

Δ L U N Δ

TRADE. NETWORK. AUTOMATE.

TOOLS FOR THE ART AND SCIENCE OF TRADING

*EMPOWERING TRADERS TO UNLOCK THEIR FULL POTENTIAL AND ACHIEVE
THE FREEDOM THAT COMES FROM FINANCIAL INDEPENDENCE.*

Whitepaper

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1 . ABSTRACT

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

Aluna solves these problems with a social trading platform that is native to the cryptocurrency ecosystem, combining the best of both trading terminals and social networks, by providing a wealth of crowd-curated sentiment data, gamification and transparency, in a one-stop shop environment.

Users enjoy a simplified and coherent trading experience as they trade on multiple exchanges directly from the Aluna platform or use chatbots to trade from their favourite social networks on the go. Social features enable users to create public profiles, and share their portfolio distribution and actual trades, revealing a user's real-time exchange data and not just what they say. Copy-trading is integral to the platform, and the concept is extended further with the introduction of counter-trading. Traders will be able to design custom automated strategies to trade algorithmically through our execution engine.

Such a social trading environment offers high transparency and accessibility, and is able to reduce information asymmetries and contribute positively to a trader's performance and returns.

Aluna Social further evolves this model with the introduction of our native ALN token economy. We present a modified curation and prediction market tailored to serve our specific environment. Innovative gamification and staking mechanisms incentivise users to share their data, give feedback on the current market sentiment in playful ways while building reputation, and track their prediction scores in a manner that can be monetised. Ways to earn, spend, and stake tokens are simplified and seamlessly interwoven into the fabric of the platform, reducing friction to user onboarding, and augments the overall social trading experience.

Users put their money where their mouth is as they trade and participate in the token economy, generating unique and actionable data, and establishing a community incentivised to share data while creating positive feedback loops. This empowers traders to unlock their full potential, spawning a new generation of crypto traders for whom financial freedom is an achievable goal.

2 . VISION

Crypto assets are creating new financial instruments and markets, and are revolutionising trading. Aluna Social is building the tools to support this revolution, combining an intuitive and easy to use trading platform with an online social space where opinions matter, a space built on transparency, gamification and sentiment analysis that allows users to *become better and more profitable traders*.

Our mission is to empower traders to *unlock their full potential*, and create a new generation of crypto traders for whom *financial freedom* is an achievable goal.

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

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

3 . OPPORTUNITY

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

The ability to copy-trade is an essential and growing part of the trading ecosystem. Trading platforms, such as eToro, allow less experienced individuals to benefit from the knowledge of their top traders, who are rewarded both financially and reputationally. However, useful and popular as these legacy platforms are, they are *not native* to crypto and were not designed to integrate with the crypto ecosystem, while incumbents may not fully grasp the true potential of the "Internet of Value".

The wide variety of choices, along with all the social media activity that accompanies it, might seem like a good thing. But for most traders, the flood of information and conflicting opinions can be *overwhelming*. Finding out about different assets is difficult when there are thousands of them, while every exchange has a different interface and features around trading and leverage.

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

Even subscribing to paid groups is no solution as many of the traders who charge a fee to give exclusive tips are either inexpert or else trying to recover their positions — there is simply a *lack of transparency and trust*.

Aluna Social tackles the problem with inventive solutions combined to create the next-generation social trading platform:

- **One-stop Shop.** Rather than expend effort on learning the nuances of UI and functionality across multiple exchange platforms, users can manage their trades through a single interface using our API trading execution engine, while analysing and monitoring the market with the built-in screener tool and news feed.
- **Transparency.** Reliable signal providers can be identified via public profiles that show their actual trading history including current trades. In other words, signal providers *put their money where their mouth is*, ensuring other traders can trust a signal because it corroborates with a trader's actual practices. Traditional trading and existing social media channels do not carry this proof, which means new traders can easily fall into the trap of following unreliable signals. This increased transparency can help improve performance because social trading structures can *positively contribute to returns*¹.
- **Sentiment Analysis.** Aluna provides a wealth of *curated sentiment data* based on gamified, innovative token staking structures. The community's inclinations, history and forward-looking direction are all fluidly visible as traders stake for or against each other's positions, reputations as well as future market possibilities.
- **Gamification.** The Aluna environment encourages social and trading interaction in a gamified environment which allows everyone from beginners to the most experienced to interact meaningfully.

