Coreto

Lightpaper

Executive Summary

At its core, blockchain is a shared record of trusted transactions. Anything built on the blockchain is by its very nature transparent and everyone involved is accountable for their actions. We all know, some of us through hard experience, that trusting transactions isn't the same thing as trusting the parties behind those transactions.

While blockchain and cryptocurrency platforms are accessible to retail investors from a technical standpoint, the barriers to entry from a knowledge, awareness, and trust standpoint are still quite high. Which is to be expected when dealing with a young technology.

As a result of these barriers, fewer retail investors choose to participate, blockchain project teams are unable to achieve their funding goals, and many blockchain experts are unable to establish themselves as thought leaders in the field.

Purpose

Our **purpose** is to educate the world about the transformative power of blockchain by connecting all of the parties involved: investors, influencers and blockchain projects. **On one platform.**

www.coreto.io

vision

Our **vision** is to unite the blockchain communities. By using the cumulative opinion of experienced influencers, people will have a better understanding of how and what blockchain projects are aiming to achieve, helping them make better **informed** investment decisions.

Why now?!

The crypto industry has been through a veritable rollercoaster over the past two years. Even so, the industry's momentum continues undiminished, driven by consumer and investor optimism, and an increased interest from institutional investors and enterprise businesses.

After the 2018-2019 bear market, the 2020 bull run brought substantial gains but also losses to blockchain projects and investors.

Just like in 2017, starting mid-2020 we saw a new wave (even bigger than in 2017) of retail investors coming into the crypto market.

Why now?!

The total number of users reached 139 million at the end of 2018, of which around 38% are supposedly active (approx. 35mil). Based on recent research from companies like crypto.com, blockchain.com, and statista.com, there are now more than 100 million users actively using cryptocurrencies around the world.

Out of these users, the vast majority are individuals (retail investors), and the minority are business clients comprised mainly of institutional investors and online merchants.

Cryptocurrency active blockchain users   **100m**

*estimated at the end of 2019

Estimated % of blockchain influencers/experts out of active users   **~2%**

Existing blockchain projects on the market   **>8000**

Avarage Q-o-Q growth of new blockchain projects (ICOs, STOs, IEOs)   **54%**

Current Problems

Research plays a very important part when choosing what projects to invest in. Whether they are in the fund-raising phase or already trading, new crypto enthusiasts and experienced ones alike, spend a lot of precious time cross checking different sources or trying to identify the right trading patterns. All this research is made in order to be sure that they are making the right decision by passing or investing in a project.

There are hundreds of project reviewers, trading analysts and youtubers out there. Some with hundreds of followers, others with hundreds of thousands, but the number of followers doesn't necessarily reflect the quality of their content or the accuracy of their predictions.

Both Investors and Influencers are searching for those Blockchain Projects that will provide them with the right use cases and investment opportunities. But the quest to identify the right opportunities is not an easy one. Each of the parties involved are facing their own obstacles and challenges.

Our solution

Coreto is a DeFi-based ecosystem for communities, built on the most valuable asset a user can have: TRUST.

We are using the immutability and transparency properties of the blockchain technology to build a reputation-based, , community-driven platform that bridges the trust gap between blockchain investors, traders, influencers, poolers and project teams.

Investors

Waste a lot of time researching.

Hard to identify reliable sources of information.

Fear of losing money.

Low level of financial literacy.

Lack of experience and market education.

PROBLEM

Investors

Learn from others. *Earn* by applying. *Repeat* the process.

Easily assess the performance of influencers based on their tracked record

Subscriptions to selected influencers' content

All major influencers in one place. Use their crowd wisdom in your advantage.

Trading Analysis, State of Crypto, Project reviews, Predictions.

One-on-One mentoring sessions with blockchain experts

All in one place, well organized interface and easy to follow design.

SOLUTION

Our solution

Coreto is based on the most valuable asset a user can have: TRUST.

Influencers

PROBLEM

Hard time in providing a clear statistical picture of their performance

The need for recognition

Audience scattered across multiple social media channels

Diversification of income channels

Influencers

Prove your trustworthiness. Grow your network. Gain recognition.

SOLUTION

Bring the scattered followers in one place.

Profile page specifically designed to reflect experience and knowledge

Build trust and grow your reputation

Unlock new features and options as reputation grows.

Create free and subscription based content

Provide free or paid mentoring sessions to your followers

Our solution

Coreto is based on the most valuable asset a user can have: TRUST.

Blockchain Project Teams

Awareness costs

Outreach to reviewers, poolers and influencers

Finding quality advisors

PROBLEM

Blockchain Project Teams

Lower costs. Increased reach. Find support.

