Blockium

We are financial gamification

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Executive Summary

Trading competitions in financial markets is a disruptive economic instrument that is yet to penetrate the mass investor audiences due to barriers of entry that exist. These barriers range from excessive regulation, big investment requirements, higher foreign exchange rates, to the fragility of existing centralized implementations. The maturity of blockchain technology is poised to change that as decentralized implementations for scalable trading competitions are within the reach of individuals with all pocket sizes.

Blockium is a platform that offers financial competitions to investors of any size and grade based on real-time prices of financial instruments such as Stocks, Crypto, Foreign Exchange (FX), Indices and Commodities.

The platform targets mainstream audiences and provides a haven for investors to find refuge from traditional financial instruments and participate in trading competitions with the purpose of making multiple returns, and leveraging their trading knowledge in almost any asset class. Blockium has tied up with top global exchanges all around the world such as Nasdaq, NYSE, London Stock Exchange, Shanghai, Hitbtc (crypto) and, Okex (crypto) which allows live market data to be integrated on Blockium platform. Investors can then place their bets based on the real-time data and execute their positions to gain a return on their portfolios. In traditional markets, returns range between 5-15% while Blockium gives an opportunity to earn as high as 1000% returns.

Blockium was designed by veterans of the online trading industry, using the knowledge and experience acquired by fokoya.com. Fokoya is an established online financial company which has been operating in the investment field since 2016. Blockium is Fokoya's go-to-market product which allows investors with a budget as low as $10 to participate in real-time trading of financial assets.

Blockium is a peer-to-peer trading competition platform which allows users to create a competition between family and friends. The creator of the competition or the admin invites one or more people to join the competition and creates the rules of the competition such as defining the asset class (Stock, crypto, FX), benchmark exchange, prize money, number of assets to pick from

that exchange, time period of the competition, and the entry fee. Once users join the competition by paying the entry fee using the native token of Blockium(BOK), they create their portfolios by choosing the appropriate assets within the confines of the defined rules, and the competition begins. The prices of the assets are tracked real-time and users are competing to gain the highest return on their portfolios. The returns offered on Blockium are huge as compared to traditional trading and gives an opportunity to investors to make returns which are 10X or even more in a very short span of time. Combining expertise in regulated markets together with blockchain technology creates a unique solution for trading competitions that is tailored for the masses. Blockium is creating a robust business model that incentivizes other providers and industry leaders with existing customer bases, such as fokoya.com itself, to join the Blockium network and drive traffic to the network.

Event syndication between providers carries this traffic beyond the confines of a single provider. Providers are motivated to cooperate as part of a larger network. On the other side, users will enjoy a well-rounded array of option to trade, accommodating their diversified interests and increasing their overall engagement.

The simplest contest is a head-to-head contest wherein you are competing against a single person and the chances are that you win a 100% return on your bets. The other one is where a competition creator creates an event and you play by the rules of the creator and compete against many players with a chance of winning massive prize money. Moreover, if you are a creator, you get an opportunity to take a large chunk of the total entry fees and the rest is given in the prize money and 5-10% is taken in the form of Blockium commission.

Blockium is powered by its native digital token, the BOK. All activity in the network revolves around BOK: from serving as the primary form for fees and collaterals to serving as the main currency used for predicting event outcomes. BOK is the driver of a sustainable economy where demand grows as more users and providers join the ecosystem.

Initial Exchange Offering (IEO)

Blockium has signed with Coineal exchange (coineal.com) to launch an initial exchange offering (IEO) on their platform, including a listing of Blockium (BOK) in the exchange.

In the past, Initial Coin Offering was the means for blockchain projects to raise funds. But a lack of regulations and increasing governance led to other means of crowdfunding emerging such as the security token offering (STO) and the IEO. In order to tokenize a growing ecosystem of thousands of users who are active on a P2P financial gaming platform which perfectly fits the blockchain environment as well as the IEO's added value.

IEO is a fundraising mechanism where project developers create their native tokens and then get them listed on cryptocurrency exchanges. An agreement between project developers and exchanges, it is a safer alternative to ICOs as cryptocurrency exchanges offer higher security and lower the price manipulation issue.

There are certain advantages to using IEOs as compared to ICOs:

- Developers can benefit from the existing user base of an exchange, thus making it easier for people to take part in the crowdfunding process.
- When a project is introduced through an exchange, it gives higher credibility to the project and thus listing it on exchanges become easier and less tedious.
- Scams can be eliminated in the funding process through an IEO as the chances of investors losing funds are lower.
- When the exchange offers the coin to sell (IEO), investors can be guaranteed the listing of the coin, opposed to the insecurity that comes with an ICO.

Blockium is doing an IEO on Coineal as IEOs on Coineal have proven to be very successful in the past:

- "TOOL", an IEO on Coineal increased by 140% from the IEO price on the first day of trading

- "Xcon" increased by 120% from the IEO price on the first day of trading

- Another IEO on Coineal, IZICHAIN finished its IEO in 8 minutes!

The objective is to complete the IEO on Coineal by May 15th, with a raise of USD $1.2 million. In this round of the IEO, the company will only release 8% of its total coins issued for sale and will have the option to launch more rounds in the future. Participation instructions will be published on the ieo.blockium.io website and on Coineal.com IEO website.

BOK price will be fixed (in USD) throughout the IEO. The BOK price will be $0.023 on during the IEO.
Token Distribution: Within 15 days after the token sale ends (on coineal.com).

Blockium is also in talks with other three exchanges to list its token and the names of the exchanges will be announced shortly.

Partnerships

Microsoft BizSpark+ sponsorship (azure): Blockium was one of the 10 Israeli projects to be accepted to Microsoft Sponsorship program in 2017 receiving $120k for Microsoft services such as cloud, infrastructure and advisory board which helped us grow the company in its initial days.
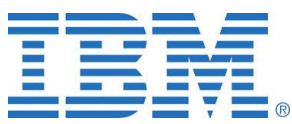
IBM program for start-ups: In May 2018, Blockium received IBM Program for startups including $120k credit for IBM services usage.

Amazon AWS sponsorship: In April 2019, Blockium received $100k credit from Amazon. This strategic partnership is beneficial as it provides servers to the company which in general are very expensive and helps us receive expertise from the company.

PR Partnership: One of the biggest PR companies in the crypto industry, this strategic partnership will help us push our marketing strategy effectively.

COINEAL Partnership: Blockium has signed with Coineal exchange (coineal.com) to launch an initial exchange offering (IEO) on their platform, including a listing of Blockium (BOK) in the exchange. Coineal is a top 10 global cryptocurrency exchange according to coinmarketcap.com (Apr 24, 2019) - providing advanced services for buying, selling and transferring digital assets.

Problem Overview

The traditional financial trading is becoming less relevant for the new generation of traders. There are several hindrances that are preventing the existing trading platforms from scaling up activities and increasing the user base.

High entry Cost

The costs to enter the traditional markets are high and there are intermediaries that exist which take away a major chunk of the returns on investments.

Huge financial investments

People with access to financial means are the only ones who can enter the markets. Small investors often find it difficult to enter the markets.

High risk, low return

Often the stakes involved are very high but the returns are low. The rule "high risks high returns" is not so applicable in traditional financial markets as markets do not necessarily offer very high returns for high risks.

Stock market unpredictability

Every day, the stocks market traders are under high risks and returns are less predictable with many regulatory uncertainties.

Volatile Markets

The history has proved that even the world's top traders are not protected from the market's fluctuations.

Fewer platforms to trade

The platforms available for the users are not so exciting and they often lack an enhanced user experience with fewer trading options, higher risks, limited assets and higher costs to trading. Often, the other gamification platforms do not allow real-time tracking of the asset prices and do not give an opportunity for users to make high returns by creating their own gamification and competition rules.

Core Objectives

We at Blockium are providing solutions to all the above-stated problems as we have created a platform for trading competitions- a historical concept that allows investors of any size and grade to invest into financial markets against friends and peers, creating the next generation of financial trading. At Blockium our core objectives include:

Make the financial market accessible to everyone

With Blockium we are creating a level playing field as we believe that the depth of your pocket should not be a deciding factor for you to enter the financial markets. Investor of each size, grade and scale should have an opportunity to invest and make money.

Hedge your risk by paying a one-time entry fee for a competition

In times of such volatile markets when it is easier to lose money, we at Blockium hope to create a market that reduces an investor's risk and increases return.

Stay protected from a financial crash

The Blockium infrastructure is designed in such a way that minimizes risks and volatility and creates immunity to investors from the business cycles of boom and bust.

Minimum risk with maximum profit

With minimum risk, we offer maximum returns on our platform. The returns offered on Blockium are huge as compared to traditional trading and gives an opportunity to investors to make returns which are 10X or even more in a very short span of time. The rule of "high risks, high returns" is not the stereotype on Blockium.

Invite your friends to a private trading competition with a money prize (P2P trading)

At Blockium, anyone and everyone can be a part of the platform and you can share the joy of winning by inviting friends and family without any intermediaries. We cut out brokers, account managers, and institutions, replacing them with our new Trader Vs. Trader system.

Enhanced trading experience

Usually, a traditional investor is wary of exploring new digital assets such as cryptos. With Blockium, investing in cryptos become very easy due to its enhanced and simplified UX.

Offers all asset classes

Currently, users of Blockium can trade in Stocks, Cryptos and FX and going forward other asset classes such as indexes and commodities are to be added on the platform.

The Blockium Platform

Blockium is a trading competition for people who wish to compete in the trading market and hope to win glory, prizes, and prestige. The users create their own trading portfolios to compete against each other. The tournament winners are the competitors with the highest percentage return on their portfolio at the end of the allocated time based on real-time tracking of assets.

Blockium is Fokoya's go-to-market product which offers financial competitions on Stocks, FX, Crypto, Commodities, Indices from the top global exchanges, and compete on prizes, based on live market data (live integrations with Nasdaq, NYSE, London Stock Exchange, Shanghai, Hitbtc (crypto) Okex (crypto) and more (Binance to be added soon). Blockium provides the crowd with the historical opportunity to execute trading skills against other people and make profits. Our concept creates the next generation of financial trading online and brings a breaking step profit potential for traders (5 traders position - up to 500% return potential, 10 traders - up to 1000%, 100 traders - up to 10,000% and so on).