This combination of *high visibility, verifiable practice* and *game-based interaction* not only smooths the learning curve for new traders but also impacts the behaviour of well versed, more accomplished signal providers. Ultimately, as Doering, Neuman and Paul inform us, "social trading is able to reduce information asymmetries... and can provide access to *hedge fund-like returns*, while offering *high transparency, liquidity and accessibility*"².

¹ Lukas, Marcel, Arman Eshraghi, and Jo Danbolt. "Transparency and Investment Decisions: Evidence from the Disposition Effect." (2017).

² Doering, Philipp, Sascha Neumann, and Stephan Paul. "A primer on social trading networks—institutional aspects and empirical evidence." (2015).

4 . SOCIAL TRADING PLATFORM

4.1 Overview

The initial focus for platform development is centred around the trading experience. This includes a suite of monitoring, analysis, execution and automation tools, as well as user profiles that show a user's trading history and the exchanges they are linked with. The tools are presented in a progressive web app format and integrated with chatbots and trading bots to make it easy to trade on the move.

Some of the key platform features include:

- **API Trading.** Users can trade on multiple exchanges directly from Aluna Social by registering exchange API keys on the platform.
- **User Profiles.** By broadcasting their trades and portfolio distribution, users can build a following without revealing private information such as position or portfolio size. Users can opt in or out to having a public profile.
- **Insights.** A social feed featuring short-form posts gives users an outlet to share their opinions about the market.
- **Copy-trading & Counter-trading.** Users can follow the most profitable trading strategies by copying or countering signal providers on the platform.

These features form the fundamental building blocks for a transparent social trading environment, which provides vastly more insights than Twitter or similar platforms because it doesn't rely on what people are saying but on what their real-time exchange data actually reveals. This in turn opens up the opportunity to roll out dozens of complementary features that will empower users at every step of their trading process.

4.2 Trading Terminal

Aluna Social is first and foremost a unified trading terminal, featuring API trading integrated with multiple crypto exchanges. By registering their exchange API keys, users can view their portfolio distribution, execute trades and monitor open positions and orders. All this is done on an intuitive interface, with advanced order types that can be used across all integrated exchanges, providing users with a smooth and consistent trading experience.

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

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

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

4.3 Social Network

The underlying motivation behind Aluna’s social network is to improve transparency between traders, enabling participants to make more informed trading decisions based on a wealth of unique and actionable sentiment data. Traders also build up online reputation in a verifiable manner, and leverage on the wisdom of crowds to improve trading performance.

Each user has a public profile, and upon adding their exchange API keys, shares their trading data such as trading history, open positions and portfolio distribution, while keeping sensitive information such as position or portfolio size private.

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

Every new trade appears as a post on the Insights feed, and users can track the most and least profitable live trades, as well as the most followed and copied traders. Upon seeing posts on Insights, anyone can take a closer look at a particular public profile to see if the activity matches the opinions and attitudes of the posts. They can view an individual's trading history, open positions and portfolio distribution — is their money where their mouth is?

Participants' performance is displayed on a leaderboard for ultimate bragging rights, enabling users to find the best traders based on performance, risk, and consistency³. This gives users the power to assess individual traders and the community as a whole not only on what is said, but more crucially on what is done.

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

³Lee, Woonyeol, and Qiang Ma. "Whom to follow on social trading services? A system to support discovering expert traders." In 2015 Tenth International Conference on Digital Information Management (ICDIM), pp. 188-193. IEEE, 2015.

4.4 Automation

Automated trading on Aluna Social includes *copy-trading*. In its simplest form, copy-trading is a programmatically tethered trading relationship between a signal provider and one or more followers.

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

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

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

5 . TOKEN UTILITY

5.1 Overview

Social trading evolves with the introduction of our native token economy, enabling predictions as a core feature and establishing a community incentivised to share data. Full token functionality will be introduced in stages, allowing users to *earn*, *spend*, and *stake* tokens within the Aluna ecosystem.

