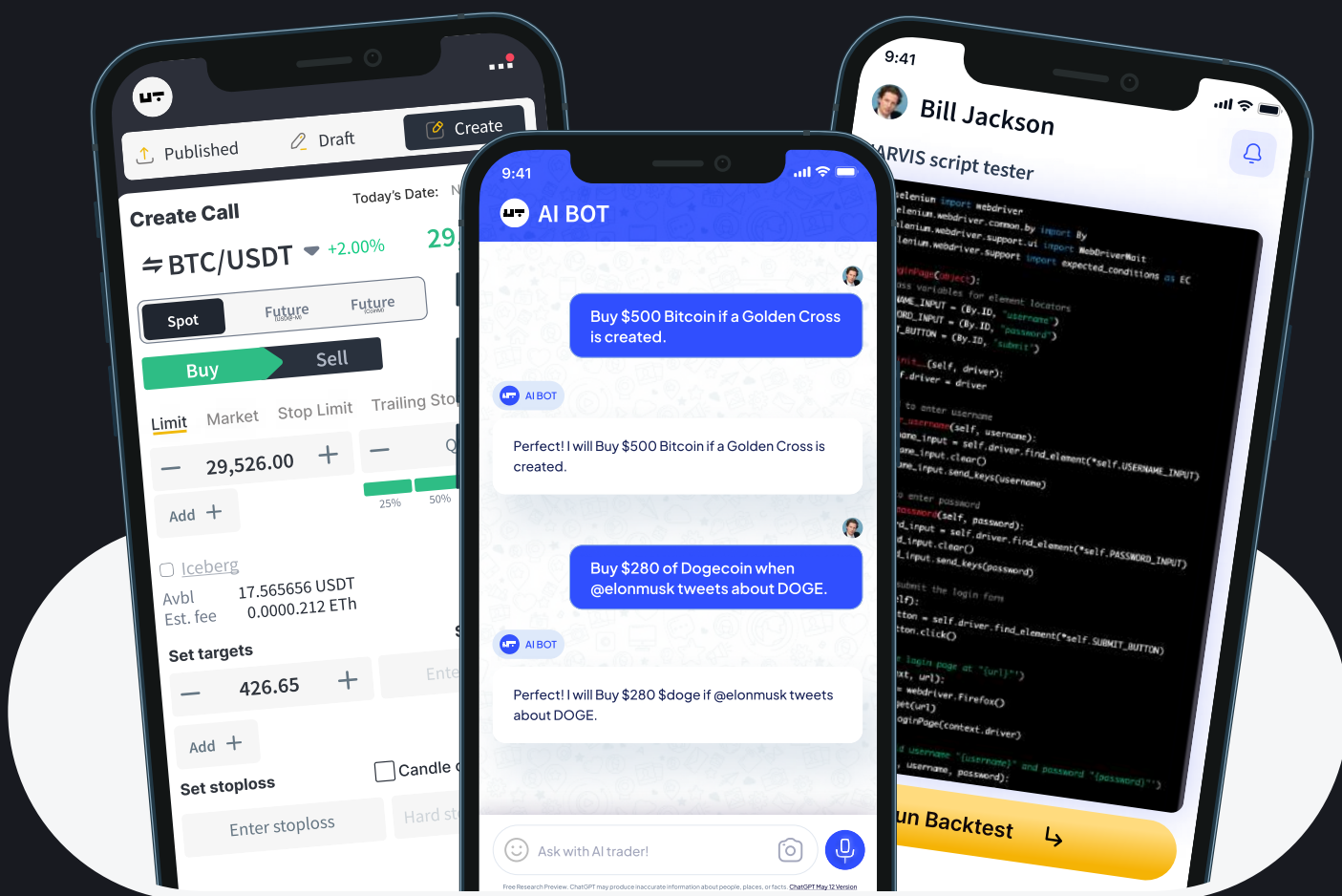
Advanced Backtesting Tools:

- Before Deploying A Strategy In The Live Market, Traders Can Test Its Effectiveness Against Historical Data. This Ensures That The Strategy Is Robust, Viable, And Has The Potential To Be Profitable In Real-World Conditions.

Frontrunning With Personal Exchange API:

- Traders Can Connect Their Exchange API To The UnTrade Platform, Allowing Them To Front Run Their Strategies. This Ensures That They Can Capitalize On Market Opportunities Faster And More Efficiently.

Features for the Trader Side of UnTrade



Performance-Based Listing On Investor Side:

- Traders, Upon Achieving A Specified Performance Metric, Which Could Be Determined By A Maximum Profit And Loss Percentage (PnL%) And Adhering To A Minimum Drawdown, Gain Access To The Investor Side App Of UnTrade. Here, They Can Showcase Their Strategies To Prominent Investors Who, Recognizing The Demonstrated Proficiency In Trading, May Opt To Invest Alongside These Adept Traders. This Not Only Amplifies The Trader's Profits But Also Broadens Their Visibility And Influence Within A Discerning Investment Community. This Mechanism Ensures That Only Traders Who Demonstrate A Balanced Approach Between Risk And Reward, Substantiated By Their PnL% And Minimized Drawdown, Are Highlighted To Potential Investors, Safeguarding Investment And Promoting Prudent Trading Practices.

Features for the Trader Side of UnTrade

Choose Your Own Commissions:

- Traders On UnTrade Are Empowered With The Flexibility To Set Their Own Commission Charges On Profits They Generate, Once They Qualify To Be Listed On The Investor Side Of The App, With A Maximum Cap Set At 30%. This Unique Feature Not Only Provides Traders With Autonomy Over Their Earning Potential But Also Fosters A Competitive Environment Within The Platform, Encouraging Traders To Optimize And Competitively Price Their Commission Rates, Thereby Benefiting The Investors And Maintaining A Balanced And Attractive Commission Structure Across The Platform.

Portfolio Management For Multiple Investors:

- As Traders Gain Prominence And Trust On The Platform, They Have The Opportunity To Manage Portfolios For Multiple Investors. This Multi-Portfolio Management Feature Allows Traders To Diversify Their Strategies And Cater To The Varied Needs Of Different Investors.

Continuous Learning And Strategy Refinement:

- The Platform Provides Feedback Mechanisms And Performance Analytics, Enabling Traders To Continuously Refine Their Strategies, Learn From Past Trades, And Enhance Their Trading Methodologies.

Secure And Seamless API Integration:

- Traders Can Securely Integrate Their Exchange APIs, Ensuring That Their Trading Activities On UnTrade Are Seamlessly Synchronized With Their Exchange Accounts. This Provides A Unified Trading Experience And Ensures That All Trades Are Executed Promptly.

In Essence, The Trader Side Of The UnTrade App Is A Comprehensive Suite Of Tools And Features Designed To Empower Traders. Whether Trading, Designing Algorithms Or Managing Portfolios, UnTrade Provides Tools For Crypto Success.

Unique Selling Propositions (USPs)



Advanced AI-Driven Trading:

- An Avant-Garde Algorithmic Trading Bot Specifically Tailored For Seamless Integration With CEXs, Guaranteeing Users An Edge In Trading Functionalities.

Utmost Fund Security:

- With Funds Securely Housed In The User's CEXs Account, We Ensure Top-Tier Security And Serenity. Our Trade-Only Privileges Affirm That UnTrade Strictly Possesses Permissions To Orchestrate Trades, Retaining Complete Fund Sovereignty For Users.

Unique Selling Propositions (USPs)

Customizable Trading Framework:

- Our User-First Model Grants Investors The Liberty To Customize Trading Parameters. Independent Of Profound Trading Know-How, Users Can Regulate How The Bot Maneuvers, Ensuring Trades Resonate With The User's Risk Appetite.

Intuitive Trader-Centric Application:

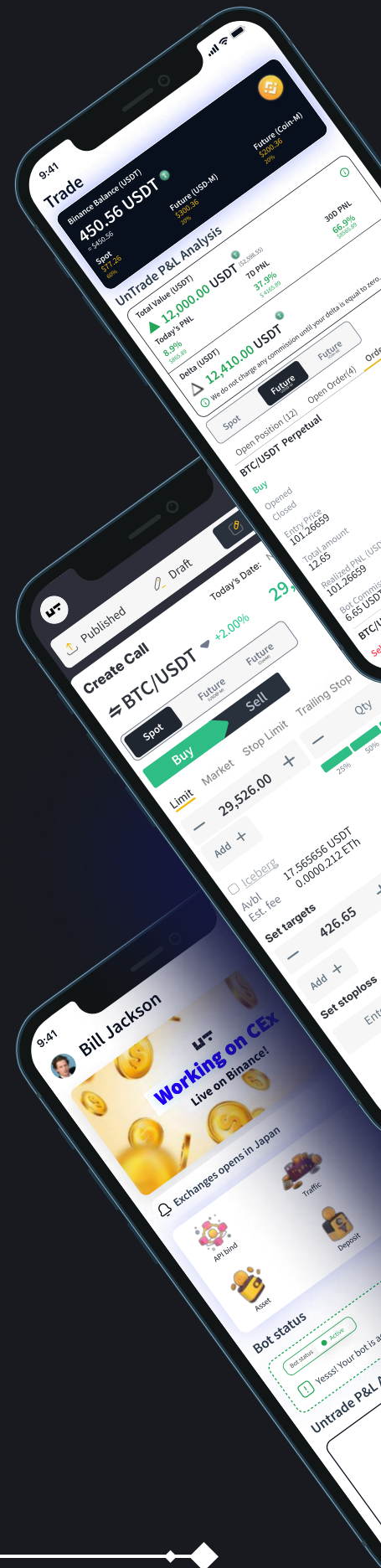
- Our Upcoming App Aims To Demystify Algorithmic Trading. Traders Furnish Their Parameters In Straightforward Language, Allowing The System To Craft A Personalized Algorithm. Tools Like Backtesting And Frontrunning Bolster User Confidence, Promoting Unparalleled Transparency And Trust.

Empowerment For All Traders:

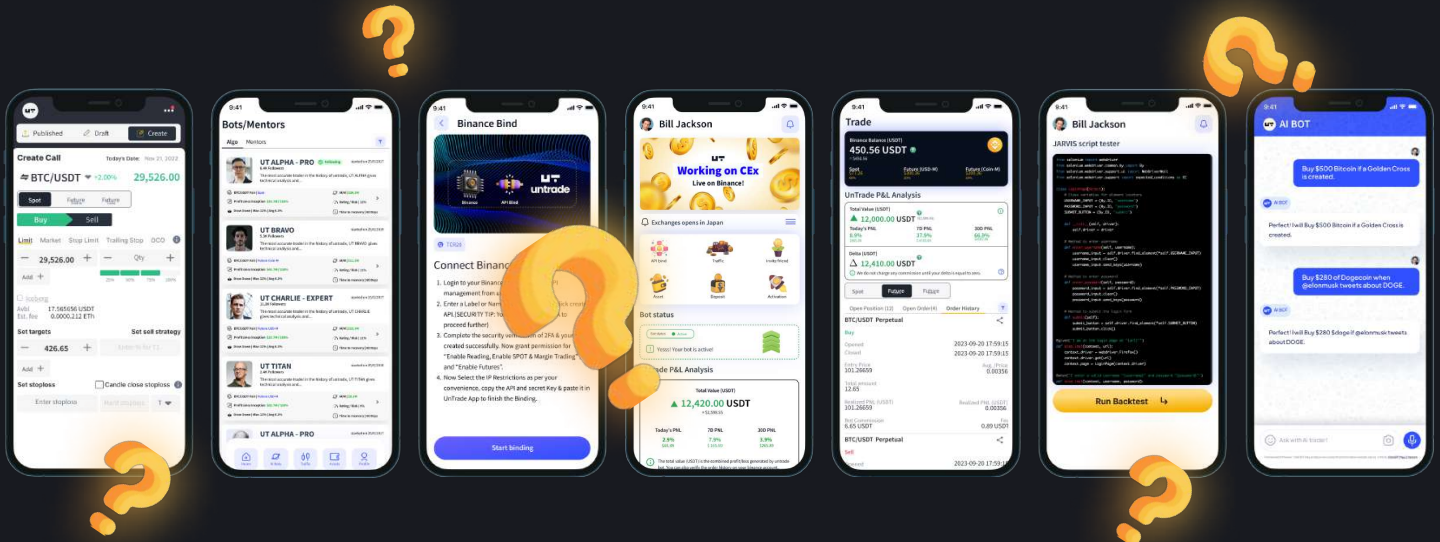
- UnTrade Bridges The Chasm Between Sophisticated Trading Tech And The Average Trader, Democratizing Algorithmic Trading Solutions For All And Sundry.

Streamlined Algo Creation & Testing:

- We Empower Traders To Metamorphose Simple Trading Dictates Into Potent Algorithms. These Can Be Rigorously Backtested And Frontrun, Ensuring Users Always Trade Using Optimized Strategies.



How UnTrade Works



Register & Download:

- Download The User-Friendly App From Google Play Store Or Apple Store And Sign Up For An Account On UnTrade. It's Designed To Be User-Friendly And Accessible For Everyone.

Activation & Commission:

- UnTrade Implements A One-Time Activation Fee Of \$150, Followed By A Profit Commission Applied After A Delta Deduction Of The Same Amount. Profit Commissions Vary, Being Strategy-Specific To Cater To Diverse Trading Approaches And Outcomes. This Structure Ensures A Straightforward And Transparent Fee And Commission System For All Users.

Connect With Exchanges:

- To Start Trading, Connect Your UnTrade App With Your Crypto Exchange Account. This Integration Allows UnTrade To Access The Necessary Data For Automated Trading. Link Your UnTrade App With Your Crypto Exchange Account By Entering Your API Keys Securely.

How UnTrade Works

Capital Control:

- Rest Assured; Your Trading Capital Remains Securely In Your CEXs Account. UnTrade Has Only Trading Permissions Rights To Trade Funds From Your SPOT And Future Wallet, Granting You Full Control Over Your Money.

Trade Size Customization:

- Set Your Trade Sizes According To Your Capital. Choose Between Fixed Or Percentage Amounts To Tailor Your Trading Preferences And UnTrade Adapts To Your Preferences.

Start Earning Profits:

- Now You Can Follow Or Unfollow The Bot As Per Your Choice. Sit Back And Watch Let UnTrade's Automated Trading Algorithms Analyze Market Signals And Execute Trades On Your Behalf, Maximizing Your Potential Profits.