On the basis of this mechanism, Blockium is making financial trading attractive for everyone - any budget is welcome. The platform's core profit model is based on the commissions which the platform saves of each competition's total entry fee. This commission is 5%-10% of all the total entry fees collected from all participant's in any given game. The application has currently 30K users, operating in 50 countries around the globe, and accessible via the web and mobile browsers, or available for installs in the mobile stores. We hope to reach millions of users on our platform and by providing analytics of the trading strategies of our massive trader's database, our revenue generation model includes big data monetization in the prediction market by selling these databases to third-parties such as hedge funds and banks.

1. Peer-to-Peer trading: Blockium is an innovative platform that allows people to trade amongst each other on assets which are tracked real-time using the world's largest exchanges. There are no intermediaries and users compete directly amongst each other amongst friends and strangers.

2. Accessible to investors of every budget: For the first-time-ever, a platform is being created which allows all grades of investors whether big or small to trade financial assets on real-time basis. There are no barriers to entry and your

financial position doesn't deter you from trading. An investor with as little as $10 can trade in the markets.

3. Offers huge profit potentials: In traditional financial markets, the returns offered range between 5-15% on average while on Blockium, the traders have the opportunity to earn maximum returns with no limits: if you are trading against 5 traders, you can earn up to 500% returns while with 100 traders you can make 10,000% return!

Figure 1: Blockium Platform

The competitions have some entry fee to be paid by the users in order to participate in the specific competition. The participants of a competition compete amongst each other to gain the highest return on their portfolios and the prizes are provided to the winners from the total entry fee collected from all the participants (the pool). The business model of the company is based on commissions. The application retains 5%-10% commission of the contest entry fee per contest and pays out in prize money 90%-95% of the total entry fees collected per contest.

Competition mechanism

Trading on Blockium is very easy. In order to be a part of the Blockium platform, all a trader needs to do to join the competition is to create a portfolio. Once the competition starts, the traders can track their performance by following the tournament live chart located at the tournament profile. Achieving a higher percentage return as compared to their competitors at the end of the tournament will win them cryptocurrencies or bonus credit at leading real-trading companies. The steps are as follows:

Figure 2: Blockium Competition

Comptition Creation	→	Defining Rules	→	Inviting Peers	→	Portfolio Creation	→	Real-Time Tracking	→	Portfolio Settlement	→	Winner

1. Enter the tournament without barriers- There are no barriers to enter a competition, no minimum investment required. Users only need to pay the entry fee.

2. Follow the rules of the competition: There are certain pre-defined rules such as the entry fee, asset class (Stocks, Crypto, FX), benchmark exchange (Nasdaq, NYSE, London Stock Exchange, Hitbtc, Okex, etc.), no of assets in that exchange, prize money, and duration of the competition as shown on the left.

3. Create your portfolio: Once you have registered on the Blockium platform, you can see your balance on the top right ($6100 for example on the screenshot on the left of Blockium app). This balance will be determined in the BOK which is Blockium's native coin. You can use this balance to enter the competition by paying the entry fee and selecting assets from the pre-determined exchange. Going forward, users will also be able to add weights to their portfolios. Along with choosing the number of assets, they can determine the individual weight to those assets.

4. Compete against your peers in real-time: Once you have picked your assets, you place your bets whether the price of each individual asset will go up or down. Live tournaments are created with real-time data. The percentage change of your portfolio is calculated and ranked against your competitors and the best portfolios win. Moreover, in every competition, the user can see their opponents and learn about their portfolios.

5. Portfolio Settlement: For each asset in the portfolio, you have the option to choose whether you believe its price will go up and you take a long (Buy) position or will go down and you take a short (Sell) position. The portfolio percentage return is the sum of the price percentage change of the coins in the portfolio, where the change is calculated from the price at the start of the tournament to the price at the end of the tournament. We will calculate the percentage change of the portfolio while taking into consideration the directions you chose.

Competition can also be created on sectors (automobiles, pharma, etc.) as shown in the image taken from the Blockium app on the left.

Competition creation by users

The Blockium platform is a decentralized system which allows events to be created by anyone, including users. The steps are as follows:

1) Create a new tournament

2) Define the rules of the game: (i) set time frame - 15 minutes, one hour, three hours, one day, one week, one month, three months – with the start and finish time/date pre-determined b; (ii) size of stock portfolio – this is pre-determined by the application's contests and involves 1 – 20 stocks at any given contest; (iii) entry fee - for each player to enter each contest - $1 to thousands of $; (iv) number of participants in each contest – between 2 to thousands of users, with a minimum/maximum amount of participants per contest pre-determined by the application; (v) Prizes – pre-determined by the application per amount of participants and entry fee. The prize (pre-determined in advance by the application) will always be around 90% of the total entry fee collected per contest but will be divided (as pre-determined by the application) per contest in accordance with the specific contest rules.

3) Invite friends and family on the platform using WhatsApp, Facebook, Telegram, etc.

4) Users pick the assets they want to track in the exchange

5) Race to win the highest returns in real-time against each other

All Stocks, FX, Cryptocurrencies, etc. in the pre-determined group will be calculated in real-time from the start of the contest to the end of the contest, based upon the relevant exchanges. Users can track their portfolios in real-time against other participants and race to win the highest returns. They can even change their positions anytime in the middle of the competition. The options available are edit portfolio, random shuffle where your portfolio is decided randomly and freeze where your initial position is your final position. The five stages are depicted in the diagram below:

Competition Creation

1. **Create Competition**
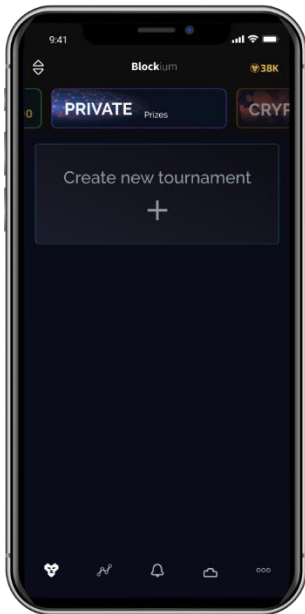
2. **Set Rules**
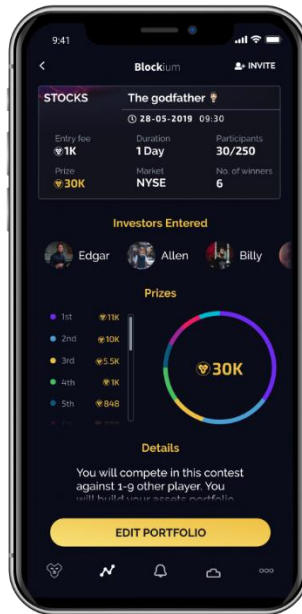
3. **Invite Friends**
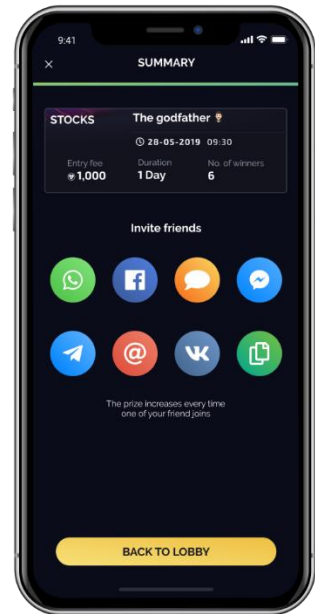
5. **Users Race against Peers**

4. **Users Pick Assets**
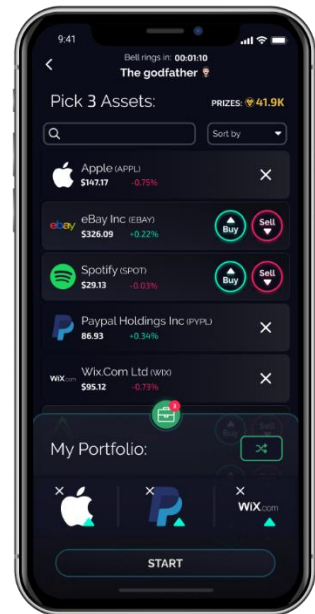
Participation fee

The event creator defines the fee charged from users for participating in competitions. The event creators are free to make the fee as high or low as they want as fees are ultimately paid to them. 5%-10% of the fees are retained by the application and the rest is given out in the form of prize money to the winners as set by the competition creator. Part of the fee can be reserved for event syndication by other providers bringing traffic to this event. As a result of the economy that we are creating, there is a possibility for other users to make money. The advantage Blockium offer to the competition creator is that there is an opportunity to make a commission and earn the exact same amount that he/she decides before the competition begins. As Uber & Bird create a sharing economy for the automobile industry, we will do the same for the financial world!

Types of Competitions

At Blockium, we have three kinds of Contests:

Percentage Competition: This is the simplest form of competition which is the 50:50 competition or the Double Out competition. In this type of competition, competitors with the best 50 per cent of the rankings win and get to double their buy-ins while the lowest 50 per cent lose the game. There is also something called as the Provider Reward in which if the provider reward is set to 10 per cent, then instead of the top 50 per cent, the top 45 per cent will double their buy-ins and it is funded by the lowest 55 per cent of the users which also includes the provider compensation. This setup has a variable which can be further extended to all the possible combinations such as Top 20 per cent with 20/80 or "triple Out" or 40/60 etc.

Fixed Winner Competition: In this competition, there will be a fixed number of winners unlike the Percentage Competition. One such example is the "winner takes it all" wherein the person with the highest return on his/her portfolio takes away all the winning prize. All possible combinations of the "Fixed Winner Contest" is included in this type of competition wherein the number of winners is the variable and competitions such as "Top 5 wins" or "Top 25 wins" can be used as a template.

