FERA

STRATEGIES

POWER TO ALTCOINS

Whitepaper v.1.1 - Aug 2020

Abstract

The cryptocurrency space offers huge opportunities for investors but also carries a significant risk. Still in its infancy, the market is rife with scams and price fluctuations are heavily impacted by prominent figures who lure people into projects which they have a vested interest in. FERA offers an antidote to misinformation and false promises with reports on new coins backed by data science and composed by an experienced team of financial analysts. Additionally, FERA will release a decentralised application to compliment the investment reports and optimise users investment decisions.

Glossary

Throughout this whitepaper we use a number of colloquial terms that may be unfamiliar to those new to the crypto space. Please refer to this section for explanations of terminology.

All Time High – The highest price point that a coin has reached.

Decentralised Finance (DeFi) – Platforms that offer investors loans, insurance, and derivatives without a centralised third-party as seen in traditional finance.

Low-Cap Coins – Coins with a marketcap less then XXX, regarded as being higher risk.

Hidden Gem – A relatively unknown low-cap coin with potential to dramatically increase in price.

Pump and Dump – A rapid artificial increase in cryptocurrency price, often through manipulation, followed by a sharp decline in value. These schemes often result in huge losses for investors.

Market Capitalisation – The total value of the coin, calculated by multiplying the number of coins in circulation by the price of each coin.

Microcap Coins – Coins with the lowest cap under XXX and therefore the highest risk.

Smart Contract – Tamper proof and therefore trustless applications which are executed between parties on a decentralised network such as a blockchain.

YouTube Influencers – Prominent YouTube content creators whose promotional videos can have a significant but short-lived impact on the price of the token.

Introduction

1.FERA – A Guide to Safer Investments

1.1 Misinformation in the Crypto Space

The parabolic bull-run of 2017/2018 saw the creation of numerous “pump-and-dump” (PnD) schemes in the cryptocurrency world. PnD groups across social media networks and YouTube influencers sought to exploit the euphoria of the crypto market by recommending new and upcoming coins known as “hidden gems” to followers. Such groups recklessly promised huge returns at the expense of their followers. This strategy was highly lucrative for influencers, who often required paid subscription, did sponsored promotions and held the token themselves in anticipation of its pump, thereby profiting from the substantial increase in the coin’s value. This would often be to the detriment of followers, who would buy at the top of the “pump,” only to see the coin abruptly “dump” as early investors sold off the token. Consequently, many individuals would be left holding coins which had plunged in value, in extreme cases rendering them virtually worthless.

These schemes were largely successful for influencers throughout the huge uptrend in fall of 2017. Each coin “call” would result in a rapid artificial pumping of its value, making easy profits for the PnD groups and influencers but significant losses to others. Groups and influencers with the largests followings had the power to pump the price of a relatively big coin (over 10 million dollars in market capitalisation) by as much as 50%, or even in excess of 100% in a matter of hours. Ultimately, many people who put their trust in these groups and influencers lost substantial amounts of their investments in as the parabolic move in the market was swiftly followed by a catastrophic crash in early 2018. Many of the coins have since never recovered and most likely never will.

1.2 New Market Cycle, Same Scheme

It is clear that of the time of writing, the market has seen resurgence in interest and new investors, bringing about a reversal in the downward trend. Unsurprisingly, the pump groups and influencers have returned with renewed promises of easy profits from new coins. Whilst there may be slight modifications to their strategies, they are essentially using the same formula employed several years ago. Promises of huge returns, assurances their promotions will be the next big thing, capitalising on the trust of their followers. Much like in the last market cycle, the new and uninitiated are likely to lose out to pump and dump schemes. More worryingly still, the space remains rife with scams, which are promoted by PnD groups nonetheless.

Whilst we see the potential for certain new projects to grow, we remain highly sceptical about the future of the majority of low-cap and microcap tokens. In the short time that cryptocurrencies have existed, countless projects have exploded onto the scene before faded into obscurity. Many of them, at best, lack a proper use case, or at worst are simply scams designed to fleece investors of their savings. This summer has already seen a variety of exit scams and “rug pulls”, many of which have been promoted by the groups and influencers outlined here. Investing in such projects is highly speculative and could arguably be seen as simply gambling. Nevertheless, such risky endeavours are still encouraged by influencers.

