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**COIN**  
**PENNANT**

The Easiest Way To  
**Trade & Connect**  
With The World's  
Top Crypto Traders

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# ABSTRACT

Even the most casual of observers has heard of the recent rise of the cryptocurrency market. Meanwhile, those of us who are already part of the ecosystem know that the market is far from finished growing. With the ascendance of blockchain, opportunities abound for traders, entrepreneurs, and startups.

But right now cryptocurrency traders are struggling with a problem typical of emerging economies: the difficulty of obtaining timely, reliable, and useful market information. The prices of cryptocurrencies rise and fall daily. How can any investor, even a savvy one, make the right trading move at precisely the right time? And if an investor is lucky enough to stumble upon "good information," what then? There are few end-to-end resources for investors of all trading levels. That dearth serves as a major barrier to trading for many new crypto converts.

As an industry, we've cobbled together some stop-gaps to compensate for the lack of a central data clearinghouse. Some traders use social media to follow well-known market analysts. Others engage consultants -- for a fee -- who provide trading tips and one-time use analysis. A few specialists even perform technical analysis using chart patterns, a technique widely adopted by traditional traders for evaluating stock performance. But the permeation of data analytics into the cryptocurrency world is uneven, and a good crypto professional remains hard to find.

With these market dimensions in mind, CoinPennant seeks to develop a collaborative platform to connect investors of all levels of experience. Using the CoinPennant platform and our proprietary market data dashboard, beginner traders contract with master traders to identify and execute ideal trading opportunities. If the tip pans out, the master trader receives a hat tip fee in CoinPennant Tokens (CPNTs). Otherwise, the fee is canceled, and both beginner and master live to trade another day.

# OUR OBJECTIVES

The CoinPennant platform comprises two equally important services: a crypto market analysis dashboard and an Investor Social Network where beginners and master traders share knowledge, trading hunches and analysis, and transparent feedback on executed trade tips. Through our subscription service, master traders provide beginners with market analysis and the opportunity to purchase trading tips.

The central nervous system of the network is our Data Analysis module, where we analyze chart patterns and trigger patterns suitable for subscribing investors of all levels.

Using funding from the Crowdsale, we will continue to develop our:

**Investor Social Network** - The CoinPennant social network allows investors to collaborate and subscribe to the feeds of verified master traders.

**Data Analysis Module** - The CoinPennant team has designed an algorithm-based technical analysis of multiple cryptocurrencies. The Data Analysis module also pushes market indicator notifications to the user's market dashboard. Users can set trading tip alerts and obtain time-critical information on upcoming trading opportunities.

**Auto Copy Trading Module** - Users can subscribe to master trader trading activities where users' funds will be automatically traded in exactly the same way as master trader's funds.

**Copy Trading Module** - Users can contract with master investors to obtain trading advice for the price of a "hat tip."

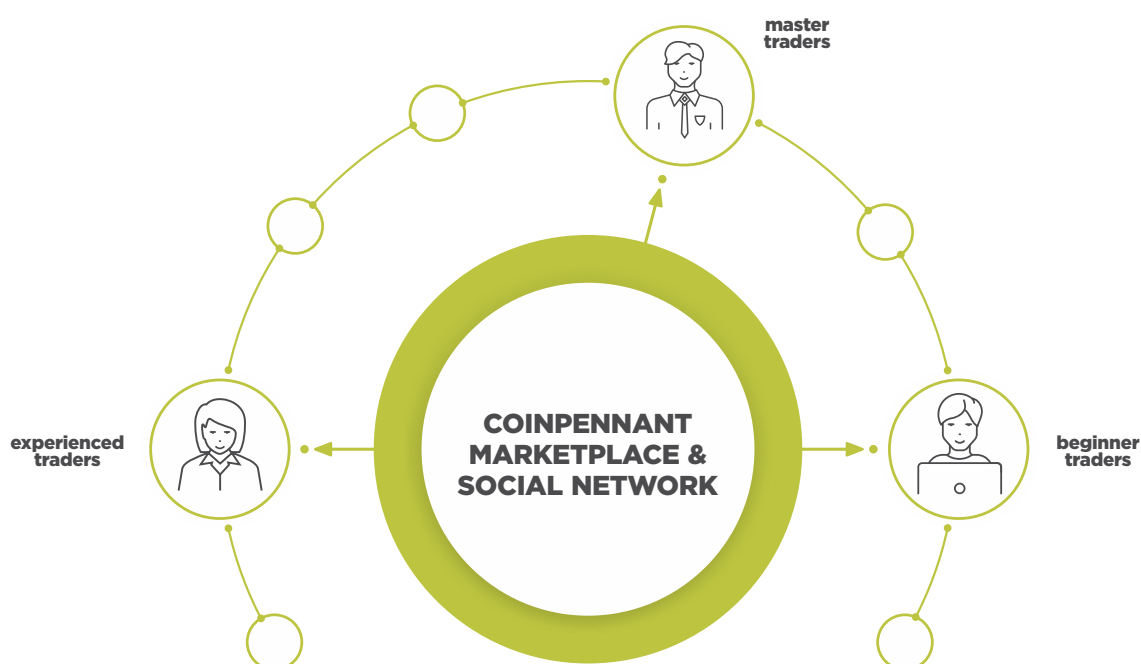
**CoinPennant Token (CPNT)** - Our new cryptocurrency is the base denomination of transactions in the CoinPennant Copy Trading Module.