Private Competition: On Blockium, private competitions by the Providers (such as the Developer) will be offered. In these competitions, players have the power to create and innovate their own competitions based on their own rules offered by the Provider. Economies may be different in these private contests as opposed to the ones which are open for the whole community and have different rules of the game.

Head to Head competition

There is another feature on the platform which allows individuals to trade directly with another user called head to head competition. In this competition all the rules are predefined and all you got to do is enter the competition and wait for your match. Once your competitor is selected automatically, you can start trading as shown below:

Head to Head competition

1. Start Now

2. Finding Opponent

3. Double or nothing
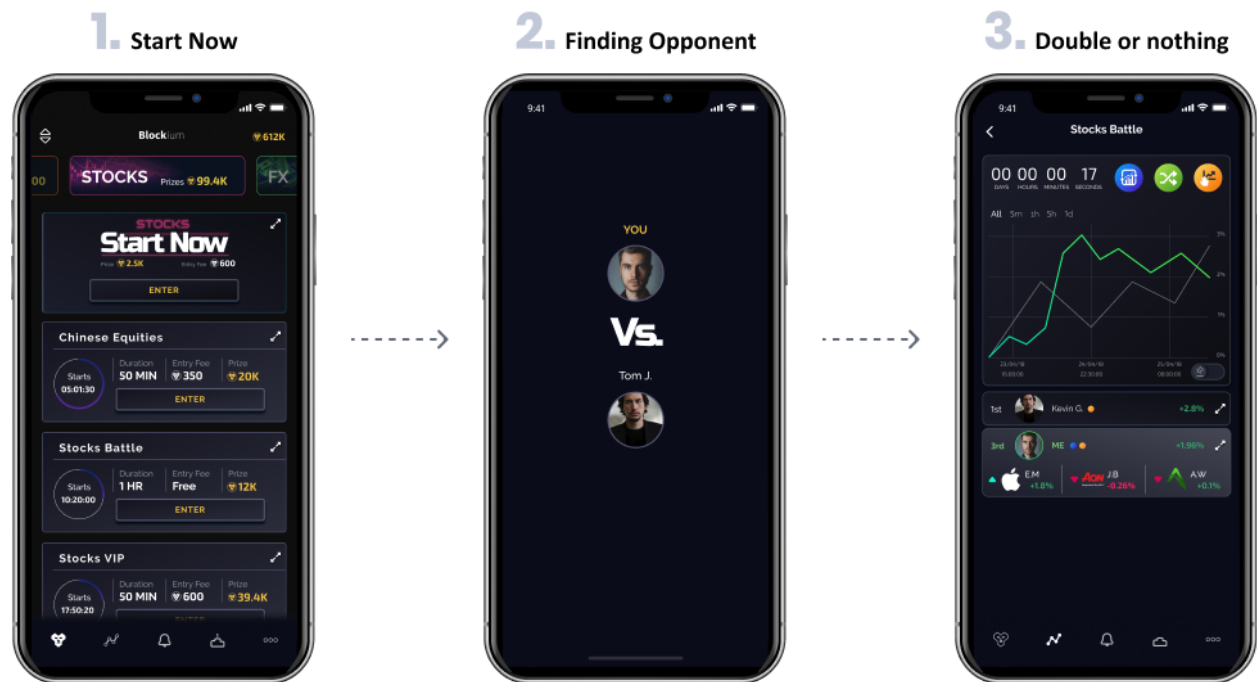
Airdrops

Blockium is committed to giving back to its community and frequently (weekly or monthly) will be creating free competitions for its dedicated users. Blockium is committed to investing 50 per cent of its commissions back to its users in the form of prize money for its free competition. In the free competition, a user does not have to pay an entry fee and the reward for these competitions are huge. These competitions can be in partnerships with other exchanges/crypto companies as well and the rewards can be in the form of airdrops of other coins apart from BOK. The unique platform that we have developed over the last 2 years allows us to use Blockium for all kinds of Blockchain Airdrop. Till today and even before the tokenization of Blockium, we have already managed 10 different Airdrops such as ANBI exchange, Omni Coin, Airdrop Alert, Sonata.ai, ThoreNext, etc.

Blockium technology integrates and supports all stages of the crypto industry such as early stages of ICO, a listed company, Security Token Offering (STO), tokens that are built on ERC-20, Bitcoin, EOS, and TRX and all the other existing Blockchain.
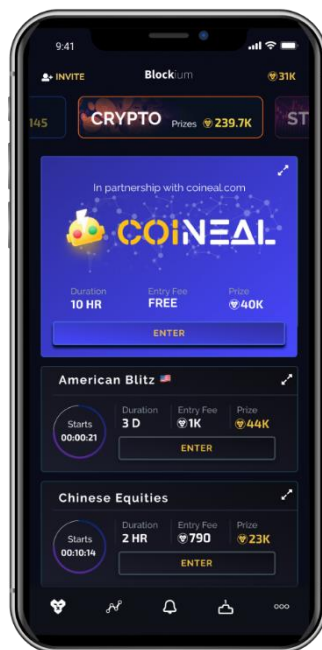
Leaderboard

There is also a Leaderboard on the platform which ranks the highest gainers. The gainers are ranked daily, weekly, monthly and on an all- time-high basis. These gainers are often rewarded further through airdrops and the winners of airdrops are announced on the leaderboard. Leaderboard via a smart contract receives winner's address and the positions and the user's address is rewarded with the winning prize, making it secure so that only the Blockium server will be able to report winners.

The Blockium Ecosystem

The Blockium Ecosystem will seek to establish a global decentralized network centered around a trading competition where users are able to discover and participate in events created by providers and operators. The ecosystem builds a long-term cooperative operating model where providers enjoy the opportunity to innovate and compete for compensation, and users enjoy the diversity of experiences and the ability to profit from participating in a wide variety of trading competition events.

Providers and operators

Providers develop the trading competition client apps, based on the open source implementation provided by Blockium (the reference implementation). Providers may customize the app, to create a user experience according to their best practice.

The roles of a provider include:

• Provide users with access to the network through the original Blockium app

• Bring traffic into the Blockium network by promoting the app to its customers

Operators create trading competitions and at the right time, resolve their real-world outcome. Upon creating an event, the operator determines the participation fee in that event, out of which the syndication fee will be paid to the provider. Any entity, individual or organization can become an operator in the Blockium network. As a result of the sharing economy that we are creating, there is a possibility for other users to make money. The advantage Blockium offer to the competition creator is that there is an opportunity to make a commission and earn the exact same amount that he/she decides before the competition begins.

The roles of an Admin include:

• Create a trading competition that users will be interested in

• Act as a centralized reputable oracle for these events

• Provide the necessary collaterals and market maker reserves required for running these events

It is possible for a single entity to act both as a provider and an operator.

Blockium

It is the official entity that creates the Blockium token (BOK), model and technology. Blockium is focused on releasing open source cryptographic technologies that enable the decentralized operation of the Blockium network.

The roles of Blockium include:

• Create the Blockium token (BOK) and execute its token event to fund the development and operation of the network

• Define the model for executing trading competitions over the Blockium network in a secure, fair and decentralized manner

• Create incentives for providers to join the Blockium network, adopt BOK and introduce their customer base to prediction markets on Blockium

• Develop the technology required for running the network such as Ethereum smart contracts that run prediction events

• Release the Blockium app as an open source reference implementation for allowing users to participate in the Blockium network

• Promote the Blockium network by forming partnerships and marketing to bootstrap activity

• Dealing with regulatory aspects of the ecosystem

Blockium is incorporated as a for-profit company in Marshall Island. The revenues of Blockium will come from consulting services to companies that are using the BOK platform and from its assets. Fokoya Ltd. does not operate events but may curate them in the apps it distributes.

From individuals to an ecosystem

The power of the Blockium network comes from creating a whole that is larger than the sum of its parts. Basing operation on a common currency, BOK, will generate trust for users and mainstream audiences as well as provide a liquidity pool required for frictionless operation. Basing execution of events on a common technology will ensure interoperability between providers and a standard level of security and fairness throughout the network. A decentralized ecosystem provides a robust model of operation. While specific nodes can always be shut down, without a centralized point of failure, new ones will emerge as the ecosystem keeps growing. The infrastructure is separate from the entities that act as providers and operators, minimizing the exposure to regulatory scrutiny and related costs.

Tools for growth

Providers are incentivized to bring traffic into the network and share their customers with other operators for fair compensation. A provider's app may display events operated by the same provider and may choose to display events they operate alongside other operators' events in order to provide a broader selection of events. Some providers may be white label curators bringing valuable events operated by third-party to their users.

The syndication fee mechanism assures that such models are beneficial to both the provider and operator, since the cross-promotion of events is not a hard requirement of the network. The diversity across a broad range of categories will guarantee users enjoy a larger variety of events in their app and find engaging matches for their personal interests and passions.

Multilingual Support

We will support English, Chinese, Japanese and Korean on all of our user interfaces. (The very initial release will be in English and only.) More languages will be added over time.

The Blockium APP

Blockium will develop and publish a client for the Blockium platform in the form of a fully functional trading competition app. The app is aimed to run on the following platforms:

Desktop Via: Mac, Windows, Linux, Android

Mobile application available on Google Play & Apple Store

Once users download the app successfully, they will be able to run it locally on their computer. The app will provide a fully functional P2P trading competition client. Anyone will be able to use the app to place actual BOK on competitions outcome and use the product in real life since the app is designed completely peer to peer. Future versions of the app will include a more feature development that will run natively on iOS and Android devices and can be downloaded as follows:

https://bit.ly/2L0uOS6   https://apple.co/2IV1KsC   https://www.Blockium.io

Competition creation

The Blockium platform is a decentralized system which allows events to be created by anyone, including users. A new event is created by publishing a smart contract to the blockchain. To create a smart contract, the operator determines the rules of the competition:

• Asset class, benchmark index and no of assets: which asset class whether stocks, crypto or FX, which exchange whether NASDAQ, FTSE, etc. and the no of assets within the exchange are determined.

• Oracle: Identity and characterization of the entity or process that will declare the official outcome of the event at the point of resolution.

