Whitepaper

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BLOCKUNITY

Unify your needs in one block

CRYPTO MARKET ANALYSIS, TRADING AND PORTFOLIO TRACKING PLATFORM

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Abstract

The crypto market is in full expansion, weighing almost $3,000 billion in fall 2021, after a low point at $100 billion 3 years prior. Nevertheless, it is less capitalized and democratized compared to the traditional market, offering opportunities for projects aiming to assert themselves but also for private and professional traders and speculators. However, many uninformed market actors rapidly bear the costs of its volatility and complexity. The cryptocurrencies universe is currently an ecosystem composed of many significant segments. A lot of data and mechanisms have to be taken into account to correctly and serenely invest. Solutions aiming to fulfill this need are rare and often very limited in terms of functionality or focused only on a particular segment. A reality that our team has witnessed and experienced for the past years. Hence, Blockunity was born to solve all these problems. With our innovative platform combining a multitude of functionalities, the cryptocurrency market players do not need to be equipped with numerous fragmented and specialized tools. Blockunity processes the entirety of data necessary for the development of the activity of every crypto investor profile. Whether it be pre-trade analysis, during the trade, or by tracking and managing your investments post-trade, Blockunity is here to meet the trader's expectations and enhance their daily-crypto life.

"Blockunity gives everyone access to professional data and the key to becoming a successful investor."

Summary:

1. Introduction

Blockunity is a market analysis, trading and advanced portfolio management platform, whose goal is to position itself among the leaders of data aggregation in the field of cryptocurrencies.

The success and sustainability of crypto assets and blockchains will be achieved through democratization to a public that is often suspicious and cautious with these new technologies.

That's why we develop tools that provide quality unified services to the users, thus offering a trusted gateway to a world that seems inaccessible because of its complexity.

Our goal will always be to leverage the environment of blockchains and cryptocurrencies while bringing exclusive high-end solutions to its users.

We value transparency, trust, accessibility, and quality during our interactions and the whole development process.

We strongly believe in the revolution that are blockchains and cryptocurrencies. That's why we created Blockunity: to grow this ecosystem that we trust and constantly push the limits of these technologies, while participating in the construction of tomorrow's world.

2. Presentation

Blockunity is a platform dedicated to crypto-market analysis, trading, and investment tracking. Our system contains a large amount of data: market, technical, fundamental, sentimental or even on-chain. Those are processed and correlated by our system in order to obtain calculation methods unique to our ecosystem. We are developing technical analysis algorithms, as well as an automated trading bot equipped with embedded and personalizable trading strategies.

The platform also offers advanced portfolio tracking and investment optimization. These tools aim to provide a detailed view of the entirety of the user's crypto assets, should they be kept on a centralized or decentralized platform. This data will automatically be read via API, directly connected to the blockchain, or manually input by the user.

Furthermore, the application will be able to indicate to its user the most profitable investment opportunities to execute (centralized or decentralized) to ensure passive income, depending on the assets he owns.

The Blockunity website is accessible via this URL: https://blockunity.io

3. Solved problems

Blockunity offers a unique solution to the user, correcting several issues often met in the universe of crypto assets.

- It is currently necessary to take into account a lot of data to perform optimally on the crypto market. No platform offers a centralized review of these various pieces of information.

- Once the user has access to these data, the in-depth analysis of advanced market metrics or on-chain information often requires an evolved knowledge limiting the proper understanding for rookie users.

- The fundamental information present on platforms proposing this type of service is regularly inaccurate or not exhaustive.

- Trading is a complex discipline in which many actors lose money because they do not follow a viable strategy or do not use appropriate tools.

- The crypto market is very fragmented and scattered through hundreds of centralized and decentralized exchange platforms. Therefore, the tracking of user portfolios is often poorly done, incomplete or incorrect, although this aspect is primordial to perform on the market correctly.

Blockunity positions itself as a data aggregator, thus offering users an exclusive platform to visualize a wide range of information. Data provided in our screener are detailed and verified by our team in order to offer users trustworthy information.

We strive to simplify the analysis tasks of our users; on the one hand, through the clarity of the present data and the thoughts put behind their display, on the other hand, by developing indicators easy to interpret and efficient scoring methods.

