

# COVESTING

Ultimate meeting point for investors and  
successful crypto currency traders.

Investors from around the world can compare the performance of hundreds of successful  
digital asset managers and mirror their trades automatically.

We bring transparency, security, and efficiency to the  
digital currency investment industry.

They trade – you profit.

This document is not an offer of securities or a collective investment scheme. Contributors are advised to read this document carefully in full and perform due diligence on their own. Please read terms and conditions before making any investment decision.

*“It’s like having thousands of traders all  
working for you!” Yoni Assia*

## Abstract

*Covesting platform helps investors and crypto currency traders find each other.*

*Investors can easily browse through dozens of trading strategies, provided by professional asset managers and subscribe to the ones matching their goals. Thanks to technology-based solutions and smart-contracts, Covesting platform allows its users to replicate trading activity of a chosen Model directly into their segregated account at Covesting.*

*While Model managers benefit from success fees generated by profitable trading – Investors enjoy peace of mind knowing that their funds being managed by industry professionals.*

*Beat the markets by replicating top performing asset managers and let hundreds of professionals’ trade for you!*

## Mission

*To help investors from around the world enjoy professional asset management services, by bringing copy-trading platform to digital currency markets.*

# Market

With the enormous development of the crypto currencies and blockchain technology, new opportunities are arising in the field of investment. Crypto markets are borderless, open 24/7, and offer huge potentials for growth. Rapidly growing number of initial coin offerings (ICO) has led to more than 1000 new crypto currencies being created, which are traded on daily basis. And they do provide amazing returns.

Biggest Gainers*						1h	24h	7d
#	Name	Symbol	Volume (24h)	Price	% 7d			
1	 Colossuscoin V2	CV2	\$103,988	\$0.000245	660.13%			
2	 Rise	RISE	\$31,140,700	\$0.548805	471.75%			
3	 NAV Coin	NAV	\$34,777,100	\$1.58	441.41%			
4	 Centurion	CNT	\$181,495	\$0.260629	352.24%			
5	 FuckToken	FUCK	\$24,412	\$0.082930	348.26%			
6	 CryptoCarbon	CCRB	\$160,567	\$1.77	257.52%			
7	 XCurrency	XC	\$58,921	\$2.99	252.40%			
8	 Linda	LINDA	\$100,717	\$0.000475	243.70%			
9	 Triggers	TRIG	\$16,643,900	\$0.704552	200.64%			
10	 808Coin	808	\$20,304	\$0.003000	152.88%			

Source: [coinmarketcap.com](https://coinmarketcap.com)

In order to fully realize market potential, let's have a look at market caps of top technology-based companies listed on Nasdaq and NY stock exchanges and compare them with digital assets:

- Alphabet – 650 Bln USD
- Microsoft – 566 Bln USD
- Facebook – 495 Bln USD
- Alibaba Group – 437 Bln USD

Combined market capitalization of all crypto currencies together is currently only around 150 billion USD, which leaves lots of room to expand. The overall crypto currency transaction volume has grown a lot in the past few years and the money keep flowing either for the speculative purposes of gaining capital profit or by supporting projects that are built on decentralized platforms. During the first half of 2017, transactions surpassed the US\$325 billion mark, which is pretty

impressive for something a lot of “financial experts” deem to be a niche market. This increase in value is mainly driven by Bitcoin and Ethereum. Especially now that both ecosystems are inching closer to creating a scalable ecosystem, interesting things are bound to happen in the future. According to Juniper research, total crypto currency transaction value may surpass \$1 trillion between now and 2022.

Triple digit growth, amazing risk-reward ratios, and promising global perspectives are only few reasons why crypto currencies shouldn't be overlooked by any investor, willing to diversify his portfolio and profit from opportunities offered by a booming market.

## Investor problems

After someone does make the decision to invest in one or another digital asset, there is a sticking point: crypto currencies trading take place on multiple different exchanges, having different rules, often requiring a lengthy verification process. Most potential Investors are lost at this stage. Another problem is volatility, which can negatively affect the overall trading result of any inexperienced private investor.

The learning curve for investing in crypto assets is extremely steep and only experienced digital asset managers can fully benefit from arising opportunities offered by the blockchain revolution.

At some point, investors may evaluate option of trusting money to a private crypto trader or a fund, in order to gain profit in newly established markets. Such decision can be very risky due to lack of regulations and the high possibility of fraud. With such huge interest and capital migration into crypto markets, it creates a perfect environment for investor scamming, “Ponzi” and pump and dump schemes.



Participating in ICO has its own difficulties. After raising millions of dollars, many projects either flopped, never kept their promises, or completely disappeared with investors' money. As a result, a huge number of people lost their funds along with their belief in ICO investing for profit. Not to mention that most private investors simply miss the most promising ICO's on the market due to the lack of awareness or time.

Investing in digital assets requires experience and may become very difficult and time-consuming journey, especially for someone who has a full-time job not related to technology or online trading industry.

## Trader problems

Problems that digital asset managers have to deal with are equally challenging. Launching a personal fund requires technical knowledge, programming skills, legal paperwork as well as marketing costs and other expenses.

Only several digital asset funds have gained reputation and necessary backing, while private crypto traders and newly established funds tend to look for investors in online forums, social networks or among their friends.

It takes hard work, costs and many years of effort to build trust and reputation in order to attract proper funding. As a result, many successful traders and digital asset managers are being overlooked and end up having no access to investors capital, limiting their opportunities and narrowing earnings potential.

