

# TAKEPROFIT

Trading signals from experienced traders  
with reliable ratings on **Blockchain**

WHITE PAPER  
v3.07

## Executive summary

Take Profit is the first aggregating platform of the most up-to-date information on trading and investment. The platform provides an opportunity for traders to publish their investment advice and receive money from each of their subscribers. In their turn, subscribers get access to a huge base of investment advice (market signals) which will bring them a consistently high income that doesn't have to be shared with portfolio managers.

At present, the market of cryptocurrency signals remains "wild" in the absence of financial regulation. The main risk for customers who buy signals via instant messengers or sites is the lack of guarantees from the seller. Communication channels are fully controlled by their creators. There is a technical opportunity to change the proposed signals post factum and fictitiously raise the indicators of the profitability level. Thus, new customers are attracted, who, in fact, become victims of scammers.

Take Profit project solves this problem making the industry as transparent as possible due to the use of the blockchain technology. When using Take Profit platform, any user can easily check the real performance of each signal provider on the platform. All signals are verified on the blockchain. They cannot be changed or deleted without overall circuit integrity violation.

As a result, an independent rating system working for the benefit of the entire cryptocurrency community is formed. Anyone can see the indicators of a specific signal provider on Take Profit platform. (Take Profit rating, average yield of signals, frequency of publications, risk level etc.)

A user can make a rational choice based on his market strategy. Such tool will be useful both for a professional who needs fresh ideas and a newcomer who does not understand the market trends and is afraid to be deceived.

On the other hand, Take Profit provides an easy way for talented professional traders to monetize their skills by selling them directly to their subscribers. Opening their channel on Take Profit platform, the provider independently fixes the cost of a monthly subscription to signals and only pays a small commission for using it.

We invested our own funds and **created a working MVP (Minimum Viable Product)**. The user can login to their account, choose the provider of the signals, depending on their performance, and subscribe to their channel.

All the published signals become part of the blockchain circuit, which allows them to check their consistency at any time.

The main XTP token is released on the Ethereum platform and is the main means of payment. Using XTP token, You get the opportunity to use the services and benefits provided on Take Profit platform. In case a participant of the system owns tokens but does not use them in any way, he has the right to receive an additional bonus for making useful actions on Take Profit platform.

We appreciate honesty, and if we cannot reach the targets on tokens implementation for each of the rounds, all the received funds will be returned to the participants.

*We believe that we are creating a new future for cryptocurrency market!*

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# 1. Motivation to create a project

Take Profit project is pleased to welcome dear participants on the pages of our white paper. In this document we will try to give the briefest information on our project concept focusing not only on its advantages but also on its risks, so that you will be able to make a thorough and rational decision.

Over the past six months the volume of trading in cryptocurrency has increased several times over. A lot of people from professional traders to gamblers have rushed to this market. Most newcomers make the decision to trade on their own and immediately face some practical problems. Work, household duties, studies and family constantly distract from market monitoring, while professional traders prepare strategies recalculating risks every minute, collecting news and buying up the insider information. Beginners initially start losing to them because lack of time for the analysis of the current situation on the exchange affects the results of work with the assets.

After several not very successful attempts to invest, new players begin to think about transferring assets to trust management where all the decisions are made by a portfolio manager. Professional managers receive immense revenues collecting huge interest from profit and turnover from depositors. At the same time, all risk remains exclusively on the trader-newcomer, as the managers do not bear any material responsibility for the decisions made. The trader does not often have the slightest idea which asset his funds are invested in. If the fund suffers serious losses and declares itself bankrupt, clients lose all assets then. With the current level of cryptocurrency market volatility, a manager can completely zero out your portfolio just in a minute.

Traders are aware of their defenseless position towards professional portfolio managers and start looking for alternative ways of trading on cryptocurrency market that would not require their own time. In this case, traders begin to use trading signals.

*Signals are recommendations or brief analytics on purchase or sale of a certain asset on the market. Analyzing them, even basic traders can quickly adopt the most appropriate strategy.*

A distinctive feature of signals is their recommendatory nature. This is only a piece of advice that a trader can use at their own discretion. Buying signals, traders actually pay for their time which they would have to spend on a detailed market research and forecasting of trends for the cryptocurrency exchange rate. Signal sellers (professional traders) actually help to see strategies or solutions for the income provision. **When using signals, You always control Your money. Thus, the possibility of manipulating Your assets within the fund and the risk of their total loss is completely excluded.**

Demand always breeds supply. Providers of both paid and free signals have quickly appeared on the market. Most often, these are traders and analysts who have a good command of "crypt" who want to monetize their skills further and are ready to share their knowledge and forecasts for a moderate fee. It would seem that THIS IS the solution to all problems. It is only necessary to find a competent analyst, to receive signals and to trade with their help, receiving income.

The situation was exactly as described above at the beginning of the formation of cryptocurrency market. Take Profit team has been professionally advising individuals on trading in the cryptocurrency markets for more than three years. Recently, we have started noticing emerging issues. The signal market is not regulated in any way, therefore sellers do not bear any responsibility for spreading deliberately unprofitable signals or manipulating signals already published.

Dishonest sellers or scammers practice editing signals post factum, thereby increasing their attractiveness in the eyes of new players in the market. By advertising themselves in this way, they overstate their results, obviously, distorting expectations of future subscribers.

Moreover, it is not possible to check the quality of signals without constant monitoring. This kind of fraud is common in Telegram channels where any post previously published in the channel can be deleted or edited at any time.

Take Profit team has repeatedly faced such dishonest providers. By their actions, they undermine faith in the future of the cryptocurrency market and interest in cryptocurrencies on behalf of new to the market traders.

We decided to change the market development trends and have already created an aggregating platform for cryptocurrency signals - Take Profit. We used blockchain technology to ensure that all the signals that had ever been published by the provider on the platform were recorded in a non-breaking circuit which cannot be changed.

Now every trader who enters the market will be able to determine the analyst most suitable for them, based on their real results, as soon as possible. The platform automatically calculates the result of each signal provider in automatic mode and no one can forge or modify the results.

In addition to our anti-fraud policy in the market, Take Profit platform provides an easy way for talented analysts to monetize their skills by selling them to their subscribers directly. Opening their channel on Take Profit platform, providers independently fix the cost of a monthly subscription to the signals they produce. They no longer need to deal with dishonest players or waste time on advertising and publicity stunt.

The platform we have written will create the most transparent and honest rating of analysts and bring together the best market analysts with the most successful future traders.

