



# Lightpaper





# Executive Summary

At its core, blockchain is a shared record of trusted transactions. Anything built on the blockchain is by its very nature transparent and everyone involved is accountable for their actions. We all know, some of us through hard experience, that trusting transactions isn't the same thing as trusting the parties behind those transactions.

While blockchain and cryptocurrency platforms are accessible to retail investors from a technical standpoint, the barriers to entry from a knowledge, awareness, and trust standpoint are still quite high. Which is to be expected when dealing with a young technology.

**As a result of these barriers, fewer retail investors choose to participate, blockchain project teams are unable to achieve their funding goals, and many blockchain experts are unable to establish themselves as thought leaders in the field.**

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Our **purpose** is to educate the world about the transformative power of blockchain by connecting all of the parties involved: investors, influencers and blockchain projects.

**On one platform.**

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Our **vision** is to unite the blockchain communities. By using the cumulative opinion of experienced influencers, people will have a better understanding of how and what blockchain projects are aiming to achieve, helping them make better **informed** investment decisions.





# Why now?!

The crypto industry has been through a veritable rollercoaster over the past two years. Even so, the industry's momentum continues undiminished, driven by consumer and investor optimism, and an increased interest from institutional investors and enterprise businesses. After a relatively weak 2018, 2019 looks to be a year of tremendous opportunity for blockchain projects and investors.

Research and surveys from institutions such as the World Economic Forum (WEF), Deloitte and McKinsey, project that up to 10% of the global Gross Domestic Product (GDP) will be stored and transacted with the help of blockchain technology by 2025–27. Based on extensive market sizing research on the future potential of Asset Tokenization, Finoa estimates that the tokenized asset market will be \$24tn by 2027.

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# Why now?!

During the surge of 2017, the number of identity-verified users of crypto services quadrupled, and then doubled again as prices fell during the first three quarters of 2018. The total number of users totaled 139 million at the end of 2018, of which around 38% are said to be active (approx. 35mil). Of these users, the vast majority are individuals, and a minority are business clients comprised mainly of crypto asset hedge funds and online merchants.

<b>Cryptocurrency active blockchain users</b>	<b>35 mlm</b>
<b>Estimated % of blockchain experts out of active users</b>	<b>~2%</b>
<b>Existing blockchain projects on the market</b>	<b>&gt;2100</b>
<b>Avarage Q-o-Q growth of new blockchain projects (ICOs, STOs, IEOs)</b>	<b>54%</b>

# Current Problems

Research plays a very important part when choosing what projects to invest in. Whether they are in the ICO phase or already trading, new crypto enthusiasts and experienced ones alike, spend a lot of precious time cross checking different sources, trying to understand spreadsheets or trading patterns. All this research is made in order to be sure that they are making the right decision by passing or investing in a project.



There are hundreds of project reviewers, trading analysts and youtubers out there. Some with hundreds of followers, others with hundreds of thousands, but the number of followers doesn't necessarily reflect the quality of their content or the accuracy of their predictions.



Both Investors and Influencers are searching for those Blockchain Projects that will provide them with the right use cases and investment opportunities. But the quest to identify the right opportunities is not an easy one. Each of the parties involved are facing their own obstacles and challenges.

# Our solution

Coreto is based on the most valuable asset a user can have: TRUST.

We are using the immutability and transparency properties of the blockchain technology to build a reputation-based social platform that bridges the trust gap between blockchain investors, influencers, and project teams.

## Investors

Waste a lot of time researching.

Hard to identify reliable sources of information.

Fear of losing money.

Low level of financial literacy.

Lack of experience and market education.

## Investors

*Learn* from others. *Earn* by applying. *Repeat* the process.

Easily assess the performance of influencers based on their tracked record

Subscriptions to selected influencers' content

All major influencers in one place. Use their crowd wisdom in your advantage.

Trading Analysis, State of Crypto, Project reviews, Predictions.

One-on-One mentoring sessions with blockchain experts

All in one place, well organized interface and easy to follow design.



## Our solution

Coreto is based on the most valuable asset a user can have: TRUST.

