



CRDT™

CryptoDaily™ Token

**“empowering the daily use
of blockchain and crypto”**

Contact



www.crdt.io

info@crdt.io

Ledger Digital Development Inc
BVI COMPANY NUMBER: 2021376

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Company overview

CryptoDaily™ are proud to launch their own cryptographic token. While we know the cryptocurrency industry is already diverse and well-populated, this White Paper will walk you through why we are issuing a token, what it will do, and how you can be part of the exciting adventure that is the growth of CryptoDaily™.

CryptoDaily™ is an award-winning, successful media outlet that reports on and chronicles the blockchain economy and cryptocurrency markets. Founded in 2017 and headquartered in Singapore, CryptoDaily™ provides value-added, 24-hour news coverage of the blockchain and cryptocurrency industry, principally through our website at <https://www.cryptodaily.co.uk> and our social media channels.

We founded CryptoDaily™ because we identified a strategic opportunity to provide objective industry coverage and support the blockchain economy. We realised that no media network can inherently be bias-free, especially in a nascent and immature industry such as blockchain where many participants do not seek news beyond the latest prices of their favourite coins. We knew there had to be a better approach, though, to constructing a dynamic media organisation. We have accomplished exactly that.

The cryptocurrency markets have now experienced a full market cycle since our launch two years ago. When we launched CryptoDaily™ at the end of September 2017, Bitcoin was trading around US\$ 4,400 and cryptocurrencies had a total market capitalisation of about US\$ 145 billion. We covered the industry's meteoric rise that saw Bitcoin's price near US\$ 20,000 and a total market capitalisation that eclipsed US\$ 750 billion. We reported on the dramatic shift in post-euphoric market valuations in 2018 that saw Bitcoin slashed to less than US\$ 3,200 and total market capitalisation recede to around US\$ 110 billion. More recently in 2019, we've detailed the resurgence in market demand that saw Bitcoin rally past US\$ 13,000 and total market capitalisation escalate back above US\$ 200 billion.

We have learned a lot during this full market cycle of appreciation and depreciation that has resulted in some amazing blockchain innovation. We studied the historical errors and the real-time mistakes that our media industry competitors made. We increased both the quality and frequency of our content and articles. We broadened our reach to deliver content across a wide array of portals and channels. We added new language groups to accommodate native speakers in other languages. We allocated more focus and attention to altcoins. We also dedicated resources to the coverage of technical analysis to complement our traditional fundamental news coverage. We have redesigned and rebuilt our website more than once to optimise content delivery and other features. We have grown by leaps and bounds, and we have positioned CryptoDaily™ to gain additional media market share. We know what we do well, and we are smart enough to know when we need the help of others.



The CRDT™ project

We're undertaking an IEO so that we can expand the current range of services we offer and to proliferate our vision and mission to empower the daily use of blockchain and cryptocurrency! The IEO allows us to embed blockchain technology into our media offering. We are also creating an advanced content reward application to reward contributors with CRDT™ Token and then enable our community at large to pay with the CRDT™ Token at merchants through a proprietary wallet and accompanying payments card.

We are also expanding our reach by localising our content not only through translations into multiple top languages, but also covering relevant local blockchain and cryptocurrency news in different countries, all of which will be rewarded with CRDT™ Token.

The IEO also allows us to expand our services to supply and serve the community with reliable market data, proprietary indices and novel charting services through the creation of subscription services with benefits to the token holders.

We are enhancing our advertising proposition to include advanced IoT powered augmented reality advertising through the CryptoDaily™ app.

These propositions are creating a strong and diverse utility for the CRDT™ Token and adding these propositions will offer a strategic advantage that promotes the daily use of cryptocurrency and blockchain. As such, the utility within the CryptoDaily™ ecosystem has been designed to be balanced and advantageous for participants, contributors, subscribers, readers and advertisers.

Interested? Contact us:

www.crdt.io / info@crdt.io

WEBSITE

EMAIL



Our token

The CRDT™ Token will enable CryptoDaily™ to expand the existing business operations and achieve our goal of continued excellence in the blockchain and cryptocurrency media industry.



Technology

The CRDT™ Token will enable CryptoDaily™ to expand its existing business operations and achieve our goal of continued excellence in the blockchain and cryptocurrency media industry.

We have chosen to launch CRDT™ Token as an ERC-20-compliant utility token on the Ethereum blockchain because it has been estimated that there are more than 181,000 ERC-20 compatible tokens that already exist on Ethereum's main network, evidencing a degree of global acceptability that supports the creation and distribution of the CRDT™ Token. In fact, ERC-20-compliant digital assets with tens of billions of United States dollars in market capitalisations already populate the cryptocurrency industry, and are successfully bought and sold on cryptocurrency exchanges daily. The ERC-20 token standard also contains the basic modalities of what a token should implement for it to start trading after launch. Such modalities include token transfer, balance inquiry for specified addresses and determination of total token supply.

The use of ERC-20 makes tokenisation less risky as all adhere to the same general standards. It also brings a kind of uniformity to the network, reduces the complexity of token interaction and enhances token liquidity.

As an ERC-20 token, CRDT™ can be used in common marketplaces without having to establish enhanced communications between the CryptoDaily™ Team and developers of diverse marketplaces.

Wallets

Most digital wallets that support the Ether cryptocurrency also support ERC-20-compliant tokens, and this will maximise the custodial opportunities for the CRDT™ Token utilising existing digital wallet technologies. Even though we have in-house tokenisation capabilities, we easily rationalise our decision to launch an ERC-20-compliant token due to the industry's familiarity with the standard, and also because our tokenisation capabilities will provide us with an easy basis to conduct future incentives including token swaps, airdrops and other benefits for CRDT™ Token holders that can easily be managed in-house.

CRDT™ Token utility

Successful cryptocurrency projects are the ones that succeed in creating demonstrable, recurring utility for the cryptoassets they create on their blockchains. This involves the development of an economy where tokens can be utilised in a myriad of ways, including as media of exchange. CRDT™ Token strives to accomplish exactly this, and this White Paper identifies the many ways that diverse utility is being created by CryptoDaily™ to help achieve this vital objective.

What's in CRDT™ Token for you?

Participation in the CRDT™ token offering will provide myriad benefits to token holders:



Rewards

CRDT™ Token will be used to remunerate content providers who contribute to CryptoDaily™, leading to ongoing organic demand. As more content becomes consumed across our media network in additional languages, more CRDT™ Tokens will need to be purchased for remuneration. We have developed a proprietary algorithm that helps us score the quality of submitted content and the amount of page views that each piece of content receives. This algorithm will help us appropriately and equitably reward the content providers including journalists, authors, interviewers, video specialists, translators and other types of contributors who are dedicated to continuing to make CryptoDaily™ a success. The foundation of the CryptoDaily™ Content Rewards system is remuneration in the CRDT™ Token, and this process will result in a regular bid for CRDT™ in the market, as content is created and published daily.



Value-added services

A part of the money raised will be used for developing multiple value-added services that will require subscriptions, including charting. CRDT™ Tokens will be required as a medium of exchange to subscribe to these value-added services.



Best economics

Our token value is set at \$0.03 per token sold. We have big plans but only looking to raise \$5m to maximise the value of our token.



Unique token

At present, there are not many media networks that have deployed blockchain technology to become integral components of their networks. In contrast, CryptoDaily's™ technology footprint now includes the CryptoDaily™ Blockchain, and we opine that CRDT™ Token's inclusion in the cryptocurrency market will have relatively low correlations to other cryptocurrencies, rendering it unique.



Secondary market

CRDT™ Token is being listed for trading on a European cryptocurrency marketplace with additional listings being pursued on other marketplaces. These listings are important because these marketplaces are where CRDT™ Token will need to be purchased to remunerate content providers.