## 2. Market research

### 2.1 Market of cryptocurrency signals

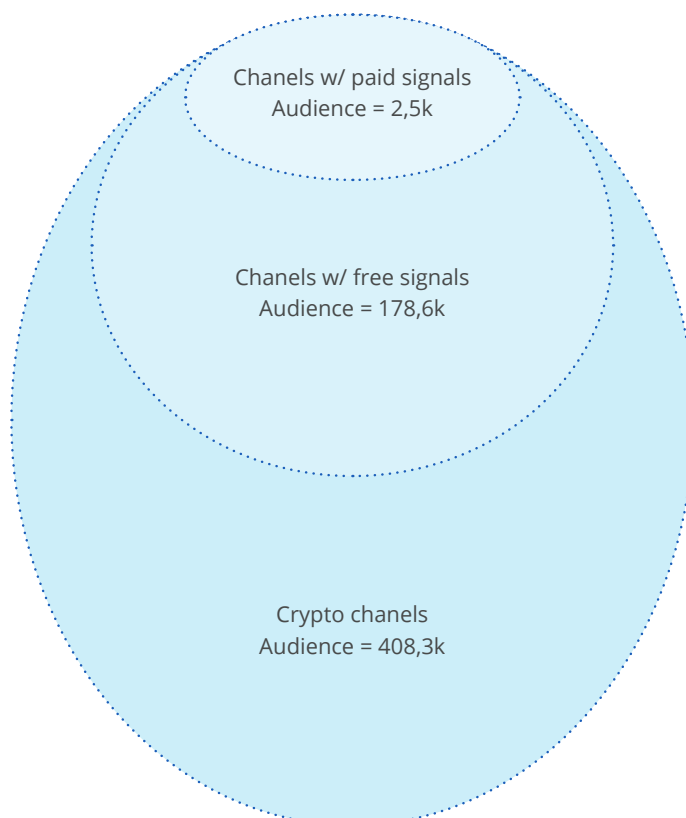
#### Cryptocurrency signals today

The growing interest in cryptocurrency brings more and more new players to the exchanges. First of all, they are attracted by high profitability. At the same time, newcomers want to protect themselves against high risks without going into the market's details. That's why they often look for the sources of quality advice from more experienced traders.

Many strategy copying platforms in the traditional markets have already launched the cryptocurrency direction. Yet one of the cryptocurrency market features is a huge influx of newcomers. Most of them are not ready to trust their deposit to anyone. Moreover, at first new players are not willing to pay for insight or useful advice. Therefore one of the most popular sources of advice are cryptocurrency channels in Telegram. They attract newcomers by the opportunity to receive information about the market for free. In addition, the very "chaos" model of Telegram is congenial to the supporters of decentralized currencies.

The audience of cryptocurrency channels is 408 thousand users. Almost half of the channels is devoted to analytics, signals and forecasts. Channels advertising "free signals" are often seen within large cryptocurrency channels. On such channels the author publishes 1 free signal per day and shares screenshots of successful signals from paid channels.

In this case, no one prevents the author of paid signals from sharing screenshots of only those signals that have operated well or from editing the signal post-factum, Telegram allows you to do this. And only then to take a screenshot.





In other words, the only way to assess the quality of paid signals is to pay for one month. At the same time the fee is very substantial - around \$ 200-800 per month on the most popular channels. However, this uncertainty does not stop users. In addition, authors often give large discounts for the entry because they simply do not have other methods to attract subscribers. Another important point is that the authors are not protected from theft of signals. Any paid subscriber can start their channel where they will resell the same signals at cheaper price. Theft of signals makes it difficult to attract new subscribers.

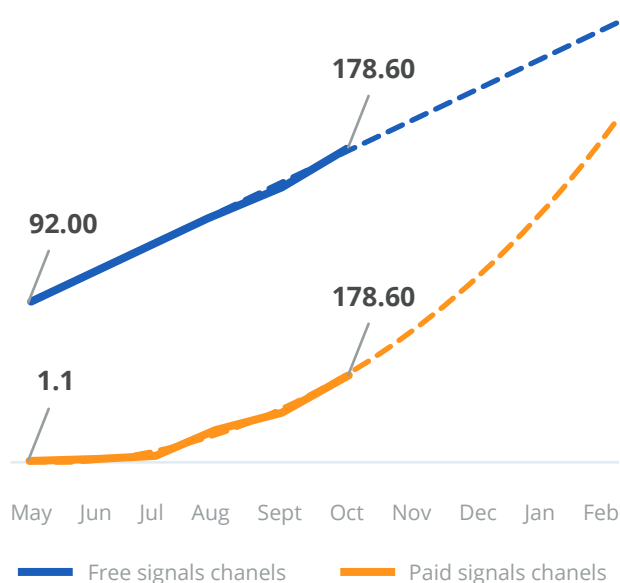
### Cryptocurrency signals: current offer

Take Profit team has researched the growth of the audience of key cryptocurrency channels for the last 6 months. The more the media talk about cryptocurrency, the more people enter the largest cryptocurrency channels. Their audience grows evenly, by 26% per month at average.

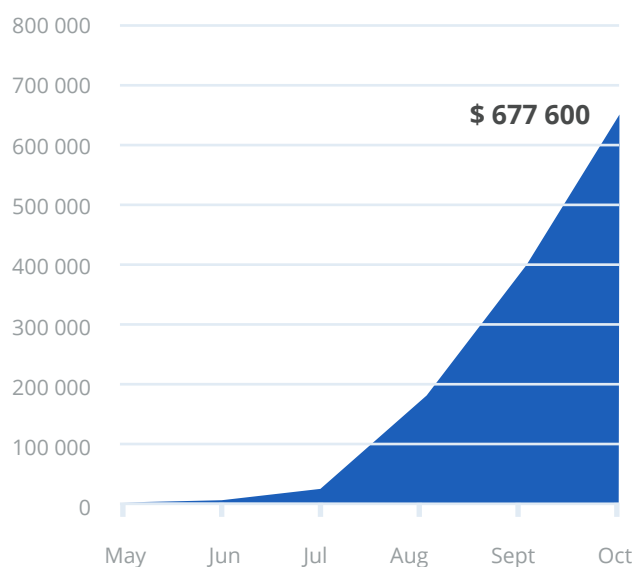
Channels with free signals also show growth but much slower, about 14% per month. They have only one way to attract subscribers - to post advertising about themselves in larger cryptocurrency channels. There are quite few large platforms, placing ads too often is inefficient and expensive. In addition, not all users are ready to trust the signals in Telegram.

Owners of channels with signals and analytics tried different models of monetization: paid education, subscribers' capital management. These models did not work - newcomers of cryptocurrency market would like to join the game immediately and

Subscribers, thousand people



Revenue per month, \$



receive a quick income rather than study.

The transfer of capital to management works well in traditional markets but such scheme did not suit beginners of cryptocurrency trading: firstly, they did not trust the authors of channels who often remained anonymous. Secondly, it was often a question of too small amounts that were not interesting to the managers themselves.