Real-Time Notifications:

- Stay Informed With Real-Time Notifications About Different Trading Scenarios. Whether It's Market Trends, Trade Executions, Or Profit Milestones, UnTrade Keeps You Updated Every Step Of The Way.

Loss Recovery "Delta" Feature:

- UnTrade Offers A Unique Delta Feature To Recover Any Incurred Losses By Its Trades. UnTrade Won't Charge Profit Commission Until Losses Are Fully Recovered.

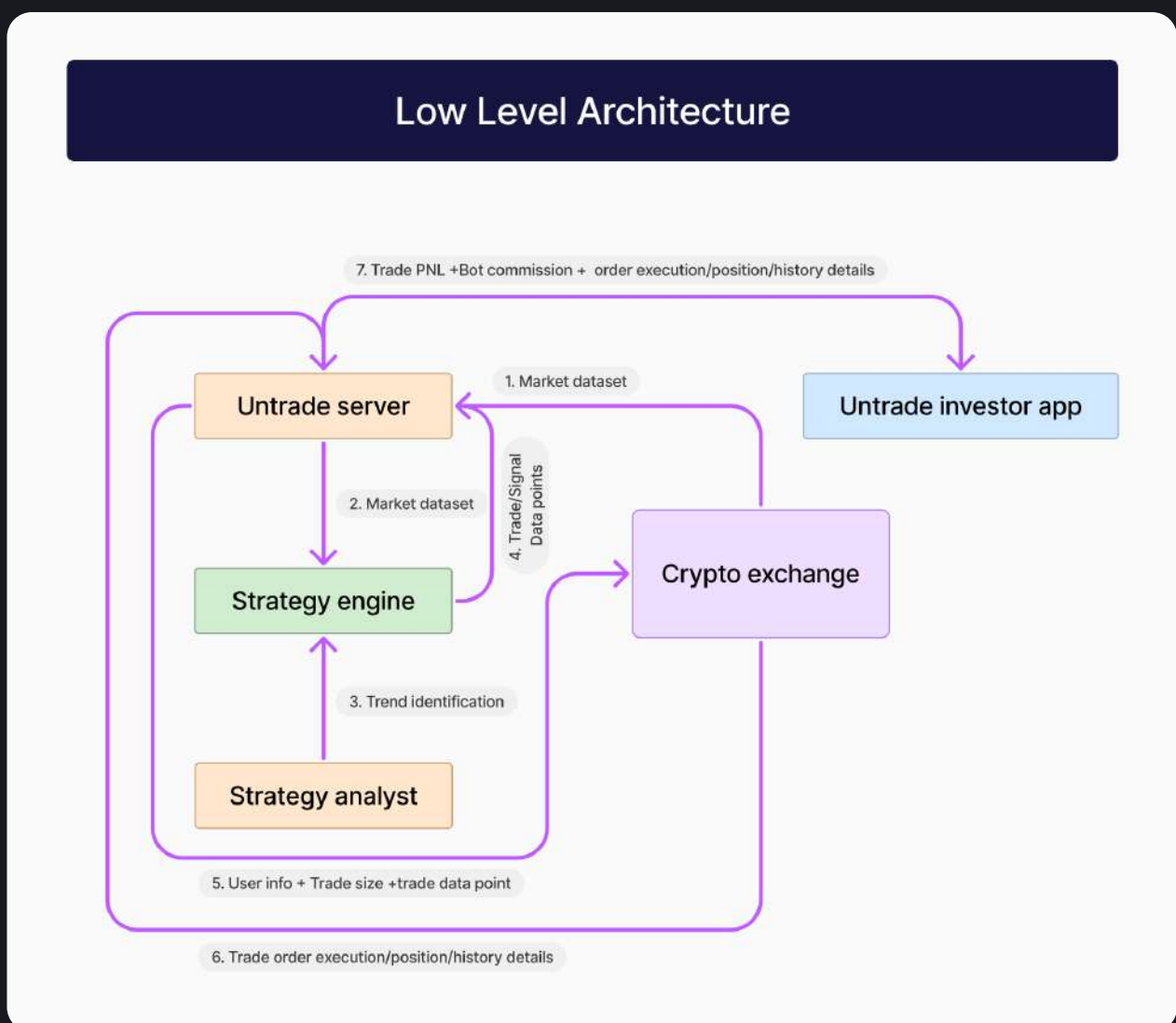
How UnTrade Works

User-Friendly Interface:

- Enjoy A Seamless And Intuitive Trading Experience With UnTrade's User-Friendly App Interface.

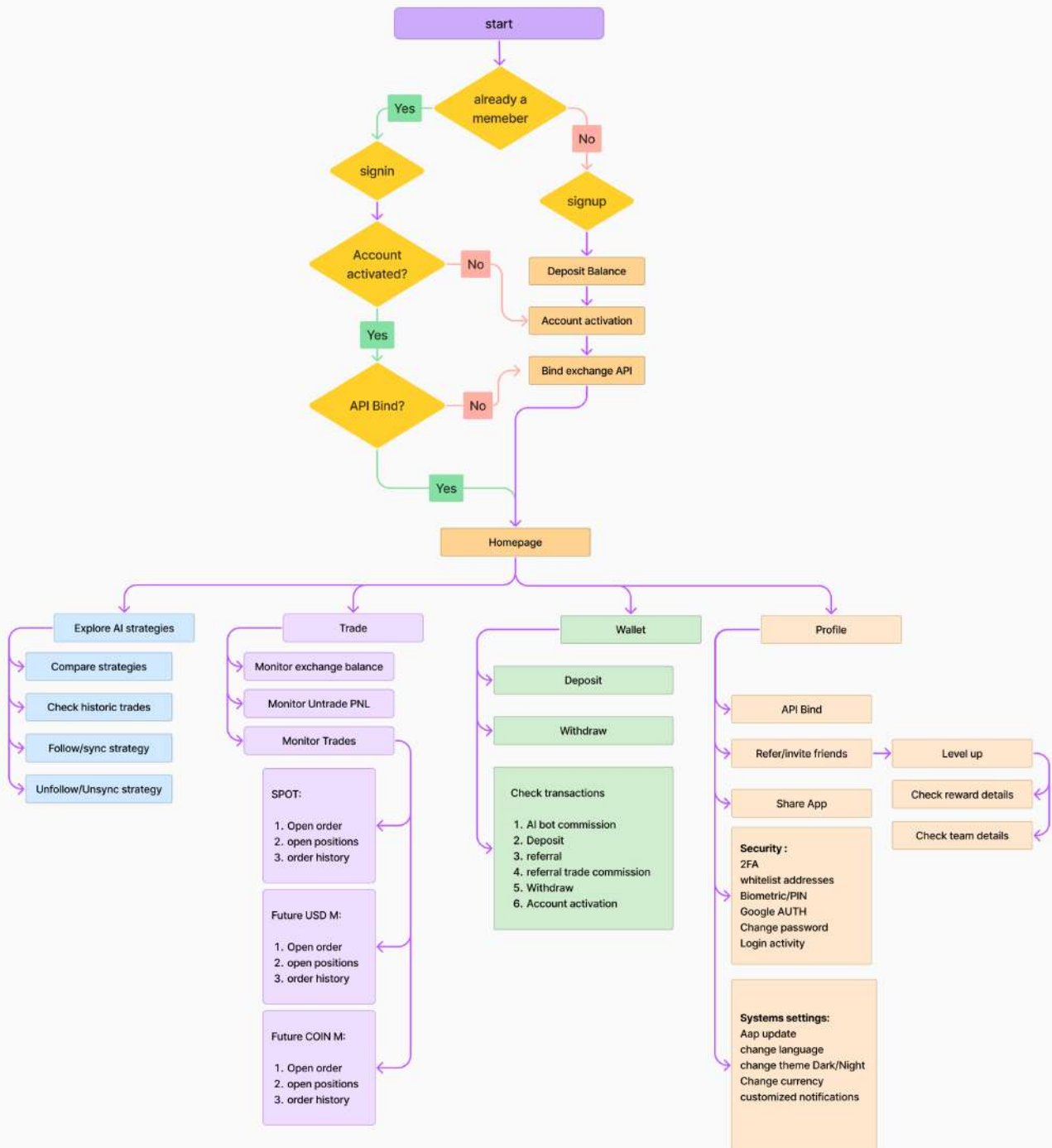
Profit Maximization:

- As UnTrade's Advanced Algorithms Analyze Market Signals And Execute Trades On Your Behalf. Experience The Power Of Automated Trading, Designed To Maximize Your Potential Profits, Simplifying Your Crypto Trading Journey And Helping You Achieve Your Financial Goals.

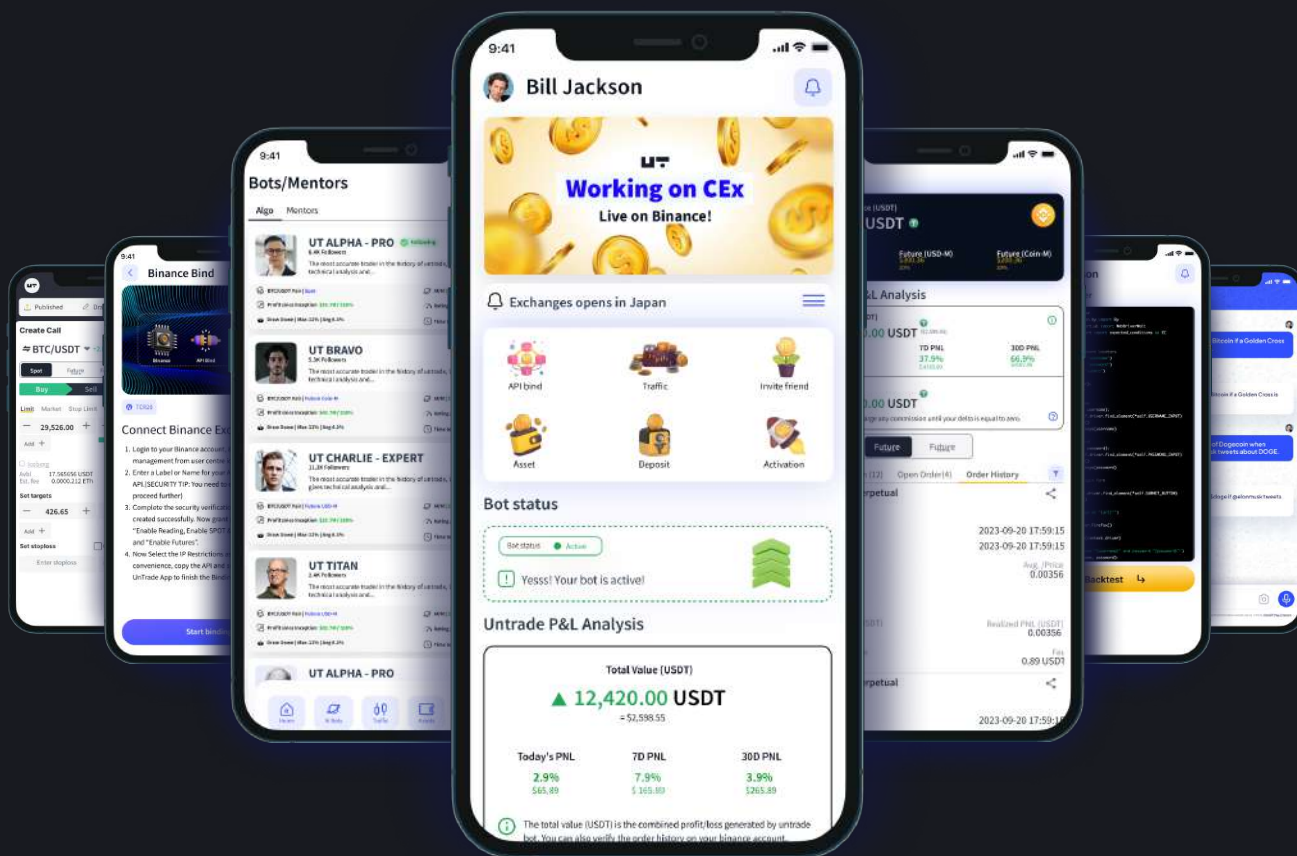


How UnTrade Works

Flow



How UnTrade Works



“ **How UnTrade Works – Register, Pay \$150 Activation Fee, Connect Your Exchange Account, Set Custom Trade Sizes, Let Algorithms Trade For Profits While Receiving Notifications, Losses Offset First By "Delta" Feature, Seamless Experience For Profit Maximization.** ”

Business Plan for UnTrade



1. Introduction:

UnTrade Is A Cutting-Edge Platform That Aims To Revolutionize The World Of Algorithmic Trading By Making It Accessible, Intuitive, And Rewarding For Both Traders And Investors.

2. Objectives:

- Democratize Access To Advanced Trading Strategies, Ensuring That Even Traders Without Coding Knowledge Can Benefit From Algorithmic Trading.
- Establish A Robust Platform Where Traders Can Showcase Their Strategies And Investors Can Capitalize On Them.
- Achieve Consistent Growth In User Base And Trading Volume On The Platform.

Business Plan for UnTrade

3. Target Audience:

- Investor: An Individual Or Entity That Allocates Capital On The User Side UnTrade App Through Exchange APIs With The Expectation Of Receiving Financial Returns.
- Trader: A Trader On The UnTrade Platform Is An Individual Or Entity That Engages In Manually Executing Trades, Creating Analytics And, Upon Achieving A Certain Performance Threshold, Getting Listed On The Investor Side Of The App To Manage Multiple Portfolios.
- Quant Traders On UnTrade Utilize The Platform's No-Code AI, To Develop And Deploy Algorithmic Trading Strategies Without Coding Expertise. They Apply Mathematical Models To Identify Trading Opportunities, Manage Risks, And Can Showcase Their Strategies To Investors On The Platform Upon Meeting Specific Performance Criteria.

4. Revenue Model:

- Activation Fees: UnTrade Implements A One-Time Activation Fee Of \$150, Followed By A Profit Commission Applied After A Delta Deduction Of The Same Amount.
- Commission On Trades: UnTrade Takes A Commission From The Earnings That Traders Make When Investors Follow Their Strategies. This Commission Is A Percentage Of The Traders' Profit Commissions, Ranging From 5% To 30%, And Is Only Applied When Trades Are Profitable.