Network effect

We opine the so-called "network effect" will have a materially positive impact on our operations and CRDT™ Token. One example relates to payments utility, as this type of utility that we have developed for CRDT™ Token is generally lacking in the cryptocurrency industry. CryptoDaily™ is likely to positively benefit from establishing business relationships with blockchain industry participants requiring access to Paytech innovation. This innovation will be amplified by the fact that CryptoDaily™ is going to be one of the first blockchain based media outlets.

The background of the entire page is a close-up, angled view of several US dollar bills, heavily tinted with a solid purple color. The bills are slightly out of focus, showing details like the 'FEDERAL RESERVE NOTE' text and various serial numbers.

The token sale

Participation Opportunity

CryptoDaily™ is raising a minimum of US\$ 5 million during its IEO launch.



Free offering

We want the blockchain and cryptocurrency community to benefit from both our website and our proposition. Therefore, we will give away 90 tokens to the first 100.000 subscribers to our news and video channel who will actively engage with our content!

Free Tokens

For Crypto Daily Subscribers

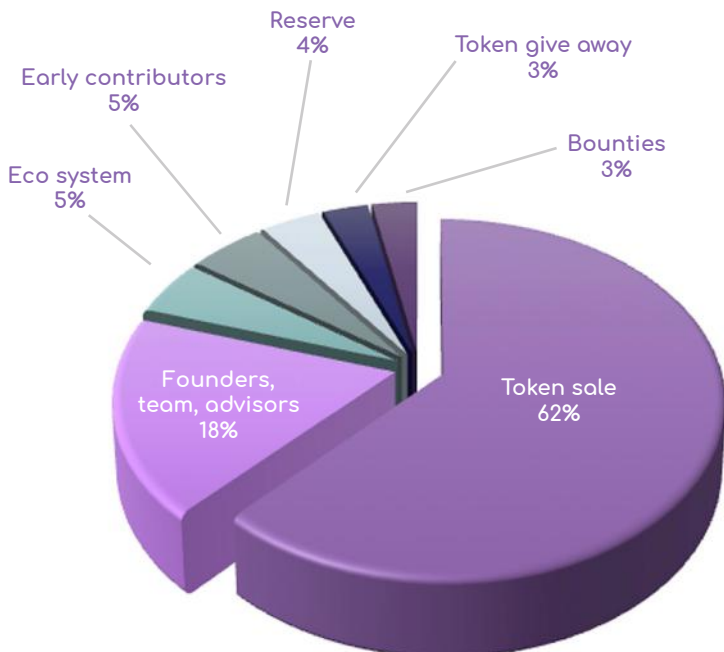
Free
BONUS



Token Sale Starts

► 01 May 2020

Token distribution



Total raise

\$ 5,000,000

Token price

\$ 0.03

Tokens issued

300,000,000

Token give away (=3%)

9,000,000

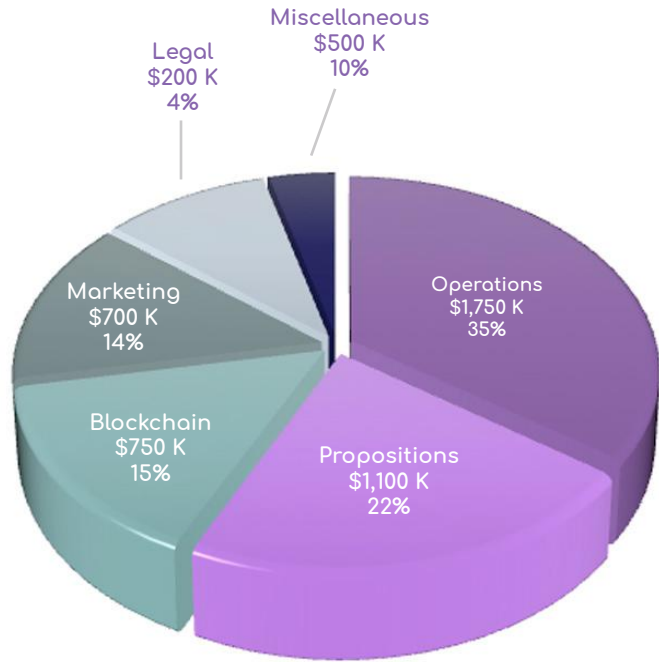


Use of proceeds



Use of proceeds

As mentioned in full overview of the tokensale we're looking to raise \$5M through the CRDT™ Token offering. We've allocated the use of these proceeds to build strong and exciting propositions that will empower the daily use of blockchain and cryptocurrency through the CryptoDaily™ media webscape. The proceeds of our IEO will be used to rollout, enable and unlock diverse propositions. All of these propositions will be fundamental to the CRDT™ token appreciation and enhanced utility.



Projects

Content creation, localisation and content rewards	US\$ 1,750,000
Proprietary CryptoDaily™ media blockchain	US\$ 750,000
CryptoDaily™ wallets and payment card	US\$ 600,000
Subscriptions market data, indices and charting	US\$ 150,000
Advanced AR + IoT advertising	US\$ 300,000
Classifieds section	US\$ 50,000

Costs

Marketing	US\$ 700,000
Legal	US\$ 200,000
Miscellaneous	US\$ 500,000

CryptoDaily™ Projects

CryptoDaily™
Blockchain

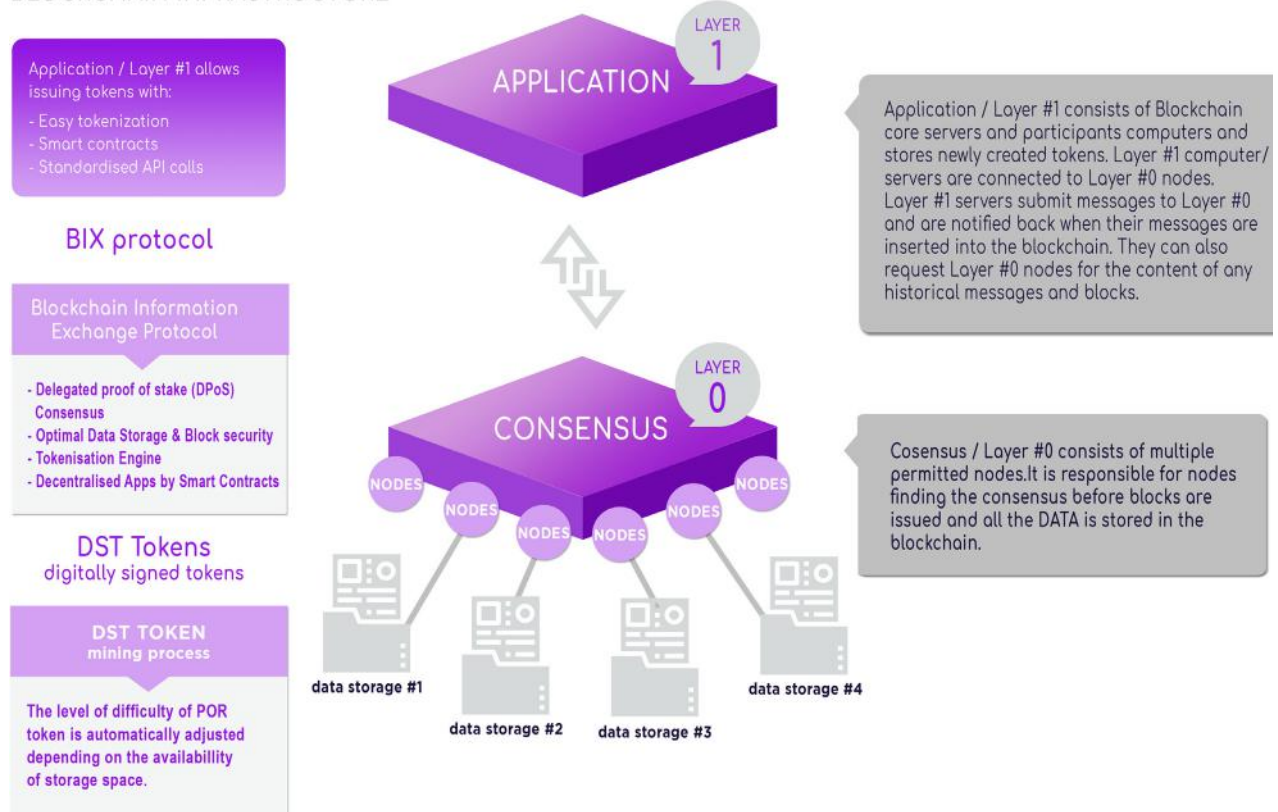


Blockchain

We will be using 15% of the raised total of \$750K to deploy our own CryptoDaily™ BIX protocol based blockchain network to improve our ability to store and deliver content efficiently and cost-effectively and to support the various business services that we support. Storing our data in a decentralised and immutable manner, free from tampering and censorship, is critical. We are extremely excited because our blockchain network includes industry standards and a proprietary tokenisation engine for our ecosystem that allows us to easily create customised cryptoassets, including loyalty and rewards tokens in just a couple of minutes.



