



ALA

Ala (ALA) Ecosphere, a Vibrant Global Ecosystem For Information And Value

2018 - The Ala (ALA) Team

alatoken.org/

Executive Summary

Ecosphere, a vibrant global ecosystem for information and value exchange to gain maximum benefit for all the key participants in the blockchain industry. We present four key platforms to facilitate high-quality interactions between user- to-user and user-to-blockchain related assets, which are shown below: The first platform is the Ala (ALA) Information Terminal, a news and analysis outlet which delivers users time-sensitive and accurate information feeds along with comprehensive analysis of the blockchain industry and the cryptocurrency market, allowing the users to have a better grasp of the blockchain industry as a whole and make better investment decision accordingly.

The second platform is the Ala (ALA) Asset Management Platform (CAMP), a regulatory compliant asset management platform that connects professional investment teams to legal sources of stable funding. It also provides potential investment channels for individual investors. A wide range of investment strategies are available, along with assistance in portfolio management, for investors to gain a high return on investment.

THE Ala (ALA) Platform



I Introduction

1 General aspects

Cryptocurrency and smart contract platforms such as Bit-coin and Ethereum have sparked considerable interest and have become promising solutions for electronic payments, decentralized applications and potential digital stores of value. However, when compared to their centralized counterparts in key metrics [1], the current state of affairs suggests that present public blockchain iterations exhibit severe limitations, particularly with respect to scalability, hindering their main- stream adoption and delaying public use. In fact, it has proved extremely challenging to deal with the current engi- neering

boundaries imposed by the trade-offs in the blockchain trilemma paradigm [2]. Several solutions have been proposed, but few of them have shown significant and viable results. Thus, in order to solve the scalability problem, a complete rethinking of public blockchain infrastructures was required.

2 Defining the challenges

Several challenges must be addressed properly in the pro- cess of creating an innovative public blockchain solution

designed to scale:

- Full decentralization - Eliminating the need for any trusted third party, hence removing any single point of failure
- Robust security - Allowing secure transactions and preventing any attacks based on known attack vectors

- **High scalability** - Enabling the network to achieve a performance at least equal to the centralized counterpart, as measured in TPS
- **Efficiency** - Performing all network services with minimal energy and computational requirements
- **Bootstrapping and storage enhancement** - Ensuring a competitive cost for data storage and synchronization
- **Cross-chain interoperability** - Enforced by design, permitting unlimited communication with external services.

Starting from the above challenges, we've created Ala (ALA) as a complete rethinking of public blockchain infrastructure specifically designed to be secure, efficient, scalable and inter- operable. Ala (ALA) main contribution rests on two cornerstone

Opportunities and Challenges

Blockchain technology, with its advantages of reduced cost, improve efficiency, immutability, security, and transparency, has the potential to revolutionize a wide range of industries, including but not limited to the financial industry, supply chain, gaming, healthcare, IOT (internet of things) and energy. Due to such broad opportunities, blockchain technology, a form of a decentralized and self-governing system, are drawing significant attention from governments worldwide. While cryptocurrencies remain a challenge to regulators, various nations claim to have been studying possibilities of central bank-backed digital currencies (CBDCs). This has been a great victory of Satoshi Nakamoto's idea. Countries are also continually considering the proper legal and regulatory actions to facilitate blockchain technology development while protecting investors' interest. For competitive financial superpowers such as Bangladesh, U.S. and India, blockchain and cryptocurrencies are too good an opportunity to miss due to its vast potentials. With blockchain and cryptocurrencies being acceptable to a broader international community, the future wealth management market involving cryptocurrencies will scale up drastically, which is well-proven by a growing number of traditional financial institutions' holding and managing digital assets since 2017. The cryptocurrency market is experiencing and will continue to experience unprecedented exponential growth. Back in 2013, there were merely 66 cryptocurrencies, which grew to 644 in 2016 and 1,335 in 2017. As of December 2018, the global cryptocurrency market capital exceeded \$100 billion with over 2,000 cryptocurrencies and 15,000 exchange markets around the world. It is fair enough to say that cryptocurrency users will reach 200 million next year and potentially 1 billion in around six years given a significant degree of cryptocurrency compliance development. Security Token Offerings (STOs), for example, are becoming more popular due to its compliance advantages. While the digital asset market is evolving, experience from traditional finance suggests an extensive demand for trade services and asset management services. In a broad sense, digital wealth management platforms are what serve users best. Those who offer trade information, market statistics, investment consultancy, and access to exchanges stand a great chance of .

