

## THE PROBLEM

The current trading environment makes it extremely risky and costly to achieve consistent returns. In addition to the security and execution issues and counterparty risk, the existing trading tools and instruments for hedging and risk management are primitive when compared to traditional markets.

The cryptocurrency market experiences high volatility daily. It is difficult for traders to seek shelter when markets are in turmoil, and it can be very costly to move between crypto and fiat.

It is absolutely essential to be able to control risk and keep costs low. Everyone wants a better way to control risk, enhance returns, or speculate safely.

## #01 OPTIONS ARE THE PERFECT SOLUTION

Options give you the right (not an obligation) to buy or sell a digital asset on a specific date at a specific price. You can tailor the options to your specific needs, and you don't need to use leverage to achieve your goals.

### TradePROTECT - Buying an option

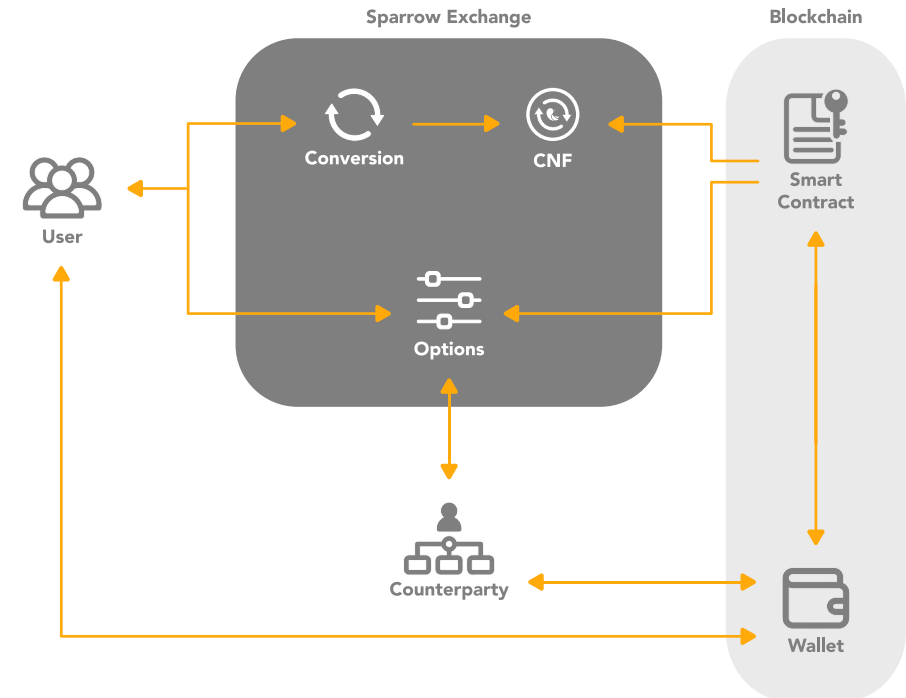
- Buy the right to trade a digital asset
- Pay a premium for the right

### TradeBOOST - Selling an option

- Sell the right to trade a digital asset
- Get paid a premium

### Sparrow Options

- Fully customizable: asset size, expiry, strike price
- No counterparty risk: Covered and secured by Smart Contract
- The Nest System-Option Pricing & the Matching driven by machine learning
- Transaction fee of 0.1% of the contract value, payable in Sparrow Tokens



## #02 WHO SHOULD USE SPARROW OPTIONS?

## #03 MARKET OPPORTUNITY

- Miners
- Investors in ICOs
- Merchants accepting crypto payments

- Companies raising funds by ICO
- Crypto Funds
- Traders who want better risk-adjusted returns

- Peak market capitalization of USD 830B
- Thousands of different cryptocurrencies
- 200 new ones created every week
- Daily volatility of 20% is normal ~ \$150 billion swings
- Everyone wants a better way to control risk, enhance returns, or speculate safely