BLOCKCHAIN INFRASTRUCTURE



Description

The proprietary blockchain has been developed entirely in assembly “C” language so that we can optimise data storage capabilities. In fact, the CryptoDaily™ blockchain is capable of storing at least 10 megabytes of data in every block and is capable of creating several blocks per minute.



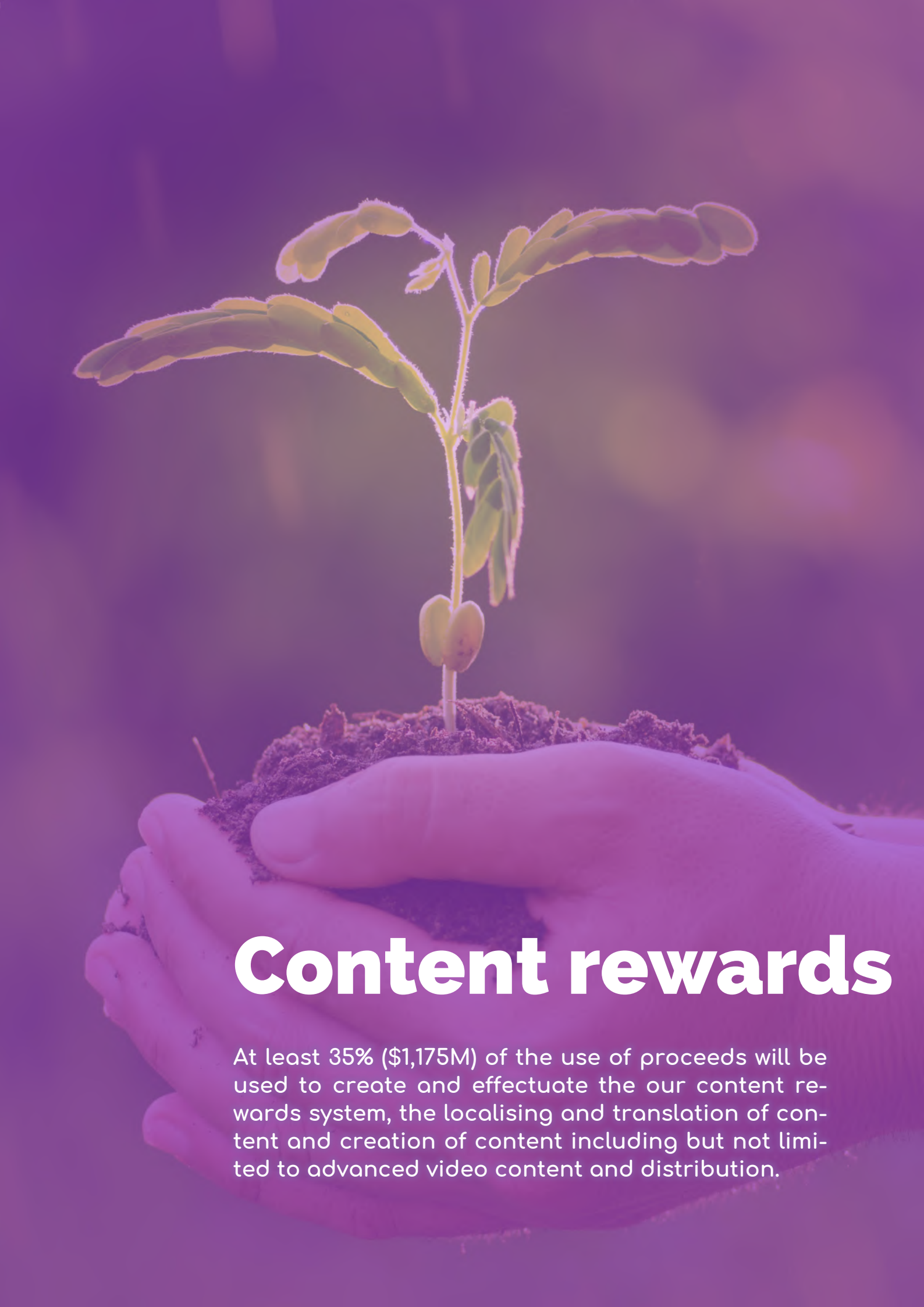
The CryptoDaily™ Blockchain was developed with two layers: a Consensus layer and an Application layer. The Consensus layer is where the blockchain's nodes negotiate through a Delegated Proof of Stake (DPoS) mechanism. The Application layer is where smart contract logic powers various applications, including our proprietary tokenisation engine and our decentralised exchange. The tokenisation engine is a very important solution that also can power newly derived propositions from our enhanced advertising solution.

Why

The core purpose of blockchain technology is to store data in a decentralised and immutable manner, free from tampering and censorship. CryptoDaily™ produces a lot of content including articles, videos, and infographics, and as we continue to expand and diversify our industry media coverage into other languages, it will be increasingly important for us to gain more control over our data storage capabilities and capacities. In doing so, CryptoDaily™ will become as independent as possible and not reliant on centralised and corruptible third-party data storage solutions. Increasing our accountability and transparency and in the process eliminating fake news will be positive outcomes.

Digital rights management is an important aspect of content management, and blockchain is ideally suited to help protect intellectual property and enable rights management. The date and time of content publication can be verified and shared on CryptoDaily's™ website, and smart contract logic can provide verifiability regarding page views and other metrics related to website traffic, enhancing CryptoDaily's™ ability to transparently service our Advertising network. One challenge we face is the unauthorised distribution of CryptoDaily's™ content by third parties. The media industry has a "content is king" mentality and we can incorporate smart contract logic to whitelist authorised content distribution channels.

Usage of our blockchain for storage, tokenisation and smartcontract logic will be denominated in CRDT™ Tokens and as such have an impact on the usage of the native CRDT™ Token.



Content rewards

At least 35% (\$1,175M) of the use of proceeds will be used to create and effectuate the our content rewards system, the localising and translation of content and creation of content including but not limited to advanced video content and distribution.



High quality content creation and publication is our principal focus, and is the lifeblood of our existence as it results in increasing website traffic and therefore increasing advertising revenue.

We have developed a proprietary algorithm that helps us score the quality of submitted content and the amount of page views that each piece of content receives. This algorithm will help us appropriately and equitably reward the content providers including journalists, authors, interviewers, video specialists, translators, and other types of contributors who are dedicated to continuing to make CryptoDaily™ a success. The foundation of the CryptoDaily™ Content Rewards system is remuneration in the CRDT™ Token, and this process will result in a regular bid for CRDT™ Token in the market, as content is created and published daily.






Why

Content creators and contributors will be rewarded in CRDT™ tokens that will be distributed to their CRDT™ Token digital wallets. Coupled with the CRDT™ Token payment card programme, this will further incentivise those contributors whose ongoing participation is critical to CryptoDaily's™ ongoing success. Remuneration through the CRDT™ Token will help align everyone's mutual interests, and help CryptoDaily™ develop its economy around the CRDT™ Token.

