# CRYPTO PROJECTS SUPPORT SYSTEM

## Business Plan

# COMPANY DESCRIPTION

Algebraic Technologies Ltd specializes in the development of advanced software solutions based on the mathematical theory of interaction of agents and environment, supported by an appropriate algebraic modeling framework.

This approach has been successfully applied to:

→ Verification, assessment, analysis of blockchain security and testing of blockchain solutions, including smart contracts and tokenomics models

→ Algebraic modeling in biology, chemistry, physics

→ In the process of software product development based on models and hardware verification.

The modern market for blockchain solutions in blockchain environments continues to grow rapidly, despite significant fluctuations in major cryptocurrencies.

According to data from https://www.alliedmarketresearch.com/crypto-currency-market, the global cryptocurrency market size in 2020 was $1.49 billion, and it is projected to reach $4.94 billion by 2030, showing a compound annual growth rate (CAGR) of 12.8%.

It is also worth noting that the global blockchain technology market size was valued at $10.02 billion in 2022 and is expected to grow at a CAGR of 87.7% from 2023 to 2030.

These data suggest that, despite cryptocurrency volatility, interest in blockchain technology and cryptocurrencies continues to grow. This opens up new opportunities for companies that are working on developing technologies to support the development and monitoring of crypto projects.

The main drivers of the growth of the blockchain solution market are the following factors:

➡ *Growing popularity of blockchain technologies.* Blockchain technologies are becoming increasingly widespread in various industries, including finance, energy, logistics, and others. This creates demand for blockchain solutions that help companies and organizations leverage the benefits of blockchain.

➡ *Development of decentralized finance (DeFi).* Decentralized finance (DeFi) is a new direction in the financial industry that is based on blockchain technologies. DeFi offers a wide range of financial services, such as crypto lending, crypto exchanges, and crypto insurance. This direction is developing rapidly, and blockchain solutions play an important role in its development.

➡ *The need to protect cryptocurrency assets.* Cryptocurrency assets are a valuable resource, and they are increasingly becoming the target of cyberattacks. This creates demand for blockchain solutions that help protect cryptocurrency assets from hacking and theft.

However, at the same time, a large number of blockchain startups fail. According to statistics, there are up to 90% of such startups. The reasons for such a high percentage are that many startups are in a hurry to implement blockchain without a clear use case or value proposition. Many companies, such as TradeLens (a joint venture of Maersk and IBM), have ceased operations due to the inability to present the right solutions in the process of functioning of their blockchain platform.

Therefore, the need for the correct creation of a project, including tokenomics that meets the planned properties, a safe smart contract, and a project monitoring methodology for making the right decisions is quite relevant for creators of such projects and for investors.

There is a significant number of companies on the existing market for blockchain solution support services. These are companies that provide consulting on tokenomics, conduct scenario modeling, and implement smart contract audits, both manual and automated.

For example, technologies such as ZEUS, SmartCheck, EtherTrust, Oyente, Manticore, and MAIAN support modeling / verification of smart contracts, but all of them are limited to analyzing only standard vulnerabilities.

Our Altech tool provides the necessary flexibility with the ability to add vulnerability templates and analyze behavioral attacks.

Modeling / verification of tokenomics, which is provided by such approaches as cadCAD, Tokesim, R, and TokenSPICE, do not allow for a complete assessment of the behavioral nature of the tokenomics model, to predict its reaction to different scenarios of speculator behavior, and to use historical data for building forecasts.

**Our tool provides:**

➜ Creation of formal tokenomics models with further research for different agent behavior strategies under different initial conditions.

➜ Calculation of the appropriate initial values of tokenomics attributes (reverse modeling).

➜ Analysis of the model for equilibrium, liquidity, centralization, etc.

In general, it can be argued that at the moment there are no technologies on the market that could compete with Altech technology in:

➜ Automated tokenomics research;

➜ Automated generation of a verified smart contract based on tokenomics;

➜ Scenario monitoring using the integration of AI and algebraic methods.

The system is a SAAS service for crypto projects of any size and complexity, created remotely.

**Project creation**

Project creation begins with the creation of a tokenomics model. For this purpose, the TOKENOMIC CONSTRUCTOR framework has been developed, which is currently in the testing mode.

