



PRO4

REDEFINING TRADING, BEYOND EXCHANGE

OCTOBER 2019

TROY HIGHLIGHTS

The Absence of Prime Broker

As the marketcap of cryptocurrencies exceeds \$300 billion, the entire liquidity structure is still highly segmented across top 10 crypto exchanges. 28% of professionals contribute over 74% of trading volume. The absence of Prime Brokers leads to inefficiency of settlement and exposure to account management risks.

All-Star Founding Team Members

Our leadership have global experience from Credit Suisse, CITIC Group, Huobi, OKEX, MIT. Troy utilizes intellectual capital and keeps outperforming in all aspects of competition. The gene of pursuing excellence empowers the creation of this killer technology platform.

Mapping A Complex Crypto Landscape

The expert Troy team are some of the largest altcoin market makers globally. We have provided a breadth of trading services to over 80 clients. By always standing at the forefront of trading, Troy has identified significant pain points and dynamically taken advantage of the changing market conditions.

Remarkable User Growth and Operational Data

The Beta Version of Troy has connected over 30 global leading exchanges and achieved over \$100million daily trading volume. The enthusiasm of the seed institutional users gives us strong confidence in a promising potential of exponential user growth.



TROY POSITIONING STATEMENT

Troy Trade is a global prime broker specialized in crypto trading and asset management. We provide crypto brokerage services for institutional clients and professional traders with revolutionary products, including spot & margin trading, derivatives, data, custody, lending and staking in one account.



AMERICAN FINANCIAL MARKETS vs. CRYPTOCURRENCY

American Financial Markets

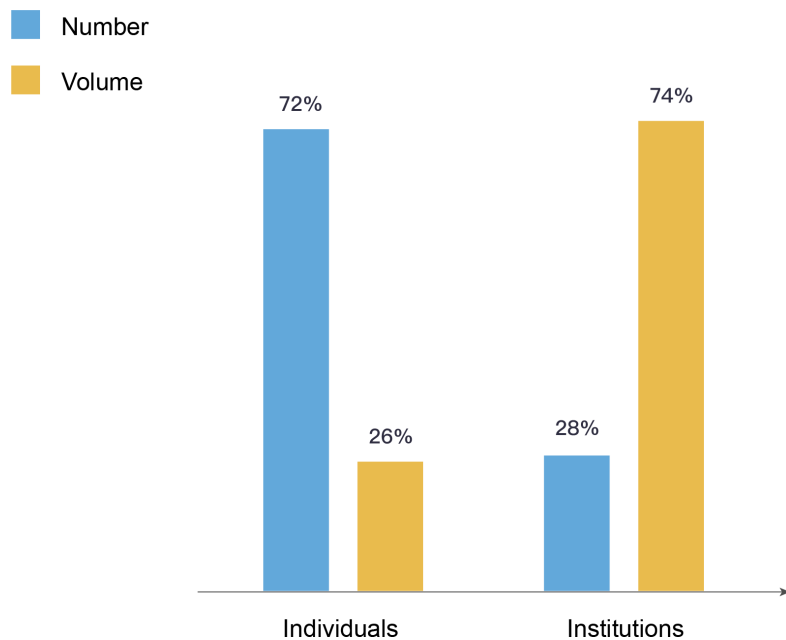
Scale	\$75,000,000,000,000 75 Trillion	
Exchanges	  	
Prime Broker	  	
Introducing Broker	 	
Investors	 Institutions	 Individuals

