SIMDAQ

ANNOTATION

Simdaq is a platform created for the democratization and development of cryptotrading. Simdaq will not only provide community members with advantage in trading, but also will help trading ecosystem around crypto-currencies to become more mature.

Simdaq allows using historical trading data from various markets for backtesting in order to develop trading skills quickly and without risk and become an experienced trader. Moreover, Simdaq makes it possible to develop and test trading strategies in fast and efficient way. For training, you can choose a trading instrument, period, speed, volume of capital, leverage, or train using specially prepared demonstration examples. Among the trading instruments, a wide range of crypto currencies and tokens will be available. In the future, traditional tools such as stocks, futures, Forex, etc. will be added. The training process is as close to real trading as possible.

Simdaq also provides you with an environment for trading robots development and testing to automate trading strategies. Test results are visualized for the most detailed analysis, and comprehensive statistics is gathered. A decentralized Simdaq Marketplace provides access for reliable and well-tested robots and trading signals that can be used by community members for real trading.

Simdaq is an ecosystem for the community of people who are interested in the world of trading. The platform provides a wide range of opportunities for sharing experience and ideas: streaming of trades, social trading, individual and group trading with mentors, analytics of recent cases, tournaments, access to opinion leaders and experts. The content is created by the community for the community and is available through Simdaq Marketplace.

SMQ token is a currency that Simdaq accepts as a payment for subscription and additional services. Also, community rewards the contributors to Simdaq Marketplace with SMQ. After the ICO, SMQ token will be available on several exchanges, and its value and liquidity will have a direct correlation with the community activity.

INTRODUCTION

Exchange trading is an extremely aggressive and risky environment. More than 70% of traders lose all their funds during the first year of operation, and less than 10% become sustainably profitable. The market constantly rotates. The reasons for this significant rotation are difficult predictability of financial markets, and poor preparation of beginners. An obsessive advertisement of brokers promises instant enrichment and provokes novice traders to commit poorly planned transactions, losing their capital. Thus, the process of acquiring of experience and developing of trading skills turns to be extremely painful and expensive process. In addition, even if a trader aims to develop trading skills, he turns out to be very limited in tools. He is offered with two options: either a demo account with a broker where trading is almost always carried out in real-time without acceleration and there are no high-quality tools for analyzing and statistics collection, or specialized software that allows using historical data of trades for training, significantly increasing the speed of training. However, it should be noted that usually such software is hard to learn and expensive. In addition, there is a challenge of buying high quality historical data. Simdaq mission is to increase the level of trading among private investors by creating an ecosystem of effective tools and aggregation of the community.

Methods of market analysis

Depending on volume and period of the investment, two main approaches are used: technical and fundamental analysis. For traditional markets, both methods equally indicate the state of market and complement each other.

Fundamental analysis is used to study financial and economical state of industries, individual companies and their investment attractiveness. Companies are attractive if their stocks are sustainable in the long term, and the companies have a potential for further development. In fundamental analysis investor reviews the financial state of the company, prospects for its development, news, documents, which it publishes about itself in the public domain. Note that recently the cases of falsification of news and data on the state of companies are increased.

Technical analysis is done based on trading data from the past. It includes the analysis of charts with different time intervals, information about trading volume and other important statistical data. In technical analysis, a variety of tools and methods are carried out, but all of them are ultimately based on the analysis of recurring patterns of supply and demand, characterizing the mood of investors at a specific moment, ignoring macroeconomic indicators of the traded asset.

In the context of crypto currency markets, possibilities of fundamental analysis are limited. Technical analysis has much greater importance, as crypto currency market is still driven by the laws of supply and demand. Like any skill, the skill of technical analysis develops through hard training. Simdaq provides an arsenal of tools for training, and much attention is paid to the effectiveness of improving the skills of technical analysis.

