

# ANACRYPTO

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THE FUTURE OF THE CRYPTO-CURRENCY MARKETPLACE

WHITE PAPER 0.1



# SOMMAIRE

1	PROBLEM	Page ... 1	9	EASY AND FREE SUBSCRIBE	Page ... 9
2	OUR VISION	Page ... 2	10	NOTIFICATION SYSTÈME	Page ... 10
3	MAIN ANSWER	Page ... 3	11	PAYMENT SYSTEM	Page ... 11
4	ANA CRYPTO	Page ... 4	12	PURCHASE CATEGORIES	Page ... 13
5	WHO IS INTERESTED ?	Page ... 5	13	MARKETING MEANS	Page ... 15
6	PARTNERSHIP SYSTEM	Page ... 6	14	ROAD MAP	Page ... 16
7	YOUR CHOICE	Page ... 7	15	TEAM	Page ... 17
8	HOW DOES THIS WORK ?	Page ... 8	16	STAY TUNED	Page ... 18

# 1 PROBLEM

The use and adoption of cryptocurrencies is a relatively recent and avant-garde element.

At the governmental level, we have been able to observe an upheaval in decision-making and choices relating to taxation issues, mainly during the conversion into fiduciary money.

Some countries have chosen to believe in this revolution by supporting and encouraging this new opportunity for use by various means, particularly on the imposition point.

Currently in the world, there is no real tax on cryptocurrencies. They are generally subject to capital gains tax, specifically in the United Kingdoms. This tax only applies to crypto currencies held for a certain period of time, generally speaking at least 1 or 2 years, depending on the country.

Right now there is a large problem developing : the concrete use of cryptocurrencies on a day-to-day use. Even if some banks offer their customers VISA cards, authorizing payment in cryptocurrency, or the purchase of real estate, a luxury car or a yacht, it is very difficult to find a selection of products on a marketplace, offering a variety of products that can be purchased directly in digital currency.

According to a fresh study, 57% of US consumers say major brands should start accepting crypto-assets as a form of payment.

To answer to this issue, some marketplaces are specializing their services in the sale of targeted goods.

However, there is not yet an efficient platform, with a complete catalog, granting to use and consume directly with cryptocurrencies.



# 2 OUR VISION

We believe that in the future, cryptocurrency transactions will lead in exchange of goods.

Therefore, in the long term, it is important that more people can have access to the purchase of cryptocurrencies in order to then be able to use this capital on a daily basis. We must therefore strive for a better circulation of crypto-currencies between users.

The higher the number of crypto-currency users, the more a relationship of trust will be established between the current economy, crypto-currencies and its users.

Many users already have a strong potential capital, but do not yet have the possibility of concrete use. We are convinced that it is important to be able to use this capital in the acquisition of physical assets, as safe investments.