Cryptocurrency Markets

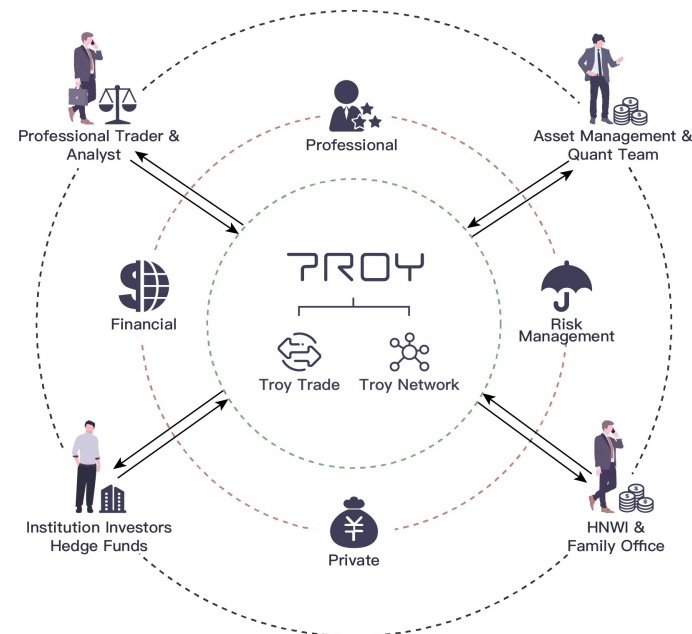
Scale	\$300,000,000,000 300 Billion	
Exchanges	    	
Prime Broker		
Introducing Broker	 Media	 Wallet
	 Terminal	
Investors	 Institutions	 Individuals



MARKET DOMINATED BY PROFESSIONAL INVESTORS



The market structure conforms to the "80/20 principle" of traditional financial market.

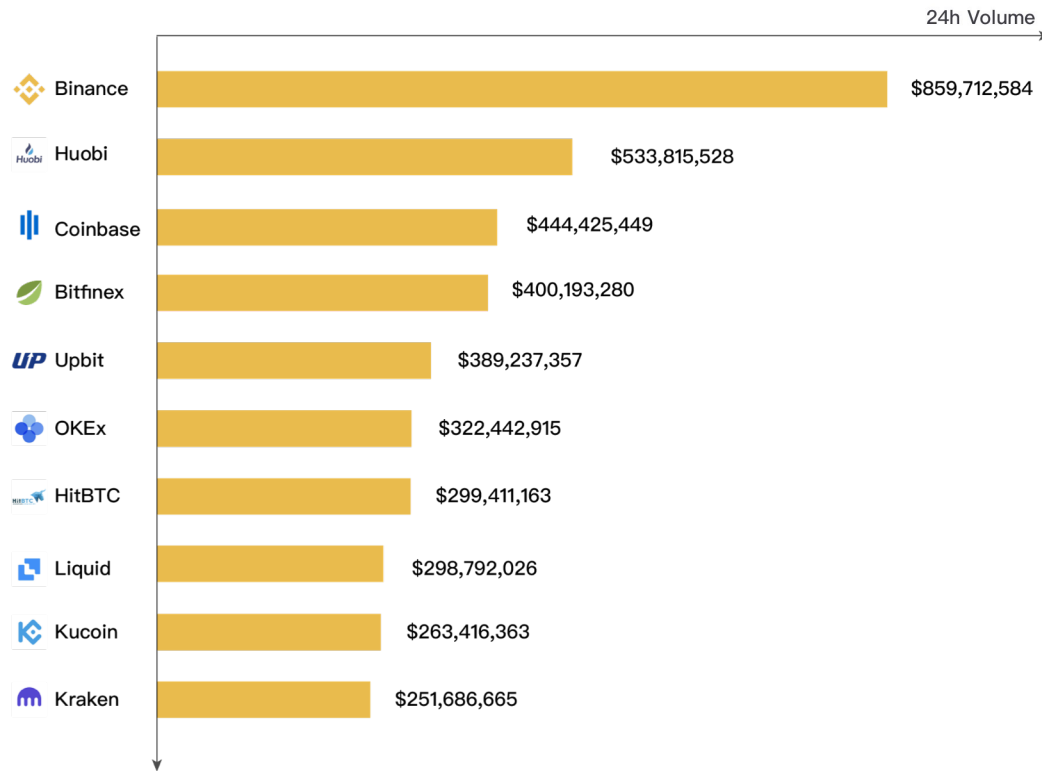


Troy's goal is to discover the needs of the market and to provide customized services for professional investors.