Low fees for subscriptions and services

Easier outreach to influencers, pools and reviewers

Great funnel for generating users and adopters

Find Advisors with verified reviews from projects they previously worked with

SOLUTION

Coreto: Participation & Interactivity

Until now, blockchain investors have remained largely passive from a participation standpoint. Influencers, of course, have participated by creating content in the form of reviews and trading scenarios and recommendations, but this activity has largely been unstructured, carried out across various forums and platforms.

We shake things up by bringing all three parties together on one user-friendly platform that rewards participation and interactivity.

On Coreto, investors can not only learn more about the blockchain technology, active projects, and the current state of crypto, but also interact directly, even individually, with experts and influencers. What's more, they have access to the analytics, insights, and prediction capability of the platform's machine learning algorithm. All of which empowers their ability to make sound investment decisions.

COR

The use of Coreto's utility token within the ecosystem

To enable the optimal functioning of our ecosystem, we create a dedicated currency, the COR token, an Ethereum ERC20 utility token. The Reputation currency. The COR token will be used to take advantage of all the services the platform will provide.

It allows Investors to:

Stake COR to other users

Receive rewards for validated rumors

Reward the influencers for their content

Comment on reviews and posts (you have to hold COR in your registered wallet in order to interact with the content on Coreto)

Show their level of trust by upvoting/downvoting articles, influencers, projects, etc

Participate in Stacking of Opinion Pools sharing the risks and the rewards with influencers

Subscribe to Premium Content and Trading Signals from the Influencers they trust

Subscribe to the Private list of projects and portfolio of Influencers

Auction for 1-on-1 mentoring sessions with their favorite Influencers

It allows Influencers to:
(in addition to the use cases an Investor has)

Boost their trust and weight meter by stacking COR tokens

Promote their content in the main feed

Receive rewards from their followers

Back their opinions submitted in the Stacking of Opinion Pools

Receive COR tokens from investors for subscribing to their Premium content
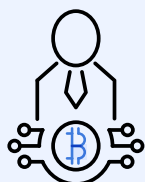
It allows Project teams to:

Claim their Official Page on Coreto

Acces our specifically designed services, in order to build their awareness among the blockchain communities
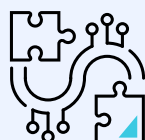
How
does it work?

Investor Use Case 01

Dave wants to diversify and increase his portfolio, so he starts his research and due diligence.

He heads over to Coreto.io

With the help of our ML and AI, the information is filtered and populates Dave's main feed with the current market trends and opportunities, based on the expressed and cumulative opinion of blockchain experts and influencers.

Dave creates his own short list and analyzes the opportunities, taking into consideration the reputation of the influencers that shared their opinion using our Stacking Of Opinion Pools (SOOPs).

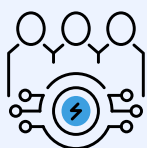Based on the new information and his own judgment, Dave has now made the informed decision to:
- Invest in one ICO
- Participate in 2 presale Pools
- Open a short position
- Open two buying positions

How
does it work?

Investor Use Case 02

Dave has been trading cryptocurrencies for a while now, and has decided that if he wants to improve his success rate, he must first improve his skills. He is now looking for a more experienced trader to learn from and follow his lead.

Browsing and filtering through Coreto's database of registered traders, he subscribes to a number of them and receives notifications regarding their activity.

In time, his trust is won by several traders and influencers, so Dave decides to subscribe to their premium content.

Dave is now able to book live consultation sessions with his new mentors and in time, he begins to reap the rewards of his learnings.
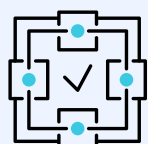
How does it work?

Influencer Use case

CryptoBob is a known blockchain influencer and experienced trader. He has a big community, totaling over 100.000 followers, spread across multiple social channels, wasting a lot of time editing and trimming his content accordingly:

- Twitter and Facebook to post ideas and share his thoughts.
- Youtube for documenting his reviews and charts
- Telegram, Slack or Discord to directly communicate with part of his community.

Using Coreto, he'll be able to create a dedicated profile page specifically designed for blockchain related content and organize it into free and premium content.

Participate in SOOPs and trading competitions to prove his knowledge and assume his opinions. His SOOP results are immutably stored on the blockchain, determining his reputation.

Hold free or paid mentoring sessions with his followers.

Develop a stronger community and follower base, monetizing his knowledge in the same time.

Coreto Features

1

Gamification

Competition amongst traders and analysts is constantly at high levels. Coreto will provide the right incentives to stimulate and encourage quality content creation, offering the opportunity to challenge another peer to a 1 on 1 competitive "confrontation".

2

High Security

Powerful data encryption, privacy, and blockchain based data accuracy.

3

ML and AI

Machine Learning and AI algorithms provide insights into investor's interests, market trends, crowd sentiment and segmented statistics on all relevant metrics, with the end result of creating our own prediction bot that will be free to use for all Coreto users.

4

Social Impact

Institutional investors rely on their private teams of analysts, researchers, and traders. But who do the retail investor, the new crypto adopters rely on?