## Influencers

Hard time in providing a clear statistical picture of their performance

The need for recognition

Audience scattered across multiple social media channels

Diversification of income channels

## Influencers

Prove your trustworthiness. Grow your network. Gain recognition.

Bring the scattered followers in one place.

Profile page specifically designed to reflect experience and knowledge

Build trust and grow your reputation

Unlock new features and options as reputation grows.

A great new income channel

Provide free or paid mentoring sessions to your followers

## Our solution

Coreto is based on the most valuable asset a user can have: TRUST.

### Blockchain Project Teams

Awareness costs

Outreach to reviewers and influencers

Finding quality advisors

### Blockchain Project Teams

Lower costs. Increased reach. Find support.

Low fees for subscriptions and services

Easier outreach to influencers and reviewers

Great funnel for generating users and adopters

Find Advisors with verified reviews from projects they previously worked with

## Coreto: Participation & Interactivity

Until now, blockchain investors have remained largely passive from a participation standpoint. Influencers, of course, have participated by creating content in the form of reviews and trading scenarios and recommendations, but this activity has largely been unstructured, carried out across various forums and platforms.

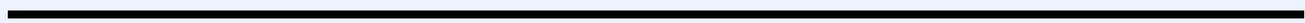
**We shake things up by bringing all three parties together on one user-friendly platform that rewards participation and interactivity.**

On Coreto, investors can not only learn more about the blockchain technology, active projects, and the current state of crypto, but also interact directly, even individually, with experts and influencers. What's more, they have access to the analytics, insights, and prediction capability of the platform's cutting edge machine learning algorithm. All of which empowers their ability to make sound investment decisions.



## The use of Coreto's utility token within the ecosystem

To enable the optimal functioning of our ecosystem, we create a dedicated currency, the COR token, an Ethereum ERC20 utility token. The Reputation currency. The COR token will be used to take advantage of all the services the platform will provide.



**It allows Investors to:**

Reward the influencers for their content
Comment on reviews and posts (you have to hold COR in your registered wallet in order to interact with the content on Coreto)
Show their level of trust by upvoting/downvoting articles, influencers, projects, etc
Participate in Stacking of Opinion Pools sharing the risks and the rewards with influencers
Subscribe to Premium Content and Trading Signals from the Influencers they trust
Subscribe to the Private list of projects and portfolio of Influencers
Auction for 1-on-1 mentoring sessions with their favorite Influencers



## It allows Influencers to:

(in addition to the use cases an Investor has)

Boost their Trust meter and weight by stacking COR tokens
Promote their content in the main feed
Receive rewards from their followers
Back their opinions submitted in the Stacking of Opinion Pools
Receive COR tokens from investors for subscribing to their Premium content



## It allows Project teams to:

Claim their Official Page on Coreto
Access our specifically designed services, in order to build their awareness among the blockchain communities

# How does it work?

## Investor Use Case 01



Dave wants to diversify and increase his portfolio, so he starts his research and due diligence.



He heads over to Coreto.io



With the help of our ML and AI, the information is filtered and populates Dave's main feed with the current market trends and opportunities, based on the expressed and cumulative opinion of blockchain experts and influencers.



Dave creates his own short list and analyzes the opportunities, taking into consideration the reputation of the influencers that shared their opinion using our Stacking Of Opinion Pools (SOOPs).



Based on the new information and his own judgment, Dave has now made the informed decision to:

- Invest in one ICO
- Open a selling position
- Open two buying positions

# How does it work?

## Investor Use Case 02



Dave has been trading cryptocurrencies for a while now, and has decided that if he wants to improve his success rate, he must first improve his skills. He is now looking for a more experienced trader to learn from and follow his lead.



Browsing and filtering through Coreto's database of registered traders, he subscribes to a number of them and receives notifications regarding their activity.



In time, his trust is won by several traders and influencers, so Dave decides to subscribe to their premium content.



Dave is now able to book live consultation sessions with his new mentors and in time, he begins to reap the rewards of his learnings.

