



# WHITEPAPER

## CoinSeason Capital Inc.

... if you don't understand this document,  
please solicit legal advice.

This whitepaper is the main source of information for CoinSeason and CSZ tokens.

The information in this (original) English language document will be translated into other languages and used as written or oral communications with current and prospective customers, affiliates, etc.

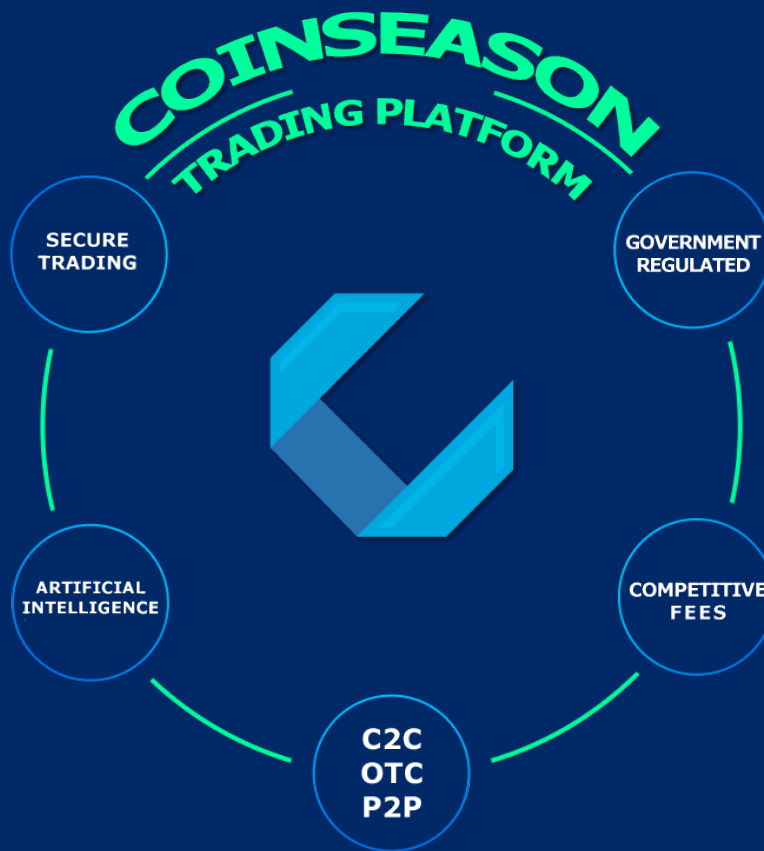
Although we strive for accuracy, translations cannot be guaranteed. As a result, portions of the information in translated documents might be lost, degraded, or distorted. In the event of discrepancy respective of translations, and communications respective of the CoinSeason Capital Inc. whitepaper, the English document will be regarded as the correct version.

**The mandate of this whitepaper is to describe and clarify the business model behind our CSZ token and ICO.**

# INDEX - CoinSeason Whitepaper

1	Forward
2	Index . . . *Purchase CSZ Tokens
3	Disclaimer & Business Model Graphic
7	About CoinSeason
7	Timeline
8	Our Vision
9	Advantages
10	Message from CoinSeason CEO & Founder
11	CoinSeason Partners
12	Core Team Members
21	CoinSeason Advisors
25	Challenges Facing Traditional Financial Markets
29	5 Simple Steps to Trading at CoinSeason
30	Product & Revenue Vision
31	FINTRAC – Canada’s Financial Intelligence Unit
32	CoinSeason Benefits
32	Multilingual Service
33	Know Your Customer – KYC
34	CoinSeason’s Platform Structure
34	Security Technology
35	Financial Products Support
40	CSZ Utility Token
32	Contributor Protection Fund
43	Fund Usage & Allocations
44	ICO Overview
45	CoinSeason Mission & YOUR MISSION
35	<b>Purchase CSZ Tokens</b>
	Whitepaper Version – v2.3 Author: Maurice Cardinal 2018 08

**The information contained herein might not be complete and does not suggest a contractual obligation.**



Information in this whitepaper is designed to convey practical content to prospective token purchasers so they have a better understanding and can more easily conduct due diligence through business analysis and/or any other methods they deem necessary.

**This whitepaper is not a prospectus, or an investment solicitation ... or an offer to buy securities.**

This document is not designed to protect contributors, or to necessarily adhere to laws or regulations in any area. Our CSZ utility token is not a digital currency, commodity, security or a financial instrument registered with the Securities Act or the securities laws of any country, including any area where a potential token holder resides.

**\*Purchase CSZ Tokens**

**CoinSeason guarantees to NOT make additional issuances of CSZ, and if funding exceeds our 30,000 ETH mark, CoinSeason will refund the excess.**

This whitepaper is for informational purposes only and does not constitute relevant opinions on real or hypothetical CoinSeason shares or securities. Any similar proposal or levy will be made under a trusted clause and subject to applicable securities laws and other relevant laws. The above information or analysis does not constitute an investment decision or a specific recommendation. This document does not constitute any investment advice, investment or intention regarding the form of securities.

This document shall not constitute or be understood as providing any transaction, or any invitation to buy or sell any form of securities, nor any form of contract or undertaking.

- CoinSeason clearly indicates that relevant intended end users have a clear understanding of the risks of using the CoinSeason trading platform. Once contributors participate, they understand and accept the risks of the project, and are willing to bear the corresponding results or consequences.

- CoinSeason expressly states that it will not bear any direct or indirect losses arising from the participation in the quarterly project, including:

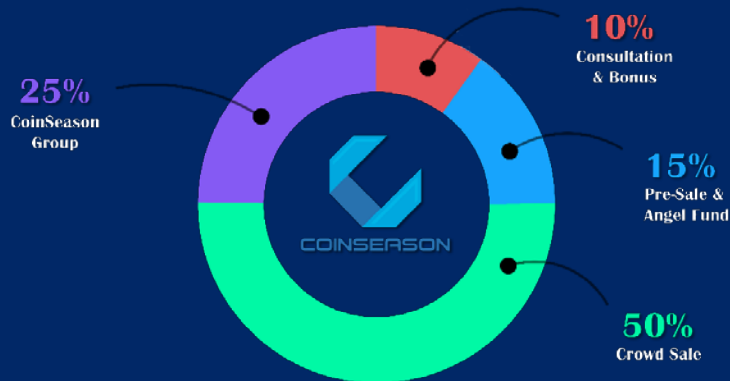
1. Economic losses due to user transaction operations
2. Any errors, carelessness or inaccuracies arising from personal understanding
3. Loss caused by trading various blockchain assets and any resulting behavior

- No representations or warranties of any kind are made or intended, and none should be inferred, including that the CSZ tokens will result in any return on contribution or profit for a purchaser of CSZ tokens.

ICO contributors and CSZ token purchasers are not to construe this whitepaper as investment advice.