1.3 A More Measured Approach from FERA

FERA seeks to counter this trend of reckless PnD promotions and assist new and old investors alike with mitigating the risk of losing capital and optimising returns. Unlike the PnD groups and influencers, the FERA team do not claim to own a crystal ball. Instead, we use data science, follow market conditions and analyse low – cap projects for the greatest potential real sustainable growth. Using a variety of metrics such as use-case analysis, team competency and development plan we will select only the most promising projects with distinctive utility. Our ultimate aim is to reduce the risk of gambles and promote safer investments.

2. Identifying Opportunities in Market Cycles

2.1 Market Cycle Trends and Patterns

Market cycles in crypto behave much like those in traditional markets and thus can be examined to identify recurring trends and patterns and make future predictions. As we are continuously trading and researching future well-performing coins, we constantly improve our techniques in studying which tokens are simply speculative and which have genuine value.

By analysing the previous market cycle, we can evaluate the period between the peak market caps of December 2013 and December 2017 (approximately $1,000 and $19,000 respectively). In doing so, it is possible to observe certain trends in altcoin market behaviour which recur each cycle.

• At the height of Bitcoin's (BTC) value in December 2017, the vast majority of altcoins pumped significantly but due to lacklustre exchanges and inadequate project development and communication from teams, they were progressively sold off and the entire market lost a substantial chunk of its value.

• Prior to this, 2015 to 2016 showed some price volatility with some occasional spikes, but overall clearly demonstrated a bear market with relatively fewer investment opportunities.

• Starting from mid-2016, Bitcoin began to show a decisive move to the upside. Simultaneously, numerous altcoins were listed on Poloniex and other major exchanges, resulting in +200% spikes within a single day. Furthermore, the creation and rise of exchanges such as Binance and Coinbase led to a surge in new cryptocurrency investments.

• During the period of February/March 2017 when BTC crossed its previous all time high (ATH) and surpassed $1,100, the altcoin season kicked off. This phase saw multiple relatively unknown tokens pumped by several orders of magnitude each week, which estabished a bullish trend and initiated an "altcoin season" lasting until June 2017 *(see Bitcoin Dark, Burst, Stellar Lumens, Decred)*. Many of these have since fallen off the radar and are undoubtedly a distant memory for investors.

• Summer/Autumn 2017 saw a strong correction in the altcoin market, whilst BTC made ascended to $5,000. The strength of altcoins is often inversely correlated to price increases in BTC, as money flows from small cap coins to the dominant cryptocurrency.

• Late in December 2017 and in the early new year, whilst BTC oscillated between $13,000 and $19,000, the altcoin market exploded due to huge profits that people made from BTC and the sudden ICO craze. As a result, virtually every coin on the market saw at least a x5 increase in price, going up to x100 or x1000 (for instance, RaiBlocks – now NANO – going from $0.1 in Nov 2017 to $38 in Jan 2018). Such rapid expansion could not be sustained, however, and an inevitable catastrophic crash shortly followed, wiping out the investments for thousands of people.

2.2 The Market is Revived

Now, almost three years have passed since Bitcoin attempted to cross the $20,000 barrier and we have entered a new market cycle. After the sudden crash on "Black Thursday" due to the COVID-19 pandemic, the market has fully recovered and we may proceed with cautious optimistim that a renewed bull-run will soon be upon us. Whether or not investors can take advantage of the gains experienced in the last cycle remains to be seen.

Opportunities are everywhere in the crypto space, and they are huge to say the least. The latest craze in the market, known as decentralised finance (DeFi), has injected new hype and brought millions of dollars into the crypto space, reviving many projects long-considered dead (e.g. Auctus) Nevertheless, we still think it early to definitively declare that a significant alt season has arrived as BTC has yet to approach its previous high.

We want investors to be thoroughly prepared and properly informed for the future cycle. Our research aims to find the best potential gems for the next alt season.

3. Our Service - A Comprehensive Analysis For Investors

FERA does not simply provide research and analysis. We follow through with our assessments and invest in our recommendations to demonstrate our faith in the projects. Moreover, we will directly follow the progression of the projects and maintain regular contact with the teams.

FERA is already researching microcaps and low-cap coins that have strong fundamentals and are backed by a real team who are working to deliver a truly innovative product. We believe there are many unknown projects or ideas still waiting to be discovered and explored.

We follow a flexible process in a dynamic and ever changing market. Along with Big Data analysis and a less traditional financial approaches, we take a historical approach and refer to past events and trends to predict future patterns.

Many ICOs and IEOs listed in different exchanges and we observed that some of them followed, whether intentionally or not, certain similar price moves which are being collected, stored and studied by us: as more and more start-ups launch their coins on various platforms, we are able to collate data for a comprehensive market understanding.