CryptoDaily™ values innovative and unique content production that is preferred by our readership and viewership. In order to adequately incentivise and reward these content production specialists, a transparent rewarding system is needed, and this is why we formulated the CryptoDaily™ Content Rewards system. This approach and solution also helps us to develop and extend the utility of our CRDT™ Token, a very important objective.

The CRDT™ Content Rewards system also provides our content providers with optionality. These specialists can elect to sell their CRDT™ tokens on an exchange or they can retain their CRDT™ tokens remuneration to either sell at a later date or even consume a value-added, subscription-based service offered by CryptoDaily™.

Note: Since our inception in 2017, CryptoDaily™ has had more than 85 contributing authors who have produced and delivered content to us with varying frequencies. This content includes breaking news, feature stories, interviews, market analysis, industry solutions, and much more, all of which is geared to chronicle the blockchain industry, cryptocurrency markets, and token economy.



CryptoDaily™ Local

Besides rewarding for content creation and creation of quality content we will use the proceeds of the token offering to expand internationally.



One of the most important plans on our Road Map is the expansion of our CryptoDaily™ Local initiative whereby we publish localised content in a variety of languages. To date, we have launched localised content in Chinese, Japanese and Russian and have plans to produce and publish content in many more languages. This has proven to be an extremely successful initiative due to nature of blockchain technology: it is highly accessible, digital, and transcends national and geographical borders.

To facilitate this initiative, CryptoDaily™ identifies and works with native speakers in the languages that we want to cover who also exhibit adequate communications skills and an interest in the cryptocurrency market. These people are able to produce organic content, and we also work with specialists who are highly competent translators who can translate content from other languages, such as English, into their native languages.





CryptoDaily's™ content distribution is effected through multiple channels including our language-specific websites and additional pathways. In fact, CryptoDaily™ now boasts the only approved WeChat channel dedicated to coverage of this industry in China, a testament to our commitment to providing Chinese-focused content for that segment of our readers.

Why

Our ability to successfully produce and provide news discovery to website visitors in their native languages broadens our readership and viewership bases, increases our social media reach and extends our advertising opportunities beyond their current horizons. This results in CryptoDaily's™ ability to grow our revenue base, as we can access localised advertising networks that feature products and services in local markets in their respective languages.

When we launched CryptoDaily™, we had website visitors with 97 different language codes (as measured by Google Analytics) attributable to them during our first whole month of measurable activity in October 2017. In June 2019, we reached 339 different language codes attributable to our website traffic. Similarly, we had website visitors originating from 135 different countries (as measured by Google Analytics) in October 2017, and we have website visitors originating from 220 different countries in June 2019. These data underscore how much our media network's reach has grown, and also how important it is to cater to language-specific groups.

Another compelling reason to expand our CryptoDaily™ Local initiative relates to the significant growth that is taking place in the cryptocurrency trading markets. It has been estimated that there are now tens of millions of cryptocurrency users in the world, and we are observing that traders in other asset classes, such as foreign exchange, are being drawn to cryptocurrencies due to its volatility, tradability and other features. Trading in other asset classes is generally covered by different sets of regulations and there are generally more national or geographical nuances, hence localised content is important.



CryptoDaily™ Payments

CryptoDaily™ will be launching a CryptoDaily™ payment card and digital wallet programme in order to complement the CRDT™ Token.



To do this we've allocated and budgeted 12% (\$600,000) of the use of proceeds. This proposition involves the creation and distribution of a prepaid payment card bearing the logo of one of the major payment networks, such as Mastercard or Visa. The payment card will allow cardholders to access points of sale across the world where payment card networks are accepted. It has been estimated that there are approximately 40 million merchants globally that accept Visa and Mastercard payment cards. The CryptoDaily™ payment card solution also involves integration with a digital wallet where CRDT™ Tokens can be stored, accessed and utilised.

This solution will allow value associated with the CRDT™ Token to be spent at points-of-sale at physical merchants, and also to be spent for online commerce and internet shopping. The technology provider that we have chosen to deliver this solution has been a certified payments processor for several years and has been a leader in digital enablement for more than one decade, having been involved with many of the payment industry's most important solutions. In fact, they have successfully processed several thousand payment authorisation requests related to other cryptoassets.

Why

The launch of the CryptoDaily™ payment card programme will result in unique payments utility that provides CRDT™ Token holders with the opportunity to access major payment networks. CryptoDaily™ content providers who are remunerated in CRDT™ Token will have the ability to spend the associated value at merchants around the world, and will also have the ability to access automated teller machines (ATMs) for cash withdrawals.

Content providers who know they will be able to sustainably produce and publish a certain quality and quantity of content may elect to hold their CRDT™ tokens in their digital wallets for a longer period of time and spend in the future, knowing that CryptoDaily™ will need to acquire CRDT™ Tokens on cryptocurrency exchanges in order to satisfy their remuneration needs.

Participants involved in the CRDT™ Token offering will also qualify for our payment card programme, providing them with an additional utility for their CRDT™ Tokens. CryptoDaily™ expects that the payments utility that it is working diligently to create will allow our organisation to establish new commercial relationships with other industry participants who seek payments utility.



MORE CONTENT
IN MORE
LANGUAGES
MEANS MORE
ADVERTISING
OPPORTUNITIES



CONTENT
PROVIDERS
REMUNERATED
IN CRDT TOKEN



CRDT™ TOKENS
PURCHASED
ON EXCHANGE



SPENDING
ENABLED
THROUGH
PHYSICAL
PAYMENT CARD




LIQUIDITY
ACCESSIBLE
AT ATM's



VALUE-ADDED
SUBSCRIPTIONS
PAYABLE IN
CRDT TOKENS

BTC 911677
▲ 112.87

ETH 510692
▲ 35.12



CryptoDaily™ Cryptocurrency Indices



Earlier this year, CryptoDaily™ launched the publication of proprietary cryptocurrency indices that it sponsors and we're looking to enhance our indices content as well as the charting solutions and market data services through the use of proceeds.

The CryptoDaily™ indices were developed by a specialist index development company that specialises in financial indexing and benchmarking, with input from CryptoDaily™. To date, four unique cryptocurrency indices have been created and their corresponding index values are published on CryptoDaily's™ website every day. These indices include the CryptoDaily™ Large-Cap Cryptocurrency Index, the CryptoDaily™ Mid-Cap Cryptocurrency Index, the CryptoDaily™ Small-Cap Cryptocurrency Index and the CryptoDaily™ 21 Leaders Cryptocurrency Index.

Additional cryptocurrency indices have been created by the specialist index development company at the request of CryptoDaily™ request, and their sponsored publication will commence at regular intervals. Some of these new cryptocurrency indices are sector-specific, and will provide unique context about the cryptocurrency industry.

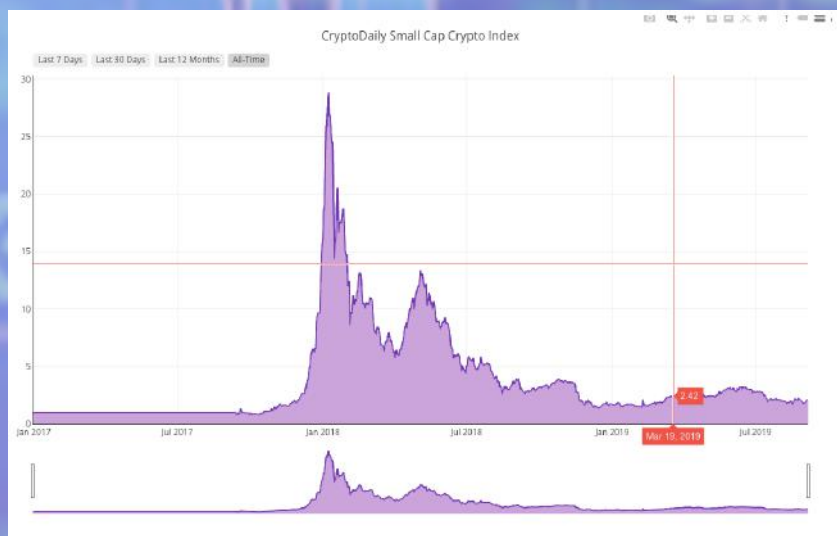
One of the challenges that many cryptocurrency market participants encounter is trying to comprehend the difference between various cryptocurrency assets. There is a discernible knowledge gap in the cryptocurrency market that originates from the fact that there are more than 2,000 unique cryptoassets across the industry. While there are other asset classes such as equities that have many more individual assets such as shares in publicly-traded companies, many of the fundamental and technical data about these types of assets have been standardised for decades, and are distributed through mainstream news discovery sources that have existed for decades.

