

Cryphos

White Paper

A central objective in the development of the Cryphos platform is to be the leading platform for cryptocurrency information and advertisement. The

Cryphos platform seeks to present an alternative to time-consuming, inefficient methods of marketing and learning about cryptoassets. We will redefine learning in an engaging way by rewarding users who use the platform to encourage continual learning. Vetted marketers will be able to purchase advertising space using XCPS, thereby allowing for a healthy compensation cycle between marketers and consumers.



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Contents Page

I) Introduction	3
II) Problem Definition	3
III) High-Level Solution	4
IV) Value proposition and benefits	5
V) Solution Details	7
a) Platform description	7
b) Coin characteristics	8
c) Coin utility	9
d) Technical details (screening technology, rewards for games and curation)	10
VI) Competitive Analysis	12
VII) Marketing plans	13
VIII) Risks and mitigation	16
IX) Roadmap and Vision	19
X) Team	21
XI) Summary	22
XII) Useful Links	22



I) Introduction

If you are reading this, you likely know how difficult it is to find a credible project within the crypto space. At the time of writing this white paper, there are currently over 1500 currencies listed on www.coinmarketcap.com with new additions every day. This is a growing space, and with an evolving market, we need a solution to minimize the time we spend understanding new projects. Vetting all of these projects is extremely time consuming and lack of time could mean we forego interesting projects that many would want to include in their investment portfolios. With second and third generation cryptoassets appearing, the technology is becoming even more complex. For the average investor, trying to make sense of this ecosystem is becoming more challenging, so we aim to raise your understanding of how the technology is evolving to give you a competitive advantage in the market.

Cryphos token will be available on exchanges as a utility token, with XCPS being the only accepted currency on our dedicated platform. There was no initial coin offering for the Cryphos project. Instead, we have allocated a portion of XCPS exclusively for development, marketing, operational costs, and exchanges, to be released in stages as outlined in coin characteristics. Building on the Ethereum platform allows us to use smart contracts within our platform to serve as a financial medium between developers, marketers, and consumers.

We here at Cryphos are aiming to resolve time-consuming research for the community by incentivizing knowledge through gamification on our platform, leading to educated investors. The entertainment factor will contribute to increase customer loyalty.

II) Problem Definition

The crypto-space is currently facing multiple issues:

1. The cryptoasset market is becoming very crowded and complex; hence it is incredibly hard for crypto marketers to promote a product and quickly catch the attention of potential crypto investors. Fraudulent projects and senseless hard forks make it hard to distinguish legitimate from illegitimate projects.
2. The painstaking review process of these assets takes a large amount of time for crypto investors to screen cryptoassets and it involves visiting countless websites and filter through a lot of irrelevant information.
3. The mainstream has heard about Bitcoin, albeit without really understanding it completely, and a small percentage have heard about Ethereum but most people do not understand what crypto is all about because the barriers of entry are still high and the tech, its applications, and uses have not been properly explained or displayed.
4. Google, Facebook, and other social outlets are deciding to ban crypto-related ads, making promotion even harder and raising the need for a platform that addresses the advertising challenge.