• Participation fee: The event creator defines the fee charged from users for participating in competitions. The event creator is free to make the entry fee as high or low as they want as fees are ultimately paid to them. Part of the fee can be reserved for event syndication by other providers bringing traffic to this event. The size of this part is also defined by the game creator.

• Collateral: To protect users from fraud and make sure deliberate false reporting by an oracle cannot be profitable, operators need to provide collateral securing the event. Collateral can be put per-event, as collateral in BOK which is locked in a smart contract for 24 hours' past event resolution by the oracle, or by linking the event to the operator's CR collateral. Depending on the collateral type, its amount must surpass a defined proportion to the total amount of active investments in all outcomes. If a user disputes the oracle's report on the event and wins this dispute, part of the collateral will be lost. The exact amount lost is proportional to the total investment amount on losing outcomes and divided between all users that have suffered a loss. However, all disputes are made public and we expect operators to strive to eliminate false reporting on both small and big events for risk of affecting their reputation.

• Market maker reserve: The event creator acts as a market maker for the event by providing a reserve in BOK towards bootstrapping prediction as the counterparty for the first investments. The reserve size affects the rate at which the LMSR market maker adjusts the prediction ratios of the different outcomes.

This reserve is expected to return to the operator, although it may diminish or grow as a result of the actual distribution of user speculations.

Competitions on the blockchain

Blockchain oracles

A special type of contracts on the blockchain which allow other smart contracts to access any external API. They provide additional functionality to smart contracts as they provide a means through which smart contracts can communicate outside of a decentralized blockchain network.

Chainlink is one such solution which is a platform that allows interaction of smart contracts on the blockchain with a real-world application which is generally off the blockchain. Oracles are used by the platform to find and verify the real-world data and integrate into smart contracts by bringing it on-chain. Oraclize is another solution which ensures that the data obtained from the original data-source such as price-feeds for assets and financial application is genuine and tamper-free.

Blockchain Competitions

Blockchain competitions are a potential future development which can be applicable to put our technology inside Ethereum smart contracts. Competitions will be smart Ethereum contracts. Users entering competitions will be entering a smart contract by sending the entrance fees to the competitions smart contract. The smart contract code will be verified and secured and give full trust to the user that the winners will get the competition winnings. The competition smart contract will use oracles to calculate and update the portfolio performance of the users and to calculate the winner when the competition ends. Blockchain maintains the credibility of the platform as it is immutable and transparent and provides reliable results which cannot be corrupted or modified. Moreover, oracles solve the inherent problem of blockchain protocols which is the inability of decentralized networks in interacting with external sources.

Figure 3: Blockchain Competitions

New Users → Transaction → Smart Contract → Contracts → Oracles → Portfolio performance calculated → Execution → Ranks calculated → Winner

Blockium refactoring

To support the blockchain competitions, the Blockium system will be refactored to use the decentralized blockchain contracts instead of using a centralized database for competitions storage and calculations. The Blockium UI will be refactored into dApps working with the blockchain instead of the servers. This will not only add trust but will also make the system infinitely scalable and provide users with great system performance while preserving and improving the Blockium UX and UI.

How are the rewards calculated?

In simulated contests involving financial assets (Stocks, FX, cryptocurrencies, other), users pick virtual assets to be a part of their portfolio. No actual assets are ever purchased or sold and are chosen from a pre-determined "group of assets" offered by the platform which is divided into categories and tied to real-time exchanges.

In each tournament, participants are creating their tournament portfolio. We calculate the total portfolio percentage change by summing up the price percentage change of the assets in the portfolio, where the change is calculated from the price at the start of the tournament to the price at the end of the tournament. All the prices are based on the real percentage changes of the asset's prices in the relevant exchanges tracked in real-time. Then the total percentage change of each participant will be compared to those of the other participants of the tournament. The winners are the participants with the highest total percentage changes on their portfolio at the end of the tournament.

For each asset in the portfolio, you have the option to choose whether you believe its price will go up or down (Buy/Sell). We will calculate the percentage change of the portfolio while taking into consideration the directions you chose.

Example 1:

You have entered a 3-coins-20 minutes' tournament. You have picked TRX – buy (up), EOS - buy and XTZ – sell (down). The changes to each of your coins from the tournament start to its end were:

TRX: +1%

EOS: +4.5%

XTZ: -0.5%

Your portfolio total percentage change in this tournament is the sum of all coins' percentages changes for the coins for which you chose "buy" (TRX, EOS) minus the sum of all the coins for which you chose "sell" (XTZ):

% change= (+1% + 4.5%) – (–0.5%) = +6%

This result will be compared to those of the other participants to decide if you are one of the winners of the tournament. The participant's total stock group percentage change (the return) from the beginning of the contest and up to its end must be higher than the total stock group percentage of the other participants in the same contest.

Example 2:

You have entered a 3-stocks-1-day tournament. You have picked Google – buy (up), Facebook (FB) - buy and Microsoft – sell (down). At the end of the contest, the participant's contest ranking will be determined by the total stock returns for such a contest. If Google and FB went up and Microsoft also went up, ten percent per stock, the participant wins a percentage of the return of the entire contest stock group. The changes to each of your stocks from the tournament start to its end are as follows:

Google: + 10%

FB: +10%

Microsoft: +10%

% change= (+10% + 10%) – (+10%) = +10%

This total percentage per participant will be compared to the other participants' total percentage within the same contest and will determine the participants' ranking to pay out the prize amount per contest. The higher the participant's total percentage the higher his/her ranking status per contest.

The Blockium Token

The Blockium ecosystem is based on an open-source cryptographic token named BOK (the Blockium Token). Like other cryptocurrencies, BOK is fractionally divisible, transferable and fungible.

Blockium coin

We will issue our token coin, called the Blockium Coin. A strict limit of 650,000,000 BOK will be created, never to be increased. BOK will run natively on the Ethereum blockchain with ERC20. Activity in the Blockium ecosystem is performed primarily using BOK, making the token an integral part of the Blockium platform and the driver for its economy. This includes:

•Users apply BOK in the trading competition outcomes and accordingly, profits over successful predictions are collected in BOK. Users are required to purchase BOK in order to participate in trading competitions running over the Blockium network.

• Fees for participating in trading competitions and investing in event outcomes are collected in BOK. This fee is the primary channel of revenue for event creators and market makers.

• Syndication fees for promoting events between apps of different providers in the Blockium ecosystem is paid between providers in BOK.

Market size

Decentralized finance can make investing in financial markets more accessible to the general public as a majority of the world's population still remains untouched by financial assets or markets[1]. There are many barriers to entry which include income, costs, geopolitics, and, financial literacy and as a result wealth has been concentrated in the hands of a few. With decentralized solutions on the blockchain, more people can access global financial markets. Currently, the crypto market has a 24 trading volume worth USD $38 trillion as of April 15, 2019, and Asia leads the market in terms of crypto volumes as well as the market of the gaming industry. The world's stock market capitalization is USD $40.6 trillion as of end 2018 and has shown impressive growth in FY 2018, and the global FX trading volume is USD $21 trillion as of Q3 2018 as shown in the diagrams below:

Figure 4: Crypto market 24h total market Capitalization

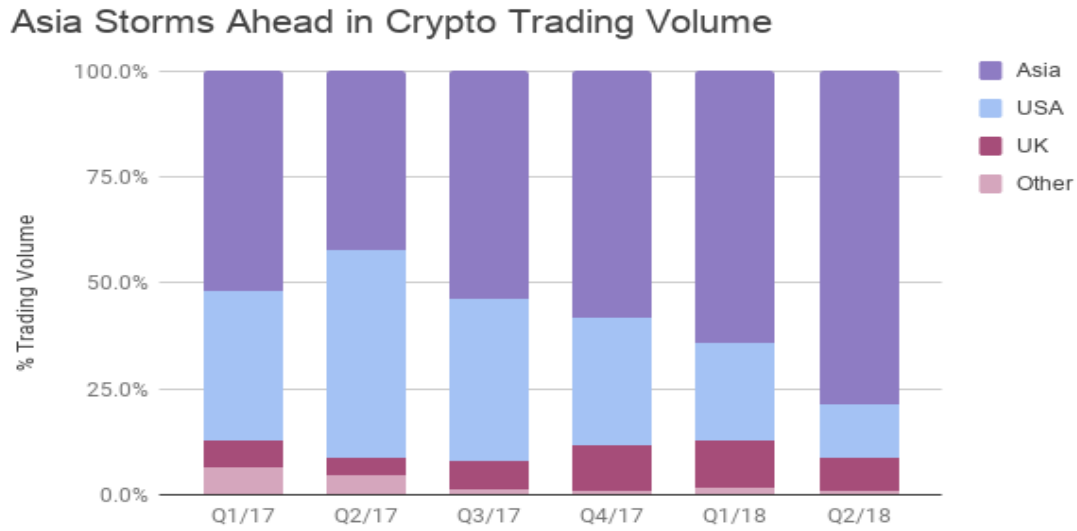
Source: CoinMarketCap

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[1] https://www.visualcapitalist.com/how-decentralized-finance-could-make-investing-more-accessible/
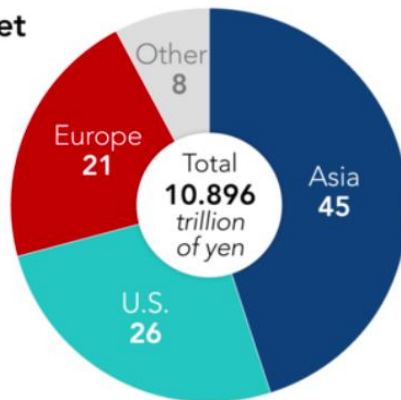
Figure 5: Crypto trading volume by Region

Asia Storms Ahead in Crypto Trading Volume

Source: TechBullion

Figure 6: Asia leads the Gaming Industry in 2017

Asia takes up nearly half of the global game market
(in percent)