- CoinSeason token, or "CSZ token" is an encrypted token used on the CoinSeason platform.

## CSZ Token Distribution



While the CSZ tokens have been created using the ERC-20 protocol, CoinSeason intends to restrict the trading of CSZ tokens in any method other than using CoinSeason's trading platform and will not take any active steps or make any payments to have the CSZ token trade on another platform. Therefore, your ability to trade CSZ tokens on another platform, or even directly with another party, will be limited if not wholly prevented.

CSZ is designed to be used on the CoinSeason trading platform only and any attempt to withdraw CSZ out of the CoinSeason platform will not be authorized.

### CAUTION

#### Security:

As the digital cryptographic money market continues to develop, we will summarize the problems and loopholes in other platforms, improve trading platforms in CoinSeason, and develop new security measures independently.

***Our goal is to develop a better security system and to give CoinSeason competitive advantage.***

\*Purchase CSZ Tokens

## **Viability & Competition**

The digital currency trading platform is already in great demand and growing rapidly, surpassing a \$221 billion market cap by November 2017.

Trading platforms in different regions have different local advantages and resources.

Although the number of platforms is rising, there is still considerable room for growth in the vast global market of digital encrypted currencies. Respective of our competitive position in the market, CoinSeason has contributed significantly to improving security technology not only locally in Vancouver, but also throughout the industry in general.

**We have highly experienced legal counsel,  
and have abundant knowledge resources.**



**CoinSeason's FIRST VIP Conference**

**The eligibility for government supervision is critical for platforms that support legal currency trading.**

**Our goal at CoinSeason is to establish and maintain a fully regulated and compliant trading platform.**

*Back to the top ...*





## ABOUT OUR COMPANY

CoinSeason is a digital, encrypted currency trading platform based in Vancouver, Canada.

William Wang, Jack Wang, and James Li, co-founded CoinSeason and its parent company, Volctech Blockchain Inc. - the technology company that develops CoinSeason.

*The Articles of Association, and the Anti-Money Laundering and Anti-Terrorist Financing Policy and Procedures of CoinSeason Capital Inc. are managed by our specialized legal team, and fully governed by **FINTRAC** - Financial Transactions and Reports Analysis Centre of Canada.*

**The CoinSeason Trading Platform 2.0 was launched and became operational in June 2018.**



**Our CoinSeason token - CSZ,  
will be issued in September 2018.**

Token owners can use CSZ as a utility coin to reduce trading commission costs.

**Once CoinSeason is certified ... our platform can trade not only in encrypted currency, but also in securities of any kind.**

When fully operational, CoinSeason will deliver highly competitive fees and services.

We have applied for **marketplace status**, which will give us competitive advantage.

## **CoinSeason VISION**

Our goal at CoinSeason is to establish a **Blockchain Asset Trading Platform** based in Canada that services the world market.

We are committed to providing a secure, fair, and open market for digital technology cryptocurrency enthusiasts at any level, from the most astute trader, to beginners.

We do it in part by leveraging the skills and expertise of our global team with our carefully selected panel of blockchain advisors.



**CoinSeason Team at a MEET UP**



## CoinSeason ADVANTAGES

- CoinSeason's professional team is built on considerable entrepreneurial experience. Corporate entities and members are based in Vancouver where we enjoy Canada's friendly and liberal policies on blockchain, ICO, and digital cryptocurrency.

We maintain in-depth contact with local governments and regulatory agencies.

- CoinSeason supports Canadian and US dollars, and RMB currency transactions. We opened digital currency company accounts in several large banks, i.e., Bank of Montreal (BMO) and Credit Union in Canada.

- Our professional legal team has established a full set of statutes and anti-money laundering legal procedures for CoinSeason, which is legally regulated by FINTRAC - Financial Transactions and Reports Analysis Centre of Canada.

We are a fully compliant and an ethical trading platform that strictly follows regulations.

Our FINTRAC Registration number is: M18293096

- Our core technologies precede industry average - authoritatively certified memory matching technology can handle speeds of up to 1.5 million deals/second.

- We have a long-term and stable cooperative relationship with a number of large digital currency funds in the United States to jointly develop Canada's digital cryptocurrency business.

- OTC, P2P, and C2C in one integrated trading platforms.

- CoinSeason platform has a transparent and secure trading system. Transaction data will be accessible to customers in an open and transparent manner.

*[Back to the top ...](#)*

## A Message from CoinSeason's Co-Founder & CEO, William Wang



*There has never been a better time to be a trader than today.*

*Volatility is widespread, and changes are happening so fast in the worlds of currency and trading that no one can keep up.*

*One challenge is that many people are intimidated by change, and by the time they find the courage to act, the opportunity has passed.*

*In a Coindesk article, Richard Branson said, "... bitcoin remains volatile." He added, "this is not necessarily a bad thing ... in volatility people can make money."*

*My personal philosophy is that the secret is to align yourself with the right people and companies who can help you make profitable decisions. It takes a team effort, and the more you surround yourself with smart, experienced experts, the easier it will be for you to see all the variations and to understand the complexity swirling around us.*

*Blockchain and cryptocurrency have already dramatically changed how, and what we think about old style currencies that are traditionally underpinned by federal reserves.*

*Cryptocurrencies have also changed what we think about the dated institution of banks. It's important to ask why banks are outwardly resisting cryptocurrencies, while in the background they feverishly build blockchain systems at warp speed. It is of course, in part, about protecting market share and the networks they've invested billions in developing over many centuries - as far back as the late 1700s.*

*It always comes down to trust. Whom do you trust and put faith in to help you meet your expectations?*

*Who is working hard behind the scenes day and night to stay a step ahead of the curve, and who has the experience and capital to bring their and your visions to fruition?*

*There are a lot of fly-by-night crypto crackers who at first look like they know what they are doing, but upon close inspection you can see they are floundering, or worse, criminals.*

*I always look for a team that has a solid business model backing their vision. Their business model needs to stand on its own merit, and not be based on the hype that surrounds way too many ICO get-rich-quick schemes.*

*There are many elements of crypto-trading and of decentralized ledger infrastructure, and a myriad of buzzwords like FOMO, HODL, Moon, and Forking - the list goes on and on. You need to first learn to speak the language, so you can understand the jargon and differentiate fact from fiction.*

*Our FAQ trading and blockchain library will help you understand. Your best friend is knowledge, so be smart and ask questions. Our philosophy at CoinSeason is to help create informed traders, because when you are successful, we are successful. In this amazingly volatile time, we are all in this together. Ask me.*

*We are here to help you.*

*Sincerely,*

**William Wang**

Co-Founder & CEO CoinSeason

## CoinSeason's TRUSTED COOPERATIVE PARTNERS



## CoinSeason's Core Team

We've assembled a brilliant team of engineers, marketing experts, and visionaries.

Each member was handpicked to bring highly specialized skills to our project.

