

CRYPTO PRICE INDEX

The Crypto Price Index

Whitepaper

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II. Executive Summary

Here, we present the Crypto Price Index (CPI) project – the very first token ecosystem of its kind, which provides multiple options for users to gain broad exposure to the cryptocurrency market through our 'CPIX' tokens. Unlike other indices of its kind, which typically show the top 10 or perhaps 20 assets, CPIX tokens will be novel in its approach of showing token holders/crypto traders a hugely diversified range of assets across a wide cross-section of the cryptocurrency markets.

Our infrastructure, built and deployed on the tried and tested Ethereum blockchain, will use advanced technical architecture to track a basket of assets for each CPIX token minted.

Over time, we aim to make CPIX tokens one of the *de facto* cryptographic asset pegs, to serve as a standard value reference in the cryptocurrency markets and become a point of reference against the intra-day volatility within the cryptocurrency markets. To do this, we will focus on building our community, and offering a strong customer experience.

CPIX tokens will be backed by underlying assets held in an escrowed smart contract. Multiple parties can create their own CPIX token, pegged to a basket of assets. CPIX listing requirements and other token governance issues, such as fees, will be managed by the CPI token holders.

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Introduction

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The Problem

To date, there are over 2,250 cryptocurrency coins which are supposedly actively trading on exchanges, as reported by leading cryptocurrency market cap ranking provider Coin Market Cap. Naturally, not all of these projects are created equally, and many projects never move into the top 500 rankings or higher. Nevertheless, with new projects launching every day, the cryptocurrency markets are growing at an unprecedented rate, and the number of companies choosing to raise funds through an initial coin offering (ICO), initial exchange offering (IEO), or security token offering (STO), is growing unchecked.

It would be fair to say that most of the projects which are within the top 200 market capitalization are working on innovative blockchain based solutions, or have a unique product to offer, and as a result many of these projects are becoming highly attractive to those interested in cryptocurrencies.

However, despite the attractiveness of this new asset class, even if a cryptocurrency trader were to focus their attention on just the top 200 coins, the complexity involved in managing such a diverse portfolio would be immeasurably difficult.

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The Problem

Take for example a high net worth (HNW) individual who manages their own portfolio, but has another full-time occupation. This individual may like to see the average price at a glance of most, if not all, of the crypto assets within the top 200 market cap rankings in order to gain a macro view of the sector as a whole, whilst eliminating the noise generated by tracking tens of different coins.

Instead, having access to an index token which could be tailored to suit an indiviual investors requirements would be advantageous.

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1.1. Our Solution – The Crypto Index

Our unique solution to this issue comes in the form of the **Crypto Price Index (CPI).**

We propose the use of our CPIX tokens, built using smart contract technology which allows us to track the value of external crypto assets using wrapped tokens. The ‘X’ in CPIX represents the number of assets which form the underlying investments for that token. For example, ‘CPI200’ could represent the top 200 crypto assets, whereas ‘CPI5’ would be an index of just the top 5 by market capitalization. For the purposes of this whitepaper, we will refer to all indexed coins as CPIX.

Wrapped tokens represent another underlying cryptocurrency asset through a separate token, and make it easier to deploy on the Ethereum network. By creating and leveraging existing wrapped assets, CPIX can manage a basket of crypto assets through one single token.