Source: Famitsu game hakusho

Figure 7: World's stock market growth in 2018

Global equities have rallied in 2018

Normalized As Of 07/31/2017 ■ S&P 500 Index ■ MSCI All-Country World Index ■ Stoxx Europe 600 Index ■ MSCI AC Asia Pacific Index

Source: Bloomberg

Figure 8: Global FX Volumes

Global FX Volumes

Based on average monthly volumes, in $billions

Q4 2017	Q1 2018	Q2 2018	Q3 2018
20,808	26,496	23,994	21,372
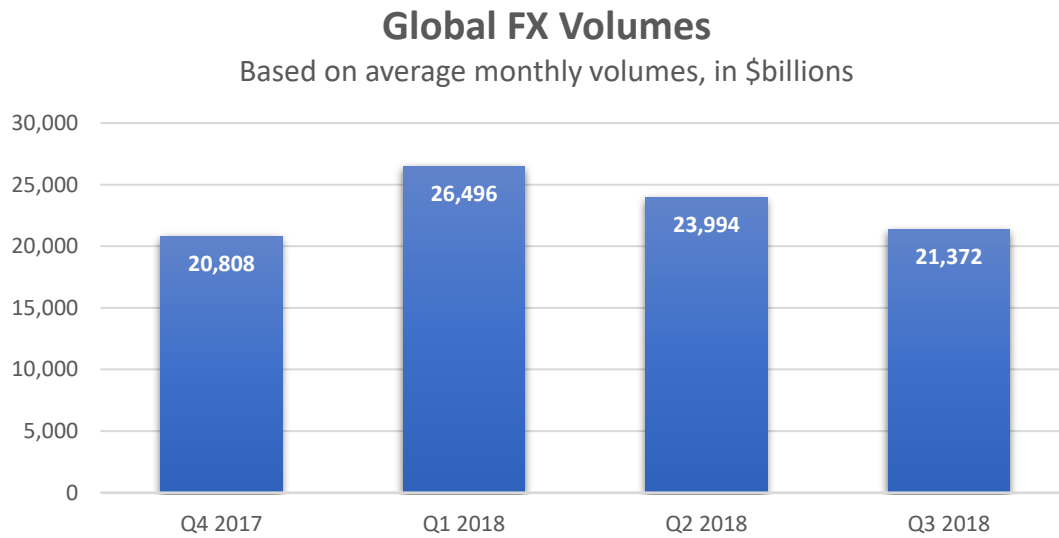
Source: Finance Magnates Intelligence

But that wealth is concentrated in the minor section of society. Sometimes even external factors such as the economic condition of a country prevent investors from entering the markets. So if an investor is based out of the country whose economic condition is deteriorating, is often prevented from gaining advantages and opportunities based outside his/her country. Moreover, the cost of investing in the FX markets are huge.

As the digital decentralized infrastructure is evolving, more are more people are turning towards digital trading to take advantage of the massive financial markets all around the world. Blockium on the blockchain is providing solutions to the previously untapped customers to enter financial markets through the follows developments:

1. Peer-to-Peer trading: Blockium is an innovative platform that allows people to trade amongst each other on assets which are tracked real-time using the world's largest exchanges. There are no intermediaries and users compete directly amongst each other amongst friends and strangers.

2. Accessible to investors of every budget: For the first-time-ever, a platform is being created which allows all grades of investors whether big or small to trade financial assets on a real-time basis. There are no barriers to entry and your financial position doesn't deter you from trading. An investor with as little as $10 can trade in the markets.

3. Offers huge profit potentials: In traditional financial markets, the returns offered range between 5-15% on average while on Blockium, the traders have the opportunity to earn maximum returns with no limits: if you are trading against 5 traders, you can earn up to 500% returns while with 100 traders you can make up to 10,000% return!

4. Geographically independent investing: People in the remote parts of the world can be a part of the financial markets just by the click of a smartphone.
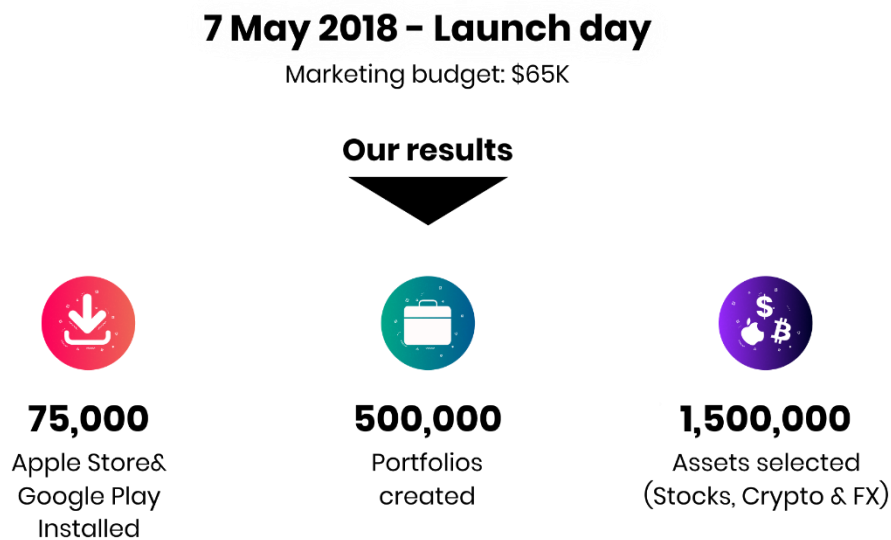
5. **Smart Contracts:** Intermediaries such as banks and brokerage firms are removed as smart contracts are self-executed codes and this reduces transaction costs and makes it much faster to create deals.

Concept validation

In May 2018 we launched our first application: Blockium Trading competitions and our results are indicative of our success:

Figure 9: Blockium Concept Validation

7 May 2018 - Launch day

Marketing budget: $65K

Our results

75,000
Apple Store&
Google Play
Installed

500,000
Portfolios
created

1,500,000
Assets selected
(Stocks, Crypto & FX)

Blockium Demographics:

- 65% of the users are of the age 20-40

- More than 15% of the users are active users visiting Blockium more than 3 times a week

- 90% are men

- On average the user participates in 8 competitions

- Almost 75% of the new users have come from strategic partnerships such as the Airdrop campaigns and other innovative initiatives and partnerships using our social media such as Facebook and Twitter campaigns

- Since September 2018 until March 2019, we have experienced a user growth of 1200% (from 2500 users to 30,000 users).

Figure 10: Blockium User Demographics
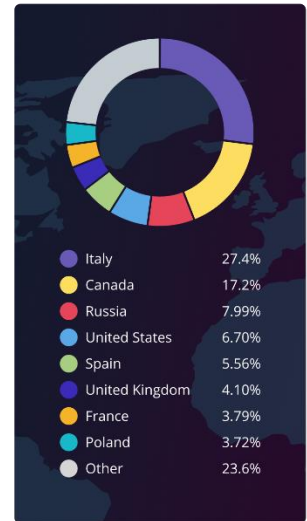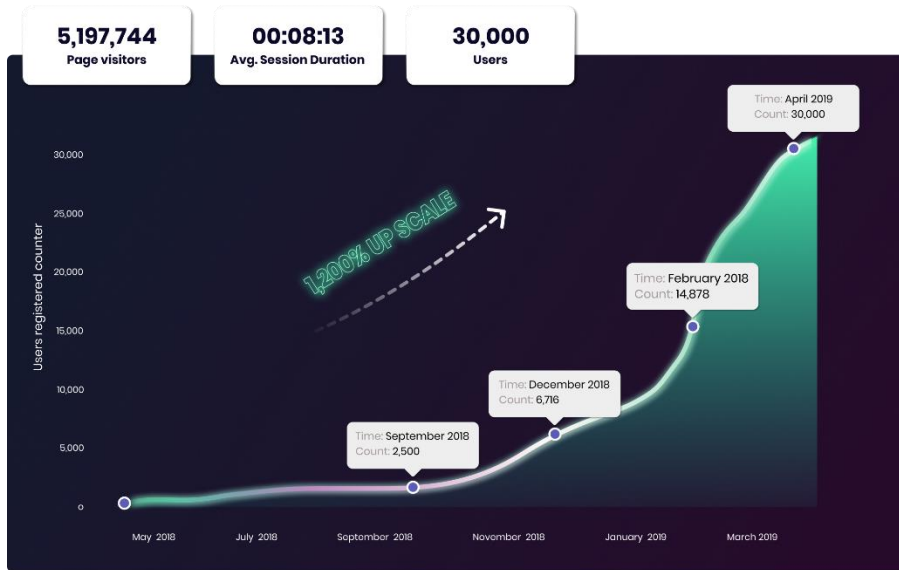
Marketing dominance

The combination of our innovative concept, wide range of technical capabilities, integrations and advertising channels, and a talented team of strategy analysts and creative managers, together with optimal accessibility, including money prizes application, approved by Apple and Google, allowed us to grow Blockium quickly with a limited budget, implement optimizations on a daily basis, and break records of marketing costs in the financial marketplace.