Why

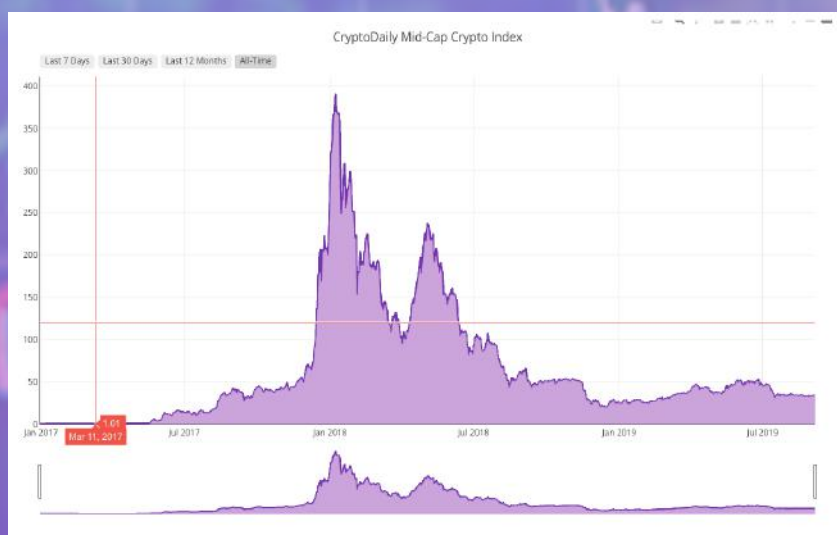
We launched the publication of sponsored cryptocurrency indices to provide unique composite price discovery and to help understand the fluctuations in digital asset valuations. There are not too many cryptocurrency indices in the industry at present to help address the knowledge gap and need for price discovery.

The CryptoDaily™ Cryptocurrency Indices provide CryptoDaily™ with significant opportunities to promote additional brand awareness across the industry and sell additional advertising to earn additional revenue. As we gain more traffic, the trading velocity of our tokens will increase significantly as well.

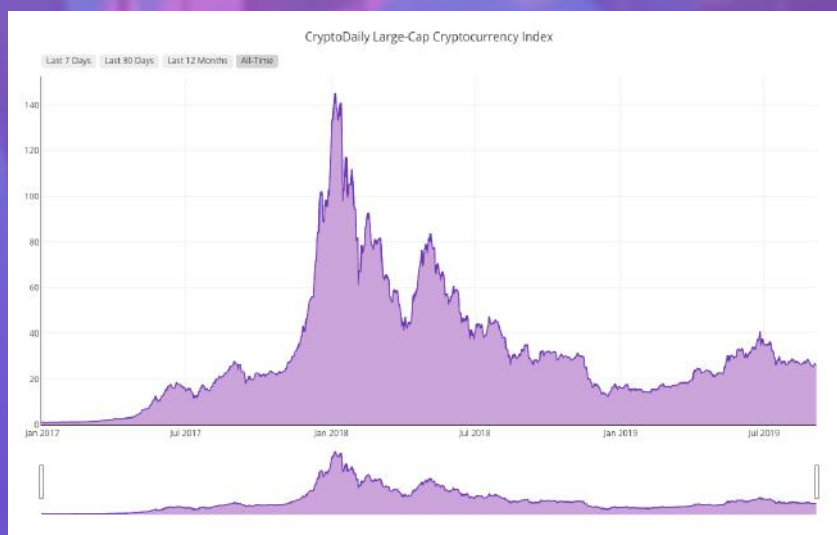
CryptoDaily™ Indices



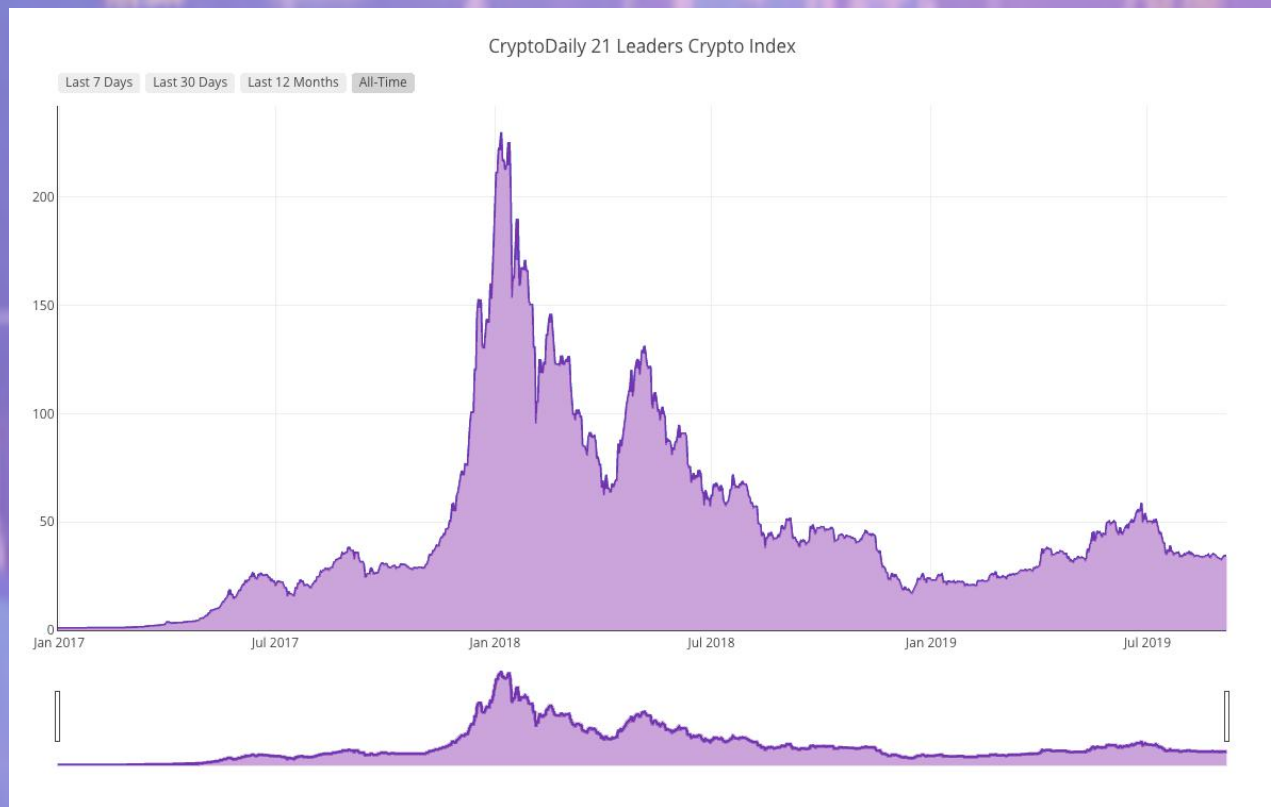
CryptoDaily™
Small-Cap
Cryptocurrency Index



CryptoDaily™
Mid-Cap
Cryptocurrency Index



CryptoDaily™
Large-Cap
Cryptocurrency Index



CryptoDaily 21 Leaders Crypto Index

Note

Results associated with CryptoDaily's™ publication of sponsored cryptocurrency indices have been excellent. A significant amount of website traffic has been generated since the publication of CryptoDaily's™ sponsored cryptocurrency indices began. One of the most encouraging metrics related to this website traffic is that the average session duration for visits to webpages with cryptocurrency indices content is more than five minutes. The frequency of these webpage visits and their relatively long dwell time increases CryptoDaily's™ ability to sell additional advertising and earn additional revenue.



