

Gamified Social Trading for the Web 3.0 World

Empowering traders to **unleash their full potential.**

Whitepaper

v1.5 - 6th January 2021



ALUNA . SOCIAL

Trade. Network. Automate.

Legal disclaimer

This whitepaper is for informational purposes only and does not constitute an offer or solicitation to sell securities or other investments. Aluna.Social does not guarantee the accuracy of statements made in (or in connection with) this whitepaper or the conclusions reached herein, and expressly disclaims any and all liability for any direct or consequential loss or damage of any kind whatsoever arising directly or indirectly from: (i) reliance on any statement contained in this whitepaper, (ii) any error, omission or inaccuracy in any such statement, and (iii) any other matter connected with or attributable to statements contained in this whitepaper.

© ALUNA.SOCIAL 2021

INDEX

1. 6Whig/Xi
2. K'h'dc
3. 8]Vazc\Zh
4. HdX'Val g'Y'c'\`Ea/i [dgb
 - 4.1 Trading Terminal
 - 4.2 Social Network
 - 4.3 Automation
 - 4.4 Prediction Gaming
 - 4.4.1 Binary Outcome Games
 - 4.4.2 Social Trading Games
 - 4.4.3 Leaderboard Games
5. 6aj cV'l d` Zc`6ACt
 - 5.1 Allocation
 - 5.2 Vesting
 - 5.3 Early Adopters
 - 5.4 Token Sale
 - 5.5 Ecosystem Fund
 - 5.6 Treasury
6. I d` Zcdb `Xh
 - 6.1 Token Utility
 - 6.2 Incentive Mechanisms
 - 6.2.1 Participation Mining
 - 6.2.2 Payments
 - 6.2.3 Holding Benefits
 - 6.2.4 Staking Benefits
 - 6.2.5 Performance Pool
 - 6.2.6 Rewards Pool
 - 6.3 Governance
7. GdVYb Ve
8. I ZVb

1. ABSTRACT

Aluna's vision is to gamify finance and redefine social trading for the Web 3.0 world.

The crypto asset trading landscape is highly fragmented and can be overwhelming for newcomers taking their first step. The constant noise on social media channels and the lack of transparency in the space make matters worse.

Our flagship platform – Aluna.Social – is a multi-exchange copy trading terminal for cryptocurrency traders. It combines trading with social and gamification elements to provide a transparent environment where aspiring retail traders can thrive. Users enjoy a simplified and coherent trading experience independently of which exchange they connect on the Aluna.Social platform, while crowd-generated data helps users to stay informed and make better decisions.

Social features enable users to create public profiles and share their portfolio distribution and non-confidential data about their trades in real time. Such a social trading environment offers high transparency and accessibility, and is able to reduce information asymmetries and contribute positively to a trader's performance and returns.

The platform provides a few different types of trading automation options, of which copy-trading and counter-trading are an integral part. Traders will also be able to design custom automated strategies to trade algorithmically.

Aluna further evolves this model with the introduction of our native ALN token economy. Active participants and contributors who create value for the Aluna ecosystem are rewarded through various participation mining, liquidity mining, and staking mechanisms. This helps to bootstrap ALN's community, ecosystem, utility and liquidity, and creates more value for the overall token economy.

Ways to earn, play, and spend tokens are seamlessly interwoven into the fabric of the platform, and this provides gamified incentives that augment the overall social trading experience while reducing friction to user onboarding. Token holders also receive benefits such as access to token-permissioned chat groups and premium features on ALN-powered platforms.

ALN facilitates coordination of on-chain governance, where governors will ultimately vote on protocol parameters and usage of the treasury, enabling decentralised control and evolution. ALN's token value accrues from fees paid on ALN-powered smart contracts and platforms such as Aluna.Social. A part of these fees are distributed to stakers and added to the community-owned and self-governed treasury.

Finally, while Aluna.Social is an exchange-agnostic trading terminal that aggregates CEXes, our ultimate goal is to create the ultimate social trading experience for the Web 3.0 era. To achieve this goal, our next step includes integrating DEXes, and developing new products for the DeFi ecosystem such as social prediction markets, Web3 browser extensions, and on-chain social trading.