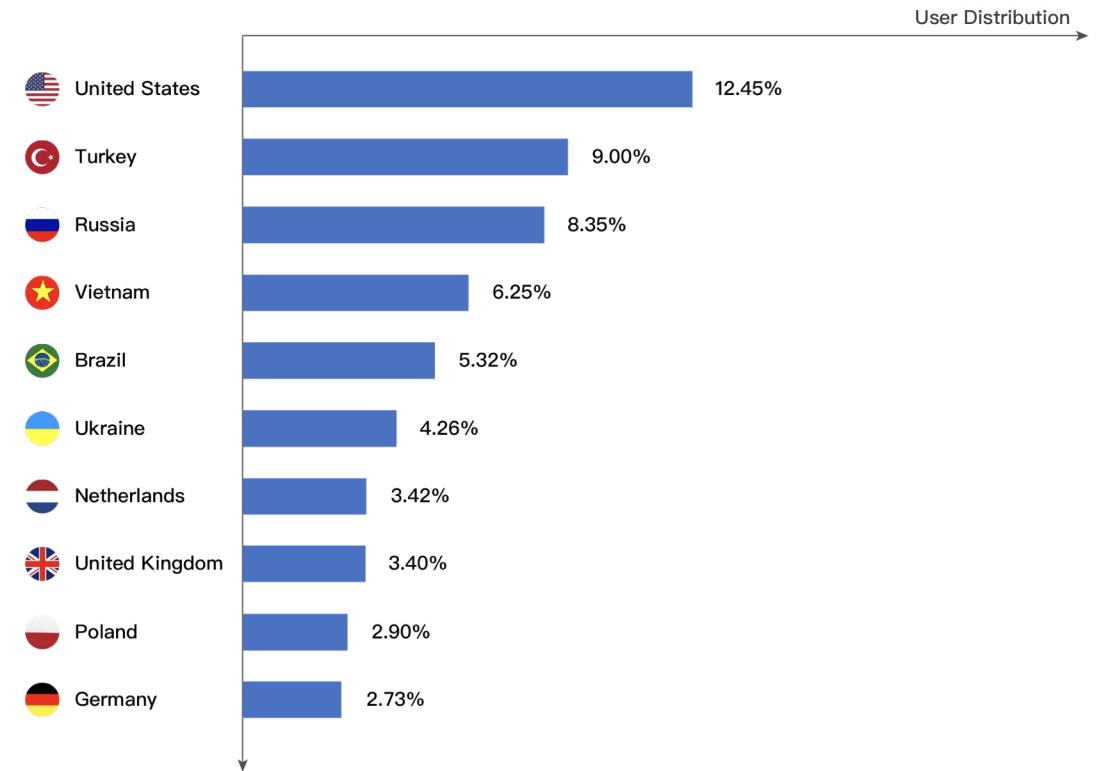


GLOBALIZED CRYPTOCURRENCY MARKET CALLS FOR QUALIFIED BROKERAGE SERVICES

TOP10 Exchange Trading Volume



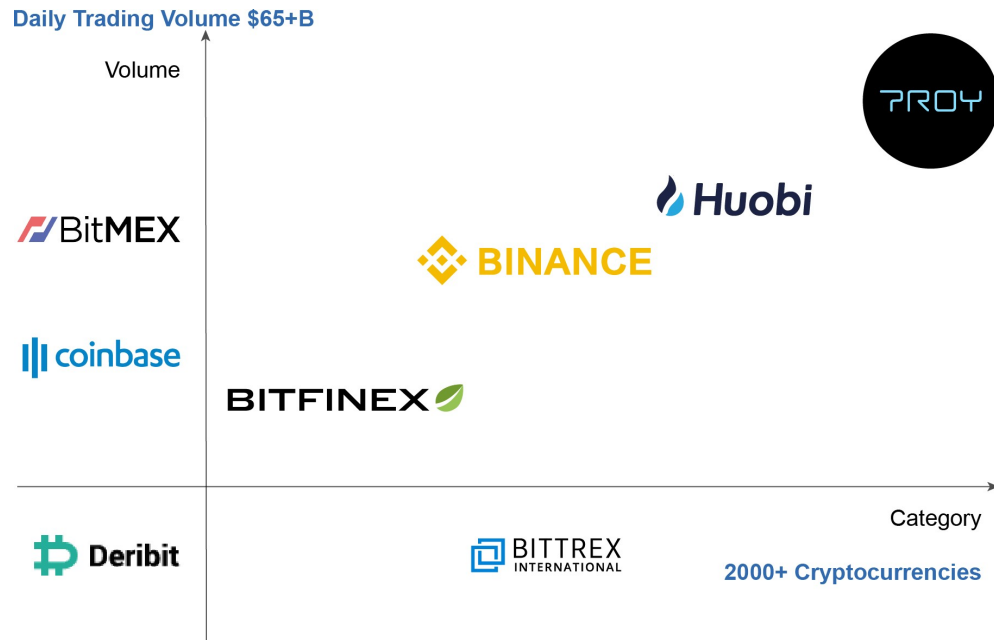
Binance User Distribution



Different regulatory policies and user habits across geographies require localized brokerage services. Diversified cryptocurrency baskets across exchanges also calls for cross-exchange settlement.



ABSENCE OF PROFESSIONAL TRADING TOOLS AND LIQUIDITY SOLUTIONS