# How does it work?

## Influencer Use case

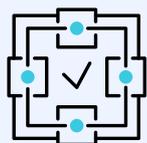


CryptoBob is a known blockchain influencer and experienced trader. He has a big community, totaling over 100.000 followers, spread across multiple social channels, wasting a lot of time editing and trimming his content accordingly:

- Twitter and Facebook to post ideas and share his thoughts.
- Youtube for documenting his reviews and charts
- Telegram, Slack or Discord to directly communicate with part of his community.



Using Coreto, he'll be able to create a dedicated profile page specifically designed for blockchain related content and organize it into free and premium content.



Participate in SOOPs and trading competitions to prove his knowledge and assume his opinions. His SOOP results are immutably stored on the blockchain, determining his reputation.



Hold free or paid mentoring sessions with his followers.



Develop a stronger community and follower base, monetizing his knowledge in the same time.

# Coreto Features



## ML & AI

Machine Learning and AI algorithms provide insights into investor's interests, market trends, crowd sentiment and segmented statistics on all relevant metrics, with the end result of creating our own prediction bot that will be free to use for all Coreto users.



## Direct access to experts

As quality content creators emerge and prove their knowledge, you will be able to auction for 1-on-1 sessions with those you are following and appreciate.



## Stacking Of Opinion Pool (SOOP)

To prove their knowledge and build their reputation, influencers will back their analyses and ROI predictions by adding their opinion in the existing SOOP of each project they assess.



## Gamification

Competition amongst traders and analysts is constantly at high levels. Coreto will provide the right incentives to stimulate and encourage quality content creation, offering the opportunity to challenge another peer to a 1 on 1 competitive "confrontation".



## Rumours

Anyone can post rumours about the blockchain industry. But only the ones who get it right and are backed by other members will become fact, and the creator will be rewarded for their findings.



## Powerful security

Powerful data encryption, privacy, and blockchain based data accuracy.



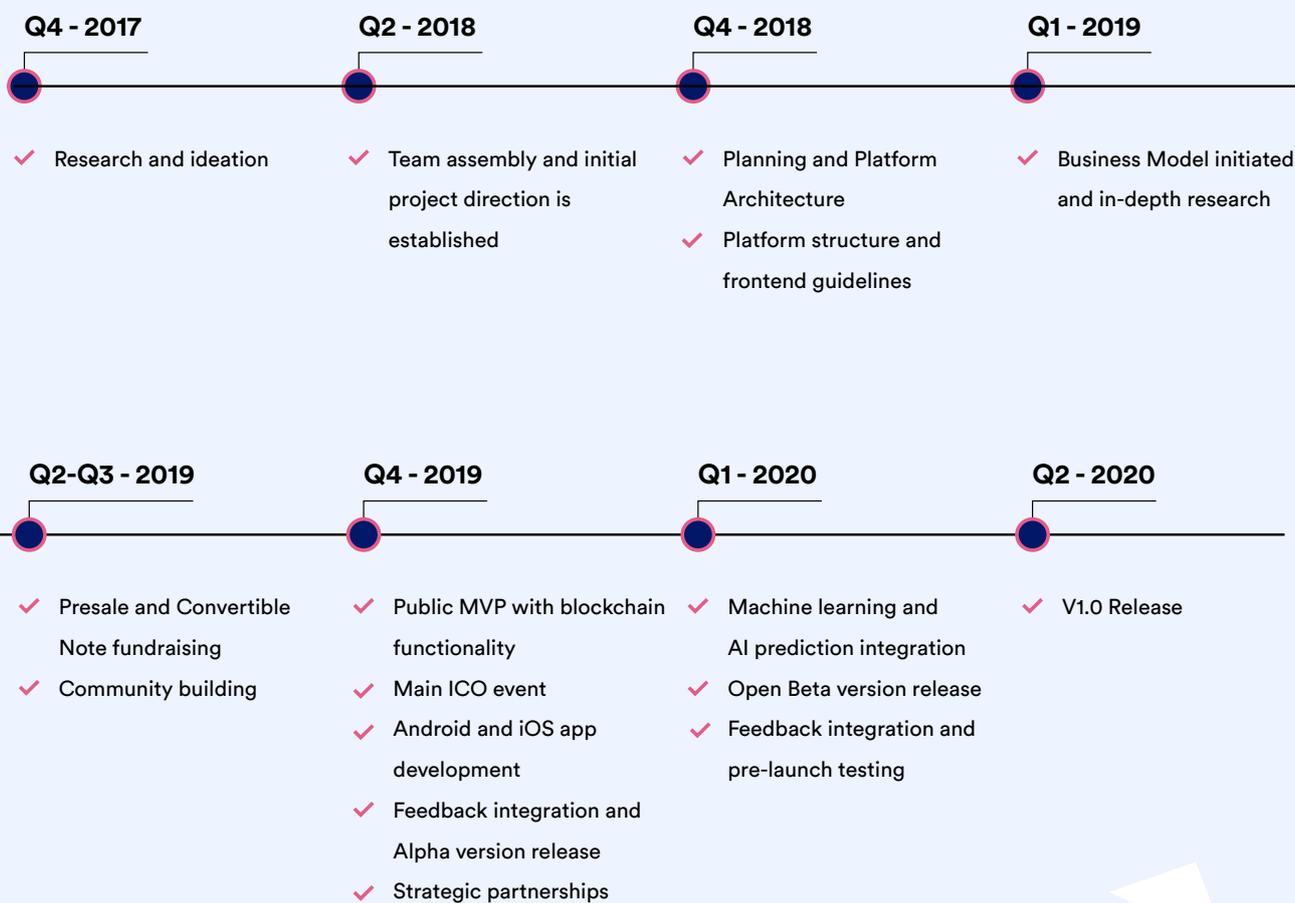
Take advantage of all the content and resources found on Coreto and improve your skills in identifying the right trades, blockchain startups investments (ICOs, IEOs, STOs), influencers, traders or even mentors.