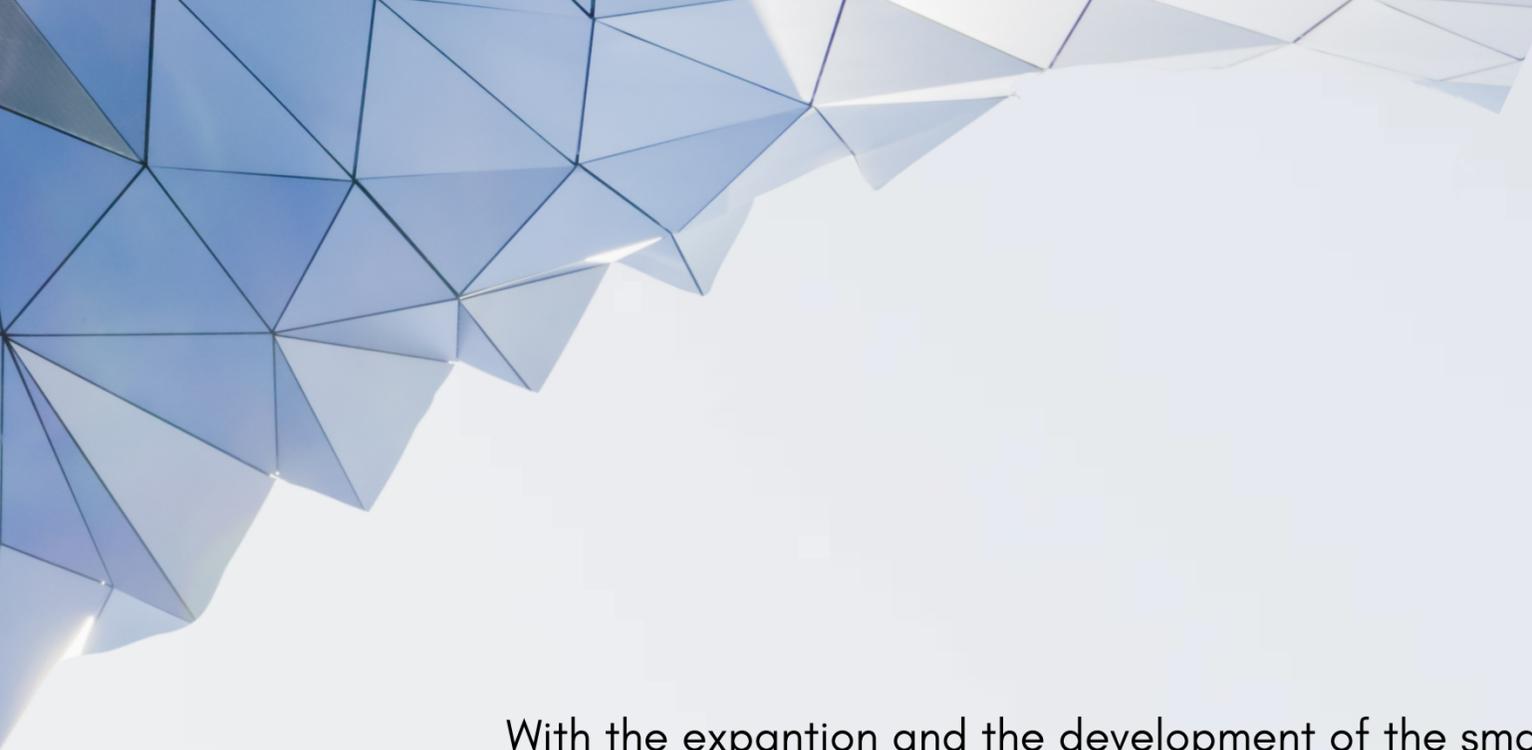
The more transactions of this type there are, the more democratization and the need for users will be heard by governments, and will ease the exchange.

Our purpose is to offer regards and reality to exchanges of goods for crypto-currencies, which does not yet exist.

In that perspective, we wish to offer a platform in order to tend towards the opening of this market in free access, by offering a relatively new service, to give concrete use to crypto-currencies in the current economy.



*Our goal is to offer reality and regards that does not yet exist to exchanges of goods for crypto-currencies.*



# 3 MAIN ANSWER

With the expansion and the development of the smartphone , Internet, and mobile broadband, it is easier and more intuitive to use these tools to offer something innovative, and this, accessible anywhere in the world, at any time.

We aim to submit an app from a smartphone, tablet or computer, leading to a marketplace system with free access. This, in order to consult a fine catalog, thanks to several and secure partnerships simplifying information gathering and exchanges.

