

OPEN TRADING NETWORK

**COMMUNITY PROPOSAL
FOR FUTURE
OTN DEVELOPMENT**



PROJECT: CRYPTO-TO-FIAT OTN EXCHANGE

PROJECT OVERVIEW

Project Name – CRYPTO-TO-FIAT OTN EXCHANGE

Voting Address – mm-gladiator;

Team – TBD;

Brief Description of the Development Plan – OTN will provide individuals a reliable and convenient platform to quickly buy or sell cryptocurrencies with the help of the most popular payment methods for the fiat currencies available in the country of his/her residence;

Budget – \$1,000,000

INTRODUCTION TO THE IDEA

Open Trading Network is a global P2P exchange platform that allows users to quickly and easily convert one cryptocurrency into another. But the current situation in the world is that in the majority of countries around the world individuals are not able to quickly (within 5-10 minutes) and conveniently convert cryptocurrencies into fiat money. While some exchange platforms are available, most lack the scale and offer unsophisticated tech solutions, that lack security and are challenging and complicated to use. In contrast, OTN will provide individuals a reliable and convenient platform to quickly buy or sell cryptocurrencies with the help of the most popular payment methods for the fiat currencies available in the country of his/her residence. In order to ensure the best user experience as well as protect the users, OTN will act as a guarantor for the trades executed on the platform. OTN solution will be available both as a desktop and mobile applications (iOS and Android).

THE PROBLEM WE ARE SOLVING

Nowadays converting cryptocurrency into a fiat money and vice versa is extremely inconvenient due to the following reasons:

- Time-consuming process;
- The requirement to participate in trades;
- High costs.

OUR SOLUTION

With the help of reworked OTN, any resident from any country in the world will have an opportunity to:

1. Sell cryptocurrencies for fiat currencies using their preferred local payment methods;
2. Buy cryptocurrencies for fiat currencies using their preferred local payment methods;
3. Take advantage of the guarantor services to protect the transactions and secure the trades.

Our target audience will be people who want to quickly buy / sell cryptocurrencies at a fixed price without taking part in the exchange trades. OTN solution will enable these people to complete the transaction within 5-10 minutes - making it the most time-efficient and convenient exchange platform to date. Guarantor services will be provided to secure the transactions; and user accounts will be protected with our proprietary anti-fraud system.

OUR VALUE PROPOSITION

The solution will provide a number of benefits over other exchanges in the market, ultimately offering an unparalleled value proposition for the users:

- Convenient & easy-to-use interface;

- Low commission rates and no hidden fees;
- Mobile application and easy integration for the user between desktop & mobile;
- Fast support for all of the operations, including dispute-resolution; and strong emphasis on 24/7 customer service system and high security of the platform;
- Global reach and presence in all countries globally.

OUR STRATEGY

The Vision and Mission

- Our vision is to grow into N°1 P2P cryptocurrency exchange platform in the world, delivering unparalleled value proposition for the users and strong returns for the investors;
- Our mission is to foster the adoption of cryptocurrencies usage globally, driving increased adoption of altcoins and greater awareness among the general population.

Strategy Outlook

Our key focus will be on continuous investment in product development and platform improvement in order to make sure our technology gains its technological lead in the market.

Short-term Targets

- Securing all the necessary government permits and licenses for the cryptocurrencies exchange in those countries, where the sector is regulated by the law;
- Focusing on driving strong user growth, targeting both those users that are already familiar with P2P cryptocurrencies exchanges as well as those that have just shown interest in the sector.

Long-term Goals

- Achieving at least 50% market share in the P2P exchange sector; growing into the first platform of choice for both individual users as well as businesses;
- Investing heavily in product development ensuring the best tech platform in the industry;
- Expanding the business globally, to ensure presence and strong brand awareness in each key region of the world.

Product Development

Our key focus and investments will be targeted towards creating a solid, secure and sophisticated platform with easy-to-use and attractive interface. In the first few months, the emphasis will be on building the core features and functionalities of the product, as well as organising the access to all conducted ICOs from the user's personal cabinet. We will aim to create a reliable system for transactions with fiat currencies based on blockchain for fast cross-border payments for both individuals as well as legal parties.

