

GOODCRYPTO

# GoodCrypto

On a Mission to Become The One-Stop  
Platform in Digital Asset Markets

2020



# Executive Summary

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**GoodCrypto is a state-of-the-art mobile app with a wide range of functions and features, all designed to complement and support your trading life with excellence.**

GoodCrypto is a team of veteran software architects who can leverage their decades-long experience to deliver complex trading tools and the young, fresh development minds unbounded by pre-established frameworks and eager to execute on their groundbreaking ideas.

Our experience in the highly-competitive traditional markets, the team we've assembled over the years, and the technology we've built give us a quantifiable edge in the crypto markets.

Blockchain and the broader Distributed Ledger Technology (DLT), even though these are relatively young terms, have taken some parts of the world by storm, transforming the lives of millions of people and giving a solid foundation for hundreds of promising, novel startups.

Our solution represents an ideal mobile interface for crypto trading: 20+ integrated exchanges, an abundance of advanced order types available for every supported exchange, price-dependent alerts to let you make informed decisions on time, aggregated portfolio tracking features and a live-stream of market data across 10,000+ trading pairs to satisfy all your trading needs.



# Problem Statement: Trader's Needs, Market Boundaries and Dispersed Resources

Blockchain and the broader Distributed Ledger Technology (DLT), even though these are relatively young terms, have taken some parts of the world by storm, transforming the lives of millions of people and giving a solid foundation for hundreds of promising, novel startups. This is especially true for entire generations of financial traders and investors, who were formerly only doing business in the legacy markets.

As the new asset class - widely recognized as *Digital Assets* - is advancing on its path to maturity and price discovery, new generations of traders are born. Traders with no prior experience with legacy financial markets or trading in general.

Both groups - the *old-schooled legacy traders* and the *crypto-only geeks* - are definitely lacking one thing in this market: an all-in-one platform that would combine the necessary tools for trading, data aggregation and analysis, general portfolio management, market studies & insights, as well as the ability to deploy advanced, HFT trading algos. Let's dive a little deeper into each one of these.



## Diverse, yet easily accessible market-places

Problem is, we have too many differences between the existing exchanges. This makes each particular exchange a better fit for one group of traders while making it redundant for the other. For example, places like Binance and Kucoin focus on the number of pairs they have listed, often adding new altcoins, while exchanges like Bitfinex have only a handful of main trading pairs and derivative platforms like BitMEX are designed for an audience very different from that of, let's say, Binance: the former is 100% derivatives while the latter represents a wide range of spot markets and, recently, swaps and futures. The real problem is, **an average trader needs to have access to all types of platforms, ideally from a single interface**. This way, a trader would be able to take advantage of let's say, the abundance of Altcoins on Binance, the thick & liquid margin trading pairs on Bitfinex and the derivatives on BitMEX;



## Data-aggregation tools to monitor the trading pairs

In addition to having access to all the trading products on the market, traders also need a safe place to look for reliable, insightful live market data: from live and historic prices to different types of unique indicators and analytic tools;



## Improved efficiency

The market is ripe for solutions which provide smart order-routing, increasing the efficiency of trade execution;



## Portfolio management tools



## Market studies & insights;



## Ability to deploy proprietary trading algos

# Why We Are the Right People to Do the Job

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When it comes to trading Digital Assets, albeit it's an industry in its infancy in terms of infrastructure when compared to developed asset classes, there are plenty of wannabe all-in-one, do-it-all platforms. Yet most solutions out there lack both the veteran software architects who can leverage their decades-long experience to deliver complex trading tools and the young, fresh development minds unbounded by pre-established frameworks and eager to execute on their groundbreaking ideas.

The latter, a self-complementing combination of experience and fresh blood, is exactly what GoodCrypto represents at its core.

"The core team behind GoodCrypto has been at the forefront of quantitative trading for well over a decade"

We are the team behind ATTO Trading – a technology and science-driven high-frequency quantitative trading firm that researches, develops and operates a portfolio of modern quantitative trading strategies across several asset classes (equities, futures, options).



ATTO was founded in 2010 and has offices in New York and Eastern Europe. Our founders have many years of trading experience, having started in the financial markets at the turn of the century. We remain competitive by using our proprietary ultra-low-latency trading platform, world-class research infrastructure, and our in-depth knowledge of the modern electronic markets microstructure.

Our experience in the highly-competitive traditional markets, the team we've assembled over the years, and the technology we've built give us a quantifiable edge in the crypto markets. An edge we will be sharing with the community of Digital Asset traders through GoodCrypto.