2. VISION

Our vision is to build a platform and ecosystem for the Web 3.0 world.

Crypto assets are creating new financial instruments and markets, and are revolutionising trading. Aluna is building the tools to support this revolution, combining an intuitive and easy to use trading platform with an online social space built on transparency, gamification and sentiment analysis.

Whether you are an experienced trader buying and selling high volumes, or a novice seeking information before taking your next step, Aluna provides you with actionable data that is genuine and trustworthy, while our novel token economy makes trading rewarding and exciting again.

Our mission is to improve relationships between traders, establish a trading community to share data, to create an environment where traders can leverage their skills and improve their overall performance.

3. CHALLENGES

Traders today have a huge choice of exchanges to invest in and speculate on cryptocurrencies, from small DEX's to industry heavyweights such as Binance, Bitmex and FTX. Alongside the growth in exchanges has been an increase of support services: trading bots, technical analysis tools and account management services, all of which are purposefully designed to smooth and enhance the trading experience.

The ability to copy-trade is an essential and growing part of the trading ecosystem. Social trading platforms, such as eToro, allow less experienced individuals to benefit from the knowledge of their top traders, who are rewarded both financially and reputationally.

However, useful and popular as these legacy platforms are, they are not native to crypto and were not designed to integrate with the crypto ecosystem.

The wide variety of choices, along with all the social media activity that accompanies it, might seem like a good thing. But for most traders, the flood of information and conflicting opinions can be overwhelming. Finding out about different assets is difficult when there are thousands of them and more often than not an exchange will have its own unique set of features.

Among the *XdchiVci`cd`hZ`* of Crypto Twitter, Telegram, YouTube channels and other media it is difficult to make sense of what's actually being traded versus what's being promoted – there is simply a *d\X`d[`i]g\cheVgzcXn`VcY`i]g`hi`#*

Aluna.Social tackles the problem with inventive solutions:

- *DcZ`hi`de`H]`de`#*Rather than expend effort on learning the nuances of UI and functionality across multiple exchange platforms, users can manage their trades through a single interface connected to exchange APIs, while analysing and monitoring the market with the built-in screener tool and news feed.
- *I`g\cheVgzcXn`#*Reliable signal providers can be identified via public profiles displaying verified trading history and real time trades. In other words, signal providers *ej`i`i]`Z`g`b`dcZn1`]`Zg`i]`Z`g`b`dj`i]`^`h`*, ensuring other traders can trust a signal because it corroborates with a trader's actual practices. Existing social media channels do not carry this proof, which means new traders can easily fall into the trap of following signals without reliable track records.
- *<Vb`^`XVi`^dc`#*Aluna provides a wealth of *Xj`g\iZY`hZci`b`Zci`YViV`*based on innovative prediction gaming structures. The community's inclinations, history and forward-looking direction are all fluidly visible as traders stake for or against each other's positions, reputations as well as future market possibilities.

This combination of *kZg`f`WZ`i]g`X`g`Z`dg`* and *\Vb`Z`W`hZY`^ciZg`Xi`dc`* not only smooths the learning curve for new traders but also impacts the behaviour of well versed, more accomplished signal providers. Ultimately, as Doering, Neuman and Paul inform us, "social trading is able to reduce information asymmetries... and can provide access to *]ZY\Z`j`cY`a`Z`g`ij`g`h`*, while offering *]`^]`i]g\cheVgzcXn`afj`Y`1n`and`VXXZhh`W`a`n`1`*.

¹ Doering, Philipp, Sascha Neumann, and Stephan Paul. "A primer on social trading networks—institutional aspects and empirical evidence." (2015).

4. SOCIAL TRADING PLATFORM

4.1 Trading Terminal

The Aluna.Social platform allows users to trade on multiple exchange accounts at the same time. By connecting their exchange accounts through API keys, users can view their portfolio distribution, execute trades and monitor positions and orders. All this is done on an intuitive interface, with advanced order types that can be used across all integrated exchanges, providing users with a smooth and consistent trading experience.