# OUR COMMUNITY

The CoinPennant social network connects investors of all levels, and our Data Analysis Module provides timely information and customizable alerts for cryptocurrencies that any investor can use.

That said, we've developed our initial Investor Networking Platform and Copy Trading Module to address the trading needs of three target groups.



**Master Traders** - The CoinPennant community starts with a group of highly-skilled, proven professional traders. To access their knowledge and trading know-how, beginner traders can subscribe to the master traders' feeds on the Investor Networking Platform. General cryptocurrency analysis, copy trades, trading recommendations, and even the master trader's publicly disclosed crypto-portfolio -- beginner traders can find it all by designing their own feed of professional trading experts.

Leveraging their network reputation as a source of reputable and timely information, master traders can contract with beginner traders to provide confidential trading tips. These trading tips are enforced with smart contracts; if the tip pans out, the master trader receives a "hat tip" in CPNT in exchange for their analysis.

In addition to the monetized incentive of selling trading tips to an informed audience, CoinPennant offers all traders the results of its algorithm-based technical analyses on the CoinPennant Data Analysis module. The Dashboard combines the latest pricing data, volume changes, and other significant indicators in one place.

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**Beginner Traders** - Using the Investor Networking Platform and Marketplace, new traders curate their own feed of master traders, following their analysis and trading tips. Beginner traders can set customized network alerts on their favorite traders to receive feed updates.

For beginner traders, the copy trading module is a powerful feature. Through this service, beginners contract with master traders to receive confidential trading tips. While the individual trader assumes the risk of the investment, the hat tip fee is only paid in the event that the tip pans out.

As the CoinPennant platform develops, beginner traders will be able to subscribe to different packages of technical indicator results (i.e., basic, intermediate, and professional). Technical, pattern recognition, and volume change analysis will be performed continuously by the algorithm-based system.

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**Experienced Traders** - Experienced traders can also benefit from the CoinPennant Investor Networking Platform and Marketplace. In addition to all the functionality available to Beginner and Master traders, the Data Analysis module allows traders to set custom alerts on volume changes and crossovers.

# OUR SERVICES

The CoinPennant range of services extends from our Investor Networking Platform to our smart contract-enforced copy trading module.



Through our primary platform, CoinPennant will provide multiple avenues for the investor to stay current with trading opportunities. As part of our centralized Data Analysis module, investors have one-click access to an overview of their crypto portfolio. Professional traders will also be provided with a management overview of their subscribers, including an advanced messaging system for communicating with other users.

The Dashboard will include information on volume changes, distribute notifications about significant volume changes, identify oversold/overbought markets (RSI) and crossing averages, detect strong support lines, and present all data on a customizable investor overview page.

## The Investor Social Networking Platform

The Investor Networking Platform connects beginner and professional traders to identify investment opportunities and generate CPNTs as payment for successful trading tips. The social network is integrated into CoinPennant's general platform so that users can move easily among market data, CoinPennant's algorithm-based analysis, the feeds of their subscribers and selected master traders, and the market-place platform where tips are sold.

As a result, users have a central clearinghouse of market information to leverage in identifying efficient trades. They can also obtain market analyses from the feeds of master traders and track their own crypto portfolios.

In this way, the social network drives the effectiveness of the marketplace platform and vice versa. Ultimately it is the community itself that provides the final word on the skill and knowledge of the master traders on the network.