4. The Review - A Range of Analytics for Informed Investors

4.1 Assessing a Variety of Metrics

Our service will provide details of our analysis: ranging from a typical technical analysis (TA) of price movements to more complex in-depth research of the company, the team behind it and the smart contracts and coding. Below are some key points which will be included in our reports:

- **Microcap Rating Service**: To give a brief overview of our verdict, there will be a short summary of the entire analysis through a 1-5 stars rating of 5 categories. The exact metrics which will make up these ratings will be revealed in due course.

- **Technical Analysis**: Arguably the hardest and most unpredictable form of research is technical analysis and price action. We will never be able to accurately predict the exact development of the price of a token with 100% certainty. Ensure that you always consider the market conditions and do not blindly invest in projects just based on TA alone.

- **Fund Management**: Fund management is crucial aspect of any project. This relates to whether the project have raised the sufficient funds, where these funds are stored and on which improvements they are willing to invest.

- **Price Action**: Profit making is can be easy in a bull-market as traders tend to invest their gains in many different projects and the rising tide lifts all boats. FERA will direct all our efforts towards the most interesting low-cap projects whist always keeping an eye at the overall market. If strongly unfavourable conditions appear, we will avoid posting during a period of higher risk, and if necessary, pause the payment service for our plans until more promising conditions appear.

- **Etherscan Wallets Check**: Complete transparency is essential for a long-term success and how tokens are distributed says a lot about the founders: we will directly contact them and maintain communications in order to verify the integrity of the team.

- **Exchanges**: One of the greatest predictors of price increases can be an announcement that a coin will be listed on a new (especially major) exchange. As the crypto world rapidly evolves on a daily basis, we will continuously monitor the latest trends.

- **Working Product**: Projects with a real working product in place are obviously seen through in a more positive light. We will therefore evaluate the effectiveness and promise of the product and consider that in our analysis.

- **Development Time:** Activity on Github, the companies roadmap, privacy level and other fundamentals will also be taken into account whilst reviewing tokens.

4.2 FERA Platform for Optimal Investments

The FERA complete v2 platform is scheduled to be delivered in Q4 2020 (or Q1 2021 at the latest). Prior to this, we will release a v1 version where you will be able to check the main functionalities of the service.

V2 version will have Metamask login integrated, so you can freely access the platform directly with your wallet, without entering a username or password. (This introduction will be the first step of a larger decentralized and automated platform that is currently being discussed and is expected to take shape during 2021.)

Traders will be able to access the platform according to their chosen plan, details of which are listed below (automatically recognized by a smart contract). More information about the platform will be announced in the coming months, as we continue to develop and build it.

4.3 The FERA Plans on Offer

We expect our service to be live from September 1st 2020. Whilst waiting for the platform to be delivered, the initial service will be released in September (or October at the latest), via email in a PDF format. The plan will come in either a basic or advanced format, with an additional plan specifically designed for businesses in development. These may be purchased using Ethereum (ETH) or with our FERA token at a substantial discount.

- **Basic Plan** ***(price subject to change according to ETH variations)***

  The **Basic Plan** grants you access to the entire service without our assistance. If you are an experienced trader with a sound knowledge of exchanges (you are in the crypto space in general), we recommend that you get this plan. It is unlikely you will need support when using our research as a reference.

*The **Basic Plan** is available for 0.2 ETH/0.08 ETH in FERA Tokens (available on Uniswap).*

- **Advanced Plan *(price subject to change according to ETH variations)***

  With the **Advanced Plan** you will have access to a more detailed analysis and a personal consulting service. This will include a discussion of your plan with us and initial assistance modelled on what you want to achieve with your strategy.

*The **Advanced Plan** is available for 0.33 ETH/0.15 ETH in FERA Tokens (available on Uniswap).*

- **Business Plan** (TBA)

  The Business Plan will be tailored to start-ups and small companies ready to enter the crypto space. FERA will be able to provide a complete review, highlighting strengths and weaknesses, presenting a fund management strategy and giving advices about how to proceed in the initial weeks and months of price activity.

5. Powering the Ecosystem with the FERA token

We have decided to issue a token that will follow simple but efficient tokenomics, making it a true microcap investment, backed by the brand awareness the project itself. The FERA token was created in order to fulfill several purposes:

- Service discount: This is the main reason ERC-20 FERA was issued: we expected the +50% discount will encourage traders to take advantage of it.
- Moreover, 50% of the revenue will be reinvested in the project in the form of rebuying activities and liquidity increases.