We are all approachable and welcome your questions.



### **William Wang**

**Co-Founder and CEO of  
CoinSeason & Volctech**

In May of 2017 William founded Volctech, a blockchain technology company that provides technical support and advisory guidance to the Canadian blockchain industry. Volctech Technology has participated in and incubated

several blockchain projects, including a "Mining Immigration Project" in Canada.

Three months later, William led the company's key members to start the CoinSeason trading platform.

In the first month CoinSeason launched, and without a full-scale marketing program, the transaction volume of fiat currency to Bitcoin was \$20 million USD.

William graduated from Shandong University. As an undergraduate, he went to Canada in 2008 to further study at Thompson Rivers University where he completed a dual degree in Marketing and Finance. He received his master's degree from the Simon Fraser University Master of Science Finance Program.

During his studies abroad, William started his overseas venture and established the online study

platform for SINO HOSCC in Vancouver. He helped Asian students who were being admitted to schools in

North America and provided a number of short-term study tours. After graduation William joined the HSBC Global Trade & Receivables Finance Department Shanghai.

As a veteran digital currency investor with a deep understanding of market operations and trends, William is poised to lead CoinSeason to become one of Canada's most unique and innovative technology and digital trading platforms.



### **Jack Wang**

**Co-Founder & COO CoinSeason**

Jack graduated in Electronic Engineering from the University of British Columbia, Canada, which ranks in the top 30 in the world.

Jack served as a director of product management for many years in Vancouver's large and well-known technology companies and collaborated with several R&D teams across various products.

Jack co-developed numerous technology projects with world-renowned software makers Adobe and Microsoft.

At the same time, he also provided solutions to financial institutions regarding corporate banking, and regularly conducted process optimization and employee training for the core team of the functional departments.



## **James Li**

### **Co-Founder & CTO CoinSeason**

James has almost a decade of enterprise level software engineering experience.

His mandate at CoinSeason is to establish and train technical teams, as well as design system architecture and lead the platform's technical direction.

James worked at SAP, a highly respected enterprise resource management software company. He was responsible for R&D enterprise and ERP enterprise resource management systems, and consequently, has considerable memory data systems experience.

Since then he's led many teams in several large projects at Microsoft and Adobe, including related application development of Microsoft artificial intelligence machine learning product, and also Cognitive and Adobe Image Machine learning product for Adobe Stock.



## **Dan Song CPA, CA**

### **CFO CoinSeason**

Dan is a Canadian CPA, CA.

After university, Dan worked for one of the big four accounting firms. He obtained his Chartered Accountant designation in 2009.

Later, in Asia, Dan was the senior accountant for China Gold International Resources Corp. Ltd, a public company that dual-listed in Hong Kong and Toronto Stock Exchanges. He



then joined China Shenwan Hongyuan Securities as senior manager in the Investment Bank sector. He participated in various companies' IPOs and public company operations in China, Hong Kong, Canada, and United States.

Dan is primarily responsible for CoinSeason's daily financial supervision and preparations for our company's ICO and IPO.



## **Eric Li**

### **CBDO CoinSeason**

Eric has a Bachelor of Arts with a major in Economics from the University of British Columbia, Canada.

He has worked with a number of electronic media companies and has more than fifteen years of news

media experience. He has an extensive understanding of news, finance, and economics, as well as considerable analysis experience.

Over the years Eric has participated in and assisted in the design and marketing of many large-scale brands, and consequently, has a thorough understanding of the advantages and disadvantages of various industries.

Eric is committed to finding new investment markets. He has a keen sense of market exploration and believes a *digital cash market* is the new way of the world.

Eric participates daily in the analysis of the digital currency market and is convinced that assets should not be subject to national boundaries.

Eric also appreciates the importance of the free circulation of funds.



## Maurice Cardinal

**Blockchain Development  
Advisor & ICO Content  
Specialist CoinSeason**

Maurice has helped develop successful ICO campaigns for the news, gaming, healthcare, and cloud computing industries, and has researched, written, and advised about blockchain and cryptocurrency

strategies for several years. He is the author of "Leverage Olympic Momentum" – an early adopter business bible about disruptive marketing.

Maurice has two decades of experience directing and managing projects with companies like CBS, CBC, Capitol-EMI, and for well-known Grammy Award winning celebrities who sold millions of concert tickets and recordings worldwide.

Maurice co-managed marketing and promotion for the Olympics and World Expositions, plus managed operations and promotion for projects at Radio City Music Hall and numerous other venues around the world. For over two decades he also wrote business newsletters about how to manage news media when a corporation is embroiled in a crisis. The newsletters were read by thousands of politicians and c-suite executives, including a dozen U.S. senators and MBA students at Harvard Law School. The CBC featured him in an Olympic business series of national TV news spots that explored social media marketing and promotion strategies.

Maurice has over twenty years experience in *traditional* worlds of marketing, operations, and promotion, plus two decades exclusively as a *new media* communicator, developer, business analyst, and advisor. He's designed and produced online communication campaigns and managed projects in Canada, United States, Europe, and the Pacific Rim.



## Nicki Yang

**Director of Fund Management  
CoinSeason**

Nicki is the manager of Blackstone Funds, the king of private equity on Wall Street in New York, and also the founder of The LeoTank Group Digital Monetary Fund.

Nicki focuses on alternative asset management and hedge fund analytics. She learned from Wall Street investment legend - Jim Rogers; and has also participated in many large-scale M&A projects, including Snapchat, Sohu and others.

As of 2018, Nicki has the honor of being the first and still the only Asian working in the hedge fund group in Blackstone's alternative assets division in New York.

She makes full use of the volatility of the currency market to earn short term profits. Regardless of wild swings, she provides customers with a stable rate of return - in January 2018, volatility strategies yielded 100% returns.

Nicki received a master's degree in Finance from Fordham University, and received a full A grade during her undergraduate exchange at Stanford University.

*Back to the top ...*

## CoinSeason's TECHNICAL & MARKETING EXPERTS

### **Xinyi Wang** Chief Architect CoinSeason

Xinyi is a postgraduate student in Applied and Computational Mathematics at Simon Fraser University. He is a serial entrepreneur and a major contributor to many open source communities with years of experience in the internet industry.

During his career with Booster Technology he led the development of the ERP system architecture. He also worked on reducing system complexity, plus encrypted sensitive data and security processing, and comprehensively streamlined and optimized business processes.

Xinyi also worked for Hacker Capital and was responsible for the development of the underlying architecture and frontend technology, plus, he sorted data using big data technology, managed artificial intelligence training data ensuring high-frequency data security, efficiency and intelligence across the network.

Xinyi is active in a number of digital cryptocurrency technology communities and combines his extensive mathematical skills to further develop blockchain processes.

### **Frank Zhang** Chief Big Data Analyst CoinSeason

Frank has decades of programming experience and is an authoritative senior software engineer.