Within the constructor, any user can enter data from their project, including financial data, service algorithms, rewards, and other data. The system automatically creates a mathematical model and sends the data to an algebraic server, which analyzes the created tokenomics for such properties as tokenomics equilibrium, centralization possibility, token leak, token price stability.

The system uses the company's algebraic server and data from exchanges and open information about the sale of major cryptocurrencies. This data and the corresponding neural networks are planned to be used to predict the volumes of sales and purchases of tokens depending on the price change.

**Tokenomics report**

The user can generate a tokenomics report, which can be created as an article on tokenomics with the appropriate data and charts.

**Automatic smart contract creation**

After obtaining a satisfactory tokenomics model, it is planned to be able to automatically generate a safe smart contract within the environment of a particular protocol.

**Smart contract support**

The system provides support for smart contracts, their modeling, testing, and formal verification for the existence of vulnerabilities and analysis of resistance to cyberattacks. A variety of smart contract languages are supported, such as Solidity, Rust, and others.

**Launching and monitoring of a crypto project**

The system supports the launch of a crypto project and data monitoring. The user has the ability to view data on sales, price changes at the current moment, and predict the development of the contract scenario using AI and algebraic modeling based on exchange data about other cryptocurrencies.

**Handling critical situations**

In the event of critical situations, corrective actions and advice to investors and project owners are provided. Depending on the state of the project, tips are also offered to increase the system's profit.

**Target audience** of the startup is:

- Founders of crypto projects
- Investors in crypto projects
- Smart contract developers

This audience is represented by:

- Individuals interested in blockchain and cryptocurrency
- Businesses and organizations considering the use of blockchain
- Investment funds and companies investing in crypto projects

**Marketing goals**

The main marketing goals are to:

- Inform the target audience about the services of our startup
- Create demand for services
- Acquire customers

**Marketing channels**

To achieve the marketing goals, the following channels will be used:

- Altech plans to partner with other companies and organizations working in the field of blockchain and cryptocurrency. It is planned that such a partnership will be established with:
  - LATOKEN - a cryptocurrency exchange
  - CyVers (https://cyvers.ai/) - a cybersecurity company that provides real-time detection and prevention of crypto attacks for Web3 and decentralized economy
  - Sheesha Finance (https://sheeshafinance.io/)
  - Blockchain Alliance Europe
  - British Blockchain Association
  - Polish Blockchain Association
  - Ukraine Blockchain Association
  - Blockchain Expo
  - CoinStore - a cryptocurrency exchange - https://www.coinstore.com/join/vn/#/home
  - KuCoin - a cryptocurrency exchange - https://www.kucoin.com/)
  - QAN blockchain platform
  - ReVerb (https://reverbico.com/) - a marketing company
  - etc.

As a result of the partnership, we plan to:

- Reach a wider audience
- Build trust in the startup
- Provide additional services to customers

**Distribution channels**

It is planned to use the following distribution channels to deliver its services to customers:

- Website
- Social media
- Conferences and events
- Customer referrals
- Customer acquisition strategy

*The following strategies will be used to acquire customers for the startup:*

**Content marketing**

The startup will create and distribute content that will be interesting and useful for the target audience. This could include:

- Articles
- Videos
- Podcasts
- Infographics
- Email

We plan to send email to the target audience. In the emails, we plan to tell about the services of the startup, offer discounts and bonuses, and also inform about news and events.

**Social media**

It is planned to maintain a social media page to communicate with the target audience. Information about the services of the startup, answers to questions will be provided in social networks.

### ➔ Conferences and events

We plan to participate in conferences and events dedicated to blockchain and cryptocurrency. This will allow you to meet potential customers and partners. For the next year, participation in the following events is planned:

➔ Crypto and digital assets summit, (May 2024, UK),

➔ The WEB3 Conference (May 2024, Germany),

➔ World Crypto Expo (October 2024 USA)

➔ Blockchain Expo (July, Turkey)

➔ Paris Blockchain Week (August 2024, France)

➔ TOKEN2049 (April 2024, UAE)

➔ Beyond Boundaries (March 2024, Singapore

### ➔ Free distribution of product versions with limited functionality

**We expect to provide the following in this way**:

➔ Increasing awareness of the product, which could lead to increased interest in the full version of the product

➔ Increasing the number of customers.