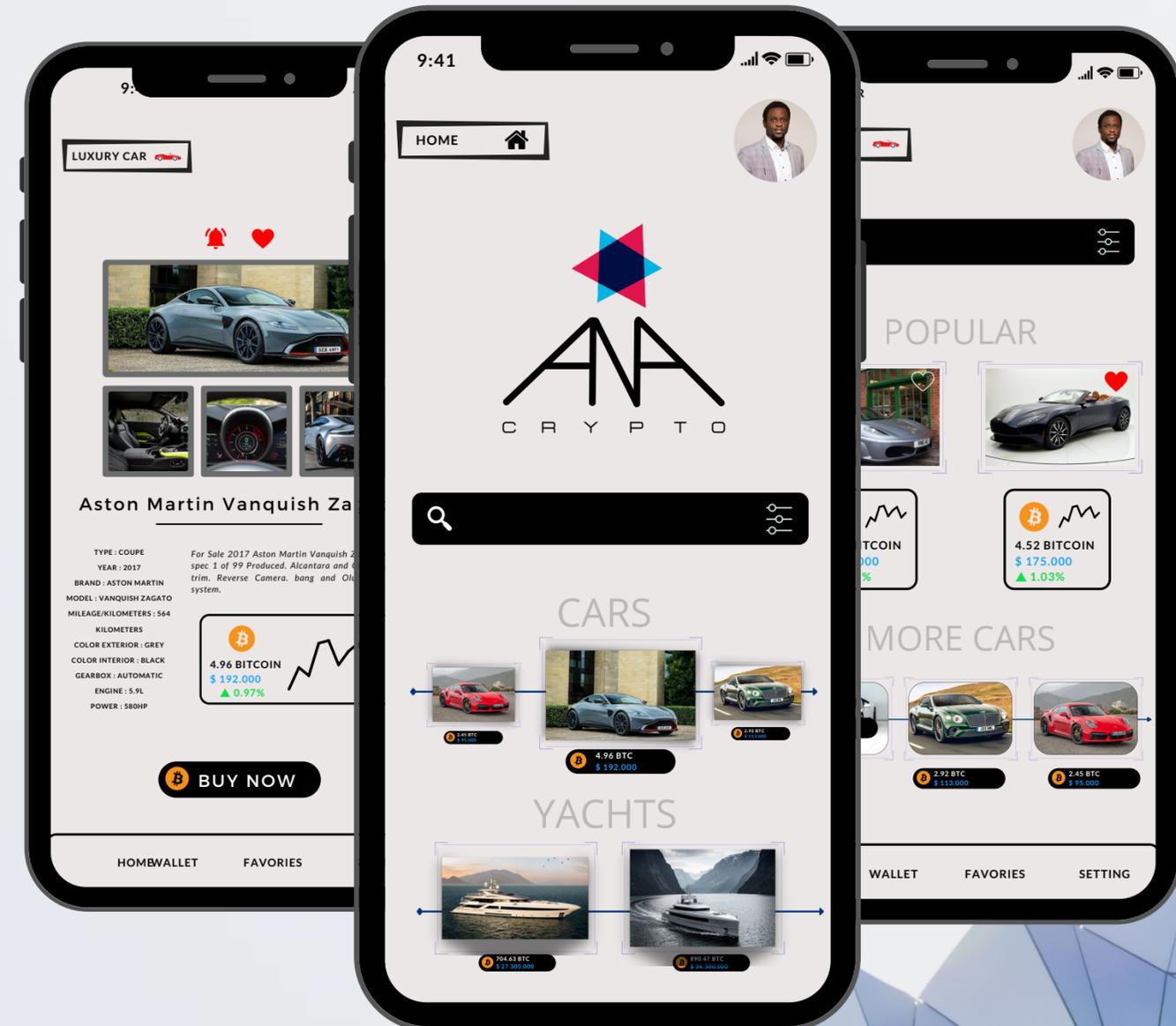
Ana Crypto's dream is to respond to every user's hope. Thus many users of crypto-currencies may be tempted by this trading opportunity, with a more spontaneous trend.

# 4 ANA CRYPTO

Most of marketplaces are websites. However we aim to connect services that exist by now on smartphones (such as the tracker system) to a specialized mobile marketplace, mainly because opening an app is faster than connecting to a website.

This enhance quick use, mostly encouraged by simple and intuitive interactions specific to mobile navigation (scrolling, tactile interaction, etc.).

Therefore the smartphone lead to easier and quicker responses. Related by the instantaneousness of price fluctuations, an essential element in the world of cryptocurrencies, it can lead to an impulsive purchasing habits, and can really allow new consumer habits.



# \$ WHO IS INTERESTED ?

By making this application accessible and free on various download platforms, the app aim for a very specific public. Indeed, there are many crypto holders who wish to shape their already existing capital in the real world and eventually use these currencies on a daily basis.

The application will only be offered to users over the age of 18, for legal reasons, for the online purchase of goods and various products.

## General public

Holder of crypto currencies, eager to spend crypto on a daily-basis.

## Computer enthusiasts

Those who have actively participated in the rise of crypto-currencies and their democratization.

## Early Investors / Business Man

Active in the blockchain and crypto-currencies business, and who have profited to the prices over the past 10 years.

## Celebrities and Artists

Public figures from various backgrounds tending to have an interest in the offered catalog.

## Associations

Establishment of collaboration with charitable projects.



# PARTNERSHIP SYSTEM

Following a careful study of the many possibilities for purchasing in virtual currencies, we have selected a range of products available on the international market.

We have seen a democratization as well as a will of major industries to accept cryptocurrency payments for the purchase of both everyday and unusual goods.