The Markets page is a screener tool that supplies panoramic information about the market, complete with interactive charts to monitor price changes, and analysis tools to filter crypto assets according to various fundamental, technical, sentiment, and on-chain data. A news aggregator complements this suite of analysis and monitoring tools.

Our mobile friendly web app enables trading on the go, while our proprietary Telegram bot allows users to trade by simply sending text messages, whether to buy or sell, long or short or check balances and market prices. Our roadmap includes rolling out this unique Aluna.Social feature beyond Telegram to multiple social networks and voice assistants such as Amazon Echo and Google Home.

4.2 Social Network

The underlying motivation behind Aluna's social network is to allow traders in the community to exchange information, enabling participants to make more informed trading decisions based on a wealth of community data. Traders also build up online reputation in a verifiable manner.

Each user has a public profile displaying trading data such as trading history, open positions and portfolio distribution, while keeping sensitive information such as position or portfolio size private.

A social feed known as Insights features 280-character posts, with the ability to add hashtags, cashtags and to tag other Aluna.Social users, giving users an outlet to share their opinions on what they think or feel about the market, or simply use as their diary and trading journal.

Every new trade appears as a post on the Insights feed. Upon seeing a new Insight, anyone can take a closer look at a particular profile to see if the activity matches the opinions and attitudes of the posts. They can view an individual's trading history, open positions and portfolio distribution – is their money where their mouth is?

Participants' performance is displayed on a leaderboard for ultimate bragging rights, enabling users to find the best traders based on performance, risk, and consistency². This gives users the power to assess individual traders and the community as a whole not only on what is said, but more crucially on what is done.

This combined and multilayered approach, being able to see individual as well as community-wide activity, improves transparency and generates new and unique metrics – credible sentiment data. The thoughts on Insights and actions in portfolios create a unique opportunity to learn and use community feedback loops to improve everyone's profits. Markets move in more than one direction, and Aluna makes it possible for users to identify bad as well as good traders, trading concepts and practices.

4.3 Automation

Signal provider is a programmatically tethered trading relationship between a signal provider and one or more followers.

Those wishing to copy-trade begin by browsing trader profiles, whose performance can be easily tracked on the platform's leaderboard, be they the biggest risk takers, the most risk-averse, the most profitable or the least profitable. Having made a selection, copy-traders subscribe to an individual's trades and define the trade amount they wish to allocate to follow a particular signal provider. When signal providers open a position the same position is automatically opened for copy-traders, when signal providers close their position the position will also be closed for copy-traders.

The Aluna.Social platform evolves and extends the concept of copy-trading to include *counter-trading*. With copy-trading, followers can imitate what signal providers are doing. With counter-trading, followers can execute contrary trades to those of the signal provider. Each time the signal provider makes a trade, the counter-trader automatically opens the exact opposite position. This creates a new type of market for honest signal providers and gives the community valuable feedback. Not only can users seek the most profitable trading profiles to follow and copy, but also the least profitable to counter-trade. Users can even spot traders who are on the verge of going on tilt or taking too much risk.

Finally, programmers and more advanced traders will be able to easily connect algorithmic strategies from custom bots or those designed on third-party sites such as TradingView, with Aluna.Social to seamlessly automate trades. In the later stages, on-site strategy creation and backtesting will enable algorithmic traders to easily finetune trading strategies, and present backtest performance to potential copy-traders.

² Lee, Woonyeol, and Qiang Ma. "Whom to follow on social trading services? A system to support discovering expert traders." In 2015 Tenth International Conference on Digital Information Management (ICDIM), pp. 188-193. IEEE, 2015.

4.4 Prediction Gaming

Our novel prediction gaming mechanisms combine some of the primitives of curation and prediction markets with social trading. These games incentivise users to provide *VXXj g/iZ VcY b ZVc^e\j ab Vg Zi VcYhZci b Zci YViV* by rewarding the best traders and most accurate predictions, while *b ^b h^e\`cdhZ#*As a consequence of using smart contracts, Aluna never has custody of users' funds.

