



Cryptocurrency Exchange

[BTC-Alpha.com](https://BTC-Alpha.com)

# Table of contents

Intro	2
Not Problems, But Tasks	2
About BTC-Alpha	3
Key Events	3
BTC-Alpha Platform Overview	3
Token Economics And ALP Coin Ecosystem	7
ALP Coin Distribution	8
Benefits Of Using ALP Coin	8
ALP Coin Prospects	9
The Burn Of ALP Coin	9
Denial Of Responsibility	9

# Intro

The co-founders of BTC-Alpha believed in the power of the blockchain and the prospects for cryptocurrencies when it was not yet mainstream. Thanks to hard work and undeniable faith in the project, the team managed to bring BTC-Alpha to the TOP-80 of the world cryptocurrency exchanges (based on the CoinMarketCap rating for trading volumes) and to the TOP-5 in the CIS in less than 5 years.

In our opinion, only the desire for continuous growth and development in our time allows projects and companies not to drown in the information and technological flow and not to get lost in the plural number of competitors. That is why the BTC-Alpha team sets ambitious strategic goals from year to year and successfully implements them. Among these goals for 2019 is the launch of the ALP Coin internal exchange token.

## Not Problems, but Tasks

We share the principle that there are no unsolvable problems — there are undefined tasks. The key tasks that the BTC-Alpha cryptocurrency exchange solves every day are:

- Lack of education for traders.

Many (if not all) want to break into the cycle of trends and make money on new technologies. However, few people have the desire to understand technology and mechanisms. The BTC-Alpha team considers one of the priority tasks of its activity to establish effective communication between the trader and the exchange. And it's not just about user support, but mainly about the desire to help traders learn and understand the technology — with all its advantages, difficulties and updates.

- (In) preservation of digital assets.

Doubts and worries of the user about their means are a justified phenomenon. Our task as a platform trusted by more than 200 thousand users is to minimize their worries. According to our subjective feeling and according to the results of inspections of the exchange by independent auditors, BTC-Alpha has completed this task for the fifth year already.

- Slapdash instead of reliable fintech.

Speed and quantity to the detriment of quality are what some crypto sites choose. This position is not for the European cryptocurrency exchange BTC-Alpha, which has been trusted by professional and novice traders since 2015. Each member of the BTC-Alpha team is aware of the responsibility entrusted to the platform based

on fintech-specifics. Our team fully meets the requirements of the market and the needs of users. Be better with Alpha!

## About BTC-Alpha

BTC-Alpha is a European cryptocurrency exchange that has been operating and actively developing in the market since 2015. CEO and co-founder of BTC-Alpha is an entrepreneur Vitalii Bodnar (originally from Ukraine).

The BTC-Alpha team has been in the industry for over 8 years, has been mining and actively developing in the field of crypto trading. The result of coordinated teamwork is the launch of a reliable, constantly evolving trading platform [btc-alpha.com](https://btc-alpha.com) in 2015.

## Key Events

- 2012 — Formation of the future BTC-Alpha team
- September 2015 — the alpha launch of the crypto trading platform
- November 2016 — the public launch of the crypto platform
- January 2017 — the first 100 BTC of the trading volume
- May 2018 — the first 100 thousand users
- January 2018 — the first 50 coins on BTC-Alpha
- February 2018 — a record trading volume
- April 2019 — iOS mobile app
- June 2019 — Alpha Paradise launch
- August 2019 — 200 thousand users
- August 2019 — transition to a new trading core and updating of the BTC-Alpha interface
- October 2019 — Launch of ALP Coin
- October 2019 — Android mobile app
- IV quarter 2019 — deposit | withdrawal to a bank card
- I quarter 2020 — the launch of Alpha Global, access to new crypto-loyal markets
- I quarter 2020 — the launch of margin trading

## BTC-Alpha Platform Overview

Today, the exchange provides 170+ pairs for trading for more than 200 thousand users from all over the world. The platform is reliable and convenient for both beginners and experienced traders. Two trading interfaces are available for users — standard and advanced. It is also planned to integrate the dark theme of the platform.