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## Data Analysis Module

At CoinPennant we believe that technical analysis is the foundation of cryptocurrency valuation and therefore trading. By analyzing trends in the underlying indicators that drive value, traders can use shifts in price and volume to forecast changes in value. These methods originate in the financial markets where their usage is common practice and the outcome vital to traders.

The CoinPennant Data Analysis module will regularly generate technical analyses on several cryptocurrencies and will automatically provide trending information to all subscribers. For ease of use, changes in each indicator will be visualized and presented for customizable periods of time.

Other data analyses provided include an automatic determination of support lines in the charts. The module will identify the movement of the charts towards given support lines. As CoinPennant continues to develop and enhance our data analysis and visualization functions, additional indicators will be introduced (e.g., RSI, MACD, Moving Averages, volume) to offer even greater precision about potential bounces. We plan to introduce other indicators and chart patterns over the life cycle of these projects with an incremental approach. With useful market information in hand, investors can connect the data module's automatically identified chart patterns to specified technical indicators such as over-bought/oversold markets experiencing large volume changes.

As part of the Data Analysis module, CoinPennant will offer different monthly subscription packages (i.e., basic, intermediate, and professional) that include customizable alerts by type of technical analysis and chart patterns for selected cryptocurrencies. The price of the subscription will be based on the amount of information provided by the platform. All subscriptions will be based on the newly introduced cryptocurrency, the CoinPennant Token (CPNT).



## Auto Copy Trading Module

The auto copy trading module is designed for beginners and traders, who do not have time for fundamental or technical analysis and want to trade like professionals. Beginners can evaluate master traders as ranked by past trading performance and sign up for trade functionality. The beginner's funds will be managed in the same way as master trader's funds.

Traders will be protected by risk management functionality. If the account exceeds a defined maximum loss amount, auto trading functionality will be deactivated immediately.

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## Copy Trading Module

The copy trading module is the monetized portion of our social network. Copy trading is as simple as it sounds: Through browsing or subscribing to a master trader's feed, an investor identifies a trading tip they would like to execute, or "copy." Using a smart contract, the beginner and master traders exchange the trading tip and a "hat tip" payment fee in CPNTs -- but only if the tip is successful. If the trading tip doesn't pan out, the transaction is canceled, and the master trader receives no payment.

Users manually perform the copy trade action on a cryptocurrency exchange. CoinPennant plans to integrate copy trade execution into its mobile app.

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## The CoinPennant Token (CPNT)

Payments for all subscriptions, services, and product delivery will be supported by our new cryptocurrency, the CoinPennant Token (CPNT). The CPNT is an ERC20 token and a smart contract system built on the Ethereum blockchain. This means the CPNT is a utility token, not a security token, and as such, all CPNTs will be distributed simultaneously after the close of the Crowdsale.

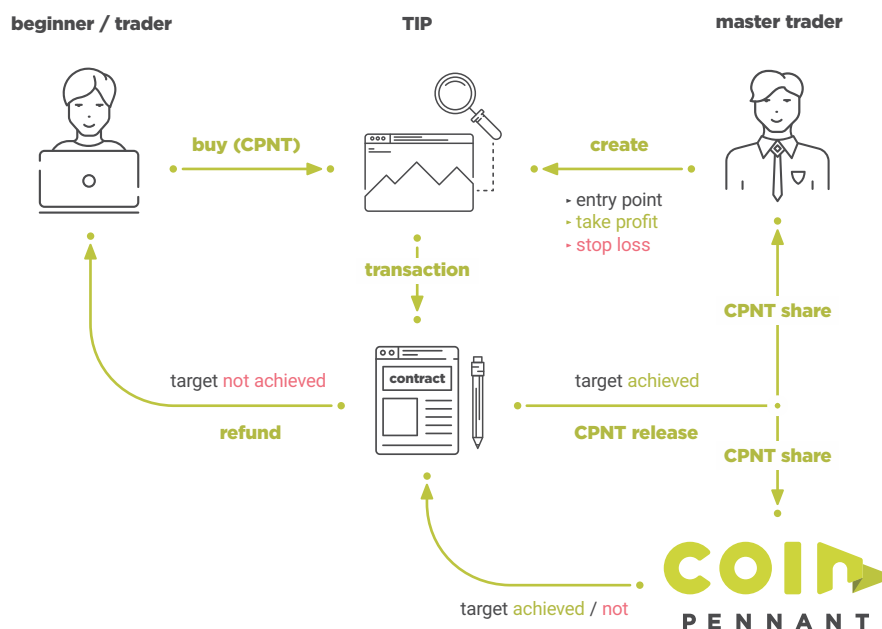
In the future, users will have to acquire CPNTs from other platform users or purchase them on an exchange. CoinPennant will not offer them for direct purchase on any platform.

