



# THE SIMPLEST WAY TO BUY, SELL, TRADE, STORE AND SPEND CRYPTOCURRENCIES

**ICO Starts  
Q4 2018 (TBA)**

## The problem

Trading FX and cryptocurrencies requires time, knowledge, analytical skills. These are the main reasons why most people simply miss tremendous opportunities in these markets. According to research by CitiFX, while 84% believe they can achieve positive monthly returns, 90% achieve only 1-5% returns.

## Mercato Solution

A scalable blockchain-based decentralized trading platform that allows retail traders to buy, sell and trade cryptocurrencies. Mercato matches buy and sell orders using smart contracts and enables traders to share their knowledge with others interested in their strategies, recording and settling trades on blockchain.

## Mercato targets the largest and fastest growing markets in the world

FX is the largest market in the world with daily transactions exceeding \$5 trillion, with \$340 billion by retail investors. More than 1,600 cryptocurrencies exist today and daily cryptocurrency exceed \$50 billion, making crypto the fastest growing market, with an increase of 4,000%, since the spring of 2017.

## How the Mercato ecosystem works

Traders can find the best signal providers and automatically copy their trades, executing an exact copy of the trade in proportion or on a different scale. When users copy signals from other traders, they reward them with MRC tokens.

## MRC token

The MRC token is a utility token used to pay fees and reward signal providers.

### Token Sale Terms

Start Date: Q4 2018 (TBA)  
Hard Cap: 25,000,000 USD  
ERC-20 token

### Purchase Methods

BTC, ETH, Bank Transfer

## Team



### Ilias Louis Hatzis

Entrepreneur with business & product dev. experience.



### Demetris Christodoulou

Experience in finance, asset mgt. and capital markets.



### Wilhelm Rabitsch

Experienced marketer in retail and ecommerce.

## Advisors



### Mikhail Zelenin

VP Product & Blockchain Architect at Naviaddress.



### Leon Yohai

Founder at Zulutrade; HolicTec; Qmobile.



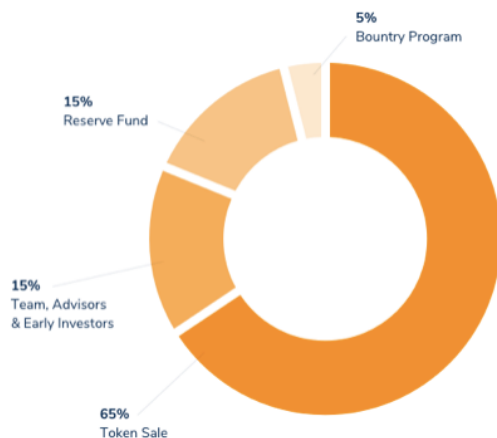
### Bernard Lunn

CEO at Daily Fintech; Fintech and Blockchain advisor.

## Team Experience



## Token Allocation



## Funds Allocation