When traders are able to risk tokens to back their opinions and predictions, then you can see what they *gZvan* think. This data can be aggregated and analysed over time – enabling users to make more informed trading decisions.

There are three main categories of prediction games: Binary, Social, and Leaderboard. Each gaming mechanism aims to aggregate information and compile it into useful data. It also encourages the Aluna community to share feedback on the current market sentiment in playful ways while building reputation. This provides users with fun ways to have *h` e^e`j]Z\ Vb Z!* through a gamified experience with the possibility of winning rewards for their accurate predictions, while building and tracking their prediction score in a manner that can be monetised.

4.4.1 Binary Outcome Games

Answering questions about price or events can give the community feedback on current market sentiment, and users can gauge if the majority are bullish or bearish and can track over time if the community was correct.

Users participate by voting on the outcome of a binary outcome question by risking tokens in parimutuel³ pools.

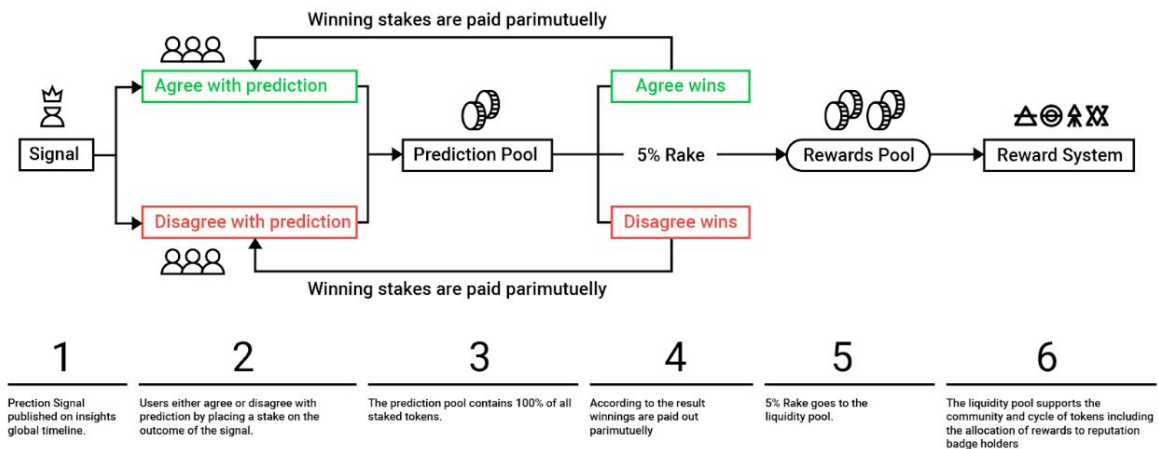
The question should always be something for which there is a clear-cut yes or no answer, such as:

- Will Bitcoin's current daily candle close higher than when it opened?
- Will Ethereum's price fall below \$1,000 at any point within the next 3 months?
- Will Ethereum's market capitalization surpass that of Bitcoin within the next 12 months?

³ Wikipedia contributors, "Parimutuel betting," Wikipedia, The Free Encyclopedia, https://en.wikipedia.org/w/index.php?title=Parimutuel_betting&oldid=879787197 (accessed October 18, 2018).

4.4.2 Social Trading Games

Social trading prediction games allow users to participate in parimutuel pools without the full commitment of taking the trade. Users do not follow a particular trader but instead risk tokens to predict if individual trades will end up closing in a profit or at a loss, and are rewarded when correct.



4.4.3 Leaderboard Games

Users can wager on the traders they think will top the Leaderboard categories every week or month. This allows users to give feedback on results such as *eZgdg VcXZ* (overall percentage gain), *gh`* (drawdown, risk-to-reward ratio) and *XdchhiZcXn* (percentage of profitable days over the period).