He has held a senior engineer certificate issued by the *Ministry of Information Industry* since 1999 and is an officially certified licensed senior software engineer.

He was a senior engineer for Huawei in Shenzhen, and a senior engineer for TINNO Mobile, an innovative mobile communication company.

Frank has considerable experience in source code management, automated testing, big data, and cloud computing. He is sincere and dedicated to his work and believes that software programming is the life he loves.

**Fei Yan**  
**Chief R&D Engineer CoinSeason**

Fei has a Master of Computer Science from the University of Regina, Canada, and is a TOGAF9 Certified Enterprise Architect.

He has professional senior experience in software security, constantly researching new methods to improve the system and security, in addition to his extensive experience in full-stack development.

Fei also has a substantial background in team management. He is also involved in the blockchain industry, and in crypto mining, and not only independently developed several Web Apps, but also set up his own mines specializing in ETH.

As one of the earliest senior engineers in the blockchain industry, Fei is familiar with the major trading platforms and is committed to building a more complete user security system.

**Xinyi Chen**  
**Trading Platform Operations CoinSeason**

Xinyi, General Manager of Business and Vice President of UCloud, is responsible for business strategy formulation and branding for enterprise marketing operations. Xinyi set up a complete business system to support product research and development.

Through online operations, she led the company to achieve billion-dollar enterprise income. Its performance increased by more than 150%, and the number of users has increased by more than 100%.

Xinyi holds a First Class Honours degree in Electronic Engineering, University of Leeds, UK, and a Masters in Telematics and Communication Engineering from University College in London.

**Anderson Wang**  
**Senior UX/UI Engineer CoinSeason**

Anderson has considerable experience creating exceptional experiences for today's technology products. He has a rich background in user research, human-computer interaction design, and digital prototyping.

Anderson's expertise focuses primarily on User Interface, User Experience Design for digital products, and bringing user-centric designs into the ever-changing technology industry.

Before joining CoinSeason, Anderson worked as an interaction designer in a creative agency, responsible for creating interaction design for various digital products. Anderson graduated from Simon Fraser University School of Interactive Arts and Technology.

**Vincent Chen**  
**Senior Fullstack Developer CoinSeason**

Vincent majored in Computer Engineering with a Bachelor of Applied Science from the University of British Columbia.

Using Microsoft's artificial intelligence machine and cognitive services he co-developed projects alongside Microsoft and Adobe.

Projects included speech recognition, image processing, comparison and analysis, facial



recognition and training LUIS (Language Understanding Intelligent Service) to have verbal conversations through mobile devices.

Vincent also developed high-profile web and iOS projects, some with more than 100,000 downloads and a 4.4 rating at the Apple App Store.

Vincent's investment in cryptocurrency, plus his experience with application development ensures he has the expertise to deliver a trading platform with the users' best interest in mind.

### **Tony Huang**

#### **Chief Quality Assurance Engineer CoinSeason**

Tony is a Computer Science graduate from the University of Adelaide, specializing in machine learning and data processing.

During his tenure in two web/AI based startups, he successfully led his development team, and worked on cutting-edge tools including TensorFlow on Google Cloud, and Microsoft Cognitive Services.

Tony is also an active developer in blockchain technologies, contributing to high-profile open source projects on the EOS protocol.

As a seasoned investor in this space, he understands user requirements, and is continuously raising the standards for user experience and engagement, quality control, and rapid integration and delivery of products.

**Erica Wang**  
**Product Director CoinSeason**

Erica is the founder of Bitomics Blockchain News. She has several years of experience in news media. Of note, she has interviewed industry leaders like CEO Helge Lund of Statoil Petroleum in Norway at the Energy Policy Forum of Columbia University's School of International Relations.

In addition, Erica has participated in GPU ZCASH mining and A-share trading for many years and has in-depth knowledge and analysis of blockchain technology, digital currency, and capital markets.

Erica has a BA from, Baruch College - The City University of New York, with a major in political economics.

**Clover Zhou**  
**Marketing Director CoinSeason**

Clover has considerable experience in marketing and business management in Canada.

She's participated in the development and management of a number of cross-industry projects, including trade, catering, retail, and immigration, plus several large investment ventures.

In addition, Clover has senior experience in North American real estate investment and analysis and evaluation.

She has extensive customer management experience, respective of market analysis and product quality.

Clover has researched the blockchain and cryptocurrency industries for a number of years and is committed to bringing the application of blockchain technology and cryptocurrency to everyday life.

She also has unique insights in the incubation and design of ICO projects.

## CoinSeason Advisors



**Reinhard Berger CEO / CFO**  
**Pecunio** – CoinSeason Advisor

Reinhard is an original FinTech veteran.

When Reinhard's career began as a business architect for global consulting firm Accenture, they contracted him to redefine the global banking system for clients like Credit Suisse, UBS, and Invesco.

Later, Reinhard served as a principal for French tech giant Capgemini.

In 2003, Reinhard co-founded Alternative Invest Finance AG, an independent hedge fund operator, where he managed alternative assets in excess of \$250m. Reinhard received a MSc in Computer Science, an M.A in law, as well as an MBA from Danube University.

Specialties: Blockchain Technology, VC and HF investments.



**Xinyi Chen**  
CoinSeason Advisor

Xinyi is the founder of Hedgexch.com, and a ChainVC cryptocurrency fund associate. She is also a director of multiple cryptocurrency trading platforms overseas and an early investor of various popular blockchain application projects.

Xinyi graduated from Shanghai University of Finance and Economics, and also attended Stanford University, and National University of Singapore. Since Xinyi launched her business in 2011, her political and business circle has expanded to include Warren Buffet, former president of Israel Mr. Shimon Peres, president of the United States, Donald Trump,

the Royal family of Monaco, and other renowned leaders.

Xinyi also co-hosted a financial television program in Shenzhen. As one of the founders of cryptocurrency quantum fund - **Flash Girls** she is dedicated to finding top-tier traders to maximize digital asset profits.



### **Jared Johnson**

CoinSeason Advisor

Jared is an entrepreneur with a passion for startups.

His experience in business development, sales, marketing, and strategy have proven successful with his previous venture exits.

Jared's work ethic and determination are battle-tested with forays into financial services, healthcare, technology, and marketing.

Jared has worked with some of the top fortune 500 companies and also many small businesses to provide clarity on their strategies and to develop business. As managing partner of BlockRake Inc, Jared helps businesses meet their goals through clearly defined metrics.

Jared believes in building business operations with the end user in mind ...

"It's vital to make the user experience the only experience that matters. Without a community hungry for more, we are nothing."

*Back to the top ...*



**Jack J. Bensimon**

CoinSeason Advisor

LL.M., CIMA, CAMS,  
CFSA, CCSA

Jack J. Bensimon was previously the CEO/Board Director of Epcylon Technologies Inc. (US: PRFC), and a reporting issuer with the SEC. Epcylon developed and distributed proprietary, sentiment-based securities trading analytics software for global capital markets. He is also a Managing Director of Black Swan Diagnostics Inc., a regulatory compliance advisory firm.