With blockchain revolution gaining momentum, more and more digital asset managers will arise offering their services to investors. We estimate that in two years' time, there will be more than three hundred professionally managed crypto funds and thousands of private traders operating on the market.

Professional digital asset managers or funds could be a smart solution for anyone, willing to get exposure in the crypto currencies market. But how retail investors can find and choose the most suitable crypto currency fund? Can they be sure about the safety of investments? Is declared performance of a chosen asset manager sustainable?

# Solution: Covesting

Covesting Platform is the ultimate venue where successful digital asset managers meet new investors, while creating transparent, safe and efficient investment environment.

Covesting platform allows everyday investors to search and compare the performance of hundreds of proven crypto currency traders and mirror their trades automatically. After investor subscribes to the most suitable strategy - the system will automatically synchronize all trading activity from the chosen Model into his segregated account at Covesting, providing the convenience of asset management along with the safety of funds.



Trading Models can be easily created by linking an existing trading account at external digital currency exchange through API. Later, the Model manager will be able to decide whether he wants to “list” his Model at the Covesting platform instantly or keep it private for a while and build solid track record first.

Each investor has the ability to diversify his investments by following up to 20 different Models at the same time. Such diversification allows investors to be uniquely positioned to record gains across multiple crypto trading strategies and protect themselves against massive losses in any single crypto currency. More importantly, investors are in total control - they can start or finish the following whenever they want.

Model managers are rewarded with 18% success fees from all profits generated by the followers, platform commission is 10%, while investors receive remaining 72% of income, available for immediate withdrawal or reinvesting.

Platform commission of 10% will accrue in the COV Asset Contract, the rights to which will be kept by community members holding COV tokens.



For security reasons, Model managers will never know the amount of capital which is currently following their strategy. Only the number of investors. All participants can choose to publish their real names or remain anonymous by using a screen-name alias.

Covesting Platform will provide such opportunities to:

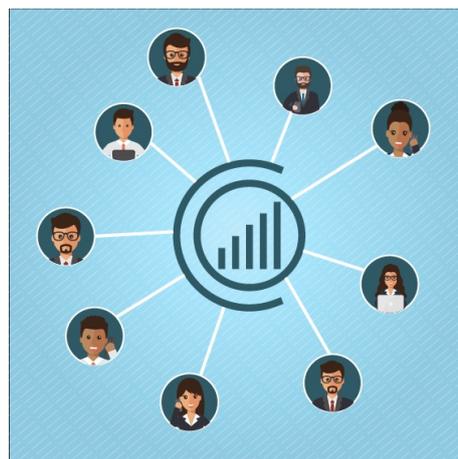
- Setup a trading Model with several clicks and start performance tracking from day one
- Describe the trading strategy, expected volatility and returns
- Attract attention of investors by positive trading performance
- Get investors following your trading Model
- Earn success fees on all profits made by Model-following accounts
- Build a solid track record to get more followers
- Become a well-recognized digital asset manager
- Earn reputation and get reviews from previous and existing investors
- Interact in safe environment, make new contacts and grow professionally
- Keep a blog, post news, trading ideas and market analysis

Covesting platform helps investing talents to bring their trading results in front of the public and compete with other Model managers in the equally-fair environment. With Covesting platform, every “street” trader can start a career of digital asset manager. The more successful member is, the more followers he will be able to get and more money to make from profitable trading.

Our goal is to create an easy-to-use platform with a win-win solution for both inexperienced investors and professional traders.

## Synergy

With the features described above, Covesting Platform creates a synergized marketplace that brings investors, individual crypto currency traders and professional fund managers together. All parties benefit from Covesting platform: money managers and traders get access to the new audiences and sources of additional income, while investors get a broad range of trading strategies to choose from and ability to analyze historical performance in order to make the right decision.



## Social investing

Like any other social network, Covesting offers its members a newsfeed, which enables them to receive updates from other traders. Each trader can post relevant information, explain an investment decision, or share any other kind of knowledge with the Covesting community. By following successful traders, our members can become more knowledgeable and make better investment decisions.

# Covesting in four simple steps

1. **Join.** Register at Covesting by filling a simple form and use COV, BTC or ETH to fund the account.
2. **Find top traders.** Compare the performance of hundreds of successful Model managers and find the one matching your goals.
3. **Copy trades.** Once you found the strategy that you want to follow, simply click “Subscribe”. You will be asked to specify the percentage of the funds you want to allocate for following. The amounts for the replicated trades will be calculated proportionally.
4. **Monitor and control.** You can now sit back and watch how professional traders do the job for you. All trades from now on will be replicated automatically. Most importantly - you are in control. You can manage your portfolio by subscribing to the new strategies or stop copying a trader at any time.

## Platform specifications

At Covesting we aim to develop an easy to use, secure and efficient solution for both investors and digital asset managers. Our dedicated development team is working hard to deliver prototype version of Covesting platform as early as **November 20th**, right before scheduled ICO on **November 24th**. This would allow all contributors to get familiar with interface and core features of the platform and see how cool it is. Below we provide concept specifications of the platform as well as a brief explanation of core features.

### Registration

All users must be registered on the platform to carry out any activities. Registration is a standard process through email, or you can sign in through Facebook, Google, Twitter.