O:0.24 H:0.24 L:0.24 C:0.24

CryptoDaily™ Charting

CryptoDaily™ will be launching proprietary trading charts in the fourth quarter of 2019. Trading charts are immensely popular analysis tools utilised by traders and market analysts across most asset classes to obtain information about technical trading patterns, generate trading ideas, customise risk management techniques and to quantify changes in asset prices. Specifically, trading charts provides chartists and technicians with the ability to conduct realtime and historical technical analysis, allowing assets trading attributes such as price and trading volume to be measured.

Mar 20

Apr

Apr 25

May

May 31



Most media networks that provide industry coverage focus primarily on fundamental news, even though technical analysis is a major determinant in the prices of digital assets such as cryptocurrencies. CryptoDaily's™ legacy remit is the provision of news and data, hence the inclusion of trading charts on CryptoDaily's™ website is easily rationalised. CryptoDaily's™ rich, intuitive data visualisations redefine user experiences by offering advanced technical analysis capabilities, stimulating website visitor engagement in unprecedented ways.

One of the most impressive and user-friendly aspects of CryptoDaily's™ charting solutions relates to data visualisation customisations. The trading charts offered on CryptoDaily's™ website are of a superior quality, offering feature-rich interactivity and customisations that yield dynamic user experiences. The interactive time series trading charts are lightweight and designed with an HTML5 charting library that renders responsively across multiple devices and operating systems.

Why

A review of Google keywords “cryptocurrency charts” and related keywords indicate that these are popular search terms. These data evidence the fact that there is a significant amount of website traffic on websites that feature cryptocurrency charts and cryptocurrency market data. The corresponding advertising value of many of these websites with significant traffic can be quantified in the tens of thousands-to-hundreds of thousands of US dollars monthly. Another reason why CryptoDaily™ is launching trading charts on its website relates to its own experiences with website traffic, as our data indicate that a relatively high percentage of inbound website traffic is derived from websites that specialise in trading charts.

CryptoDaily's™ charting solutions drastically improve intra-website navigability, enhance brand recognition, and lengthen website dwell time, positively resulting in robust end-user tools and expanded opportunities for revenue maximisation through advertising and premium paid services. These premium paid services such as enhanced charting subscriptions can be accessed through CRDT™ Token, further enhancing its utility.

Another extremely important aspect of CryptoDaily's™ charting solution is what we refer to as “social charting” whereby chartists' trading workspaces and user-created content can be systematically shared across CryptoDaily's™ media network, resulting in additional brand development and social reach.



Market Data Services

CryptoDaily™ specializes in providing fundamental news coverage and technical commentary relating to the blockchain, digital assets, and token economy industry. In the course of doing so, we generate millions of page views monthly and we strive to achieve a balance between fundamental news content and technical news content.



As we provide this content, we consume a considerable amount of technical data, especially real-time trading data that includes price and volume activity published by major cryptocurrency exchanges.

CryptoDaily™ works closely with a leading market data infrastructure provider that specialises in sourcing, compiling, aggregating, storing, analysing, charting and delivering high frequency, tick-by-tick market data across many asset classes including the foreign exchange, metals, and derivatives markets. The provider's data fuel and power the trading activity of hundreds of thousands of end-user clients who rely upon this value-added data.

Our research indicates there are millions of active cryptocurrency traders and participants around the world who can benefit from competitively-priced market data services. As a result, we have established CryptoDaily™ Market Data Services so that the cryptocurrency industry can access market data through new channels and in new formats.

Why

Some of the value-added market data offered by CryptoDaily™ will be subscription-based, and this provides us with an excellent opportunity to further develop utility for CRDT™ Token. Market data subscribers will be able to pay for their subscriptions with CRDT™ Token, enhancing its usability as a medium of exchange within the CryptoDaily™ economy.

Our market data infrastructure specialist has invested more than US\$ 50 million over the past decade in designing both hardware and software that are capable of handling extremely high frequency tick data. This provides CryptoDaily™ with a significant competitive advantage relative to other market data distribution companies that have not physically built their own hardware or otherwise lack the capacity to compile, aggregate, and distribute extremely high frequency data sets such as cryptocurrencies.

By developing and availing these solutions to enhance price discovery, CryptoDaily™ can significantly expand its range of services, utility for CRDT™ Token, and continue to work comfortable within our legacy remit.



Enhanced Advertising & Classifieds

Advertising is an integral aspect to the revenue cycle of most global media networks, whether those advertisements take the form of clickable banners, television commercials, or other formats. Our advertisers get better rates when using the CRDT™ Token. To unlock this amazing proposition we've allocated 6% (\$300,000) of the use of proceeds.



We launched an enhanced advertising pilot whereby we incorporate proprietary Internet of Things (IoT) features to enhance digital advertisements, with benefits to both the consumer of the advertisement and the advertiser. The screenshots below showcase the IoT-enhanced advertising pilot that we launched at the Monaco International Blockchain Summit in May 2019. CryptoDaily™ created digital geofences around the Nice Côte d'Azur Airport and the Grimaldi Forum, the event's venue in Monaco. We also created IoT-enhanced advertisements that provided augmented reality-enabled advertisements that were viewable on a smartphone application.

When the smartphone user consumed the AR-enabled advertising, the user's exact physical location was collected in our IoT dashboard, including his latitude and longitude. Additionally, whenever the user was within a certain physical proximity to the two geofences, the user's proof of presence was recorded in our IoT dashboard. Another new feature CryptoDaily™ will launch is CryptoDaily™ Classifieds advertising, where goods or services can be listed for sale and payment terms can be denominated in CRDT™ Token. Further, these advertisements can also be IoT-enhanced, with corresponding service fees payable in CRDT™ Token.

Why

The consumer of the IoT-enhanced advertisement was able to derive engaging and meaningful information through the advertiser's inclusion of augmented reality. Likewise, the advertiser was able to obtain value-added information about the user, including the number of times he consumed the advertisement and his exact geographical locations. This data is of extreme value to advertisers because further interactions with consumers can be facilitated based on the person's presence in a specific location, including sales promotions, loyalty rewards, discounts, or other calls to action.



Our enhanced advertising solutions also incorporate future tokenisation capabilities of the CryptoDaily™ Blockchain. We are able to create unique tokens and crypto assets in minutes, which then become immediately transferable to digital wallets. These unique tokens can easily represent distributable value that advertisers and merchants can remit to customers or consumers of advertisements, including loyalty and rewards. Smart contract logic can programmatically remit tokens to digital wallets after calls to action are followed.

All of these services including enhanced advertising and classifieds advertising provide CryptoDaily™ with new opportunities to drive the utility of CRDT™ Token as the CRDT™ Token will become the store of value for the newly derived tokens.

The background of the entire page is a photograph of two hands, one light-skinned and one dark-skinned, clasped together in a firm, interlocking grip. The hands are positioned in the upper half of the frame, with the fingers pointing towards the top right. The lighting is soft, highlighting the texture of the skin and the tension in the grip. The overall color palette is muted, with a mix of skin tones and a slightly desaturated background.