The initial focus is on rewards, providing users the opportunity to *earn* tokens in return for a positive contribution to the platform and community. The goal here is to establish basic circulation, ensuring that a large proportion of tokens are distributed to the most active users, i.e. those creating value for the platform. The barrier to entry for adoption is lowered since new users need not buy tokens to participate in the full token economy.

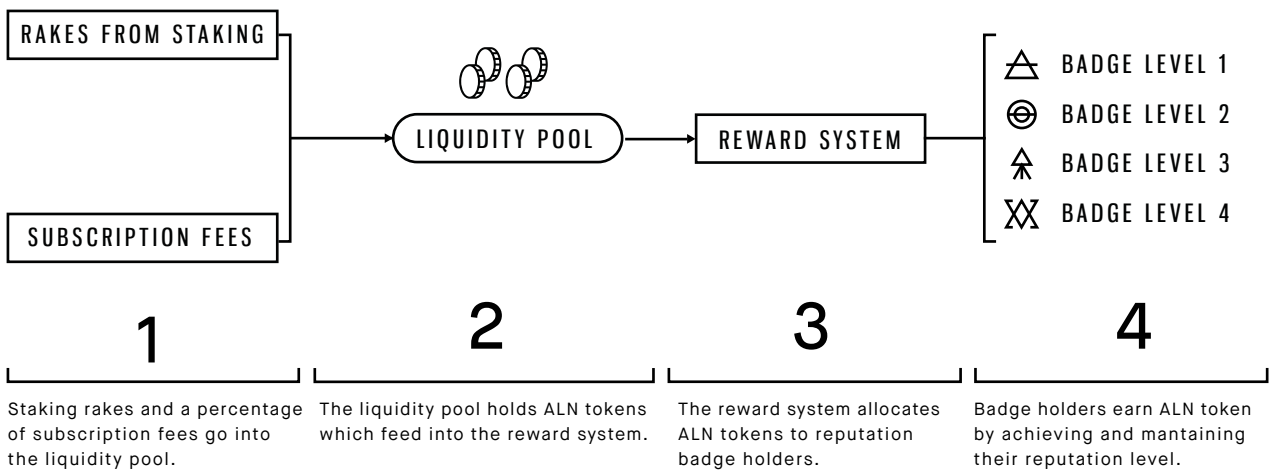
Tokens can be *spent* on the platform, providing immediate benefit to active users through discounted or free access to premium features.

Staking tokens allow users to back their opinions and predictions about the market and its participants, and win rewards if they are accurate. By combining some of the primitives of curation and prediction markets, our novel staking mechanisms provide users with fun ways to have *skin in the game*, while dynamically generating unique and actionable market sentiment data that can be aggregated and analysed over time — enabling users to make more informed trading decisions.

5.2 Earn

Tokens are distributed through a variety of campaigns designed to acquire new users, and reward active platform users and network supporters. Users earn tokens when other users copy their trades, and when attaining a higher badge level in our Reputation System. Users build up reputation as they execute trades, generate and share data, and interact with the platform and other participants. This gives them access to higher tier discounts and bonuses from reward and distribution campaigns.

5.2.1 Reputation System



Reputation is expressed via a system of badges that rewards users for activity on the site. At the same time, it works as a mechanism against bad actors launching Sybil attacks to get free tokens. Even if someone were to make multiple accounts, each of these accounts would have to act in a way that benefits the community, thus creating a net-positive effect.

The badge system follows these basic principles:

- Users earn tokens for reaching and maintaining each badge level.
- Users are rewarded for having skin in the game (risking tokens, executing trades) regardless of whether they are right or wrong.
- As with other gamified scenarios, it becomes progressively harder to reach (and maintain) a higher badge level.
- Higher badge levels provide access to higher tier discounts and bonuses from reward and distribution campaigns.

Badges are important because they are a marker for reputation and allow the user to earn ALN for each badge level they attain. The user with a high badge level has skin in the game, either because they have made great signals, staked tokens or paid for a subscription. This means that they are invested in the platform and can be interacted with on that basis.

