



CRYPTO TODAY

CryptoToday

Inspiration

“Blockchain systems use a **decentralized**, immutable ledger to record information in a way that’s constantly verified and re-verified by every party that uses it, making it nearly impossible to alter information after it’s been created.” – Harvard Business Review

Yet, sites that provide information about your favorite cryptocurrencies are all completely **centralized**.

Project Introduction

	CoinMarketCap	CoinGecko	CryptoToday
Valuation	\$5B	\$1B	?
Decentralized	✗	✗	✓
Community Driven	✗	✗	✓
Rewarding	✗	✗	✓

Benefits for the Community

- Vote to earn mechanism
- List of projects that were fairly chosen
- Community that earns and learns
- Exposure to potential gems in early stage
- Well educated crypto community

Benefits for the Listers

- High community exposure and awareness for your project
- Fast and automated listings (in 54 hours)
- Fair listing decision - by the community
- Verified by the community “badge”

Benefits for Investors

- Fair launch, same price for everyone
- No VC-s , no presale
- All fair launch tokens are unlocked before any team tokens
- Team tokens locked for 12 months
- Burn mechanism
- Deflationary tokenomics

2.1 Lack of Innovation and Progress

Currency listing protocols lack community verification. They lack even love toward the crypto community. Getting listed takes weeks or even months. Getting listed often involves pricey bribes. That is not so fair and decentralized, right? We agree, so let's change that.

Our goal is to develop a fast and verifiably fair system for listing and providing details about your favorite **tokens**.

2.2 Why List on CryptoToday

Quick listing and **community exposure**.

Getting listed takes minimum of 54 hours, and at most 210 hours.

54 hours scenario: Vote 48h + Revote open 6h

210 hours scenario: Vote 48h + Revote open 6h + Revote period 48h + Correction open 6h + Correction period 48h + Revote open 6h + Revote period 48h

Quick, right?

Pair that up with the **thousands of eyes** on the projects, not just seeing your ad in the background; instead, they are doing a detailed fact-check, engaging in the community, and the real question becomes – why not list on CryptoToday?

2.3 Why Use CryptoToday

With the current situation on the market, you can only see fairly established projects and get a shallow view of what the project is all about – no community exposure, no decision-making whatsoever.

On CryptoToday, you will be engaged in moonshot projects from day one - checking their initial listing info, voting on their acceptance to the platform, and being paid for your work.

And don't forget the feel-good element - helping keep the crypto world decentralized.

Problems of Centralized Aggregators

3.1 Entry Barrier too High for Small Projects

High listing fees and acceptance depend on an oligarchic decision that likely won't allow many small projects that would otherwise explode even to get listed, thus giving them no visibility. These aggregators aren't true to the blockchain.

The centralized aggregators will have projects that agree with a specific rule set, including a discretionary policy.

This means that you essentially agree not to get listed if your project is not a good fit for the platform. It typically means your project is too small and thus not useful for the aggregator to list it (too much work with no upside for the aggregator).

3.2 Lack of Transparency and Usage of Dark Patterns

The centralized aggregators themselves market that they do not accept payments for listings. Paid listings open up an unsavory dark market for so-called "agencies" who take enormous sums from projects to "get the listing through."

This, in turn, does not guarantee your listing, and the whole process is very frustrating and does not correspond with the spirit of blockchain and cryptocurrencies.

Using these loopholes is something that one would frequently find in the classic corporate environment of the old financial system.

Blockchain was designed to prevent these things from happening and make economic democracy a reality, and we intend to enable it for every crypto-asset via the **CryptoToday DAO!**

3.3 No Benefits for Users

Your average aggregator gets your data but does not give anything in return—very Web2 of them. Just imagine how much data you are practically giving away while searching for projects you want to invest in.

With CryptoToday, all of that research gives you something in return while also giving you access to that same data. The data we own will be shown to the entire community so that your research about blockchain is even better and more precise.

We give **real monetary rewards to engaged users** and take little to no data from them since the entire platform will be entirely anonymous thanks to Web3 implementations.

Your wallet address is your platform identity: no email, no username, no password. Blockchain-powered, blockchain-governed.

3.4 High Level of Centralization

All these websites are Web2, which goes against the prevailing ideas of blockchain and crypto. If you believe in the spirit of blockchain, you most definitely do not want anything centralized to function in the space, let alone have the majority of the area in its grip.