This mechanism is the key asset for the company's monetization, which will allow us to execute **our business models with a promising prediction of gross profit.**

Figure 11: Blockium Marketing Statistics
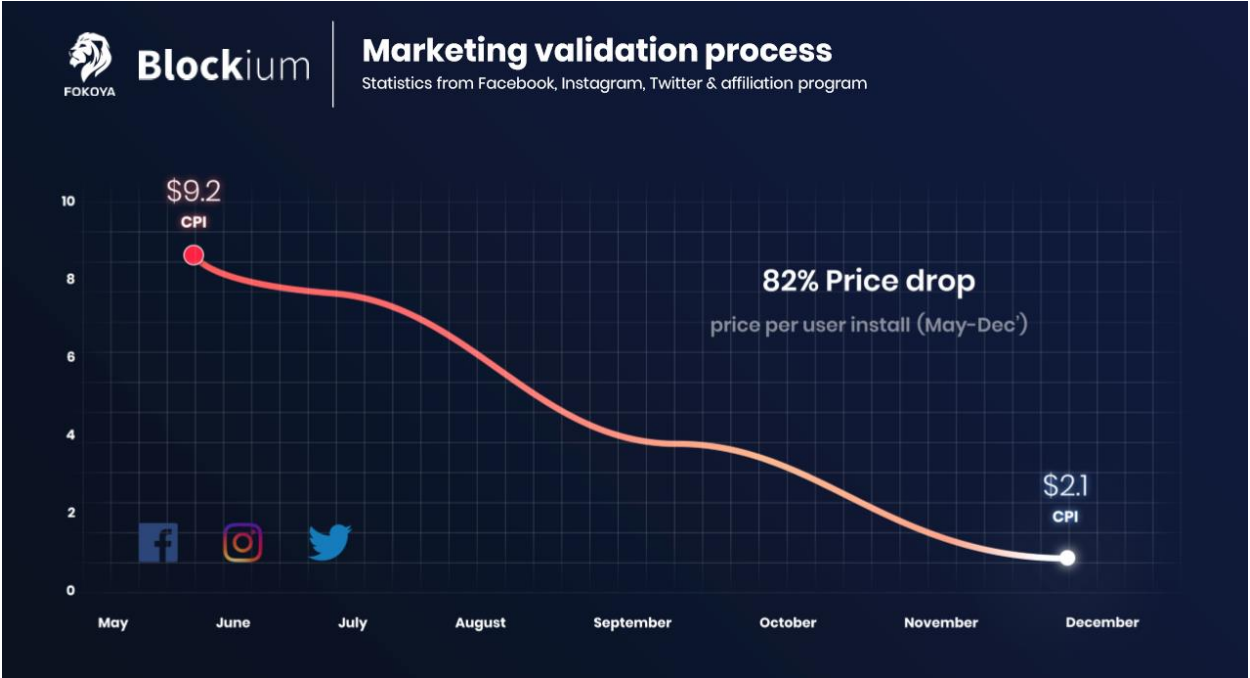
Traffic from Canada

Technology

The Blockium token (BOK) is implemented as an ERC20-compatible token over the public Ethereum blockchain. Ethereum is the natural fit for Blockium as it is quickly becoming the industry-standard for issuing custom digital assets. Compatibility with the ERC20 standard leverages the rich existing infrastructure of the Ethereum ecosystem such as development tools, wallets, and exchanges. The ability to program trustless smart contracts over Ethereum with a Turing-complete language allows for robust and secure customization of the cryptocurrency to the domain-specific requirements of the Blockium network in a fully decentralized manner.

Our wide range of technical capabilities and knowledge allow us to release features to our products, which were previously unseen in the industry and to integrate our products in the future with various abilities such as the Internet of Things (IoT) & Artificial Intelligence (AI). Advanced peer-to-peer technology is at the core of all of our products. With multi-channel accessibility and built-in integrations, our technology is designed to drive the bottom line. The architecture of our code and the variety of libraries and integrations allow us unlimited possibilities of user experience, marketing channels, and business development opportunities.

Our expertise in cybersecurity made us integrate information security into the core of our systems and products, making our products a fortress compared to those of our current and future competitors. In reality, where thousands of companies get hacked daily and lose their credibility and data, our superior security is of great importance ensuring your data is protected from cyber attacks and leaks.

The core code of the Application is built from the most popular and secure technology languages:
javascript, typescript, CSS, scss, c#, PoweShell, batch, java, objective C, HTML, razor, SQL, PLpgSQL.

The Security

In order to ensure the security of smart contracts, the Blockium coin will develop relevant contract templates according to the business needs. The developers can make calls according to the interface parameters of the contract, or directly reject calls for requests that do not meet the requirements of the interface. The security of the contract will be greatly improved on the basis of abandoning a certain degree of flexibility. In addition, in terms of smart contract security testing, Blockium will develop a smart contract verification platform specifically, so as to automatically detect common vulnerabilities and quickly and accurately find the general security problems of smart contracts. At the implementation level, the security test for smart contracts includes 2 parts:

1. Before and during the event: The Blockium coin encourages the community to develop a standardized IDE that automates code completion and syntax cues and automatically integrates discovered security vulnerabilities and checks code and identifies possible security risks.

2. After the event: Through automatic scanning of all DApps' contract codes, the Blockium coin uses automated testing to match the vulnerability of library rules and DApps' contract code. The vulnerabilities will be published in time.

Digital Currency Transaction Settlement

There are several problems with existing digital asset exchanges:

Transparency-Exchanges are presently unable to prove the credibility of the trading data. The holding of the asset is not public, and the security of users' asset in the exchange is not guaranteed as well.

Compliance: To achieve the compliance of a transaction, it is necessary to ensure the transaction can be regulated.

In order to address the above-mentioned issues, Blockium coin will implant transactions On-Chain technically to increase the transparency of transactions, to reduce the cost of trust for users, and will add regulatory nodes for transaction tracking and asset traceability to prevent illegal transactions. Meanwhile, in order to ensure the transaction speed, Blockium coin also uses a unique double-chain structure, employing an exchange chain with high TPS to process transactions.

Regulatory Strategy

Prediction markets utilize a large set of activities that may be subject to regulatory scrutiny in various territories. This large and varied set may need to comply with the regulation on securities trading, on financial institutions and money services businesses, on gaming and on gambling. Complying with each of these regulations, and sometimes in each jurisdiction, requires experience and comes at a great cost. In decentralized applications, no single entity has control over the infrastructure required for its operation. This allows separating the infrastructure from the app content, in our case the prediction markets. The resulting structure has the advantage of modular isolation: separate functions in the system can operate in isolation from one another, and possibly be provided by different vendors.

Modular isolation brings an advantage to companies and individuals when it comes to the regulatory compliance: each only needs to comply with regulation in a limited field, lowering the cost of creating the required expertise and making it easier for new businesses to start up.

A sustainable economy

For a cryptocurrency to be successful over time, it must become the driver for a sustainable economy. As BOK is utilized by more users and adopted by more providers, the network effect of the Blockium ecosystem will grow, building the value of the ecosystem for the benefit of long-time holders and token sale participants.

A successful economy requires BOK to have growing demand within the Blockium network. Since participation in trading competitions (Blockium app) requires users to acquire BOK, demand for the token will grow in proportion to the number of active users and the number of active events they invest in. Demand will also grow in proportion to the number of active providers who rely on BOK to create events.

Providers are incentivized to hold significant reserves of BOK in order to provide the required collaterals and market making reserves for running many events concurrently. Aside from spending BOK, the model also provides a means of earning BOK as a reward for services given. Event providers in the Blockium ecosystem such as invest.com, are compensated in fees for the work they put towards operating events, acting as oracles and assuming the risks of functioning as market makers.

Liquidity and Volatility

BOK will be a single currency used both for the operation of the Blockium network (transaction fees, syndicate payments, oracle payments) and as the functional currency for trading competition events. Unlike other proposals for investment currencies, it is a flexible exchange-rate currency, making it less exposed to liquidity and volatility risks:

Liquidity: the risk of investors unable to acquire tokens when they want to speculate on the outcome of an event, and of users unable to sell tokens when they want to cash out.

Volatility: the risk of currency fluctuations between the time an investor entered the action and purchased shares of an event outcome and the time the user wants to cash out.

These risks are a big concern for most bootstrapping markets, when the proposed service launches together with the currency, and in the subsequent period of no or little growth of the service. This is typical because peer-to-peer markets tend to follow an exponential growth pattern, due to the network externalities inherent to peer-to-peer services. Several techniques are being used to mitigate these risks, mainly the usage of secondary currencies or an introduction of a pegged currency/stablecoins to be used by consumers. In the case of trading competition, this comes at the price of separating the currency used for operational mechanisms from the investment currency. Such separation has adverse effects in thinning out the market for the operational currency, in addition to the missing out on the advantages that flexible exchange rate currencies have against monetary shocks.

Competitor's Analysis

Figure 12: Blockium Competitor's Analysis

Vertical	**Block**ium Financial gamification	traditional Trading Normal trading	eToro Social trading
Huge return potential	✔	✘	✘
Everyone can trade	✔	✘	✘
Exciting user experience	✔	✘	✘
Reliability	✔	✔	✔
Limited risk	✔	✘	✔
All asset classes	✔	✘	✔
Real-time tracking	✔	✔	✘

Business model

Blockium's revenue will come from the following sources:

1) Commission through the entry fees

• **B2C** - The platform charges between 5%-10% commission from each contest's total entry fee

• **Withdrawal Fee** - Blockium may charge a small fee for withdrawals

• **Listing Fee** - Blockium will select innovative coins and other assets to be listed on the exchange and there may be a fee associated with those listings

• **Other Fees** - There may be other fees the platform may collect for various services such as automated algorithmic order etc.

2) Big Data Predictions for the Financial Markets
At Blockium, by using smart tracking and analysing tools and mechanisms, the selected financial data generated on our platform, including markets and assets dynamics, will be an asset to monetize by trading with third-parties such as large organizations.

Figure 13: Blockium Business Model

- **B2C: The platform charges 5%-10% commission from each contest's total entry fee.**

- **Data Monetization through predictive analysis on Big Data.**

Revenue Generation

Scenario:
The company spends $100K marketing budget on paid social media campaigns.

The result: (based on the statistics that we have generated over the last 8 months since Blockium launch):

The average price per new user (from some countries) is $2.5. Thus, the $100K marketing budget will bring 40K users to the platform.