Alternatives & Competitors

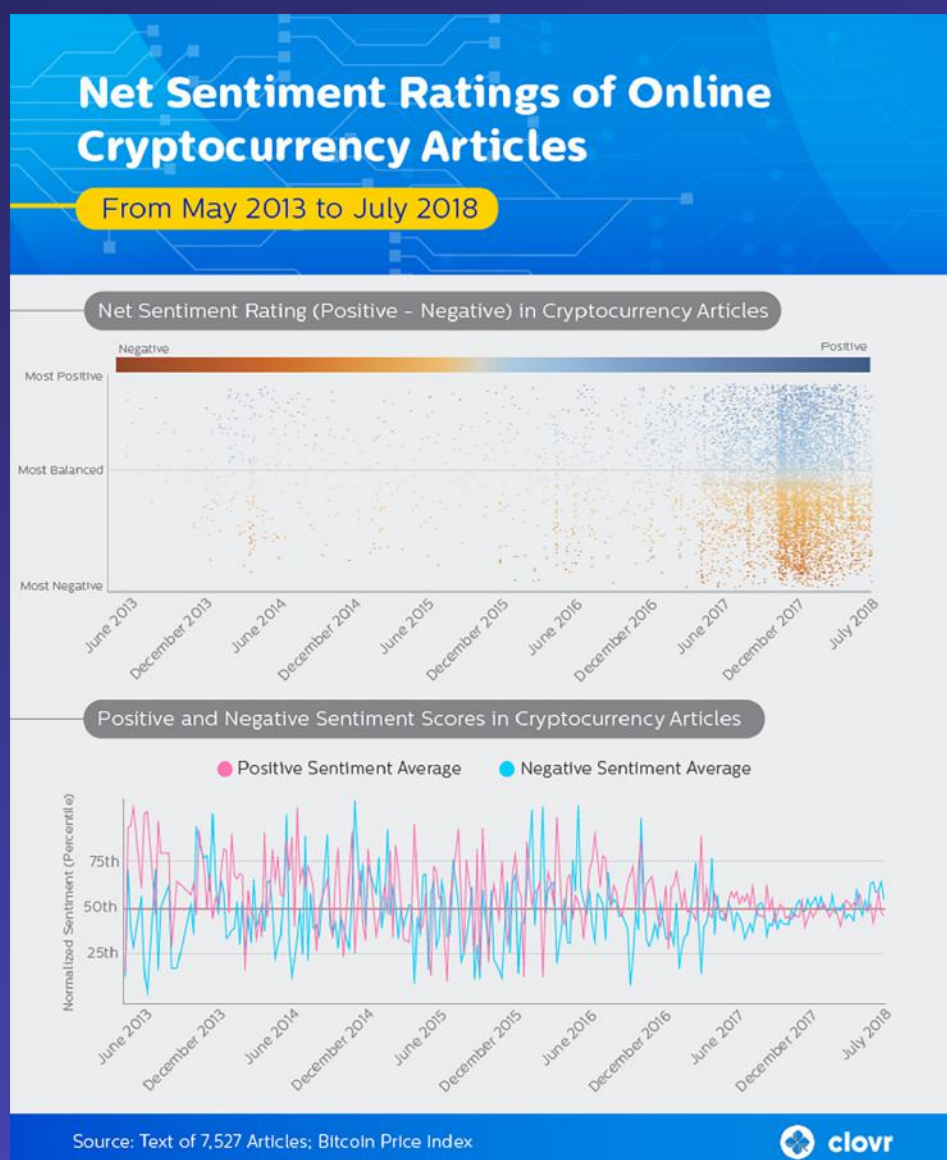
How the Other Guys Are Getting it Wrong

The blockchain and cryptocurrency media industry is fraught with intense bias, uneven coverage, pay-to-publish schemes, and other shortcomings, all of which create opportunities for CryptoDaily™ to gain additional media market share.

Media bias

Blockchain token organisation Clovr published a study that surveyed 48 mainstream international and US-based media outlets for articles and pieces covering cryptocurrency between 1 January 2013 and 31 July 2018. The full texts of 7,527 online news articles were analysed using the sentiment analysis tool “Valence Aware Dictionary and sEntiment Reasoner” (VADER) and the National Language Toolkit (NLTK) library in Python.

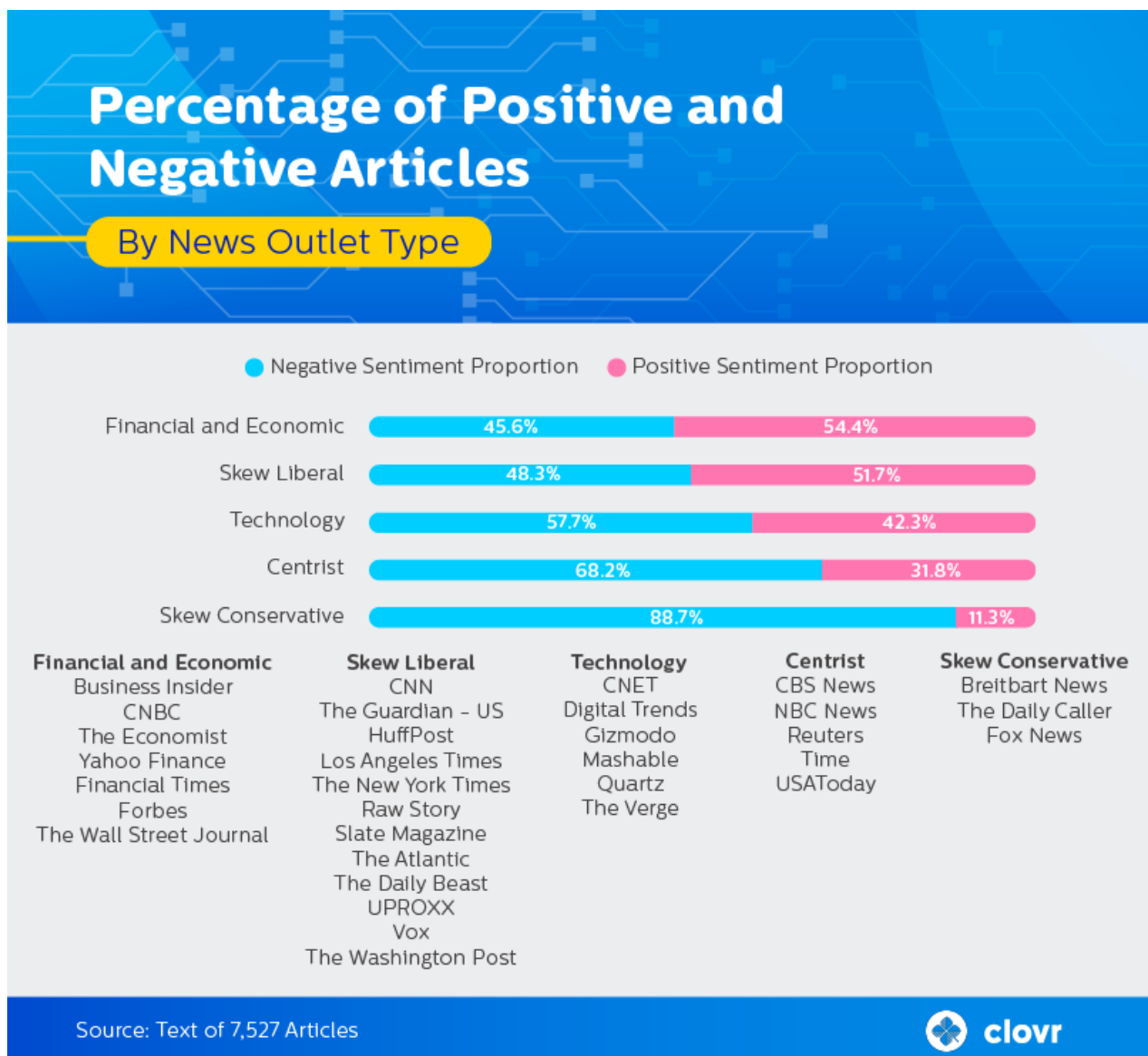
The study concluded “As recent as 2016, positive articles far exceeded negative ones, both in terms of volume and intensity. As coverage surged in mid-2017, however, articles expressing negative sentiment grew more common.





This trend was fueled in part to grim prognostications by the likes of Warren Buffett and Mark Cuban, who guessed that ‘a bubble’ was underway.”