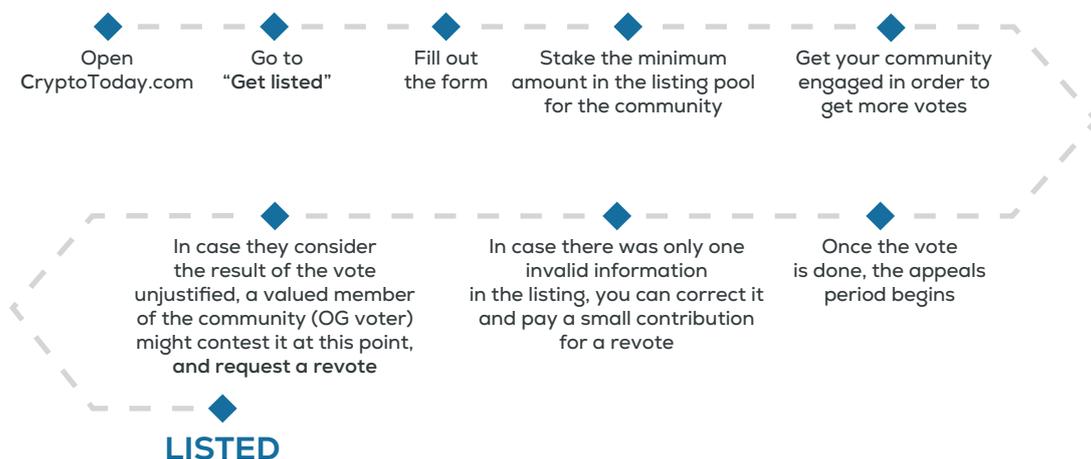
The predominant governance enables interest groups to control what information and projects you have access to. It is not a coincidence that the biggest companies in crypto are controlling most of the information outlets about crypto. Think about it.

CryptoToday's Proposed Solution

4.1 General Goals

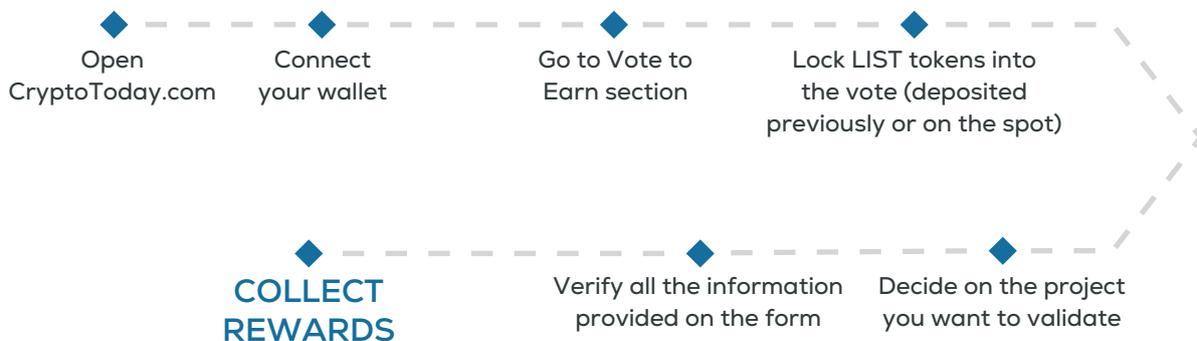
We want to **level the playing field** for every crypto project and fully decentralize the process of listing and validating blockchain projects. CryptoToday will function as a DAO that will incentivize users to inspect and verify new projects before listing them on the site.

4.2 A New Approach to Listing



4.3 Users Decide What They Want to See

The platform users will be the primary driving force in the decision-making process for listing projects on CryptoToday. The process for voting will be lucrative and straightforward for the users.



4.4 Community-Based Verification and Challenging

Our economy will be designed to incentivize honest actors and punish bad actors. By voting correctly, you will scale up by gaining weight in the DAO. The top 1% most efficient voters will be named OG voters.

OG voters **protect the community against scams and bad actors.** Of course, we are not tyrants. If an honest mistake is made in the listing request, it can be easily fixed in the follow-up revoting period for a fraction of the listing fee. This feature is needed to ultimately prevent discrimination against projects that have minor issues in their listing forms.

4.5 Analytics – Upgraded

We will not hoard data for ourselves. We intend to share as much of the data we gather as possible. Advanced analytics will be available to the participants of the DAO, transparently and crypto-friendly.

Categories such as "Most searched coin," "Most viewed white papers," "Highest reach," and so on will be a part of the page, and every user will have full access to them. Special votes will be held to add more categories periodically as the community grows. It is your vote and your decision.