Problems

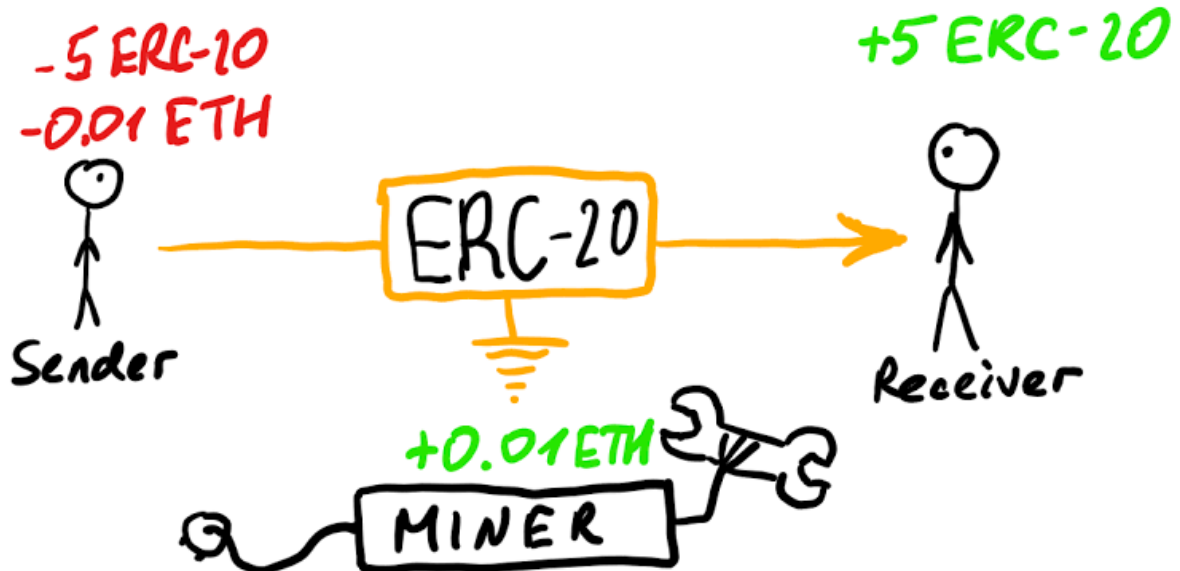
EVERY WORD AND ACTION IMPLY A RESPONSIBILITY."

HOWEVER, ALTHOUGH IT IS ESSENTIAL TECHNOLOGY, THERE ARE SEVERAL PROBLEMS AS

FOLLOWS

I. Problem due to ERC 20 transaction

The most intuitive problem is a problem due to ERC 20 transaction



Ala (ALA) Asset Management Platform (CAMP)

The cryptocurrency market has seen rapid growth in recent years and there are indications that the growth will continue as the number of participants and businesses increases along with the rapid progression of the underlying blockchain technology. The ability to trade long and short allows profit opportunities regardless of market direction. Compared to traditional financial markets, it is difficult for investors to yield profit in the cryptocurrency market due to the following aspects Asymmetric information flow, as trading activities are largely influenced by media and retail sentiments (and hypes) Lack of regulations expose personal investors to more risks and potential losses 24/7 trading across a growing number of global exchanges, with users from different time zones unable to seize investment opportunities around the clock High volatility, accompanied by an epidemic of weak risk assessment Underdeveloped trading mechanisms. With the tightening regulation and the bursting bubbles, individual and institutional investors, looking to profit from the upcoming blockchain revolution across all sectors, need proper guidelines and assistance into cryptocurrency investments. Based on our ongoing analysis of user behavior, we have reached the conclusion that it is vital for users to have access to instant information and investment assistance tools to earn a higher ROI. With our industry-leading CIT platform, our investors already have the most comprehensive and up-to-date understanding of the cryptocurrency world and can make the best decisions accordingly; The Ala (ALA) Asset Management Platform (CAMP), being one major component of the Ala (ALA) ecosystem, is dedicated to setting up a compliant and open asset management platform to provide potential investment channels to connect professional and personal users. Under the guidance of the Ala (ALA) Foundation, CAMP has assembled an in house task force, equipped with veteran experts from financial and Internet sectors. Aside from our own team, CAMP is undergoing an industry-wide search for leading research and investment teams and plans to continue to build relationships well into the future for potential collaborations. With our ecosystem size and connections within the blockchain industry, we are also forming strategic partnerships with top exchanges to negotiate lower transaction fees for our own Ala (ALA) customers to honor our user-centricity value in the Ala (ALA) ecosystem. Having strong relationships with some of the most promising entrepreneurs and other top investors in the space, Ala (ALA) is building a diversified portfolio and persistently bringing in industry-specific and value-add resources to its portfolios. CAMP helps forward-thinking investors access this rapidly emerging asset class in products they can trust, and potential associated benefits of exposure to the cryptocurrency sector. CAMP delivers best-in-class security, tax preparation, investor relations, portfolio diversification and decent returns – but with reduced volatility for which the market is known. CAMP offers full mobile and web support for crypto asset tracking, management and bookkeeping for personal, professionals, businesses, and enterprises. It allows the user to manage and track their

cryptocurrency assets with pro tools and advanced management features; auto sync multiple exchange accounts and custodianship services to effortlessly organize all your asset data. For institutional investors, you can create unlimited portfolios to match your trading strategy with real-time analytics, balances and performances of your cryptocurrency assets. Portfolios can also be shared with external associates or designated team members in the Ala (ALA) for collaboration. CAMP is equipped with tools to build and trade cryptocurrency strategies both on simulation and a real-time basis. Trading and holdings data are analyzed by a quantitative model to ensure investors access to the most effective strategies. At the time of publication, CAMP has started to take shape (see Figure 4-1). In the next two years, CAMP will take effect in the five following aspects: quantitative trading, quantitative trading strategies platform, customized advanced trading tools, fund of funds, and robo-advisor. These aspects will be detailed below.

Ala (ALA)

WE WILL ISSUE OUR TOKEN COIN, CALLED THE ALA (ALA). A STRICT LIMIT OF 100 BILLION

ALA (ALA)

WILL BE CREATED, NEVER TO BE INCREASED. ALA (ALA) WILL RUN NATIVELY ON THE ETHEREUM

BLOCKCHAIN WITH ERC 20.

ALLOCATION

%	Amount Ala (ALA)	Participant
60%	60 Billion	Trader
20%	20 Billion	Founding Team
10%	10 Billion	Giveaway All user
10%	10 Billion	investors

Disclaimer

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