Though, a suitable model was found soon after this. The authors of the channels realized that they could sell better and more regular signals on closed paid channels with a subscription fee. The market took this idea well: the audience of paid channels has grown exponentially by 85% per month since their appearance in May. Revenue of the authors has exceeded \$ 677,000 per month by October (and this is in Telegram only).

It turned out that it's quite easy to convert your free subscribers into paid ones: big discounts, screenshots of paid signals and rave reviews of paid subscribers. What is most importantly - the fear of lost profit. Up to a certain point, the paid channel grows really fast inside the free one.

Unfortunately, the paid channel cannot always show a growth rate higher than a free parent one. There comes a time when a significant part of the subscribers to the free channel is already subscribed to the paid signals. And the share of growth of the paid subscribers starts to slow down. From now on, the free parent channel and the paid channel inside it will grow at the same speed, about ~ 14% per month.

The only point of growth of the paid channel is to attract new subscribers to the free channel for their further conversion. At the same time, the free channel still does not have a large-scale method to attract users. Thus, Telegram channels with signals are able to satisfy only a limited part of the total demand for signals.

## 2.2 Unsatisfied demand for signals

### Current volume of unsatisfied demand

According to the Cambridge University's global study of cryptocurrencies, there are 5.8 million owners of active cryptocurrency wallets worldwide. Our potential clients are owners of cryptocurrency involved in trading on the exchange and not the ones who just store it.

In our own study of Telegram cryptocurrency channels, we found out that 1.4% of the active cryptocurrency community is involved in trading. Every active trader could

potentially subscribe to the paid signals. Average cost of subscription to the paid signals = 0,02 BTC/month.

Thus, today's signal market potential is 9.1 million \$/month. At the same time, the volume of Telegram channels' offer is 0.68 million \$/month. Hence, the unsatisfied demand for cryptocurrency signals exceeds \$ 8.4 million/month. Potential demand exceeds supply more than 13 times.

The reason for such a gap in the cryptocurrency signal market is simple. The main providers of signals are paid Telegram channels, as we found out. These providers do not have a wide and scalable advertising tool. The audience can learn about them in Telegram exclusively.

At the same time, quite a large part of cryptocurrency community is aware of paid signals in Telegram but does not use them. It basically happens because of distrust, due to the fact that the quality of signals cannot be verified without subscribing, as we found out.

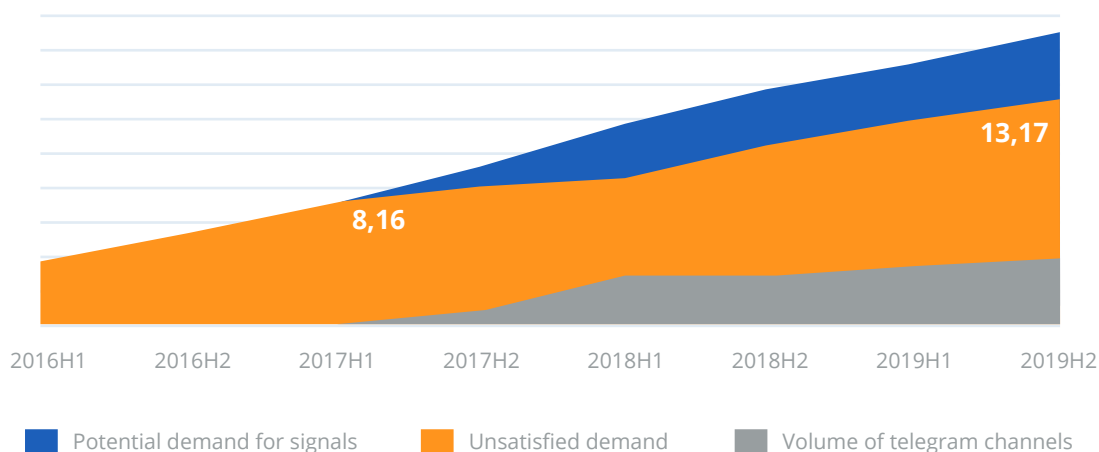
Active crypto wallets users	5 800 000
crypto traders	1,40 %
average subscription price	0,02
current exchange rate of the Bitcoin to the \$	5 600
Market potential \$/month	<b>9 094 400</b>

### Potential volume of unsatisfied demand

With the current growth rate of the number of active users of cryptocurrency wallets, the growth rates of the paid Telegram channels will slow down because of inability to advertise themselves outside Telegram.

This will lead to an increase of unsatisfied demand for cryptocurrency signals to 13.1 million \$/month by the end of 2019.

Unmet demand for signals, mln \$ / month



## 2.3 Analysis of the market of signals at traditional currency pairs

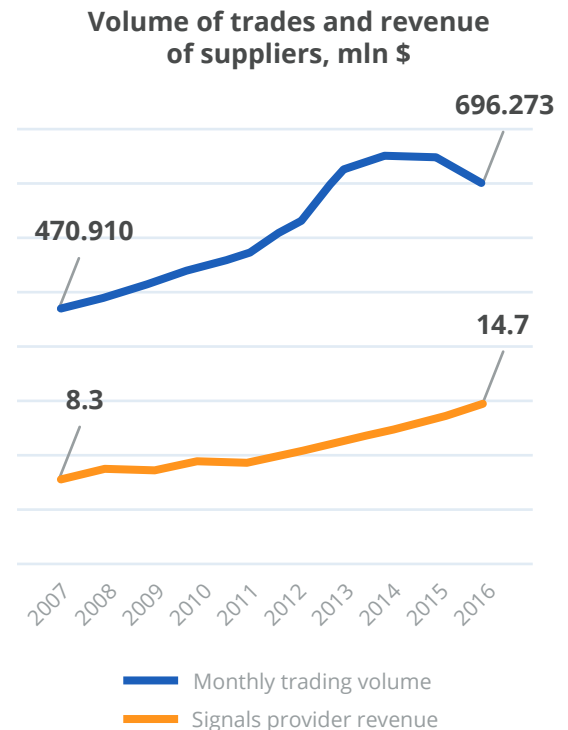
To dispel these worries, we decided to research a similar but a more mature market where signal providers have existed for a long time. The key criteria were:

- operation simplicity
- wide popularity among non-professionals
- availability of large signal providers.

We are interested only in those transactions that are done by individuals. The market of trade on traditional currency pairs perfectly meets these requirements.

In the first 2 years of launch, the revenue of the top 10 providers reached \$ 8 million/month. This confirms the hypothesis that there has already been a demand for signals in the market. Users simply waited for the emergence of a convenient platform.