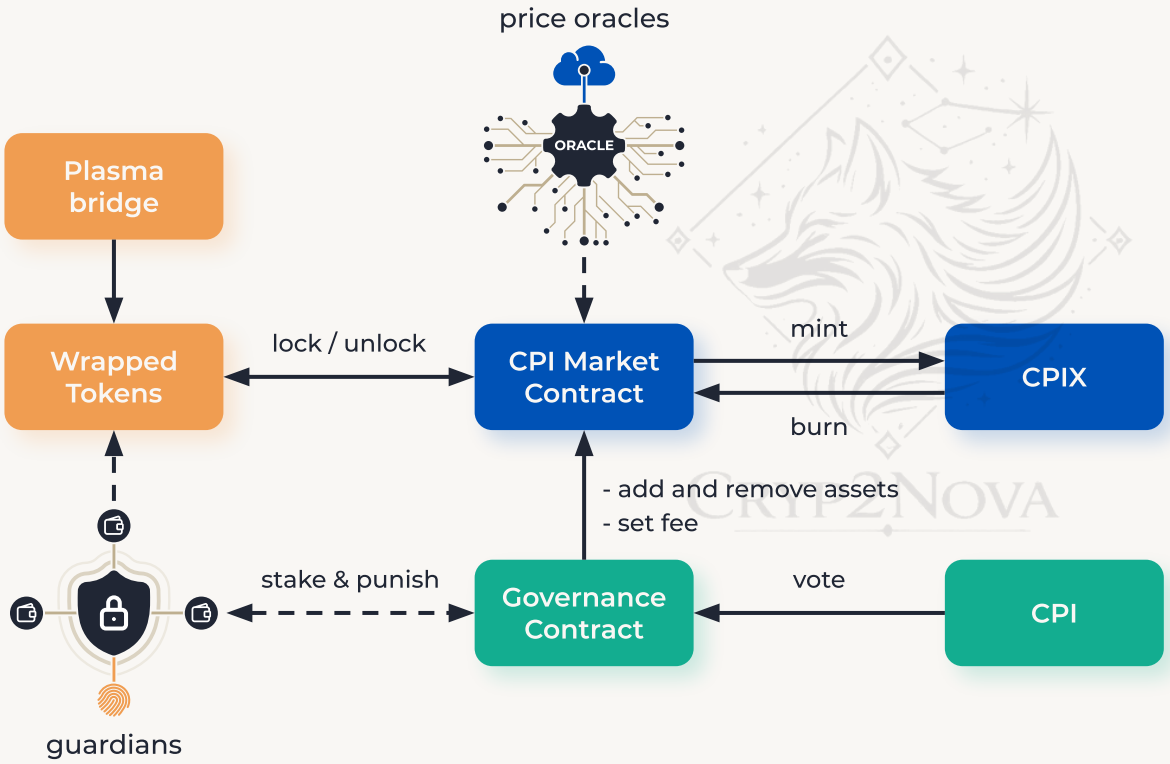
Our technical architecture uses a two-stage model to mint and deploy CPIX tokens. Firstly, a CPIX Market contract interacts with our CPI Governance Contract, which enables governance oversight by CPI holders via a voting mechanism. The CPI holders can then provide incentives for CPIX participants who stake or validate, and economically punish those who would exploit the system.

To inform the current prices of wrapped assets (underlying crypto assets), our token architecture will use external price oracles as price mediators, who will interact directly with the CPI governance contract.

To comply with pan-European regulation, we are registered and regulatory compliant in Gibraltar, and other associated jurisdictions from our inception.

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1.1. Our Solution – The CPI Token Architecture



The CPIX Core platform contains the wrapped tokens, which inform the price of the minted CPIX tokens.

When underlying are bought or sold from the contract, the token will automatically balance itself.

To incentivise diversity of underlying assets, bonuses will be paid to those depositing tokens which are in higher demand.

For instance, if there is an unequal distribution of bitcoin compared to other assets in the contract, users may receive a bonus for depositing ETH or wBTC, for example.

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1.2. Business Landscape - Competitor Analysis

The cryptocurrency markets are surely large enough for several NAV based stable coins to exist in synergy, however we are aware that to remain competitive and show our token holders we have explored every avenue, we must explore other similar projects which are in our niche.

CRYPTO20 – *by:* **Invictus**

CRYPTO20, as its name suggests, is an index fund pegged to the NAV of the top 20 crypto currencies by market cap. Established by Invictus in 2017, the CRYPTO20 fund offers exposure to a range of cryptos including Bitcoin, Ethereum, Ripple and Cardano through their ERC-20 based token ‘C20’.

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1.2. Business Landscape - Competitor Analysis

CRYPTO10 – *by:* **Invictus**

Invictus have likewise launched C10, another ERC-20 token pegged to the NAV of the top 10 crypto assets. As well as the differences we have outlined above for C20, Invictus' C10 restricts portfolio diversification even more, and depends largely on mature projects which may not yield as highly as upcoming top 200 cryptocurrencies.

Coinbase Index – *by:* **Coinbase**

Popular cryptocurrency fiat-to-crypto broker Coinbase have recently started offering their customers access to an index fund which tracks the overall performance of all digital assets listed on their exchange. This comprises 12 digital assets, with almost 80% of the fund in BTC.

Compared to CPI coin, Coinbase's index offers limited exposure to crypto assets. As a result, although Coinbase's fund is relatively non-volatile, it significantly limits upside potential.