The following details of the effort required to meet each badge level threshold offer a good idea of the envisaged types of tasks. They are also subject to change.

Badge Level 1

To encourage genuine and active engagement with the platform, new users are required to complete a set amount of tasks before they can earn tokens. This mitigates potential Sybil attacks and opportunistic users seeking quick reward turnarounds.

To attain Badge Level 1, users must complete a minimum of 3 tasks from the following list:

- Refer a friend
- Post on Insights
- Connect one API key
- Execute a trade (via UI or bot)
- Connect Telegram bot
- Connect Twitter account
- Follow @AlunaSocial Twitter
- Join @AlunaSocial Telegram group

These are one time actions, and are not part of the 'point' system required to earn and maintain higher badge levels.

Badge Level 2

Level 2 Badges are awarded to Level 1 Badge holders who have accumulated 10 points, aggregated from multiples of the following tasks:

- Execute a trade (via UI or bot) (1 point)
- Copying or countering a trade (1 point)
- Participate in any prediction staking⁴ mechanism (1 point)

Badge Level 3

Level 3 Badges are awarded to Level 2 Badge holders who have accumulated a further 30 points from the tasks listed in Level 2.

Badge Level 4

Level 4 Badges are awarded to Level 3 Badge holders who have an account that is at least six months old, and have accumulated a further 60 points from the tasks listed in Level 2. To maintain their Level 4 Badge, users need to accumulate 60 points per year or they will slip back to Level 3.

⁴Refer to section 5.4 Staking for an explanation of Binary Staking, Social Staking, and Leaderboard Staking mechanisms.

Users who buy a monthly subscription automatically receive a Level 4 Badge and earn the same tokens as any other Level 4 Badge holder. However, there is a clear visual distinction between Level 4 users who have earned the reputation and those who have paid for it.

5.3 Spend

Tokens can be spent on monthly subscriptions to access premium features.

5.3.1 Liquidity Pool

5% of the total supply of ALN tokens is allocated to create the Liquidity Pool. The purpose of the pool is to provide a liquid flow of tokens between traders and the platform where imbalances of supply and demand might otherwise occur.

The Liquidity Pool is used to reward users as they earn tokens, while this functionality becomes especially important for the frictionless operation of parimutuel⁵ staking pools. When users spend tokens on the platform, a portion of tokens will be added to the Liquidity Pool.

As the platform evolves, new features can be added with the goal of utilising the liquidity pool more efficiently and in a more self-sustainable manner.

5.4 Stake

Staking is interwoven into every strand of the Aluna Social platform, incentivising users to provide accurate and meaningful *market* and *sentiment* data by rewarding the best traders and most accurate predictions, while *minimising noise*. When people are able to risk tokens to back their opinions then you can see what they *really* think.

⁵Wikipedia contributors, "Parimutuel betting," Wikipedia, The Free Encyclopedia, https://en.wikipedia.org/w/index.php?title=Parimutuel_betting&oldid=879787197 (accessed October 18, 2018).

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

5.4.1 Binary Staking

Overview

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

Users participate by voting on the outcome of a binary question by staking ALN in parimutuel pools, which can be split into multiple parimutuel rounds⁶ with varying configurations.

Having more than one pool gives people an incentive to provide feedback throughout the period instead of waiting until the last moment before the pool is closed. Although the first pool has to wait a longer time until their pool is settled, the participants have a better chance of *locking in better odds* than if they were to take part in a later pool. Even users who have asymmetrical trading information would have to show their hand in one of the pools and do not gain an advantage by waiting until the very end of the staking period because the odds would be so much less favourable.

Furthermore, unlike conventional prediction markets, where pools typically close before the event being voted on begins, employing parimutuel rounds enable real-time predictions up to the very last second before the event outcome is known.

⁶Theo Goodman, "Parimutuel Rounds Explained." (2019).

To close and decide the parimutuel pool voting on the binary question of the day, an oracle will be used. For price-related questions, the exchange API (or index of exchange APIs) will be stated in advance, before any staking takes place.

Staking process

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

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

In the scenario where Binary Staking is in the form of a 'question of the day', a question is asked at the same time each day, and people stake a variable amount of tokens in parimutuel rounds on the outcome.