As we know that 25% of the 40K (10K users) will remain active users that spend around $500 (each) on entry fees for competitions, the result will be:

10K active users * $500 entry fee = $5M total entry fee (turnover)
Turnover = $5M total entry free on Blockium

As Blockium commission is 5%-10% of the total entry fees paid for competitions, the result would be:

10% commission scenario:
$5M *10%= $500K

7.5% commission scenario:
$5M *7.5%= $375K

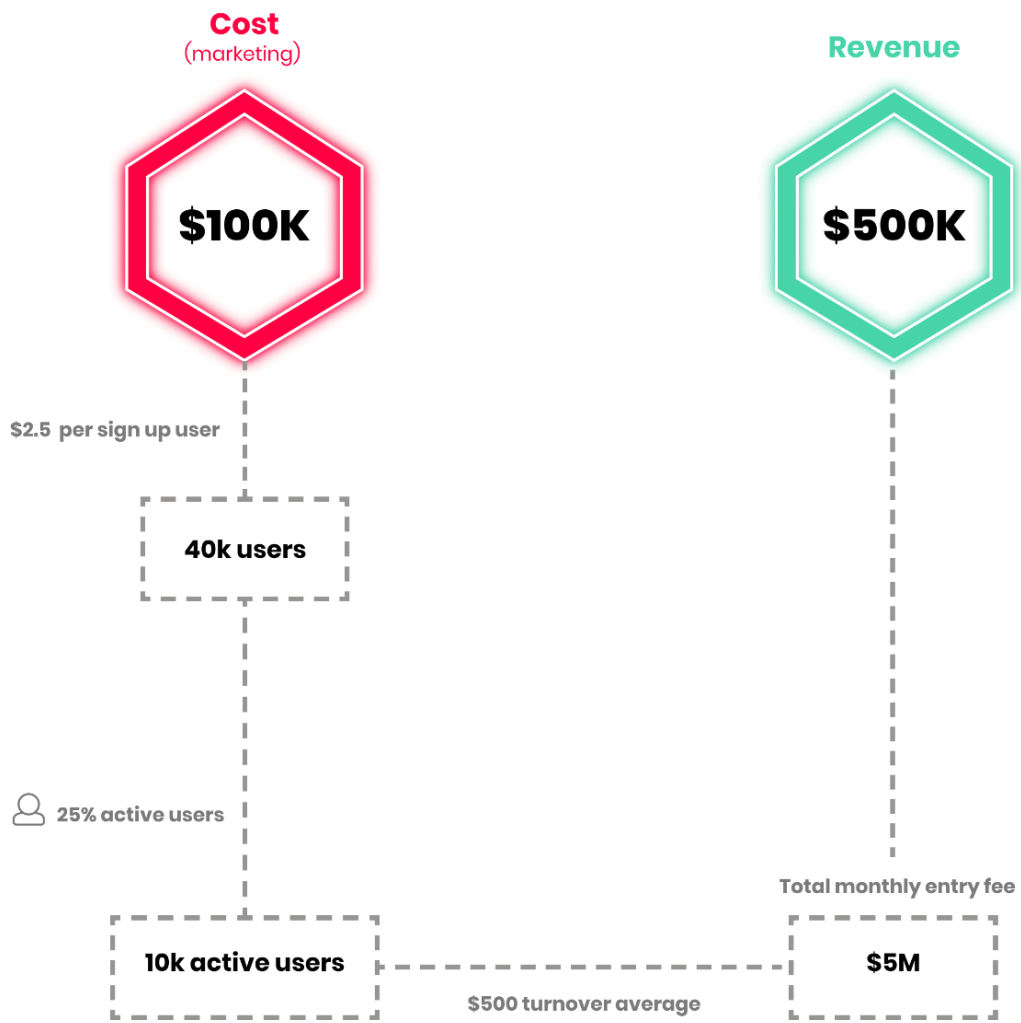**5% commission scenario:**
$5M *5%= $250

Bottom line: 100K marketing budget would bring up to 500K revenues for Blockium (depending on the commission rate) as shown in the diagram below:

Figure 14: Blockium Revenue Model

Cost
(marketing)

Revenue

$100K

$500K

$2.5 per sign up user

40k users

25% active users

Total monthly entry fee

10k active users

$500 turnover average

$5M

Benefits to Token Holders

Token Holder: There will be a wealth accumulation possibility as Blockium holders are entitled to 25% of Blockium profits by participating in a FREE trading competition with BOK token for prizes that will be provided by Blockium in competitions held weekly/monthly.

The right to vote: As a part of growing the ecosystem, and our desire to go hand in hand with the token holders to improve the product and the trading experience, quarterly, we will allow Token holders to vote for in-app products:

1) choosing the new feature for the product during the timeline

2) Voting for the new assets (Stocks, Crypto, FX) that will be a trader on the platform.

Product concept and screenshots
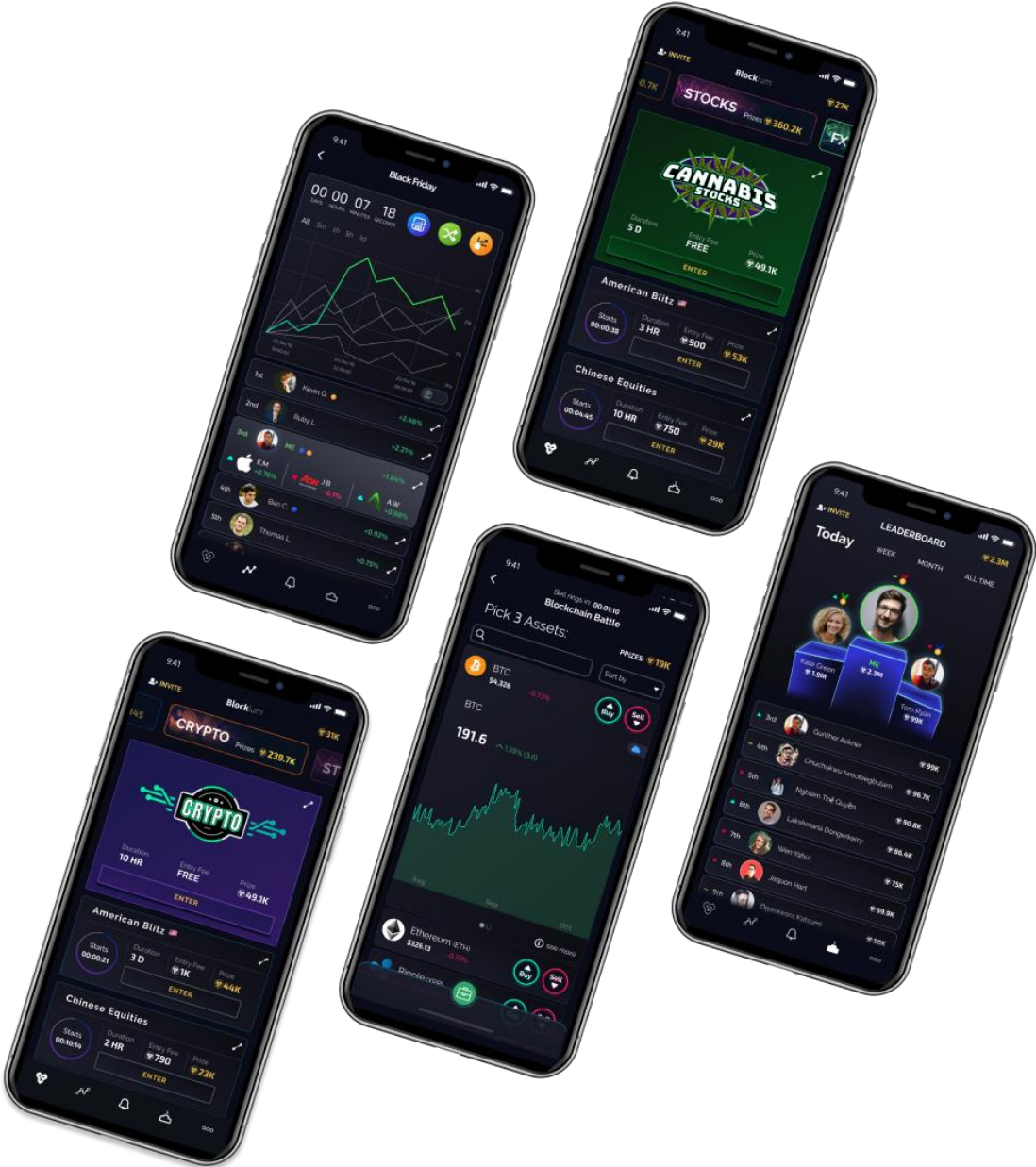
Roadmap

The end goal for Blockium is to be the leading decentralized trading competition used by mainstream audiences by maintaining a thriving ecosystem of users looking to invest and participant in the trading competition. The main role of Blockium is to develop the open source technology required for running the decentralized Blockium platform and network and create a successful model incentivizing both users and providers to join the network. So far we have achieved the following milestones:

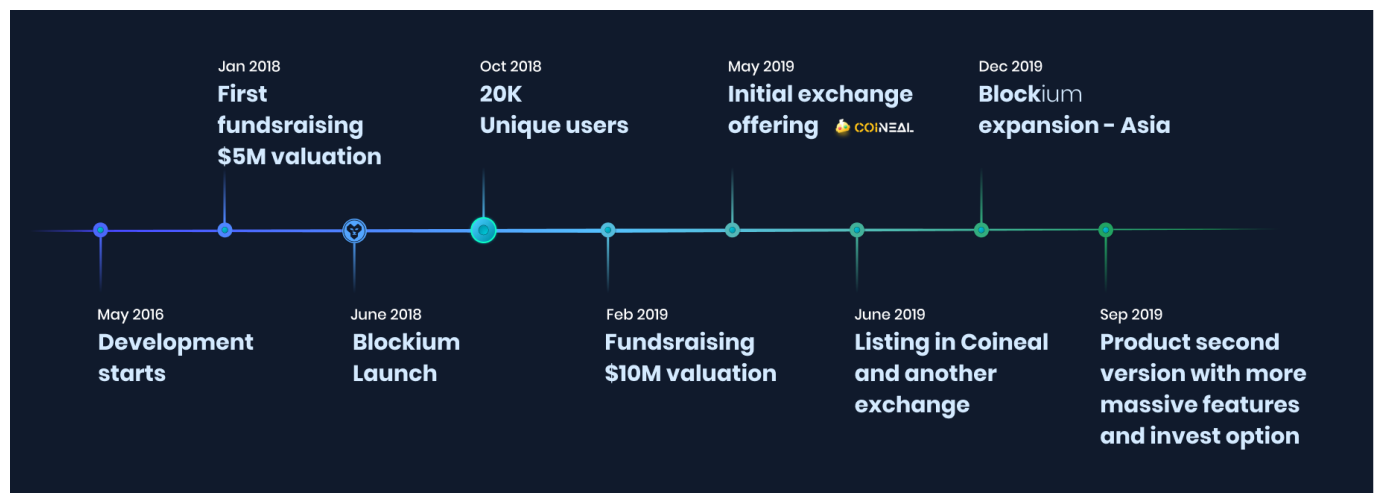**Milestone 1** – First round of fundraising with a valuation of $5 Million in January 2018

Milestone 2 – Launch of the Blockium Platform in June 2018

Milestone 3- 20k unique users by October 2018

Milestone 4- Fundraising with a value of $10 million in February 2019

Milestone 5 – Initial Exchange offering on Coineal in May 2019

Figure 15: Blockium Roadmap

With the majority of required technology for operating the Blockium network at scale already available, the main focus of the Blockium team will shift from

development to growth. Investment in network growth will not wait until all developments are finalized and will take place in parallel as soon as viable versions of these products are available for preliminary release.