For the convenience of depositing and withdrawing funds, the company adds various payment systems. Today, users have access to operational input and output using

payment systems: Skrill, Adv Cash, Perfect Money, Epay, NixMoney. In the IV quarter of 2019, a method of depositing/withdrawing funds using bank cards will become available. Among the presented assets are Bitcoin and Litecoin, Ethereum and Ethereum Classic, Zcash, TRON, NEM, Ripple, Dogecoin and more than 100 popular cryptocurrencies.

BTC-Alpha support service ([t.me/btcalpha](https://t.me/btcalpha)) is connected 24/7 and quickly responds to user requests.

## Safety is the highest priority for BTC-Alpha

According to the ICORating Exchange Security Rating, BTC-Alpha ranked 14th out of 221.

To ensure the stability of the platform, the exchange has in its arsenal advanced technologies in information protection, namely SSL, file encryption, real-time backup of sensitive data in a password-protected form, cold and hot wallets, Anti-DDoS protection.

BTC-Alpha uses cutting-edge digital security advances, one of which is 2FA. The safety of funds is provided by the mechanism of their storage on cold wallets with multi-signature.

## Among the key benefits of working with the BTC-Alpha exchange:

- **Dynamic commission system**
  - trade with a commission of 0.1 %
- **Referral program**
  - earn up to 50 % of referral commissions
- **Real-time quotation**
  - data of traded stock assets without delays
- **Quick deposit and withdrawal of funds**
  - use reliable payment systems
- **Top-Level Security**
  - BTC-Alpha in the TOP 15 secure cryptocurrency exchanges in the world
- **24/7 support**
  - a support team that cares about you

## KYC on the BTC-Alpha

Verification of personality and completion of all procedures KYC & AML is an additional step in ensuring the safety of funds. The KYC procedure algorithm consists of 3 main stages: client identification, verification and authentication. The verification process takes about 6–10 minutes, and moderation by a specialist on average takes from 30 minutes to 72 hours (depending on the workload of administrators).

## BTC-Alpha's Products

### Referral program

**The referral program** by the BTC-Alpha exchange is a unique opportunity to grow a strong community and earn money by attracting active traders. The user has the opportunity to receive passive income in the amount of 50 % of the commission for each trade of his referrals.

The BTC-Alpha two-way benefit referral program implies that not only an existing user (referrer) receives a bonus for registering by reference, but also attracted new users (referrals).

#### **What does a referrer get?**

The more active traders you bring to the BTC-Alpha exchange, the more you can earn:

- if there are 50+ active referrals — 50 % of the exchange earnings for each of their trade;
- if there are 20–49 active referrals — 30 % of the exchange earnings for each of their trade;
- in the presence of 0–19 active referrals — 20 % of the exchange earnings for each of their trade.

#### **What does a referral get?**

After registering via the referral link, the new user receives:

- 50 % discount on commission for trades within 30 days from the date of registration;
- the opportunity to become a referrer and earn money by inviting friends to the exchange.

### Listing

**Listing** is the procedure of including a coin/token in the list of crypto assets admitted to trading. If you are the owner, developer or official representative of the coin, You can apply for a listing on BTC-Alpha in a few minutes. If your coin is based on Bitcoin technology, the cost of integration starts from 2 BTC. If Your coin is based on any other technology, the cost of integration is considered in each individual case. To do this, you need to fill out the listing form (<https://goo.gl/forms/UM4Vi0gPBX8A6TjK2>).

Project requirements: website, clear and understandable Whitepaper with an idea, public team, good reputation, open source (preferably). BTC-Alpha values its reputation and the project if the project has: knowingly fraudulent coin, negative reputation and/or low liquidity.