## **Covesting Account and wallet**

All users of the platform have their own unique wallet created automatically. After registration with Covesting platform, each user shall have BTC, ETH and COV addresses in their Wallet. By depositing any of these coins, it is possible to make internal exchanges from currency one to another. However, only COV token can be used for trading strategy subscriptions.

## **Entry fee**

There is a 2% entry fee that applies every time user deposits funds to his account. This commission accrues to the COV Asset Contract increasing the value backing COV tokens.

## **Model managers**

A Model manager is a user who created a trading Model in Covesting platform and linked it to external trading account at any supported exchange, through API. From that moment, tracking of all trading activity starts and Model becomes available for following.

## **Investor**

The investor is a user who is following (subscribing to) a chosen Model in order to benefit from profitable trading of a Model manager. Each investor can follow up to 20 different trading strategies.

## **Marketplace. Model search**

The platform allows to search, rank, filter and compares dozens of trading Models.

## **Following the Model**

At the moment when Investor finds a suitable strategy and starts following – all trading actions of a Model will be replicated at the Covesting segregated account with a proportional amount of funds, predefined by the investor.

## **Segregated accounts**

In order to provide security and peace of mind to all investors – we offer segregated account for each user within Covesting Platform. None of the funds go directly to Model managers, bypassing trust and security issues.

## **Unfollowing the Model**

At the point when Investor unfollows trading Model – funds immediately returned to the wallet after deducting success fees and commissions in case of any profit.

Each user can stop following trading Model whenever he likes. The only occasion when following stops automatically is when the Model manager decides to terminate it. At that point – funds are returned to all of the followers of terminated Model.

## **Profit sharing**

In case trading Model resulted in profits for investor-follower, income distribution will look like this:

Success fee - 18% of all profits transferred to Model manager's wallet

Platform commission - 10% of all profits and will be automatically credited to COV Asset Contract.

Remaining 72% shall be credited to the Investors wallet along with initial Investment.

## **Anonymous mode**

All users of Covesting platform can choose to publish their real names or remain anonymous by using a screen-name alias. However, we believe that providing real name can be beneficial, especially for successful Model managers.

## **Users privacy**

No personal user data is available to other users or moderators working on the platform. This list includes but is not limited: emails, wallet IDs, or funds available to users, as well as direct links to accounts in social networks, even if they are specified in the user's form. All users can remain completely anonymous.

## Speed of execution

At initial launch, we will offer only manually-traded Models. As soon as API becomes “bullet-proof” tested – we shall launch algo-trading strategies as well.

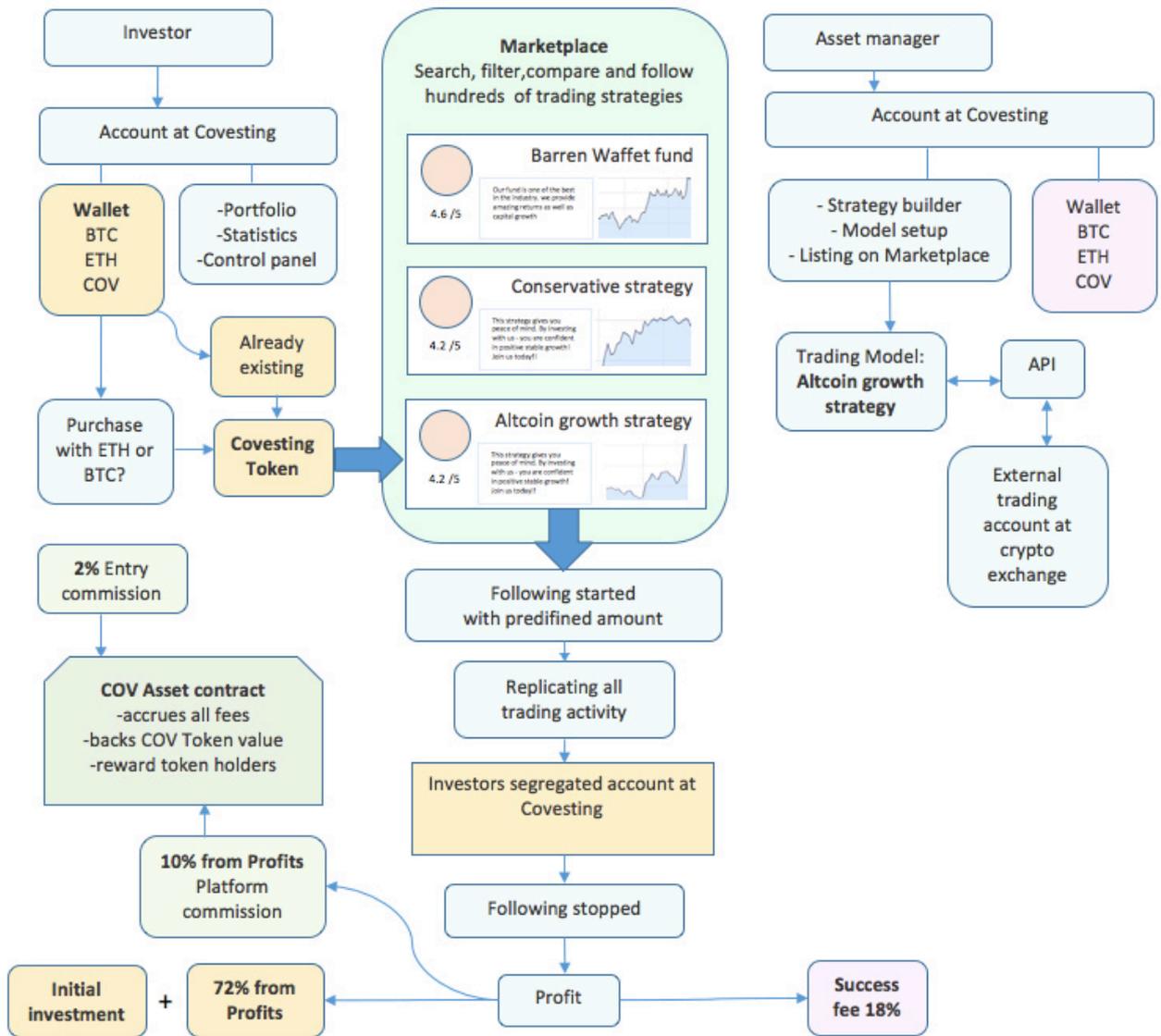
By implementing smart contracts and technology, we automate digital asset management processes, bypass trust and insecurity issues while making investments transparent, simple and secure as they supposed to be.