We are developing an automated trading robot with embedded strategies that are easy to understand and use. Our optimized methods allow our users to stand out from the crowd and considerably increase their chances of success.

Our portfolio management tools seek to be compatible with well-known centralized exchange platforms and decentralized environments while allowing manual management. Therefore, they offer an efficient and essential unified management.

4. Value proposition

Blockunity brings a real improvement by its will to process an extensive amount of data. Whether they are from the market, on-chain, sentimental, or even fundamentals, we aim for the data to cover widely so the user can find the maximum of information within the same platform.

Thanks to the numerous data present in our database and years of research, we will be able to propose new correlations leading to unique indications and indicators on the market.

Our [screeners](#) and [scoring methods](#) will be of high quality, allowing the users to review a lot of information rapidly. The user will be able to set highly personalizable filters and save these configurations to benefit from an individual working environment.

Subsequently, our [trading bot](#) will be easy to handle while still having a wide choice of options and embedded processes to propose optimal working conditions to users. We will also offer algorithms that optimize trading strategies, offering unmatched yields.

Blockunity is also innovative in the detail of the metrics and the exclusivity of the statistics that are brought in the [tracking of cryptographic investments](#). Whether they are centralized or decentralized, we ensure maximum compatibility, while leaving the possibility for the user to add manually.

Our system will propose [investments](#) to the user depending on his assets. Those investments will also be centralized or decentralized, thus offering unpublished functionalities.

Finally, we design our [Unyx Data](#), extremely advanced and easy to use metrics and trading indicators, created from our research and market expertise.

5. Processing the information flow

Pre-trade (Analysis)

- Screener and market overview
- Many integrated indicators
- Unique scoring methods
- Pattern detection system
- Data aggregation (market, fundamental, technical, on-chain, etc.)
- Advanced metrics
- Unyx Data (Blockunity Indexes)

Trading

- Embedded strategies
- Strategy builder
- Strategy optimization
- Advanced backtesting
- Highly customizable
- Automated trading
- Dollar Cost Averaging
- Arbitration opportunities

Post-trade (Tracking)

- Centralized portfolio tracking
- Decentralized portfolio tracking
- Other specific sources
- Manual management
- NFT compatibility
- Statistics and detailed information
- Transaction history
- Yield Solutions Indication

6. Blockunity features

A. Analysis

I.   Market overview

The Blockunity screener enables users to quickly see the state of the market of numerous crypto assets. Composed by many indicators, it can give buying or selling signals on more than 400 cryptocurrencies (this number is subject to increase over time).

The screen allows you to easily review the different elements of the market. The goal is to be informed effectively and to be able to search for more specific data thanks to advanced filters. The user will be able to find numerous [market](), [technical]() and [fundamental data]().

- **Entirely customizable**

Lay out the dashboard depending on your wishes and habits. Customize the information and indicator displays, select your favorite cryptos, and much more.

The user can save different screen configurations so that he can easily change between views depending on the state of the market.

Detailed filters are available to effectively research data or assets corresponding to a specific state depending on the chosen indicator.

The data of the screener is exportable in a CSV file.

- **Numerous integrated indicators**

Several embedded indicators of different types make it possible to effectively monitor market variations and to be able to react accordingly. More information in the [technical data](). Those indicators are calculated thanks to our in-house developed algorithms.

- **Configurable alerts**

The user will be able to configure personalized alerts, according to the criteria of its choice, based on the available indicators.
Examples: Price alerts, exceeding thresholds, oversold RSI, and so on…

- **Buying and selling signals**

By correlating our numerous data, we are able to give indications concerning the up-trend or down-trend state of an asset. All of those signals will be partnered with our "Trust Score" in order to provide added value and trust to the given signal (more information available in the specific chapter: Our Scoring Methods).

II.   Data aggregation

Blockunity aggregates a vast amount of data from several different sources and wants to position itself as a leader in this sector.

Market data:

Access a wealth of information and data related to prices, market capitalization and various statistics on hundreds of assets.

- **Live prices**

Essential information, observe the live price in several currencies for many crypto-assets.

- **Decentralized prices**

Get decentralized real price of selected assets via Chainlink Price Feeds, as well as live price slippage.

- **Market cap related**

Find different values related to market capitalizations in order to effectively assess the prospects of an asset, as well as their ranking and dominance.