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1.2. Business Landscape - Competitor Analysis

Bit100 – *by:* Bitwise

Bitwise offer a number of index funds, of which Bit100 tracks the largest amount of assets. Tracking the total return of the 100 largest cryptocurrencies by market cap, Bit100 is weighted by a 5-year inflation adjusted market cap.

Compared to CPI coin, despite offering token holders a significantly larger exposure to cryptoassets than other index funds we've examined, it still doesn't cover the full top 200 crypto assets by market capitalization as CPI coin does.

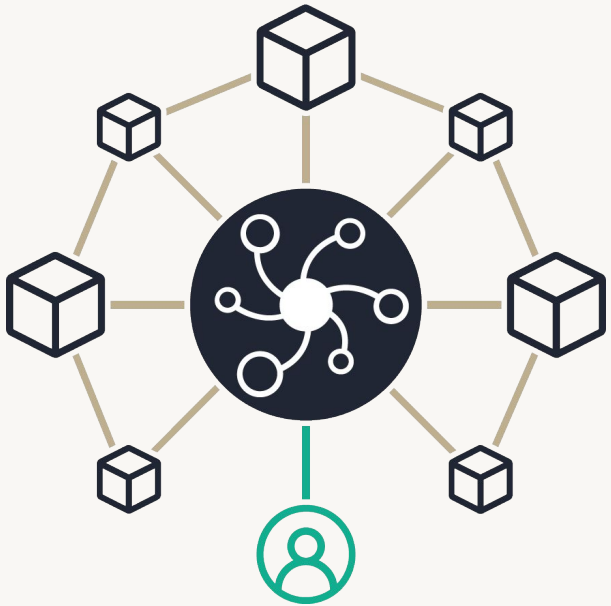
Having examined a number of funds, both small and large cap, we can see that CPI coin is totally unique in its value proposition, as we offer an unparalleled view to a much great amount of individual crypto assets through one single reference.

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2. What Makes CPI Unique?

At Crypto Price Index, our expert team believes that the future of cryptocurrency is bright, and that the total cryptocurrency market cap shall grow significantly within the next few years. Indeed, like many others in the space, we predict that within a four to five-year time horizon, the total cryptocurrency market capitalization will reach over US$1 trillion.

This is a highly achievable target, given that the previous bull market phase of late 2017 – early 2018 saw a total cryptocurrency market capitalization in excess of US$800 billion. Now, we are reaching a period of maturation within the wider cryptocurrency industry, where many projects which were in their early stages during the last bull market phase delivering real and tangible disruption across a whole host of industries.



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2. What Makes CPI Unique?

As a result, we see significant upside potential in the most promising of these projects – many of which are represented within the top 500+ cryptocurrencies by market cap, and not limited to just 10 - 20 projects like other indices in the space. Therefore, CPI focuses on a wider cross-sections of the most innovative, top quality projects in cryptocurrency.

As the crypto market grows, so too will businesses that support the adoption of cryptocurrency. This shall increase availability of crypto assets to a wider range of people, through exchanges and other venues, expediting mass adoption. At the same time, it will also make choosing and purchasing the best crypto assets as part of a larger investment portfolio more difficult than ever before. Therefore, just like traditional markets, the need for indices and funds will grow.

CPI has the potential to fill this space. By launching the CPI coin via Ethereum's blockchain technology, we are poised to quickly expand our peer-to-peer usability.

Finally, a commitment to legality and transparency is of principal importance to us, and as a result we will continue to closely monitor and implement both national and international regulatory requirements to make sure we remain compliant as we grow.

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3. Tokenomics and the CPI Coin Token Generation Event

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3.1. CPIX Tokens in Detail

In addition to the CPI coin, the platform will emit CPIX tokens. The CPIX tokens, of which there could be many different types, mirror the value of whichever collection of underlying crypto assets the CPI token holders include in the contract.

CPIX tokens are backed by component assets, held via an escrow smart contract. In order to mint the genesis CPIX tokens, a portion of the CPI funds will be deposited to the CPIX smart contract.

Users can mint CPIX Tokens by depositing cryptocurrency, such as ETH or wrapped BTC. In order to redeem tokens, users can redeposit their CPIX back to the smart contract, simultaneously receiving ETH and burning the CPIX specific to that contract, e.g. CP30. As we've discussed, the token will then self balance.