- Staking: We are planning to make this option a valuable resource for our long-term vision, a feature which rewards commitment and trust in the project.

- Trust method: the importance of building trust is essential in our lives: we do it directly on the blockchain. FERA Tokens will be sitting in the official partner wallets establishing a long-term collaboration.

- Services for companies: Services for companies will only be available using FERA Tokens.

5.1 FERA Token Properties

Ticker

FERA

Total circulation

300.000.000 FERA

Decimals

18

Contract Address

0x539F3615C1dBAfa0D008d87504667458acBd16Fa

TOKENS ALLOCATION ADDRESSES

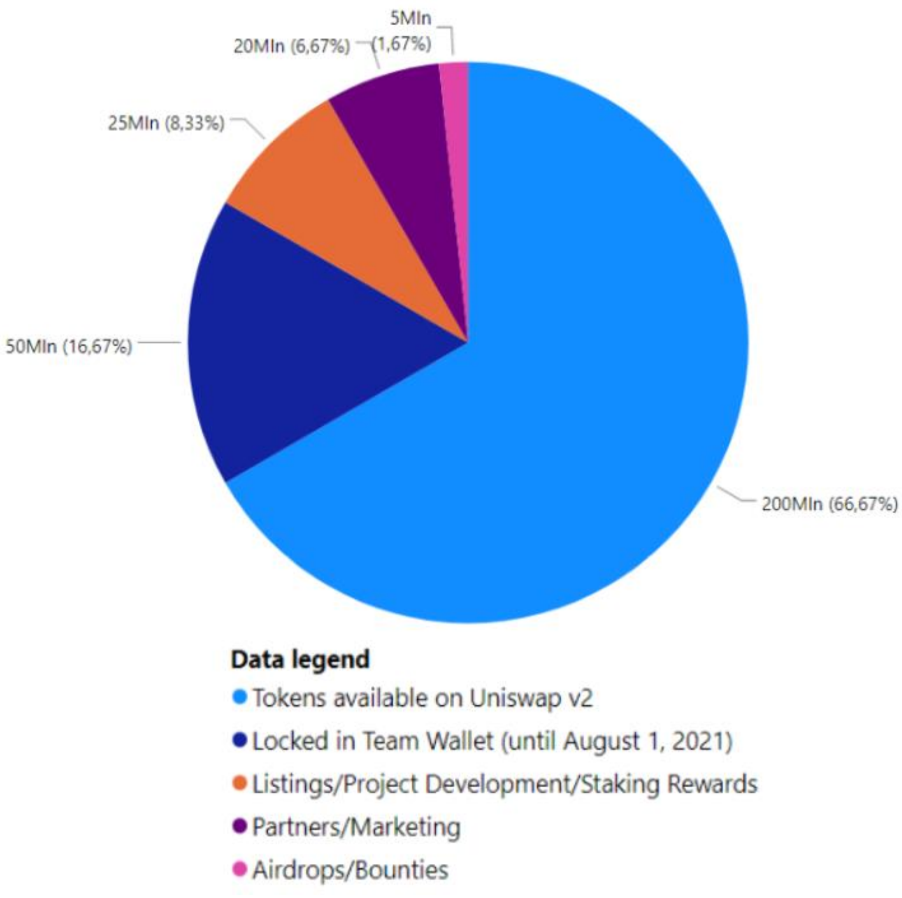
200 M - Tokens available on Uniswap v2
0x5a542422264dd4543db54130f9f5cf5388606ce7