## #04 PROJECTED DEMAND

### Worst Case Projections

<p><b>\$200B</b> Crypto Market Cap</p> <p><b>5%</b> Market Interest In Hedging</p>	<p><b>2 x 0.1%</b> Transaction Fees</p> <p><b>1X</b> Annual Hedging Turnover</p>	<p><b>\$20M</b> Annual Estimated Demand for Sparrow Tokens</p>
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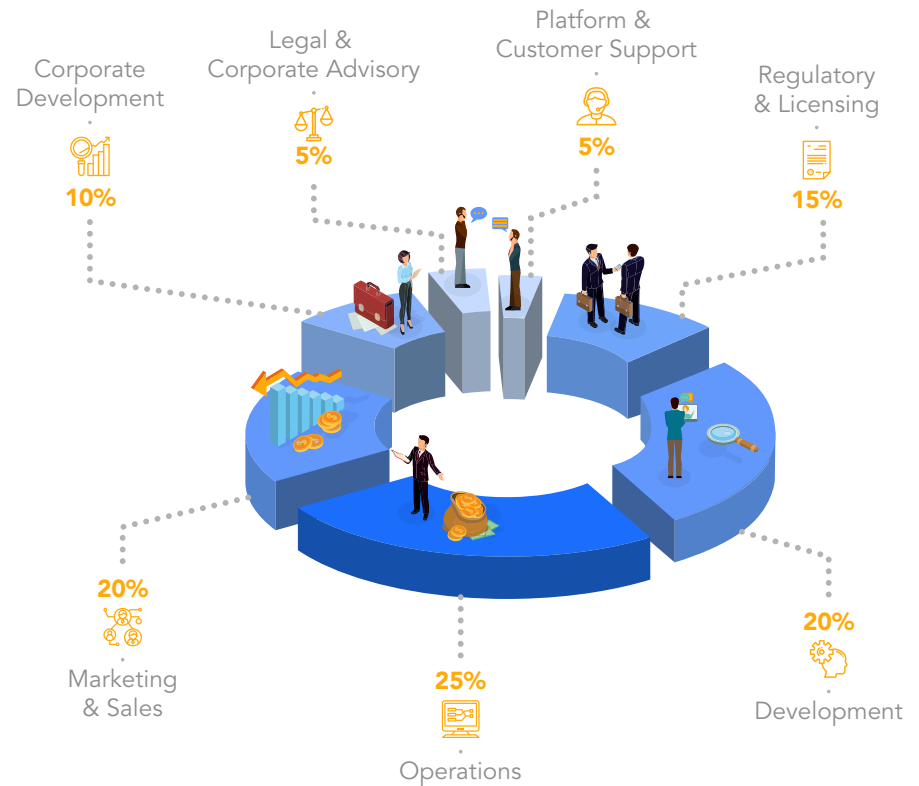
### Base Case Projections

<p><b>\$400B</b> ▲ Crypto Market Cap</p> <p><b>10%</b> ▲ Market Interest In Hedging</p>	<p><b>2 x 0.1%</b> Transaction Fees</p> <p><b>6X</b> ▲ Annual Hedging Turnover</p>	<p><b>\$480M</b> Annual Estimated Demand for Sparrow Tokens</p>
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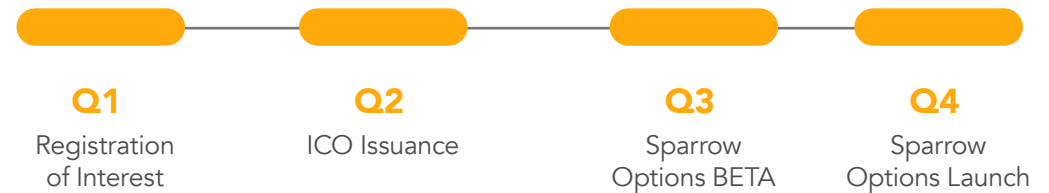
### Best Case Projections

<p><b>\$1T</b> ▲ Crypto Market Cap</p> <p><b>15%</b> ▲ Market Interest In Hedging</p>	<p><b>2 x 0.1%</b> Transaction Fees</p> <p><b>12X</b> ▲ Annual Hedging Turnover</p>	<p><b>\$3.6B</b> Annual Estimated Demand for Sparrow Tokens</p>
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## #05 USE OF PROCEEDS



## #06 ROADMAP



# #06 TOKEN METRICS

## Token Utility

Sparrow Tokens will be required for transaction fees, withdrawal fees, platform listing fees, and API licensing fees. Incentives and rebates will be paid in Sparrow Tokens.