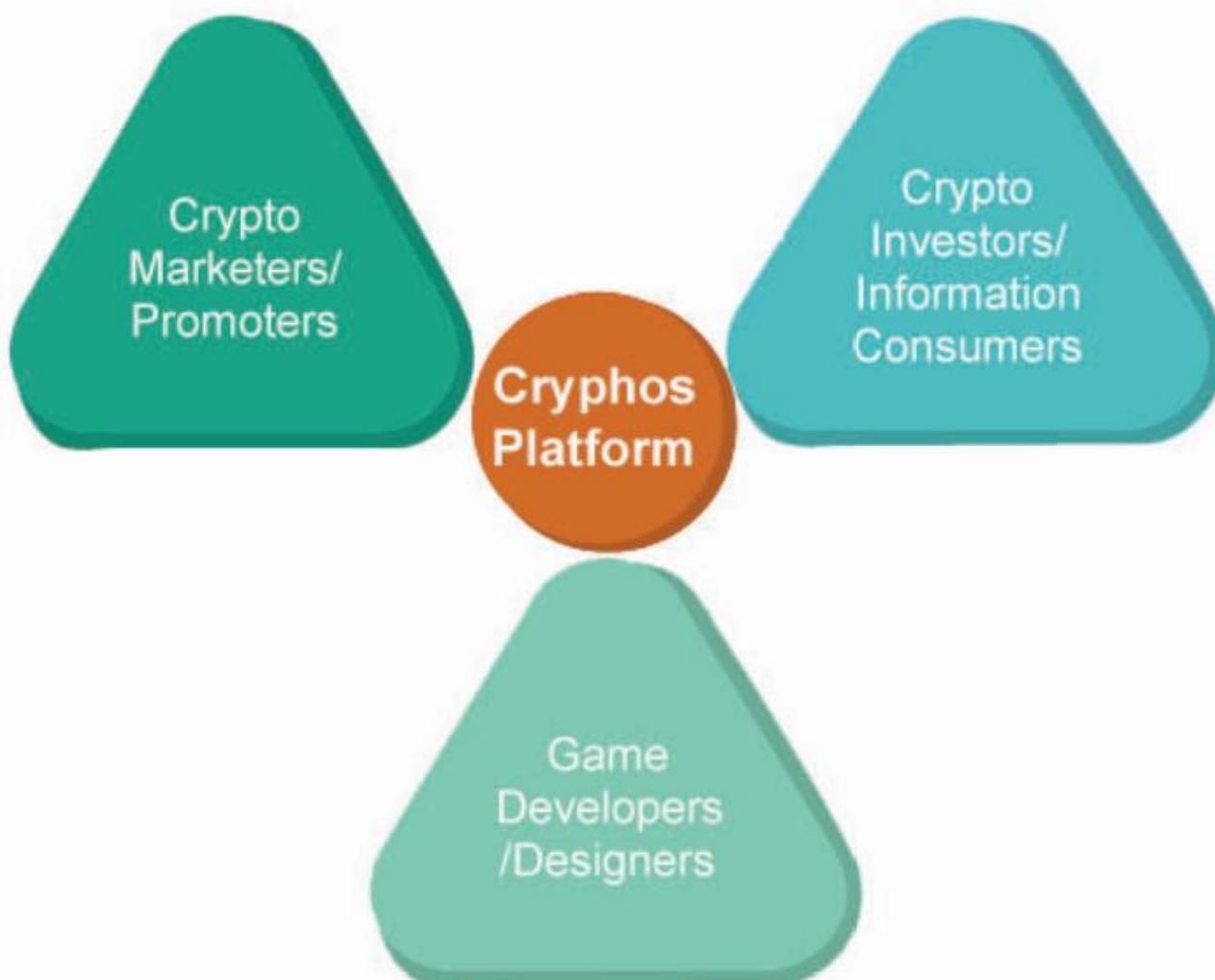


5. Discovering cryptoassets in a user-friendly, engaging, informative, and safe way does not exist and will be one of the main objectives towards cryptoasset adoption.

III) High-Level Solution

We seek to build a fully encompassed information and marketing platform for cryptoasset, driven by an addictive gamification effect.

Our goal is to become the number one gateway to the cryptoasset space and significantly accelerate mainstream adoption.





The Cryphos platform is constituted of three distinctive participants who interact in the following ways:

1. Cryptomarketers will buy advertising space to promote cryptoassets to investors only if it fulfills an informational need. This allows them to reach out to their target audience or raise capital. Marketers can also collaborate with game developers or designers to create entertaining content that fills an educational need.
2. Game developers or designers can independently create content to inform consumers and earn XCPS when the consumer uses this content.
3. Consumers will utilize the XCPS token to interact with our platform, and will become more knowledgeable investors through this mutually beneficial platform.

Our solution will build upon the marketing needs that allows new organic investors to be informed on new and upcoming crypto asset projects as well as existing ones.

IV) Value proposition and benefits

The Cryphos platform will compel:

- Crypto investors to use it actively as an entry point for discovering new cryptoassets, outlining what problem the asset is attempting to solve and what their technology is based on.
- Crypto marketers to target new investors more efficiently thanks to our machine learning based smart screening technology.
- Investors unfamiliar with cryptoassets to use the platform with our user-friendly and highly secure wallets, experiencing the power and convenience of cryptoassets in a hassle-free manner.
- Game developers contracted by marketers, or those who independently created informational games to be rewarded according to the number of gamers and popularity of the submitted game.
- Crypto curators to vote on the infographics and other material on the platform to ensure that the best content is ranked on top and obtain rewards based on the curation quality.
- Crypto designers to be known and work alongside marketers and/or game developers and earn rewards with the Cryphos token.



We can therefore distinguish three main unique selling points:



1) Knowledge gamified



2) Time savings



3) Financial rewards

1) An informational and engaging platform, where the user's knowledge of technology and education on the use-cases of crypto vastly increase in a rewarding manner.

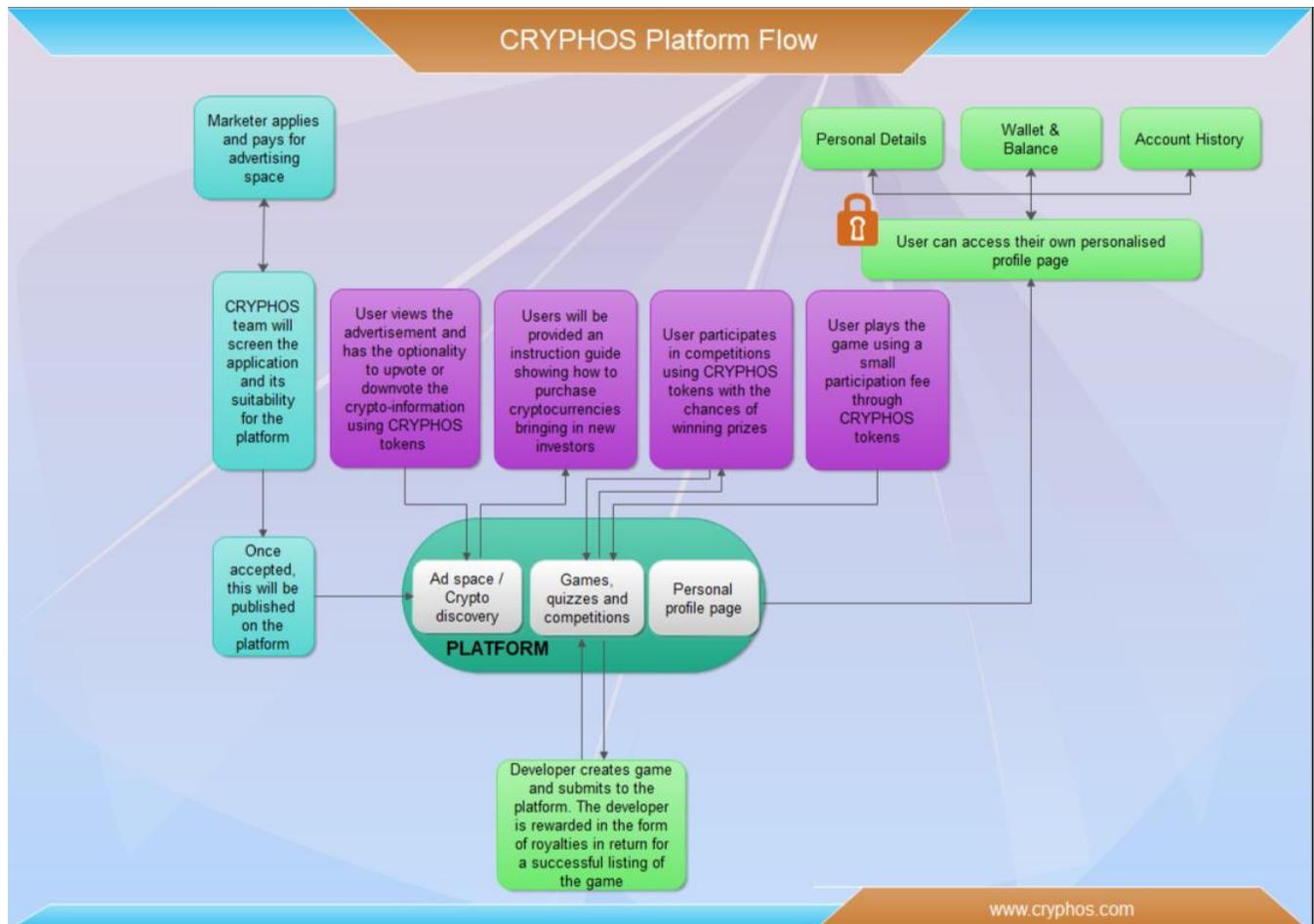
2) A new level of convenience and time-savings, where the speed with which platform users can learn or screen cryptos is unparalleled and always brings new content forward with an element of randomness.