- **Trading volume**

Observe the volume exchanged during transactions of the different crypto-assets under several time units.

- **Price variations**

Visualize asset price variations over multiple time units, as well as their percentage increase and decrease from their extremes.

Technical and trading data:

Access numerous analyzes and technical data from dozens of indicators of several types as well as our algorithms.

- **Technical indicators**

Various embedded indicators allow to follow the variations of the market efficiently and to be able to react accordingly (the following list is constantly evolving):

★ Several moving average (7, 20, 50, 100, 200)
★ Relative Strength Index (RSI)
★ Stochastic RSI
★ Moving Average Convergence Divergence (MACD)
★ Bollinger Band (BB)
★ Choppiness Index (CHOP)
★ Commodity Channel Index (CCI)
★ Annual Pivot
★ True Strength Index (TSI)
★ Relative Vigor Index (RVI)
★ Average (ADX) & Directional Movement Index (DMI)
★ SuperTrend
★ Vegas Cloud
★ Ichimoku
★ Parabolic Stop and Reverse (PSAR)
★ Wave Trend Cross Indicator (WT Cross)
★ Squeeze Momentum Signal (SMI)
★ Rate of Change (ROC)
★ TD Rate of Change (TDRoC)
★ Tom DeMark Sequential (TDSeq)
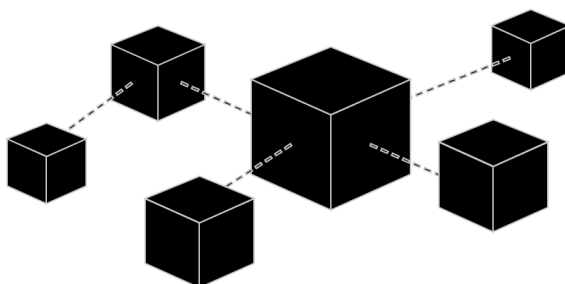★ RSI and SMI Divergence
★ [...]

On-chain data:

With the transparency of data circulating on the blockchains, it is possible to deeply follow the fund movements and analyze how healthy the market is.

Blockunity will be able to provide on-chain data, coming from our own systems, concerning the following topics:

- **Growth and activity of addresses:** follow the adoption evolution and the market's growth.

- **Balance of addresses:** observe in detail the repartition of the asset on a network.

- **Profits and losses:** visualize the states of gains and losses on the market.

- **Activities and metrics of holders:** be careful about the activities of the asset holders to precisely interpret what they are doing.

- **Activities and metrics of miners:** it is essential to know what miners are doing. The impacts of their choices can strongly affect the market.

- **Activities of exchange platforms:** entries and exits of platforms are essential data to react correctly in the short and medium-term.

- **Analyzing whales and some institutional wallets:** the large wallets and the institutions dominate the market. We follow their actions in order to give professional indications.

- **Advanced price indications:** this section covers a tremendous amount of data and statistics, thus potentially anticipating the market's highs and lows.

- **Network security:** the health and security of the network are themes to monitor since they are closely linked to the price of a crypto asset.

Fundamental and economic data:

Learn what assets are actually based on through fundamental data (founders, consensus, ecosystem, categories, description, etc.) and dive deep into their economic models and principles (supply data, allocations, emission type, governance type, ISO, etc.).

- **Fundraising data**

Learn how the projects have been financed, in particular by observing the type of launch, the different fundraising phases, as well as the reputable investors.

- **Vesting data**

Extremely effective data to optimize the timing of an investment, this data indicates when an asset will be released and distributed to the different supply allocations and to early investors.

Sentimental data:

The crypto market is very psychologic and always reacts rapidly, often violently. Therefore, it is crucial to be able to monitor the emotional state of cryptocurrency holders. Some of this data will be calculated via our internal system or with public APIs.

- **Fear and greed index**

Buy the fear and sell the greed. This is how financial markets work. When the majority sells in panic, it offers an opportunity for the lucid.

- **Google search trends**

Google search data give easy indications of the psychological trend of the market.

- **Twitter followers**

The evolution of the number of Twitter followers of different crypto projects allows measuring the strength of a community.

- **Social dominance**

This dominance gives the proportion a cryptocurrency is mentioned on social media, compared to a pool of most cited projects.

- **Social media feeling**

This section provides the proportion of positive and negative feelings of cryptography projects.