The CPI token will bestow governance powers to its token holders. These include voting on which assets will be included in the CPIX asset list, and steering the CPIX token's direction.

Again, it should be noted that CPIX tokens could be deployed in different iterations to represent a whole variety of asset funds. For example, one may track the value of 50 crypto assets, whereas another may focus on 200.



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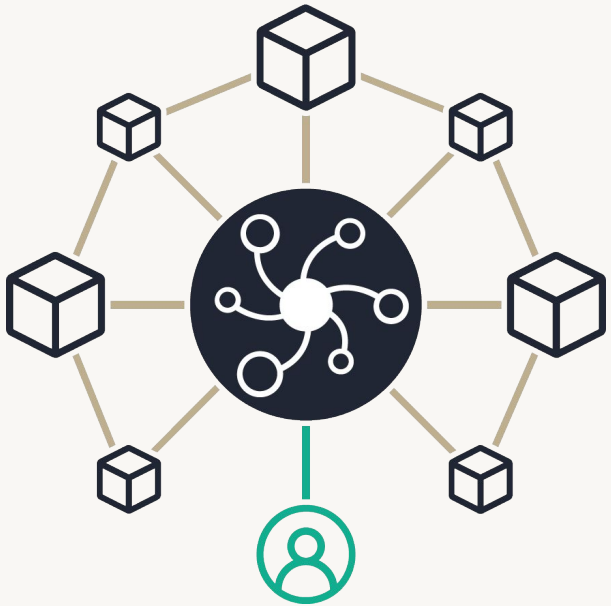
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3.1. Why do we require a token?

The CPI coin is essentially a governance token, which is used to represent an interest in the health of the CPIX token ecosystem.

In this way, the CPI token will be the core unit of the CPI ecosystem, as it's directly used to access our products and services, and is in no way an investment by itself.

CPI token holders will be able to reward or penalise participants in the CPI network. CPI holders are incentivised to participate in the governance of the ecosystem through coin burns.



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3.2. Token distribution and restrictions

During the initial token listing, CPI coin will be issued as a standard, Ethereum based ERC-20 token. CPI coin will have a total of 300 million token issuance, with 30 million tokens available during the initial token listing, as a means of introducing liquidity into the project during phase one.

The following are key metrics from our token sale:

Maximum Financing (hard cap):

149,459 ETH

Subject to change with exchange rates

Minimum Financing (soft cap):

6,127 ETH

Subject to change with exchange rates

Proposed Exchange Rate:

1 ETH = 180 CPI

Subject to change with exchange rates

Token Contract Address:

0x2b67d1a87a8d8b280a23e97bc55095215ee0ec53

Token Sale Launch Date:

~

To be confirmed

Token Sale Length:

~

To be confirmed

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3.2. Token distribution and restrictions

After our initial token listing has concluded successfully, either via reaching our soft cap and reaching the end of our raise period, or conversely through reaching our hard cap, we shall begin the token distribution period, which shall look as follows:

Total CPI token supply:

300 million

~

Reserve vault for liquidity purposes:

45 million

held in cold storage

Total CPI available for token sale:

174 million

held in cold storage

Tokens held by CPI team:

51 million

held in cold storage

Tokens used for Marketing:

30 million

held in cold storage

CPI ‘The Company’ shall hold their portion of the coins to be vested and held within a company controlled offline wallet, and used at our discretion for future project development, and if required distribution to the team.

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3.2. CPI Token Distribution

The CPI token sale will be the first opportunity to buy the governance tokens which will be instrumental in underpinning the entire CPI ecosystem. This includes the minting and issuance of new CPIX tokens to create a basket of assets, and also to govern how rewards are distributed.

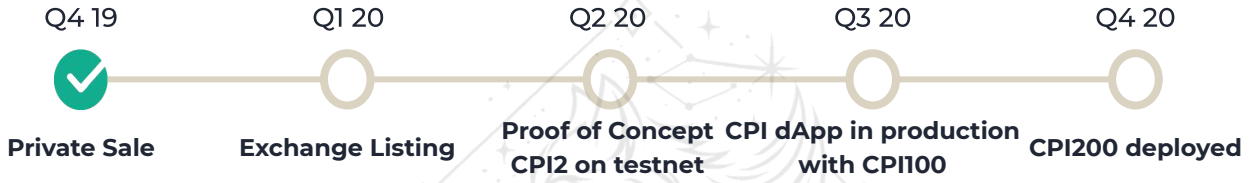
CPI will be distributed following our token sale as an ERC-20 token, which will have a transparent token address and contract on the Ethereum blockchain.