3) A financial value proposition, where stakeholders of the platform can earn rewards/be paid.



V) Solution Details

a) Platform description



Our platform www.cryphoshub.com will be powered by XCPS, deriving a large and varied utility from transactions occurring within the platform, be it advertising fees collected by the Cryphos team, or payments and rewards offered to the various contributors and users of the platform. Cryphos will reduce an investor's time that is consumed in exploring new cryptoassets, serving as a shortcut to vital information of any project in question such as their website, exchanges they trade on, their white paper, or critical reviews made by other Cryphos users.

Our multifaceted platform will allow:

- Marketers (identified as information producers) to promote their cryptoasset through infographics, quizzes, airdrops, thereby raising the awareness of their unique service, which consequently attracts new investors. Additionally, the XCPS token can be used to buy marketing space paid by the advert owner.

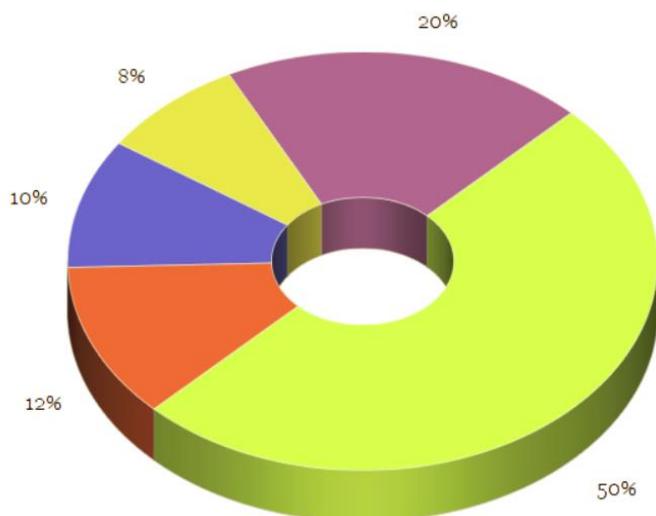


- Crypto investors (identified as information consumers) to efficiently scroll through hundreds of coins in a very short amount of time with our unique service, allowing for very condensed, but easy to digest information in an all-in-one solution.
- Curators to make sure the best available content is always on top. XCPS will be used to reward curators in return to stimulate the need for content that is fit for the website at all times.
- Developers to create informational games on cryptoassets or promotional mini-games through crypto marketers, with the aim to integrate them in our platform. XCPS will be used to reimburse developers for their work and a brokerage fee will go towards the Cryphos team.
- Frequent, rewarded competitions that enable to not only maintain a high user retention, but also contribute to a large user growth over time by word of mouth from the users of the platform. XCPS will be used to reward the winners of these competitions, which will enable them to use the tokens on the platform.
- Friendly betting games as a way to compete between different crypto communities or within a crypto community as a way to create customer loyalty. XCPS token will be used for staking on the bets in favor of the winner.

b) Coin characteristics

Total Supply: 30 Million Cryphos

■ Team ■ Operating Costs & Marketing ■ Exchanges ■ Developers ■ Investors



The team at Cryphos believes the key to success is the retention of our existing investors who believe in what we do. To enable that feature, we will maximize our outreach and attract new investors with similar expectations of the old. This will be managed by our marketing strategies as well as our goal to



list on exchanges with high volume and large community outreach. The supply we have chosen will allow room for us to maneuver into untapped aspects of marketing.