Tokenomics

5.1 CryptoToday Token (LIST)

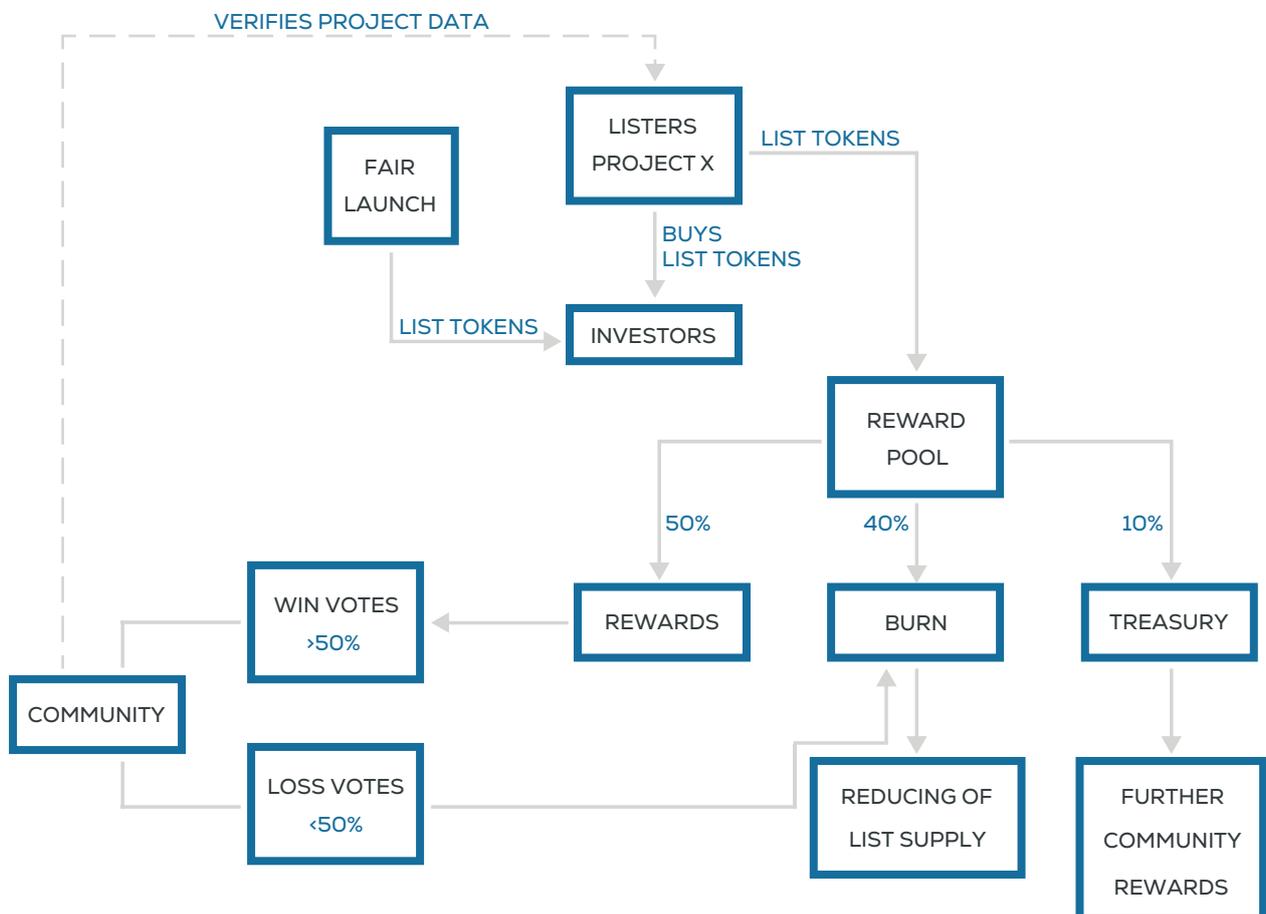
The LIST token will be used as a governance and utility token on the platform and the central operating part of the DAO.

It will be used to list projects, reward Users, vote in the DAO decisions, call for revotes, etc.

The LIST token will be the only utility token on the platform and will serve as a utility token for all new features added to the platform later on.

At the platform's start, only users with LIST tokens will be our token sale investors. A project that wants to start a proposal on CryptoToday needs to buy tokens from our token sale investors on the open market. (Locked liquidity will be provided on Uniswap by CryptoToday). After listers buy LIST tokens, they start a listing proposal by locking LIST tokens as a reward for the community. In the end, they bought from the community just to give back to the community. As our voting system shows, 50% of Lister tokens will be given back to the community as a reward for the validation they provide, 40% will be burned*, and 10% will go to the treasury (that also serves for token economy improvements).

