

OPEN TRADING NETWORK

**COMMUNITY PROPOSAL
FOR FUTURE
OTN DEVELOPMENT**



PROJECT: OTN EXCHANGE

PROJECT OVERVIEW

Project Name – OTN EXCHANGE

Voting Address – loko1

Team – TBD;

Brief Description of the Development Plan – further development of the OTN as an exchange;

Budget – TBD.

INTRODUCTION TO THE IDEA

Today, there are not many cryptographic services without user verification. Many traders who want to invest in digital currency tend to do so completely anonymously. At the same time, most trading platforms only allow officially verified and authorized users to participate in exchange. The OTN Blockchain project has successfully implemented such crypto exchange. OTN owners have been successfully exchanging ETH, BTC on the platform since its official launch. The advantage of OTN Exchange over other crypto-accounts is that it is a decentralized crypto exchange (DEX), and it is safe for clients to make transactions without verification, there are no deposit fees, and withdrawal fees are low (mainly to cover transaction processing costs).

MARKET ANALYSIS

The main competitors of OTN Exchange are decentralized exchanges like [Bitshares](#) and [OpenLedger](#). These exchanges lose heavily to OTN in usability and fee policy. This will allow OTN Exchange to quickly build a customer base and gain a foothold in the leading market positions.

CURRENT STATE OF THE MARKET

Uncertainty about state regulations and fear of governments potentially losing taxes and control is making the adoption of the Crypto technology harder. In order to escape direct confrontation with governments and restrictions we are moving our assets into 'Space'.

COMPETITIVE ANALYSIS

The Sun and Moon ,both spherical and for both It takes approximately 27 days to rotate once on their axis .So a day on the Moon is the same as a day on the Sun, but a Moon year is again 27 days or 13 times an Earth year ,so the Moon is 50 000 000 000 Moon years old and the Sun is only 18 Sun years old!! Shocking how 3 spherical bodies (Sun,Earth,Moon) competing on same system and following same laws are so different .What are the rules when competing? OTN coin should not aim to be expensive or to have large market cap or trading volume OTN should aim to be beneficial to all users. Many crypto projects claim uniqueness but it seems it is all about putting cash into a crypto basket with doubtful benefits once the flow of fresh money stops. Additional huge costs for keeping the blockchains operational (electricity, utilities) is taking away from potential revenue.

MONETIZATION STRATEGY

Revenue Stream

The main revenue for OTN will be from fees within the OTN Exchange. For the current OTN Exchange there is a market fee for each asset – a margin for trading. The main profit will come from fees for trading operations on the exchange. It is also necessary to increase the withdrawal fee, which will be an additional source of income. The resulting revenue from fees will be distributed quarterly to OTN-coin owners as OTN-BTC tokens percentage-wise to the total number of OTN Coins.

OTN Foundation at the same time has the right to cover the costs and further development of projects using the whole profit. If the profit earned from all fees does not cover the costs for maintaining the OTN Blockchain, then 100% of the profit goes to pay the expenses of the OTN Blockchain.

Such economic model will allow us to link the OTN Coin price to the OTN revenues, as well as reduce the volatility of the OTN Coin. It will be beneficial for the owners to keep rather than sell their OTN coins, since their dividends will directly depend on the amount of OTN on their wallet. The more users trade on the OTN Exchange, the greater will be the OTN Coin exchange rate.

Since the main technical part has already been implemented, the development costs will be small as the main focus should be on marketing the OTN Exchange.

ROADMAP OR ACTION PLAN

At the moment, the OTN Exchange has already been implemented and launched, so the further steps are: 1. It is necessary to conduct a large marketing analysis of the market of crypto exchanges and potential direct and indirect competitors 2. Based on the obtained results, to conduct SEO optimization of OTN Wallet and OTN Exchange 3. Launch a marketing campaign to attract users to the OTN Exchange 4. Check the viability of this model 5. Integrate the OTN Exchange with Coinmarketcap, Coingecko to attract new customers

Possible Risks and Challenges

Due to the lack of user verification, there is a high risk that the exchange will be used to launder crypto funds through the OTN Exchange. There are also risks associated with the collapse of the digital currency market. Uncertainty of the crypto legislation in various countries might also be of an issue.

Best Regards,

loko1