# GoodCrypto Team

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## **Denis Popov** **Co-Founder**

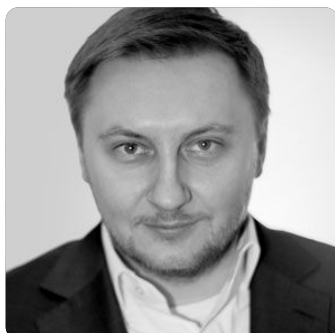
Denis is a veteran in quantitative high-frequency trading. Having started his career in 1999 as a buy-side proprietary trader in New York, Denis had been one of the pioneers of automated news-driven trading strategies in the US equities markets.

In 2005 Denis had founded Denex Trading that operated a portfolio of event-driven strategies and in 2006 launched its first fully-automated algorithmic trading strategies in US equities. Denex Trading served as a foundation on which ATTO Trading was founded in 2010.

While at ATTO, Denis spearheaded the development of its ultra-low-latency trading platform along with the infrastructure that supports the full cycle of quantitative strategies development (data collection and management, prototyping, simulation, visualization, risk management and post-trade analysis).

The platform operates on collocated servers in all US equity and futures data centres supporting lowest latency native protocols for market data and execution and is highly optimized from the software and hardware (FPGA) perspectives. This platform allowed the development of multiple profitable trading strategies and now serves as the basis for the development of GoodCrypto.

Denis is a graduate of King's College (Pennsylvania), where he received his BSc in Finance and Computer Science in 1999.



## **Maksim Hramadtsou** **Co-Founder**

Before joining GoodCrypto, Maksim has been managing a USD 500 mln full-cycle real estate investment and development company with 700 employees, having become its CEO at the age of 29.

Maksim's most prominent real estate project is the full redevelopment of the iconic TSUM department store in Kyiv, Ukraine, opened in 2016, which took 5 years and USD 200 mln to complete.

Maksim is an experienced public markets investor and a proponent of the value investing philosophy.

Maksim holds a joint MBA degree from the Columbia and London Business Schools and an MA in Political Economy from the Central European University in Budapest.

# Our Solution

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GoodCrypto is a state-of-the-art mobile app with a wide range of functions and features, all designed to complement and support your trading life with excellence.

## **Exchanges.**

A single interface to trade on 20+ exchanges - always in your pocket and ready when you need it. Open different positions, hedge your portfolio, use derivatives, margin and spot trading and take absolute advantage of trading on exchanges ranging from the global powerhouses like Binance, Bitfinex, BitMEX, Kraken, and Coinbase Pro on one side, to local market leaders such as Exmo, Indodax, YoBit and Kuna on the other.

## **Advanced Orders.**

Tired of not having essential order types on your favourite exchanges? Not a problem! Via our app, you can place advanced orders - such as Stop-Market, Stop-Limit, Trailing Stop, Stop Loss, Take Profit, Bracket/Connected, VWAP, TWAP, Iceberg, OCO, OTO and others on any exchange.

## **Alerts.**

Receive push alert the second your order is filled, never miss an incoming wallet transfer, be the first to know when the market moves, set specific price-dependent alerts on any of the supported exchanges and receive notifications & live updates on the market to help you make informed decisions and react swiftly to the ever-changing market conditions.

## **Aggregated portfolio tracking.**

Review the state of your portfolio across all exchanges and blockchain wallets in real time and track its historical performance. Connect all your exchange accounts and blockchain wallets in a matter of seconds. Automatically import all your balances, orders and transactions history. The portfolio-tracking feature allows you to see the current distribution of your funds across digital assets and cash, see all your past trades and receive incoming transaction alerts.

## **Data.**

Live data streams on 10,000+ trading pairs on all exchanges provide you with a broad overview of the recent changes and the current state of the entire market. Having the data center in the same app with your trading interface means you no longer have to switch between multiple resources to check various stats - now all of them are provided by GoodCrypto. Compare prices across exchanges in real time, check live Order Books and trades on 20+ crypto exchanges.

As part of our vision for the future, we see GoodCrypto developing into an Institutional-Grade trading platform available to retail traders, both for mobile and desktop devices. As we move forward, our vision is to become a first of its kind prime broker for retail crypto traders. As a broker, Good Crypto will provide aggregated Order Book from all the leading crypto exchanges, creating the largest global liquidity pool accessible via a single account. Smart Order Routing will guarantee execution at the best available price globally for every order and every trader. Following the standard, set in traditional financial markets, Good Crypto will offer zero trading fees and greatly reduced exchange execution fees.

Customly configurable advanced order types for all exchanges, automated portfolio and position hedging, all trading instruments on one platform (spot, margin trading, futures, swaps, options, etc.), marketplace for proprietary trading bots; tracking unique, complex macro-data points and producing periodic Market Intelligence Reports are among the many other features currently in our development roadmap.