Displaying the winners and losers, including the most and least wagered profiles, will paint a useful picture of the community by using the leaderboard as a filter that sorts through traders' ideas, styles and risk management.

5. ALUNA TOKEN (ALN)

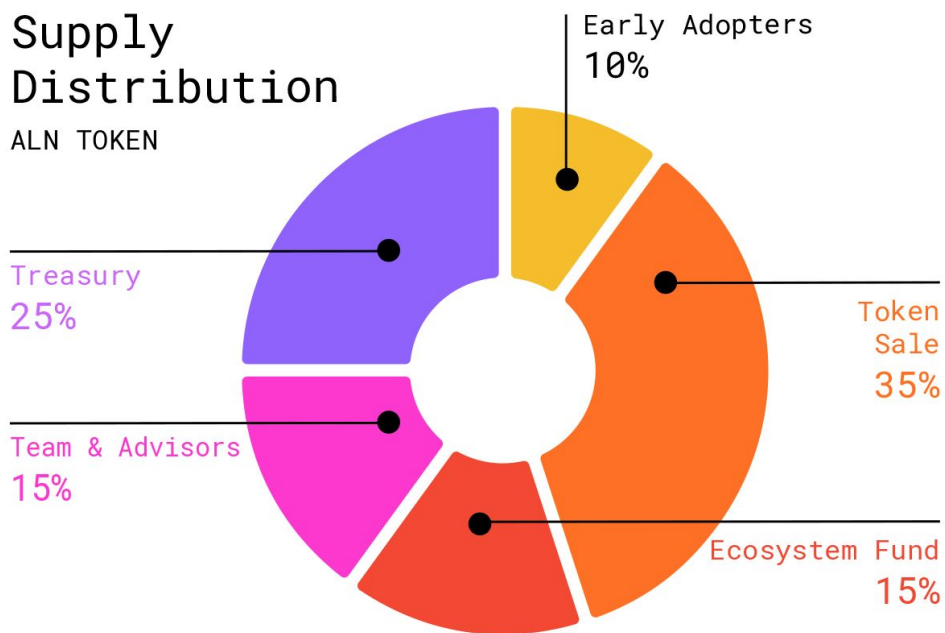
The native ALN token rewards participants who create value for the Aluna ecosystem. ALN is fairly distributed, community-owned and self-governed.

ALN is an ERC-20 token secured by the Ethereum blockchain. 6AC tokens were minted at the [Token Generation Event](#), after which

5.1 Allocation

ALN is fairly distributed through a long-term token distribution model that offers equal opportunity for all stakeholders to acquire and earn ALN, while being allocated optimally to bootstrap ALN's community, ecosystem, utility, liquidity and governance.

75% of the total ALN supply is distributed over 3 years to the community who will govern the remaining 25% held in the treasury.