Over the period of 2013-2016, the revenue of providers increased by 35% despite the overall decline in trading volume. In other words, the total volume of trading on the stock exchange does not affect the signal market. The signal market is affected by the quality of the platform and its marketing.



## 2.4 Cryptocurrency signal market prospects and Take Profit share

### Take Profit positioning

Take Profit aims at meeting the demand of the entire market for cryptocurrency signals. In order to reach it, we need to attract 2 main groups of potential customers:

- those who do not know about cryptocurrency signals – we will tell them about the platform via a wide range of marketing tools that Telegram channels do not have. We will offer them a structured learning content that will introduce cryptocurrency trading and signals.
- those who know about cryptocurrency signals but do not trust providers - we will offer a simple and reliable tool. One will be able to assess the quality of signals on our platform for free. The verified history of the sellers' signals and their rating will always be publicly available. Customers will be able to subscribe to new signals in a full-featured free trial.

### Comparison with competitors

The prospects for the development of the market of cryptocurrency signals did not go unnoticed by others. In the third quarter of 2017, several projects attempted to introduce aggregator platforms that help in trading:

- Investy is an aggregator of asset managers. The platform allows you to compare managers so that a user could choose who to transfer their asset to.
- Covesting is a transfer of the model of copy-paste transactions from traditional markets to cryptocurrency ones.

	Take Profit	Investy	Covesting
Free trial	Full-featured	Demo Access	Unavailable
History of trader's transactions	Available	Average yield only	Available
Deposit	On the user's account	On the platform	On the platform
Implementation of trading operations	The final decision is up to the trader	NOT controlled by the trader	NOT controlled by the trader
Signals transmission	User's Terminal + Telegram Channel	User's Terminal	User's Terminal
Payment method	Subscription	Transaction commission	Transaction commission

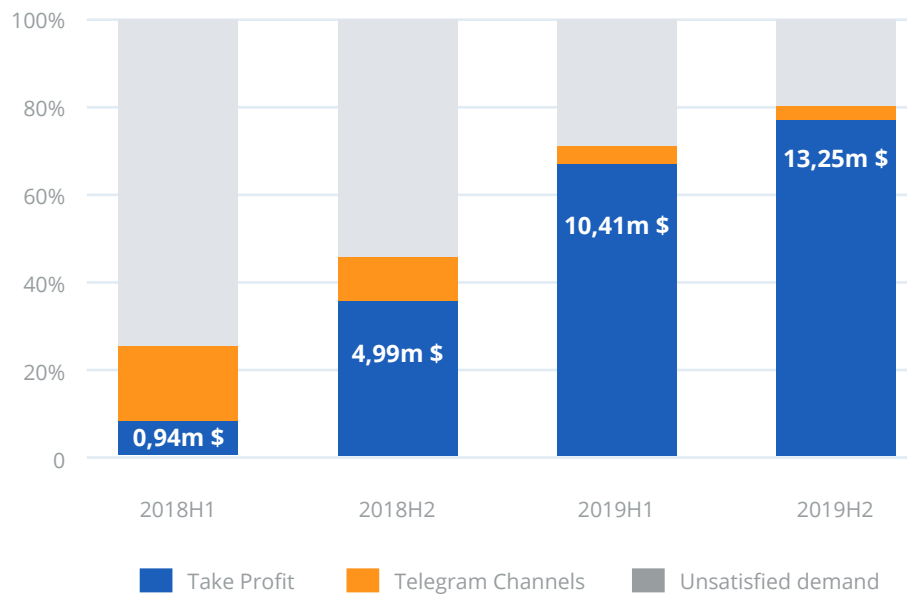
Take Profit offers a simpler and more transparent solution which is much suitable for newcomers in cryptocurrency trading. We are the only platform that allows you to receive advice from traders and at the same time not to transfer your deposit to anyone. Take Profit is absolutely transparent: a user has an opportunity of not just looking at the history of transactions of each trader but also using a fully functional trial for free. Trading operations will not be performed automatically after subscribing to a trader, therefore, the risk of losing all the money at once is completely eliminated.

### Forecast of market share and Take Profit income

Take Profit platform is the simplest and risk-free service for all newcomers to cryptocurrency trading market. That's why most of all new users of cryptocurrency signals will use Take Profit .

By the end of 2019, Take Profit expects to attract 80% of all unsatisfied demand and also to transfer subscribers of key paid channels to its platform in Telegram along with their authors.

Share and average monthly volume of signals



About 78% of all cryptocurrency signals will pass via TakeProfit, while a rate of signals will gradually decrease from 18% to 2% in Telegram. Thus, in 2 years the sale volume of signals will be \$ 13.25 million per month via Take Profit. The commission of platform equals to 20%, so the revenue will be \$ 1.98 million per month or \$ 23.84 million per year.

We are sure that Take Profit model will make investment in the cryptocurrency transparent and profitable for the majority of investors!

## 2.5 Summary of the section

Signal providers began to appear in 2007-2009 in traditional markets. By this moment, there had already been a potential demand for signals in the market but there was not a reliable platform. That is why in the first 2 years after the emergence, the total revenue of the largest signal providers was \$ 8 million per month. Despite the stagnation of the market, it had grown to \$ 14 million per month by 2016.

Six months ago, the first signal providers began to appear in the cryptocurrency markets. As a platform, they use channels in Telegram with a paid subscription. Despite the inability to verify the quality of signals and the low convenience of the platform, their revenue has already reached the level of \$ 0.67 million per month.

In the course of the study, we found out that the demand for signals had been steadily growing for the last 2 years. It exceeds the offer of Telegram channels almost 13 times and stands for \$ 8.4 million per month. All these users do not use Telegram channels

mainly because of low transparency: it is impossible to check the quality of signals without paying a fairly substantial amount for them, \$ 200-800 for the first month. The authors of paid channels themselves face the scale problem, at the moment there is no way to advertise your channel somewhere, except for other channels.

The prospect of the cryptocurrency signal market was also noticed by other players. But Take Profit business model is the only one that allows to work effectively with the main market problem - distrust to the quality of signals. Take Profit is the only platform that gives a full-featured free trial subscription to signals and also does not require to transfer the deposit to management from the user.

Thus, by the end of 2019, we expect to accumulate 78% of the market for cryptocurrency signals on the platform, reaching \$ 1.98 million per month or \$ 23.84 million per year.

### 3. Description of the platform

Take Profit is the first aggregating platform for the most up-to-date information on trading and investments, such as training courses, ICO rating, news with the ability to track each of the cryptocurrencies individually. The platform provides an opportunity for traders to publish their analytics and receive money for subscriptions from users. Specific advice on investment with entry and exit points are called "signals".