Business Plan for UnTrade

- **Portfolio Management Commission:** UnTrade Introduces A Meticulous Portfolio Management Commission Model, Designed To Seamlessly Integrate Investors With Our Expertly Developed In-House Trading Strategies While Ensuring A Transparent And Mutually Beneficial Financial Framework. Investors, By Synchronizing With Our Strategies, Entrust Their Portfolios To Be Managed By High-Performing, Expert-Developed Trading Algorithms, Thereby Enjoying A Hassle-Free And Intelligent Trading Experience. The Commission, Calculated As 30% Of Profits, Aligns UnTrade's Financial Success Directly With That Of The Investor, Ensuring Our Strategies Are Perpetually Optimized For Peak Performance.
- **Commission From Exchanges:** UnTrade Leverages Its Partnership With Exchanges To Receive Benefits Through An API Broker Program. This Program Rewards The Platform With A Share Of The Trading Fees, Starting At 40% For Spot Trades And 30% For Futures. These Percentages Represent A Portion Of The Fees That Exchanges Collect From Trades Executed Via UnTrade's API Integration. As Trading Volumes Increase, The Platform May Qualify For Higher Tiers, Further Boosting Its Commission Earnings. The Commissions Are Paid Out In The Same Form Of Token That The Exchanges Use, Seamlessly Integrating Into UnTrade's Token-Based Economy. This Strategic Revenue Stream Not Only Augments UnTrade's Earnings But Also Underscores The Symbiotic Relationship Between The Platform And Exchanges, Fostering A Mutually Beneficial Ecosystem For Growth And Profitability.

5. Marketing And Outreach:

- **Affiliate Partnerships:** Collaborate With Trading Communities, Forums, And Influencers To Enhance Visibility.

Business Plan for UnTrade

- Educational Webinars: Organize Webinars And Training Sessions To Educate Potential Users About Algorithmic Trading And The Platform's Advantages.
- Social Media Campaigns: Leverage Platforms Like Twitter, LinkedIn, And Instagram To Run Targeted Ad Campaigns.

6. Operations And Infrastructure:

- The Platform Is Built With Advanced Tech Stacks, Ensuring Seamless Performance And Utmost Security:
 - Frontend: Next.js For A Responsive And Interactive Web Interface.
 - App: React Native For Cross-Platform Mobile Application Development.
 - Backend: A Blend Of Python For Strategy Creation And NodeJs For API Gateway And Internal Servers.

7. Future Growth And Expansion:

- Cross-Platform Integration: Extend Platform Capabilities To Integrate With Other Major Exchanges, Further Expanding User Reach.
- Additional Tools And Features: Continuous Development To Introduce More Tools, Like A More Extensive Range Of Pre-Built Strategies And Advanced Analytics.
- Global Reach: Localized Marketing Campaigns To Target Potential Users From Various Regions And Demographics.



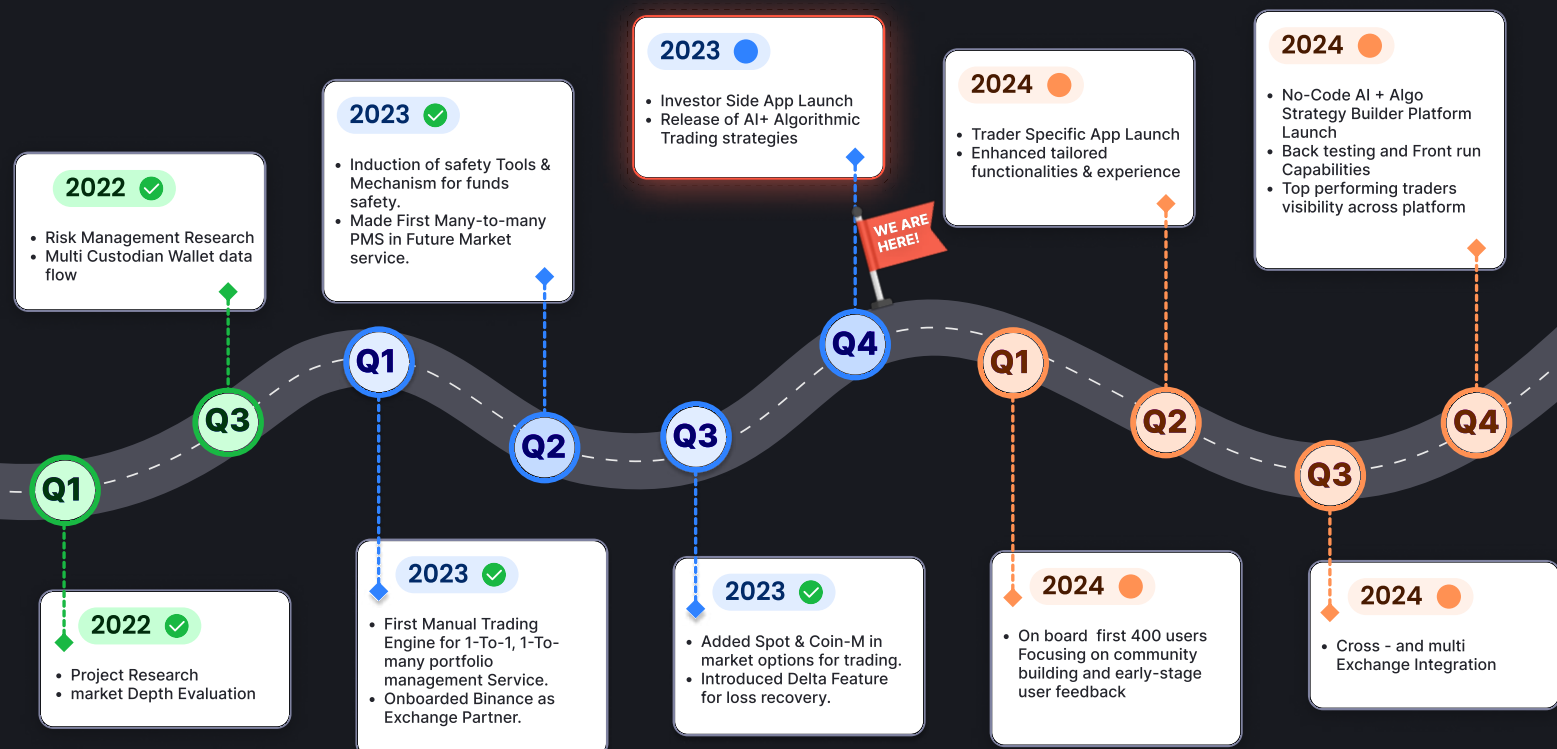
Project Roadmap

Achievements And Milestones: UnTrade's Journey Since Q1 2022

Since Embarking On Our Journey With UnTrade In Q1 2022, We Have Realized Significant Advancements, Marking Crucial Milestones In The Development And Refinement Of Our Platform:

MVP Construction (60% Of Vision):

Successfully Built A Robust Minimum Viable Product (MVP) That Embodies Our Technical Expertise And Unwavering Commitment To Our Vision.



Project Roadmap

Trading Engine Development:

Developed A Sophisticated Trading Engine That Supports Various Trading Modalities, Including One-To-One, One-To-Many, And Many-To-Many Interactions, Initially Focusing On Futures Trading And Subsequently Integrating Spot And Coin-M Trading.

User/Investor Application Development:

Created A User-Centric Application For Our Investors And Users, Featuring:

- **Real-Time Sync Engine:** Ensures Accurate And Immediate Data Representation.
- **API-Based Solution:** Facilitates Seamless Trading Across Various Platforms.
- **In-App Wallet:** Streamlines Transactions Through Seamless Commission Deductions.
- **Multiple Trade Strategies:** Offers Users A Range Of Algorithm-Based Trading Strategies.
- **End-To-End User Functionalities:** From Streamlined Login/Signup To An Integrated Referral System.

In-App Wallet: A Central Hub For All Transactions

The In-App Wallet At UnTrade Simplifies All Financial Interactions On The Platform, Acting As A Centralized Crypto Wallet Where Users Can Deposit And Withdraw USDT Or UnTrade Tokens. This Wallet Facilitates:

- **Activation Payments:** Users Can Effortlessly Make Payments For Activation Using The Funds In The Wallet.
- **Referral Incentives:** It Serves As A Repository For Receiving And Holding Referral Incentives.

Project Roadmap

- **Commission Payments:** Profits Generated By Trades Through UnTrade Can Have Their Commissions Conveniently Paid From This Wallet.
- **Holding UnTrade Tokens:** Users Can Hold UnTrade Tokens As Per Referral Slabs To Avail Referral Incentives.

In Essence, The In-App Wallet Is Integral To UnTrade, Streamlining Transactions, Ensuring Smooth Financial Management, And Safeguarding Users Against Potential Low-Balance Trading Risks, Thereby Encapsulating All Financial Transactions And Interactions Within The UnTrade App.

In-House Algo Strategies:

Developed In-House Algorithmic Strategies, Generating Alpha In Both Cryptocurrency And Traditional Markets, Showcasing Our Expertise And Enhancing Our Credibility In The Trading Domain.

No-Code AI Based Algo Creation Platform:

Initiated The Development Of A No-Code AI Prompt-Based Strategy Generator, Designed To Empower Users To Create Trading Algorithms, Backtest Them, And Anticipate Market Movements. Currently, With Six Major Libraries And Over 250+ Indicators Integrated, Our Focus Is On The Training Phase Of The Prompt.

These Milestones Reflect Our Steadfast Commitment To Excellence And Our Ambition To Deliver An Unparalleled Trading Experience. Our Journey Is Ongoing, With Each Step Forward Aimed At Enhancing Our Offerings, Aligning With Industry Advancements, And Surpassing User Expectations. This Foundation Sets The Stage For The Forthcoming Developments Outlined In Our Project Roadmap.

Project Roadmap

Q4 2023: AI-Driven MVP, Strategy Evolution & Seed Fundraise

- **Investor Side App Launch:**
- Introduction Of The MVP For The Investor-Side Application, Marking The Foundational Step In Our Journey.
- **Alpha Release:**
- Integration Of AI + Algorithmic Trading Strategies, Setting The Tone For Our Platform's Innovative Approach.
- **Fundraising**

Q1 2024: Early User Growth And Community Building

- **User Acquisition Drive:**
- Aim To Onboard The First 10,000 Users, Focusing On Community Building And Early-Stage User Feedback.

Q2 2024: Empowering The Traders

- **Trader-Specific App Rollout:**
- Launch Of The Dedicated App For Traders, Enhancing Their Experience And Providing Tailored Functionalities.

Q3 2024: Exchange Diversification

- **Cross-Exchange Integration:**
- Expansion To Incorporate Other Significant Exchanges, Widening Our Scope And Increasing The Versatility Of Our Platform.

Project Roadmap

Q4 2024: Revolutionizing Algo Trading

- **No-Code AI + Algo Strategy Builder Platform:**
 - A Paradigm Shift In Algorithmic Trading, Enabling Traders To Effortlessly Design Strategies Using A Prompt-Based System.
- **Backtest And Frontrun Capabilities:**
 - Equip Traders With Tools To Rigorously Test Their Strategies, Ensuring Transparency, Trust, And Optimization.
- **Exposure On Investor App:**
 - Showcase Top-Performing And Innovative Traders On The Investor-Side Application, Fostering A Sense Of Community And Healthy Competition.



Marketing Strategy for UnTrade



Given The Uniqueness Of The UnTrade Platform And Its Dual Value Proposition To Both Investors And Traders, Our Marketing Strategy Is Designed To Cater To Both B2B And B2C Segments. Here's An Outline Of Our Approach:

1. Key Marketing Channels:

Digital Channels:

- **Social Media:** Using Platforms Like LinkedIn For B2B Outreach And Twitter, Instagram, And Facebook For B2C Engagement. These Platforms Will Host Content That Educates Audiences About Algo-Trading, Its Benefits, And How UnTrade Revolutionizes The Space.
- **Search Engine Optimization (SEO):** Creating And Optimizing Content Around Trading Strategies, Algorithmic Trading, And Financial Investment To Pull Organic Traffic.
- **Pay-Per-Click (PPC) Advertising:** Leveraging Google Ads And Social Media Paid Campaigns Targeting Keywords Related To Trading, Investments, And Algorithmic Strategies.
- **Content Marketing:** Regular Blogs, Webinars, And Video Content Explaining The Intricacies Of Algo-Trading, Its Advantages, User Testimonials, And Tutorials On How To Make The Best Of UnTrade.

Marketing Strategy for UnTrade

Traditional Channels:

- **Networking At B2B Events:** Participating In Trading And Tech Conferences To Showcase Our Platform To Other Businesses, Potential Partners, And Investors.
- **Press Releases:** Engaging With Financial And Tech Media Outlets To Highlight Major Milestones, Partnerships, Or New Features Of UnTrade.

Affiliate & Partnership Programs:

- Collaborating With Trading Influencers, Financial Bloggers, And YouTubers To Review And Promote Our Platform.

2. Target Audience Segments:

B2C Segment:



- **Novice Traders:** Any Person, Or Persons Looking To Venture Into Trading But Are Deterred By Its Complexities.
- **Experienced Traders:** Those Who Understand Trading But Want To Leverage Algorithmic Strategies To Optimize Their Returns.
- **Casual Investors:** Any Person, Or Persons Who Don't Trade Actively But Are Looking For A Platform To Invest In And Grow Their Capital.

B2B Segment:



- **Trading Institutions:** Entities That Might Be Interested In Algorithmic Trading Solutions For Their Clients Or To Optimize Their Own Trading.
- **Financial Advisors & Firms:** These Professionals Can Integrate UnTrade Into Their Offerings, Adding Value For Their Clients.
-

Marketing Strategy for UnTrade

- **Tech Companies:** Firms In The Fintech Space Or Those Looking To Add Financial Products To Their Suite Might Be Interested In Partnering With Or Leveraging UnTrade.
- **Crypto Exchanges**

With These Marketing Strategies, We Aim To Establish UnTrade As A Premier Platform For Both Traders And Investors, Offering Them Unparalleled Value And Cutting-Edge Algorithmic Trading Capabilities.

3. Untrade.io (Marketing Strategy)

- Channels
- KPIs & Plan
- Stage Of Implementation

Twitter: 

https://twitter.com/untrade_io

Specific Actions:

Post 3 Times Per Day, Covering A Mix Of Content Types.

Engage With Trending Crypto Topics.