Legal disclaimer:  
We have received legal advice to the effect that the Sparrow Token, Sparrow Options and the underlying assets are not securities.

## Summary

Token Name	Accepted Currencies	Decimals
<b>Sparrow Token</b>	<b>ETH</b>	<b>18</b>
Standard	Hard Cap	Token Supply
<b>ERC-20</b>	<b>USD 18.8 million</b>	<b>1.4 billion</b>

## Token Allocation



### Founders & Employees

Tokens allocated to Founders and Employees will be vested over 1 year to maximize long-term alignment of interests.

### Advisors

Tokens will be allocated to advisors who contribute to legal, financial, technology, security, marketing, design, community-building, and business development efforts.

### Marketing & Strategic Partnerships

We have several plans to appropriately reward strategic partners and contributors who help make our ICO a success. We plan to provide Bonus Tokens to contributors in the private sale and pre-sale based on the contribution size. Unused Bonus Tokens after ICO will be allocated to the Incentive Program which offers volume-based incentives and rebates for active traders, and CommunitySECURE program to reward community contributions to security efforts for our platform.

## Token Sale Schedule



**Hard Cap**  
**\$7** million USD

**Accepted Currencies :**  
ETH only

**Minimum Contribution :**  
\$10,000

**Bonus Token :**  
30% of contribution



**Hard Cap**  
**\$5** million USD

**Accepted Currencies :**  
ETH only

**Minimum Contribution :**  
50 ETH

**Bonus Token :**  
15% of contribution



**Hard Cap**  
**\$6.8** million USD

**Accepted Currencies :**  
ETH only

**Minimum Contribution :**  
1 ETH

**Bonus Token :**  
None

## #07 OUR TEAM

We are a team of professional proprietary traders and we love trading. We have spent many years actively participating in the derivatives markets while making consistent returns. We understand your pain, your fear, your joy, your desire. This is what drives us to make trading simple, safe and accessible to everyone.



**Kenneth Yeo**  
Chief Executive Officer  
Team



**Adrian Tan**  
Chief Investment Officer  
Team



**Reuben Conceicao**  
Chief Strategy Officer  
Team



**Toh Ghim**  
Chief Operating Officer  
Team



**Liu Li**  
Chief Technology Officer  
Team



**Eddie Lee**  
Chief People Officer  
Team



**U-Zyn Chua**  
Blockchain Architect  
Team



**Chik Soon Nean**  
Chief Data Scientist  
Team



**Eddie Yeo**  
Chief Design Officer  
Team



**John Ng Pangilinan**  
Partner of Signum Capital  
Senior Advisor



**Subramaniam Iyer**  
CEO of Point Hope  
Senior Advisor



**Gerald Leong**  
CIO of Point Hope  
Senior Advisor

Full Advisor list is available at [www.sparrowexchange.com](http://www.sparrowexchange.com)

## #08 OUR PARTNERS



## Know Your Customer (KYC)

We intend to be a responsible participant and comply with Singapore's KYC/AML regulations. We will require KYC/AML checks for all contributors to the ICO.

Legal Disclaimer:

1. Sparrow Tokens are not securities;
2. The underlying cryptocurrencies supported by the Sparrow Options and the Options Trading Platform are utility tokens and not securities, and the Company asserts that no securities will be allowed to be listed on the platform;
3. Purchasers of Sparrow Tokens are not entitled to and should not expect to receive any return from the Company in relation to (a) their purchase of Sparrow Tokens; or (b) any trading activities arising from the
4. Options Trading Platform; and Sparrow Exchange has not made and does not make any representations that the purchasers will be able to generate a return on their purchase from the trading of the Sparrow Tokens, and the purchasers should not expect a return on their trading activities arising from the Options Trading Platform.

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