Growth of the network is two-sided. The first side focuses on providers. The Blockium network will benefit from as many providers as possible joining the ecosystem. Providers consume BOK for collateral and market making as they are depended on BOK to operate. Channels for attracting providers include forming partnerships with established companies in adjacent fields, promoting the Blockium model among individuals and organizations with access to relevant customer bases and providing guidance and support to new providers interested in joining the network in order to make the process as friction-free as possible.

Future development: In September 2019, we will be launching a new feature on Blockium which will allow users to go out of a P2P competition and invest with as little as $1. It will be a competition wherein you will place your bets directly without any competitor and take positions based on real-time feeds on assets and exchanges. It is like trading normally on an exchange without any competitors and placing your bets to gain the highest returns on your portfolio. In a nutshell, you can trade directly without having to wait for competitors to join the competition.

Financial Position & Investors

2018: $1M fundraising on the basis of $5M valuation (post-money)
2019: $250K fundraising on the basis of $10M valuation (post-money)

Leading private investors have shown confidence in Fokoya's Blockium and the esteemed list of investors include Jean Emile Rosenblum, Alain Aflalo, Patrice Giami and Bernard Kalfon.

Use of Sales Proceeds

The figure below summarizes Blockium project expected use of proceeds, assuming we raise $1.2 M USD denominated in ETH in our token sale.

Figure 16: Blockium use of Funds
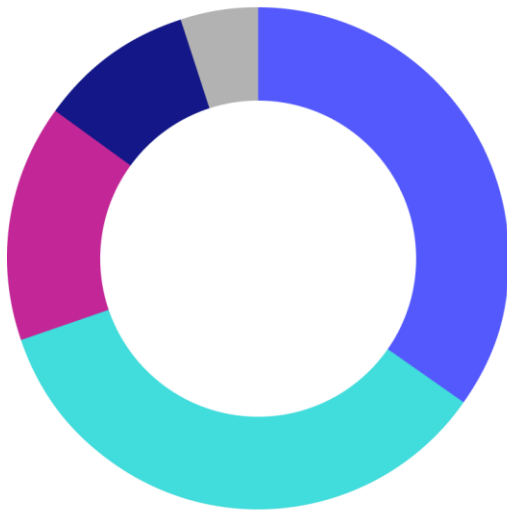
35% of the funds will be used to build the Blockium platform and perform upgrades to the system, which includes team recruiting, training, and the development budget.

35% will be used for Blockium branding and marketing, including continuous promotion and education of Blockium and blockchain innovations in the industry mediums. A sufficient budget for various advertisement activities, to help Blockium become popular among investors, and to attract active users to the platform.

15% will be kept in reserve to cope with any emergency or unexpected situation that might come up.

10% will be used for the payment of third parties such as for public relations matters, engineering, marketing, and affiliate program.
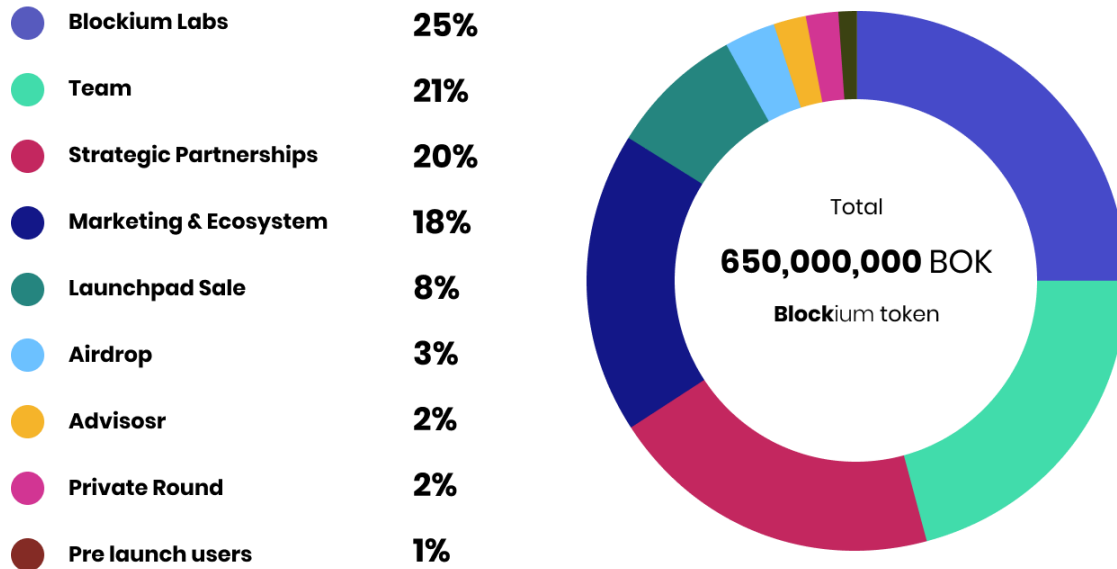
5% Administration (legal, security, accounting).

Token Distribution

In order to finance Blockium's roadmap, Blockium will conduct a token sale of an initial supply of BOK tokens. BOK will be sold at a constant price (in ETH/USD) and the initial supply will depend on the amount of BOK sold.

The BOK distribution is summarized in the table below:

Figure 17: Token Distribution

🟣 Blockium Labs	25%	
🟢 Team	21%	
🔴 Strategic Partnerships	20%	
🔵 Marketing & Ecosystem	18%	
🟢 Launchpad Sale	8%	
🔵 Airdrop	3%	
🟡 Advisosr	2%	
🟣 Private Round	2%	
🟤 Pre launch users	1%	

Total
650,000,000 BOK
Blockium token

Blockium is a platform with the vision of providing a utility token to its users as well as creating monetary gains and making the highest returns from day one:

Utility Token: The BOK token is creating an infrastructure that provides a great value to its users. Basing operations on BOK will generate trust for users and mainstream audiences as well as provide a liquidity pool required for frictionless operation. Basing execution of events on a common technology will ensure interoperability between providers and a standard level of security and fairness throughout the network and will maintain the entire Blockium infrastructure. Aside from spending BOK in entry fee, the model also provides a means of earning BOK as a reward for services given.

1000% + returns: From day one it is creating a platform for users to make the highest gains on their portfolio. The company is dedicated to providing the best

user experience and an ecosystem which is constantly evolving and growing through its path-breaking product of financial trading that will support the entire ecosystem and provide maximum rewards and gains to its users.

Figure 18: Blockium Vision

Founding team

Gilad Raz
CEO & Co-Founder

in

iGaming expert with over 8 years of experience in the financial field. A hands-on executive with extensive experience in developing, launching and operating innovative products and strategies that shape the online gaming industry.

Guy Oren
COO & Co-Founder

in

Financial analyst and business development manager with a large background in the trading in various aspects including trading metals (Gold & Silver), Algorithmic trading on the Dax index and Crypto for private investors.

Guy Lando
CTO & Co-Founder

in

Programming and cybersecurity expert at research and turning product idea into technical specification. Former security research officer and penetration testing team leader-IDF. Has mined his first Bitcoin in 2012.

Advisory Board

Bernard Kalfon

in

Bernard Kalfon is a Partner of Stanhope Capital LLP. Mr. Kalfon is responsible for developing the Stanhope Capital's private and institutional client base outside the UK. He served as a Hedge Funds Manager of Relative Value and European Equity Fund Manager at SG Asset Management Alternative Investments. Mr. Kalfon joined SG Asset Management in 2000. Previously, he was European Head of FX vanilla and exotic derivatives products at Bear Stearns and Market Marker and Proprietary Trader FX vanilla and exotic options at Salomon Smith Barney in London. Mr. Kalfon also served in Derivatives department at Citibank in London.

Jean Emile Rosenblum

in

Jean-Emile Rosenblum is the Co-Founder and served as Co-Chairman and Vice President of Pixmania SA. Mr. Rosenblum co-founded of Dot Corp. and Dot Corp Private Equity Fund I. He is the Co-Founder and E-business Managing Director at Fotovista SA. He serves on the board of Restopolitan.

Motti Peer

in

Motti holds an MBA in Finance and Marketing from Manchester University. As Co-CEO of Blonde 2.0, he is responsible for handling the Public Relations aspects, strategy, and specializes in crisis management. Motti was an officer in the IDF and served as Chief Instructor in LOTAR the IDF's School for Anti-Terrorism. Motti serves as a mentor and a lecturer at the Executive MBA program of Tel Aviv University, Michlelet Afeka, and IDC's entrepreneurial program. He also serves as a member of the board of directors at the Taub Center. Motti has been named one of the Startup Nation's "Movers and Shakers" on Forbes.

Patrice Giami

in

Patrice is an experienced Executive Chairman with a demonstrated history of working in the telecommunications industry. Skilled in Voice over IP (VoIP), Business Development, Strategy, Strategic Partnerships, and Mobile Applications. Strong entrepreneurship professional graduated from Ecole nationale supérieure des Télécommunications and from Ecole Polytechnique Paris.