*Only in the case when a revote proves that an OG was correct, then he gets the 40% of the burn pool as a reward for correcting a community error.



5.2 Fair Launch; No VC-s; No presale. Team Locked.

You don't like the privileged players dumping on you? Neither do we!

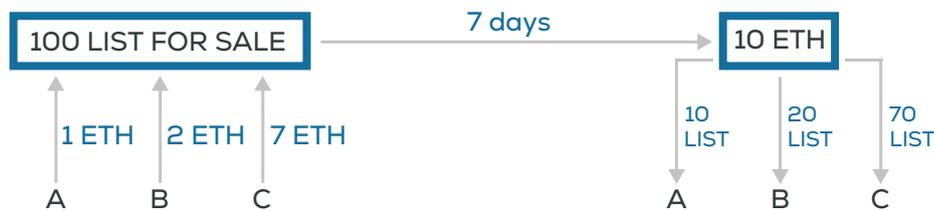
With the LIST token, we give the first, most privileged chance to the community. To you.

Thirty percent of the total tokens will be initially offered during the 7-day pool contribution token sale. Basically, you contribute your ETH to the pool. Then, at the end of the 7-day contribution window, the total of the tokens is divided by your total effective contribution*, and you are issued the tokens for your proportional contribution to the pool size. The pool will have a hard cap of \$ 30,000,000.00 value in ETH.

*effective contribution: To stimulate the earliest believers, we will issue a 6% bonus for the day-1 participants, day-2 participants get 5%, day-3 get 4%, etc., so that the earlier you participate, the more benefit you reap. This is to avoid last-minute speculations, mega-contributions, and you being unable to properly judge the protocol, size, and the opportunity. As you see, at CryptoToday, we aim to do everything fairly: by the crypto, for the crypto.

At the end of the 7-day token generation event, you will receive your tokens issued according to a 10% monthly schedule, starting on the day immediately after the sale. This is further intended for the fairness of the project as we want to empower the true crypto community. These people understand that coin information belongs to the people, not one or two centralized bodies.

*this is an example with only 3 investors to explain the math



final price is $10\text{ETH} / 100\text{LIST} = 0.1\text{ETH per LIST}$

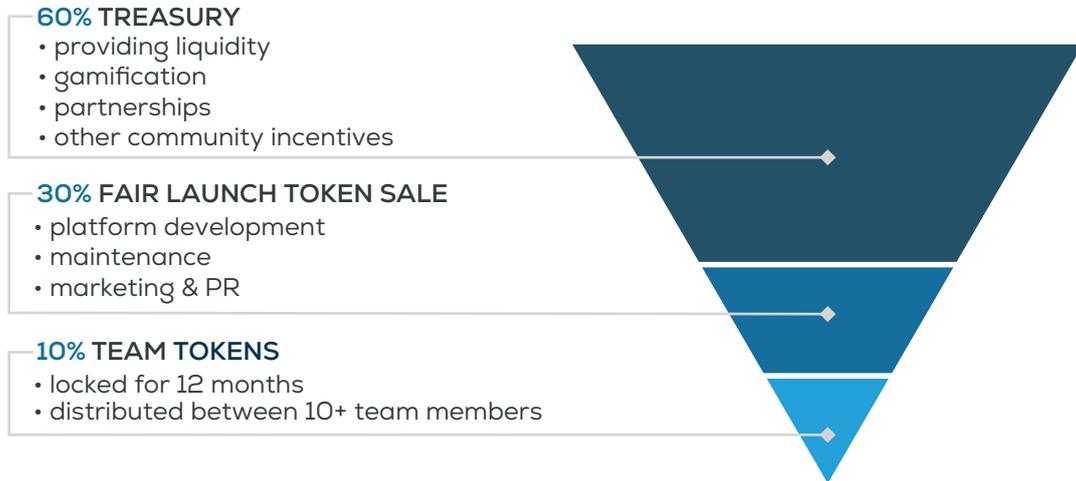
Worry not about your contribution being vested. Nobody gets the unlock before you. Nobody gets in on better terms than you. There are no VC-s or presale guys who will dump on you, and the team tokens are locked for a full year, meaning you get all your tokens unlocked by month 10, a full two months before the team does. We are all-in believers in CryptoToday, you know?