CryptoDaily™ has concluded that the mainstream media’s inherent biases and agenda also manifest themselves in their coverage of cryptocurrency. Our editorial guidelines and manifesto preclude us from these types of biases in our industry coverage, and encourage our content providers to remain as objective as possible. Similarly, CryptoDaily™ – unlike some of its prime competitors – does not accept money or cryptocurrency in exchange for the publication of select content.





Remaining relevant at all times

CryptoDaily™ is extremely interested in understanding how cyclical the cryptocurrency media industry is, including how correlated our website traffic is to industry developments including trading activity and the prices of cryptoassets. Fortunately, we have nearly two years of third-party website traffic measurement data that help us analyse, quantify and comprehend what types of content are most read and valued by our website's visitors.

We conducted some detailed correlation analysis to help us understand some of the traffic patterns across our media network, with a particular emphasis on our website. We applied Pearson correlation coefficient calculations to measure the strength of a linear association between two variables, where the value “ $r = 1$ ” denotes a perfect positive correlation and the value “ $r = -1$ ” denotes a perfect negative correlation.

$$r = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^n (x_i - \bar{x})^2} \sqrt{\sum_{i=1}^n (y_i - \bar{y})^2}}$$

We were especially interested in understanding if there is correlation between our website traffic and the prices of cryptoassets or trading volumes. The table below summarises these findings:

Correlation between	Mean Bitcoin Monthly price	Mean Bitcoin Monthly price	Mean Bitcoin Monthly price	Monthly Bitcoin high	Monthly Bitcoin high	Trading volume
	Website users	Website sessions	Website pageviews	Website users	Website pageviews	Website users
Correlation (Value of r)	-0.2767	-0.326	-0.3293	0.1477	0.0678	0.6036

Conclusion

We initially expected that we would determine there is a strong positive correlation between the price of Bitcoin and the amount of website traffic we receive, but this hypothesis was not substantiated mathematically.

We were, however, able to mathematically identify a mild positive correlation between total trading volumes and the number of website users. We conclude that as trading market activity across Bitcoin and all altcoins increases, asset valuations and trading prices are more likely to move higher or lower, resulting in an increased need for news discovery, hence the increase in website traffic.

This is consistent with our baseline expectations and also supports our ongoing approach to increasing the amount of fundamental and technical news coverage that we allocate to both Bitcoin and altcoins.

We are accomplishing this in three primary ways now. First, we are consciously publishing more content related to fundamental and technical news about altcoins. Second, we now sponsor and publish proprietary cryptocurrency indices that have become very popular with our website's visitors. Third, we are launching a proprietary charting solution that allows our website visitors to perform technical analysis of cryptoassets.

An aerial photograph of a SpaceX Falcon Heavy rocket launching from the Kennedy Space Center. The rocket is white with black lettering and is surrounded by a large plume of orange and white smoke. A tall service tower is visible to the right, and a large building is in the background. The entire image has a purple tint.

CryptoDaily'sTM Achievements



Our current achievements include:



Listed on Google News, Apple news, Bing news and Yahoo news



Averaging 2 Million Pageviews a month exceeding our target of 1M-page views per month



Partnerships with Reddit groups



Listed on major news aggregators such as News Now and Crypto Control



Specialist analytical writers hired



New head offices in Singapore



CryptoDaily™ Trademark success across the globe including the UK, Europe, Singapore, South Korea, Japan and China



Successful launch of; Chinese, Japanese, Russian and Spanish languages with in house translators



Listed on Trading View



Listed on Blockfolio, CoinMarketCap app news and many other apps



Registered and growing YouTube Channel



Media Partnership with Cointraffic, Coinzilla, BSA media, Google and HERMAN Media Partner



Launched mobile apps on Apple and Android app stores with 10.000 installs to date



Main sponsor at the Anarchapulco Crypto Event



Estimated 100.000 users Social outreach



Award for Top Asian Business 2019



Understanding Our Business

Media Partnerships and Advertising

CryptoDaily™ has established many media partnerships and advertising relationships within the blockchain and cryptocurrency community, including ones with industry leaders. As a global media network that focuses on the blockchain industry, cryptocurrencies and the token economy, we produce a significant amount of unique content that we distribute throughout our media network. Relationships with key players in the media industry, advertising industry, and content distribution specialists are integral components that contribute to the success and expansion of our media network. CryptoDaily™ is currently featured in more than 200 applications in Google Play Store and Apple's App Store.



CryptoNews



Reddit

Wechat



YouTube



NewsNow



Google News



Twitter



Instagram



CoinNinja



Apple News



CryptoControl



Flipboard



CC Forum



Facebook



Coin stats



CoinPeak



AdSense



CryptoCompare



Telegram

Coinzilla



Steemit





Roadmap

CryptoDaily™ Indices
2nd Quarter 2019



CryptoDaily™ Token Launch
2nd Quarter 2020



CryptoDaily™ Charting
(In Development)



CryptoDaily™ Market Data
Services
4th Quarter 2020



CryptoDaily™ Blockchain
TestNet Launched
4th Quarter 2020



CryptoDaily™ Content
Rewards
3rd Quarter 2020



CryptoDaily™ Language
Localisations
3rd Quarter 2020



CryptoDaily™ Pay
1st Quarter 2020



CryptoDaily™ IoT-Enabled
Advertising - TestNet
1st Quarter 2021



CryptoDaily™ Blockchain
Main-Net Launched
2nd Quarter 2021



CryptoDaily™ Classifieds
4th Quarter 2020



CryptoDaily™ IoT-Enabled
Advertising - MainNet
2nd Quarter 2021



The team

Positioning CRDT™ Token for success

Advisors



Siebe Slagter
Strategic business
consultant



Cal Evans
Cryptocurrency lawyer
& strategy expert



Kevin Hugh Dunnery
Blockchain ecosystem
specialist advisor



Panos Sakkos
Founder & CEO
at Blocktopus

Influencers



James Hughes
Marketing consultant
& sales funnel expert



Brian Wilson
Serial entrepreneur
& crypto evangelist



Randy Hilarski
Influencer for
CryptoDaily™



Marcus Henry
Writer / editor

Meet the CryptoDaily™ Team:



Carl Liver
Chief technology
officer



Rheace Jones
Chief creative officer



Jason Hunt
Head of sales



Gary Charnock
Head of graphics
and web design



Aidan Minter
Head of video
media



Kateryna Baranenko
Translator specialist



Scott Robinson
Lead back end
developer



Mark Nezvisky
Youtuber



Jefe Caon
Trading analyst

Developers



Władysław Hubar
Blockchain developer



Alexander Tsybulia
Leading software
architect

CryptoDaily™ Manifesto

CryptoDaily's™ Manifesto supports and drives our holistic vision, shaping our company and the objectives of the CRDT™ token offering.

Our core values are the essence of our identity, principles, beliefs and philosophy. We aspire to have the CryptoDaily™ Manifesto embody our readers, viewers, contributors, creators and the blockchain community at large that we address daily.



CryptoDaily™ is an industry-leading, top-tier, free-to-publish cryptocurrency and blockchain media network and it will always be free to contribute, consume, and redistribute content on our platforms.



We believe in building and supporting a global community with digital resources that are empowered by Blockchain.



Creative content creation that magnifies digital transformation and the blockchain economy yields creative distribution channels.



Dependability, reliability, and accessibility of industry coverage are of paramount importance in cultivating consistent and informed readers.



We seek to empower and enable the mass adoption of Blockchain by exemplifying our core values and virtues at all times.



Global thinking with a keen eye for localisation will continue to foster our growth.



Honesty, honour and recognition of notable achievements in the blockchain industry, our community, and across our media properties elevate our modus operandi.

Inspiring the intellectual curiosity of our readership and sparking our own fuels our daily quest and continuous conversation.



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Contact



www.crdt.io

info@crdt.io

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BVI COMPANY NUMBER: 2021376

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