For the next following years, Covesting team will be working to develop new tools, which enables each member of our online community to become both a successful trader on their own, and contribute from their knowledge and experience to other traders.

# Architecture

Covesting platform infrastructure include four main elements:

- Investors account section, which provides multi-currency wallet, portfolio overview and statistics.
- Asset manager account section, which allows to setup up to 10 trading Models by linking external trading accounts through API.
- The Marketplace of trading Models, where each investor can search and compare hundreds of strategies provided by traders. From here, investors select most suitable trading Models and start their subscription.
- Covesting segregated trading accounts, which are used for replicating trading activity from the followed Models. By using API connections, smart contracts and technology, backend of Covesting Platform executes mirror trades on behalf of investors automatically, distributes requested funds and provides detailed performance data.

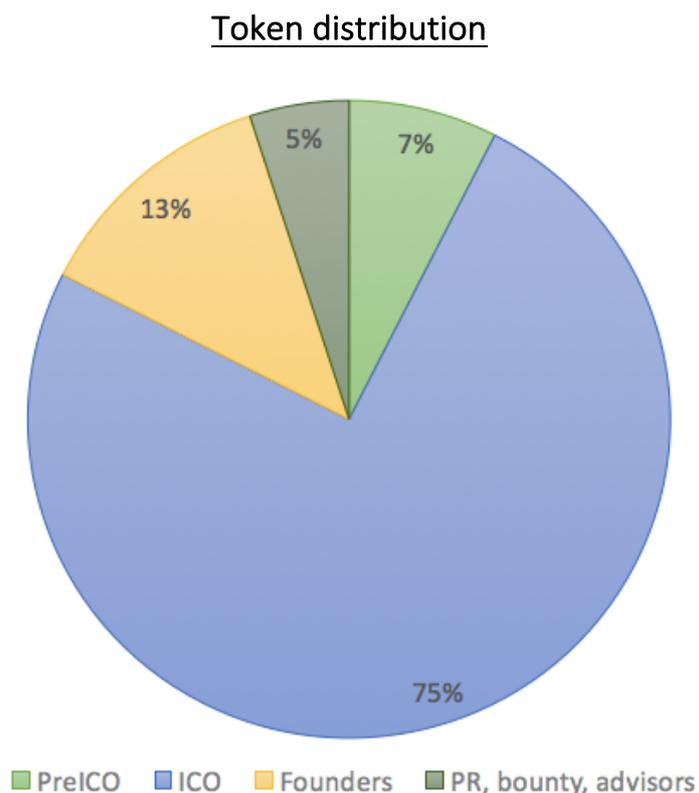


## Covesting Token

Covesting token is an ERC20 token and a smart contract system built on the Ethereum blockchain, and designed to be used by members within Covesting platform. Following this standard, Covesting tokens are easily transferable between users and platforms using ERC20-compatible wallets and can be smoothly integrated into exchanges.

## Cov emission

A total of 20.000.000 Covesting tokens will be generated, including 1.500.000 to conduct PreICO, and 15.000.000 to conduct ICO. Another 2.500.000 will be shared between the founders of Covesting platform and locked in a smart contract for 3 months, while the rest will be generated for advisory, bounty and PR pools.