- **Funding rates**

The financing rates are periodic payments, paid or received by traders, and calculated depending on the difference between the perpetual contracts and the spot price. For example, abnormally high rates can call for caution, whereas negative rates can give hope for a rally of the asset's price.

- **Open interest**

Open interest indicates the number of futures contracts detained by market players at the end of a negotiation day. It can be used to determine the feelings and engagement of the market professionals.

- **Liquidation**

The market tends to purge excess, predominantly when they are linked to leverage effects. Our system observes and analyzes the liquidations happening on different crypto assets.

- **Development activity**

The most active projects in terms of development are often more likely to have a high potential and therefore to attract investors.

III.   Scoring methods

The real added value within our platform, we created different types of scores that give a rapid and clear idea of the state of the market under various aspects. Please note that we will be transparent and objective regarding all our scoring methods. No individual, project or company will be able to influence our scores or pay for preferential treatment.

- **Trust Score**

All our buying or selling signals are paired with a trust score. They are obtained via a correlation mechanism between various indicators and data. The Trust Score helps the user make decisions and adds value to our market signals.

The Trust Score adapts depending on the selected period to stay reliable in the short and long term.

Trust score calculation logic example:

$$VarA = 0.40 * [Indicator\ A1]$$
$$0.40 * [Indicator\ A2]$$
$$0.20 * [Indicator\ A3]$$

$$VarB = 0.60 * [Indicator\ B1]$$
$$0.10 * [Indicator\ B2]$$
$$0.30 * [Indicator\ B3]$$

$$VarC = 0.50 * [Indicator\ C1]$$
$$0.50 * [Indicator\ C2]$$

$$TrustScore = 0.40 * [VarA]$$
$$0.40 * [VarB]$$
$$0.20 * [VarC]$$

- **Fundamental Score**

We have developed a calculation method to create a fundamental score for some crypto projects. This score is based on many parameters of the project (team, community, technology, innovation, sector of activity, partners, news, etc.) and is regularly updated.

- **On-Chain Score**

By correlating various on-chain data, we are able to obtain a global score for the entirety of the market. This score reflects the underlying health of the leaders of the crypto-ecosystem.

- **Psychological Score**

The cryptocurrency market is narrowly linked to human psychology. Our score will indicate this state to anticipate future price movements better. The Psychological Score is global for the market.

B. Trading

- **Embedded strategies**

The user doesn't get lost in an environment where he must build his own trading strategies; we directly suggest them. The user will have a wide choice and we will regularly add new ones.

The strategies can be adapted depending on the state of the market (strategy change if bull/bear market or neutral/range). Entry and exit strategies can be dissociated.

- **Strategy builder**

Create your own personalized strategies with our ultra-complete strategy builder in order to obtain your unique combination, which perfectly suits your desires.

- **Advanced backtesting**

Backtest your strategies down to the smallest detail and obtain complete statistics as well as financial ratios in order to improve your trading even further.

- **Highly customizable**

Discover the many parameters available to you, allowing you to adapt the backtests and the execution of the strategies to any type of trader profile.

- **Automated trading bot**

Act on the market automatically according to the strategies chosen thanks to our powerful trading bots, or validate its actions by being notified before any operation.

- **Dollar Cost Averaging (DCA)**

Our DCA bots allow you to automatically buy assets at regular intervals to smooth your entry price. Again, you'll find plenty of customizable options.

- **Arbitration opportunities**

Turn to arbitrage operations to simply take advantage of certain opportunities offered by the market. Our system will give you all the information to do this in the right conditions.

- **Strategy optimization**

Optimize technical indicators and strategies according to different types of innovative mechanisms, thanks to our ultra-developed algorithms and achieve unprecedented performance.

Our system considers many ratios and coefficients like Sortino, Alpha, Beta, and the Drawdown.

Below is an example of a standard strategy composed of two moving averages (on the left), from which the values have been optimized by our algorithms (on the right). After optimization, we obtain a return 12 times higher than by using the basic moving averages strategy.

C. Tracking

A monitoring tool to effortlessly manage your different wallets, examining all your investments, will be integrated into Blockunity. The functionalities, amongst others, will be:

- **Centralized environment**

Blockunity will enable you to visualize your assets present on different centralized exchange platforms (CEX) on a single screen.