Jack is a seasoned securities and banking law professional in the securities industry. Through Black Swan Diagnostics Inc., he advises banks, broker-dealers, fixed income dealers, MSBs, ATS, regulators, energy companies, fintech companies, robo advisers, software providers, blockchain companies, and many more. He has registered various entities with the OSC/IIROC, spanning PM/IFM/EMD licenses. He also provides ongoing and interim CCO/CAMLO regulatory compliance services to different types of regulated financial entities.

Jack is an advisor to blockchain companies and crypto exchanges in Canada, US, UK, Australia and Ukraine, providing counsel regarding pre-sale ICO, to post-ICO on regulatory compliance issues for token sales and distributions. He is also a co-founder to the Blockchain Exchange Commission, an industry trade association based in New York, NY.

Jack has testified as an expert Anti-Money Laundering (AML) witness for a major banking litigation case before the Canadian Competition Tribunal in Ottawa. He has also been featured in National Post articles relating to regulatory compliance thought leadership.

Jack chairs the Technion Canada Endowment Fund on behalf of the Technion-Israel Institute of Technology, a leading engineering university/medical school, with investment returns funding innovative lab projects.



**Joel Kovshoff**  
CoinSeason Advisor

Joel Kovshoff is a seasoned multinational business educator who has transitioned to the world of digital assets and cryptocurrency. He's the co-founder and CEO of Athena Trading Bot as well as MYICOPOOL.

Joel is very active in the cryptocurrency community and is an advisor to Veracity and Elysian ICOs. He specializes in marketing, partnerships, fundraising and brokering OTC deals.



**Ramay Gabal**  
CoinSeason Advisor

Ramy is a growth hacker, youth mentor, and entrepreneur.

He entered the *distributed ledger revolution* early and focused on using its amazing potential to fix the centralization and inefficiency of the e-commerce Industry.

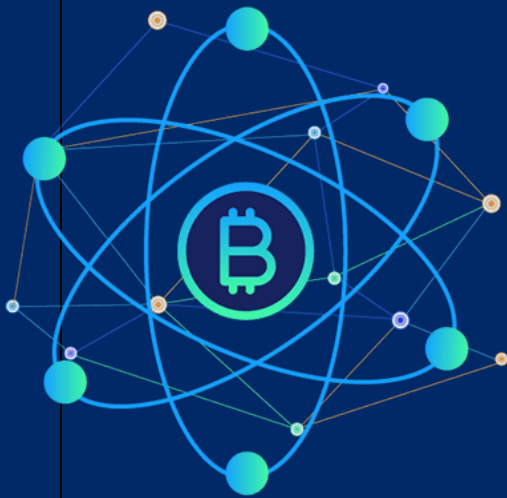
Since then he has instilled similar passion for mass market adoption of blockchain and tech education in the next generation of entrepreneurs.

Through the Camelot Consortium, Ramy has been building a Smart Universe, facilitating real decentralization of economy by putting the power back in the hands of businesses. His background in technology and programming are valuable tools.

Ramay, also a partner of BlockRake Inc., empowers blockchain businesses with the tools for project success.



## Challenges Facing Traditional Financial / Trading Markets and Institutions



### • Rudimentary Technical Architecture

Many trading platforms have rudimentary and underperforming technical architecture that is weakly supported by ad hoc collections of hastily developed functions. This all-too-popular shoestring approach looks efficient on the surface, and in the

past has often been acceptable in the internet age, however, the crypto trading industry is at a stage where it critically needs highly specialized and professional team support.

More advanced teams and infrastructure will be able to manage high concurrent transactions quickly and steadily. The trading platform must be secure, efficient and fault-tolerant from the bottom up, to protect the security of users' funds, at the top.

### • Poor Service Quality

The cornerstone of any trading platform is based on customer trust. Many trading platforms have not fully considered the specific needs of traders in terms of design and architecture. Response speed is extremely critical for platform traders - a three-second delay to an order execution could incur substantial costs.

Some platforms are not designed or capable of real time trading of fiat to crypto and vice versa. Poorly designed and executed designs not only affect the platform, but more importantly, users. In order to build trust, you need to build stability into your products and services.

- **Unsatisfactory Product Experience**

The product experience of most trading platforms is stuck in a bygone era. Leading institutions often boast of modern financial innovation but remain mired in old protocols. Instead, they should extrapolate forward-thinking strategies they've accumulated from decades of traditional financial transactions, but for the most part, they don't.

In order to develop trust, today's digital trading platforms need to provide the most secure, stable and fast product experience for participants in blockchain asset transactions.

Unfortunately, most don't do that either.

CoinSeason however achieves this goal by integrating innovative technology with thoughtful, efficient design and intuitive user interfaces.

- **Low Safety and Stability**

**For a trading platform, security for funds, as well as for the system is the top priority.**

To date, as many as three hundred trading platforms have shut down due to hacking attacks, causing huge losses to trading platforms and users.



Even though the security mechanism for all trading platforms is highly confidential, a wide variety of hacker attacks still frequently occur. Even for today's largest mainstream trading platforms, respective of trading volume surges and hacking, there are frequent "platform inaccessible" drop outs and trading order and market stalls, plus many other issues that have a deleterious effect on stability.

It takes extensive time and economic resources to develop and perfect trustworthy solutions. It is, without question, the most critical challenge for all trading platforms and a concern we've addressed aggressively at CoinSeason.

- **Deficient Multilingual Support**

Digital asset trading is embraced around the world, which means traders speak many different languages. Unfortunately, trading platforms that support multi-currency offer very little support for multilingualism. For example, even though they are some of the biggest, Poloniex, Kraken, and Bittrex only support English. At present, the highest frequency of international Bitcoin transactions is in Japan, South Korea, China, and other Asian countries, which sets a threshold for users in non-English-speaking countries and ignores the needs of a very large number of regular users.

**Our experts at CoinSeason have exhaustively researched and addressed all the issues highlighted in this whitepaper, and over time, as we progressed and learned, we committed ourselves to developing strategies in the most efficient ways possible.**

**Our overarching goal is to improve the industry as well as give ourselves a differentiating and competitive advantage.**

**Early adopter has always been the rule of the day in the internet era, and it applies even more today respective of digital trading platforms.**



The Traps of  
Traditional Trading  
Can Leave You Hanging

**CoinSeason addresses a long list of interesting issues daily ... for example;**

- The differences between traditional financial markets and digital trading
- A comparison of traditional bank practices with blockchain solutions
- How CoinSeason bridges the gap between traditional and progressive trading
- Limitations and attributes of traditional financial systems
- Evolving challenges that currently face crypto trading platforms
- Compliance issues with governments around the world
- Why banks resist cryptocurrency, and why they support blockchain
- The dynamics of trading fees, speed of transactions, and stability
- How wallets interact with our networks
- Liquidity challenges with crypto regarding buying and selling

Trading is fast, secure, stable,  
and easy at CoinSeason ...