## Alpha Paradise Platform

**Alpha Paradise** is a unique digital platform for the pre-sale of crypto project's tokens. The platform was created in order to facilitate blockchain projects in the process of raising funds for the development of the ecosystem.

Before conducting a token pre-sale, the BTC-Alpha exchange team conducts a preliminary audit and technical check of the startup and tokens, assesses the investment attractiveness and potential of the project, and only after that announces the launch of the project on Alpha Paradise.

Developers send tokens directly to the BTC-Alpha exchange and users of the Alpha Paradise platform can purchase digital assets at a fixed price. The investment process is as simple as possible — you do not need to register on the project website, buy Ethereum and send it to an unknown smart contract.

## Trading Fees Discount

Standard fee on the platform is 0.2 %. If the user comes uses a referral link, he receives a 50 % discount on the exchange commission for a month. All that is needed is to register by invitation and go through the KYC procedure at BTC-Alpha.

The gradation of the trading fee depends on the activity of the trader for the last month: the more his money turnover, the less commission. An authorized user can see the current conditions for deposit and withdrawal, 30-day trading volume and the amount of volume required to achieve a discount on fees in the «Fees» tab. There is also information about the fees on the deposit and withdrawal for each coin separately.

## Alpha code

This is a tool for the free fund transferring between users' accounts on the BTC-Alpha exchange. We created it to make the experience of using BTC-Alpha as convenient, comfortable, and most importantly — safe.

Using the **Alpha Code**, you can create a name code that can only be activated by the person to whom the code was addressed. The capabilities of this tool are constantly expanding.

## Mobile app

BTC-Alpha team is actively developing native mobile applications for iOS and Android, which improve user experience on different gadgets. You have the opportunity to stay updated on exchange quotation with the convenient mobile application from BTC-Alpha (<https://apple.co/2Wpn68H>).

Choosing the BTC-Alpha application for trading, you will receive:

- variety of trading assets;
- 200+ pairs and the constant expansion of the list of coins;
- real-time quotation — data on assets traded on BTC-Alpha are displayed without delay;
- adaptability, which will make your bidding the most convenient process;
- continuous improvement and expansion of application capabilities;
- professional technical support 24/7.

## Exchange chat

BTC-Alpha users have the opportunity to communicate with each other in multilingual chat in real time, share market trends, exchange opinions and discuss trading strategies. Exchange chat is an opportunity to receive fresh and up-to-date information about BTC-Alpha, changes in fees, listings of promising projects and other events.

In addition, BTC-Alpha has separate chats on Telegram for Russian-speaking ([https://t.me/btcalpha\\_ru](https://t.me/btcalpha_ru)) and international (<https://t.me/btcalpha>) users.

## Token Economics and ALP Coin Ecosystem

**ALP Coin** is a decentralized digital asset that is the internal token of the BTC-Alpha cryptocurrency exchange. ALP Coin is developed using the Ethereum ecosystem, in particular, the ERC-20 standard. The decision to use this protocol is due to the fact that the ERC-20 standard is supported by most crypto exchanges and crypto-wallets working with Ethereum. The smart contract is written in Solidity. The token complies with the international security standards ISO / IEC 27001 and Cryptocurrency Security Standard (CCSS).

ALP Coin tokens are not tied to real assets and do not provide their holders with ownership of BTC-Alpha shares or dividends.

ALP Coin **\*holders** have corresponding advantages of the whole ecosystem: a bonus, motivation system for exchange users and an advertising and marketing system for BTC-Alpha partners are built on the ALP Coin. Also, ALP Coin holders can get savings on the trading fees, profitable courses on Alpha Paradise, a discount on the listing, increased referral payments, and in 2020 — additional financial instruments.