By default, the connection to the various exchanges will only be made via read-only APIs to guarantee optimal security.

Consequently, the list of compatible centralized platforms will depend on the accessibility of the APIs. We can already give you a non-exhaustive list:
Binance, KuCoin, Kraken, Gate.io, Bybit, Bitfinex, Bittrex, OKEx, Coinbase.

- **Decentralized environment**

It will be possible to connect decentralized wallets like MetaMask, Trust Wallet, Coinbase Wallet, or other WalletConnect compatible systems. This link will enable the visualization of the wallet's content, the detection of certain assets present in decentralized finance (Staking, LP, Farming, etc.), and will make it possible, in some cases, to directly interact with the assets.

In a security approach, the user will be able, if he wishes, not to link decentralized wallets. Still, it will be necessary to add the public address of the target wallet manually in our application in order to be able to visualize the assets. This method will make it impossible to manipulate wallet assets from within Blockunity's interface, thus making some features unavailable.

We will ensure compatibility with different blockchains, like Ethereum, Binance Smart Chain, Polygon, Avalanche.

- **Other sources**

Some hardware or desktop wallets, like Ledger or Trezor, will also be compatible. The goal is to unify as much as possible the monitoring of all your investments.

- **Manual management**

The pickiest or those who perform very specific trades can use our manual management tool which offers even more details for ultra-precise monitoring.

- **NFT compatibility**

Collectors will be able to find their most beautiful NFTs in their personal gallery. In some cases, an estimated price of NFTs will be available.

- **Transaction history**

Access a complete history, all sources combined, allowing you to easily find many details of your past transactions. All this in a unified way, as usual.

- **Yield solutions indication**

Our system will be able to indicate to the user investment solutions (centralized or decentralized) according to the assets he owns, to passively grow his capital through different mechanisms (saving, staking, farming, etc.).

- **Many statistics**

Statistics often allow you to understand where your strengths lie and also your weaknesses, all with the aim of building your portfolio better.

- **Realized and unrealized PnL**

We do our best to provide our users with as much detail as possible when managing their investments. Separating the realized PnL from the unrealized one is essential for this.

- **Performance timeline**

As we know, the markets operate periodically. The timeline of your balance performance will allow you to see how your investments react to these phases.

- **Integration with Screeners**

You will get personalized tracking by integrating Blockunity screeners, emphasizing the crypto-assets you own, to further improve the quality of tracking.

D. Unyx Data

These extremely advanced and easy-to-use trading metrics and indicators are created from our research and market expertise. These powerful analysis tools can be used regardless of the user's profile. He will be able to improve his trading performance by accessing this exclusive data, act with complete serenity on the crypto market and thus remain in control of his investments.

Here are some Unyx Data:

- **Rainbow Score**: A very relevant swing trading and investment technical indicator. It's not a trading strategy, but it can be used to do DCA. Works on just about any crypto asset and in any market phase. Indicates several things: A score based on the price level, whether the asset is considered overbought or oversold, as well as reversal signals.

- **Unyx Bands**: A technical trading indicator with its embedded strategy. We do not recommend using the strategy provided outside of BTC, ETH and BNB. This very strong strategy is based on extreme price and volatility metrics. It works by taking longs and shorts.

- **Bitcoin Cycle Synthesis**: Two indicators, working as one, provide a powerful and comprehensive summary of the state of Bitcoin's cyclicality. There are many options to customize, and the panels summarize the indications shown on the chart. The Bitcoin Cycle Synthesis even takes into consideration several on-chain data (Hash Ribbon and Puell Multiple). It allows you to identify the top and bottom of the cycle as well as the different market phases. It also displays the previous Halving dates, as well as the estimation of this next event. It is best to use this indicators on a weekly or monthly time frame. As the name suggests, it is designed especially for Bitcoin. However, it can give interesting information for other assets as well.

- **Ultimatyx Screener** & **Oscillator**: The goal of this indicator is to give you an overview of the status of many indicators on different timeframes. It consists of a Screener and an Oscillator. The oscillator allows you to detect correlations between the indicators included in the Screener in order to give buy and sell points.

- **Whales Indicator**: This very simple to use indicator allows you to monitor several statistics concerning Whales (very large portfolios). This data are very precious for investors and are condensed here for even more efficiency.