The offered commodities are intended to the needs and desires of the customers presented before.

Besides, according to the selected product , the trade for property to cryptocurrency has certain tax advantages, as we have been able to highlight previously. Many countries are turning to blockchain payment facilities to ensure the economic sustainability of merchandises.

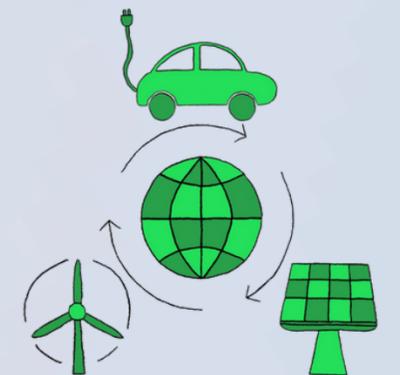
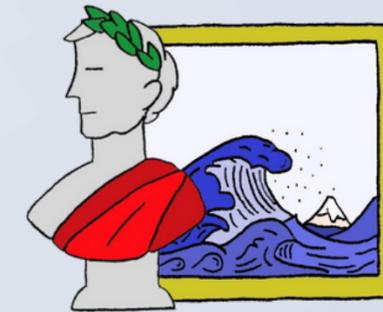
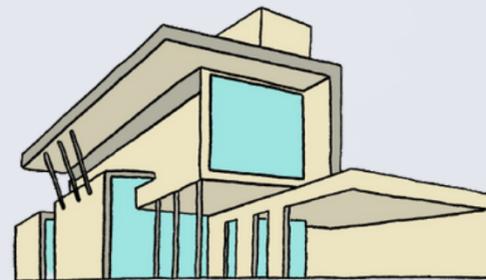
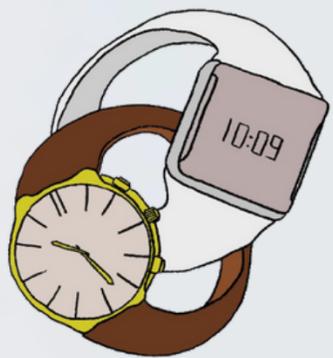
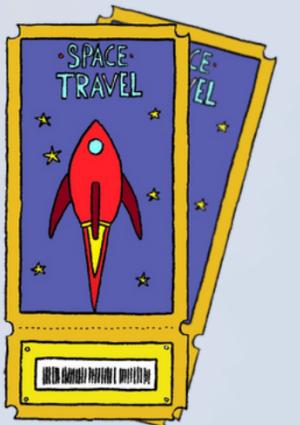
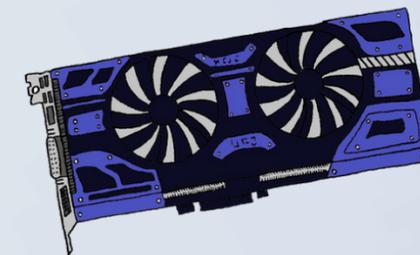
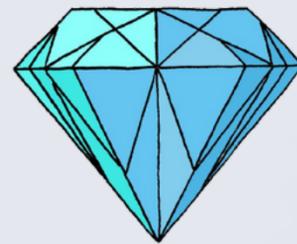
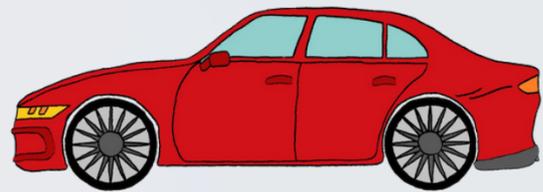
We want to collaborate with trustworthy partners, qualified and skilled.

This boosts relationship between sellers and users, with full transparency on the suggested products.

# MAKE YOUR CHOICE

Our application aims to be a leader marketplace, introducing a fine catalog with previously selected and qualitative products.

Hence, we are working on a permanent renewal, both through contacts and through new partnerships with professionals, always aiming to improve the selection of products suggested below.



# 8

## HOW DOES THIS WORK?

The user has a free access to install the app from the Apple or Google Store.

Following a user tutorial which leads to registration, then identification, the user can navigate through the sections of the available products.

A notification system is offered. The user can at that point, "follow" the products which interest him, as well as the evolution of his price compared to the course of the crypto-currency of his choice.