**Name:** ALP Coin

**Emission:** 100 Million

**Ticker:** ALP

**Asset Type:** ERC-20 token

**Value:** 1 ALP = 0.25 USDT

**Smart Contract Address:** 0x37d6e7f287200c740012747d2a79295caed2db35



**Additional issue:** not provided.

### **ALP Coin Distribution:**

- 30 % — Founding Team
- 50 % — Market
- 20 % — User rewards and marketing

\*Holder — is a registered and verified (see KYC clause) BTC-Alpha user who has acquired and holds ALP Coin tokens on the BTC-Alpha exchange.

### **Benefits of Using ALP Coin**

BTC-Alpha will gradually introduce the token into the exchange ecosystem. In addition, among the main goals of the company is the distribution of cryptocurrencies within the global economy, the conclusion of strategic partnerships with leading payment systems and crypto wallets. In order to stimulate users, a reward system will be introduced that includes (but does not exclude) the following:

- Discount on exchange fees

ALP Coin holders\* can save on trading fees. In addition, attracted referrals that will operate with ALP Coin tokens on the BTC-Alpha exchange will receive increased referral payments. The number of payments will be determined in the description of the referral program.

- Liquidity protection

ALP Coin tokens will be stored in the BTC-Alpha Fund and used to protect user interests and compensation in case of emergency.

- Exclusive Offers for ALP Coin Holders

Bonus, motivation systems for holders and advertising and marketing opportunities for partners are built on ALP Coin. ALP Coin Holders will receive exclusive company news, the opportunity to be the first to participate in BTC-Alpha loyalty programs.

### **Benefits of Using BTC-Alpha Tools and Products**

ALP Coin holders can exchange tokens for products and services within the BTC-Alpha ecosystem. Token holder accounts receive an additional dedicated communication channel with a personal support service operator. ALP Coin tokens can also be used to pay for listing new coins and changing nicknames in the BTC-Alpha exchange chat.

- Alpha Paradise Priority

For BTC-Alpha users — holders of ALP Coin — the opportunity to participate in the pre-sale of tokens of projects on the Alpha Paradise platform will be available. In 2020, tokensales will be held at ALP Coin.

- Expansion of trading pairs

The introduction of ALP Coin will expand the trading pairs on the BTC-Alpha exchange (ALP/USDT — at the time of launch, other trading pairs — in stages).

The opportunity to participate in the development of the platform

ALP Coin holders have the exclusive ability to submit BTC-Alpha offers by voting.

## ALP Coin prospects

A characteristic feature of the asset is the regular «burning» process (when a certain amount of the asset is burnt) in order to reduce the emission rate. Such a decision will beneficially affect the price of the asset, as well as its prospects. The number of ALP Coin tokens cannot exceed 100 million.

BTC-Alpha plans to expand the services provided on the platform by introducing its own token. ALP Coin provides customers of the crypto platform to receive benefits when working with exchange-traded instruments.

In 2020, BTC-Alpha plans to enter new markets, maintaining the reputation of a reliable crypto platform, and using ALP Coin as an internal payment unit will allow customers to get more advantages when working with the exchange and its tools.

## The Burn of ALP Coin

The exchange administration plans to implement a process of regular buyback and the burn of ALP Coin. Each quarter, ALP Coin will be burnt (depending on the trading volume on the BTC-Alpha platform). Starting from the 1st quarter of 2020, the number of ALP Coin tokens in circulation will decrease.

## Denial of Responsibility

The sole purpose of this document is to provide information about ALP tokens to potential holders. The text is provided for INFORMATIONAL PURPOSES only. The document does not imply any elements of contractual relations or obligations. While we make every effort to ensure that any material in this document is accurate and up-to-date, the information and materials contained herein do not constitute professional advice and do not constitute

any professional advice. In addition, BTC-Alpha reserves the right to change or update this document and the information contained herein without notice.