Trading automation

An important component of successful trading is discipline. Human factor often ruins the trading strategy. Traders follow their emotions and make deals doomed to a loss. It is a human nature to get tired and make mistakes. In addition, in order to analyze a complex situation, one may need significant amount of time during which the market will continue its movement, closing old opportunities and opening new ones. These prerequisites, along with the explosive development of computer science, allowed trading robots that follow algorithms to take their place and become an integral part of the trading infrastructure. On average, 10-25% of the total trading volume is carried out by programs, and on some days, this value reaches 50%. The program does not give in to emotions, makes decisions quickly and in strict accordance with the specified rules. This makes trading robots hard to compete with. To remain competitive, a private investor needs the introduction of trade automation. This will allow trader to get rid of routine actions and to monitor the effectiveness of his trading strategy at a higher level.

At a time when trader has mastered the basics of technical analysis and has gained some experience of trading on historical data, he starts to form a set of certain rules on which trade decisions are made. Simdaq provides an environment for creating trading algorithms, which pushes the trader for clear formalization of their trading decisions and risk control strategies from the early stages of training. Formalization of the trading algorithm allows you to test the strategy on a large number of historical data, thereby either confirming reliability or quickly identifying weaknesses. This allows you to deeply understand the processes occurring in the market and accelerate the process of training even more.

Community

Sharing experience and knowledge transfer are the basis of evolutionary development on any field. Teaching tools, including tools for improving trading skills, cannot exist in isolation from the community, whose members help each other to move to the next level of development. That's why in Simdaq a lot of attention is paid to the community and the decentralized infrastructure for interaction. In addition, Simdaq has mechanisms that allow the community to create content on its own and reward participants who create
this content through Simdaq Marketplace. This is
possible thanks to the technology of smart
contracts and local currency SMQ
issued during ICO.
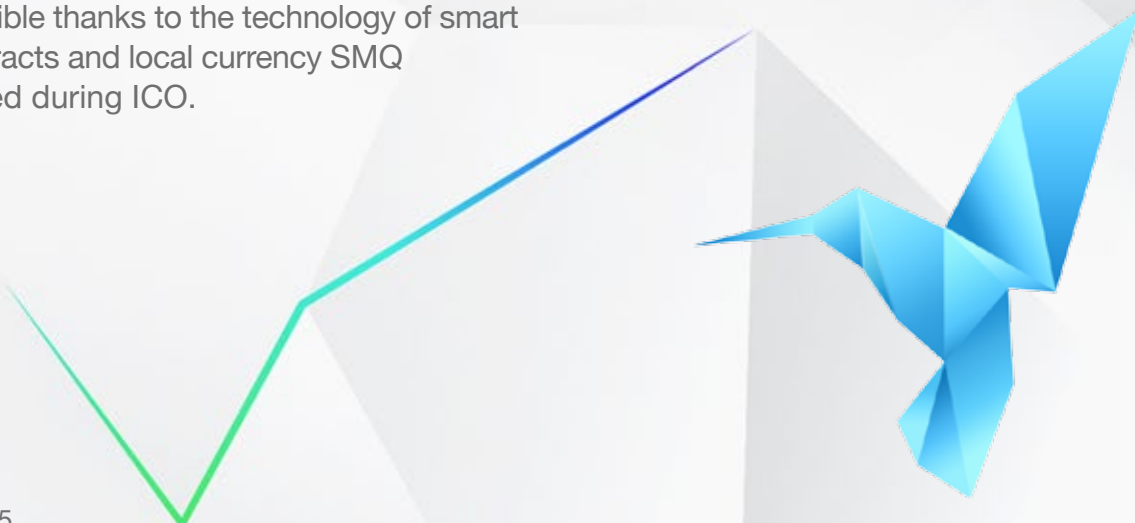
SIMDAQ PLATFORM

The Simdaq platform consists of tools that help you to improve your trading skills, and tools for interaction between community members. Thus, an entire ecosystem is created allowing each participant to develop and benefit.