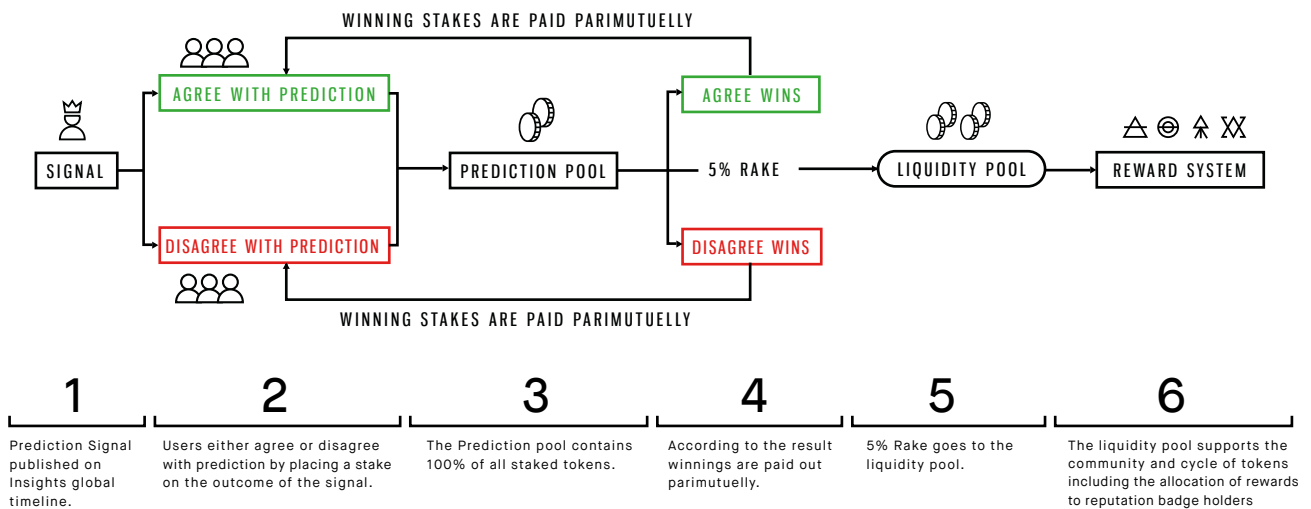
Each day's staking is split into three pools over a 24 hour period: The first two pools are longer and of equal length, while the final pool is always much shorter to form heightened anticipation for when the event outcome is almost known. All three pools are settled at the same time, at 00:01 the next day.

5.4.2 Social Staking

Overview

Social staking allows users to participate in a parimutuel pool without the full commitment of providing their API key and copy-trading. Users do not follow a particular trader but instead stake tokens to predict if individual margin trades will end up closing in a profit or at a loss, and are rewarded when correct.

Social Staking



Staking process

- Members can participate in social staking from Badge Level 1 upwards.
- When a trade has been activated, it appears on the Insights feed.
- The post includes info about the trading pair, the exchange where the trade is executed and the number of people copying or countering the trade.
- Users have 30 minutes from the post timestamp to vote up or down.
- If a trade closes within 30 minutes, the pool is voided.
- This action always requires tokens (variable amounts are permitted) which go into a parimutuel pool dynamically created at the time of the post.
- If the trade is profitable, the tokens staked in the pool are distributed to the participants who voted up.
- If the trade makes a loss, the tokens staked in the pool are distributed to the participants who voted down.

- If a trade closes at break even, 100% of the tokens staked in the pool are added to the liquidity pool.
- A 5% rake is taken from the parimutuel pool and added to the liquidity pool.
- Payouts are distributed immediately after the trade is closed.
- There is no reward or penalty for the leader (signal provider) as part of this mechanism.