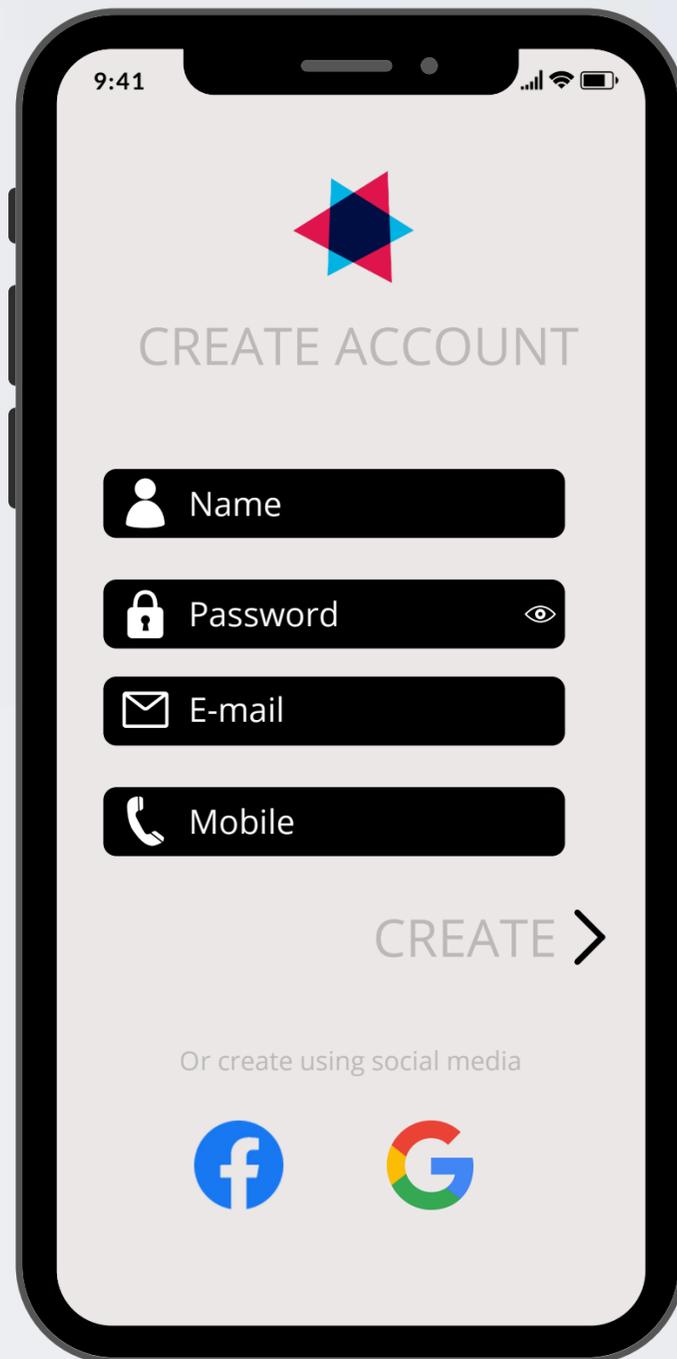
When the customer decides to buy his property, he can initiate the purchasing procedure. We then, take care of the relationship between the buyer and the seller, depending on the type of product chosen. Whether it's a direct purchase from the application; or a prior interaction with the seller (for an expensive good) which leads to the purchase of the product afterwards.

The customer can then enjoy his purchase within the time limit induced by the type of property he has chosen.



# 9

# SIMPLE AND FREE REGISTRATION

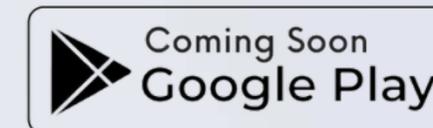
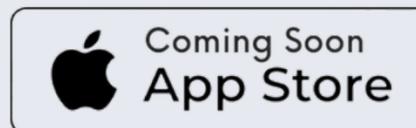


We intend to offer an app that is easy to use and intuitive. To do this, we offer a first guided navigation which, using dialog boxes, directs the user to the various features offered.

Once the tour of the app has been full, the user can choose to register in order to enjoy the features offered.

If the user chooses not to register right away, he can still access the app, for him to explore it to determine whether he wishes to register or not.

The registration procedure is intended to be quite standard, requiring only the legal and mandatory information to complete a transaction. It also aims to ensure the reliability of the user.