Training on historical data

A simulation of trading on historical data is an effective method of obtaining risk-free trading experience and developing technical analysis skills. Simdaq provides the required tools suitable for all levels of traders.

Simulator

Simdaq simulator allows simulating trading of the selected financial instrument in a certain time interval using historical data. It is also possible to choose the trading tool and time interval randomly for deeper dive into technical analysis. The trading session can be finely adjusted by choosing the initial balance and the leverage. You can switch between different chart periods, evaluating short-term and long-term trends. During the trading session, you can increase the speed for acceleration of training or slow it down for the most careful analysis. The trading process is as close to reality as possible. According to the road map level 2 of historical data and portfolio management of the stocks will be introduced, that will guarantee even a better experience.

Charting engine

Visualization of market is one of the main functions of Simdaq. That is why Simdaq has one of the most advanced graphic libraries, which has a wide range of tools for analysis. Different types of chart types, more than 500 different drawing tools and built-in technical indicators allow you to implement any idea you have for data analysis. In addition, it is possible to extend the rich arsenal of graphic tools and create custom technical indicators. Smart charts technology allows you to save all the actions that user makes for later repetition and error analysis session.

Historical data

The quality of historical data is the key for effective trading strategy. To provide high quality standards, Simdaq collects historical data from several vendors that pass multi-level checks and are carefully compared. Conflicts are resolved in semi-manual mode. To collect level 2 data Simdaq creates its own dumpers and parsers for a wide range of crypto-exchanges.

Consensus for historical data processing

When parsing and processing historical data, Simdaq always takes data from at least 3 suppliers. If at some point data from vendors begin to differ, an attempt is made to resolve the conflict in an automatic mode: if data from one provider for a certain period of time is absent or does not coincide with the others, and the other providers have the same data, then the conflict is resolved automatically. Otherwise the case is escalated for manual resolution.

Statistics collection

For each trading session, Simdaq collects and stores all the actions taken and statistics. It helps you to make the training process flexible and analyze specific errors. This approach allows you to understand deeply what happens in the market, identify situations that are already clear for you and situations that still need to be investigated, or those that should be avoided. Every trader has his own vision of the market, and everyone is strong in a certain aspect. Comprehensive statistics provides the ability to pinpoint strengths and weaknesses and allow distinguishing randomness from logical outcomes. Thus, users will always get the complete information about each session and about their effectiveness in general.

Gamification and learning

Simdaq step-by-step training system is friendly for traders of any level. For the beginners, gamification and detailed demonstration of the basics are being developed. The analysis of specific cases, reviews of different practices and methods of trade will be interesting for advanced traders. Simdaq user experience is simple and clear, with plenty of hints and tooltips. This allows novice traders to learn and navigate the basics quickly, and experienced traders to move fast to the next level.

Demo version

Simdaq.com provides access to a demo simulator. This is one of the earliest versions focused only on demonstrating the principles of trading skills training on historical data. The design and functionality will be changed in the final release.

Trading robots

Nowadays, methods of algorithmic trading and automation provide a serious advantage in trading as programs can outperform humans in many aspects. Programs are emotion-free and never get tired; they make decisions quickly with no mistakes. Automated and semi-automated trading systems are presented more and more often in the arsenal of not only institutional investors, but also private traders. Simdaq platform allows you to easily formalize trading strategies and significantly extend your set of trading techniques. Moreover, after implementation of real-time data feed, your trading algorithms can be used as advisors for real trading, and after obtaining the appropriate license by Simdaq your robots can be executed for real trading inside the platform.

Development environment

Simdaq development environment consists of several levels. The first, visual level, makes it easy to understand the principles of automatic trading and create a modular trading system consisting of rules for opening, maintaining and closing a position. The modular approach makes it much easier to test and debug the trading system. More advanced users will be able to create their own skeleton from modules and implement each of the modules in the form of program code. For those who need more flexibility to implement their trading strategy, Simdaq will provide a powerful mathematics library and ability to design its entire algorithm in the form of a single program.