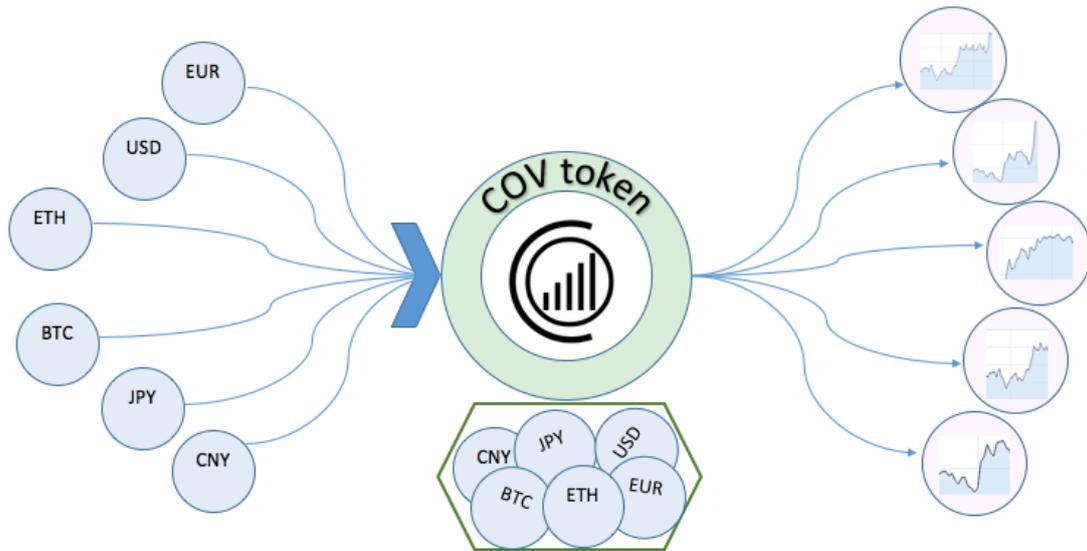


Unsold COV that were created for sale during Pre-ICO and ICO will be burned. Covesting tokens are not mined by users or any other companies.

## COV Token growth

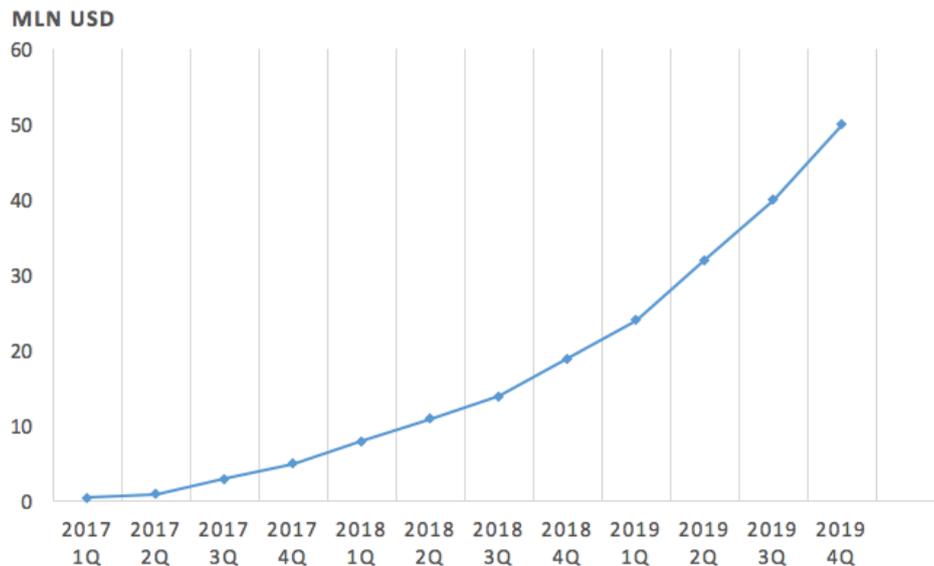
Members buy COV tokens in order to follow one or several trading Models, provided by the asset managers on the platform. Thus, the demand for COV correlates with the copy-trading volume at the Covesting platform.

## Demand for COV tokens



As the platform develops over time, more and more investors and professional asset managers will join our community. We estimate that by 2020 there will be over 5000 active users and \$50+ mln of capital replicating trades from the industry professionals. Such growth will automatically create strong demand for COV tokens and position it for multiple digit price increase.

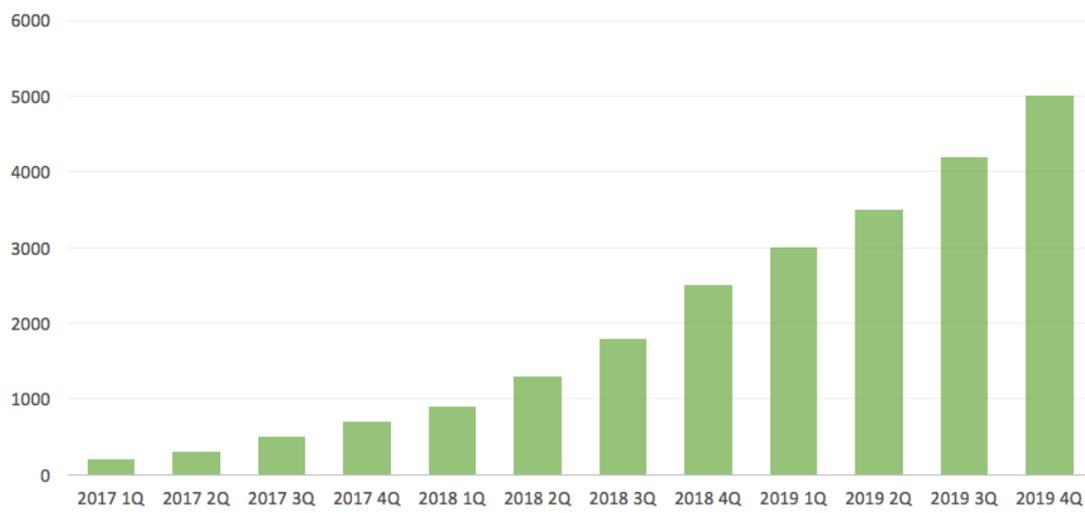
## Amount of capital replicating trades at Covesting platform



Formation of a large number of participants in Covesting platform (both - Investors and Model managers) is the basis for the growth of Covesting token. At

the initial launch of Covesting platform, we will aim to onboard several established crypto-currency funds and dozens of professional traders, so even early users of the platform would have the ability to choose a suitable trading strategy. As the time goes by, new users will register their Models and variety of strategies will increase, while creating a healthy competition among all managers.