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Learn from others.  
Earn with their help.  
Repeat the process.



# Roadmap



# Team



**Iustina Faraon**  
CEO/ CO-Founder



She's a doer and always leads by example. With 7 years' as a COO and partner in a digital marketing agency she developed her entrepreneurial and business skills. She has a strong will power and nothing can stand in her way.



**Vlad Faraon**  
CBO/ CO-Founder



Vlad has 10+ years of experience in building strategic partnerships and business development strategies. A growth-focused and results-oriented professional with a pragmatic approach to key business challenges.



**Agatha Bejan**  
CMO



More than 10 years of experience in marketing and communications, advertising and content management. Her focus in the last 6 years is on: User Lifecycle, Network User Acquisition, Engagement, Monetisation and Gamification.



**Ciprian Popovici**  
Lead Software Architect



Software architect with a focus on large-scale web applications, with 20 years background in full-stack, multi-platform web development, Linux and networking.



**Vali Tronaru**  
Head of Design



Vali is a young but very talented designer. In the last 3 years, his experience in a digital agency sharpened his talent, focusing especially on UI and UX. Vali has an "out of the box" vision and a full spectrum of creative skillsets.



**Andrei Balaianu**  
Head of Development



More than 7 years' experience as a system architect and back-end developer. Building custom CMS systems, large scale CRM/ERP projects and iOS/Android applications with Meteor.js, PHP with CakePHP, MongoDB, MySQL, HTML5, CSS3 and of course JavaScript.



**Sonia Cimpan**  
General Counsel



Sonia has a BA in Economics and Management from the Clermont-Ferrand University, France. She is an expert in public and private tenders for 14 years and for the last 9 years she is a European Funds administrator expert.



**Simona Dumitru**  
Strategy & Communication



Simona has 5+ years' experience in digital marketing and team coordination. She developed her own tuition and trainings, doing digital marketing on blockchain projects at the same time.



**Adam Horvath**  
SEM Analysis, Senior  
SEO Auditor



Adam is backed by 6 years as a team lead, with 3+ years of marketing strategy, content optimization and SEO audit. Fueled by his passion and self-motivation, he's always focused on achieving the highest quality standards. Positive thinker and respected teamplayer.