5.4.3 Leaderboard Staking

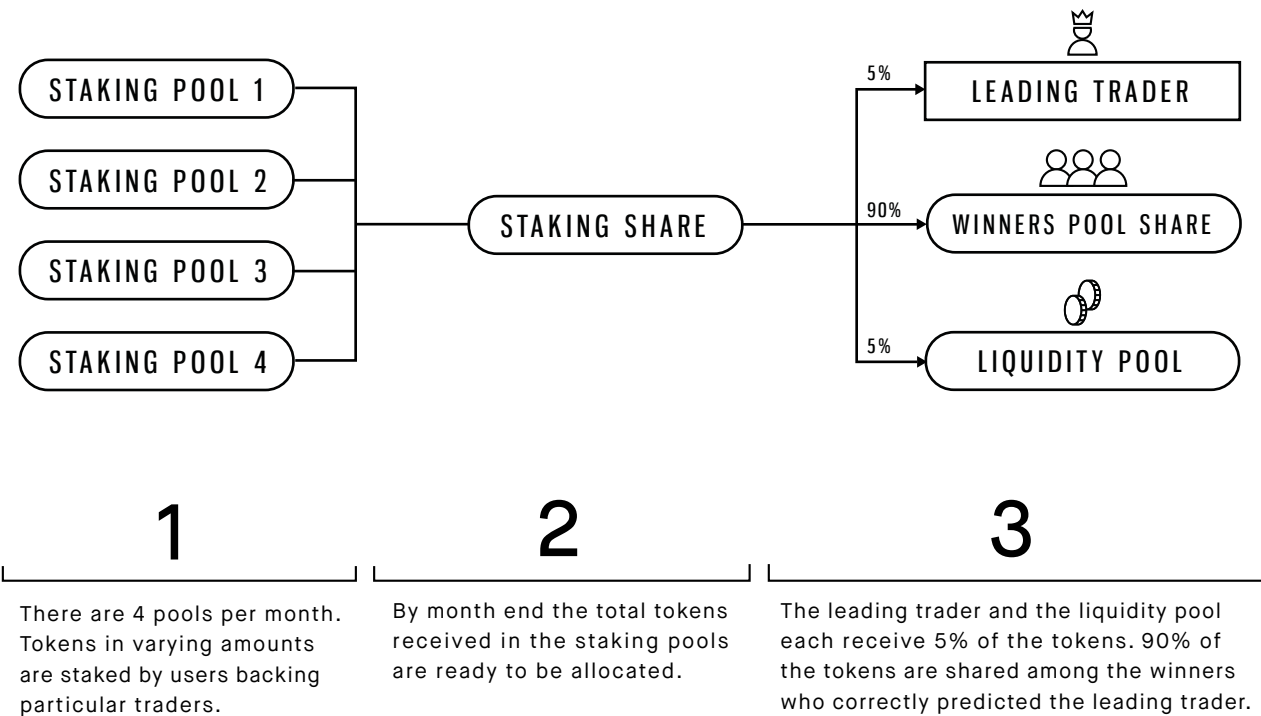
Overview

Users can stake on the traders they think will top the Leaderboard categories monthly, with weekly rounds.

This allows users to give feedback on results such as *performance* (overall percentage gain), *risk* (drawdown, risk-to-reward ratio) and *consistency* (percentage of profitable days over the period).

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

Leaderboard Staking



Staking process

Four parimutuel pools will take place each month: one pool for each week. All pools are settled at the end of the month. It also gives you the opportunity to change your mind and *hedge* any stakes you placed in previous pools.

The only requirement for entering the leaderboard as a trader is having at least one trade in the month. Users can stake on more than one portfolio and more than one trader in each round, and gain a reputation point each time they stake on a portfolio. As an added incentive, 5% of the total pool value is won as a prize by the top trader, providing further motivation to promote the Aluna platform so as to increase the size of the parimutuel pools.

Example

- When the staking pool closes for the month, it contains 100 tokens.
- Raj has the best performing portfolio and is declared the Leading Trader. He earns 5% of the pool and receives 5 tokens.
- The platform takes a 5% rake of the pool. 5 tokens go into the Aluna Liquidity Pool.
- 90% of the tokens go to the Winners Pool Share to be divided among the winners.
- This month there are two winners⁷, Alice and Bob.
- Alice had put in 1 token and receives 33% of the pool share at 30 tokens.
- Bob had put in 2 tokens and receives 67% of the pool share at 60 tokens.