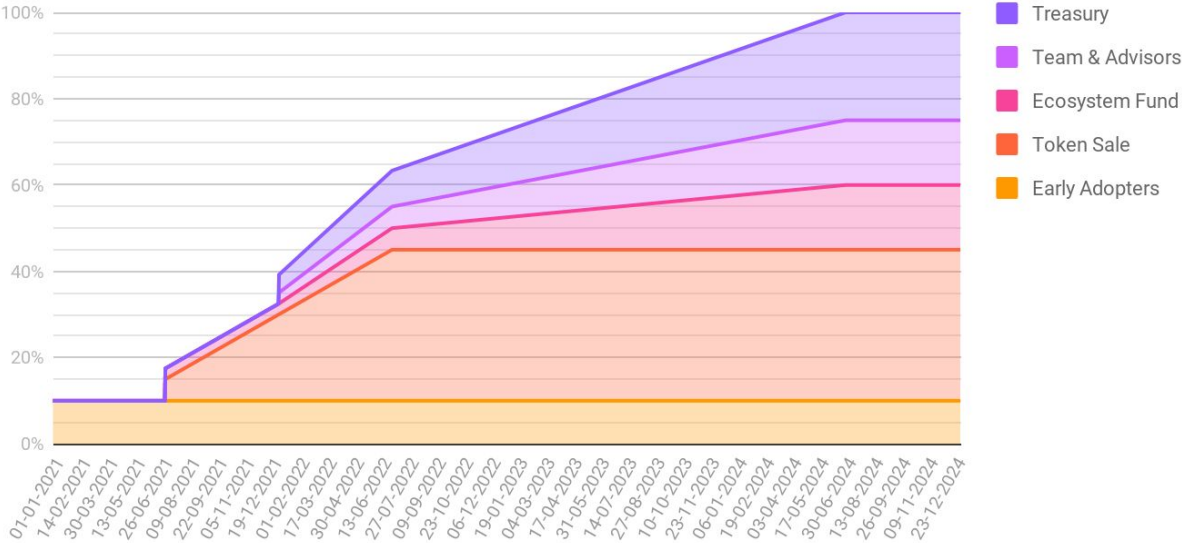


5.2 Vesting

Category	Percentage	Vesting Details
Early Adopters	10%	10% no lockup.
Token Sale	35%	<ul style="list-style-type: none"> - Seed sale (10%) with 6-12 months vesting. - Private sale (20%) with 3-12 months vesting. - Public sale (5%) no lockup.
Ecosystem Fund	15%	3 years vesting.
Team & Advisors	15%	3 years vesting with 6 months cliff.
Treasury	25%	3 years vesting with 6 months cliff.

CdiZ/6aikZhi c\`h`acZVgLnVdX i VcYhiVgh[glb i]ZZcY`d[ej VdXhVz#

Token Release Schedule



5.3 Early Adopters

10% of the total supply (10,000,000 ALN) has been distributed to the OG Alunauts who are early adopters of the Aluna.Social platform and have supported the Aluna Project over the past 3 years. These tokens were [distributed on February 14, 2020](#) and are already in circulation.

5.4 Token Sale

35% of the total supply (35,000,000 ALN) is allocated to the Token Sale and divided into 3 phases held from H2 2020 to H1 2021, detailed in the table below:

Cd#	E] VhZ	Hj eeān	l d` Zch	EgXZ	KZhi c\
>	HZZY`HVāZ	10%	10,000,000 ALN	\$0.04 - \$0.08	6-12 months
>>	EgkViZ`HVāZ	20%	20,000,000 ALN	\$0.125 - \$0.25	3-12 months
>>>	Ej VāX`HVāZ	5%	5,000,000 ALN	TBD	None

Unsold tokens will be added to the Treasury.

5.5 Ecosystem Fund

The Ecosystem Fund is used to bootstrap liquidity and utility, attract a larger audience, and incentivise meaningful contribution such as by being an active participant or top performing trader on ALN-powered platforms such as Aluna.Social.

15% of the total supply (15,000,000 ALN) is distributed over 3 years through various participation mining campaigns, such as airdrops, liquidity mining and staking rewards.

5.6 Treasury

A governable Treasury is seeded with 25% of the total supply (25,000,000 ALN) to be deployed based on community decisions, and rewards contribution from community members to further support stability in the long run. A portion of fees from ALN-powered platforms such as Aluna.Social will be added to the treasury.

The treasury funds will also be used for awarding grants to builders to create tools, services and new use-cases that benefit and grow the Aluna ecosystem, such as Web3 prediction games, Web3 browser extensions, and DeFi social trading.

6. TOKENOMICS

6.1 Token Utility

ALN is the utility token at the heart of the Aluna ecosystem. Token holders will experience benefits across the entire platform and are expected to obtain benefits from future projects, products, and services, whether or not detailed within this whitepaper.

The core functions of the ALN token are to:

1. Bootstrap the ALN community, ecosystem, utility and liquidity.
2. Fuel the incentive and gamification mechanisms of ALN-powered products and services.
3. Coordinate decentralised governance and reward the community of governors.

6.2 Incentive Mechanisms

6.2.1 Participation Mining

Part of the ecosystem fund is used to reward platform users and ecosystem participants who create value for the network, such as active users, top-performing traders, and winners of our trading competitions.