Cross-exchange brokerage services guarantee the liquidity of the whole market and even up liquidity of segment markets

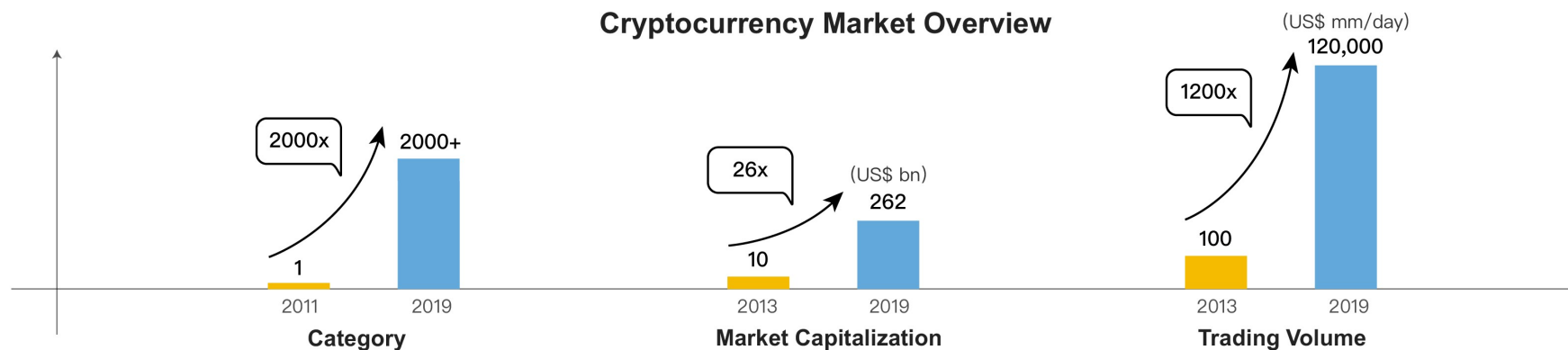
	Caspian	Tagomi	Troy
Master-Level Trading Platform	✓	✓	✓
Asset Management Service	✓	✗	✓
Sophisticated Data Analytics	✗	✗	✓
Full-stack Quantitative Solutions	✗	✗	✓
Account Management System	✗	✗	✓

Current trading products are still not sufficient to meet the professionals' needs and expectations.