➔ Collecting feedback from customers. A free version of the product can be a valuable source of customer feedback. This feedback can be used to improve the product and meet the needs of customers.

### Expected results

The expected results of marketing efforts are:

➔ Increasing awareness of the startup among the target audience

➔ Growing demand for the services of the startup
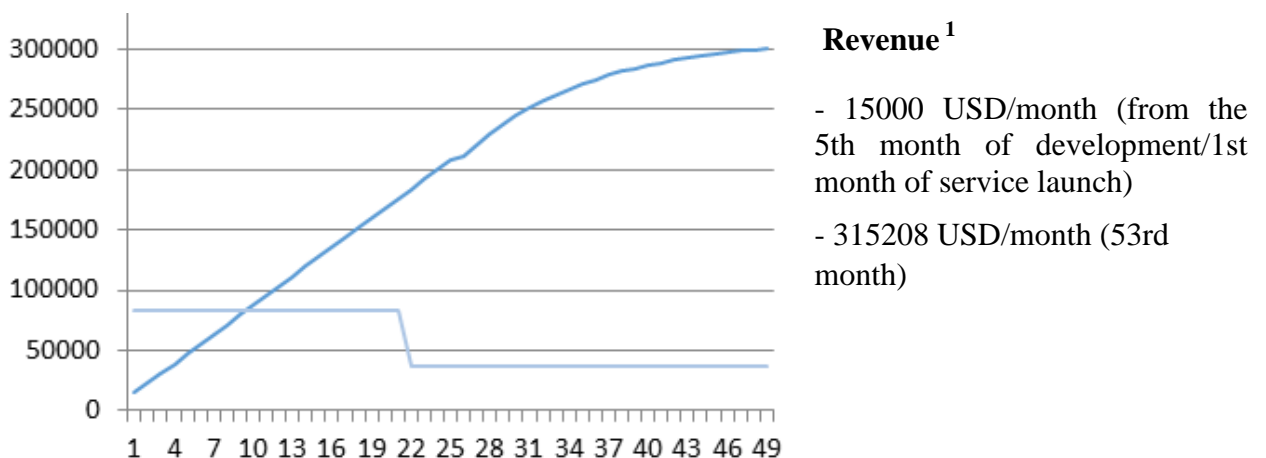
➔ Increasing the number of customers

## Assumptions

➜ The main efforts on product development are planned for the first 30 months.

➜ Sales of services will begin in the fifth month.

➜ With high demand for platform services, token sales are expected to be from $15,000 USD in the 5th month (first month of service market entry) and reach $300,000 USD in the 53rd month.

➜ The project will become profitable by the 12th month.

## Expenses

It is expected that $2,450,000 will be spent on development, marketing, and other operational services during the first 30 months of project development. This includes $1,000,000 raised from investors and about $1,450,000 that will be generated from the sale of a percentage of tokens received as payment for platform services.

➜ Software development: $58,000 USD/month (first 28 months) and $17,400 USD/month (from the 29th month)

➜ Marketing: $14,800 USD/month (throughout the period)

➜ Equipment rental: $2,230 USD/month (throughout the period)

➜ Research and development: $9,800 USD/month (first 28 months), $2,940 USD/month (from the 29th month)

### Expenses and Revenue



**Revenue** [1]

- 15000 USD/month (from the 5th month of development/1st month of service launch)

- 315208 USD/month (53rd month)

[1] The amount of fiat (in US dollars) that will be used to purchase platform tokens to pay for modeling services and participation in the staking service is considered as revenue

The management of the startup "Crypto Projects Support System" consists of four highly qualified professionals with many years of experience in the field of formal methods and blockchain technologies.

**Oleksandr Letychevskyi** is a professor at Herriot-Watt University (Edinburgh) and a renowned algebraic scientist who works on formal methods in verification in various subject areas. His work on the use of algebraic modeling in the blockchain environment is groundbreaking in the field. He has a deep understanding of the theoretical aspects of blockchain technologies and experience in the practical application of these knowledge in industry.

**Volodymyr Peschanenko** is a professor and head of the Department of Computer Science and Software Engineering at Kherson State University. He is an expert in the field of insertion modeling, symbolic modeling, deductive systems, development of mathematical software and computer algebra algorithms. His work is important for the development of safe and reliable blockchain solutions.