# 10 NOTIFICATION SYSTEM

**ANA CRYPTO**

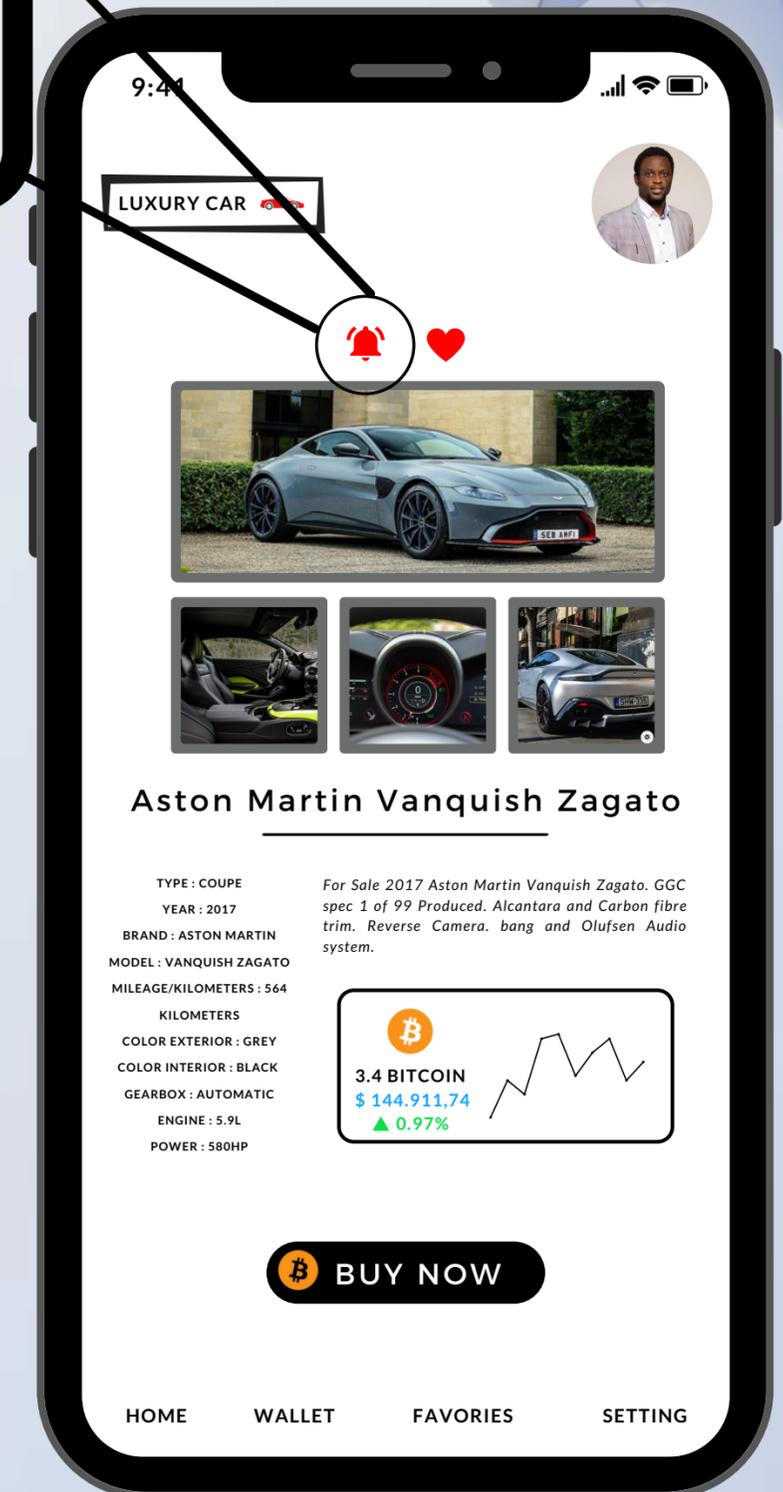
**NOTIFICATION**  
Aston Martin Vanquish Zagato is currently at the lowest price [-6%]. Take advantage of this moment to buy it in BTC!

Ana Crypto offers to monitor the growth or decline of crypto-currencies approved for transactions in real time, as well as an alert system with notifications.

It allows to track objects, but also offers the user to set an ideal price. Although the price of each product is fixed directly in fiat money, the announcements present the prices as an information only, informing the user of its movements, so that he can trade at best rate to his needs and cravings.

A notification is sent to him when the price fluctuations reaches an equality between the price set in crypto-currencies, and its value in fiat currency at time T. This tracking process is completely automatic.