Collaborate With KOLs In The Crypto And DeFi Space.

Timeline:

Monthly Content Calendar Planning.

Ongoing KOL Research.

KPIs:

Increase Followers By 30% Per Month.

Achieve A 10% Growth In Engagement Rate.

Marketing Strategy for UnTrade

Preliminary Plan:

Collaborate With 2 KOLs Per Month, Measuring Their Impact On Followers And Engagement.

Launch Monthly DeFi Pool Promotions And Track Participation.

Instagram: 

<https://www.instagram.com/untrade.io/>

Specific Actions:

Post Daily: 3 Memes, 2 Problem-Solving Solutions, And 1 Live Trading Session.

Analyze Competitors' Posts For Insights.

Timeline:

Weekly Content Planning.

Bi-Weekly Competitive Analysis.

KPIs:

Increase Followers By 40% Per Month.

Achieve A 15% Growth In Engagement Rate.

Preliminary Plan: 

A/B Test Different Content Formats And Analyze Which Resonates Best With The Audience.

Implement Influencer Partnerships For Shoutouts.

Marketing Strategy for UnTrade

LinkedIn Strategy



Regularly Share Industry Insights, Company Updates, Leadership Articles Etc.
Engage With Relevant Groups And Discussions Within The Crypto And Trading Space.

KPIs

Increase 20% Followers

Achieve 10% Growth In Engagement Rate

Email Marketing Strategy



Campaign Development For Users Who Sign Up But Haven't Engaged
Redirection Of Newsletter Subscription Option To The Website.

KPIs

Attain A 15% Open Rate And A 5% Click-Through Rate

TradingView:

https://In.Tradingview.Com/U/Un_trade/

Specific Actions:

Publish 5 New Chart Ideas Per Week.

Collaborate With One TradingView KOL Per Month.

Create A "\$1000-\$10,000 Dollar Chart Series" As A Weekly Series.

Timeline:

Weekly Chart Idea Creation.

Monthly KOL Collaboration Outreach.

Marketing Strategy for UnTrade

Telegram:



Specific Actions:

Idea Of A Trading Social Community

Daily Sharing Of Chart Ideas And Market Overviews.

Actively Participate In Discussions.

Timeline:

Daily Engagement And Moderation.

New Channels And Initiatives: Highest PnL Sharing Incentives (Ref Campaigns)

KPIs:

Increase Community Members By 20% Per Month.

Facilitate At Least 5 Chart Idea Discussions Daily.

Preliminary Plan:



Encourage Active Participation By Rewarding Engaged Members.

Consider Hosting Weekly "Ask Me Anything" (AMA) Sessions With The Team.

Leverage Trading Communities:



Specific Actions:

Establish Partnerships With 2 Trading Communities In Q1.

Create Dedicated Pools And Tournaments For These Communities In Q2.

Allocate A Budget For Token Incentives During The TGE For KOLs In These Communities.

Marketing Strategy for UnTrade

Timeline:

Q1: Partnership Negotiations.

Q2: Tournament And Pool Setup.

KPIs:

Secure Partnerships With 2 Trading Communities By The End Of Q1.

Achieve A 50% Increase In User Participation In Trader Tournaments.

Preliminary Plan:



Monitor The Impact Of Trading Community Partnerships On User Acquisition.
Evaluate The Success Of Trader Tournaments In Terms Of Engagement And Retention.

Stars Arena Platform & YouTube:



<https://www.youtube.com/@Untradebot>

Specific Actions:

Publish One YouTube Video Per Week, Featuring Trading Tutorials And Guest Speakers Sharing Their Trading Journey.

Feature Top Traders From Untrade.io On The Stars Arena Platform Bi-Monthly.

Timeline:

Weekly YouTube Content Creation.

Bi-Monthly Stars Arena Features.

Marketing Strategy for UnTrade

KPIs:

Achieve 1000 YouTube Subscribers By The End Of Six Months.
Ensure Each Stars Arena Feature Receives At Least 2,000 Views.

Preliminary Plan:

Collaborate With Diverse Guest Speakers To Appeal To A Wide Audience.
Promote Stars Arena Features Through All Existing Channels For Maximum Visibility.

Ambassador Program:



Specific Actions:

Recruit 10 Ambassadors Per Month.
Provide Ambassadors With Token Incentives, Swags, And Exclusive Content.
Encourage Ambassadors To Initiate Their Referral Programs.

Timeline:

TGE Launch For Ambassador Recruitment.
Ongoing Engagement With Ambassadors.

KPIs:

Recruit A Minimum Of 60 Ambassadors By The End Of Six Months.
Measure The Success Of Referral Programs Initiated By Ambassadors.

Preliminary Plan:



Create A Tiered Incentive Structure For Ambassadors Based On Their Performance & In Accordance With Referral Structure.
Provide Regular Training And Resources To Ambassadors For Effective Promotion.

Marketing Strategy for UnTrade

4. Implementation Plan



Stage 1: Month 1 – Establish Foundations And Research

Week 1-2: Research And Analysis

Conduct A Competitive Analysis Of Top Competitors In The Crypto Trading Space.

Identify Target Audience Segments And Their Preferences.

Week 3-4: Content Strategy And Calendar

Develop A Content Strategy That Aligns With The Target Audience's Interests.
Create A Content Calendar For Twitter, Instagram, And TradingView For The Next Three Months.

Achieved Stage 1:

Competitive Analysis Completed.

Target Audience Segments Identified.

Calendar For The First Three Months Pending

Stage 2: Months 2-3 – Content Optimization And Engagement

Week 5-6: Twitter Enhancements

Begin Posting Content As Per The Content Calendar.

Initiate Collaborations With One KOL For Twitter Promotion.

Monitor And Adjust Content Based On Engagement Metrics.

Marketing Strategy for UnTrade

Week 7-8: Instagram Growth

Increase Daily Instagram Posts To Build A Consistent Presence.

Implement Influencer Partnerships For Shoutouts.

Analyze The Impact Of New Content Formats.

Week 9-12: TradingView Expansion

Continue Publishing Chart Ideas And Initiate "\$1000-\$10,000 Dollar Chart Series."

Collaborate With A TradingView KOL For Chart Sharing.

Track The Effectiveness Of The Chart Series.

Achieved Stage 2:

Twitter Engagement And Follower Growth Observed, Has To Be Revamped & Amped Up

Instagram Posts Increased, And Influencer Partnerships Pending.

TradingView Content Expanded With A Successful Chart Series.(Pending)

Stage 3: Months 4-5 - Community Building And Partnerships

Month 4: Trading Community Partnerships

Secure Partnerships With Two Trading Communities.

Prepare For Trader Tournaments And Dedicated Pools.

Allocate Budget For Token Incentives During TGE For KOLs In These Communities.

Marketing Strategy for UnTrade

Month 5: Ambassador Program Launch



Launch The Ambassador Program During The TGE.

Recruit 10 Ambassadors During This Month.

Provide Ambassadors With Initial Training And Resources.

Achieved Stage 3:

Partnerships With Two Trading Communities Successfully Pending.

The Ambassador Program Pending

Stage 4: Month 6 – Scaling And Evaluation

Month 6: YouTube And Stars Arena

Achieve 1000 YouTube Subscribers By Publishing Weekly Content.

Feature Top Traders From Untrade.io On Stars Arena.

Promote Stars Arena Features Through Existing Channels.

5. Implementation Plan Blogging & SEO (To Be Activated Parallely)

Stage 1: Months 1-2 – Research And On-Site Blog Planning

Month 1: Research And Keyword Strategy

Week 1-2: Conduct Keyword Research To Identify Valuable Cryptocurrency Trading, AI Algo Trading And CeFi-Related, Portfolio Management, Copy Trading Related Keywords.

Week 3-4: Develop An On-Site Blog Content Strategy Based On Keyword Findings.

Marketing Strategy for UnTrade

Month 2: On-Site Blog Creation

Week 1-2: Begin Writing And Publishing The First Three SEO-Optimized Blog Posts On The Untrade.io Website.

Week 3-4: Ensure Each Blog Post Is Structured For SEO, Featuring Optimized Titles, Headings, And Meta Descriptions.

Achieved Stage 1:

Keyword Research Completed.

On-Site Blog Content Strategy Developed And Initial Posts Published.

(<https://untrade.io/blogs>)

Stage 2: Months 3-4 - On-Site Blog Scaling And Off-Site SEO

Month 3: On-Site Blog Expansion

Week 1-2: Publish Three Additional SEO-Optimized Blog Posts On The Website.

Week 3-4: Promote Blog Content Through Social Media Channels To Drive Initial Traffic.

Month 4: Off-Site SEO And Guest Blogging

Week 1-2: Identify Reputable Cryptocurrency And Finance Websites For Guest Blogging Opportunities.

Week 3-4: Create And Publish Two High-Quality Guest Blog Posts On External Sites With Backlinks To Untrade.io.

Monitor Off-Site SEO Performance.

Marketing Strategy for UnTrade

Achieved Stage 2:

On-Site Blog Content Expanded.

Off-Site Guest Blogging Initiated To Enhance SEO And Backlink Profile.

Stage 3: Months 5-6 – Blog Optimization And Evaluation

Month 5: Blog SEO Audit And Optimization

Week 1-2: Conduct A Comprehensive SEO Audit Of The Website And Blog Content.

Week 3-4: Implement Recommended Optimizations, Including Image Optimizations, Internal Linking, And Schema Markup, To Improve Search Engine Rankings.

Month 6: Performance Evaluation And Strategy Refinement

Week 1-2: Analyze The Growth In Organic Search Traffic And Rankings For Target Keywords.

Week 3-4: Adjust The On-Site Blog Content Strategy Based On Performance Data And User Engagement Metrics.

Achieved Stage 3:

SEO Audit Completed Pending, And On-Site Optimizations Implemented.
Blog Content Strategy Tuning Pending



Competitor Analysis for UnTrade



1. Mudrex:

Overview: Mudrex Focuses On Crypto Investments, Offering Indexes And A Vault Feature Promising Fixed Annual Returns.

Strengths:

- Provides Indexes In Cryptocurrency, Making It Simpler For Users To Diversify Investments.
- A Clear Value Proposition With Fixed Annual Returns Of 10% Via Their Vault Feature, Which Can Be Appealing To Certain Investors.

Weaknesses:

- Lack Of Flexibility And Transparency In Showcasing Real-Time, Month-On-Month Growth. This Might Deter Sophisticated Investors Who Seek Comprehensive Insights.
- Solely Reliant On A Passive Investment Strategy Through Their Indexes And Vault Feature, Which Might Not Cater To Active Traders Or Those Seeking Dynamic Strategies.

Competitor Analysis for UnTrade

Differentiators For UnTrade:

- **Transparency:** UnTrade Places A Heavy Emphasis On Clear And Transparent Results, Showcasing Month-On-Month Growth. This Can Provide More Trust And Assurance To Users.
- **Active Strategy Engagement:** Unlike Mudrex's Primary Focus On Passive Strategies, UnTrade Allows Users To Be More Involved, Choosing From A Range Of Active Trading Strategies And Tailoring Them To Their Needs.

2. Vestinda:

Overview: A Platform Focused On Traders, Vestinda Offers Tools And Solutions That Allow Them To Create And Test Their Algorithmic Trading Strategies.

Strengths:

- Empowers Traders With The Ability To Create And Test Their Strategies, Giving Them More Control.
- A Niche Approach, Which Means They Have A Specialized Offering For A Certain Segment Of The Market.

Weaknesses:

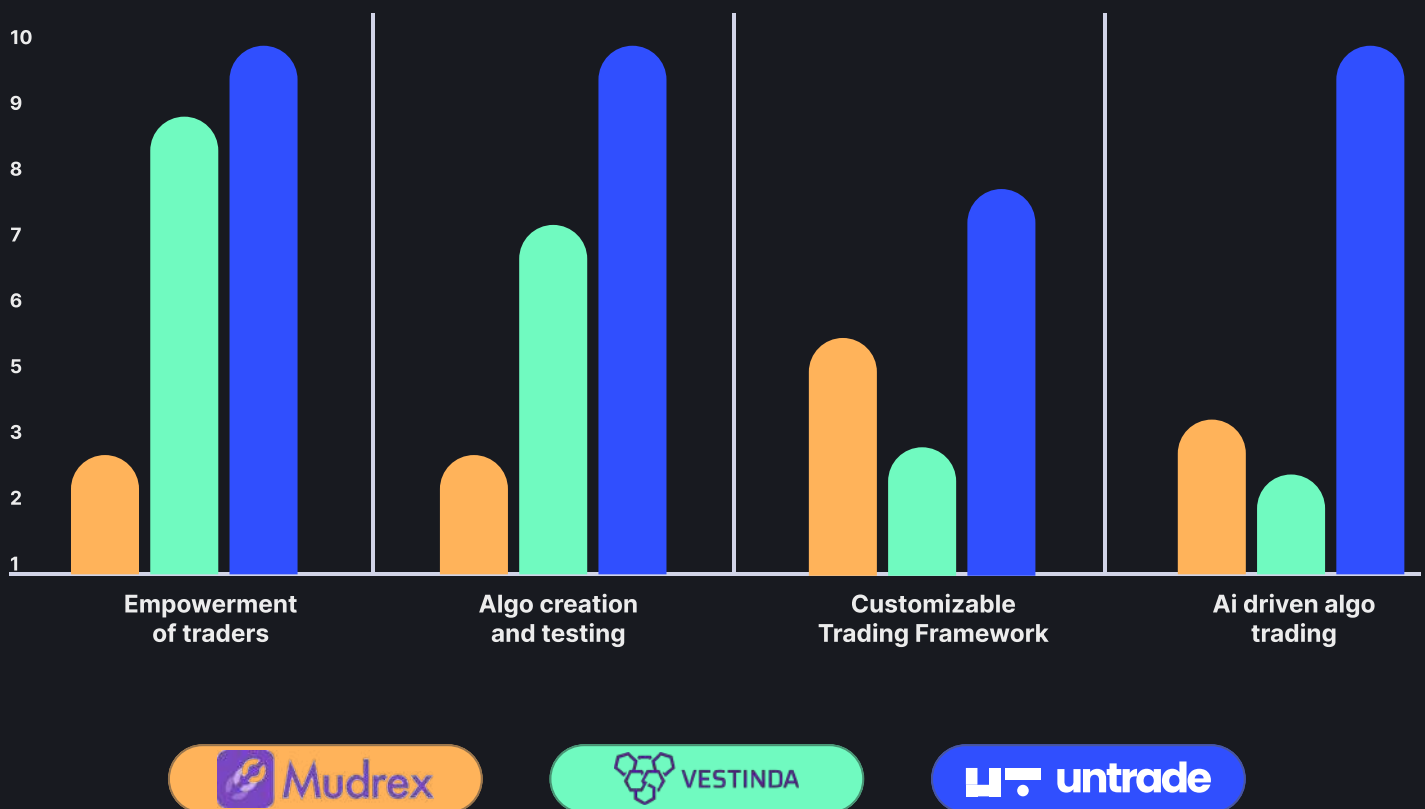
- Exclusively Trader-Centric, Potentially Neglecting The Investor Segment Of The Market.
- Lacks A Dual Platform Approach Which Could Bridge The Gap Between Traders And Investors.