⁷ If there are no winners, 100% of the pool share is added to the Liquidity pool.

6 . ROADMAP



coinbase

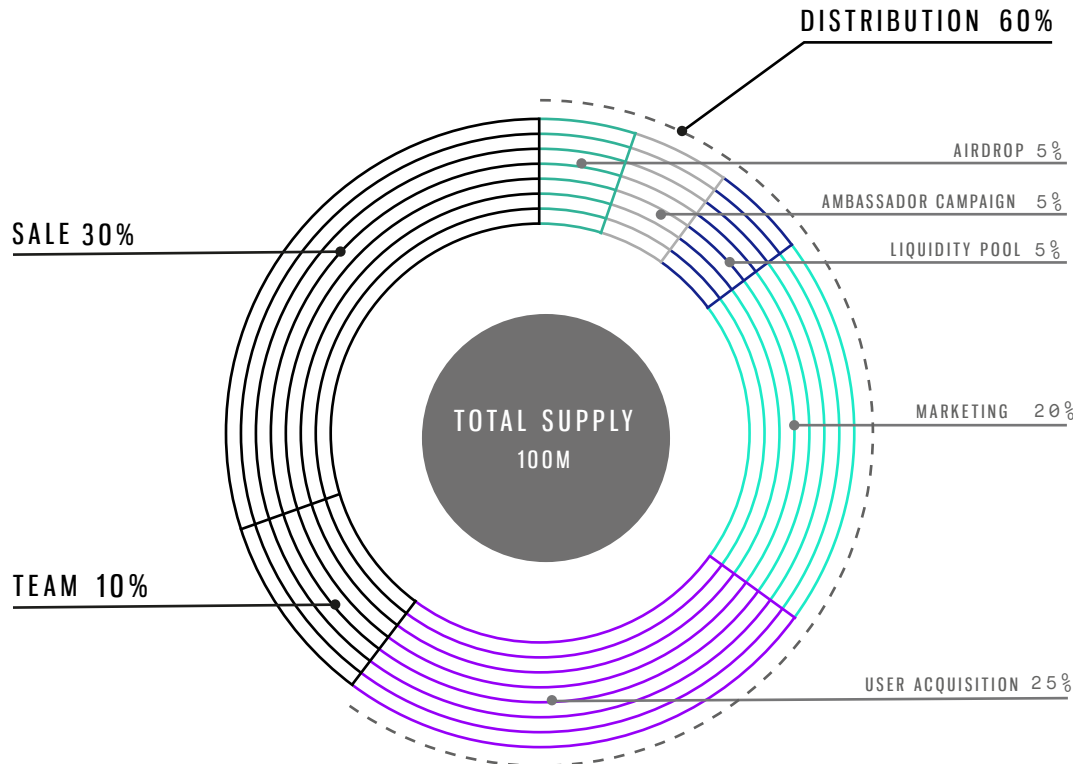
7. ALUNA TOKEN (ALN)

The ALN token is a standard ERC-20 token secured by the Ethereum blockchain. 100,000,000 ALN tokens will be minted at the Token Generation Event (TGE), after which *no new tokens will be created*. This is a one-time event, and will occur in Q3 2019⁸.

The following details may be subject to change.

7.1 Token Allocation

The token allocation is as follows:



⁸ TGE will occur after Airdrop (section 7.2.1) and User Acquisition (section 7.2.2) are completed. Upon completion of TGE, 30% of total ALN supply will begin to circulate, while the remaining portion will be released over the following 2 years, as detailed in the rest of section 7.

7.2 Distribution

60,000,000 ALN is allocated for Distribution, divided as follows:

- Airdrop (5%)
- User Acquisition (25%)
- Liquidity Pool⁹ (5%)
- Ambassador Campaign (5%)
- Marketing (20%)

7.2.1 Airdrop

Users carry out activities required to gain Badge Level 1 in our Reputation System¹⁰. Users gain 100 stars for each action, and stars earned from referring friends (who reach Badge Level 1) are cumulative.

5,000,000 ALN will be divided pro-rata between airdrop participants based on the number of stars. This one-time event is only for a limited period in Q3 2019, and ALN is distributed to participants during the TGE.