These services aim to offer maximum personalization of the user experience. Personalization is also a key element of app success. It offers ease of use, involving the user who shapes his experience in his own way, which makes him want to come back.



# 11 PAYMENT SYSTEM

As a bottle of wine cannot be bought like a yacht; the diversity of goods purchasable in crypto-currencies via the application is legally complex and requires flexibility on our part during the purchasing procedures.

Transactions made on the Ana Crypto app are held in a secure account. Which constitutes a "wallet" securing both the property sold and the virtual currency spent. Since it is only after confirmation from both parties that the exchange takes place, through us. On the one hand, if the trade happened, a commission at a certain percentage will be charged, on the other hand, if it is necessary to make a refund, there will be no charge. Using a security account ensures that parties are protected against chargebacks, fraud, or shoddy goods.

For this, we adapt our marketplace with the various choices and possibilities of online payment in cryptocurrency. It includes reliable and secure platforms such as the one displayed on the right.



## DIRECT PURCHASE ON THE APPLICATION:

For products that can be purchased directly from the application, Ana Crypto uses a secure system, as mentioned above. The user only has to connect to the app, and access the interface of a "wallet".

Linking Ana Crypto with a "wallet" of your choice is a basic procedure, will only take place once, at the time of the user's first login. Like with all classic marketplace platforms, the user must trust the platform by entering their personal details for the purchase of a product via a bank card or an external interface such as *Paypal*.

This procedure applies to products for which it is not necessary to call on a law firm or any other agency, and which can be purchased in a few clicks, such as Amazon, Aliexpress, Cdiscount, etc.

## NON-DIRECT PURCHASE ON THE APPLICATION:

For a purchase in high-value cryptocurrency, the protagonists will have to meet. So when a user is interested in a product available on the application, he will be invited to fill out a contact form, to start a direct relationship between the seller and the potential buyer. The seller being the most suitable person to sell his product, we are aware that taking information is an essential element in concluding the agreement. Ana Crypto is once again offering to be the intermediary, this time by human means.

This process begins when the user inquires about the offer through an account on Ana Crypto. Through networking on the platform, both parties can solidify the terms of their agreement. The buyer sends the cryptocurrency from his "wallet" to the secure storage service of the Ana Crypto application, where it is immediately transferred and stored in a secure account.

Once the transmission of information is made between the buyer and the seller, whether by a visit, a telephone call or a physical appointment, the seller sends the legal deed procedure to the buyer and submits associated tracking information to Ana Crypto. The buyer checks the product to then determine if he wishes to keep it within a period determined between the two parties.

If the product does not meet the requirements, the buyer can choose to refuse the offer, and the sum stored in the secure account will be directly released by Ana Crypto and returned to the address of the "wallet" which it came from. The seller is, at this time, still the legal owner of his property.

