

**\$RISE
BECAUSE**



**MARKET
NEVER DIES**

THE LITEPAPER



INTRODUCTION

Since its inception, the cryptocurrency market has been told to be close to dead more times than one can count. But the reality is that even in the direst of situations, the market never really dies.

At the time of writing these lines (May 24th, 2021) the market has known a crash that scared people into thinking that the bull run met its premature demise. Since then, of course, we have seen the beginning of a recovery, with some of the market's main stayers seeing rises of over 30% in the last 12 hours alone.

Our mascot, James Bull, is the secret agent that will remind you of this simple fact: The Market Never Dies.

We are slowly seeing the common consciousness evolve, and more and more people becoming aware of the fact that a crash isn't necessarily an end. More often than not, it represents quite the contrary. Even a bear market, while an unpleasant position to be in, is only a temporary event that will at some point evolve into a bull run, allowing the market to grow further and further in a cyclical pattern that benefits the more acute and informed investor the most.

And we believe that any of you can become a top investor, if given the proper tools, just like any respectable secret agent.



PRODUCT & USE-CASE

Our project is composed of 2 simple parts that will interact with each other to help you from every possible angle. Our operating asset, RISE, will be the mean through which our investors will be able to benefit from the 2nd part of our project, a platform which will combine a market prediction system as well as a full set of courses and educational material to help better understand the ins and outs of the cryptocurrency market.

As mentioned before, this market crash has put in evidence 2 key elements:

- 1) A lot of people are now aware that it can bounce back in no time if the general public doesn't panic.
- 2) A lot of people are still not aware of the fact stated in point 1.

This is where our project comes in. Our goal is to help as many investors, experienced or not, to understand how the market works and to react most appropriately based on facts and understanding rather than emotions.

At the core of our project, every investor will find a variety of tools to be better prepared for their future ventures in the crypto-verse.



First of all, we are developing a full-fledged market prediction platform. Based on data solely, and removing the human bias component entirely from the equation, it will be capable of giving a clear look at what the future might be. Thanks to this, all our investors will be able to focus on what their next move will be instead of emotionally reacting to a chart.

But that alone wouldn't be enough to make sure that our investors are well-armed, and so we decided that the best way is to help everybody educate themselves.

To that effect, we are building a complete educational platform to give all our investors the keys to always be ready, no matter the situation at hand.

From beginner to experienced, every investor holding our operating asset, RISE, will find courses tailored to help them enhance their understanding of global market behavior, know how to proceed depending on how the market is behaving, risk management, and much more.

Because we believe that to be a highly effective crypto secret agent, the most important is to be aware of your surroundings at all time, we are convinced that information and overall knowledge is key in any investor's success.



ROADMAP

PHASE 1

- Launch of RISE
 - Website
- Marketing (ads/influencers)
 - Coingecko Listing
 - CoinMarketCap Listing
 - Blockfolio Listing
 - Coinhunt Listing
- Educational Platform development kick-off

PHASE 2

- 2nd round of marketing (ads/influencers)
 - Course Instructors Introduction
 - Beginning of courses
- Market Prediction system P.O.C release
- Feedback & recommendation system for community courses
 - Centralized Exchange Listing

PHASE 3

- General Public Marketing Round
- Market Prediction system release
- Adding additional courses/instructors
- Market Never Dies v.2.0 deployment
 - Legal Entity creation
 - Partnerships
- Additional Centralized Exchange listing



TOKENONOMICS

Presale: 48.75%

Liquidity: 46.25%

Team: 2.5%

Marketing & Development: 2.5%



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