Testing on historical data

Simdaq allows you to quickly backtest the created automatic trading systems using large amount of historical data. This helps either to confirm the reliability of the system, or to understand which parts need to be improved. Visualization of trade decisions made by the program makes it easy to debug the system. A trader can optimize his trading system by running a series of tests with different sets of parameters. For each test, detailed statistics is collected, which allows you to track the effectiveness of the program in each case and on each set of financial instruments. Statistical module also has special indicators, such as maximum drawdown of capital, profit factor etc., which exclude the possibility of incorrect interpretation of profitable trading sessions when it is a result of randomness or excessive optimization of parameters.

Community Hub

Simdaq Community Hub is a specially created environment for sharing knowledge and experience within the Simdaq platform. It unites participants to achieve a common goal – to improve their trading results.

Simdaq Marketplace

Decentralized Simdaq Marketplace is a major element of the Community Hub. It allows community members to create content, publish it and receive a reward from other users and from the Simdaq platform with SMQ tokens issued during the ICO.

Rating system

The rating system, based on the statistics of the trading sessions, makes it possible to evaluate the quality of content published by the participant. The rating takes into account not only the profitability of the trader, but also his performance in comparison with other traders and in comparison with the "buy and hold" strategy.

Trading signals

Automatic trading algorithms created in Simdaq environment can be easily published in Simdaq marketplace for selling the algorithm or trading signals. Community members see the complete statistics of each trading robot, can check in black box mode how the robot behaves on some data sample, and decide whether to follow the trading signals of this robot or not. To subscribe to the trading signals, community members will need to pay SMQ to the author of the robot.

Streaming of trades

Smart charts technology can save every action made by user, that allows to significantly optimize the data transfer and implement our own platform for streaming, as if the one you are following trades directly on your computer.

Training with mentors

Transferring knowledge from a more experienced trader to less experienced one is a natural learning process, and Simdaq has the required environment for conducting individual or group courses with mentors. The technology of streaming using smart charts allows mentors to easily broadcast their actions and to monitor the actions of students in the process of performing tasks. Rating system and trade statistics allow you to choose a mentor who can really transfer you to the next level of market understanding and trading.
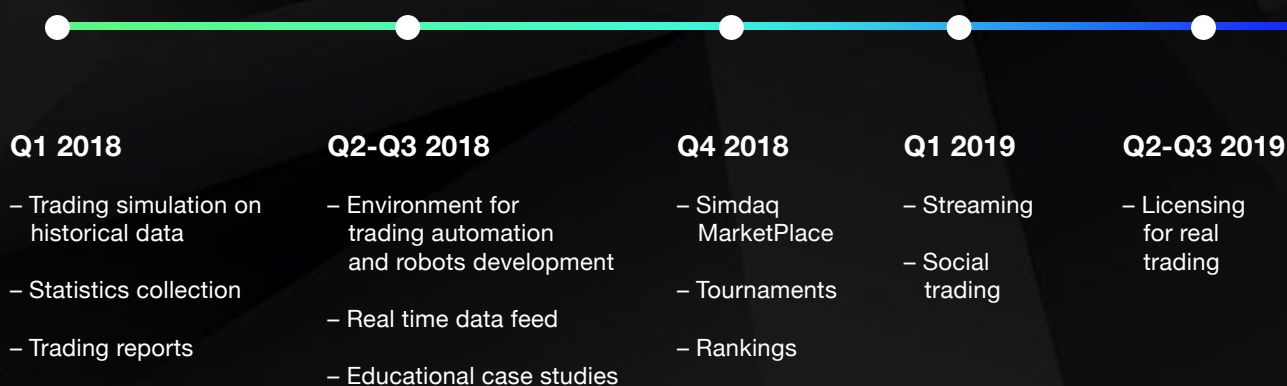
Social trading

With Simdaq streaming technology and smart charts technology, social trading is moving to the next level. You are not just blindly following the leader, but monitoring the analysis conducted by leader and understanding the essence of what is happening. For the leader it is also an opportunity to create better content and get a fair reward for it.