The CPNT smart contract will enforce two use cases:

- ▶ If the trading tip is successful, the transaction will be completed and the master trader will receive their hat tip fee in CPNTs.
- ▶ If the trading tip is unsuccessful, the transaction will be canceled and the trader will receive his CPNTs back. The master trader will not receive CPNTs.

The CPNT is the key to our copy trading functionality. In addition, the CPNT will have the attributes of an utility token, allowing users to purchase services and products on the platform.

Following the ERC20 standard, CPNTs are easily transferable between users and platforms using ERC20-compatible wallets.



The smart contract for the tip is issued with parameters that define "success," such as the trade entry point, stop loss, and profit taking.

Successful tips will raise a master trader's reputation and rating on the social network, allowing beginner traders to evaluate and select traders whose historical performance and knowledge best suits their trading strategy. As payments will be processed for successful tips only, the risk to the beginner trader is limited to the amount of the trade itself.

The smart contract behind the Token will provide for the automatic resolution of the trading tip and the transparent payment of hat tip fees in accordance with the original agreement. The need for these specific smart contract features makes it impossible to use any other currencies on our platform. For this reason, the acceptance of the CoinPennant Token is essential to the realization of our business model.

# COINPENNANT TOKEN CROWDSALE OVERVIEW

The Presale and official Crowdsale of the CoinPennant Token are scheduled for early 2018.

Name	CoinPennant Token
Symbol	CPNT
Platform	Ethereum (ERC20)
Price in USD	1 CPNT = \$0.5
Contribution Methods	ETH
Soft Cap in USD	\$2 million (2,000,000)
Hard Cap in USD	\$10 million (10,000,000)
Min. Contribution	0.1 ETH
Max. Contribution	1000 ETH
Max. Private Presale and Crowdsale Total Supply (with Bonuses)	24.3 million CPNT (24,300,000 CPNT)
Max. Total Supply	54 million CPNT (54,000,000 CPNT)

- ▷ The exact number of Tokens generated depends on the amount of funds contributed.
- ▷ There will be no Token creation, minting, or mining subsequent to the initial distribution of CPNTs. As the CPNT is a utility token, all tokens will be distributed at the same time after the close of the Crowdsale.
- ▷ If the Soft Cap is not reached, funds will be returned to the contributors. All contributions will be returned in the same currencies as received. Commissions and transaction fees for refund transactions will be covered by the backers' funds.
- ▷ Upon reaching the Hard Cap, the Crowdsale will end immediately.
- ▷ All contributions that do not meet the defined contribution range (0.1ETH – 1000ETH) will be refunded. The transaction fee will be deducted from the refund. No CPNTs will be distributed for refunded contributions.
- ▷ Maximum of 20 million regular tokens will be generated, plus a bonus maximum 4.3 million tokens. An additional 29.7 million tokens may be distributed. All tokens will be distributed at the same time; refer to the "Token Distribution" section for more information.

Bonuses are generated by early contribution in the Crowdsale. The sooner a contributor joins, the greater the allocated bonus. Bonus Tokens are allocated according to the following ladder:

Stage	Tokens Exchanged	CPNTs Available	Bonus %
Public I	0 - 20%	4,000,000	20%
Public II	20 - 45%	5,000,000	15%
Public III	45 - 75%	6,000,000	10%
Public IV	75 - 100%	Depending on results of Private Presale	0%

# COINPENNANT TOKEN PRIVATE PRESALE

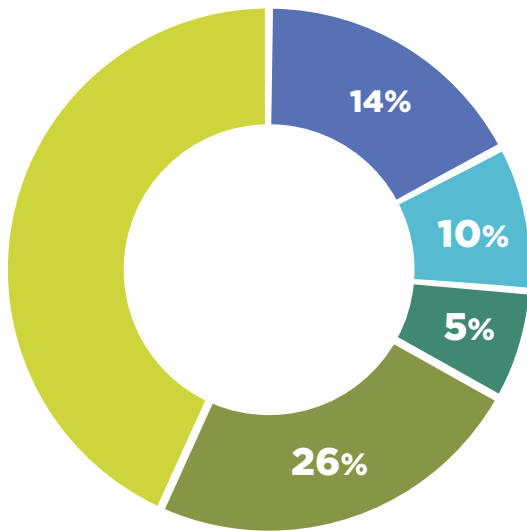
We will offer 5 million CPNT (5,000,000 CPNT) during Private Presale, with the following conditions and special bonus rate:

Tokens Available During Private Presale	5 million CPNT (5,000,000 CPNT)
Private Presale Hard Cap in USD	\$2.5 million (\$2,500,000)
Bonus % for Private Presale Contributors	40%

- ▷ Of tiered bonuses offered, the rate during the Private Presale is highest of all.
- ▷ The number of Tokens distributed during the Private Presale, excluding bonuses, is deducted from the total number of Tokens available during both the Private Presale and Crowdsale, 20 million CPNT. This means if the presale is fully realized with 5 million CPNT sold, the Crowdsale will be performed with 15 million CPNT, with bonus tokens distributed at corresponding Crowdsale rates.
- ▷ An additional 3% will be reserved for special contributors.

# POST-CROWDSALE TOKENS

After the Crowdsale concludes, additional Tokens will be created and distributed in tandem with sold coins:

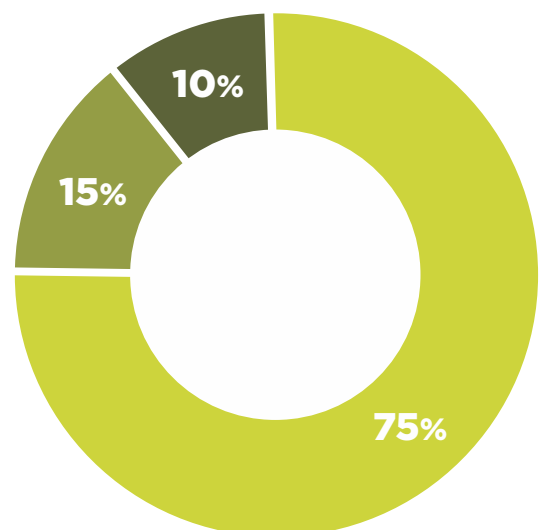


- 26%** Earmarked for the core CoinPennant Team. These coins will not be sold for at least 1 year.
- 14%** Earmarked for platform incentives to help facilitate the kickoff of the platform ecosystem (e.g., for early adopter master traders or traders with the best performing tips).
- 10%** Earmarked for advisors, ambassadors, and partners who join the project as it develops.
- 5%** Earmarked for the 50 CPNT airdrop whitelist bonus, the bounty pool to award contributors who helped build the Crowdsale whitelist, and bonuses for our Sign Up & Invite Friends referral program. These will be distributed only if the Soft Cap is reached.

# PROJECTED BUDGET

After the completion of a successful Crowdsale, contributed funds will be used to pay for operating costs, including the following:

- 75%** Additional staff, primarily software developers  
Software licenses  
Servers and hardware  
Human resources and back office costs  
Financial and legal consultants  
Office rent and equipment
- 15%** Marketing and advertising campaigns
- 10%** Future professional partnerships in the trading sphere



If Crowdsale contributions exceed the Soft Cap but not the Hard Cap, the funds will be used as follows:

### **\$2 - \$3.99M**

- ▷ Auto Copy trading functionality (deposits and withdrawals, master trader and client trading; integration with one exchange)
- ▷ Development of a social network where master traders provide tips and advice to followers
- ▷ Support for the purchase of trading tips from master trader in the marketplace

### **\$4 - \$7.99M**

- ▷ Support for 24-hour and total market volume change analysis
- ▷ Support for 3 different exchanges on volume changes
- ▷ Support for volume change correlation detection
- ▷ Support for basic technical indicator and chart pattern identifications
- ▷ Expansion of the social network to support the rating of trades, and commenting support
- ▷ Introduction of an advanced crypto portfolio overview
- ▷ Mobile app support
- ▷ Alert system for indicators

### **\$8 - \$10M**

- ▷ Support for multiple technical indicators and chart patterns, offered as different subscription packages
- ▷ Expansion of technical analyses based on data from multiple platforms
- ▷ Advanced mobile app features

# TOKEN DISTRIBUTION

All relevant Tokens will be distributed simultaneously after the Crowdsale closes. These include participants from the Private Presale, general Crowdsale, bounty program, and certain others as defined in the section "Post-Crowdsale Tokens."