- **Trend Identifier** : As the name implies, this indicator identifies the trend of an asset with several configurable elements, including moving averages and trend following clouds. In addition, it summarizes the status of the different trend following elements in a simple box to save time. Finally, it comes with signals to give information about potential market reversals.

7. Roadmap

See directly on the official Blockunity website:
https://blockunity.io/about-us/#roadmap

8. Market research

According to the investigated sources, the number of cryptocurrency users follows an exponential growth that stated by mid-2021 there were more than 200 million users. That represents 0.05% of the world population, thus leaving space for an enormous potential increase. Of all current users, 100 million are said to possess Bitcoin.

Blockunity will be a new actor in the field of crypto assets, data and indicator providers, trading bot, as well as portfolio management tools. It will be the first platform to combine these functionalities.

The screeners and technical algorithms are aimed at professional and amateur traders and investors. Traders considered professional represent roughly 2 million users. Amateurs who could potentially subscribe to this type of service vary with a consequent turnover depending on the market cycles and represent around 10 million potential users.

Trading bots have gained considerable momentum in the cryptocurrency ecosystem. A study conducted over 10,000 people present in the ecosystem says that 28% of them use a trading robot, which could represent a total of 50 million users.

As for the portfolio management tools, more than 10 million people currently use an application dedicated to this task.

Below, we list some actors of the fields Blockunity aims to position itself.

A. Competitors in the field "data and indicators"

Messari

Platform favoring transparency and intelligent decision making for the community. Messary is currently one of the major actors and most diversified in terms of services.

- Screener, indicators and on-chain data.
- Founded in 2018 in New York.
- 220,000 Twitter followers.
- 2 offers: free, 30$/months.
- Fundraising of $5 million in 2019 than $21 million in august 2021.
- 100 employees.

Glassnode

Leader and pioneer as a blockchain data (on-chain) provider.

- On-chain data.
- Founded in 2017 in Switzerland.
- More than 440,000 followers on Twitter.
- 3 offers : free, 29.99$/month, 799.99$/month.
- 25 employees.

Santiment

Among the leaders in market sentiment data. Advanced social analytics, derivatives and on-chain market metrics.

- Founded in 2016 in Switzerland.
- 130,000 followers on Twitter.
- Fundraising of $12 million in 2018 via an ICO ($SAN).
- Free basic features. PRO subscription at $49/month and PRO+ at $249/month. API plans between $149 and $399+.
- 32 employees.

AltFINS

AltFINS is a cloud based platform that allows investors and traders to follow and analyze digital assets on diverse platforms.

- Screener, integrated indicators and pattern detection.
- Founded in 2018 in Slovakia.
- 8,000 followers on Twitter.
- 5 offers: One for free and then 4 going from 15$/m to 55$/m.
- $1 million raised in seed round then $1,6 millions in ICO ($AFINS).
- 6 employees.
- More than 140,000 users.

B. Competitors in the field "trading bot"

Haas Online

Automated trading platform.
- Founded in 2014 in the Netherlands.
- 2,700 followers on Twitter.
- 3 offers : 0.009BTC, 0.016BTC, 0.026BTC.
- 10 employees.

Kryll

Intuitive and visual platform allowing to create automated trading strategies.
- Founded in 2018 in France.
- 16,000 followers on Twitter.
- Holding system with the token KRL.
- 9 employees.
- 2.2 millions raised funds during the ICO.

Zignaly

Produces tools and resources to analyze the prices and manage the orders in an autonomous way.
- Founded in 2018 in Singapore.
- 30,000 followers on Twitter.
- More than 350,000 users.
- Fundraise of $3 million in April 2021.
- 25 employees.

C. Competitors in the field "portfolio management"

Delta

Portfolio management and live performance tracking available on iOS and Android.
- Founded in 2017 in Belgium.
- Acquired by eToro in 2019 for $5 million.
- 20 employees.
- Mobile App.
- More than 3 million downloads and hundred thousands of active monthly users.

CoinStats

Application allowing to visualize different centralized and decentralized crypto portfolios. Possible to directly manage a huge amount of cryptocurrencies.
- Founded in 2017 in Armenia.
- 75,000 followers on Twitter.
- 50 employees.
- Mobile App.
- Fundraise of $1.4 million.
- Roughly 1.5 million users.