5.3 Token Distribution

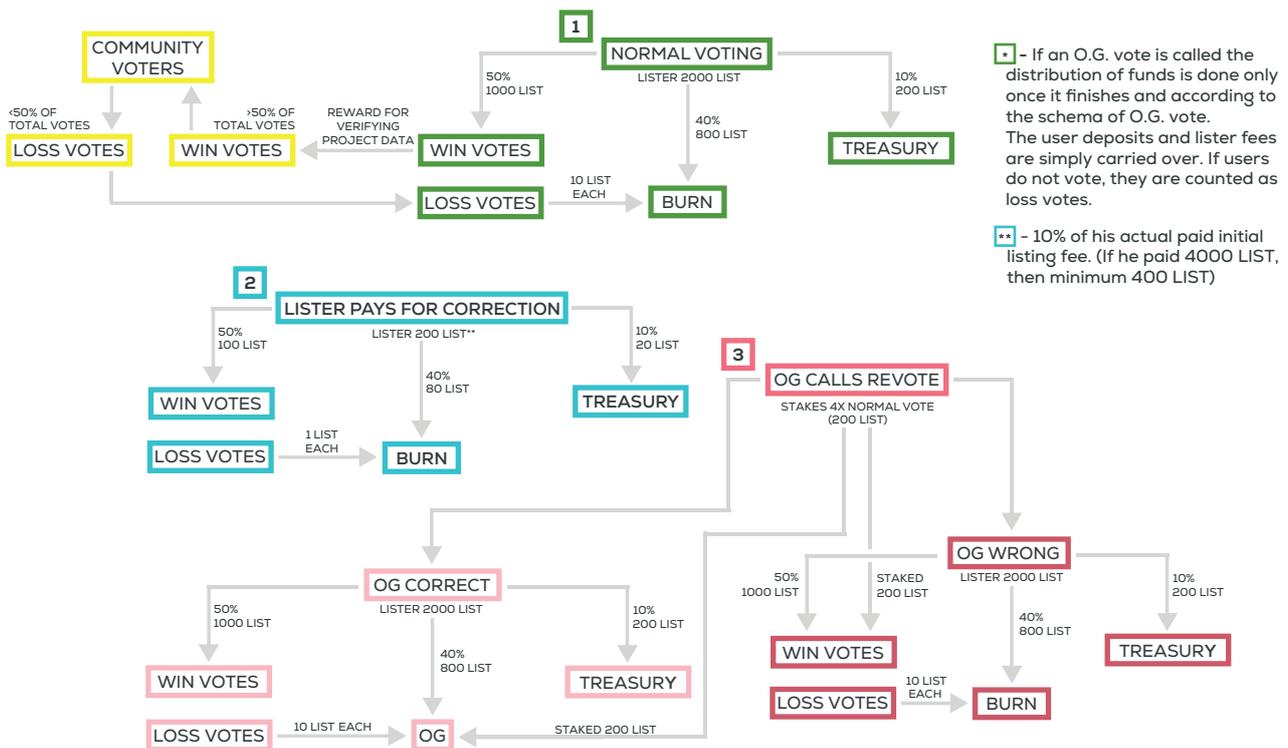
Team tokens will be locked for 12 months. The total supply of LIST tokens upon the CryptoToday platform's launch will be hard-capped to 100,000,000,000 LIST tokens.

No VC-s, no presale!



Voting System

The schema below explains the flow of our utility token for possible vote outcomes.



The amounts used do not represent actual values.

6.1 Vote Calculation

A vote will count as "yes" only if the user verifies all the information; otherwise, it is an automatic "no."

The user's state at the start of the vote determines the weights of votes used for the proposal votes and revotes.

A majority vote will launch a project, while a draw will count as a failure.

Basic info

Smart contract
Contract address
Total supply

SUBMIT

Vote is submitted as "Yes"

Basic info

Smart contract
Contract address
Total supply

SUBMIT

Vote is submitted as "No"

6.2 Vote Weight

Each user has one vote per proposal, weighted at a default weight of 1, which is increased by 0.01 up to a maximum of 3 (200 consecutive win votes) for each consecutive correct vote and reset back to 1 if the streak is lost. Vote weight also affects the share voters get from the reward pool.

6.3 OG Revotes

In case of suspicion of manipulation or foul play, OG users (top-rated community members, see below) can request a revoke by paying a fee and describing the problem they spotted with the project.

6.4 Correction Revoke

If a project has up to one mistake in the information provided and loses the vote, voters can request a revoke by paying a small percentage of the original listing fee.

Gamification

7.1 OG Voters

Users can become OG voters by being on the winning side of the proposal 50 consecutive times and being in the top 1% of users by consecutive winning votes.