7.2.2 User Acquisition

25,000,000 ALN is allocated to a 2:1 swap with the EQT coin to acquire the user base of the EquiTrader¹¹ project. Participants will receive 2 ALN for every 1 EQT sent for the swap. All EQT received will be burnt.

This will happen on the Aluna Social platform, and users can take part in 4 steps:

1. Create an account on <https://aluna.social/>
2. Claim a swap, therefore receiving an EQT address
3. Connect Web3 wallet to receive ALN
4. Send EQT (before a specified time that will be published in advance).

⁹ Refer to section 5.3.1 Liquidity Pool for more information.

¹⁰ Refer to section 5.2.1 Reputation System for more information.

¹¹ CoinMarketCap, "EquiTrader (EQT) price, charts, market cap, and other metrics," <https://coinmarketcap.com/currencies/equitrader/> (accessed January 11, 2019).

ALN will be distributed to participants within 7 days after the swap ends, coinciding with the TGE.

Unclaimed ALN may be carried over to later swap rounds, and eventually the balance is added to the Marketing Fund after a cut-off date to be determined in the future.

7.2.3 Ambassador Campaign

5,000,000 ALN is allocated to reward ambassadors of Aluna Social who contribute to the overall health and growth of the Aluna ecosystem.

This campaign will begin in Q1 2020 and release 250,000 ALN monthly for 20 months, funding a myriad of community activities and rewards the community for their contribution and efforts.

Community bounty activities include, but are not limited to:

- Bug bounties
- Promotional campaigns (bitcointalk signature campaign, giveaways, contests etc.)
- Social media community management
- Airdrops

7.2.4 Marketing Fund

20,000,000 ALN is allocated to a Marketing Fund, which will be used to further the goals of the Distribution token allocation — to acquire new users, and reward existing users. The fund will also be used to host various marketing campaigns and pay for third-party services.

7.3 Token Sale

30,000,000 ALN is allocated for the Token Sale. This will be divided into 2 phases and held in Q4 2019, detailed in the table below:

| PHASE | TOKEN AMOUNT | PRICE | CAP |
|-------|----------------|------------------|---------------|
| 1 | 5,000,000 ALN | US\$0.10 per ALN | US\$500,000 |
| 2 | 25,000,000 ALN | US\$0.20 per ALN | US\$5,000,000 |

- Hard Cap: US\$5,500,000
- Both ETH and BTC (based on market rate) are accepted.
- Although there is a fixed price, this may change depending on market demand, as all unsold ALN will be airdropped to existing sale participants pro-rata. This creates an auction and price discovery mechanism, where the token price and project value are ultimately determined by market demand.
- ALN is distributed to sale participants within 7 days from the token sale.

7.4 Team Token Vesting Plan

10,000,000 ALN is allocated to the Team and vested over 2 years as shown in the table below.

| LOCKUP | None | 1 year | 2 years |
|--------------|------|---------------|---------------|
| TOKEN AMOUNT | None | 5,000,000 ALN | 5,000,000 ALN |

7.5 Funds Usage

ETH and BTC raised from the first phase will be used to develop the Aluna Social platform as laid out in the roadmap¹².

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

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

¹² Refer to section 6. Roadmap for more information.

8. TEAM



Alvin Lee
Co-founder

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

→ <https://www.linkedin.com/in/alvinleehe/>



Henrique Matias
Co-founder

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

→ <https://www.linkedin.com/in/henriquematias/>



Anderson Arboleya
CTO

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

→ <https://www.linkedin.com/in/andersonarboleya/>



Filipe Dias
Full Stack Developer

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

→ <https://www.linkedin.com/in/nosleepfilipe/>



Bernardo Bonanca
Frontend Engineer

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

→ <https://www.linkedin.com/in/bernardobonanca/>



Alex Beltechi
Product Designer

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

→ <https://www.linkedin.com/in/beltechi/>



Gregory Damiani
DevOps Ninja

Advisor on all things operations and infrastructure, and a master at the art of balancing site performance, reliability, and security.

→ <https://www.linkedin.com/in/gregorydamiani/>