BROKERAGE SERVICE VALUATION MODEL

Cryptocurrency Market Overview



			
Professionals	Individuals	Young Individuals	Institutions/Professionals/Brokers
Revenue: 1.90 bn	Revenue: 8 bn	Valuation: 7 bn	Access to 25 Exchanges
AUM: 150 bn	AUM: 3.53 tn	Rated as the Best 7 most popular investment software in Forbes	AUM: 25,000 BTC
Accounts: 640,000	Active Accounts: 119 mm	Zero Commission	Commission/Interest/OrderFlow
Annually Orders: 200 bn	Monthly Logins: 10 mm	Accounts: 4 mm	Daily Orders: 300,000–1 mm
Operating Margin Rate: 65%	Monthly User Growth: 100,000	Average User Age: 32	Daily Volume: 10 – 200 mm
25% from Broker Service	Margin Rate: 42%		



TROY TRADE

Troy Trade provides revolutionary trading tools and prime brokerage services to professional investors in crypto industry.

Master-Level Trading Platform	Diversified Brokerage Service	Sophisticated Data Analysis	Full-Stack Quantitative Solutions
One account with single interface enables full accesses to the aggregated liquidity of all crypto exchanges. Some key functions include smart order routing, flexible account management, settlement service and automatic risk control.	Competitive fee rate and superior order execution speed. Real-time fund transfer and settlement service. Provide margin trading and OTC services with advanced convenience.	Empower customer's decision making with a sophisticated framework of data matrix including blockchain data, trading data, market data, social data and media data optimized by AI and quantitative models.	Infrastructure powered by co-location service to better the performance of high-frequency trading algorithms. Offer best-in-class exposures to quantitative solutions with straight through processing, precise tick historical data and strategy assessment systems.



PRODUCTS



Trading Tool	Data Dynamics	Brokerage Solutions	Quantitative Strategies
√ Flexible Account Management √ Smart Order Routing √ Automatic Trading Algorithm √ Institutional Asset Management √ Automatic Risk Control	√ Market Data √ Trading Data √ On-chain Data √ Community Data √ Media Data	√ Aggregated Liquidity √ Cross-exchange Settlement √ Margin Trading √ OTC Service √ Competitive Fee Rate	√ Tick Historical Data √ Back-trace System √ Strategy Assessment System √ Co-Location Service √ Straight Through Processing