Zapper

Dashboard allowing the management of cryptoassets present in the DeFi and compatible with NFTs.
- Founded in 2020 in Canada.
- 100,000 followers on Twitter.
- 25 employees.
- No mobile App.
- Fundraise of $18 million.
- Roughly 1 million users.

Zerion

Portfolio management platform, focused on DeFi. It allows without fees to see the best farming and staking offers, as well as swapping assets.
- Founded in 2016 in the USA.
- 60,000 followers on Twitter.
- 20 employees.
- Mobile App.
- Fundraise of $2 million in 2019 than $8.2 million in Series A in 2021.
- Roughly 250,000 users.

D. Summary of the competitors

Platform	Main field	Foundation	Employees (~)	Users(~)	Fundraise
Messari	Screener, On-chain	2018 - USA	100	2 000 000	$26M
Glassnode	On-chain	2017 - Switzerland	25	400 000	?
Santiment	Sentiment, On-chain	2016 - Switzerland	32	?	$12M (ICO)
AltFINS	Screener, Detection	2018 - Slovakia	6	140 000	$1M + $1.6M (ICO)
Haas Online	Trading	2014 - Netherlands	10	?	?
Kryll	Trading	2018 - France	9	120 000	$2.2M (ICO)
Zignaly	Trading	2018 - Singapore	25	350 000	$3M
Delta	Centralized portfolio tracking	2017 - Belgium	20	600 000	? Acquired for $5M
CoinStats	Portfolio tracking	2017 - Armenia	50	1 500 000	$1.4M
Zapper	Decentralized portfolio tracking	2020 - Canada	25	1 000 000	$18,5M
Zerion	Decentralized portfolio tracking	2016 - USA	20	250 000	$10.2M

Functionalities comparison: Pre-trade (Analysis)

Platform	Market Data	Fundamen-tal Data	On-chain Data	Sentiment Data	Market Screeners	TA & Indicators	Detection System	Alerting System	News & Research	Scoring Methods
Blockunity	Green	Green	Blue	Green	Green	Green	Green	Green	Blue	Green
Messari	Green	Green	Green		Green				Green	
CoinGecko	Green	Green		Blue	Blue				Blue	
Glassnode			Green					Green	Blue	
Santiment	Blue	Blue		Green				Blue	Blue	Green
AltFINS	Green	Green			Green	Green	Green	Green	Green	
Haas Online	Blue				Blue	Green		Blue		
Kryll	Blue			Blue		Green		Blue		
Zignaly	Blue					Blue		Blue		
Delta	Green	Blue						Green	Blue	
CoinStats	Green	Blue						Green	Blue	
Zapper	Blue									
Zerion	Blue									

Legende : *Green* = Entire functionality. **Blue** = Partial functionality. *No color = Functionality not proposed.*

Platform	Automated trading bot	Embedded strategies	Strategy optimization	Backtesting	Dollar Cost Averaging	Copy trading	Swap/Trade	Arbitration opportunity
Functionality comparison: Trading								
Blockunity	🟩 Green	🟩 Green	🟩 Green	🟩 Green	🟩 Green	🟦 Blue	🟦 Blue	🟩 Green
Messari								
CoinGecko								
Glassnode								
Santiment								
AltFINS							🟩 Green	
Haas Online	🟩 Green	🟩 Green		🟩 Green			🟦 Blue	🟩 Green
Kryll	🟩 Green	🟦 Blue		🟩 Green	🟦 Blue	🟩 Green	🟦 Blue	
Zignaly	🟩 Green	🟦 Blue		🟦 Blue	🟩 Green	🟩 Green	🟦 Blue	
Delta								
CoinStats							🟩 Green	
Zapper							🟩 Green	
Zerion							🟩 Green	

Legende : ***Green*** *= Entire functionality.* ***Blue*** *= Partial functionality. No color = Functionality not proposed.*

Platform	Functionality comparison: Post-trade (Tracking)						
	Centralized tracking	**Decentralized tracking**	**Manual management**	**NFT compatibility**	**Detailed statistics**	**Transaction history**	**Investment solutions**
Blockunity	Green	Green	Green	Blue	Green	Green	Green
Messari							
CoinGecko			Green				
Glassnode							
Santiment							
AltFINS	Blue		Blue			Blue	
Haas Online							
Kryll							
Zignaly							
Delta	Green	Blue	Green		Blue	Green	
CoinStats	Green	Green	Green	Green	Blue	Green	
Zapper		Green		Green		Green	Blue
Zerion		Green		Green	Blue	Green	Blue