**\*5 SIMPLE Steps to Trading at CoinSeason**



**\*1) Register - 2) Fund Your Account with Fiat or Cryptocurrency - 3) Trade  
4) Withdraw Fiat or Crypto - 5) Move Funds Into Your Bank ... or Re-Trade**

**COINSEASON**  
Trustworthy Trading Platform for Cryptocurrencies

**Step #1 Register**

**Step #2 Fund Your Account  
with Fiat or Crypto**

**Step #3 Trade!**

**Step #4 Withdraw Fiat or Crypto**

**Step #5 Move Funds into Your Bank  
... or TRADE Again!**



# CoinSeason Product & Revenue Vision



**Our products have simple interfaces, and very complex backends.**

It's complicated because the code that makes it work has many layers designed to support the CoinSeason **3S digital trading algorithm that defines Security, Stability, Speed.**

All three work together to convey TRUST, and peace of mind.

As a blockchain asset trading platform, revenue and profits for CoinSeason are derived mainly from transaction fees paid by users of the platform.

The CoinSeason **OVER the COUNTER – OTC transaction service fee** is paid by users whether they trade in fiat or tokens. Initially, the platform will charge a rate as low as 2%, but sometime down the road the proportion of different fees will be set according to the user's operational needs and historical transaction volume level. We believe this is a fair configuration that will attract users to our platform, and also make it equitable for us.

Next, our **C2C TRANSACTION service fee** will be paid by users when they trade only in tokens. Initially, CoinSeason will charge a FLAT RATE of 0.2%, later however, the proportion of different fees will be set according to MAKER and TAKER, and the trader's historical transaction volume level.



A **WITHDRAW fee** will be charged to traders withdrawing fiat or tokens.

The **CoinSeason LISTING fee** will be charged based on **High Quality tokens** listed and calculated through a voting mechanism.

Our **LEVERAGE fee** will be instituted as we grow and evolve. Eventually, CoinSeason will participate in funding of other initial coin offerings – ICOs that provide a variety of products and services.

Transaction and handling fees will be charged respective of the specific products and services.

**CRYPTO MONETARY FUND fee** will be charged based on our **Crypto Monetary Investment Fund Portfolio**, which will be operated by professionally licensed fund managers. CoinSeason will charge a 30% commission based on net profit.

**OTHER REVENUE** will be generated by resources of CoinSeason and blockchain technology, for example, cryptocurrency payment systems.

*CoinSeason was one of the first digital cryptocurrency trading platforms to register with FINTRAC - Financial Transactions and Reports Analysis Centre of Canada.*



*According to their website, "FINTRAC is Canada's financial intelligence unit.*

Its mandate is to facilitate the detection, prevention, and deterrence of money laundering and the financing of terrorist activities, while ensuring the protection of personal information under its control.

FINTRAC is a federal institution that is part of the *Finance portfolio*, and works with its anti-money laundering and anti-terrorism financing regime

partners at the federal, provincial, and municipal levels.”

Registering and being accepted by FINTRAC is a daunting challenge that demands excruciating attention to detail and transparency respective of our operations. Being certified by this organisation is important because it signifies we are transparent and committed to adhering to legal precedence.

*CoinSeason also offers multiple proprietary layers of security, plus, we have a real street address and offices, something that many trading platforms do not have or are not able to provide. We are here for the long haul.*

*CoinSeason has nothing to hide and operates transparently in the open.*

*Features like this are critical differentiating factors that set CoinSeason apart.*

## CoinSeason Benefits

Here are a few other tangible benefits CoinSeason offers over other platforms;

We are a **ONE STOP PLATFORM**, which means a trader can do everything under one umbrella without relying on untested third-party apps or services.

We also offer **USD or CDN fiat options**, and over time will roll out other currencies.

Our fee structure is competitive, plus we are secure, stable and fast!

Traders can **FUND** accounts with fiat or crypto.

We provide a library of information for **NOVICES** as well as **Advanced TRADERS!**

**CoinSeason is Multilingual** – Canada, where CoinSeason is based, is a multicultural country. Consequently, our mandate is to serve a multilingual society. The first online version of the CoinSeason trading platform supports English and Chinese,

however, over the course of time it will gradually support other languages including; French, Japanese, Korean, Arabic, and more, reducing language barriers and building a world-class blockchain asset trading platform.

CoinSeason will eventually roll out a variety of languages based on different cryptocurrencies respective of the countries where they originate. If people from all over the world are trading in all types of currency, we feel an obligation to serve them in their native languages so they feel secure.

Regardless of how secure and transparent we are at CoinSeason, there are still dangers lurking for all people who trade on even the largest platforms. Whenever money is involved, there will always be someone trying to hack the system to steal it! We work hard to prevent this from happening by incorporating not only technological barriers, but also AI - artificial intelligent systems that help predict issues, challenges, and criminality.

We dutifully practice **KYC – Know Your Customer** as it relates to security, fraud, anti-money laundering and audit protocols.

Our law firm, one of the most respected in North America, wrote our KYC document, and they did it based on our instructions to incorporate the most stringent protocols to not only protect our traders today, but also well into the future as digital trading evolves.

KYC is not a feature you incorporate and forget. It takes skill and investment to do it properly. We scan for red flags; i.e., interactions with clients that have *escalated quickly over a short time*, or when evidence indicates a client is *dealing with high-risk groups*.

**The secret is to *predict scenarios* and block them before they occur.**

**CoinSeason works diligently to investigate even the smallest incidents.**

\*Purchase CSZ Tokens



## COINSEASON'S PLATFORM STRUCTURE

### STABLE FRAMEWORK

The framework of our trading system is designed with multi-layer cluster structure to improve system performance and endurance. Cluster design increases stability and provides secure backup of real-time transaction data and the guarantee of continuous service. Stability regarding user transactions is also guaranteed. Cluster design can be rapidly scaled up, respective of the increase in the number of users.

### SECURITY TECHNOLOGY

#### Security is our #1 priority

CoinSeason developed a proprietary version of SHA512-CX encryption and memory matching. Our system framework is designed to minimize attack by adopting the daemon process, preventing DDoS attacks, and phishing. In addition, SHA512-CX greatly reduces the risks of CGI and SSI hacks. CoinSeason also partners with several professional service providers to help protect our network and systems.

### **Fund Security**

Our system also uses advanced security deployment. 98% of our system funds are stored in an offline cold wallet. Only 2% of our assets are stored in our hot wallet (online wallet).