**Cory Warfield**  
Board Advisor



Cory has 20 years' experience in F&B as a Director, consultant, and trainer. A serial entrepreneur (The Swirler, Shedwood, Tag Strat), Mentor (FI, BTEC, Mentor You), business coach, angel investor and board member.



# Coreto Initial Coin Offering

## Token Overview

Token Name: COR

Token type: ERC20 utility token

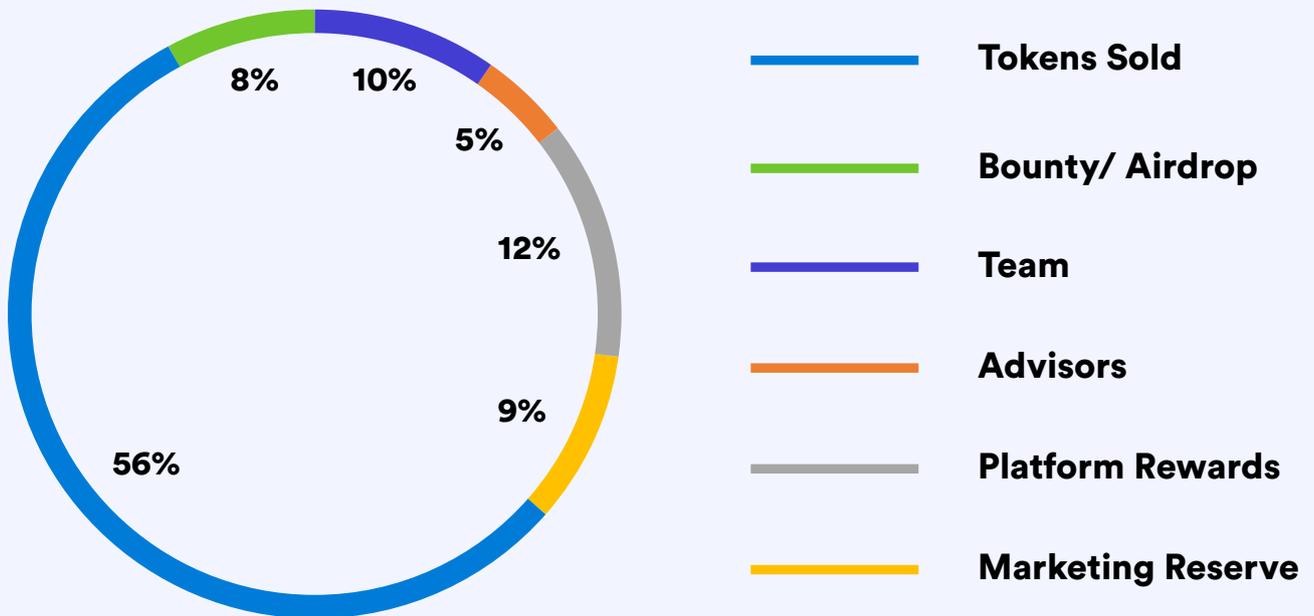
Token supply: 330,000,000

Token value: 0.00031 ETH

Round	Closing Date	Discount	(with discount) Token price	Round target
Private Sale	NONE	NONE	N/A	N/A
Presale	15.07.2019	60%	0.0001240 ETH	1,364 ETH
Round 1	15.11.2019	30%	0.0002170 ETH	8,409 ETH
Round 2	28.12.2019	24%	0.0002356 ETH	10,227 ETH
Round 3	22.02.2020	18%	0.0002542 ETH	12,955 ETH
Round 4	18.04.2020	9%	0.0002821 ETH	11,591 ETH
<b>Hardcap</b>				<b>44,546 ETH</b>



## Token Distribution



## Funds Distribution





Contact us for more information:

**[www.coreto.io](http://www.coreto.io)**  
**[invest@coreto.io](mailto:invest@coreto.io)**



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  - (v) units in a collective investment scheme;
  - (vi) units in a business trust;
  - (vii) derivatives of units in a business trust; or
  - (viii) any other security or class of securities.
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