50 M – Locked in team wallet (until August 1, 2021)
0x82c5436e5ae560dc277e68b908ce481ce74dfc23

25 M – Listings/Project Development/ Staking Rewards
0x7c2b3e487612fafdd32ed567e292b6b2a9884352

20 M – Partners/Marketing
0xd8409b952df940723949bf20e01f858bc8d6b19e

5 M – Airdrops/Bounties
0xfff93281063e365f59f897509f9e2e323ff9310d



6. Fund Managements

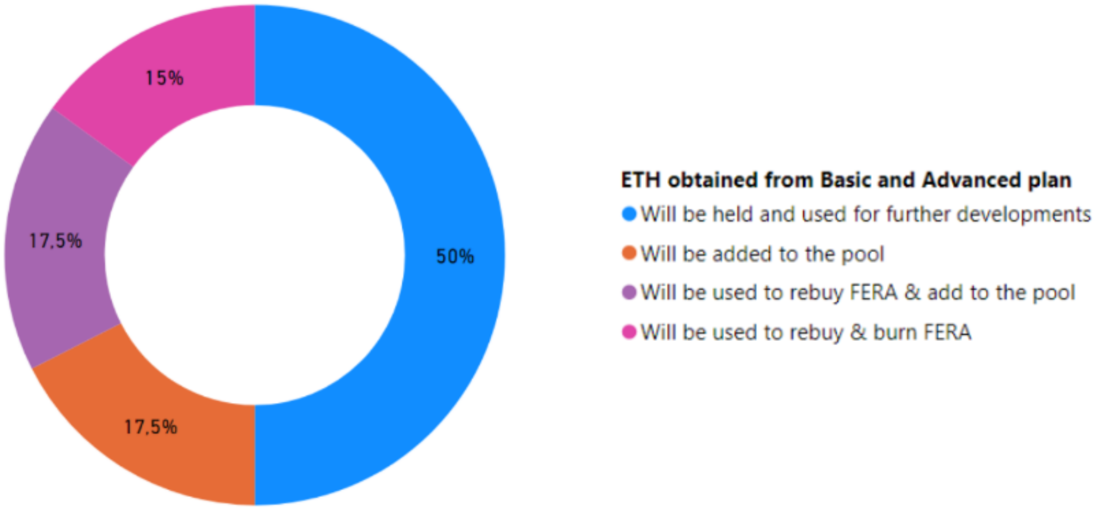
6.1 The FERA Buy Back Scheme

Revenue from our service will be used to improve FERA tokenomics and value: below you can find a more detailed program which we will follow. The buyback scheme will be held twice a month, on the 5th and the 25th of each month in order to prevent spending too much on gas fees or rebuying low quantities of FERA Token.

- 15% of ETH obtained from *Basic* and *Advanced Plan* will be used to buy back FERA from the Uniswap pool. Rebought FERA tokens will be subsequently removed from circulation (sent to the 0x0000[…] dead address) with an immediate burning effect. In doing so, we look to encourage deflation and ensure the value of FERA is strictly correlated with the number of individuals and companies using of our services.

- 35% of ETH obtained from *Basic* and *Advanced Plan* will be added to the Uniswap pool: 17.5% of ETH will be used to rebuy FERA from the pool and 17.5% will be added as liquidity. This will promote continuous and effective long term stability.

- 50% of ETH obtained from *Basic* and *Advanced Plan* will be held and used to fund further project developments.



6.2 Liquidity Lock

As FERA did not conduct an ICO or fundraising of any type, we initially decided to not lock liquidity. However, we listen to community feedback and as many people have requested us to to lock funds, we have decided to lock in Unicrypt a first batch of liquidity (12.5% of the pool) for 6 months until 11/02/2021. The contract can be found using this address.

https://etherscan.io/tx/0xc15bdd4415e7024d5f298c2ce3448c6dbf31eb6c571011a7555dc2b264d7d4f9

7. Roadmap

Q2 2019 – Project initiation

- Launching FERA website
- Developing first strategies

Q1 2020 – Testing

- Completing the business idea and discussing plans
- Testing successfully strategies
- Developing the token idea
- Unofficial Whitepaper release

Q2/Q3 2020 – Official launch

- Updating website
- Official Whitepaper v1 release
- Releasing FERA Token, Smart Contract v1
- Creating Uniswap v2 pool and enabling trading
- FERA first airdrop and bounties
- Listing on Coingecko and CoinMarketCap
- Building a customer base

Q4 2020

- Enabling the Staking program
- Further exchange listings
- Starting Partnerships/Collaborations
- Creating FERA Investment Platform

Q1 2021

- Business Plans added
- FERA Platform created

8. The Team Behind FERA

LEONARDO NOCI Founder and CEO Linkedin

Leonardo has been a crypto trader and holder since mid-2016. His vision for FERA is to create a sustainable and long-lasting business dedicated to crypto enthusiasts who wish to get the most out of the next market cycle.

MATTEO COMERO Financial Analyst Linkedin

After completing his Master's Degree in Economics, his career in Financial Analysis initially began in fiat businesses but he subsequently became deeply passionate about companies' analysis and crypto space.

SABA KARANADZE Legal Advisor Linkedin

Traveller and aspiring politician. Saba is a social, open-minded person. He drives important changes for the improvement of operating and organizational efficiency of the legal aspect of the business.