In the future, we also envision multiple additional functionalities and features to improve the user experience and strengthen our value proposition. Among the envisioned development, we foresee:

- Building merchant accounts so that both individual users and businesses could quickly and conveniently receive / send payments;
- Adding new altcoins to the portfolio of available cryptocurrencies;
- Assisting in opening bank accounts in cryptocurrencies and fiat currencies for individuals and legal parties.

MARKETING STRATEGY

We have devised a well-rounded marketing plan aimed to quickly build awareness of the OTN brand and rapidly gain recognition in the target market. Our user acquisition plan is based on a number of key strategies that will be employed over the next 5 years; with strong focus on social media advertising and word-of-mouth in the launch phase; and higher investment budgets for traditional advertising and PR as OTN continues to scale and expand.

Influencers & Word-of-mouth

One of the key steps of our marketing plan is establishing credibility of the brand early on; while gaining a lot of brand coverage and heavy exposure to the target audience. This will be done through collaborations with influencers in various fields attached to cryptocurrencies, who will be promoting OTN platform through their blogs, YouTube channels and social media accounts. Investment in influencer advertising will allow us to quickly unlock multiple audiences around the world, instantly gaining credibility and trust for the brand thanks to the real, personal and story-based advertising. At the same time, through utilising influencer reach out platforms and tools we will also be able to significantly save marketing costs as compared to traditional advertising.

In order to further encourage rapid user sign-ups we will build a referral program where users are encouraged to share the brand with their friends or acquaintances, in return for OTN credit and perks (similar to strategies initially employed by Dropbox, PayPal, and Airbnb). Such a strategy would allow us to achieve a viral effect for the brand, rapidly growing user base and engagement with the platform.

SEO & Content Marketing

One of the key steps in building visibility early would be creation of the blog on cryptocurrencies that would be driving traffic to the OTN website. We will focus on publishing engaging content that answers important questions for the users, or otherwise covers new developments in the cryptocurrencies market. The blog writing will be lead and supported by high quality marketing professionals, ensuring that the content is not only interesting and visible in the search engine results, but also is written creatively enough and has interesting elements to have a potential to go viral. In order to ensure visibility in the search results we will have an external SEO team promoting the blog and blog articles; and ensuring presence in targeted discussion lists, online forums, and groups for people with particular interests (e.g. subreddits, Facebook groups, and crypto forums).

Social media & Advertising

One of the key communication channels for the brand will be presence on social media platforms (Facebook, Instagram, Twitter) to ensure continuous interaction with the key audience. Facebook will be further utilised for the marketing ads and campaigns.

Email Marketing

An essential part of our strategy would be building out the email subscriber list and sending weekly personalised newsletters with special offers and product updates to sustain the engagement levels.

PR

We plan to engage PR specialists early on to build reputation for the brand and ensure we have strong coverage in the press, including relevant industry publications, tech resources and important business destinations (Business Insider, Forbes, TechCrunch).

Referral Program

Our referral program will benefit both senders and recipients of invitations. There will also be a system of welcome bonuses, so a trader can try to trade on the cheapest tariff plan for the first time completely free of charge.

THE WORK SCHEME OF OUR BUSINESS

Our service has 2 components (as well as any other working not only with cryptocurrency, but also with fiat money service has):

1. Payments/Transactions with user's fiat money;
2. Payments/Transactions with user's cryptocurrency.

If we consider the first component, then we are completely decentralised: the users' fiat money does not go through our trading platform and users make payments to each other directly, without our participation. On the second point, of course we could not be called

completely decentralised, because orders are processed by a centralised escrow mechanism.

TOKEN USAGE

OTN token in our product will be used to pay for tariff plans. The trader will have to pay for tariff plan to start creating offer for sale/purchase of cryptocurrency on the P2P OTN exchange. Tariff plan depending on its value, allows to trade the cryptocurrency in the amount provided for by this tariff plan.

TARGET USERS

General Users

They make transactions of buying or selling a cryptocurrency by responding to an offer created by a professional trader. During this process Typical users do not use the OTN tokens. Commission will not be charged by the platform for such kind of users.

Professional Traders

They make offers of buying and selling cryptocurrency according to the purchased tariff plan. The price of Tariff plan depends on the amount of cryptocurrency which Professional trader wants to buy/sell. Professional traders need to use OTN tokens for buying the tariff plan.

*Best Regards,
mm-gladiator*