

Cryptogaga – One-stop shop for Blockchain News

White Paper





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Introduction – Mission and Vision

Cryptogaga (<http://cryptogaga.com/>) is a new website, founded in 2017, which aims to provide rich, original and informative content to the general Crypto-community.

Interest in cryptocurrencies has soared since the launch of Bitcoin in 2009 introduced the idea of alternative currency and digital payment systems to the world. It also introduced the concept of the blockchain – a distributed, decentralised ledger and peer-to-peer network which uses a defined, consensus mechanism to prevent modification of records or data.

Since then, Bitcoin has spawned a whole range of altcoin (so-called because they are an alternative to Bitcoin) competitors, and derivatives, whilst the application of blockchain technology has spread far beyond the realm of digital currencies. In turn, blockchain is in the vanguard of a whole range of technological applications that is revolutionising processes in the financial services market, loosely grouped under the umbrella term FinTech.

Now with Bitcoin trading at over US \$5,300 a coin and with some analysts predicting it will hit the US \$20,000 mark by 2020, interest in cryptocurrencies and digital trading has become mainstream activities. No longer the preserve of just a few geeks and enthusiasts, BitCoin, Ethereum, ICOs and Blockchain are words that have passed into everyday parlance, with scarcely a day passing which does not see the launch of a new coin, or announcement of another project piloting the use of the technology.

Cryptogaga looks to tap into this growing interest in the whole area of digital coinage and crypto technology by providing a steady stream of fresh, innovative content which will entertain, inform and educate readers. However, it looks to go beyond that. The site wants to promote active engagement amongst its readers and stimulate wider interest by sponsoring a series of awards, on which readers will vote, that will recognise those who have made significant contributions to the crypto-community. This will act as a major differentiator from the other websites that have sprung up aimed at the same target audience.

Services

News

Cryptogaga is set to deliver a fresh daily diet of news covering Bitcoin, Ethereum, Altcoin, ICOs, Blockchain, and FinTech, as well as carrying general press releases which will be of interest to the crypt-community. These news items could cover new product releases, the announcements of major projects or technical developments, or important legislative changes and/or government initiatives that could affect the community. Or they could be simple human interest stories that involve digital currencies or technology, such as the Dutch family that has sold all their possessions and gone to live in a chalet, so they can invest in Bitcoin.

Bitcoin continues to generate more headlines than any other single subject in the world of digital currency and technologies. Whether it questions about its value, or the wider debate as to

whether it is genuine or a scam, Bitcoin generates daily thousands of articles and opinions, and Cryptogaga will aim to keep readers abreast of these developments. It will also look at technical issues such as the implications of currency forks, or problems with data mining. In essence, Cryptogaga aims to be a one-stop shop for any information readers need about Bitcoin.

Ethereum is not only the second-most traded digital currency after Bitcoin, but also uses a technology which many multi-nationals and hi-tech firms regard as having huge future potential. With the unique concept of the “smart contract”, the Ethereum blockchain has the potential for application across a whole range of industries – financial services, retail, legal and media to name but a few – and some industry commentators predict that it may eventually eclipse Bitcoin. Cryptogaga will bring all the updates on the evolving Ethereum story, as well as news on how the technology continues to power new innovation and capabilities.

There are now over one thousand **Altcoin** products on the market and the number is growing every day. Some of these will be short-lived, and others will have real long-term value. Cryptogaga will bring news of major developments concerning these altcoins, including changes in value and investment strategies, as well as providing coverage when significant new coins are introduced to the market. It will also aim to identify when altcoins have been identified as frauds, or when traders are using “pump and dump schemes” in scam transactions.

An **ICO** (Initial Coin Offering) is an unregulated means of crowdfunding using cryptocurrencies to fund a new start-up, or altcoin launch. New ICOs crop-up every day, with over US \$2 billion raised in token sales (investors are given tokens in digital currency in the start-up, equivalent to shares in a traditional IPO) in 2017 alone. Cryptogaga will bring readers news of the more prominent of these ICOs, as well as covering broader issues such as government regulation, and assessments of how valid and risky are such ICOs.