### **User Security**

Our CoinSeason system uses 2FA technology and U2F authentication to protect sensitive operations. To prevent session hijacking we also employ Zabbix real-time monitoring and security risk assessment. Our system detects changes in IP addresses and predicts high-risk users in advance, which allows CoinSeason to make timely deployments that enhance system and user security.

### **Financial Products Support**

CoinSeason exchange has offered OTC – *Over The Counter* trading since October 2017. Our trading platform was launched in June 2018. It integrated the services of OTC, P2P, and C2C trading. At a later date, leveraged trading and futures trading will be integrated, and digital currency fund managers will be introduced to adopt a rating/scoring system that will allow investment groups to select the appropriate combination of digital currency funds. When our platform mobility reaches a specified level, CoinSeason will, for example, introduce an anonymous transaction function like ShapeShift, and then establish a decentralized crypto exchange that will ensure liquidity through our trading platform.

## **CURRENCIES CoinSeason SUPPORTS**

### **BTC ETH BCH CSZ LTC ETC XRP**

We will gradually list other high-quality cryptocurrencies as we grow.

CoinSeason welcomes all parties who are interested in listing their tokens with us - the settlement, done with CSZ, would have priority.

CoinSeason trading platforms also support legal tender, such as: CAD, USD, RMB, etc.

## LIQUIDITY SUPPORT

CoinSeason has a wealth of resources and numerous partners in the industry. Before the system went online, we had reached a consensus with a variety of domestic and foreign blockchain miners, investment funds, and large traders. If a platform is fully up and running, their transactions will be transferred to our platform to provide sufficient liquidity and provide a good trading experience for users.

## STABLE POLICY ENVIRONMENT

CoinSeason trading platform is based in beautiful Vancouver, Canada. The breath-taking city and open society have attracted a large number of Chinese immigrants. The recognition and support from the Canadian government regarding the development of digital currency in the blockchain industry goes to further enhance the stability of our business model.

CoinSeason is a registered member of the Canadian federal government's financial sector, which provides a solid foundation for the development of our enterprise.

## ALL-PLATFORM CLIENT SUPPORT

CoinSeason will provide support for platform-wide clients, including the following:

- **WEB Browser**
- **Android, PC, & IOS Clients**
- **H5 Mobile Browser**
- **WeChat**

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[Back to the top ...](#)



# FINTECH ... Digital Trading



## Samples of our easy to use INTERFACES

### Trading Wallet

The screenshot displays the COINSEASON trading wallet interface. At the top, there is a navigation bar with the COINSEASON logo, links for Trading, OTC, How to start, and FAQ, and user account information including 'Log out', 'My Account', and a balance of 0.00000000 BTC ≈ \$1070.17. The main content area is titled 'MY WALLET / Exchange Wallet'. On the left, there is a sidebar menu with options: USER NAME, ACCOUNT & SECURITY, VERIFICATION, MY WALLET (with 'Exchange Wallet' selected), Assets History, Fiat Deposit Management, Crypto Withdraw Address, and Margin Wallet. The main area shows the 'Total Estimated Value: 0.00000000 BTC ≈ \$1070.17 CAD' and an 'Assets History' button. Below this, there is a 'FIAT' section with an 'Estimated Value: \$ 0.00000000 CAD' and a 'Bank Account' button. A table lists fiat currencies with their balances and locked amounts, and actions for deposit, withdraw, and exchange.

Currency	Balance	Locked	Action
CAD	123456.00	120000.00	Deposit Withdraw Exchange
USD	0.00	0.00	Deposit Withdraw Exchange
RMB	0.00	0.00	Deposit Withdraw Exchange

At the bottom, there is a 'CRYPTO' section with an 'Estimated Value: 0.00000000 BTC ≈ \$0.00000000 CAD', a 'Hide Small Balances' toggle, a search bar, and a 'Withdraw Address' button.

\* Purchase CSZ Tokens

## Bank Wire Transaction – Deposit

**Deposit: \$CAD** **Bank Wire Transaction**

Step 1: Deposit CA \$100

Step 2: Bank Account Info

Account Type: Select account type

Transit Number: 4-5 Digits

Intuition Number: 3 Digits

Account Number: 7-12 Digits

Upload image of corresponding voided cheque: Select File to Upload

BACK DEPOSIT

## Bank Wire Transaction – Withdraw

**Withdraw: \$CAD** **Bank Wire Transaction**

Available for withdrawal	Account Balance	Amount withheld
\$333.41 CAD	\$333.41 CAD	\$0.00 CAD

Fee: 6.66

Processing Time: 1-9 Days

Min Amount: \$100

Max Amount: \$10000

Step 1: Withdraw Amount

Withdraw Amount: \$100 - \$333.41 CAD

## Interac E-Transfer – Withdraw

**Withdraw: \$CAD** **Interac e-Transfer Transaction**

Step 1: Withdraw CA \$333.41

Step 2: e-Transfer Info

Name: [Redacted]

Email: [Redacted]

Message: MESSAGE000RS3E6H0LH35ZZ

Security Question: [Redacted]

Security Answer: [Redacted]

Withdraw: \$333.41

Available for withdrawal: \$333.41 CAD

Account Balance: \$333.41 CAD

Amount withheld: \$0.00 CAD

Processing Time: 1-5+ Days

Min: \$100

Max: \$3000

# The CoinSeason ICO



This **CoinSeason ICO** document is designed to help prospective contributors understand the features of our system, as well as current challenges within the crypto trading industry.

We've highlighted the innovative developments we've already produced; and juxtapose them against critical issues crypto traders and platform developers have to deal with every day.

There are a number of complex elements to consider, for example; our CSZ coin, security issues, trading fees, decentralization, vesting plans, and more.

We describe both WHY we developed the CoinSeason trading platform, and HOW we manage a constant evolution of change.

**Our goal is to inspire you to want to become involved as a supporter, and to contribute to CoinSeason by purchasing our token;**

## **COINSEASON COIN (CSZ)**

Our token offered through the CoinSeason platform as "CSZ coin".

**CSZ is a decentralized blockchain digital asset based on Ethereum.**

CSZ's total circulation is based on ETH - the maximum tokens available are equivalent to 30,000 ETH. CoinSeason promises to never make additional issuance. The total CSZ issued will be calculated according to the ETH quota raised. If the funding being raised exceeds 30,000 ETH, CoinSeason will refund the excess relevant to the time of the transaction.

### **CSZ ALLOCATION**

**The CSZ Proportional Breakdown regarding our ICO;**

- 15% for the Private Sale
- 50% for the Crowd Sale
- 10% for Marketing and Promotion
- 25% are held by the team and founders

**Percentage Equivalent Quantity Allocation Plan;**

- 15.00% 4500 ETH Private Sale
- 50.00% 15000 ETH Crowd Sale
- 10.00% 3000 ETH Marketing and Promotion
- 25.00% 7500 ETH Team and Founders

**\*Purchase CSZ Tokens**

**The CROWD sale of CSZ began at 09:00 PST - Vancouver time, on July 18th, 2018** and goes until 23:59 PST on September 6th, 2018.