In the past year, the signal market has demonstrated extremely high growth rates. At the same time, it continues to be "wild" in the absence of financial regulation. The main risk of customers who buy signals via instant messengers or sites is the lack of guarantees from traders. Communication channels are fully controlled by their creators. In this situation, there is an obvious conflict of interests. The service provider has the ability to wangle reporting and logs of signals previously provided. It is possible to raise fictitiously the indicators of the level of profitability that were obtained when following their recommendations. Thus, new customers are attracted, who, in fact, become victims of scammers. Only public scandals can somehow let people know about the dishonesty of a specific signal provider. But this does not prevent these scammers from opening new channels and continuing committing fraud in the future.

Take Profit project solves this problem making business as transparent as possible due to the use of blockchain technology. Using Take Profit platform, any customer can easily check the real effectiveness of each provider of signals on the platform. All signals are verified on the blockchain. They cannot be changed or deleted without disturbing the overall integrity of the circuit. Each user will be able to make sure that the platform signals were not backdated, nor were they deleted or changed.



**As a result, an independent rating system is formed which works for the benefit of the entire cryptocurrency community.** Any person can see the indicators of a specific signal provider on Take Profit platform in advance:

- Take Profit Rating
- Average yield of signals
- Volume and frequency of publications
- Risk level
- Number of subscribers

As a result, a client can make a rational choice based on their market strategy. Such a tool can be used both by a professional who needs fresh ideas and a beginner who is clueless about the market trends and is afraid to be deceived.

Signal providers will start operating in a transparent environment where their earnings will correlate with the quality of their recommendations. Weak analysts will leave the market, while professionals will be able to get a well-earned income.

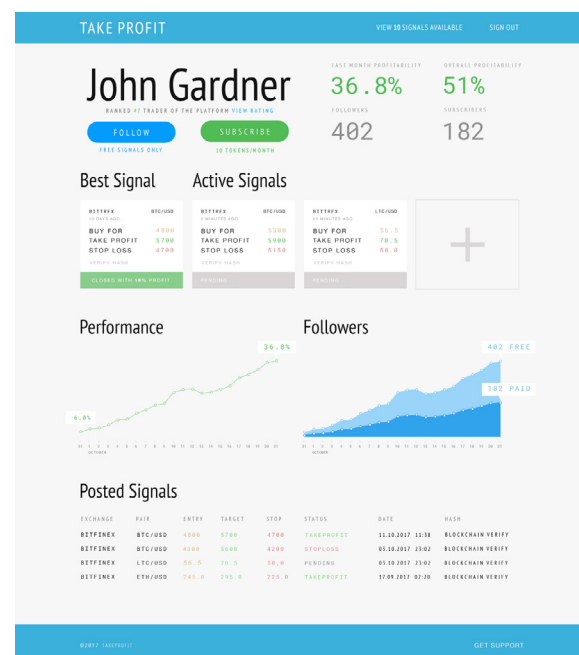
**The market will start to change for the better for all participants.**

Take Profit platform will have the first community in which people can trust each other, as there will be a simple and transparent mechanism for verifying and comparing real facts and declared promises.

### 3.1 Getting to know the platform

After registration on the platform, a user immediately gets the opportunity to view and analyze the profiles of signal providers by choosing the most suitable analyst for them. You can already see how this happens at the screenshot provided.

**Take Profit team has already created a working MVP (Minimum Viable Product)**



For a subscriber of the signals:

- User's account
- Making a free (limited) subscription
- Paid subscription to the trader
- View of traders' ranking and their sorting
- View of a trader's account and their indicators

For the signal provider:

- User's account
- Publication of signals on the platform (paid and free)
- Automatic update of the signal status in accordance with the current exchange rate on the specified exchange

System Functionality:

- Verification of signals received on the platform using the blockchain system
- Operations with project tokens on the platform
- Platform support desk call if necessary
- Tokens withdrawal from the platform

## 3.2 Signal Structure

All published signals will have the following structure on Take Profit platform:

1. **User:** The seller who posted the signal on the platform.
2. **Coin:** (Example: Bitcoin).
3. **Exchange:** (Example: Bitfinex). The result is calculated in accordance with it.
4. **Direction:** Buy (long) or sell (short).
5. **Entry point:** (Example: \$ 5300).
6. **Entry condition:** Breakout (the price is higher than the entry point) or drop (the price is lower than the entry point).
7. **Exit point:** (Example: \$ 5900).
8. **Stop Loss:** (Example: \$ 5150). Stop loss is the point at which you need to go out in a small loss to prevent further losses.
9. **Risk / Reward ratio:** An important parameter of the transaction, the higher it is, the more risky the deal is.
10. **Status:** "Waiting" (the entry to the transaction has not worked yet), "Active" (entry triggered), "Closed with profit", "Closed by stop".
11. **Time of publication of the signal:** Time of publication of the signal.



## 3.3 Verification on the blockchain

All signals that are published by traders on the platform are verified using blockchain technology, which allows all users to rest assured that the signals were not backdated or edited post factum.

*The signals are final, without the ability to edit or delete post factum*

Right after the publication of any signal, a code line is generated, which contains all the

basic parameters of the signal. The code is passed to the [Opentimestamps.org](https://Opentimestamps.org) service which writes it as a next non-breaking block. All copies of the chain blocks are stored independently from each other which does not allow affecting the elements of the chain in any way. As a result, the [Opentimestamps.org](https://Opentimestamps.org) service transfers a file, which is the verification of the “fingerprint”, to Take Profit.ots platform.

*The platform user can check the “fingerprint” using the Opentimestamps.org service and make sure that the signal parameters have not been falsified.*

History							
EXCHANGE	PAIR	ENTRY	TARGET	STOP	STATUS	DATE	HASH
BITFINEX	BTC/USD	4800	5700	4700	TAKEPROFIT	11.10.2017 11:38	BLOCKCHAIN VERIFY
BITFINEX	BTC/USD	4300	5600	4200	STOPLOSS	03.10.2017 23:02	BLOCKCHAIN VERIFY
BITFINEX	ETH/USD	245.0	295.0	225.0	TAKEPROFIT	17.09.2017 07:20	BLOCKCHAIN VERIFY

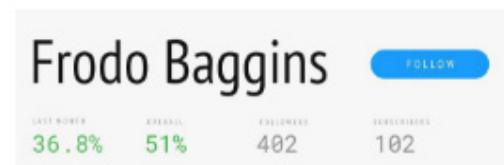
This screenshot confirms our previous thesis that it is impossible to change or manipulate the signals introduced at least once. Making sure of the transparency of the platform, a new user will want to use it. A specially developed rating system based on the data received from the blockchain will help to select the most suitable provider of signals.

### 3.4 Rating system

Take Profit platform forms transparent ratings of all traders based on the key signal indicators that are part of the blockchain of the circuit.