Blockchain has rapidly expanded from the technology used to support the Bitcoin digital currency and payment system to something which is seen to have broad application and potential across a wide array of industries and sectors. There has been an explosion in the number of companies embarking on blockchain projects, and now national, regional and local governments are seeking to get involved as well. With a plethora of announcements of new projects and applications occurring on almost a daily basis, it is hard to keep track of new advancements in the rapidly-changing field of blockchain technology. Cryptogaga will cover the main developments, highlighting significant projects or applications for readers.

FinTech is the portmanteau words to describe the application of technology to the financial services sector and includes such applications as A.I. (Artificial Intelligence), Robotics, money management tools, peer-to-peer lending, and so-called RegTech (the development and deployment of tools to support the regulatory and compliance processes of major banks and financial institutions). Like blockchain, the FinTech landscape is rapidly changing. Cryptogaga will keep readers apprised of significant developments and trends.

Reviews

Cryptogaga will also be offering an extensive set of reviews covering all the major areas of interest to the crypto-community – Bitcoin, Ethereum, Altcoin, Blockchain and FinTech. Such reviews will include comparisons and assessments such as:

- What are the best products to follow, invest in or mine, and why?
- What are their key features and weaknesses?
- What developments could impact on their value, functionality or associated risk in the future?

They will also look at the surrounding infrastructure of crypto currencies, such as wallets and digital exchanges.

Already the website features articles looking at valuation issues surrounding Bitcoin, a review of leading altcoins, and an overview of some of the leading Blockchain and FinTech applications. These are just the first in an ongoing flow of such articles.

Digital wallets and exchanges also feature in the first articles to be posted. A wallet is the interface between a user and the digital currency of their choice, and is used to secure the private key, the security code that allows them to access and spend their coins. A digital exchange is the online service which permits users to trade cryptocurrencies. There are many wallets and exchanges available, and more are added all the time, whilst others cease to function. Cryptogaga will review them, judge the best – and the worst! – identify key features which users should consider when determining if a product or service is right for them.

Furthermore, the site will assess major ICOs as they are planned and launched, aiming to give a fair and unbiased appraisal of them. This will include details of how to invest for those interested, and an assessment of the associated risks.

These reviews will not just reflect the opinion of the Cryptogaga team. Contributions will be sought from a broad array of guest writers and industry experts, so that the audience can be exposed to as wide a range of opinions and judgements as possible.

Guides

Cryptogaga also intends to offers its readers a range of guides, recognising that, with such a rapidly changing industry, there is a need to explain how products or concepts work, or the mechanisms for engaging with the technology. These guides are not just aimed at the novice either. The world of crypto currencies and associated technologies is fast-moving, and it is difficult for one person to stay on top of all the developments.

Examples of such guides already available include a description of how to invest in Bitcoin, an explanation of Ethereum (and how it differs from Bitcoin), and an overview of some of the major altcoins currently available on the market, including Ripple, Dash and Litecoin. There are many more such guides planned, although user demand may dictate the order in which they are published.

The guides will also aim to clarify and explain some of the terminology and concepts used in the industry. It is hard to remember, sometimes, that the whole digital currency and associated technology market is less than a decade old, but, in that time, it has managed to create a whole new vocabulary for itself. For example, what is a fiat currency, a smart contract or a distributed, decentralised measure? Cryptogaga will explain.

Market Analysis

In addition to carrying live prices for major currencies like Bitcoin, Ethereum and Litecoin, Cryptogaga will also provide regular market analysis, analysing key trends and developments, and identifying events that may impact future price movements, such as planned currency forks, impending government regulation, or the activity of major investors. Whilst it is impossible to cover all currencies, the site will assess those currencies which have significant traded volumes – or have the potential to reach such levels.

There will also be analyses of the major market applications of both Blockchain and FinTech, which will seek to understand and explain how the technology is being used now, and predict how it might evolve in the future.

Interviews

Cryptogaga is planning to feature a regular series of print and video interviews with leading figures from the world of crypto currencies and digital technology. While they cannot promise to interview either Satoshi Nakamoto or Vitalik Buterin, it is expected that the people featured will be those making a leading contribution in the field – be they developers, investors, thought leaders, traders or project leaders.

These interviews could be syndicated to other media or posted on social media channels like YouTube, Facebook and LinkedIn. This would increase traffic to the site and attract advertisers and other contributors.

Guest Authors

A number of guest authors will be invited to contribute articles and opinion pieces to the site. These include well-known journalists and authors on digital currencies, blockchain and FinTech, as well as enthusiasts and other community members. Cross-linking will be encouraged, so that traffic from their sites can be re-directed to Cryptogaga, and vice versa.