All team members' contract addresses are shared on the ERC20 code for transparency and their funds are locked for 18 months to ensure full continuity of the project and incentive to create a project that reaches a critical mass. The locked funds amount to 19% of the total supply are allocated as follows:

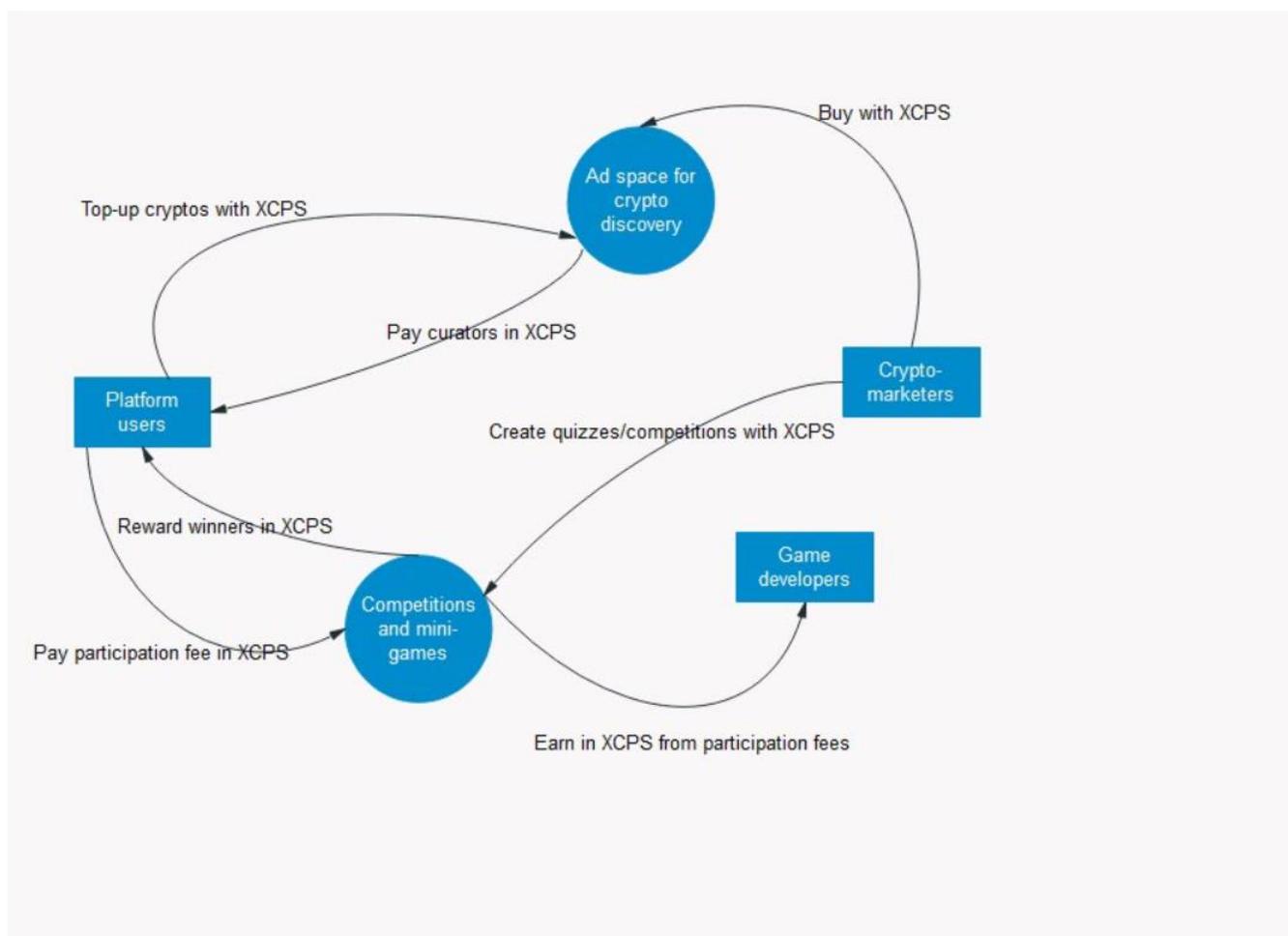
- 7% of the total supply for the lead developer,
- 12% for the 3 admins.

The circulating supply is therefore 24.3M XPCS until November 2019.

c) Coin utility

The utility of XCPS demonstrated in three manners:

- Marketers who want to promote their cryptoasset will need to buy space through XCPS, and the more they offer, the likelier their artwork will appear to information consumers. Marketers can also engage their communities to top-up the advertised space on our platform with XCPS and therefore increase the likelihood of appearance.
- Competitions and mini-games will offer rewards to the players and help marketers to promote cryptoassets in a fun way. These information producers can collaborate up with developers to create entertaining content. Developers who create these mini-games on our platform will be paid by the players who decide to partake through a participation fee, so the market decides which games are the best and which developers therefore are rewarded the most. The Cryphos platform serves to act as a broker, sharing a small portion of this participation fee with the game creators. The revenue model for the game creators depends on whether the developers independently created the games (sole earners) or partnered with crypto marketers to specify the game (earnings are split between marketers and developers through smart contract).
- Betting games and quizzes can be easily created and customized by crypto marketers with rewards in XCPS attached to them. The purpose of those would be to incentivize the players to raise their knowledge level and research the promoted crypto. This can be a popular way to earn XCPS.



d) Technical details (screening technology, rewards for games and curation)

What follows is a high-level overview of some of the technology behind Cryphos that will be required, as well as some IT architecture choices for our platform.

The likelihood of crypto advertisement appearance is determined, on one hand, by the amount of XCPs paid for the ad space. This mechanism would however favor communities that have large funds and not necessarily ensure quality content on our platform, or provide the opportunity for hidden gems to promote their cryptoasset. The amount of XCPs utilized for an ad therefore needs to be appropriately weighted by its quality, measured by free upvotes and downvotes from all users on the platform and not only those from that crypto's community. To incentivize users to participate in this curation process, rewards in XCPs are distributed to users and increase with the amount of upvotes/downvotes provided as well as with the quality of the feedback. This will require machine-learning capabilities to calibrate the required weighting.

Let (X_1, X_2, \dots, X_n) represent the vector representing the amount of XCPs paid for each crypto $i =$



1, ..., n.