Competitor Analysis for UnTrade

Differentiators For UnTrade:

- **Dual Value Proposition:** UnTrade Is Not Only A Platform For Traders But Also An Avenue For Investors. By Offering Pre-Built Algos, We Cater To Investors Who May Not Want To Indulge In Trading Or Craft Strategies But Seek To Benefit From Them.
- **Community-Driven Platform:** Beyond In-House Algorithms, UnTrade Empowers Traders To Build, Test, And Showcase Their Strategies. This Fosters Innovation And Presents A Wide Array Of Choices For Investors.

In Essence, While Both Mudrex And Vestinda Offer Specialized Services In The Trading And Investment Domain, UnTrade's Broader And Integrated Approach Positions It As A Unique And Holistic Solution In The Market, Bridging Gaps That Currently Exist.



Investor Relation Strategy for UnTrade



Quarterly Reports:

- Distribute Detailed Quarterly Reports, Updating Investors On The Progress Of UnTrade. These Would Contain:
- Achievements Vis-A-Vis The Roadmap.
- Financial Summaries Showcasing Revenue Growth, Expenses, And Projected Financial Health.
- Updates On The Development Front, Like Additions To The Platform Or Enhancements In The AI-Driven Strategies.
- Metrics About User Growth, Trading Volume, And Other Key Performance Indicators.
- Insights On The Market Landscape, Opportunities, And Challenges Foreseen.

Investor Relation Strategy for UnTrade

Exclusive Investor Webinars:

Organize Bi-Monthly Webinars Or "Ask Me Anything" (AMA) Sessions Where Key Members Of The UnTrade Team Answer Queries, Discuss New Developments, And Shed Light On The Platform's Direction. This Fosters A Transparent Relationship And Builds Trust.

Milestone Celebrations:

Whenever UnTrade Achieves Significant Milestones, Be It In Terms Of User Acquisition, Technology Development, Or Partnerships, Communicate Them Immediately To The Investors With A Detailed Breakdown, Emphasizing The Positive Impact On The Platform's Future.

Dedicated Communication Channel:

Establish A Direct Communication Line Where Investors Can Get Real-Time Updates, Access Exclusive Content, Financial Data, And Interact With The UnTrade Team. This Channel Would Act As A One-Stop Hub For All Investor-Related Information, Ensuring Prompt And Effective Communication.

Feedback Loop:

Regularly Solicit Feedback From Investors On The Platform's Progress And Any Specific Areas They'd Like More Information On. This Not Only Keeps Them Engaged But Can Also Provide Valuable Insights.

Annual Investor Meetup:

An Annual Physical Or Virtual Meeting To Deep Dive Into The Year's Achievements, Challenges Faced, Lessons Learned, And What Lies Ahead. This Also Allows For Face-To-Face Interactions, Fostering Stronger Relationships.

Investor Relation Strategy for UnTrade

Highlight To Potential Investors:

- The Versatility Of UnTrade In Bridging The Gap Between Professional Trading Strategies And Everyday Traders.
- Continuous Growth In User Acquisition, Emphasizing The B2C And B2B Approaches.
- The Innovation Behind Offering A Platform For Both Investors And Traders, Providing A Win-Win For All Parties Involved.
- Emphasize On Transparency, Showcasing Month-On-Month Growth, Allowing Investors To Have A Clear Picture Of Progress.

Given The Dynamic Nature Of The Market And The Trading Platform, The Strategy Would Remain Adaptive, Ensuring That Investor Relations Are Always At The Forefront Of The Company's Initiatives.

“ The Investor Relations Strategy Ensures Transparency Through Quarterly Reports On Progress, Finances And Technology Updates. It Fosters Relationships Via Exclusive Webinars And Celebrations Of Milestones, While Facilitating Ongoing Engagement Through Dedicated Communication Channels And Annual Meetups. ”

Customer Profile for UnTrade



B2C Segment:

A. Novice Trader:

- Any Person, Or Persons Looking To Start Their Trading Journey But Are Overwhelmed By The Complexities Of The Trading World.
- Those Seeking Guidance On Profitable Trading Strategies Without Spending Countless Hours Researching Or Taking High-Risk Gambles.

B. Experienced Traders:

- Traders Who Are Well-Versed With The Market But Lack The Time Or Resources To Constantly Monitor And Adjust Their Strategies.
- Those Who Are Keen On Automating Their Trading To Maximize Profits And Minimize Manual Intervention.

Customer Profile for UnTrade

C. Financial Enthusiasts:

- Any Person, Or Persons Passionate About The Crypto Market And Are On The Lookout For Innovative Tools To Enhance Their Trading Experience.
- Those Intrigued By Algorithmic Trading But Deterred By The Coding Challenges And Are Hence, Drawn To Code-Free Solutions.

D. Casual Investors:

- People Seeking A Secondary Source Of Income And View Trading As A Viable Option.
- Those Inclined Towards Data-Driven And AI-Backed Strategies Rather Than Speculative Or Gut-Feeling Based Trades.

2. Demographic Data:

- Age Group: 25-45 Years Old. This Group Is Most Likely To Be Tech-Savvy, Familiar With The Crypto Space, And Possesses Disposable Income To Invest.
- Gender: Both Males And Females, With A Slightly Higher Male Demographic Given The Current Trends In The Crypto Trading World.
- Education: Recent College Graduates, Especially Those With Backgrounds In Finance, Business, IT, Or Related Fields.
- Occupation: Professionals In Corporate Roles, Self-Employed,, Or Those In The Tech Industry Are Likely To Be Attracted To Algorithmic Trading Solutions.
- Geography: While The Platform Can Cater To A Global Audience, Initial Focus Might Be On Regions With Higher Crypto Adoption Rates And Favorable Regulatory Climates.

Customer Profile for UnTrade

3. Behavioral Data:

- Tech-Savviness: Who Are Comfortable Navigating Modern Tech Platforms And Have A Basic Understanding Of Cryptocurrencies.
- Risk Appetite: Moderate To High. Since Trading Inherently Carries Risks, The Platform Will Appeal To Those Who Are Ready To Take Calculated Risks For Potential Rewards.
- Engagement Frequency: Daily To Weekly Check-Ins On The Platform To Monitor Trades, Adjust Strategies, Or Explore New Expert-Crafted Strategies.
- Value Seekers: Who See The Value In Leveraging Expert Strategies And Tools To Maximize Trading Profits Rather Than Doing Everything Manually.

B2B Segment:

A. Trading Institutions:

- Established Trading Entities Looking To Diversify Their Strategy Portfolio Or Improve Their Trading Efficiency.
- Organizations Seeking Innovative, AI-Driven Solutions To Enhance Returns And Streamline Operations.

B. Financial Advisors & Firms:

- Professionals Who Aim To Provide Cutting-Edge Solutions To Their Clients For Trading And Investment Purposes.
- Entities That See Value In Integrating Algorithmic Trading Solutions To Differentiate Their Service Offerings And Achieve Better Client Outcomes.

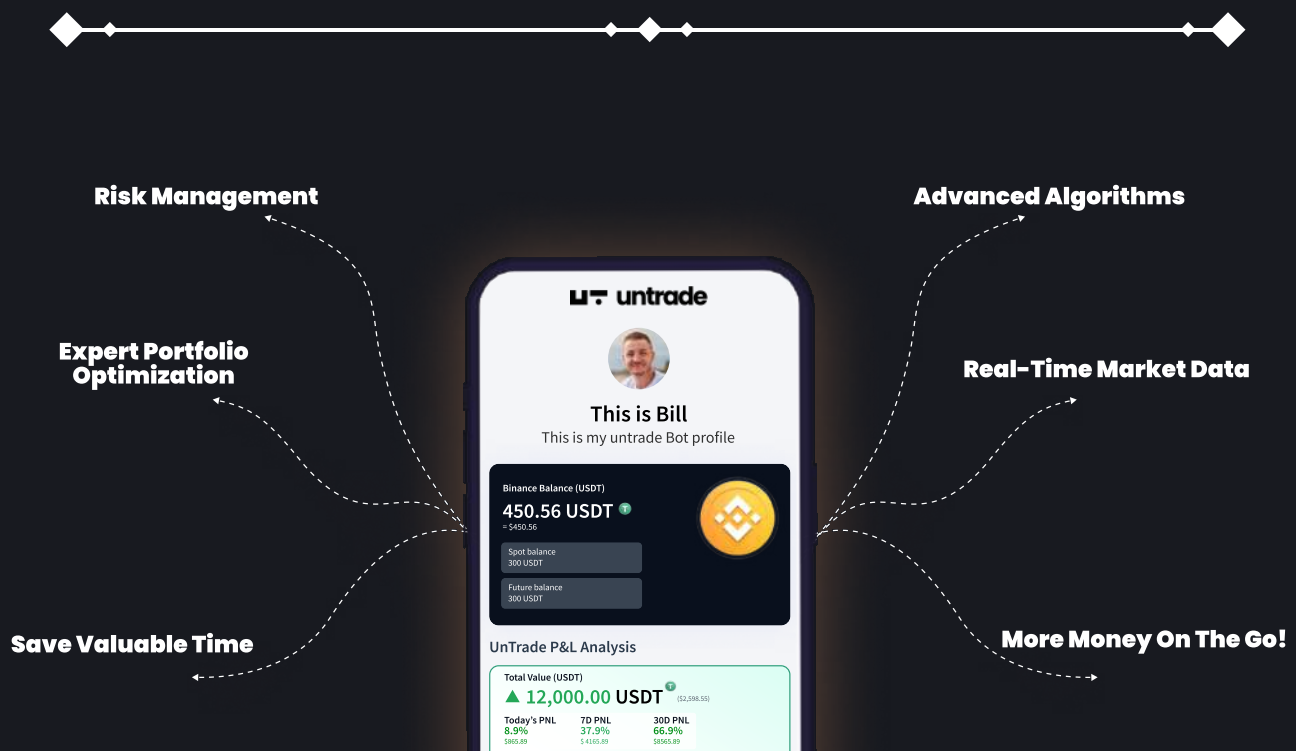
Customer Profile for UnTrade

C. Tech Companies:

- Fintech Startups Or Established Tech Companies Keen On Venturing Into The Trading And Investment Domain.
- Organizations Looking To Integrate Or Partner With Platforms Like UnTrade To Diversify Their Product Range Or Add Value To Their Existing Customer Base.

D. Crypto Exchanges:

- Crypto Exchanges Aiming To Offer Additional Value-Added Services To Their User Base To Enhance User Retention And Engagement.
- Exchanges Looking To Integrate With Third-Party Platforms Like UnTrade To Allow Users To Easily Deploy Algorithmic Trading Strategies Directly Within Their Ecosystem.
- Newer Or Smaller Exchanges That Might Not Have The Bandwidth To Develop In-House Trading Bots Or Algorithms Can Partner With UnTrade To Provide These Services To Their Customers, Making Them More Competitive In The Market.



UnTrade Token Utility



The UnTrade Token Has Been Carefully Designed To Provide A Diverse Range Of Utilities Within The Platform, Ensuring Value And Participation From Its Holders. Here's An Overview Of Its In-Platform Utility:

Discounts On Activation (Subscription) Fee & Profit Commission: :

Users Can Avail A 20% Discount On The Activation (Subscription) Fee When They Choose To Pay With The UnTrade Token. This Discount Is Not Applicable If The Trader/Investor Chooses To Pay Via USDT. This Gives An Incentive For Users To Adopt And Utilize The Token Within The Platform.

Tiered Referral Incentives System:

UnTrade Referral Incentives Program: Overview

The UnTrade Referral Incentives Program Is A Structured, Tiered Reward System Designed To Stimulate Platform Growth, Enhance Token Utility, And Reward Users For Their Role In Expanding The UnTrade User Base And Trading Activity.

UnTrade Token Utility

It Intricately Intertwines The Utility Of The UnTrade Token With The Platform's Growth By Incentivizing Users To Hold Tokens And Refer New Active Traders To The Platform.

The UnTrade Token Is Central To Our Referral Incentives Program. In Order To Claim Referral Incentives, A User Must Maintain A Minimum Balance Of UnTrade Tokens In Their In- App Wallet.

Goal Of The Referral System:

Enhanced Liquidity And Demand: The Requirement To Hold UnTrade Tokens To Claim Rewards Inherently Boosts The Token's Demand And Potentially Its Value, While Simultaneously Reducing Liquidity As Users Retain Tokens To Remain Eligible For Rewards.

Network Expansion:

By Incentivizing Users To Refer Others, UnTrade Aims To Expand Its User Base Organically, Ensuring That New Users Are Already Somewhat Connected To Existing Participants, Which Can Foster Community And Enhance User Engagement.

Revenue Generation:

The System Encourages Not Just Referrals But Active Trading Among Affiliates, Ensuring That The Platform Generates Revenue Through Trading-Related Fees And Commissions.

Passive Income For Users:

It Provides An Avenue For Users To Generate Passive Income By Earning From The Trading Activities Of Their Referrals, Thereby Incentivizing Them To Promote UnTrade And Assist In Its Growth.

UnTrade Token Utility

In Essence, While The UnTrade Referral System Shares The Tiered Reward Structure, It Distinctively Ties Rewards To Trading Activity And UnTrade Token Holding, Ensuring Symbiotic Growth Between The Platform And Its User Base. This System Is Crafted To Mutually Benefit The Platform In Terms Of Revenue And User Expansion, And The Users In Terms Of Passive Income And Potential Token Value Appreciation.