Awards

As both a marketing tool and as a way of stimulating greater interest in the sectors of alternative currencies and digital technologies, Cryptogaga intends to sponsor a series of annual awards, for which all members of the crypto-community will be eligible to vote.

Designed to reward excellence in the field of achievement, influence, innovation or service delivery, this award scheme will mark the site out from its competitors in terms of influence and

reach, and should garner widespread publicity for the website. This will be supported by campaigns and promotion in both traditional and social media which will promote further interest in Cryptogaga, enhance its SEO (Search Engine Optimisation) and Google page rankings, and drive further traffic to its page. This in turn should attract additional advertising revenue to the site.

At this stage it is intended there will be eleven award categories.

The Satoshi Nakomoto award

This is intended to be the highest award that somebody in the crypto-community could ever win, and is named in honour of the unknown person who created Bitcoin and thus sparked the whole cryptocurrency and digital technology revolution. A mythical figure, who may, or may not exist, little is known about them except that they stopped their involvement in Bitcoin in 2010.

There have been rumours that Satoshi is Japanese, whilst others have called Nakomoto the world's most reclusive billionaire. However, whatever their identity, Nakomoto continues to be the most influential single figure in the history of digital currencies and technologies, and it is wholly fitting that the ultimate accolade is named after them.

The Vitalik Buterin award

The Buterin award is intended to be the second most prestigious award it is possible to win in the crypto-community. Unlike Nakomoto, the person it is named after is very much alive, and a prominent present figure. Vitalik Buterin is a programmer and co-founder of Ethereum. The 23-year old Russian-Canadian took the principles of the Bitcoin blockchain and expanded upon it, developing the Ethereum project which is fast becoming one of the sectors fastest-growing technologies, whilst the Ether is the second most traded digital coin, after Bitcoin.

In addition, he co-founded Bitcoin magazine, which has been voted by Richtopia as the 8th most influential companies in blockchain. Buterin regularly speaks at conferences, writes articles and engages with the Ethereum user community.

The Cryptopian Award

The Cryptopian Award is intended to be the third most prestigious award it is possible for the crypto-community to bestow.

The Best Investor of the Year

This is an award for the investor that invested the most money in the cryptocurrency ecosystem. This could either be a company or an individual. This award is judged not on how much money they have invested but the return they have earned on that money. For example, former US Marine, Jared Kenna, first invested in Bitcoin when they were only worth 20 US cents a coin. His fortune is now estimated at US \$30 million.

The Most Influential Investor of the Year

This is an award for the investor in the cryptocurrency ecosystem whose investment – whether it’s nominal, financial, verbal or otherwise – has had the greatest impact on the general market value of cryptocurrencies, whether this is positive or negative.

On the plus side it might, for example, include somebody like Eric Finman, who invested a US \$1,000 legacy from his grandmother in Bitcoin when he was 12, and who became a millionaire by the age that he turned 18. Or it might include Facebook investor Chamath Palihapitya who advised his 67,000 Twitter followers to invest in Bitcoin as a “defense against value destruction”.

On the other side of the equation there are people like Mike Hearn, one of the original Bitcoin developers, who then walked away and joined a banking consortium, selling all his coin and declaring Bitcoin “a failure”. And then there is Ross Ulbricht, who was behind Dread Pirate Robots which created the Silk Road, which operated on the dark web selling drugs, contraband and illegal services, using Bitcoin as the payment method of choice. By the time Ulbricht was arrested by the FBI, he had become a Bitcoin millionaire several times over, and, in the process, created an association between alternative currencies and crime which is still reflected in sections of the traditional media today.

The community’s vote will decide.

The Best Crypto Exchange of the Year

This is an award that will be given to the cryptocurrency exchange which is judged the best of the year by voters. This is likely to be evaluated using a number of criteria, including reputation, fees, payment methods and the time taken to verify transfers and deposits. Geographical coverage may also be a factor as not all exchanges offer the same services and functionality to users and traders in different countries. In addition, the speed and quality of customer service is likely to be a big factor in judging the quality of an exchange.