$S = \sum_{i=1}^N X_i$ represents the total amount of XCPS paid in ad space, and we can therefore form the likelihood of appearance vector W defined as:

$$W = (X_i \div S)_{i=1, \dots, n}$$

Let u denote the number of upvotes and d the number of downvotes, the proportion of up votes for crypto “ i ” is therefore represented by $(pu)_i = u_i \div (u_i + d_i)$.

The proportion of upvotes vector needs to be transformed into a probability vector $(p)_i$ with an appropriate transformation such that the sum of the new vector components amounts to 1.

The final discrete probability distribution W^* of crypto appearance on the Cryphos platform is a weighted average taking into account the bought space and the proportion of upvotes:

$$W_i^* = (\beta_i * W_i + (1 - \beta_i) * p_i) / \sum_{i=1}^n \beta_i$$

where β_i needs to be selected appropriately to balance the effect of large funds to projects with high quality or potential.

For curation rewards, we have decided to reinvest 10% of the ad space that has been bought or topped-up into a reward pool for the curation work (upvotes and downvotes).

These curation rewards will be paid out at predefined intervals and fairly allocate 10% of the above-mentioned revenues according to the number of up votes/down votes K and the quality of the votes Q . The vote quality could be represented by a 0 or 1, where 1 is given if an up vote is given by the curator when the proportion of up votes exceeds a certain threshold (say 50%).

We could again form a weighted average for the reward vector for each curator $i=1, \dots, M$

$$R_i = (\gamma * K_i + (1 - \gamma_i) * Q_i) / \sum_{i=1}^n \beta_i$$

and the payout Γ for curator i is calculated as:

$$\Gamma_i = R_i * S * 10\%$$

And we can verify that

$$\sum_{i=1}^M \Gamma_i = 10\% * S * \sum_{i=1}^M R_i = 10\% * S * 1 = 10\% * S$$



VI) Competitive Analysis

As of early 2018, there is an estimated 2,000+ different cryptoassets. A growing problem for this asset class is crypto-related advertisement bans on major platforms such as Facebook, Google, and Twitter. Reaching new investors and target customers is consequently hindered. The Cryphos platform will carve a catalytic niche by allowing for the advertisement of cryptoassets to the mainstream population, solving the dilemma of advertisement restriction that is currently seen.

Who are our competitors?

Cryphos like many other cryptoassets has competitors that include:

- Coinmarketcap: Coinmarketcap (CMC) is a top contender for checking market cap rankings, charts, information and more. CMC allows people to look at a cryptoasset's website, explorers, message boards, source codes, community chats, markets, prices, volume, etc. The amount of information that Coinmarketcap provides is fundamental, but rudimentary.
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- Coincheckup: Coincheckup is a cryptoasset analysis and research platform that functions similarly to Coinmarketcap. Coincheckup offers transparent information on each cryptoasset such as prices, charts, analysis, predictions, markets, utilities, news, forums and much more.
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- Reddit: Reddit is a social media platform where members can post text, links, and images to different communities. These communities are called subreddits, and there are subreddits for virtually every cryptoasset in existence. In these subreddits, users can upvote or downvote other's posts based on whether they think it is helpful, humorous, or detrimental to the conversation.
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- Twitter: Twitter is an online news and social networking service that allows users to post messages known as tweets. Other users on twitter can interact to the tweets with replies, likes, or retweets. Twitter gives users the ability to discuss various topics and share them around.
-
- YouTube: YouTube is a massive video sharing platform. It allows users to upload original content of various categories such as music, gaming, entertainment, education. Users can share the videos with friends, family, and the world.

How are we differentiating from them?

- Cryphos will have a great amount of utility around our platform. The platform will allow markets the ability to promote their cryptoasset using XCPS. The more they offer, the greater the chances are for users to see their advertisements. The Cryphos platform will also have in-house competitions and mini-games available with rewards to players, allowing marketers an opportunity to promote cryptoassets through this unique, engaging way.



- Cryphos will aim to provide fundamental information that focuses on the technology and use cases of the cryptoasset project. This will empower all investors with the opportunity to make well-informed decisions before they invest in any coin. Currently, a problem exists where Twitter, YouTube, and other forms of media can exhibit biased information towards the cryptoassets that they are advertising, such as reviews for a specific crypto project. Cryphos will focus on creating an unbiased learning platform for our users.
- Cryphos will add an entertainment factor to the knowledge objective, a trait that is missing from all other platforms, where the content can be shallow and tedious to review. This will increase user retention and, combined with the financial rewards, outperform our competition.
- The crypto discovery process, contrary to Coincheckup or Coinmarketcap, would include an element of randomness in order to prevent information consumers from stumbling upon the same cryptoassets every time they are navigating through our platform. We therefore ensure novelty of the content, while retaining the option for users to return to any previous coin, or search for any coin they are actively trying to investigate.

Features	Sophos	Coin-marketcap	Coin-checkup	YouTube	Reddit	Twitter
Provides informations on cryptos.	✓	✓	✓	✓	✓	✓
Information targets cryptocurrency projects only.	✓	✓	✓			
Information is condensed and easy to access.	✓					
Deep information about crypto-projects (graphs, volume, etc..).		✓	✓			
Entertainment factor / gamification	✓					
Financial rewards for content producers	✓			✓		
Financial rewards for content consumers	✓					
Randomness in crypto discovery (as opposed to a static list)	✓					

VII) Marketing plans

How do we market the product?