If there is a tie between users for entering the top 1%, the tiebreaker will be the total number of participating proposals. The user with the highest participation rate will have the advantage.

7.2 Revote Feature

Large potential rewards incentivize OG users to double-check finished votes during the appeals period (see reward structure).

If the revote passes (the outcome is different), the OG voter will receive a reward. If the revote fails (the outcome is the same as in the initial proposal), the OG voter loses his staked amount and his OG status since his streak is broken.

Rewards and Fees

8.1 Rewards

Users can earn rewards by participating in the community and validating details in proposals. Fifty percent of all fees paid by the lister are distributed to users on the winning side of the proposal.

8.2 Fees

Listers must pay a fee to start a proposal. A minimum amount for the starting proposal will be set, and there won't be a maximum amount. This incentivizes listers to give higher rewards to the community and get validated by a more significant number of community participants.

Fees paid are distributed as follows: 50% for voter rewards, 40% is burned, and 10% goes to the protocol treasury.

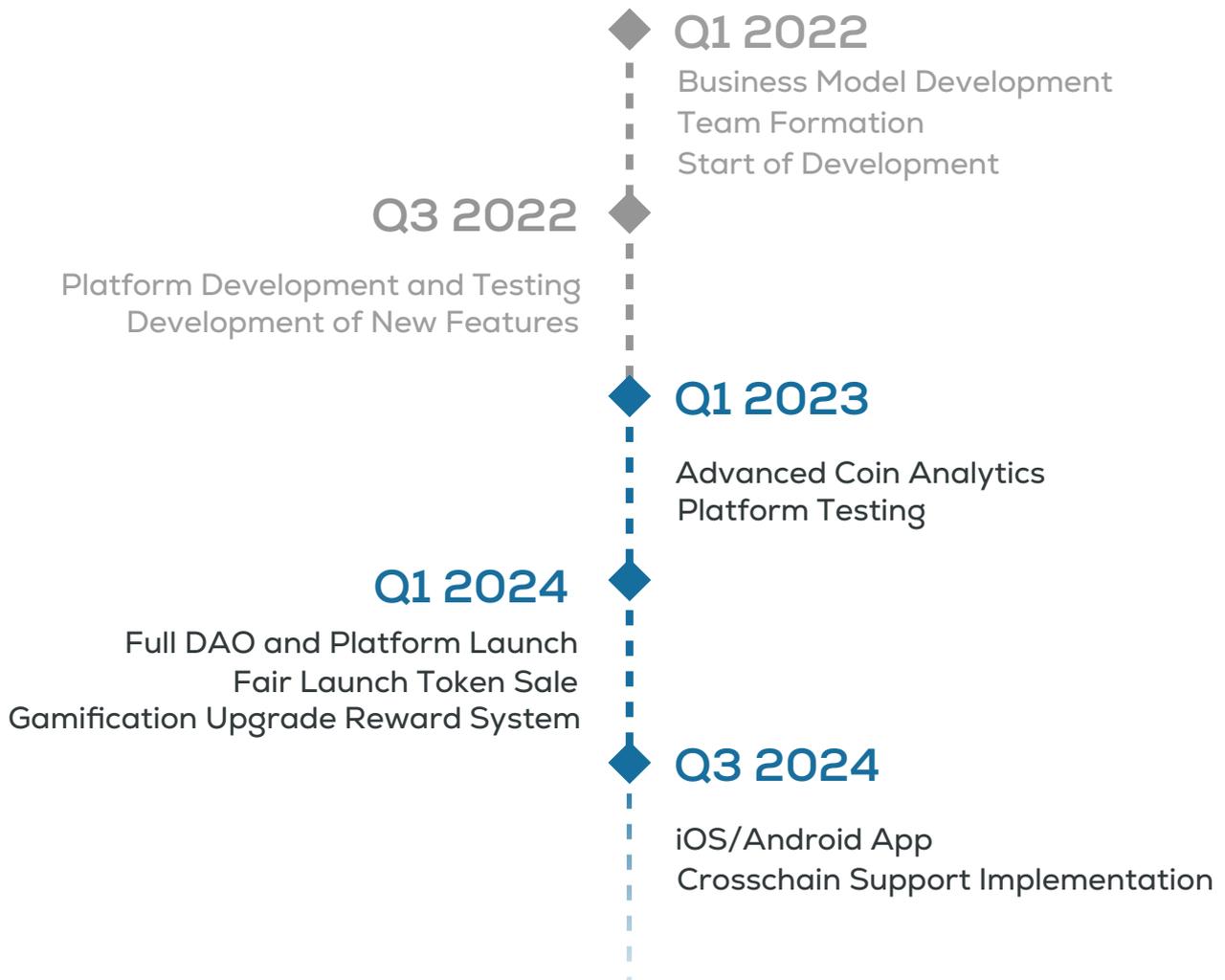
8.3 Treasury Grants

Funds from the treasury will incentivize and reward the community for participating in the DAO.