Legende : *Green = Entire functionality. **Blue** = Partial functionality. No color = Functionality not proposed.*

9. Executive team

The executive team is composed of 3 passionate, polyvalent and dynamic persons, and cumulates more than 15 years of experience in the field of cryptocurrencies and IT, thus having a clear vision of the competition and its limits, as well as the challenges and the strategy to adopt. The overall team consists of 6 persons, in addition to 5 contributors who are actively involved in the development of Blockunity.

Antoine Moutinho
CEO - Chief Executive Officer

Damien Schaerer
CTO - Chief Technology Officer

Denis Périn
COO - Chief Operating Officer

10. Advisors

Dorian Nicoletti - Entrepreneur & Strategic Leader in IT

Founder and CEO of Athéo Ingénierie, a renowned and accomplished player in the digital field, as well as a member of the executive committee of OCI group, a French leader in digital transformation, Dorian performs strategic functions within the IT world. His excellent entrepreneurial career is inspiring and defends strong human-oriented values.

Mathieu Vincent - Business Strategy & Professional Trader

CEO of Summit Mining and Summit Gravity, Mathieu leads an imposing and essential group in the mining and crypto investment segments. In addition to his impeccable entrepreneurial career, he is also a speaker and has nearly 20 years of trading experience.

Chantal Läng - Analyst & Crypto, Blockchain and IT Trainer

A cryptocurrency expert at the business and technical level, Chantal is a renowned trainer in the crypto-sphere. She quickly established herself as one of the most competent personalities in the branch of crypto project analysis.

Florent Gabriel - Analyst & Business Strategy

CBO of Summit Mining and Summit Gravity, as well as a fervent entrepreneur, Florent positions himself as an expert in business and at the technical level, due to his profile as a professional in the analysis of the cryptocurrency sector.

Paul Lavoie - Videographer & Analyst

An experienced and passionate investor, Paul is now a well-known trainer, able to analyze and democratize the entire crypto ecosystem. He regularly creates content for his community which counts more than 70 000 members, notably on Youtube.

Clément Batut - Tax & Legal

Co-founder & CFO of Metacard, a gift card project dedicated to digital assets, Clément has extensive experience in blockchain, international accounting and auditing firms, in several dynamic SMEs and startups in the renewable energy and new technologies sectors.

JR - Relationships & Marketing

A jurist by formation, now CEO of YellowSpoon Capital and crypto influencer, JR is a successful serial entrepreneur. His knowledge in fundamental analysis, as well as his expertise in marketing and influence, give him an undeniable strategic vision.

11. Security

A. Application source code

Security experts develop the source code of the platform. However, part of the code will certainly be made public and **open-source** to strengthen this axis and for transparency purposes. Afterward, a "**Bug Bounty**" program will be set up to encourage independent security research.

B. Users security

All user accounts will be subject to best practice security rules, including the following configurations:

- Mandatory strong password for login.
- Double authentication (2FA).
- Anti brute force system, Blacklist.
- New connexion warning through email

As for user data, we do not collect any critical information in our internal databases, except for API connection keys to regulated trading platforms.

However, the API connection keys will, by default and in most cases, only have read-only rights. Thus, an attacker who would succeed in penetrating our systems would not be able to act on the user's funds in any way.

Moreover, even in case of theft of potentially sensitive data (e.g. wallet data), the attacker would not be able to make a reconciliation with a given user, as this information is completely **anonymous** in our databases.

Finally, **we do not do fund management**. We do not hold any cryptocurrencies or other user-owned funds in our own storage facilities. User funds are always held by regulated exchange platforms (e.g. Binance, Kraken, etc.) or present in decentralized environments under the user's responsibility.

C. Smart Contracts audit

The Smart Contracts intervening in the functioning of the Blockunity app will all be audited.

D. GDPR standards and personal data

The processing of users data will follow the current GDPR standards. The user will be able to demand at any time a right to be forgotten to cause the deletion of all the data concerning him.