Marketing Cryphos is not a cheap task; this is why we have set aside around 10% of the supply to use on marketing. With these funds there are:



- Partnerships: Developing a Partnership with other communities will provide a great way to foster growth in the Cryphos community and help us capture market interest. Partnerships will aid in creating more awareness to our platform while also promoting the partner's business to the masses.
- Twitter: Twitter has gained its rank as one of the top mainstream social media platforms and a breeding ground for new and existing cryptoassets to be able to share new updates and plans. Using Twitter as a platform for marketing purposes will allow for Cryphos to attract attention from the mainstream. Creating a Twitter profile for Cryphos and engaging with the community on Twitter may result in gaining new investors with the assistance of the followers who would share our platform news and updates amongst other peers as well as targeting people who may not be too familiar with cryptoassets.
- Reddit: Promotion on Reddit can be done in two ways. The first and more direct approach is to simply create a subreddit for Cryphos and post news updates while answering any questions raised by the Reddit community. The second approach is to mention Cryphos and give a brief description of our goals on other subreddits such as the cryptocurrency subreddit to ensure a wider targeting audience is reached.
- Bitcointalk: Bitcointalk is a platform to introduce newly developed crypto projects directed to the blockchain community. Creating a thread for Cryphos on the forum will allow new investors to discover Cryphos and will help the Cryphos team adapt in response to feedback and suggestions given within the forum. It would also give a platform for curious investors to ask questions of the team or other community members on behalf of the wider community.
- Medium: Medium is an online publishing platform which enables us to write stories, blogs, or news updates to a wide range of users who subscribe to receive relevant information on cryptoassets. Using Medium for Cryphos news updates, discussions and plans will mean investors are notified as soon as the article is published.
- Coinmarketcap: Coinmarketcap is the leading website for checking on coin, token and exchange information for cryptoassets; displaying coin characteristics, links to the project website and redirecting members to the project's communication platforms such as Telegram or Discord. With the project being listed on Coinmarketcap, it will redirect members on to our platform as well as display the trading price and listed exchanges that Cryphos will be trading on. Users can also redirect to our platform, view our Twitter feed, join our communications platform, or view the token details.
- Telegram: Our project has already initiated a Telegram group where we are growing every day and have the full support of the community. We believe the key to our project is full transparency with the investors. We are active within Telegram and are able to answer any questions the community may have as well as guide with troubleshooting queries.



- Word of mouth/miscellaneous methods: As cryptomarketers push for their advertisements to be displayed on our platform, they have the incentive to push their own community members to vote for the project where all relevant information is stored in one place. Our retention methods supported by the ongoing implementation of new features such as users being rewarded in various ways will lead to word of mouth advertising for the platform. We will also optimize our website using SEO ensuring the keywords linking to the content are added so users may reach our platform and find any information they require in one place. Google AdWords is another avenue where we can source new users advertising our platform on websites related to cryptoassets.



How do we get this viral?

In order to get Cryphos viral we need to ensure we have five essential aspects engaged throughout the life cycle of the project:

- Social promotion
- Working platform/product



- Community support
- User retention
- Promotional competitions

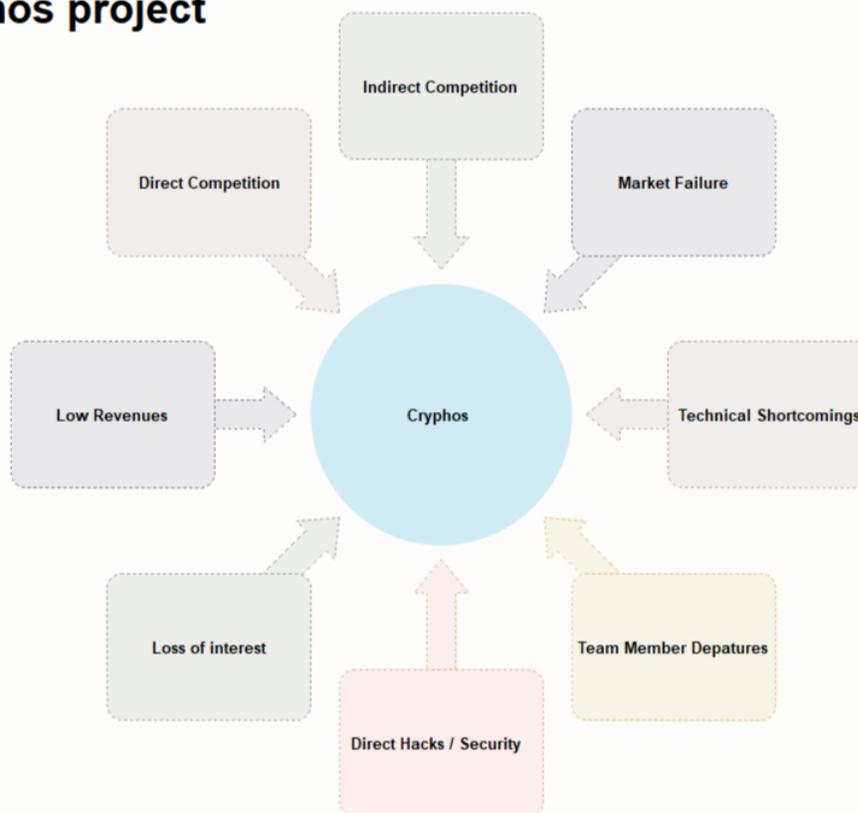


VIII) Risks and mitigation

We are a young and new project with a team full of enthusiasm who will strive for excellence in the midst of an ever-changing competitive market. Throughout the project, we may face market pressures, community pressures and technical shortages. As we are undertaking a unique idea, we expect to face many roadblocks that we will mitigate ahead of time to ensure a clear-cut path to the main goals of this project.