Users will be able to hold CPI in a wallet which supports ERC-20 tokens, and eventually we will look to create our own wallet for CPI and CPIX tokens.



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4. Roadmap, Marketing, and Growth



The marketing phase represents a crucial time on our roadmap where our marketing team will be taking the CPI index coin into the mainstream cryptocurrency space and building a strong community around our offering. Primarily, this will be the start of CPI index coin's expansion phase into other user jurisdictions and markets, in addition to serving as a stepping stone in registering and trading our coin on other exchanges.

To meet this goal, we will be liaising with regulators in individual jurisdictions, gaining appropriate licenses and special purpose vehicles, and focusing on those jurisdictions where we feel CPI can experience the strongest growth. To this end, we have chosen the jurisdictions of Malta and Gibraltar as two crypto-friendly nations with welcoming regulation to digital asset businesses. We strongly believe that our regulatory standing and commitment to legal compliance in these respected jurisdictions should set CPI coin in good standing to expand into other European and eventually international markets.

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4.1. Community Growth

Community expansion is also an integral part of any marketing campaign. We plan to utilize multiple social media platforms and internal blogs in addition to YouTube explainer videos to show how the CPI token works. Likewise, we will use Twitter, WeChat, WhatsApp, Telegram, Line, Facebook and other platforms when necessary. We will also attend crypto industry events which are essential for establishing our team as industry thought leaders and expert cryptocurrency managers.

On our website, we will provide continuously updated instant information showing the CPIX token index NAV price, and additionally allow advertisers to participate inside our own proprietary platform. This will establish CPI X tokens as a go-to industry peg for the top cryptocurrency projects by market cap. In the future, we hope that traders and other interested parties will use the CPIX tokens to judge the state of the wider cryptocurrency markets, which we will discuss in more detail below.

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4.2. Token Storage and Other Proprietary Features

Eventually, we would like to deploy CPIX tokens as industry wide price standards, such as the DOW industrial average, which could be used as a header symbols across many different platforms. This would position the CPI ecosystem, and its respective CPIX tokens, as a leading point of reference amid the wider crypto intra-day volatility. For example, rather than examine the whole market, traders could refer to CPI10, CPI100, or CPI200 as a reference point.

The principal feature of the CPI token ecosystem is it's two stage approach, which allows the management of assets through a single token. This allows price data, provided by our partner oracles, to be stored on the blockchain. Moreover, this data is available by virtue of an immutable ledger to be confirmed and viewed by interested parties.

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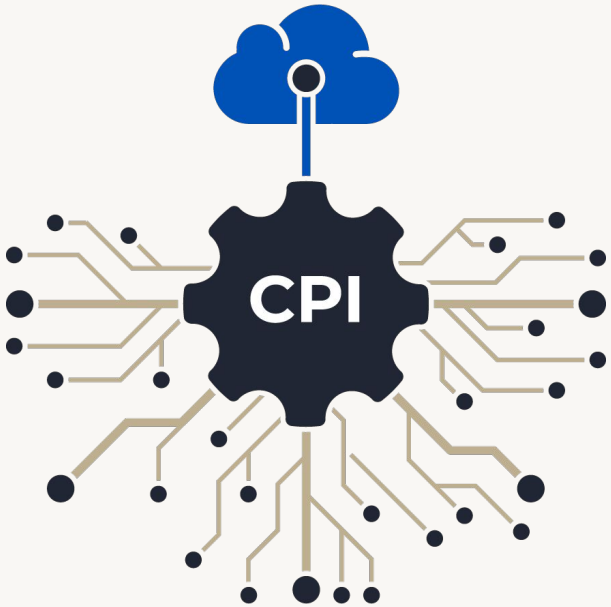
5. A New Type of Cryptocurrency Index?

The CPI token will be one of the easiest ways to deploy a diversified cryptocurrency index. With our projected high-speed transactions, CPI will be a highly useful and versatile tool where time sensitivity is required by our token holders.

The Crypto Price Index is powered using a complex, yet trusted algorithm, to extract the market conditions of the top market cap crypto assets at a glance.

Our first use case of CPIX core will be the creation of CPI10, a token pegged to the value of the top 10 crypto assets.