Contributors will receive ERC20-exchangeable CPNTs on the Ethereum network. The number of distributed Tokens will be calculated based on the exchange rate on the date of contribution. All distributed Tokens will be transferred to the Ethereum wallet address provided by the contributor at the time of registration. The validity of the provided address is the responsibility of the contributor. No refunds will be distributed in the case of the provision of an invalid wallet address.

The CPNT is fractionally divisible, transferable, and fungible. In the case of any significant and present disruption, such as a contract compromise, token theft, or disrupting change of Ethereum protocol, CoinPennant may opt to freeze Token transfers and issue a new Token contract with balances replacing those of the original Token registry by certain date. In the case of an Ethereum fork, CoinPennant will announce prior to the effective date which branch it will support.

## **Out of up to 54 million CPNT:**

- ▷ Up to 24.3 million CPNT will be distributed to the contributors in the Private Presale and Crowdsale.
- ▷ Up to 14.04 million CPNT will be distributed to the founders and CoinPennant team.
- ▷ Up to 5.40 million CPNT will be distributed to advisors.
- ▷ Up to 7.56 million CPNT will be earmarked for platform incentives.
- ▷ Up to 2.70 million CPNT will be earmarked for bounty and airdrop.

## **Out of up to 54 million CPNT:**

- ▷ Private Presale contributors will receive a 40% bonus.
- ▷ Crowdsale contributors will receive up to a 20% bonus according to the bonus ladder in the "CoinPennant Token Crowdsale Overview."

After the close of the Crowdsale, the smart contract will generate the tokens and send them to the ETH addresses of contributors. The token generation process will happen once, and all tokens will be distributed at the same time.



# ROAD MAP



## Q4 2017

Establish the CoinPennant concept and develop marketing strategy  
Finalize research and due diligence on regulatory compliance



## Q2 2018

Execute CoinPennant Token Crowdsale



## Q4 2018

Begin beta testing of CoinPennant's Tips Social Network  
Establish copy trading infrastructure & initial testing



## Q2 2019

CoinPennant mobile app  
Integration of technical indicators  
Integration of basic alerts mechanism



## Q1 2018

Search for strategic partners  
Establishment of the token sale platform



## Q3 2018

Establish social network infrastructure  
Establish tips infrastructure



## Q1 2019

Enhanced social trading tips  
Enhancement of copy trading engine  
Expand social network functionality



## Q3 2019

Chart patterns identification  
Integration of enhanced alerting mechanism  
Provide an API for B2B integration

# SUMMARY

The CoinPennant platform will address two major gaps in the world of cryptocurrency trading. First, CoinPennant's Data Analysis module tackles the need in a trading environment for timely and detailed technical analysis. Second, the platform will offer easy-to-execute copy trading opportunities via a social networking portal where master and beginner traders collaborate to make successful trades. All transactions on the CoinPennant platform will be denominated in a new crypto currency, the CoinPennant Token (CPNT).

# DISCLAIMERS

The purpose of this white paper is to present CoinPennant, its technology, and business model to potential project supporters in connection with the proposed crowdsale. The information set forth in this white paper may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential CoinPennant Token (hereafter referred to as "CPNT") contributors in order for them to determine whether to undertake a thorough analysis of the company with the intent of acquiring CPNTs. All relevant legal information is contained in the Terms of Use.

The information in this white paper is subject to change without prior notice.

Certain statements, estimates, and financial information contained herein constitute forward-looking statements or information. Such forward-looking statements or information concern known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

CoinPennant bears no responsibility to cover any claims made by CoinPennant presale associates promoting/marketing the project.

This English-language white paper is the primary official source of information about the CPNT. The information contained herein may be translated into other languages from time to time or may be used in the course of written or verbal communications with existing and prospective community members, partners, etc. In the course of such a translation or communication, some information contained in this paper may be lost, mistranslated, or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications and this official English-language white paper, the provisions of the original English-language document shall prevail.

The logo features the word "COIN" in a bold, sans-serif font. The letter "n" is stylized with a 3D effect, appearing to be a block letter that tapers to a point on its right side, resembling a pennant. Below "COIN" is the word "PENNANT" in a smaller, all-caps, spaced-out sans-serif font.

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