### Estimated number of active members



Successful mirror-trading in the platform will give many positive outcomes: investors will make a profit, digital asset managers will get success fees as well as reputation points, positive reviews, and higher rankings. Such successful trading will attract more investors and positively influence the reputation of the Covesting platform and the COV price.

## Platform earnings

Besides natural demand for COV, there are two types of commissions in the Covesting platform used to back COV value and reward COV token holders:

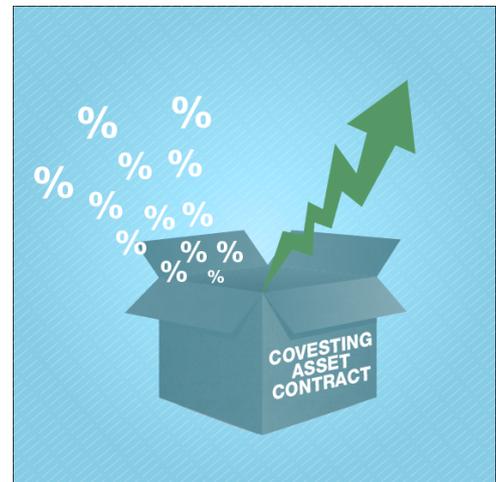
- **Entry commission 2%** - charged every time Investor deposits funds to his account, in order to start following trading Models.
- **10% platform commission** on all profits realized by mirror-trading.

These fees will automatically accrue in COV Asset contract increasing the value of COV tokens.

## Asset contract

The COV Asset Contract is an essential part of how value will be created for the COV token holders.

With all commissions accrued in Asset Contract, it creates a sufficient pool of funds to support consistent growth of COV tokens.



## Rewarding Token holders

As soon as Covesting platform starts performing well – we aim to reward all COV token holders by distributing part of accrued commissions in the Asset contract.

Today, there are two main mechanisms to return value to the contributors: dividends and buybacks.

Dividends create a variety of problems in the digital asset space, one of the primary concerns is paying dividends to tokens held on an exchange. Dividends would be sent to the exchange's custodial address, not the individuals who should own them, as they are the custodian(holders) of assets on their exchanges. In order to allow for a dividend disbursement to an exchange holding address, all of the exchanges would have to agree on how to handle the dividends, and the exchange could potentially just keep all distributed dividends.

Having a dividend pay out almost guarantees that such token will be considered a security according to regulators - which means heavier regulation concerns and government interference. There is also the transaction cost of sending dividends to COV holding addresses.

We decided to choose a more efficient (and likely a more regulatory favorable) value disbursement method – Buyback and Burn. Technically speaking, we will

systematically buy COV tokens on exchanges and “Burn” them. “Burning” means that purchased tokens will be taken off the market, with the consequence that the **total supply of COV tokens will decrease**. This should effectively improve the value of COV over the long-term.

We aim to allocate at least 50% of all platform earnings to systematic Buy-back and Burn programs. Such repayment program sets best practices for the new economy, and simultaneously serves in the **best interest of Covesting token holders**.

As the time goes by, we will closely monitor regulatory environment and possibly introduce alternative methods of value distribution according to the market rules.

## Pre-ICO

There will be a token presale arranged for partners willing to purchase COV prior to the public ICO.

*Pre-ICO will occur on 20<sup>th</sup> October – 19<sup>th</sup> November, 2017*

*1 ETH = 300 COV*

Only 1.500.000 COV to be issued at a special price for the limited number of contributors who managed to discover us early.

We are sufficiently funded for continuous development, however successful Pre-ICO would help us to enlarge the team of engineers and boost development speed of limited-functionality version of the platform. With extra funding obtained from successful Pre-ICO we would be able to release a prototype version of Covesting platform in mid-November, right before official ICO on November **24th**.

By disclosing our amazing platform early, we are confident in the extremely positive outcome of ICO, which will be most beneficial for early contributors.

Besides that, additional funds would help us to run a solid, full-scale international marketing campaign.

*Our goal for Pre-ICO is 2000 ETH and limit is set at 5000 ETH*



**On October 20th**, we will publish the ETH-address of the Presale smart-contract on our website **Covesting.io**. Personal e-mail invitations will be sent to everyone who subscribed via our page.

Pre-ICO shall be executed on first-come, first-served basis, therefore we can't guarantee the availability of tokens for all interested participants.

COV tokens will appear in contributors ERC20 wallet several days after ICO is finished.

#### **Pre-ICO funds distribution:**

**65%** - Product development team

- Additional backend developers
- Front end developers, designers

**35%** - Additional PR & Marketing expenses:

- International marketing campaigns
- Promotional partnerships in 4 regions - Asia, Europe, Russia, Latin America
- Conferences and media partnerships
- Aggressive Social media promotions

Pre-ICO participants will largely benefit from the early discovery of Covesting project, which provides a fantastic opportunity to purchase Covesting Tokens at a significant discount.

# ICO

ICO will be held on the Covesting.io website starting from **November 24th**.

The token sale will last for **30 days**.

Covesting aims to accept up to **100,000 ETH** from our initial token contributors. The COV smart contract will stop accepting commitments when 100,000 hard cap has been reached.

It is possible to take part in ICO only with Ether (ETH).

Below is table representing each COV price increase depending on total number of ETH committed during ICO.