Decentralized tournaments

Using the technology of smart contracts Simdaq Marketplace introduces decentralized tournaments both for traders and for trading programs where everyone can demonstrate their skill in analysis using the same selected scenario. Participants compete not only among themselves, but also with the "buy and hold" strategy, so the prize fund can be left unreleased and pass to the next tournament.

Road map

Q1 2018	Q2-Q3 2018	Q4 2018	Q1 2019	Q2-Q3 2019
– Trading simulation on historical data	– Environment for trading automation and robots development	– Simdaq MarketPlace	– Streaming	– Licensing for real trading
– Statistics collection	– Real time data feed	– Tournaments	– Social trading	
– Trading reports	– Educational case studies	– Rankings		

SMQ TOKEN

Simdaq is an ecosystem with a set of tools, social platform and virtual marketplace. In order for such a system to work effeciently and the interaction between participants to be simple and understandable, an internal currency is needed. SMQ tokens issued during the ICO are used as internal currency of Simdaq ecosystem. After the token release, it will be added to a number of cryptocurrency exchanges, so the community members can always sell the earned tokens, which creates a full cycle of token circulation.

How to use SMQ token

SMQ will be accepted as an exclusive payment method in the entire Simdaq ecosystem, so inside the system itself the growing demand for SMQ is created. Same as ETH is not only a currency but also required for smart contracts execution SMQ is required for Simdaq platform operations.

SMQ is required to:
1. Pay for subscriptions to Simdaq services;
2. Pay for content and services created by community members and published in Simdaq Marketplace:
    a. Buy trading robots and signals;
    b. Reward the authors for streaming of trades and analyzing the cases;
    c. Pay reward to the social trading leader;
    d. Pay for the mentors' services.
3. Publish content in Simdaq Marketplace
4. Promote content in Simdaq Marketplace
5. Make a contribution to the decentralized tournament prize fund
6. Pay for calculations for trading robots backtesting

Besides that, SMQ can always be exchanged to other currencies on various markets. With increase of level of user involvement demand for SMQ grows. On a basic level when user works with trading simulator using historical data to improve his level of trading he needs SMQ only to cover the subscription for the service. Once user gets basic experiences he becomes interested in Simdaq Marketplace content and SMQ is required to reward the content contributors. At some point user becomes experienced enough to create his own content and he needs SMQ to publish and promote his content. At certain level user starts developing his own trading robots and needs additional SMQ for backtesting that requires lots of calculations. This model has wide range of abilities for developing economy inside the project as demand in SMQ increases while user involvement level grows.

Benefit from purchasing SMQ token during the ICO

The base price for SMQ during the ICO is $ 0.5 USD, which is only 20% of the price after the release of the platform in terms of the cost of platform services at the rate of SMQ. For example, the cost of a monthly subscription will be $ 10 USD or 4 SMQ, and the annual cost will be $ 100 USD or 25 SMQ. Thus, the price level on the exchanges is expected to rise to at least $ 2.5 USD for 1 SMQ that makes 5 times growth, after which the price increase of SMQ will be continued and it will be closely related to the growth of the Simdaq platform and the value created by each active platform participant.

Liquidity plan

SMQ is an exclusive payment method within the Simdaq platform. Thus, the platform will actively advertise exchanges, where you can buy SMQ tokens among new customers. 20% of collected funds and 20% of the issued tokens are allocated for active market makings in order to maintain liquidity on exchanges and turnover of the token. Also, predicting the demand from new customers, the Simdaq will regularly buy SMQ tokens on the exchanges acting as a gateway between new customers and exchanges. In addition, the demand for SMQ on the exchange depends on how popular is the service and how active is the community creating the content. As described above, the greater the level of user involvement, the higher the demand for SMQ. This is a base for natural explosive growth in demand, along with the development of the Simdaq platform.