BTC-Alpha does not warrant or accept any legal liability of any kind for direct, indirect, special, incidental, or other losses of any kind (including, but not limited to, loss of revenue or profits, or use of data). In addition, BTC-Alpha disclaims any representation, warranty or undertaking in any form, to any entity or individual or body, including representations or undertakings as to the truth, accuracy or completeness of any information set forth herein. You should contact the appropriate independent professional consultants before leaning or making any transactions based on the materials published in this document. This document is not subject to any legal system and is not governed by any law. No regulatory authorities have reviewed or approved the information contained in this document, and no such actions have been and will not be carried out in accordance with the law, regulatory requirements or rules of any jurisdiction. The publication, distribution, or distribution of this document does not mean that applicable laws, regulatory requirements, or rules are complied with. The information in this document cannot be exhaustive and does not imply any elements of a contractual relationship.

The content of this document is not mandatory for BTC-Alpha and its affiliates, and BTC-Alpha reserves the right to modify, amend, add or delete parts of this document for any reason at any time before, during and after the sale of ALP tokens, posting the corrected white paper on the website. You do not have the right and should not buy ALP tokens if you are a citizen or resident (tax or otherwise) of any country and/or territory where operations with digital tokens and/or digital currencies are prohibited or otherwise restricted by applicable law. You are solely responsible by consulting (if necessary) with your legal, tax, accounting or other professional consultants, what requirements and restrictions apply to your particular jurisdiction (if any), and ensure that everything is complied with in accordance with the laws, for your account and without obligation to BTC-Alpha.

The ALP token is not a digital currency, security, commodity or any other type of financial instrument and is not registered in accordance with the Securities Act of 1933, the laws of the securities of any state of the United States of America or the laws of the securities of any other country, including laws securities of any jurisdiction in which the potential owner of the token is a resident. This document is not an offer, and its purpose is not to offer securities or require an investment in the form of securities in any jurisdiction. However, despite the foregoing, legislation in some jurisdictions may, now or in the future, position the ALP token as a security. BTC-Alpha does not bear any responsibility for such recognition and/or any legal and other consequences of such recognition for potential holders of ALP tokens, nor does it provide any opinions or recommendations regarding the purchase, sale or other operations with ALP tokens, and the fact of providing This document is not a basis for concluding contracts or making decisions on acquisition. This document does not oblige anyone to enter into any contract, to accept legal obligations

regarding the sale or purchase of ALP tokens and/or accept any cryptocurrency or another form of payment. In case of doubt, potential ALP token holders are advised to contact the appropriate independent professional consultants on the above issues.

Some of the statements, estimates and financial information contained in this document are forward-looking statements or information. Such forward-looking statements or information include known and unknown risks and uncertainties that could cause actual events or results to differ materially from estimates and results. In addition, all examples of revenue and profit calculation used in this document were provided for demonstration purposes only or to demonstrate industry averages. For the avoidance of doubt, nothing contained in this document is or can be considered a guarantee, promise, representation or obligation regarding the future operation of BTC-Alpha and/or ALP token, and/or a promise or guarantee of future profit from the purchase of ALP token.

The ALP Token cannot be used for any purpose other than those described in this document, including, but not limited to, any investment, speculative or other financial purposes. The ALP Token does not give rights in any form, including, but not limited to, any ownership, distribution (including, but not limited to, profits), repurchase, liquidation, ownership (including all forms of intellectual property) in BTC-Alpha or any company related with BTC-Alpha, or other financial or legal rights, except as specifically set forth below. Although community opinions and feedback can be taken into account, ALP tokens do not give any right to participate in decision-making or any activities related to the activities of BTC-Alpha.

The English language white paper is the main official source of information about the project. Information in English may be translated into other languages from time to time. During such a translation, part of the information contained in the document in English may be lost, damaged or distorted. The accuracy of such an alternative cannot be guaranteed. In the event of any discrepancies or inconsistencies between such translations and the official text in English, the original document shall prevail. By continuing to read this document, you acknowledge that you have read, understood, accepted and agreed to all the information and restrictions set forth in the above disclaimer.