**Vladyslav Volkov** is a PhD, a senior researcher at the V.M. Glushkov Institute of Cybernetics of the National Academy of Sciences of Ukraine. He has over 30 years of experience in the application of formal methods to automated test generation and verification of requirements, algebraic programming and insertion modeling.

**Yulia Tarasich** is a PhD, working over her D.Sc. thesises at the V.M. Glushkov Institute of Cybernetics of the National Academy of Sciences of Ukraine, a researcher at the private company LitSoft and Algebraic Technologies LLC. Her research interests include insertion modeling, symbolic modeling, algebraic modeling, tokenomics, scientometrics. She is the author of numerous scientific publications on insertion and symbolic modeling, algebraic modeling, tokenomics, scientometrics.

**Risk:** **Cryptocurrency market volatility**

*Description*: Cryptocurrency prices can be volatile, making it difficult to predict the success of token-based projects.

*Mitigation strategy*: Implement corrective actions based on modeling results.

**Risk**: **Existing solutions competition**

*Description*: Many companies offer similar services, requiring significant differentiation and marketing strategies.

*Mitigation strategy*: Stay up-to-date and adapt accordingly. Implement corrective actions for the smart contract with price and reward adjustments.

**Risk**: **Regulatory environment changes**

*Description*: Changes in the cryptocurrency regulatory landscape can impact demand for services and their feasibility.

*Mitigation strategy*: Build strong partnerships. Collaborate with established industry players, such as blockchain platforms or exchange providers, to reach a wider audience.

**Risk**: **Artificial intelligence model training and accuracy**

*Description*: The effectiveness of AI-based analysis and forecasting depends on strong and accurate models, which requires investment in data collection and model development.

*Mitigation strategy*: Invest in data infrastructure and model development. Prioritize the acquisition of high-quality data and continuously improve AI models to ensure accuracy and reliability.

**Risk**: **Smart contract security vulnerabilities**

*Description*: Generated smart contracts must be thoroughly tested and verified to avoid security breaches and financial losses for customers.

*Mitigation strategy*: Monitor new types of issues and cyberattacks to ensure platform improvements.

**Risk:** **Integration with existing platforms and networks**

*Description*: Adapting the service to different blockchain platforms and network interfaces requires technical expertise and flexibility.

*Mitigation strategy*: Develop modular and adaptive solutions. Design the service with scalability in mind, ensuring seamless integration with a variety of platforms and networks.

**Risk**: **Pricing and market fit**

*Description*: Finding the right pricing strategy and ensuring customer value perception is important for attracting and retaining customers.

*Mitigation strategy*: Monitor our tokenomics and take corrective actions.

**Risk**: **Customer acquisition and retention**

*Description*: Effective marketing and sales strategies are essential for reaching the target audience and building a loyal customer base.

*Mitigation strategy:* Develop effective marketing and sales strategies. Use targeted online and offline marketing channels to attract the right customers and demonstrate the value of the offering.

**Risk**: **Meeting expectations**

*Description*: Meeting customer expectations regarding service quality, processing time, and results is key to long-term success.

*Mitigation strategy*: Put customer satisfaction as the highest priority. Invest in customer support and communications, actively collect feedback, and improve the service based on customer needs.

**Risk**: **Team expertise and talent retention**

*Description*: Attracting and retaining qualified professionals in the fast-paced blockchain space is important for providing high-quality service.

*Mitigation strategy*: Offer competitive compensation and career development opportunities. Invest in creating a positive work environment and attracting top talent, promoting growth and employee satisfaction.

**Risk**: **Scalability and efficiency**

*Description*: Ensuring that the service can withstand growing demand and maintain operational efficiency requires flexible infrastructure and processes.

*Mitigation strategy*: Develop scalable and automated processes. Use technology and automation to optimize operations and operate efficiently with increasing workload.


**Risk:** **Internal security and data protection**

*Description*: Implementing strong security actions to protect customer data and intellectual property is essential.

*Mitigation strategy*: Implement strong security protocols. Establish secure data storage, access control systems, and intrusion detection systems to protect customer information and intellectual property