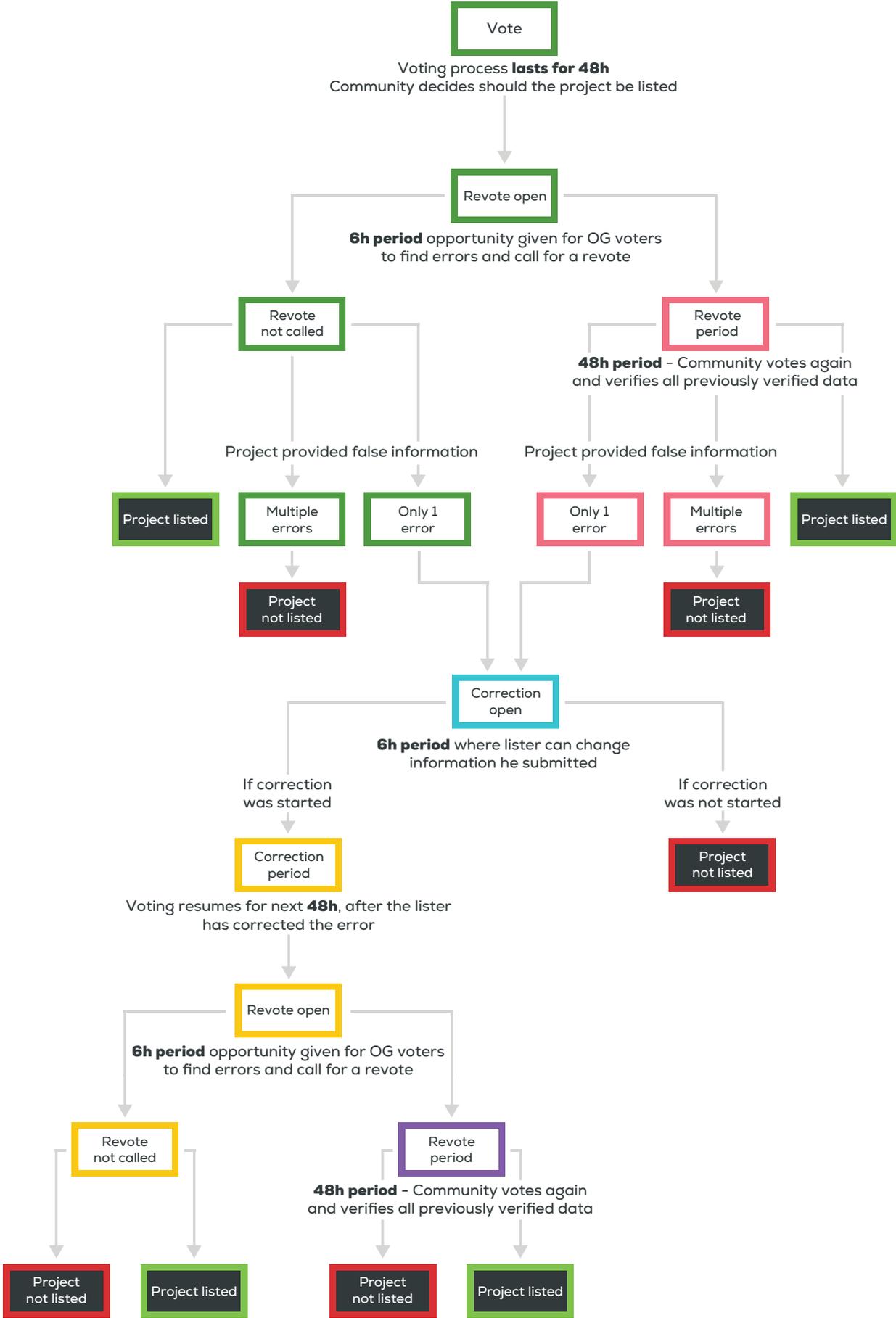
Competitions and governance votes will be held periodically, resulting in rewards for all participants and giveaways for the most accurate voters.

Our main goal is to have an active and well-educated community governed by a fully decentralized and trustless DAO.