Sources Of The Referral System:

Platform Revenue:

The Incentives Disbursed In The Referral System Are Sourced From The Platform's Revenue, Specifically From Activation Fees And Profit Commissions Generated By The Affiliates (Those Who Were Referred And Are Actively Trading). This Revenue Can Be Either In UnTrade Token Or USDT And Will Be Claimable In The Same Token As Generated As Platform Revenue.

How It Works

Tiered Structure

Untrade's Referral System Is Tiered, It Emphasizes On Rewarding Users For Bringing In Affiliates Who Generate Revenue For The Platform Through Subscription And Trading Activities.

Token Holding Requirement:

To Claim Referral Incentives, Users Must Hold A Minimum Balance Of UnTrade Tokens In Their In-App Wallet, With The Requisite Amount Escalating Per Referral Level/Tier.

Reward From Trading Activities:

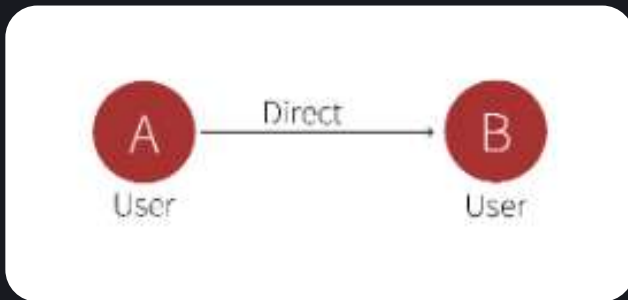
Rewards Are Derived From The Trading Activities (Both Activation Fees And Profit Commissions) Of Referred Affiliates.

UnTrade Token Utility

Type Of Earnings Through Referral

Direct Referral Incentives:

Direct Referral Incentives Are Applicable For Revenue Generated From Both Subscription Fees As Well As Profit Commissions.



If User 'A' Refers 'B' Then User 'B' Is Counted As Direct Referral Of User 'A' And Will Get Benefits Of "Direct Referral Rewards" As Per Its Level As Mentioned In Rewards Point Table.

Indirect Referral Reward:

Indirect Referral Incentives Are Applicable For Revenue Generated From Both Subscription Fees As Well As Profit Commissions.

Eligibility Criteria For Indirect Referral Incentives

Token Holding And Tier Access:

To Qualify For Indirect Referral Incentives, Users Must Adhere To A Structured Token Holding Schedule, Maintaining A Minimum Balance Of UnTrade Tokens Specific To Different Tiers. This Ensures A Tiered Access System, Where The User's Eligibility For Indirect Referral Incentives Is Directly Correlated To Their Token Holding.

UnTrade Token Utility

Holding Period And Reward Calculation:

Minimum Holding Duration:

A Minimum Holding Period Of 14 Days Is Mandated To Ensure Genuine Token Utility And Prevent Short-Term, Speculative Holding.

Reward Calculation:

While Referral Rewards Are Computed On A Daily Basis, Reflecting The Ongoing Trading Activities Of Referred Users, They Are Not Instantly Accessible.

Claiming Rewards:

Cooldown Period:

Rewards Mature Over A Cooldown Period Of 14 Days, Post Which They Become Claimable, Ensuring A Balanced Reward Distribution Mechanism That Aligns With The Platform's Operational And Financial Stability.

Forfeiture Clause:

If The UnTrade Token Balance In The User's Wallet Dips Below The Stipulated Minimum Holding Criteria During This Period, The Accrued Rewards Will Be Forfeited.

Re-Eligibility:

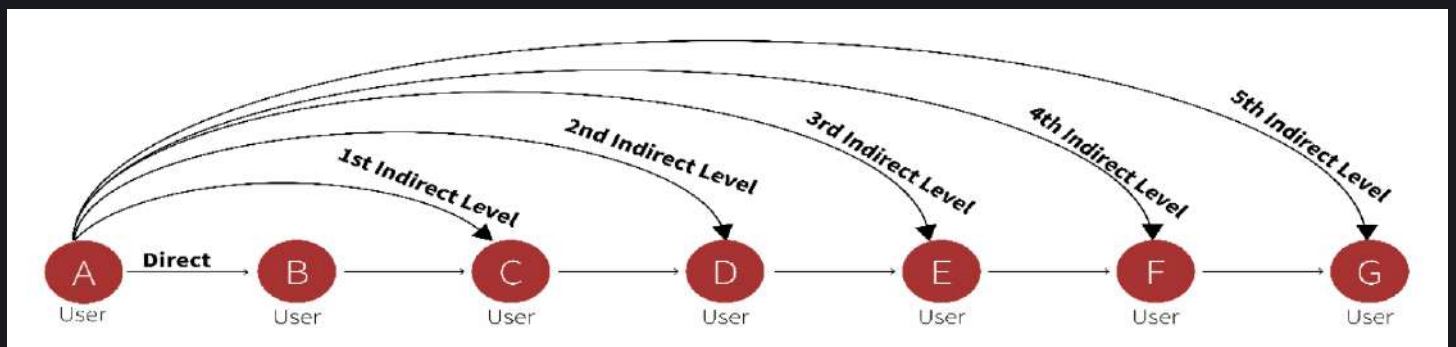
Users Can Regain Eligibility For New Referral Incentives By Restoring Their Wallet Balance To Meet The Minimum Holding Criteria.

This Eligibility Framework Is Meticulously Designed To Safeguard The Integrity Of The UnTrade Referral Incentives Program, Ensuring It Rewards Genuine, Committed Participants While Maintaining A Stable, Sustainable Token And Platform Economy.

UnTrade Token Utility

Tiers / Referral Levels	Eligibility Criteria
Tier 1	Direct Tier, Open for Every Paid User
Tier 2	Minimum Holding 10000 UnTrade Tokens
Tier 3	Minimum Holding 15000 UnTrade Tokens
Tier 4	Minimum Holding 20000 UnTrade Tokens
Tier 5	Minimum Holding 30000 UnTrade Tokens
Tier 6	Minimum Holding 40000 UnTrade Tokens

This Structure Helps In Boosting The Tokens Demand At The Same Time Reducing The Liquidity As The Users Hold Tokens In Their Wallet To Become Eligible For The Referral Incentives. The Incentives At Each Level Are Described At The End Of This Section.



If User 'A' Refers User 'B' And Then User 'B' Refers User 'c', Then User 'c' Is Counted As 1st Level Of Indirect Referral Of User 'A' And Will Get Benefits Of "Indirect Referral Incentives" Which Is 8% And "Indirect Profit Commission" Which Is 5% As Mentioned In Rewards Point Table.

Now In The Same Chain If User 'c' Refers User 'd' Then 'd' Will Be Counted As 2nd Level Of Indirect Referral Of User 'A' And Will Get Benefits Of "Indirect Referral Incentives" Which Is 5% And "Indirect Profit Commission" Which Is 5% As Well As 1st Level Of Indirect Referral Of User 'B' And Will Get Benefits Of "Indirect Referral Rewards" Which Is 8% And "Indirect Profit Commission" Which Is 5% As Mentioned In Rewards Point Table And So On.

UnTrade Token Utility

Rank	Requirements	Direct Referral Incentives (Activation)	Indirect Referral Incentives (Activation)					Direct Profit Commission	Indirect Profit Commission				
			1st	2nd	3rd	4th	5th		1st	2nd	3rd	4th	5th
Tier 1	Account Activation	30%	-	-	-	-	-	5%	-	-	-	-	-
Tier 2	UnTrade Token Holding- 10000	40%	8%	5%	4%	2%	1%	6%	5%	4%	3%	3%	2%
Tier 3	UnTrade Token Holding- 15000	50%	8%	5%	4%	2%	1%	7%	5%	4%	3%	3%	2%
Tier 4	UnTrade Token Holding- 20000	60%	8%	5%	4%	2%	1%	8%	5%	4%	3%	3%	2%
Tier 5	UnTrade Token Holding- 30000	65%	8%	5%	4%	2%	1%	9%	5%	4%	3%	3%	2%
Tier 6	UnTrade Token Holding- 40000	70%	8%	5%	4%	2%	1%	10%	5%	4%	3%	3%	2%

This Multifaceted Utility Design Ensures That The UnTrade Token Remains Central To The Platform's Operations, And The Holders Are Continually Rewarded For Their Participation And Trust In The Ecosystem

Revenue Sharing Model For UnTrade

Objective:

UnTrade's "Revenue Sharing" Model Is Designed To Transform Token Holders From Mere Spectators To Active Stakeholders, Directly Reaping The Benefits Of The Platform's Success. This Model Embodies UnTrade's Vision Of Nurturing A Symbiotic Relationship That Champions Mutual Growth And Collective Prosperity.

UnTrade Token Utility

Mechanism:

- **Dynamic Revenue Allocation:** Each Month, A Portion Of UnTrade's Platform Revenue Is Set Aside For Distribution To Eligible Token Holders. Starting At 15% For The First Month Post TGE, This Allocation Reduces By 1% Monthly, Eventually Stabilizing At 7%. This Descending Structure Is Strategically Implemented To Reward Early Adopters And Encourage Initial Token Liquidity Retention.
- **Eligibility Criteria:** To Qualify For Revenue Sharing, Token Holders Are Required To Maintain A Minimum Balance Of 35,000 UnTrade Tokens In Their In-App Wallet.
- **Reward Computation:** With A Commitment To Consistency And Transparency, UnTrade Calculates Rewards On A Weekly Basis, Ensuring Regular Updates For Its Community.
- **Claiming Period:** Rewards, Though Computed Weekly, Are Made Available For Claim On A Monthly Basis. This Systematic Approach Guarantees Regular Payouts While Also Fostering Long-Term Token Holding.

Impact:

- **Shared Success:** As UnTrade Scales And Achieves Greater Revenue, Token Holders See A Proportional Increase In Their Rewards. This Ensures That The Community's Growth Is Directly Tied To UnTrade's Success.
- **Incentive To Hold:** The Mandate To Maintain A Specific Token Count To Be Eligible For Revenue Sharing Acts As A Compelling Reason For Users To Hold Onto Their UnTrade Tokens, Potentially Enhancing The Token's Demand And Market Stability.

UnTrade Token Utility

Transparency And Trust:

In Line With Its Commitment To Openness, UnTrade Ensures That All Revenue-Sharing Transactions Are Verifiable, Instilling Trust And Bolstering Confidence Within Its Community.

Through The Revenue Sharing Model, UnTrade Reaffirms Its Dedication To Its Community, Ensuring That The Platform's Achievements Translate Into Tangible Benefits For Its Token Holders.

Token Reward Pool Replenishment: Sustaining Reward Distribution

Objective:

UnTrade Is Committed To Maintaining A Robust And Sustainable Token Reward Pool To Consistently Reward Platform Users And Incentivize Participation. The "Token Reward Pool Replenishment" Strategy Ensures That The Reward Pool Is Perpetually Stocked, Thereby Guaranteeing Uninterrupted Reward Distributions.

Mechanism:

Revenue Allocation: Every Quarter, 10% Of UnTrade's Platform Revenue Is Dedicated To Replenishing The Token Reward Pool.

Currency Adaptability:

If The 10% Revenue Is In UnTrade Tokens, It Is Directly Transferred To The Token Reward Pool.

UnTrade Token Utility

If It Is In USDT Or Another Currency, It Is Utilized To Purchase UnTrade Tokens From The Open Market, Which Are Then Added To The Reward Pool.

Impact:

Sustained Rewards: This Strategy Ensures That The Reward Pool Never Depletes, Maintaining A Continuous Ability To Reward Users And Incentivize Participation And Engagement On The Platform.

Stable Token Demand: By Potentially Buying Back UnTrade Tokens From The Open Market, This Mechanism Also Ensures A Steady Demand For The Token, Which Can Positively Impact Its Market Value.

User Incentive: A Perpetually Replenished Reward Pool Ensures That Users Are Consistently Incentivized To Engage With The Platform, Enhancing User Retention And Platform Activity.

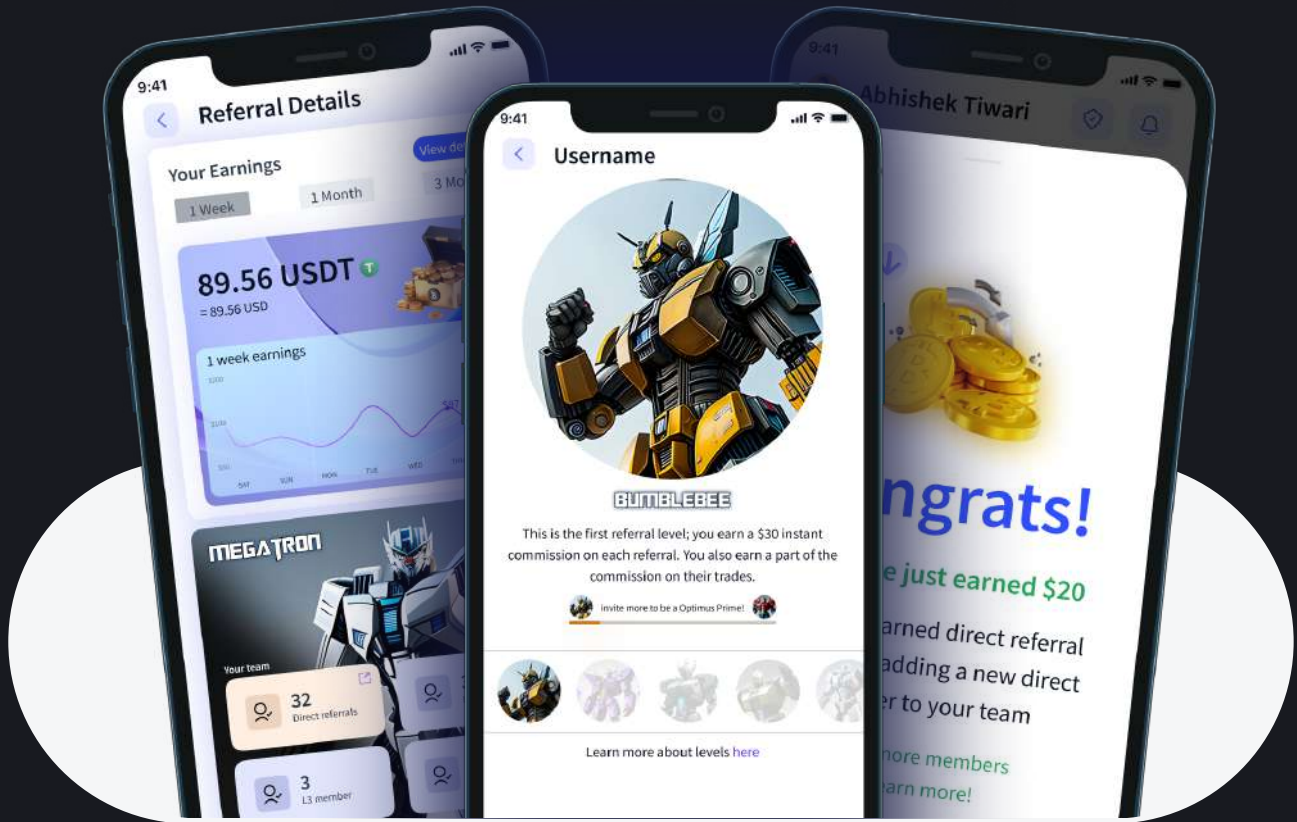
Transparency And Consistency:

Verifiable Transactions: All Transactions Related To The Replenishment Of The Token Reward Pool Will Be Recorded On The Blockchain, Ensuring Transparency And Verifiability.