ICO DETAILS

Exact date for ICO start to be announced additionally. The main focus of Simdaq project is the community, so the ICO strategy is aimed to reach the wide audience and involve participants in the project.
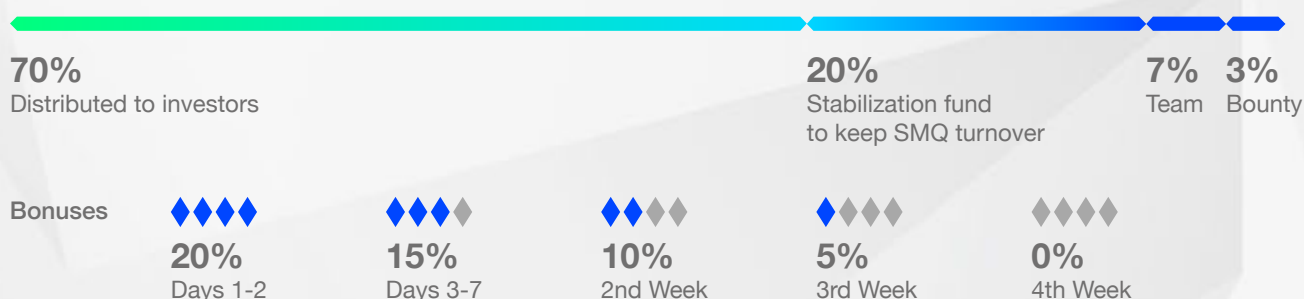
Payments methods

To attract the largest number of participants during the ICO, a large number of crypto-currencies are accepted: BTC, ETH, LTC, DASH, WAVES, BCH. In addition, a gateway is configured for accepting fiat money from credit cards or wire transfers.

ICO Summary

What is SMQ?	Simdaq project internal currency. The demand and price of the token depend on how popular the service is and how active is the community.
Initial token price	Fixed. 0.5 USD = 1 SMQ + bonuses for early participation.
Crowdsale duration	6 weeks
Emission volume	25 000 000 SMQ, unsold tokens will be burned
Blockchains	Waves
Distribution process	The distribution of SMQ tokens will occur after the completion of the crowdsale
Soft cap	500 000 USD
Hard cap	5 000 000 USD
Investor protection	If the minimum cap is not reached, funds are refunded
Participants from the USA	Not allowed on the first phase
Payment methods	BTC, ETH, LTC, DASH, WAVES, BCH, Fiat

ICO Structure

70%	20%	7%	3%
Distributed to investors	Stabilization fund to keep SMQ turnover	Team	Bounty

| Bonuses				
20%	15%	10%	5%	0%
Days 1-2	Days 3-7	2nd Week	3rd Week	4th Week

TEAM

Evgenii Dubovoi
**Partner,
Product and Management**

Experience in trading and trading algorithms development. Participated in development and maintenance of mining pools and several cryptocurrency infrastructure projects.
Experienced entrepreneur, crowdsale specialist. Founder of Evapolar – company that started from crowdfunding and became a large electronics manufacturer.
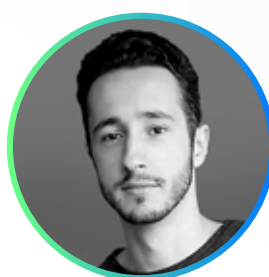
Vladimir Levitin
**Partner, Marketing
and User Engagement**

Experienced manager of marketing and design projects. Participated and managed development of marketing strategy of tech companies and startups. Managed software, hardware and robotics design projects. Implemented Design Thinking methodology for 4 years. Founder and CPO at Evapolar – company that started from crowdfunding and became a large electronics manufacturer.

Alexander Usikov
Lead software developer

High qualified professional software developer and architect. Participated in various complex and high load projects including biggest Russian taxi ordering and food delivering services. Big experience in financial and banking software development.