The Best Crypto Merchant Solution of the Year

This is an award for the best crypto company that provides the best crypto/blockchain Merchant solution. With an increasing number of online retailers and ecommerce sites now accepting Bitcoin and other digital payment, innovative technological solutions are increasingly being deployed to facilitate such payments, and ensure a smooth interface between customer and vendor. This award seeks to recognise the most innovative or most user-friendly of such solutions, as judged by the crypto-community.

The Best Crypto-Journalist of the Year

This is an award for the journalist, writer or author who has done the most, in the past year, to inform, educate and entertain their readers through the original and uniqueness of their written contributions on the subject of the cryptocurrency ecosystem.

The Most Innovative and Life-Changing Product of the Year

This will be awarded to the project, which in the opinion of the voters, is either the most innovative, or most life-changing, or possibly both, project of the year either in the blockchain space or the wider crypto technology or FinTech arena.

Best Upcoming Altcoin of the Year

This award will be bestowed on the blockchain or crypto-based project, which, in the opinion of the voters, has the most potential to make a big impact in the future, whether financial or technological.

The Most Resourceful Crypto Website of the Year

This is an award which recognises the website which, in the opinion of the community, provides the most useful, current, educational and/or engaging information on all matters crypto, including up-to-date tools, tips, guide and related content.

It might, for example, include a site like coinmarketcap.com (<https://coinmarketcap.com/>) which provides real-time data on the prices for all the major cryptocurrencies – including Bitcoin, of course – including market capitalisations, traded volumes and recent price movements.

Alternatively, consideration might be given to a comparison site such as cryptocompare.com (<https://www.cryptocompare.com/>). This is a “one-stop shop” where users can compare:

- Bitcoin and different altcoins, in terms of price, volume traded and other related data;
- The various cryptocurrency exchanges;
- The major cryptocurrency wallets;
- The top cryptocurrency gambling websites and businesses – whether they are involved in sports, horse racing, dice, casinos or any other type of coin gambling;

Cryptocompare also provide forum to promote feedback and encourage wider debate in the crypto-community.

The community might, instead vote for a site like coinwarz.com (<https://www.coinwarz.com>) which is something of a bridge between a market data, and a crypto currency comparison, site. Coinwarz, for example, looks at the profitability and difficulty of mining various coins compared to Bitcoin, based on a range of statistical data and analysis.

These are examples only of the type of site that might be eligible to win this award. It will be for the community to vote and decide on the winner.

The Cryptogaga Team

San Law – CEO/Founder

San Law is a crypto-enthusiast, who has been actively involved in the crypto-community for over five years, and has invested in a number of blockchain projects.

Sama Lanna – Editor-in-Chief and Author

Sama is a highly experienced finance professional and Chartered Accountant. He has written extensively on business, as well as a host of other subjects. Sama is a nom de plume.

Carla R – Market Research Analyst and Author

Carla R. is a recent graduate with a strong background in Data Analysis and Marketing. She is an experienced professional used to collaborating with technical teams, both as a developer, and from the business and marketing perspective. As a technical writer, Carla has an extensive background in computer security, IT vulnerability and risk assessment.

Sama L. –Author

Sama L. is a renowned author, with more than five years professional writing experience, who, in that time, has received more than 200 positive reviews both in Crypto and mainstream. Sama is a versatile and skilled writer who can deliver educative, informative and engaging content on any subject.

Summary

Cryptogaga has a clear objective which is to provide regular, innovative, and informative content to the crypto-community on all aspects of digital currencies and technologies. It aims to both educate and entertain, and intends to engage with the community as far as possible, providing a rich content of news, reviews, guides and market analyses, as well as featuring press releases, interviews with prominent figures, and contributions from guest writers.

It also will sponsor a range of awards that are intended to become the standard for anybody involved in the crypto community – whether they are developers, users, traders, brokers, journalists and enthusiasts. Through these awards the site will stimulate wider debate and interest in the sector, as well as driving increased traffic and advertising revenues to the site.

Cryptogaga wants ultimately to be a thought and industry leader, a reliable source that anybody who has any interest in the world of cryptocurrencies and associated technologies can turn to immediately to seek solutions or find information. This is a rapidly-changing and evolving sector, where it is difficult, even for the most informed individual, or organisation, to keep track of all the key developments. Cryptogaga can fulfil this task, and, guided by an experienced and enthusiastic team, become the website of choice for both experts and newcomers to the crypto-currency space.