CUMULATIVE NUMBER OF ETH COMMITTED	COV PER ETH RATE
0 – 5,000	200
5,000 – 10,000	180
10,000 – 20,000	170
20,000 – 40,000	160
40,000 – 60,000	150
60,000 – 100,000	130
<b>Total: 100.000 ETH</b>	<b>Total: 15.000.000 COV</b>

All proceeds from the token sale will fund the product launch, continued platform development, and user acquisition:

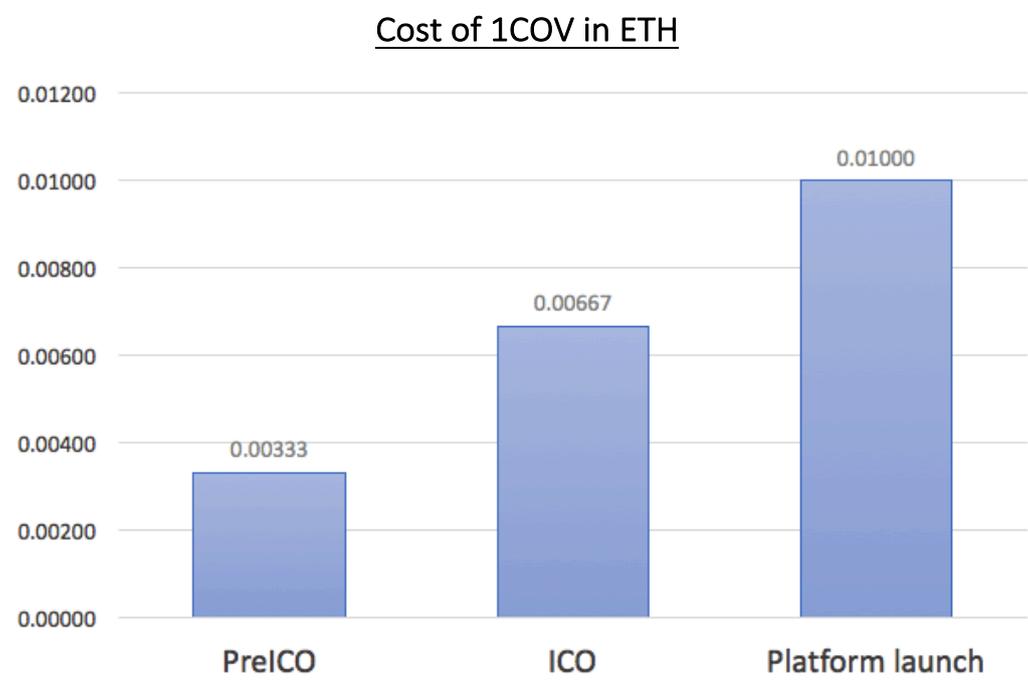
- **40%** Development team with approximately 15-20 engineers. Platform development, new features, data-testing for HFT operations, mobile app development etc.
- **25%** – Marketing expenses, PR and Customer Acquisition, presentations and region-specific roadshows. Digital currency trading exhibitions participations etc.

- **15%** Strategic partnerships. Substantial costs largely associated with b2b API integration from multiple partners-exchanges. Latency optimization.
- **12%** Operational spends, employees (excl. developers), office etc.
- **5%** Legal, compliance fees
- **3%** Owners and developer's bonus

## Why purchase COV early?

All early contributors will benefit from almost guaranteed profits related to substantial discounts during both - PreICO and ICO. As soon as Covesting platform is launched – COV tokens will be available for purchase only at much higher price **1ETH = 100 COV**.

This means that if you take part in the PreICO now, it may easily increase your capital at least three times, with a very probable increase to about 30 times as soon as COV starts trading on the exchange and first copy-trades start generating commissions in the Asset contract.



## Exchange listing

Covesting is actively working to list COV tokens at the leading crypto exchanges. COV will become traded on the crypto exchanges shortly after the ICO.



## Safety of contributed funds

In order to provide safety of funds and smooth process of crowdsale to all our contributors – we aim to establish a partnership with Ambisafe.



## Escrow

Funds committed during the COV Token Creation Event will be held in a secure multi-signature wallet and will only be released from the account with 2 out of 3 signatures.

## Legal

In July, the Securities and Exchange Commission issued a ruling that some of the “coins” offered during recent ICOs are actually securities, and thereby are subject to the agency’s regulations. By offering dividends and profit-sharing such companies failed the Howey Test, created by the US Supreme Court for determining whether certain transactions qualify as “investment contracts.”

The Howey test consists of the following:

- Is it an investment of money or assets?
- Is the investment of money or assets in a common enterprise?
- Is there an expectation of profits from the investment?
- Does any profit come from the efforts of a promoter or third party?

Unlike other tokens, COV has successfully passed Howey test. COV is a utility token and its purpose is to facilitate services (copy-trading) on the Covesting platform. COV is not backed by real assets (such as real estate) and doesn't grant their holders any dividends.

As Tim Draper mentioned in his open letter: "If the purpose of a token is for societal transformation, and all proceeds go to the support and development of the token, it need not register."

## Road map

By 2019 Covesting aims to become the leading copy-trading platform for crypto currency market.