With the community at heart, we build the platform that will serve as the research hub for all individuals that want to improve their trading and investment game.

5

Direct access to experts

As quality content creators emerge and prove their knowledge, you will be able to auction for 1 on 1 consultations with those you are following and appreciate their work.

6

Rumors Stack

Anyone can post rumors about the blockchain industry. But only the ones who get it right and are backed by other members will become fact, and the creator will be rewarded for their findings.

Take advantage of all the content and resources found on Coreto and improve your skills in identifying the right trades, blockchain startups investments (ICOs, IEOs, IDOs), influencers, traders or even mentors.

Learn from others.
Earn with their help.
Repeat the process.

Roadmap

Phase I - Past

- ✓ Alpha Concept & Design
- ✓ Token Generation Event
- ✓ Alpha Development
- ✓ Alpha Testing

Phase II - Beginning of Q3 2021

- ✓ SOOP Timeline Updates
- ✓ Comments System
- ✓ Social Posts
- ✓ Articles Module
- ✓ Notifications System
- ✓ Invite/Referral Module
- ✓ SOOP Statistics
- ✓ Trust & Performance Algorithms Adjustments

Phase II - End of Q3 2021

- ✓ Projects Module - Basic Data
- ✓ Project Reviews Module
- ✓ Mobile & Responsive Optimizations
- ✓ Performance Improvements
- ✓ User Tipping System
- ✓ Social Share for Platform Content
- ✓ Limited public access

Phase III - Open Alpha - Q4 2021

- ✓ Projects Module - Extended
- ✓ Influencer Status Guidelines
- ✓ Content Monetization
- ✓ Extended WEB3 Implementation
- ✓ Non-Custodial Wallet Integrations
- ✓ Extended API & Oracle based Data Feeds
- ✓ Gamification Mechanisms

Phase IV - Beta Q1 2022

- ✓ Rumor Page/System
- ✓ Internal Staking System
- ✓ Live Messenger
- ✓ 1 on 1 Mentoring

OFFICIAL LAUNCH - Q2 2022

- ✓ Official STABLE launch!

  Machine Learning & AI

  NFTs

Team

Iustina Faraon
CEO/ CO-Founder

She's a doer and always leads by example.
With 7 years' as a COO and partner in a
digital marketing agency she developed her
entrepreneurial and business skills.
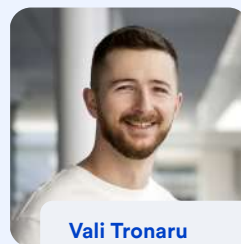She has a strong will power and nothing
can stand in her way.

Vlad Faraon
CBO/ CO-Founder

Vlad has 10+ years of experience in building
strategic partnerships and business
development strategies. A growth-focused and
results-oriented professional with a pragmatic
approach to key business challenges.

Andrei Balaianu
Head of Development

More than 7 years' experience as a system
architect and back-end developer. Building
custom CMS systems, large scale
CRM/ERP projects and iOS/Android
applications with Meteor.js, PHP with
CakePHP, MongoDB, MySQL, HTML5,
CSS3 and of course JavaScript.

Vali Tronaru
Head of Design

Vali is a young but very talented designer. In
the last 3 years, his experience in a digital
agency sharpened his talent, focusing
especially on UI and UX.
Vali has an "out of the box" vision and a full
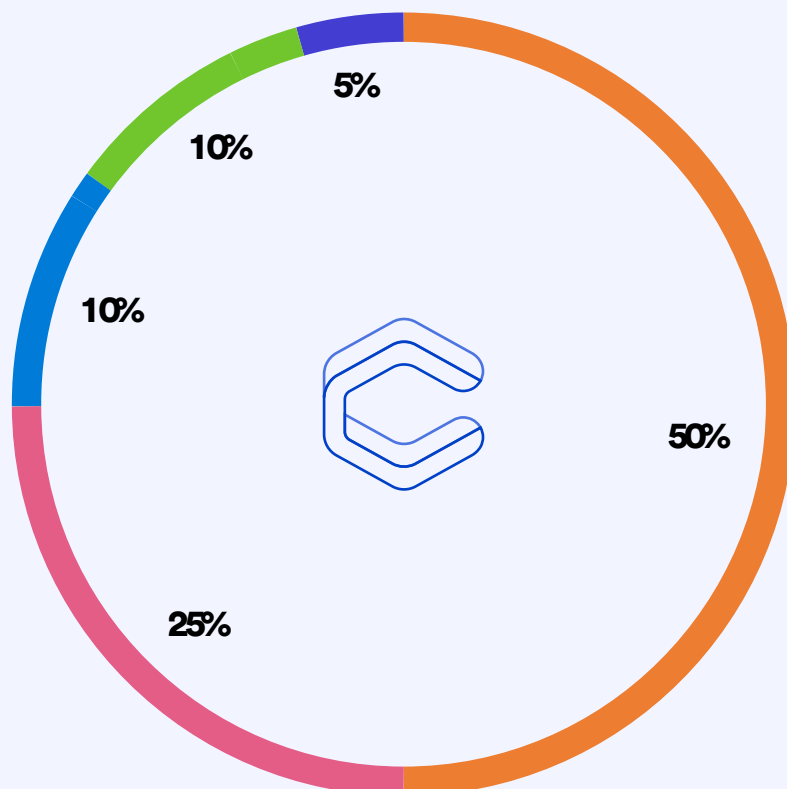spectrum of creative skillsets.