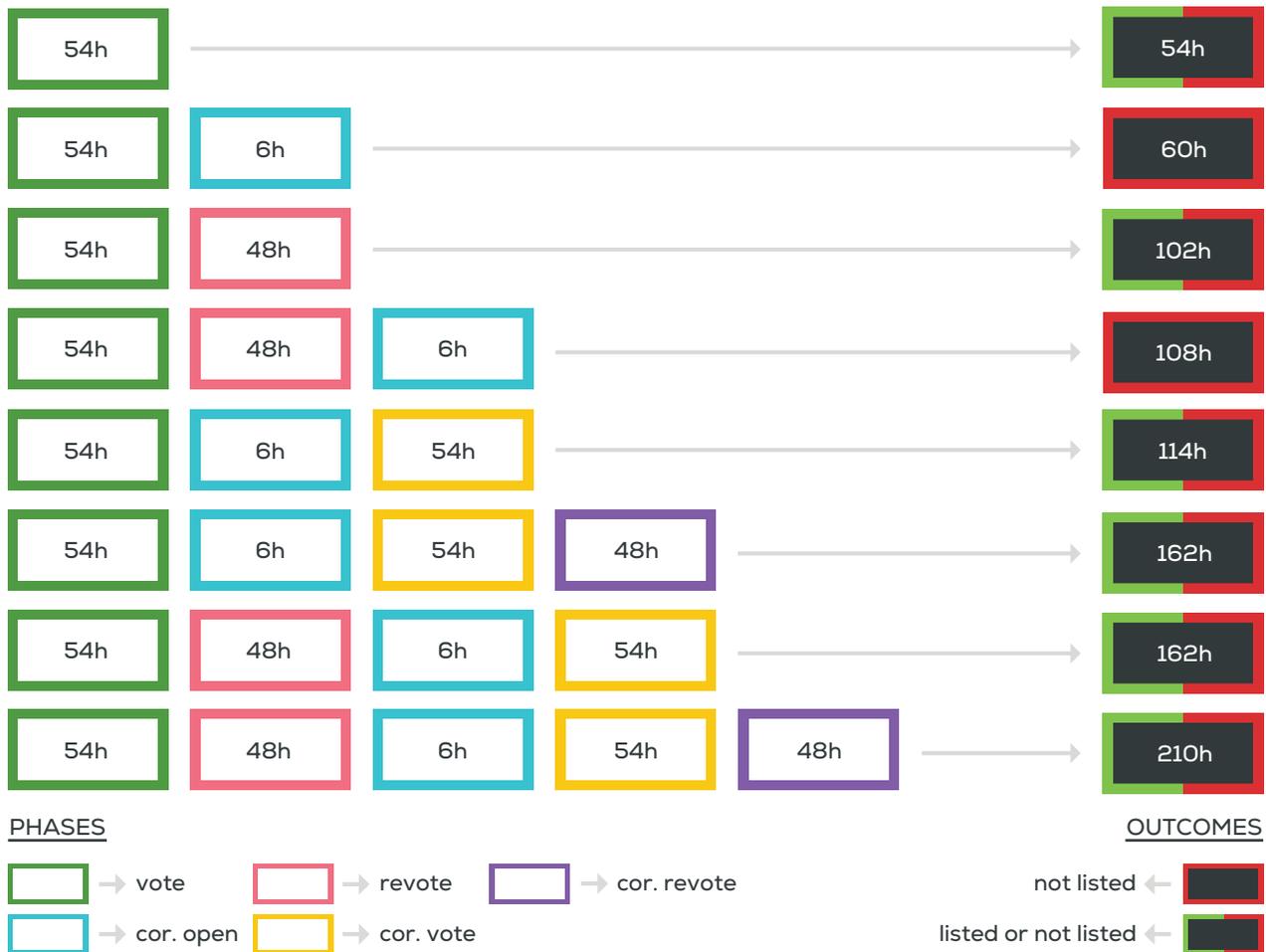
Roadmap



The schema below explains the flow of a voting process for all possible outcomes.



5.5 Diagram Legend



Revote open (6h):

The period in which OG user can call for a revote because he believes the community-made the wrong decision.

Revote period (48h):

The period in which the community votes again and verifies all previously verified data.

Multiple errors:

The situation in which the project provided information with more than one error according to the results of the community vote.

Only 1 error:

More than 50% of the community said one piece of information was wrong while all other information was voted as accurate.

Correction open (6h):

The period in which lister can change listing data and start correction period.

Correction period (48h):

A new voting period with data corrected by the lister.