OPERATIONAL DATA

500+

Access to 500+ cryptocurrencies
over 30+ top exchanges

25000+

25000+BTC
Max AUM

30+

30+
Institutional clients

100M+

\$ 100 million
Max average Daily Trading Volume

2M+

2 million
Max Daily Executed Orders



CRYPTO FINANCE LANDSCAPE

Troy Network

Troy Trade

Decentralized

Centralized

Stablecoins



Exchanges&Liquidity



Custodial Services



Lending&Derivatives



Trading&Custody&Investment



TROY NETWORK

Public chain protocol layer

Infrastructure and security support

Off-chain trading layer

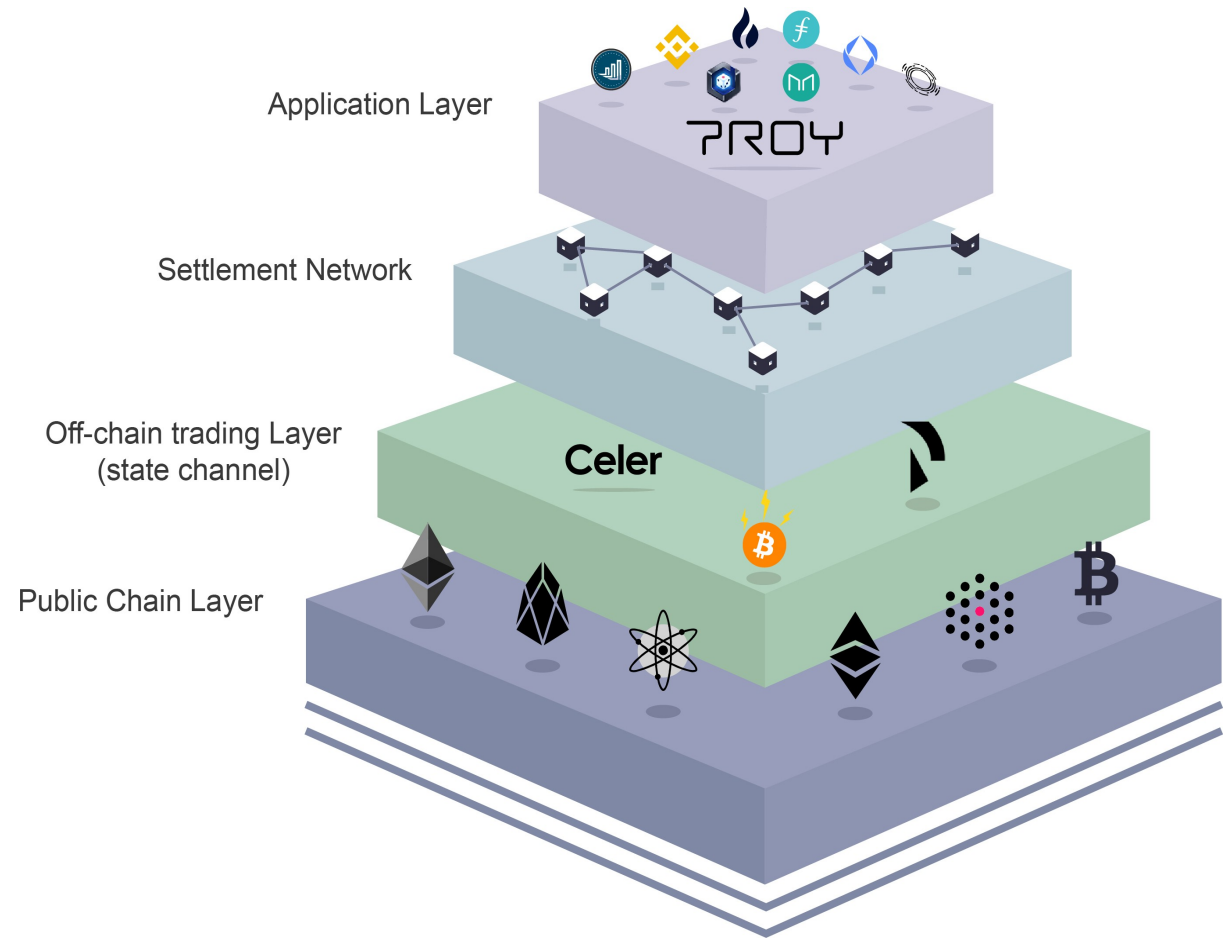
Private channels with high speed for traders