Interested parties will be able to see at an instant the price of a large basket of large market cap crypto assets, minimizing the time spent on management. CPI10 will provide a single point of reference as a means of assessing the wider state of the market.



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6. Summary

To conclude, our four key areas of focus for marketing our unique new platform are:

1

The CPIX Token Architecture

An innovative new approach to a cryptocurrency index. We use wrapped tokens to give CPIX token users quick and seamless access to a huge variety of crypto assets, all built on top of Ethereum's infrastructure.

2

Instant transactions

Instant transfer, purchase, and settlement of the CPI coin provides the easy accessibility traditionally associated with digital assets.

3

Open and free source

Like many cryptocurrency projects, we are committed to keeping CPI coin fair and available for review, with open source code and public ledger transparency. This offers greater level of trust for our token holders, in addition to making auditing and reporting requirements far easier.

4

Stability through CPIX-tokens

By maintaining the value of the average top crypto coins, CPI platform users have easy access to a single stable tokens. Each CPIX token is backed by its component assets, held in escrow via a smart contract. The CPIX protocol is governed by CPI token holders, and provides loyalty bonuses for long term users of the platform.

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7. Team



Herbert Law

CEO, Founder

Herbert founded Crypto Price Index coin in 2019, after a long track record of delivering innovation in the burgeoning technology space.



Scotty Crandlemire

Co-founder

Scotty is a serial inventor, business creator and philanthropist as well as a veteran military and aerobatic pilot.



Abdul Halim Choudhury

Manager of Sales in Russia, Middle East & Southeast Asia

Managing Director of LA Fam LLP.



Iosif Erdos

Manager of Sales Romania, Hungary and Moldova

20 years in Global Marketing and Business experience. Building networks and team Management.



Su Su

Manager of Sales China

Experienced in marketing, Blockchain Technology and Social Networking in mainland China. Expert in Sales platforms.

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8. Advisors



Jesse Christophel

Technology Advisor

Senior Systems Engineer with over 22 years of experience in the field and four years as an operations manager. Held senior positions at Expedia and Microsoft.



Victor Brandt

Advisor to our BOD

Experienced Senior Vice President with a demonstrated history of working in the real estate industry. Strong professional skilled in Negotiation, Luxury Goods, New Home Sales, Real Estate Transactions, and Investment Properties.



Ben Baldanza

Advisor

Ben Baldanza is a seasoned business executive. As the CEO of Spirit Airlines, he transformed the carrier from an $(80)M loss in 2005 to the highest margin airline in the US from 2008-2016. From the time of joining the airline he took the company to profitability in excess of $750M and IPO of the company on the Nasdaq. Ben took the airline to $2.2B in 2016, classified as one of the most profitable carriers in the USA.

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8. Advisors



Takatoshi Shibayama

Financial advisor to the BOD

The founder of Blockshine SG and Blockchain Centre SG. He advises industry leaders in the blockchain space on creating new fintech blockchain solutions. He is also the host of Future Design Podcast. He started his career with JP Morgan and Goldman Sachs, later joining a US hedge fund Davidson Kempner Capital Management, and co-founding 3D Investment Partners, with nearly US$1bn in AUM.

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9. CPI partners with emirati royal family

The CPI project has recently won the full endorsement and support members of Emirati Royal Families. This support, together with their direct participation on the company's board, brings a global level of stability and recognition.



His Highness Sheikh Abdullah Bin Rashed Al Sharqi

His Highness is a senior member of the Fujairah Royal family. A well seasoned diplomat and serial investor in large scale infrastructure and development projects in UAE, the Middle East and throughout the world.



His Excellency Khalfan Saeed Khalfan Al Mazrouei

Since 1988 His Excellency was appointed as the Undersecretary for the Private Office of the Founder and President of the United Arab Emirates, His Royal Highness Sheikh Zayed Bin Sultan Al Nahyan, the Ruler of the Emirate of Abu Dhabi. He is currently the majority shareholder of Emirates Consulting Group at the Dubai International Financial Centre.

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10. Partners

ICO LAUNCH
MALTA

Technical Partner

ICO launch Malta has been engaged for technical development of the CPI token, as well as turnkey delivery of the CPI token sale.

ZBX.COM

Exchange Partner

The CPI will be launched on the ZBX exchange.

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Contact



CPI DEV TEAM LTD

contact@cpiindex.io

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