Consistent Rewards: Users Can Rely On A Consistent And Transparent Reward Distribution Mechanism, Enhancing Trust And Loyalty Towards The Platform.

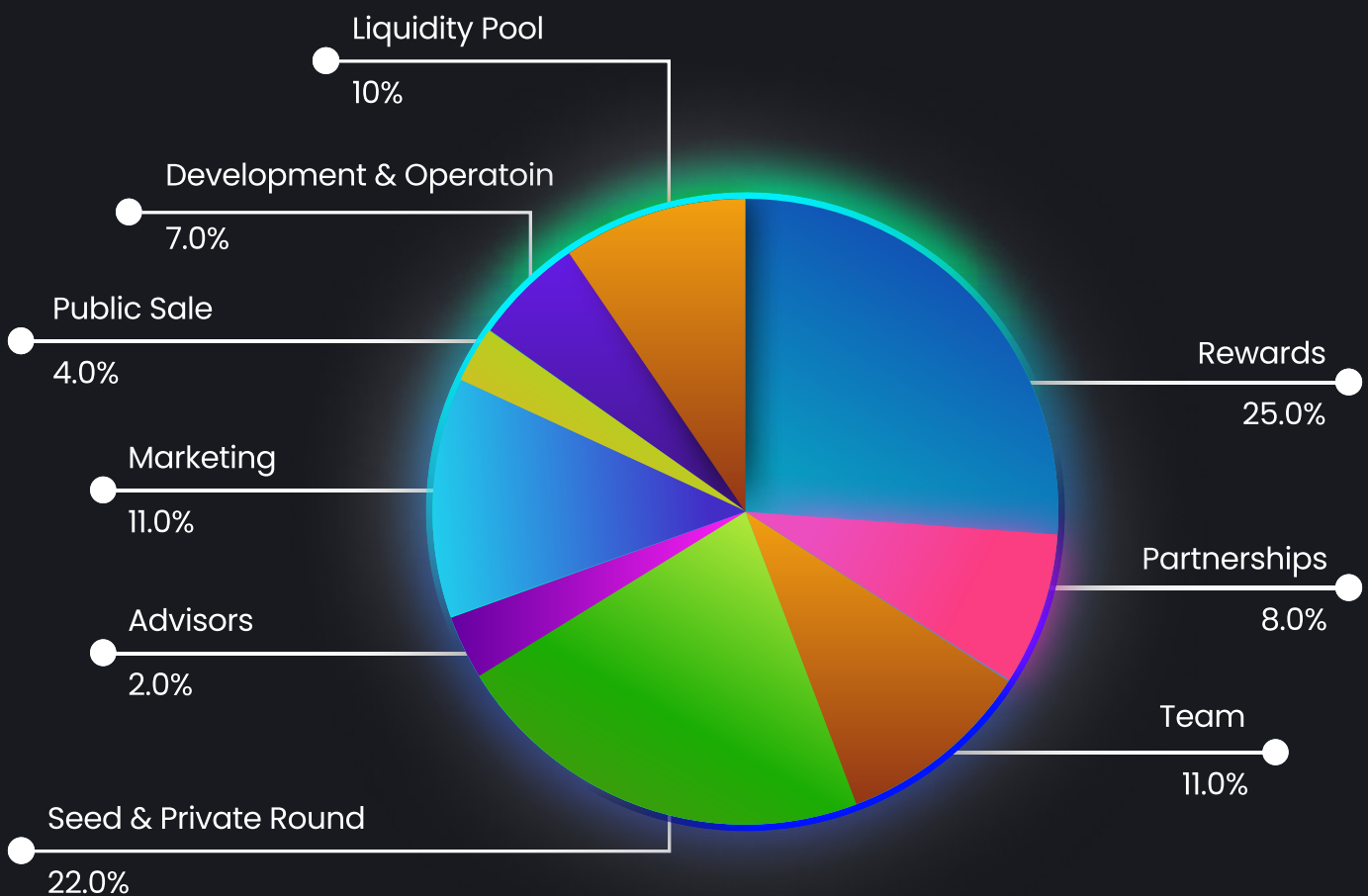
UnTrade Token Utility

Through The Token Reward Pool Replenishment Strategy, UnTrade Demonstrates A Steadfast Commitment To Its User Base, Ensuring That Rewards, A Pivotal Element Of User Engagement And Retention, Are Consistently Available, Thereby Fostering A Thriving And Engaged Platform Ecosystem.



Token Economy (Allocation and Vesting)

The UnTrade Token Economy Has Been Strategically Devised To Maintain The Long-Term Viability Of The Project, While Ensuring A Fair Distribution That Rewards Various Stakeholders And Supports The Platform's Continuous Growth. Here's A Breakdown Of The Token Distribution Along With Their Respective Vesting Schedules:



Token Economy (Allocation and Vesting)

Allocation	Vesting schedule
25% Rewards	NA
8% Partnerships	10% TGE, 24 Months Vesting
11% Team	0% TGE, 36 Month Cliff, 12 Months Vesting
22% Seed & Private Round	10% TGE, 3 Month Cliff, 18 Months Vesting
2% Advisors	0% TGE, 6 Month Cliff, 6 Months Vesting
11% Marketing	0% TGE, 2 Month Cliff, 10 Months Vesting
4% Public Sale	50% TGE, 4 Months Vesting
7% Development & Operations	0% TGE, 18 Months Vesting
10% Liquidity Pool	NA

1. Token Reward Pool:

- Allocation: 25%
- Token Reward Pool Distribution:
 - The Token Reward Pool Under This Category Are Earmarked For Distribution To Top Performing Traders With Max APY% On The Platform As Well As To The Top Delta Investors (Those Users Registering Max Losses In USD), As A Measure To Maintain Equilibrium.
 - The Distributions Are Scheduled On A Quarterly Basis.
 - To Ensure A Consistent And Sustainable Reward System, Rewards Will Be Distributed Every Quarter At A Fixed Rate Of 2% Of The Total Token Rewards Pool. However, Based On Platform Growth And The Influx From Token Rewards Pool Replenishment Sources, The Rewards Pool May Be Rebalanced In A Similar Pattern To Ensure Alignment With The Platform's Needs.

Token Economy (Allocation and Vesting)

2. Partnerships (KOLs & Other Partnerships):

- Allocation: 8% (14.4M Tokens)

Description: This Pool Is Dedicated To Key Opinion Leaders (KOLs) And Other Strategic Partnerships That Can Bring Value, Exposure, And Growth To The UnTrade Platform. Allocating Tokens For Partnerships Ensures That There's Mutual Investment And Alignment In The Success Of The Platform.

Vesting Schedule: 10% Tokens Are Distributed At The Token Generation Event (TGE). 24 Months Vesting

3. Team:

- Allocation: 11% (19.8M Tokens)

Description: This Allocation Is Earmarked To Reward The Dedicated Team Behind UnTrade, Ensuring They Are Incentivized To Contribute To The Platform's Long-Term Success.

Vesting Schedule: No Tokens Are Distributed At The Token Generation Event (TGE). This Is Followed By A 36-Month Cliff, Ensuring Team Members Are Committed To The Platform's Success In The Long Term. After This Cliff, Tokens Are Unlocked Monthly For The Subsequent 24 Months Vesting.

4. Seed And Private Rounds:

- Allocation: 22% (39.6M Tokens)

Token Economy (Allocation and Vesting)

Description: This Allocation Is Meant For Early Believers, Investors, And Accelerators That Provide Both Capital And Strategic Value To UnTrade, Aiding In Its Growth And Scalability.

Vesting Schedule: An Initial 10% (3.96M Tokens) Is Unlocked At The TGE. This Is Followed By A 3 Month Cliff. Post-Cliff, Approximately Tokens Will Be Unlocked Monthly Over The Next 18 Months Vesting.

5. Advisors:

- Allocation: 2% (3.6M Tokens)

Description: Advisors Play A Pivotal Role In Providing Strategic Insights, Networking Opportunities, And Industry Expertise. This Pool Ensures They Are Compensated For Their Commitment And Advice.

Vesting Schedule: No Tokens Are Given At TGE. This Is Succeeded By A 6-Month Cliff. After This Period, About 600,000 Tokens Are Unlocked Monthly Over The Subsequent 6 Months.

6. Marketing:

- Allocation: 11% (19.8M Tokens)

Description: Marketing Is Crucial For The Platform's Visibility, User Acquisition, And Overall Growth. This Allocation Supports Various Marketing Initiatives, Campaigns, And User Engagement Activities.

Vesting Schedule: No Tokens Are Released At TGE. This Is Followed By A 2-Month Cliff. Post-Cliff, Approximately 1,980,000 Tokens Are Unlocked Monthly Over The Next 10 Months.

Token Economy (Allocation and Vesting)

7. Public Sale:

- Allocation: 4% (7.2M Tokens)

Description: The Public Sale Allows A Broader Audience Of Crypto Enthusiasts And Investors To Purchase The Token And Be Part Of The UnTrade Community. It's An Opportunity To Raise Funds And Increase Token Distribution.

Vesting Schedule: 50% (3.6M Tokens) Are Unlocked At The TGE, Followed By A Monthly Unlocking Of 25% Over The Next 4 Months.

8. Development & Operations:

- Allocation: 7% (12.6M Tokens)

Description: This Pool Ensures That The Platform's Technical Infrastructure, Operations, And Continuous Development Are Well-Funded, Thereby Facilitating Smooth User Experiences And The Introduction Of New Features.

Vesting Schedule: No Tokens Are Released At TGE. This Is Followed By A Vesting Of 18 Months.

9. Liquidity Pool:

Allocation: 10% (18M Tokens)

Description: The Liquidity Pool Ensures Adequate Liquidity On Exchanges For The UnTrade Token. A Well-Maintained Liquidity Pool Enhances Trading Experiences, Preventing Large Price Fluctuations And Ensuring A Stable Market Presence.

Token Economy (Allocation and Vesting)

Key Points:

Stability: Minimizes Price Volatility.

Trust: Reflects The Project's Commitment To A Healthy Trading Environment.

Accessibility: Ensures Smooth Buying And Selling Without Drastic Price Changes.

Vesting Schedule: Not Applicable

This Allocation Structure Supports The Project's Vision By Ensuring Sustainable Growth, Incentivizing Long-Term Commitment From The Team And Advisors, And Providing Ample Liquidity And Rewards For The Broader Community.



Founding Team



Ayush Khetan

*Co-Founder
Chief Executive Officer*



Karan Sharma

*Co-Founder
Chief Operating Officer*



Naveen Agarwal

Director of engineering



Harsh Bhadauria

Head Of Trading Desk



Rahul Bhatia

Chief Marketing officer



Abhishek Tiwari

Head Of Product & Strategy



Big Teams



Vipin Tripathi
Product Manager



Siddharth Jain
Backend Engg.



Ketan Jakhar
Backend Engg.



Rahul Jha
App Dev



Sampan Achdria
ML Engineer



Namu Dhaker
Frontend Engg.



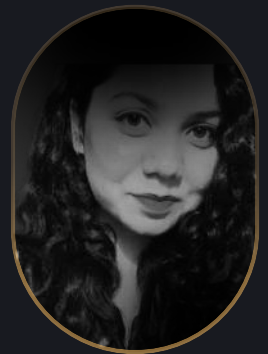
Atif Ahmad
Quant Engg.



Vikas Kumar
Quant Engg.



Nabeel Saleem
UX Designer



Mumal Shekhawat
Content Strategy



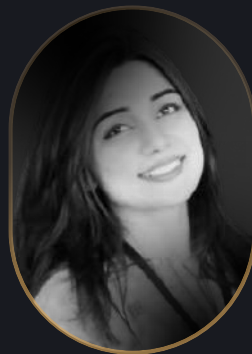
Garvit Sharma
Marketing Manager



Muskaan Khandelwal
Graphics



Chandra Shekher Garg
SEO Specialist



Sidra Ejaz
Content Writer



Imran Khan
Content Writer

Glossary



Investor:

An Individual Or Entity That Allocates Capital On The User Side UnTrade App Through Exchange APIs With The Expectation Of Receiving Financial Returns.

Trader:

A Trader On The UnTrade Platform Is An Individual Or Entity That Engages In Manually Executing Trades, Creating Analytics And, Upon Achieving A Certain Performance Threshold, Getting Listed On The Investor Side Of The App To Manage Multiple Portfolios.

Quant Traders On UnTrade Utilize The Platform's No-Code AI, To Develop And Deploy Algorithmic Trading Strategies Without Coding Expertise. They Apply Mathematical Models To Identify Trading Opportunities, Manage Risks, And Can Showcase Their Strategies To Investors On The Platform Upon Meeting Specific Performance Criteria.

Glossary

Algorithmic Trading:

Utilizing Algorithms And Mathematical Models To Trade Financial Markets Based On Predefined Criteria Without Human Intervention.

API (Application Programming Interface):

A Set Of Protocols And Tools For Building Software And Applications, Enabling Interaction Between Different Software Applications.

UnTrade Token:

The Native Cryptocurrency Token Of The UnTrade Platform, Which Is Utilized Within The Platform's Ecosystem For Various Functionalities.