Settlement network layer

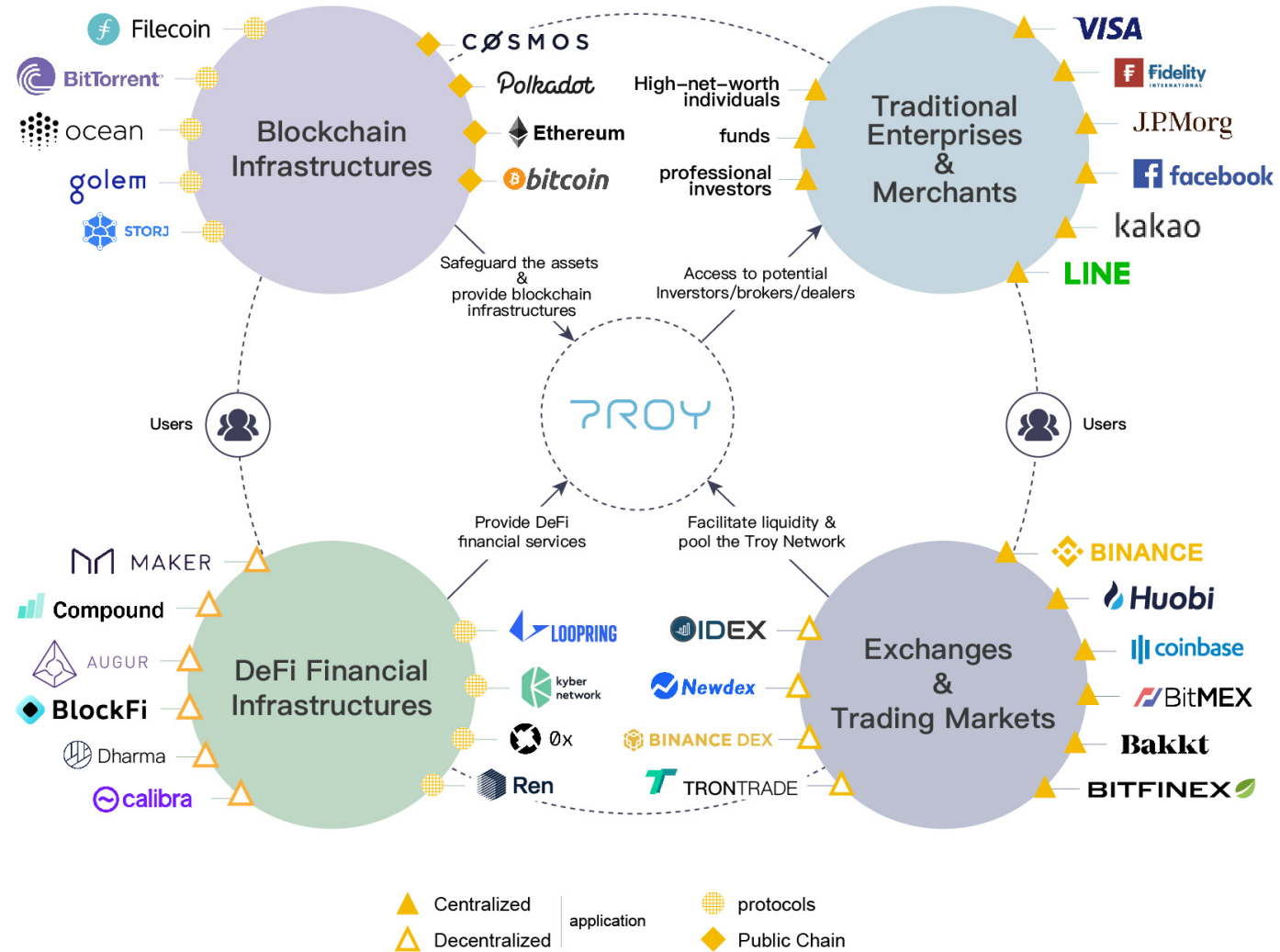
Reducing compliance costs, providing friction-free trading