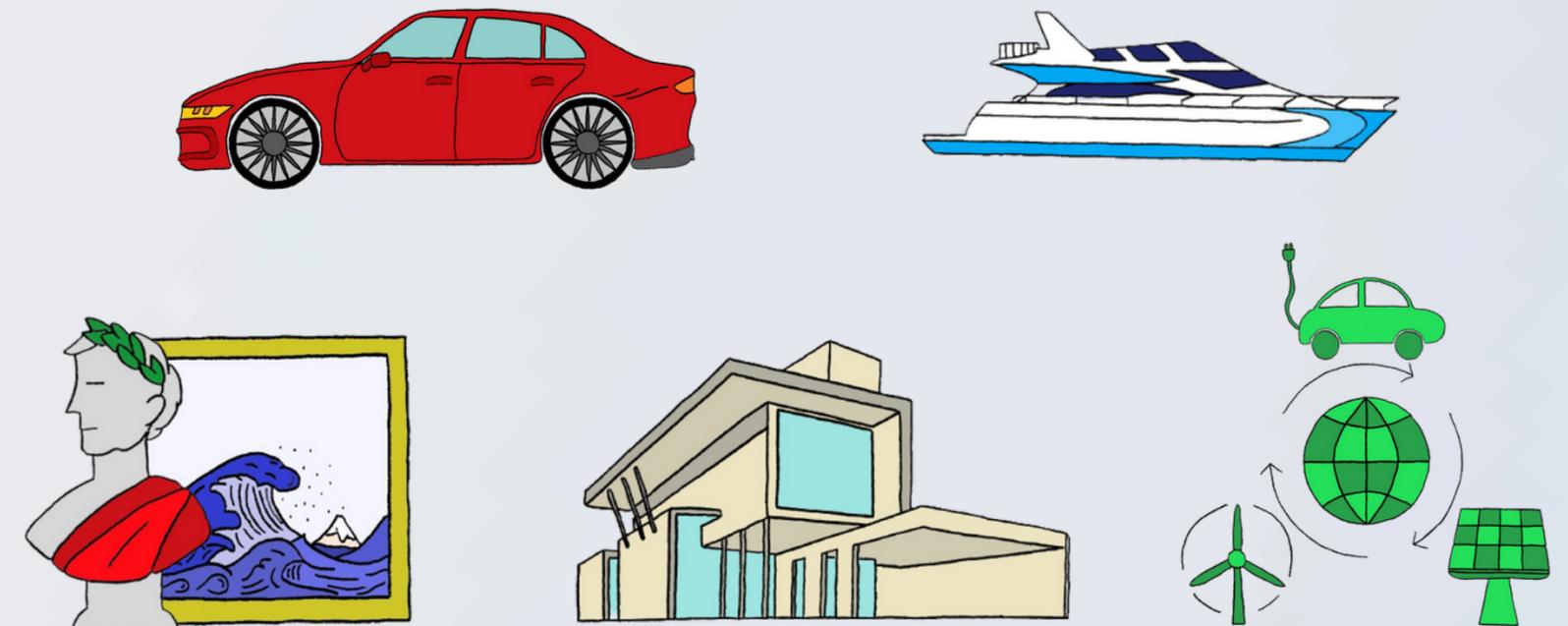
If the offer appeals to the buyer, he can choose to accept the product to become the owner. When this happens, Ana Crypto transfers the sum stored in the secured account, takes a commission, and hands it over to the seller.

# 12 SHOPPING CATEGORIES

DIRECT PURCHASE ON THE APPLICATION:



NON-DIRECT PURCHASE ON THE APPLICATION:



## DIRECT PURCHASE ON THE APPLICATION:



## NON-DIRECT PURCHASE ON THE APPLICATION:



# 13 MARKETING MEANS

We want to use several means of communication to promote the existence of Ana Crypto, and thus increase the visibility of our products.

For this we have, from the beginning of the project, created a landing page, with the aim of being used as a showcase. This allowed us to add a general presentation of the project, but also to offer documentation such as the White Paper, as well as access to additional communication platforms.

We tend towards the development of a community, via different networks; Telegram, Twitter, Twitch, Instagram; and wish to initiate partnerships with blogs, magazines, and newspapers. We also want to be physically and actively present at international events on Blockchain, crypto-currencies, new technologies, and telephony.

Finally, we work on the proper referencing of the landing page, then eventually of the application, in the results pages of the various search engines.



# 14 ROAD MAP

1

## STEP 1

Creation of the project and technical documents

2

## STEP 2

Marketing promotion & community development

3

## STEP 3

Technical development of the app

4

## STEP 4

Get started on the app

5

## STEP 5

Permanent improvement of available products through new partnerships



## TODAY

Contact us to share your suggestions for improvement and development

# TS TEAM



*Etienne COLLIAUX*  
*Co-founder*



*Alexandre COLLIAUX*  
*Co-Founder*

Rich in multiple and diversified experiences, Alexandre decided to invest today in the cryptocurrency environment. Passionate about computer tools, he now wants to be actively involved in this medium, improves his knowledge, and opens up new horizons to explore.



*Kévin GOUABECHE*  
*Marketing Director*

Through his technical skills in marketing, Kévin provides significant support in the visibility of the project and the creation of content. His curiosity led him to rub shoulders with the cryptocurrency community through various projects, which he now wishes to implement.

Etienne has the soul of an leader. His various experiences have led him to meet with the cryptocurrency and Blockchain community since 2017. Founder and project leader in other fields, the world of new technologies has always fascinated and challenged him.

# 16 STAY CONNECTED

<https://t.me/anacryptoofficial>

<https://twitter.com/?lang=fr>

[https://www.twitch.tv/ana\\_crypto](https://www.twitch.tv/ana_crypto)

<https://www.linkedin.com/>

<https://medium.com/@Anacrypto>

Contact@anacrypto.io