As a result, a trader can evaluate a provider by the following indicators:

- Take Profit Rating
- Provider status
- Average yield of signals
- Subscription cost per month
- Volume and frequency of publications
- Average level of risk
- Number of subscribers
- Changing of the subscribers' numbers



### 3.5 Rating calculation mechanism

Take Profit rating is calculated on the basis of signals published for the entire period of the provider's activity on the platform. The rating of all traders recently joined is calculated on the basis of all signals received from them to the blockchain. The rating takes into account only signals for coins that have a capitalization of at least 10,000 BTC.

The published signal is automatically monitored by the platform for execution. In order to do this Take Profit connects to the API of the particular exchange listed in the signal (STOCK\_ID). The signal will be automatically closed when the price reaches the stop-loss or Take Profit level.

$$\text{Rating} = 100 + \text{TOTAL\_PROFIT} + \text{TOTAL\_LOSS} - \text{SIGNALS\_COUNT}$$

TOTAL\_PROFIT = total profitability of signals closed in profit, in %

TOTAL\_LOSS = total loss ratio of signals closed in stop, in %

SIGNALS\_COUNT = total number of closed signals.

The total profitability index (profit and loss ratio) is calculated separately for each signal according to the formula:

$$\text{PROFIT: } (\text{take\_profit} - \text{base\_price}) / \text{base\_price} * 100$$

$$\text{LOSS: } (\text{base\_price} - \text{stop\_loss}) / \text{base\_price} * 100$$

#### Example 1:

Bitcoin buy signal at \$ 4000, stop at \$ 3900 and sell at \$ 4400 will have the PROFIT parameter = 10 (%) and LOSS parameter = 2.56 (%), to form the rating, the system will take the one that has triggered in the final calculation of the transaction only.

#### Example 2:

If the trader had 3 signals with an income of 5%, 10%, 15%, and 2 signals with a loss of 2% and 3%, his overall rating would be:

$$100 + (5\% + 10\% + 15\%) - (2\% + 3\%) - 5\% = 120\%$$

#### Example 3:

If the trader had 1 signal with an income of 25%, then his rating would be:

$$100 + 25 - 1 = 124\%$$

With this system on the platform, it will be more profitable to give a small number of signals with a high yield than a big number of them with a low one.

## 3.6 API usage

Take Profit platform provides an open API by which it will be possible to connect to the company database and also to automate the actions performed on the platform through the use of specialized robots.

### Query example

```
JSON format.  
POST Take Profit.io/api/signals/new  
{  
API_KEY: e1936768b05195f8d9e54885e0c-  
7d3ae982,  
API_SECRET: 2e68a09f42a1e943cd765e50b-  
2802315b551a6,  
COIN_ID: 1,  
EXCHANGE_ID: 2,  
DIRECTION: "long",  
ENTER_PRICE: 0.00012200,  
EXIT_PRICE: 0.00015500,  
STOP_LOSS: 0.00011000  
}
```

### Server response

```
1. Valid Data  
HTTP CODE: 200  
Data: { status: "ok", signal_id: <your signal id> }  
  
2. Invalid data  
HTTP CODE: 422  
Data: { status: "error", signal: <text of error> }
```

## 4. Platform usage

The basic principles the platform is built on are transparency and ease of use. Analyzing our long-term experience with clients, we came to the conclusion that the key factors for most of the clients are potential profitability and the risk associated with it. To confirm our judgement we were collecting statistics on 15 signal providers for a month. About 60% of the total volume of signals turned out to be successful. The average monthly profitability was 14.683% per month.

If we could have used Take Profit platform, we would not have had to sign up for 15 signal providers and pay each of them a monthly subscription trying to choose the most successful one. We would just have looked at the rating on the platform and chosen the best trader.

Among 15 signal providers, the best result was 76.3% of the yield per month which is 61.617% more than for 15 traders at average. This is a very significant figure since the difference between the best and the average one would be thousands of percent per year.

*As a result, due to the absence of a single aggregator, the lost profit for only a month was 61.617% - this is confirmed by 2 facts:*

- Choosing the right analyst for signals is one of the most important success factors
- The signals do work indeed!

### 4.1 Subscribers

After viewing a list of analysts, a future subscriber chooses signal providers suitable for them. The cost of the subscription is determined by the providers, the platform does not affect it in any way. The minimum subscription period is 1 month. At the same time, no one interferes with the analyst's ability to show their signals totally free of charge, but as practice shows, the cost of subscription increases in proportion to the quality of the information supplied.

**Checking the reliability of the trader:** it is enough for a potential subscriber to sort the traders by the indicator they are interested in (rating, profitability, subscription cost, frequency of signals publication, etc.), the rest will be made by Take Profit platform. All data is stored and monitored in the blockchain and buyers do not need to worry about the integrity of signal providers.

**List of the best channels:** The system will publish automatically the best signal

providers for a month, and each of them will have an opportunity to publish the news in the general feed.

**Protection against scam:** if a provider ceases to publish signals, all tokens are returned to all subscribers for the unused subscription time.

**Subscription cancellation:** a customer can cancel the subscription at any time. Then he will receive tokens for the unused period.

**Trainings and consultations:** the platform allows market participants to advise each other directly. Subscribers who want to understand the nuances of the market will be able to sign up for special courses or meetings with traders.

## 4.2 Signal Providers

Everyone interested will be allowed to post signals. The number of diplomas, certificates and experience are of no importance. The real results only will determine whether the analyst is among the best ones, with a lot of monetized subscribers and fans, or not. Take Profit provides an opportunity, in fact, to run your own business without reference to competitors. The provider receives all revenue from their channel except for a 20% commission fee for the use of the platform.

**Deposit:** To register as a trader, first you will need to place money on a minimum deposit. Deposit is required to confirm the seriousness of the trader's intentions. This helps to limit the influx of signals from scammers, bots or beginning traders that are just testing the service. The amount of the money placed on deposit is published openly on the platform, therefore, it affects the level of trust of subscribers. The higher the trust in the trader is, the easier it is for him to break into the top and start getting more subscribers, increasing personal incomes.

**Subscription cost:** The platform allows the trader to set any cost of subscription to signals but not more than 10% of the deposit per subscriber.

**Commission:** Take Profit commission fee is fixed and is 20% for any services provided on the platform.

**Channels:** Signal providers are allowed to have an unlimited number of channels and independently determine the price in each case.

**Closed channels:** The seller can create a private channel and it will be possible to connect to it with the consent of the author only.



**Consulting:** In addition, traders will be able to make money from preparation of analytics, courses and consultations on issues related to the cryptocurrency.

## 4.3 Algorithmic traders

Take Profit platform allows algorithmic traders to use robots and sell subscription to the signals generated by them.