Application layer

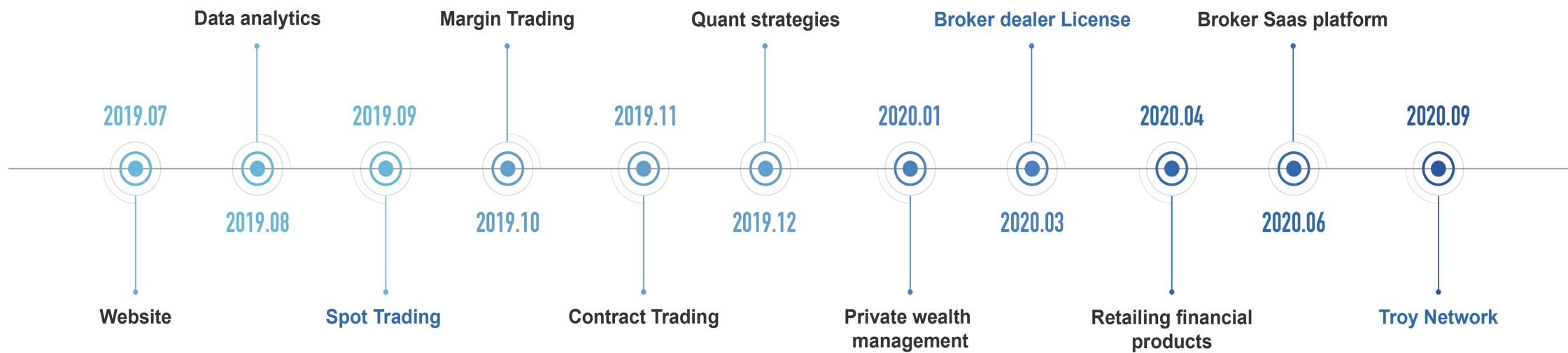
Providing rich and varied application services



TROY ECOLOGY



TROY ROADMAP



TEAM & ADVISORS

Kira Sun | Co-Founder, Venture Partner of BlockVC

Bachelor of Finance in Peking University and Tsinghua-MIT Global MBA. Prior to BlockVC, Kira was a trust fund manager of CITIC Trust and expertise in REITS/ABS/PPP and alternative asset management. Kira has rich experience in designing crypto asset management products as BVC16 Index fund, Pure Alpha Fund etc.

Qihan Lin | Co-Founder, CPO

Graduated from Shanghai Jiaotong University and majored in Calculating Mathematics, Qihan is expertise in derivative trading and pricing. Qihan worked as product manager at Eastmoney, Tiger Brokers and OKEx, he has a rich experience in stock broker and crypto trading, especially familiar with margin risk management and clearance. Qihan served as a key member in future derivative trading project in Tiger Brokers, and also designed the OK06 index and relative ETF in OKEx.

Clark Tong | Co-Founder, CTO

Master in Beijing Institute of Technology, experienced in finance, trading, e-commerce, blockchain and other industries. Successively worked in General Manager of R&D, Haiyin Group, Technical Director of China Building Materials Group, which is Top 500, etc. A team of more than 200 people has been managed. The transaction value of trading system exceeds ¥100 billion, the total amount of funds managed by the Group is nearly ¥300 billion.

Kevin Hsu | Advisor, Founding Partner of BlockVC

MSc in Computational Statistics and Machine Learning from UCL. His supervisor was David Silver, the senior engineer of AlphaGO. Served as ETF product data scientist in Credit Suisse, senior machine learning Engineer in Wecash and partnership in Dragonmind Capital. He started mining and trading BTC since 2014 and ran several crypto exchanges. He has rich experience in managing funds of more than \$500 million and has invested over 150 blockchain companies around the world.

Team Background



STRATEGIC INVESTORS



Note: The private investment subscription demand **EXCEEDED 4 TIMES** higher than the supply



GLOBAL MEDIA



COINTELEGRAPH
The Future of Money



Bitcoin.com



CRYPTO
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COINJINJA



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探秘全球科技精华

火星财经



金色财经

链闻 CHAINNEWS



Ecological Partnership

Celer  Harmony  Matic  fetch.ai

 Band Protocol  COCOS
BLOCKCHAIN
EXPEDITION  elrond  NKN

 IOST

 Ankr

 CERTIK

 IoTeX



AVAILABLE EXCHANGES



JOIN THE TROY TRADE COMMUNITY



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Email: business@troytrade.com



Twitter: <https://twitter.com/troytrade>



Telegram: https://t.me/troytrade_official



(WeChat)



(Telegram)





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