After the ICO sale ends, CSZ tokens will be released at the CoinSeason website and funded into your CSZ wallet at [www.coinseason.com](http://www.coinseason.com) at 09:00 (Vancouver time) on September 10th, 2018. Details are available on the official website : [www.coinseason.com](http://www.coinseason.com)

**Cryptocurrency accepted as payment: ETH**

Pricing: 1 ETH = 15,000 CSZ

Bonus for purchasing CSZ varies at different stages of ICO:

Private Sale:

20% bonus CSZ with a minimum 100 ETH purchase

30% bonus CSZ with a minimum 500 ETH purchase

Crowd Sale Bonus as per the following table with a minimum of 1 ETH purchase

CSZ Bonus %	Purchase made during Crowd Sale
15%	1st to 10th Day
10%	11th to 20th Day
5%	21st to 40th Day
0%	For the rest of the period

**\*Purchase CSZ Tokens**

*[Back to the top ...](#)*

## CSZ COIN VALUE & REPURCHASE MECHANISM

### Preferential deductible transaction service fee on CoinSeason Platform

Users who participate in transactions on the CoinSeason platform, regardless of the token currency they trade, are required to pay transaction service fees. When holding the full amount of CSZ coins required, the system will offer a discount on the required service fee (the specific discount rate is shown below) and will convert the equivalent amount of CSZ coins according to the market value at that time and use CSZ coins to complete the payment of the service fee.

Term	1st yr	2nd yr	3rd yr	4th yr	After 5th year
Discount rate:	50%	25%	12.5%	6.75%	No discount

### Repurchase Locking Position Mechanism:

We will use 20% of the quarterly profit of the CoinSeason platform to repurchase the CSZ coins each quarter and put them into CoinSeason's contributor protection fund, which will pay in advance for losses caused by forces out the control of CoinSeason. Without any further compensation, the repurchased CSZ will be locked. The repo record will be posted on the CoinSeason blockchain browser, which will be viewable by all users to ensure fairness and transparency.

CoinSeason will stop repurchasing when 50% of initial CSZ coins issued remain in the market.

[\\*Purchase CSZ Tokens](#)

[Back to the top ...](#)



## **Decentralized Exchange:**

We will set up a ***Decentralized Decision Maker (DDM)*** voting mechanism. The coin selection at the CoinSeason trading platform will be voted on by all CoinSeason account users. The CoinSeason account holders can vote on all the crypto coins that have been nominated, and the one with the most votes will be listed on the CoinSeason Trading Platform. *With a DDM voting mechanism, the rights for selecting which cryptocurrency to be listed is decided by public users and no longer a centralized decision of the platform.*

## **Decentralized Trading "FUEL"**

In the future, CoinSeason will build a decentralized exchange where CSZ tokens will use utility tokens during the transactions.

## **CSZ VESTING PLAN FOR THE TEAM**

Initial release: 20%  
Lifting after one year: 20%  
Lifting after two years: 20%  
Lifting after three years: 20%  
Lifting after four years: 20%

## **FUND USAGE**

35% of the funds raised by the ICO will be used for system operation and maintenance of the currency quarter platform, including rewards for team members, research and development funds, etc.;

50% of the funds raised by the ICO will used for brand-building and operations promotion of the CoinSeason platform, including the continuous promotion and popularization of the CoinSeason platform for traditional and blockchain industries. The funds will provide financial support for various market activities, ensuring the rapid recognition of CoinSeason platform and the rapid accumulation of traders.

15% of the funds raised by the ICO will used for the reserve and emergency fund so CoinSeason can deal with various emergencies.

## CoinSeason ICO Overview:

Since 2017, governments in *Russia, Japan, Singapore, Israel, Sweden, Dubai, and Estonia* reported they would consider issuing statutory digital currencies.

Due to the rapid development of the blockchain industry, the policy of countries regarding digital assets has changed from sometimes extreme, regarding prohibition, to recognition and implementation.

Digital assets, blockchain, and related technologies represent forward thinking innovations that the current traditional financial industry needs in order to evolve and serve society in a more equitable manner.

In Canada, the digital encrypted currency market has gradually become more standardized as regulators work towards more accurately defining ICOs.

On August 27, 2017, the *CSE, Canadian Securities Administration*, issued a statement saying "many" ICOs were in fact securities, and as such are required to comply with the Canadian Securities Act, and that companies about to issue ICOs were welcome to enter the "Regulatory Sandbox" to test new financial products in a limited environment.

On January 31, 2018, the Canadian government announced cooperation with the *World Economic Forum* and the Dutch government to launch a blockchain identification system for international travelers. At the same time, *Bill Morneau, Minister of Finance of Canada*, indicated that Canada would not change its current tax code for Bitcoin. Even though the industry is disorganized overall, and in transition, Canada is moving aggressively to bring order to the chaos.

The CoinSeason trading platform, headquartered in Canada, a country with a history of friendly policies, follows the same Canadian principles of professionalism and integrity as we open a unified, safe, stable, and legal trading platform for customers in Canada and around the world.

## **BLOCKCHAIN Based Asset Transaction**

There are currently two main types of blockchain asset trading platforms:

One is a trading platform involving traditional legal tender/commodity money based on a government's precious metal reserves (fiat), which provides a transaction exchange service between blockchain assets and fiat.

The other is a platform for transactions between blockchain assets.

CoinSeason, considering market demand and the two types of mainstream trading platform functions described above, opens the channel between blockchain assets and legal currency exchange to support a stable and reliable cryptocurrency and fiat trading system.

*CoinSeason is a better option and perfect for crypto traders because we offer low and transparent transaction fees, our transactions are FAST and SECURE, plus we accept CAD, USD & RMB, and we are multilingual.*

## **OUR MISSION**

As the blockchain industry matures rapidly around the world, CoinSeason develops systems to provide an easy-to-use and secure investment platform for the public.

CoinSeason provides output ports for blockchain technology that support the development and application of cryptocurrency trading platforms.

## **YOUR ICO MISSION** *if you accept it ...*

... as a contributor to the CoinSeason trading platform ICO you can help us escalate the speed at which we improve crypto trading experiences around the world.

Our western version is strategically based in North America because CANADA offers some of the most liberal ICO interpretations by regulators who also want to see the industry develop. More importantly, it is how CoinSeason is doing it, and how we are developing solutions that will give our traders the best advantage possible in the market.

If you want to become part of this historic growth, and if early adopter advantage is important to you too, then please consider everything we've written here and help us by contributing to build one of the most advanced crypto trading platforms in the world.



CoinSeason's 2.0 Launch Event

**We cannot do this without you ...**

**Please [CLICK HERE](#) to REGISTER to BUY CSZ TOKENS and contribute to our ICO.**

*[Back to the top ...](#)*