Risks affecting the Cryphos project



Specific risks that this project may face and mitigation steps to prevent/reduce our exposure:

- Direct competition - This may be inevitable and uncontrollable but we plan for first move advantage in this unique market. We will be able to have an upper hand in holding dominance as we aim to capture market share first, while ensuring that we retain end client interest and success with our project.
- Indirect competition - Certain aspects of our project may already exist or will be implemented to other projects in the future. We have a well-rounded project and although some aspects may coincide with others, we believe that Cryphos will constitute an 'all-in-one' platform where the end-user would be able to use our platform to obtain all the information required to make an informed choice on their future investments.
- Market failure - There are many factors that could result in a systematic market failure such as hacking, laws and regulations. While it is difficult to control the ever-changing legal landscape, we will attempt to ensure regulatory compliance and always pursue the most



ethical decisions. Currently, we do not see any major issues and we believe this idea needs to be implemented to bridge the uninformed/misinformed public towards cryptoassets.

- Technical shortcomings - We will incentivize our developers by reimbursing them for the work carried out at major milestones. However, due to circumstances or personal choice, the individual may want to exit the project. We will have reserved funds to on board a replacement ensuring continuity of the project at all times. We may also have technical restraints for which we may need external assistance to overcome. The revenues generated by ad space sales and participation fees from the competitions will serve as a cushion to ensure the continuity of our operations.
- Team member departure - As a collective team decision and expectations of this project, we are targeting long-term success and adoption by the wider community. To secure our interest in developing and nurturing this project's future outcome, we will lock the team and lead developer supply for a period of 18 months using an Ethereum smart contract.
- Direct hacks to the ETH platform/exchanges - This is a matter that is out of our hands but Cryphos will give consideration to any exploits that are made visible to us and take due action immediately. If it becomes the case where the Ethereum platform is at risk, we will look to move to another alternate blockchain that would be secure to run our operation. We will ensure that the XCPS token is highly secure and one future avenue that will be explored is to integrate the ERC20 token with the Cardano blockchain allowing backwards compatibility with anything built on top of Ethereum. We will look to minimize the risk of exchange vulnerabilities by diversifying the subscription to various exchanges that will provide further volume towards our token and minimize relying solely on a few exchanges.
- Loss of interest from investors/market - With our extensive planning of the project and constant input from within the team and community, we will ensure the platform is up to date with accurate information. To keep the interest retained, we will evolve on a regular basis with new content added to reflect the current market players and data.
- Lack of revenue to grow the platform and recruit new talent to develop the project - While we could have a successful user-base visiting the platform, it is possible that Cryphos does not generate enough revenues to increase its product offering and content. We will mitigate this by implementing a flexible pricing structure that can be adapted by the team if necessary.

Throughout the lifecycle of this project, we will overcome any difficult situations in an organized and pragmatic manner. This will be done by foreseeing any major impacts as we have displayed above and by reassessing any issues that are brought up in the future that we cannot currently expect.



IX) Roadmap and Vision

We will opt for a phased approach in the implementation of the Cryphos platform instead of a Big Bang approach.

Before the implementation of the Cryphos platform can begin, we will need to define all functional requirements and prioritize them accordingly. This will help us determine the scope for the minimum viable product (MVP) for phase 1 of the project.

The MVP implementation can then proceed in May 2018 and will be followed by a quality assurance on the technical side with integration tests and some functional tests by the Cryphos team before the user acceptance tests (UAT) on a wider scale will begin.

The UAT period from July to September 2018 will help us collect valuable feedback and data on how to improve the platform. The goal of the UAT is to provide users with the possibility to test our platform, comment on its user-friendliness, and raise bugs to ensure that functionalities are working properly.

After collecting and sorting the received data from the UAT, we will move to a second iteration where the most valuable feedback will be implemented.

A final beta testing period for the MVP will then take place with minor platform adjustments before the Go-Live for Cryphos MVP in December 2018.

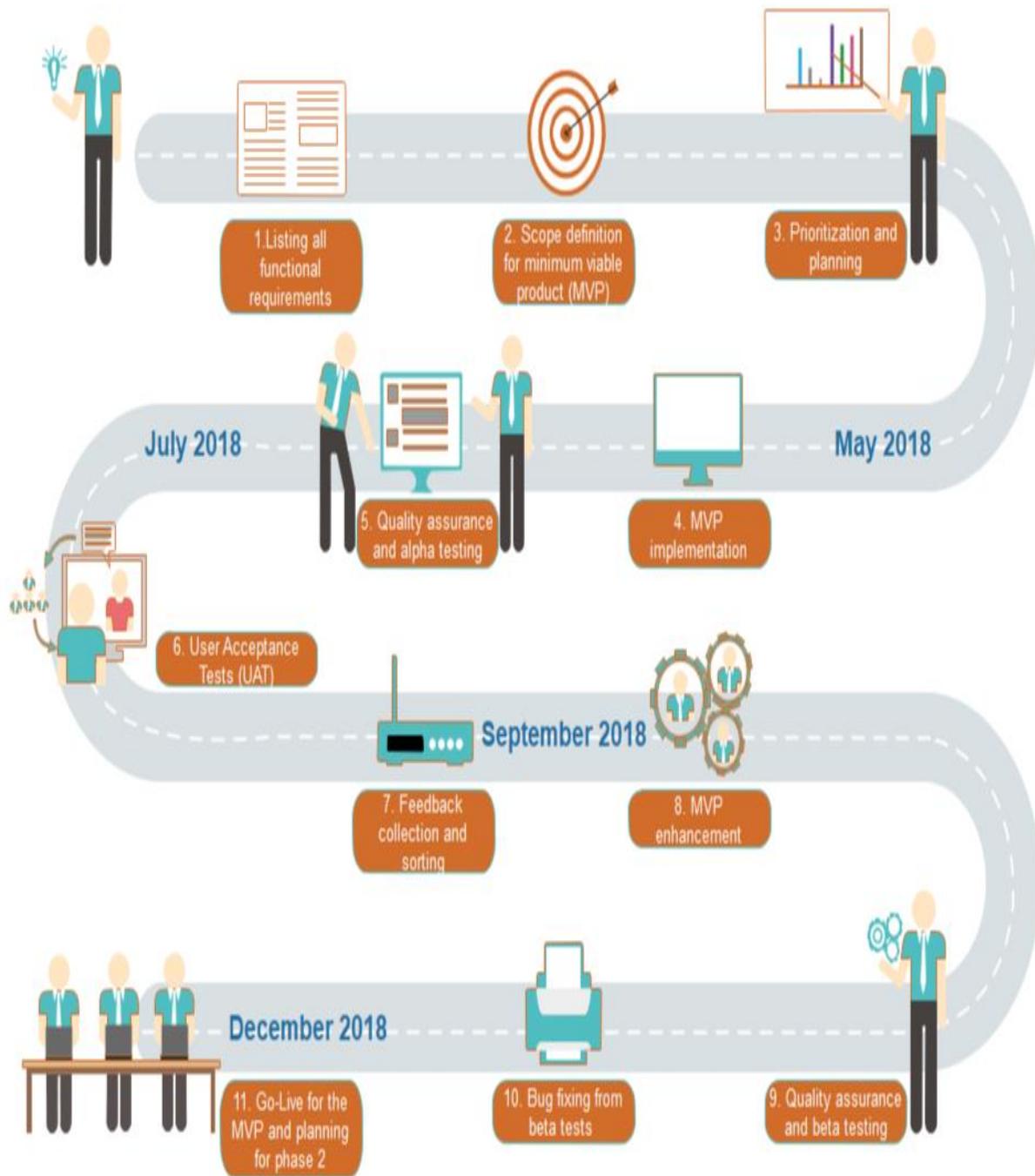
The Cryphos platform does not end there. We will plan phase 2 of the project before the MVP Go-Live based on:

- A.** The full list of functional requirements that were not in the MVP scope
- B.** The user requirements

Phase 2 and the subsequent phases will attempt to rollout more games that are informational, and attract a larger community of developers, designers and crypto-marketers that will attempt to educate with more creative means our user-base. We will also be much more aggressive in our marketing to expand the discovery of crypto-projects and target a much more complete offering. Attracting a user-base that goes beyond the crypto-investors will require us to be known throughout the mainstream media while also use guerrilla tactics to scale significantly.



Cryphos Product Roadmap for Phase 1 (MVP)





X) Team

Abdelaziz Belqadhi (Frankfurt, Germany) - Product and IT Project Manager

Abdelaziz has graduated in applied mathematics and quantitative finance from a top 10 leading academic institution.

He has worked in management consulting for the last 4 years and has advised large financial institutions on complex and strategic IT transformation programs regarding their capital markets systems. He has bridged the gap between business areas and IT in his previous projects and will act as a business analyst and requirements manager for Cryphos, making sure that our vision is faithfully implemented.

Abdelaziz is passionate about diplomatic and rhetoric activities, as demonstrated by his deep involvement in heading for two consecutive years a debating society for the United Nations and managing the largest Swiss-level conference. These principles of cooperative solution drafting will continue to drive him in his work with the team and develop new business opportunities and partnerships for Cryphos.

Ravi Desai (Geneva, Switzerland) - Finance and Marketing Manager

Ravi has studied finance and mathematics at university level. He has pursued the knowledge gained while working in multinational corporates within various roles revolving around finance. For this project, he brings his expertise of finance along with his broad cover of marketing. He will manage the marketing and exchange management for Cryphos by aiming to use every resource available to ensure a successful platform. Social media platforms will be entrusted to and maintained by Ravi to reach the screens of many.

Ashley Thompson (London, United Kingdom) - Lead Developer and IT architect

Ashley has been a passionate and dedicated software engineer for over 15 years. Initially self taught, he has seen his passion through to complete a bachelor's degree in Computer Science and Electronics Engineering. In his professional life, he plays a leading role in delivering large scale telecommunication and financial systems for multinational corporations in the UK. In his spare time, Ashley has delved into the areas of Machine Learning, Decentralised Applications and IoT devices, allowing him to stay at the forefront of emerging technologies. His knowledge of contemporary software delivery methodologies will ensure that the Cryphos platform's development will meet its goals and provide a fantastic user experience.

Julian Jaramillo (Connecticut, United States) - Client and Community Manager

Julian has had 4 years of experience studying the IT field, ranging from website development, server management, graphic design, database management and more. He has been intrigued by the blockchain craze for two years now, and aims to add significant value to the Cryphos platform. His



primary role will be to bring his client and community management skills to the Cryphos team. He will be looking after all the client queries by liaising between the token holder and lead developer. He will also manage the community, answering question they may have and assisting with social media.

XI) Summary

Cryphos is a platform that attempts to concentrate on information before promotion, using gaming and financial rewards to ensure our users are retained. Our goal is to be the market leader in cryptoasset education and show the world how the current and emerging project developments will change our lives. We will be laser-focused in conveying information about crypto projects in the most time-efficient way so that investors can screen through hundreds of projects in a short amount of time. Furthermore, we will setup the right incentives to attract a large community of developers, marketers and designers on the Cryphos platform to work together and create the best content for information consumers. Being first to market and attracting a large user-base creates a virtuous circle where crypto marketers want to spend more of their budget to market on Cryphos and designers or developers have more enticements to create infographics, games, or quizzes which in turn attracts more visitors.

With Cryphos, we educate the masses and elevate the knowledge by leveraging our human competitive instinct and desire for fun.

XII) Useful Links

[Our Platform page](#)

[Our Telegram community](#)

[Our Medium blog](#)

[Our Twitter page](#)

[Our Reddit hub](#)

[CoinExchange.io Bitcoin Market](#)

[CoinExchange.io Ethereum Market](#)

[Next.Exchange Bitcoin Market](#)