- ✓ **2017 Q1** – Concept Design. Research
- ✓ **2017 April** – Analysis of traditional copy-trading platforms for stocks and fx. Features testing. Demand research. Growth projections.
- ✓ **2017 May** – Team formation. First steps in development of architecture of Covesting platform.
- ✓ **2017 July** – Held a meet-up with 60+ private crypto currency traders and investors. Clearly visible demand for a platform with mirror-trading functions.
- ✓ **2017 September** – Landing page and white paper disclosed.
- ✓ **2017 October** – Pre-ICO for a limited number of contributors.  
The proceeds will be used for adding new development team members.
- ✓ **2017 November 24<sup>th</sup>** – Prototype version of the platform released. **ICO**

- ✓ **2017 December** – further front-end and back-end development. API testing. Test mirror-trades executed. Latency test. Liquidity aggregator setup. New features integration.
- ✓ **2017 January** - Exchange listing of COV Token.
- ✓ **2018 March** – Beta version launch. Investors can replicate trading Models.
- ✓ **2018 May** – Platform improvements. Continuous acquisition of users. Growing community. Mobile App.
- ✓ **2019 and beyond** – Covesting platform has over 5000 active users and 50mln+ USD of combined AUM. Algorithmic trading and arbitrage bots are now available for following on the platform. New features available.

## Meet the core team

My name is Dmitrij Pruglo and I'm a founder and ideologist of the Covesting project. I've been working in financial sector for 11 years and held trading-related positions in SEB Bank and Saxo Bank. I have been involved in stocks, derivatives and FX trading since 1998. During this time, I executed my trades using various web-platforms, trading software and algorithms. Being an expert in online trading industry I can surely state that digital asset management services and crypto currency hedge funds will shortly become a "must-have" option for any diversified investor. Original copy-trading platforms such as e-Toro and Covestor inspired me to offer similar asset management solutions for the crypto-currency traders. Such platform would create a perfect synergy between investors and professional asset managers. I've assembled a team with a solid financial markets background, which is motivated to make the world of digital currency investments better. Together, we will create a magnificent product, which will help many investors and traders find each other and mutually benefit from everything that Covesting platform has to offer.



**Dmitrij Pruglo**  
**Founder, CEO**

12+ years in equity, derivatives and FX trading. In-depth knowledge of financial markets, brokerage industry and multi-asset trading platforms. Investment manager and Banking professional. SEB Bank, Saxo Bank, CEO at Wisdom Bay Holding (private equity)



**Timofej Voronin**  
**Co-founder, COO**

12+ years of online trading expertise in variety of asset classes. Experienced sales trader and executive with strong background in finance. Swedbank, Saxo Bank, Orion Securities, Argo Traders



**Sergey Sevantsyan**  
**CIO, CTO**

20+ years in IT industry, co-founder of IBW, Consultant for crypto funds, Project manager at several ICO's, Blockchain evangelist ex. Senior IT @ Nokia



**Konstantin Zherebtsov**  
**Information Security and Compliance**

11+ years in software engineering and IT security. Former Chief Information Security at Zurich Insurance IS and Compliance at Swisscom



**Max Sayganov**  
**Digital Marketing Strategist**

15+ years of marketing experience with focus on Investment and trading businesses. Specialist in global marketing campaigns for Saxo Bank, Mediagroup London, Marketing Lion



**Andrey Zaveriukha**  
**Business Development**

Online-investment industry 10+ years. B2b partnerships, strategic business development, client acquisition at Saxo Bank, SpotOption, Hello group



**Aleksandr Strah**  
**Smart contract developer**

10+ years in software development and testing. Ivannikov Institute for System Programming, Developer at: MASIW, Linux DDV Project.



**Ivan Sologub**  
**Marketing and PR**

12+ years in Marketing, owner of Web-design studio. SEO, SMM specialist. Focusing on ICO marketing campaigns and community management

# Conclusion

- We are already in prototype development mode, and in November 2017 we will release a prototype version of the platform where anyone can register and get familiar with interface and features.
- We are in active communication with crypto currency funds and private traders in order to form an initial pool of professional model managers.
- We have a solid marketing strategy which will ensure successful launch of the platform in Q1 2018
- We know exactly what is needed for both investors and traders. We create synergy and mutually beneficial investment environment.
- We provide simple logic behind COV token value creation. Easy to understand and evaluate future growth.
- Unlike many ICO campaigns, we don't just create another useless crypto currency in an already crowded market. We provide the ability to become a member of the successful platform and benefit from token price growth.
- We have an excellent, competitive team that will create an amazing product and will cope with any difficulties down the road.

# Disclaimer

This document is for information purposes only and is not an offer or a call to sell stocks or securities.

## **Cov tokens are not securities**

User acknowledges, understands, and agrees that COV tokens are not securities and are not registered with any government entity as a security, and shall not be considered as such.

## **Absence of guarantees of income or profit**

There is no guarantee that COV tokens will grow in value. There are no guarantees that the price of COV coins will not decrease, including significantly,

due to some unforeseen events, or events over which the developers have no control, or because of force majeure circumstances.

### **Risks associated with Ethereum**

COV tokens will be issued on the Ethereum blockchain. Therefore, any failure or malfunctioning of the Ethereum protocol may lead to the trading network of COV tokens not working as expected.

### **Regulatory uncertainty**

Blockchain technologies are subject to supervision and control by various regulatory bodies around the world. COV tokens may fall under one or more requests or actions on their part, including but not limited to restrictions imposed on the use or possession of digital tokens such as COV coins, which may slow or limit the functionality or repurchase of COV tokens in the future.

### **Risks of using new technologies**

COV tokens are a new and relatively untested technology. In addition to the risks mentioned in this document, there are certain additional risks that the team of the Covesting cannot foresee. These risks may manifest themselves in other forms of risk than those specified herein.