Token Distribution

Token Name: $COR

Total Supply: 500,000,000

Max supply: 462,274,355

Private sale: 162,5 mil COR

Public sale: 50 mil COR

5%

10%

10%

50%

25%

Team

Future Development

Marketing

Liquidity & Reward pool

Circulating Supply

Contact us for more information:

www.coreto.io
invest@coreto.io

DISCLAIMER

You acknowledge and agree that there are numerous risks associated with purchasing COR, holding COR, and using COR for participation in Coreto. In the worst scenario, this could lead to the loss of all or part of the COR which has been purchased. IF YOU DECIDE TO PURCHASE COR, YOU EXPRESSLY ACKNOWL-EDGE, ACCEPT AND ASSUME THE FOLLOWING RISKS:

1. Uncertain Regulations and Enforcement Actions
The regulatory status of COR and distributed ledger technology is unclear or unsettled in many jurisdictions. The regulation of virtual currencies has become a primary target of regulation in all major countries in the world. It is impossible to predict how, when or whether regulatory agencies may apply existing regulations or create new regulations with respect to such technology and its applications, including COR and/or Coreto. Regulatory actions could negatively impact COR and/or Coreto in various ways. The Company, the Distributor (or their respective affiliates) may cease operations in a jurisdiction in the event that regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction. After consulting with a wide range of legal advisors and continuous analysis of the development and legal structure of virtual currencies, a cautious approach will be applied towards the sale of COR. Therefore, for the token sale, the sale strategy may be constantly adjusted in order to avoid relevant legal risks as much as possible

2. Inadequate disclosure of information
As at the date hereof, Coreto is still under development and its design concepts, consensus mechanisms, algorithms, codes, and other technical details and parameters may be constantly and frequently updated and changed. Although this lightpaper contains the most current information relating to Coreto, it is not absolutely complete and may still be adjusted and updated by the Coreto team from time to time. The Coreto team has no ability and obligation to keep holders of COR informed of every detail (including development progress and expected milestones) regarding the project to develop Coreto, hence insufficient information disclosure is inevitable and reasonable.

3. Competitors
Various types of decentralised applications and networks are emerging at a rapid rate, and the industry is increasingly competitive. It is possible that alternative platforms could be established that utilise the same or similar code and protocol underlying COR and/or Coreto and attempt to re-create similar facilities. Coreto may be required to compete with these alternative platofrms, which could negatively impact COR and/or Coreto.

 4. Loss of Talent
The development of Coreto greatly depends on the continued co-operation of the existing technical team and expert consultants, who are highly knowledgeable and experienced in their respective sectors.

The loss of any member may adversely affect Coreto or its future development. Further, stability and cohesion within the team is critical to the overall development of Coreto. There is the possibility that conflict within the team and/or departure of core personnel may occur, resulting in negative influence on the project in the future.

5. Failure to develop

There is the risk that the development of Coreto will not be executed or implemented as planned, for a variety of reasons, including without limitation the event of a decline in the prices of any digital asset, virtual currency or COR, unforeseen technical difficulties, and shortage of development funds for activities.

6. Security weaknesses

Hackers or other malicious groups or organisations may attempt to interfere with COR and/or Coreto in a variety of ways, including, but not limited to, malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing and spoofing. Furthermore, there is a risk that a third party or a member of the Company may intentionally or unintentionally introduce weaknesses into the core infrastructure of COR and/or Coreto, which could negatively affect COR and/or Coreto. Further, the future of cryptography and security innovations are highly unpredictable and advances in cryptography, or technical advances (including without limitation development of quantum computing), could present unknown risks to COR and/or Coreto by rendering ineffective the cryptographic consensus mechanism that underpins that blockchain protocol.

7. Other risks

In addition, the potential risks briefly mentioned above are not exhaustive and there are other risks associated with your purchase, holding and use of COR, including those that the Company cannot anticipate. Such risks may further materialise as unanticipated variations or combinations of the aforementioned risks. You should conduct full due diligence on the Company and the Coreto team, as well as understand the overall framework, mission and vision for Coreto prior to purchasing COR.

Contact us for more information:

www.coreto.io
invest@coreto.io