### Example of use

GET [Take Profit.io/api/signals](https://takeprofit.io/api/signals)

List of all signals sorted by date.

## 4.4 Big Data Aggregator

In the medium term Take Profit team plans to launch the sale of large data collected as a result of the platform operation. On the one hand, it will increase the revenue of the project, and on the other hand, it will help developing neural networks and trade robots. This will almost immediately increase the yield of the signals being sold. | It will give an additional revenue to the platform, since the users will have an opportunity to connect to the trading robots through the API, thereby increasing Take Profit commission fees. All revenues go to the strategic development of the service.

# 5. The Advantages of XTP Tokens purchase

Lately, many projects have been selling their tokens worldwide. Most often they are not aimed at creating a real business that would bring additional value to the cryptocurrency community. Most creators do not even actually try to run the project. All collected funds are withdrawn and tokens are depreciated.

In this context, the Token Generation Event (TGE) of Take Profit project has obvious advantages. All buyers of tokens can be certain about our team which aims to make the best product on the market.

## 5.1 MVP is already created at the team's own expenses

Take Profit team members invested their own funds in the development of the platform. At the moment, there already exists and works a prototype in which the main sections and functionality of the platform are implemented:

- Personal trader and user's accounts
- Ability to publish signals and paid subscription to channels
- Automatic update of the signal status in accordance with the current exchange rate on the specified exchange
- Making a limited or paid subscription
- Sorting of traders by rating
- Ability to view the trader's account and its indicators

## 5.2 Participation in the product creation

All token holders will be able to participate in the creation of the product. They will participate in the open Sprint Review on the Agile methodology to manage the process of IT systems development. All comments will be taken into account when preparing tasks for the next iteration of the development. This will help all TGE members to monitor the activities of Take Profit team and the stages of product development in real time. We are confident that transparency in the process of creating the platform will play a significant role in the long-term development of Take Profit.

## 5.3 Return of funds due to impossibility to reach the targets of stages

At the Pre TGE and TGE stages, Take Profit project sets specific targets for the amount of funds raised. In case that these goals cannot be met, all the funds will be returned to all buyers of tokens in full.

## 5.4 Bonus reward for holding tokens

By purchasing tokens at Pre-TGE and TGE stages, an Initial Token Balance (ITB) index, equal to the number of tokens purchased, is assigned to each participant. This parameter cannot be increased in any other way. The bonus, which can be obtained for useful actions for the platform, for example, for attracting users within the referral system, depends on this parameter.

## 5.5 The referral system during Pre-TGE and TGE stages

The platform allows you to use the referral link and get additional tokens by attracting new participants to the project. After registering with TGE, a special referral link becomes available in the personal account of the user (shown in the image on the right).



In order to use it, it is enough to copy and place it on your website, in a social network or directly forward it to another person. After clicking on this link, referrer parameter is set permanently in the face browser. Thus, if the browser is closed and real registration and purchase of tokens take place in a week only, a referral bonus of 5% will still be added to the purchases made by its referral.

The bonus is allocated in the form of XTP tokens.

## 6. Token economy

**XTP Token can only be used on Take Profit platform.** Buying it, you get an opportunity to use the benefits and services provided on Take Profit platform. Depending on the changes in the demand for the services that are available on the platform, the value of the token may fluctuate both upwards and downwards.

The platform was created so that only buyers of tokens could use its services. Since people do not always have an opportunity and desire to “trade”, Take Profit team has created a bonus system that will protect the value of the token and the interests of its customers.

### 6.1 Bonus program.

If a participant keeps tokens but does not use them in any way: does not sell, does not assign to third parties, does not use platform services, he has the right to receive a bonus for the useful actions on Take Profit platform. In order to do do this, it will be necessary to place a selected number of tokens that do not exceed the Initial Token Balance into your personal account and freeze them. After that the user will not be able to manage them during the billing period. This bonus will be calculated using the following formula:

**TOTAL\_REVENUE OF TAKE PROFIT = (total platform revenue in tokens) \* 20% (platform commission)**

**BONUS PER ONE TOKEN = ((TOTAL REVENUE - FIXED COSTS) \* 80%) / ALL FROZEN TOKENS**

**USER\_BONUS = BONUS PER ONE FROZEN TOKEN \* USER\_FROZEN\_TOKEN\_BALANCE**

*FIXED COSTS - constant project costs.*

*TOTAL\_REVENUE - total platform revenue for the billing month*

*BONUS\_PER\_TOKEN - the number of additional services that can be obtained when the token is frozen.*

*USER\_FROZEN\_TOKEN\_BALANCE - the total number of user's frozen tokens which cannot exceed the Initial Token Balance (the sum of all tokens initially purchased by the user at Pre-TGE and TGE stages).*

The bonus is paid in XTP tokens. In order to receive it, the user must perform at least one useful action for the platform apart from refusal to use the functions on the platform during the billing period.

Useful actions for the platform are:

- Attraction of at least 1 user in the billing month.
- Creation of any content on the platform (article, news, signal) in the billing month.
- Participation in the monthly survey on the current functionality and efficiency of implementing new services on the platform.

## 7. Token Generation Event

TGE (Token Generation Event) is held to raise funds for marketing of Take Profit platform and expand a current range of services and benefits. All token holders will have an opportunity to use all services of the platform and also the right to transfer purchased tokens by any legal means in the absence of current need for the platform services.

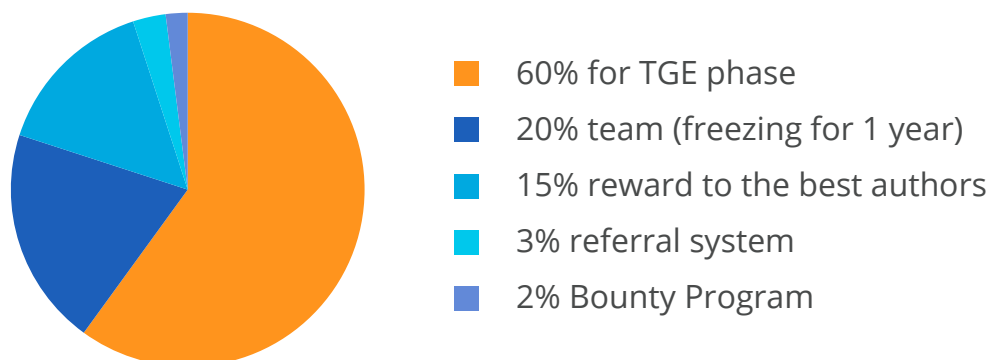
Apart from the XTP tokens, each user will receive an Initial Token Balance parameter equal to the number of purchased tokens during Pre-TGE and TGE stages. The higher this parameter is, the higher maximum number of bonuses that a user can get under the LOYALTY program will be.