Saveliy Bobov
UX and Art Direction

More than 10 years developing interfaces for big brands. Led projects for Xiaomi, Morgan Stanley, Yandex Money. Developed products on all steps from concepting to implementation, support and growth after that. Extremely experienced in mobile and web interface research.

Evgenii Levitin
Community and partnership

Seven years experience in managing group processes and community management in such fields as e-learning, foodtech and fintech. Building long-term successful partnerships with both customers and contractors is my area.

Yaroslav Levishchev
Analytics

Being a wide experienced analyst used to work on chemistry materials, lithium batteries, conditioning technologies and coal methane gas extraction, private intelligence and financial analysis. Pasionate about the future of technologies. Concerned about private money history and financial markets regulations all over the centuries.

ADVISORS

Eduard Gurinovich

CEO at Mytc.io
Serial entrepreneur and investor, founder of a number of big and famous projects like CarPrice and CarMoney. Works on several new project in crypto industry now applying his professional skills in finance, analytics, market building and business development.

Vitaliy Tsigulev

Entrepreneur and expert in the ICO and blockchain sphere. More than 7 years of work experience in the fintech and crypto industry. Since 2016, the founder of the Digital Finance Agency, which specializes in arranging ICOs and PR for fintech and blockchain projects. Supervised over 5 successful ICOs

Julian L. Zegelman, Esq.

Julian is an experienced corporate attorney, serial entrepreneur and angel investor. He is a Managing Partner at Velton Zegelman PC, a boutique corporate and securities law firm with offices in San Francisco (CA), Sunnyvale (CA), and Moscow (Russia). Julian's practice focuses on corporate law, securities, venture capital, and the emerging field of cryptocurrency law. He is currently acting as company's counsel in numerous high profile token sales ranging from Singapore to Delaware. Julian is also a Founding Partner at TMT CryptoFund, a $60M blockchain focused VC fund and an advisor to numerous blockchain companies.

Dr. Vitaly Berzon

Investor, managing partner for several investment institutions(Germany, Israel, USA) with more than 15 years experience, with profound technical background. Top areas of professional interests are cryptocurrency, payment systems, hi-load software solutions based on blockchain technology. One of early investors in the cryptocurrency. In the past 16 years was involved into more than 40 startups.

Michael Hoh

Michael has been a member of the board of different well-known, international financial service companies as the former AXA daughter ZSH and OVB. After an apprenticeship at Bayerische Vereinsbank and his studies in Law and Economics he started his carrier as an Assistant to the Board of Allianz Insurance Group. Since that time he is engaged in the development, structuring, operation, analysis and sales of fund and alternative investment concepts: Public closed end funds as well as private placements, club deals and structured bonds for professional investors - in particular in the field of Venture and Real Estate investments.

Mikhail Lunev

Founder of eCoinomy Ltd, company that focuses on complex projects in finance and blockchain like cointrend.me and Tailor Swift Token sale platform.

TERMS, CONDITIONS AND RISKS

SMQ token is not an investment

SMQ tokens are the internal currency of Simdaq project; they are not some sort of formal or legally binding investment. Due to unforeseen circumstances, the objectives set forth in this document may be amended. All individuals and parties involved in the purchase of SMQ tokens do it at their own risk.

SMQ tocken does not guarantee property rights

SMQ tokens do not guarantee the rights to any property or the right to make managerial decisions regarding the Simdaq project.

Risk of failure

It is possible that, for various reasons, the Simdaq platform and the team's actions in terms of marketing and promotion may not be successful. The team will take all necessary measures, however, cannot guarantee the commercial success of the platform.

Technical risks

There are technological risks associated with the development of the Simdaq platform and Waves and Ethereum blockchains presented in the project. In the event of malfunctioning of WAVES or Ethereum, SMQ tokens may work in an unexpected manner.

This document is not a public offer. All relations arising in connection with participation in this ICO are governed by the Terms and Conditions posted at http://simdaq.com/tc/