This includes but is not limited to regular airdrops, trading competition prizes, staking rewards, and liquidity mining campaigns.

6.2.2 Payments

Tokens can be spent on the platform, providing immediate benefit to active users through discounted or free access to premium features. When paying in ALN tokens, users get up to 50% discount on fees.

6.2.3 Holding Benefits

By holding at least 1,337 ALN in their Web3 wallets, users can access token-permissioned premium features, and join Aluna's private chat groups for traders on Telegram and Discord.

6.2.4 Staking Benefits

Staking a minimum amount of ALN provides users with platform benefits, such as access to premium features, discounted fees, and bonus rewards, as detailed in the following table:

7ZcZ[4h	Cd#d[*6AC`hiV`ZY`Whj`hZg		
	&!((, °6AC	&%/%%/%°6AC	*%/%%/%°6AC
PRO Features	Yes	Yes	Yes
NINJA Features	No	Yes	Yes
ALUNAUT Features	No	No	Yes
Gaming Fee Reduction	10%	20%	50%
Participation Mining Bonus	5%	10%	20%

6.2.5 Performance Pool

Up to 50% of fees from Aluna.Social will be added to a Performance Pool. This is then shared among all the profitable leader traders every month.

6.2.6 Rewards Pool

Up to 50% of ALN fees and 5% of non-ALN fees from ALN-powered platforms and smart contracts (e.g. for prediction games, defi social trading) will be added to a Rewards Pool. This is then distributed to ALN stakers and added to the community-owned treasury.

6.3 Governance

ALN aims to transition over 3 years from a centrally-governed project to one that is community-owned and self-governed through the Aluna DAO.

Management of the protocol will eventually be given to network governance, enabling decentralised control and evolution of the ALN token. Governors in the Aluna DAO will be able to propose and vote on usage of the treasury and other protocol improvements.

7. ROADMAP

● 2018 H2

6hhZb WZ1 ZVb
9Zh^c^fi^9ZkZæleb Zci

● 2019 H1

Eðvi[dgb °6æ] V°GZæVhZ
æciZ\gvi^dc^l ^j ^) °: mX] Vc\Zh
Bitfinex, Binance, Bittrex, Poloniex
EZcZigvi^dc^l Zhi^c\
L]^ZeVeZg

● 2019 H2

Eðvi[dgb °7ZiV°GZæVhZ
Eðvi[dgb °b egkZb Zcih
Telegram Bot
Affiliate System
MetaMask Integration
6AC^l d^ Zc^9ZkZæleb Zci

● 2020 H1

Eðvi[dgb °b egkZb Zcih
Copy-trading and Counter-trading
BitMEX Integration
Leaderboard
Custom TradingView Charts

● 2020 H2

I d^ Zc^HVæZ/HZZY
Hb Vg^8dcig^Xi^6j Y^
Eðvi[dgb °HZXj g^n^6j Y^
EVg^X^eVi^dc^B^c^c\
L]^ZeVeZg

○ 2021 H1

I d^ Zc^HVæZ/EgkViZ
Eðvi[dgb °Ej W^X^GZæVhZ
PRO Subscription Plans
Eðvi[dgb °b egkZb Zcih
CEX Integrations
BitMEX Copy-trading
Trading Competitions
Copy Portfolio

○ 2021 H2

I d^ Zc^HVæZ/Ej W^X
Eðvi[dgb °b egkZb Zcih
CEX & DEX Integrations
Open-source Exchange Library
Automation via TradingView
I d^ Zc^b eæb ZciVi^dc^h
Incentive Mechanisms
Liquidity Mining
Staking and Holding Benefits
Rewards Pool
Governance (Aluna DAO)

○ 2022

Eðvi[dgb °b egkZb Zcih
Strategy Backtester
Telegram Trading
Market Screener
Advanced Trading Tools
I d^ Zc^b eæb ZciVi^dc^h
DeFi Social Trading
Web3 Prediction Games
Web3 Browser Extension