No-Code AI (BOT):

A Feature Within The UnTrade Platform That Allows Users To Create Algorithmic Trading Strategies Without The Need For Coding Knowledge.

Vesting Schedule:

The Vesting Schedule For The UnTrade Token Outlines The Predetermined Timeline And Conditions Under Which Tokens Are Gradually Released Or Become Available For Use To The Token Holders.

Vetted Strategies:

Vetted Strategies On UnTrade Denote Trading Methods That Have Been Rigorously Assessed For Their Profitability, Risk Management, And Compliance Platform Norms. This Involves Scrutinizing Historical Performance, Risk, Legality, Reliability, And Transparency, Ensuring That Only Robust And Reliable Strategies Are Presented To Platform Users And Investors, Thereby Bolstering Trust And Potential Success.

Glossary

Profit And Loss Percentage (PnL%):

The Profit And Loss Percentage (PnL%) Represents The Percentage Change In The Value Of An Investment Or Trading Position Over A Specified Time Period. In UnTrade, The Traders Generating Maximum PNL Will Be Rewarded.

Minimum Drawdown:

Minimum Drawdown Refers To The Smallest Peak-To-Trough Decline In The Value Of An Investment Or Trading Account, Typically Quoted As A Percentage. In UnTrade, The Traders With Minimum Drawdown Will Be Rewarded.

Profit Sharing:

Tokenized Equity Being Distributed To Those Holding A Minimum Of 35000 UnTrade Tokens And Proportionate To Their Token Holdings.

Referral Incentives:

These Fall Under The Tiered Affiliate Program Of UnTrade. Under This The Affiliates Are Rewarded A Share Of Platform Revenue Generated By Their Referrals. Tiers Unlock With The Minimum Holding Of 10000 UnTrade Tokens From Tier 2.

Token Reward Pool:

Fair Token Distribution To Platform Users. Incentivising Top Profit Generating Traders And Top Loss Booking Investors On A Quarterly Basis.



Risks, Restrictions and Disclaimers



Welcome To UnTrade's Digital Asset Platform, Where You Will Find A Comprehensive Overview Of Our Services, Features, And Offerings. We Are Committed To Providing A Safe And Transparent Environment For Users To Engage With Emerging Technologies, Such As Digital Assets, Trading Strategies, Blockchain Technology, And Associated Applications. In Our Pursuit Of Transparency And Accountability, It Is Crucial That You, As A User, Are Aware Of The Potential Risks And Limitations Of These Technologies And Our Services.

Risks, Restrictions and Disclaimers

In The Following Sections, We Will Walk You Through A Detailed Examination Of The Risks, Restrictions, And Disclaimers That Pertain To Your Use Of UnTrade's Platform And Services. It's Essential That You Read And Understand These Terms Carefully As They Outline Critical Information About The Nature Of The Technologies We Deal With And The Boundaries Of Our Control Over Them.

By Using Our Platform, You Acknowledge That The Digital Asset Space Is Dynamic, Rapidly Evolving, And Characterized By Uncertainty. You Understand That Both Market Conditions And Technology Itself Can Undergo Sudden And Unpredictable Changes That May Impact Our Ability To Deliver On The Terms Outlined In This Document. Moreover, You Recognize That UnTrade Is A Software Company Providing Software Products In An Application, But We Do Not Offer Investment, Legal, Or Tax Advice. We Do Not Take Into Account Your Individual Financial Situation Or Investment Objectives.

Please Read Each Section Carefully And Familiarize Yourself With The Information Presented. UnTrade Strives To Provide A Secure And User-Friendly Platform, But It Is Vital That You Understand And Accept The Risks Inherent To The Digital Asset Landscape. By Acknowledging And Comprehending These Risks, You Can Make Informed Decisions And Use Our Services More Effectively.

Let's Now Delve Into The Subsequent Sections, Where We Will Explore These Risks, Limitations, And Disclaimers In Greater Detail.

Risks, Restrictions and Disclaimers

Section 1: New And Unproven Technology

In This Section, We Outline The Risks And Disclaimers Related To The Use Of New And Untested Technologies, Such As Digital Assets, Trading Strategies, Blockchain Technology, And Their Associated Applications. It's Essential For Users To Understand The Evolving And Unpredictable Nature Of These Technologies And The Limitations Of UnTrade's Control Over Them.

1.1 Adverse Changes In The Market And Technology

You Are Entering A Realm Of Emerging Technologies Where Change Is Constant. UnTrade Cannot Control Or Predict Market Fluctuations Or Technological Developments That May Impact The Performance Of The Platform And Services. It's Important To Acknowledge That Unforeseen Events In The Market Or Technology Can Affect Our Ability To Meet The Terms And Conditions Outlined In This Document.

1.2 UnTrade's Role And Limitations

UnTrade Is A Software Company That Provides Software Products Through Its Application. However, It Is Vital To Understand That UnTrade Does Not Provide Investment, Legal, Or Tax Advice. We Do Not Take Into Account Your Individual Circumstances, Including Your Financial Situation And Investment Objectives. Therefore, You Are Solely Responsible For Seeking Independent, Professional Advice If Needed.

Risks, Restrictions and Disclaimers

1.3 Understanding The Risks

The Use Of Our Items And Services Is Suitable Only For Users Who Have A Comprehensive Understanding Of The Inherent Risks. This Implies That You Need To Be Aware Of And Accept The High Price Volatility In The Cryptocurrency Market And The Possibility Of Losing Your Investments. You Should Only Invest Funds That You Can Afford To Lose, As The Cryptocurrency Market Is Known For Its Unpredictability.

1.4 Performance Guarantees And Trading Strategies

Trading Strategies Provided By UnTrade Are Unregulated And Unlicensed Services And Should Not Be Treated As Financial Or Investment Products. Any Content, Communication, Or Recommendations From UnTrade Should Not Be Construed As Investment Advice. We Want To Emphasize That A Trading Strategy Is Not A Security Or Financial Instrument. UnTrade Cannot Guarantee The Future Profitability Of Any Trading Strategy And Explicitly Warns Users That Using Strategies From The Strategy Library Does Not Ensure An Increase In The Value Of Their Invested Assets.

1.5 Security Of Your Credentials

Any Third Party Gaining Access To Your Login Credentials Or API Keys Can Potentially Carry Out Unauthorized Trading With Your Digital Assets. It Is Your Responsibility To Take Appropriate Security Measures To Protect Your Devices, Including The Use Of Advanced Security Techniques. UnTrade Provides Advanced Security Features, But The Security Of Your Login Credentials Remains Your Sole Responsibility. UnTrade Will Not Be Held Responsible For Any Unauthorized Access Or Resulting Damages Or Losses.

Risks, Restrictions and Disclaimers

1.6 Potential Security Threats

Cybersecurity threats are a significant concern in the digital asset space. Hackers and other organizations may attempt various tactics, such as denial of service attacks, malware, or phishing, to gain unauthorized access to your UnTrade account, third-party exchange accounts, the application, the website, or your digital assets. These threats should not be underestimated, and users must remain vigilant.

1.7 Code Vulnerabilities

It is essential to recognize that the platform and trading strategies may contain vulnerabilities or bugs within the source code. These vulnerabilities can impact the use of the platform and potentially lead to the loss of invested funds. Users should be aware of this risk associated with using new and untested technology.

1.8 Low Liquidity And Value Fluctuations

Low liquidity for specific assets on exchanges can affect the performance of trading strategies. Additionally, the price volatility of digital assets can lead to unfavorable fluctuations in the value of investments in trading strategies. These fluctuations may not necessarily be tied to the value of the digital assets themselves.

Risks, Restrictions and Disclaimers

1.9 Unforeseeable Risks

The Cryptocurrency And Blockchain Space Is Still Evolving, And Unforeseen Risks Can Emerge. UnTrade Acknowledges That There Are Risks That Cannot Be Anticipated And Urges Users To Remain Cautious.

Please Remember That This Section Serves To Inform Users About The Potential Risks And Limitations Associated With UnTrade's Services And The Technologies Involved. It Is Essential To Ensure That Users Fully Comprehend These Risks Before Proceeding. Additionally, Users Should Always Seek Professional Advice When Necessary.

Section 2: UnTrade's Non-Responsibility For Investment, Legal, Or Tax Advice

In This Section, We Clarify The Disclaimers And Restrictions Concerning Any Guidance Or Considerations Offered By Untrade. It's Essential For You To Understand That Untrade, As A Service Provider, Does Not Provide Investment, Legal, Or Tax Advice And Does Not Consider Your Individual Circumstances, Including Your Financial Situation And Investment Objectives. We Emphasize The Importance Of Seeking Independent, Professional Advice When Dealing With Matters Requiring Such Expertise.

2.1 Untrade's Role

Untrade Is A Service Provider That Offers Tools And Services Related To Digital Assets, Trading Strategies, And Blockchain Technology. Our Role Is To Provide A Platform For Users To Manage Their Investments And Digital Assets. However, It Is Important To Recognize That Untrade's Role Is Strictly Limited To Providing Services And Technical Support.

Risks, Restrictions and Disclaimers

2.2 Lack Of Personalized Advice

We Want To Make It Clear That Untrade Does Not Offer Investment, Legal, Or Tax Advice To Users. We Do Not Assess Or Consider Your Specific Financial Situation, Investment Goals, Or Legal Circumstances. This Means That Any Actions, Decisions, Or Considerations Presented By Untrade, Its Services, Or The Platform Should Not Be Interpreted As Personalized Advice Or Recommendations For Your Specific Situation.

2.3 Seek Independent Professional Advice

If You Require Investment, Legal, Or Tax Advice That Pertains To Your Unique Circumstances, It Is Your Responsibility To Seek Such Advice From Independent And Qualified Professionals. Untrade Strongly Encourages Users To Consult Experts Who Can Provide Customized Guidance Based On Your Financial Situation, Objectives, And Legal Requirements.

2.4 Sole Responsibility Of Users

Your Use Of The Untrade Platform And Services Implies That You Understand And Accept That The Responsibility For Decisions Related To Investments, Legal Matters, And Tax Considerations Rests Solely With You. Untrade Does Not Assume Any Responsibility For The Choices You Make Or The Consequences That May Result From Those Choices.

2.5 User's Informed Decision-Making

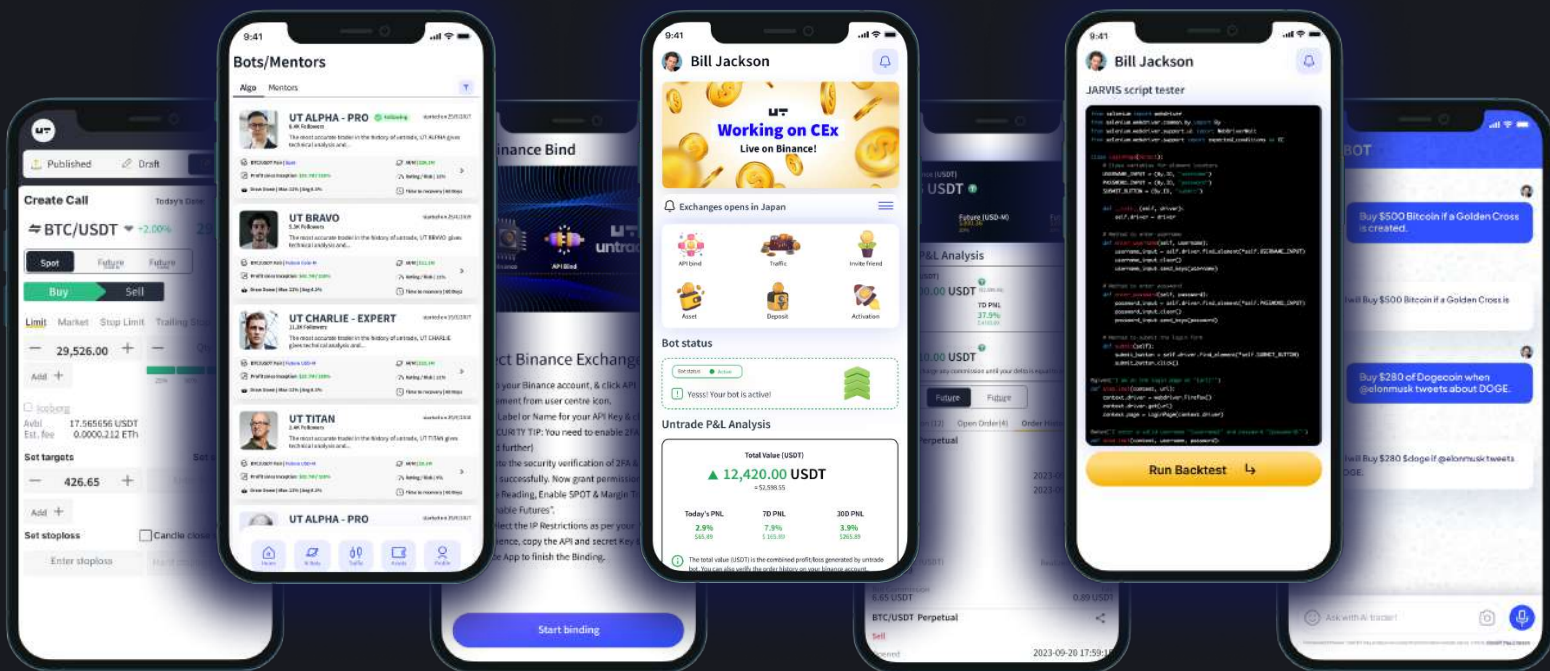
By Using The Untrade Platform, You Acknowledge The Need To Make Informed And Responsible Decisions Concerning Your Investments, Legal Matters, And Tax Obligations. You Should Always Be Aware Of The Associated Risks And The Potential Impact Of Your Actions In These Areas.

Risks, Restrictions and Disclaimers

2.6 Applicability To All Users

These Disclaimers Regarding Investment, Legal, And Tax Advice Apply To All Users Of The Untrade Platform And Services. Regardless Of Your Level Of Experience Or Expertise, It Is Imperative To Understand That Untrade Does Not Provide Personalized Advice Or Recommendations In These Domains.

Please Take These Disclaimers Seriously And Take The Initiative To Seek Professional Advice When It Is Necessary. Untrade Is Dedicated To Providing You With The Tools And Resources Needed For Managing Your Digital Assets, But The Responsibility For Decisions In These Critical Areas Remains With You.



Trade without trading!



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