A token is called "XTP" and will be released as ERC20-compatible token on the Ethereum blockchain system. This token is not an investment. All risks associated with the fall or rise in cost are taken by the user of the platform.

### 7.1 Specification of the token

The issue volume is limited by the amount: 100,000,000  
Basic price: 0.00025 ETH

#### Token distribution:



### 7.2 Pre-TGE stage

Minimum purchase amount: 0.01 ETH  
Limit: 8.000.000 TP

Pre-TGE phase lasts 20 days.  
Number of rounds: 3

The initial bonus is 100%. The minimum bonus is 80%.

**Aim: 1000 ETH. If this mark is not reached, the money will be returned.**

After reaching the target of the stage, most of the collected funds will go toward PR and Marketing in order to sell as many services (tokens) as possible at TGE stage.

## 7.3 TGE stage

Minimum purchase amount: 0.01 ETH

Volume of tokens for sale: 52.000.000

Duration of the stage: 30 days

Number of rounds: 6.

**In the first round, buyers will be offered a bonus of + 50%** which will be reduced to 0% as far as the volume of tokens put up for sale is purchased.

**If the minimum target of the stage (2000 ETH) is not reached, all funds of TGE participants will be returned to the owners.**

*The speed of development of the platform and the availability of part of the functionality will vary depending on the amount of fees charged at TGE stage.*

**When collecting 2000 ETH**, the following functionality will be implemented within Pre-TGE and TGE stages:

1. A website with the ability to publish signals
2. Access to the personal account
3. Subscription to traders and their recommendations
4. Blockchain verification of the published signals
5. Automatic update of the signal status in accordance with the current exchange rate on the indicated exchange
6. Operations with project tokens on the platform
7. Tokens withdrawal from the platform
8. View of traders' ranking and their sorting
9. View of a trader's account and their indicators

## 10. Platform support desk call if necessary

**When collecting 5000 ETH**, the following additional functionality will be implemented within Pre-TGE and TGE stages:

1. Blogs and service news feed
2. Personal consultations within the service
3. Training courses for basic and advanced traders from experts (at an additional cost)
4. Signals notification mechanism in a user-friendly manner
5. Referral program for attracting new subscribers to trader signals
6. Order of analytical articles from experts on the platform
7. Integration with the largest cryptocurrency exchanges for automatic signals following

**When collecting 10000 ETH**, the following additional functionality will be implemented within Pre-TGE and TGE stages:

1. Take Profit mobile application for iOS and Android
2. The functionality of signals repost with a mutual benefit for the original author of the signal and the user who posted it
3. xpansion of the service function to the stock and currency markets
4. Integration with the largest exchanges for automatic signals following on shares and currencies
5. Further product changes due to the problems and needs of the platform users



## 8. Project Team



### Ivan Tumanov

CEO

I am a professional coder and trader, and this is what I do for life. I understand that the best investment of my money is my own project. My goal is to create a better platform for traders, which would be useful for both professionals and beginners.



### Pavel Rubakhin

Head of product

Having experience in McKinsey, Gett and Trucker Path, I've always been on the cutting edge of technology. I joined Take Profit to change the trading market, and I'm sure that our team will simplify trading for beginners and make it even more profitable for professionals.



### Alexey Astafiev

Frontend developer

I studied graphic design, but became a developer. Previously he worked for Tinkoff Bank as a senior elementary developer. With more than 8 years of experience, he joined the Take Profit team to create the most advanced product in the field of cryptotrading.



### Alexey Kurepin

Backend developer

Experienced professional with more than 15 years of practical experience. He took part in creating exciting and well-known products for the markets of Russia and the CIS: Lenta.ru, «Vedomosti» and the largest on-demand cleaning service — Qlean.



## Ilya Bovkun

Analyst

The ultimate goal of man is to serve others and advance society through innovation. With a wide range of skills and experience in marketing and IT, I joined the Take Profit team to materialize progress in the form of an innovative trading platform.



## Daniel Feldman

Chief development officer

7 hard years of mathematical education. 2 wonderful years of selling cloud services in Microsoft. 1 chance to change the world of cryptotrading with Take Profit. I fell in love with the product, and I want the market to love it the same way.

## 9. Project roadmap

### Project milestones:

#### October 2017:

Work on MVP and preparation of the first version of the product including the following functionality:

- Access to the personal account of the trader.
- Access to the personal account of the user.
- Publication of signals on the platform.
- Automatic update of the signal status in accordance with the current exchange rate on the specified exchange.
- Possibility to apply for a limited subscription.
- Paid subscription to the trader.
- Ability to carry out operations with the project tokens on the platform.
- Tokens withdrawal from the platform.
- View of traders' ranking and their sorting.
- View of a trader's account and their indicators.
- Platform support desk call if necessary.
- Verification of signals received on the platform using the blockchain.

#### November 2017:

Pre-TGE stage performance with a target of 1000 ETH.

#### December 2017:

Release of the first public version of the product for TGE participants exclusively.

Token holders can start using Take Profit and participate in the development process by making suggestions how to improve the platform.

#### January 2018:

Collecting of feedback on the product and implementation of the first changes required to ensure that the platform is fully operational and convenient to use.

#### End of January - beginning of February 2018:

TGE stage performance with a target of 10000 ETH.

#### February 2018:

The second large-scale release of the product:

- Blogs that allow Take Profit owners to publish training content for basic, advanced users and traders.
- A news feed consisting of analytical articles and public papers prepared by the

project founders and the best project traders.

- Ability to repost signals with a mutual benefit for both the poster and user of the signal.
- Notification of incoming signals using any of user-friendly channels: e-mail, SMS, messengers.

### **May 2018:**

The third major release of the product:

- Personal consultations on the platform.
- Training sessions for beginners and advanced traders on the platform.
- Publication of analytical articles on a by-order basis.
- Additional functionality which will be determined upon getting of feedback from users.
- Ability to receive a bonus when attracting subscribers for traders on referral links.

### **June 2018:**

Start of work on Take Profit mobile application.

**August 2018:** Integration with major cryptocurrency exchanges, introduction of automatic following of recommendations that were published by the selected traders. Adding a feature to accept a signal directly from a notification in a messenger using a unique link.

### **September 2018:**

Development of the project and expansion of support for signals on the classic stock and currency markets. Largest stock exchanges involvement.

### **October 2018:**

Release of the first version of Take Profit mobile application which would include all functionality available on the web version.

### **November 2018:**

Integration with the largest stock and currency exchanges, introduction of the opportunity to follow automatically the recommendations that were published by the selected traders.

## Contacts:

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Medium: TBA

Reddit: TBA

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