

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

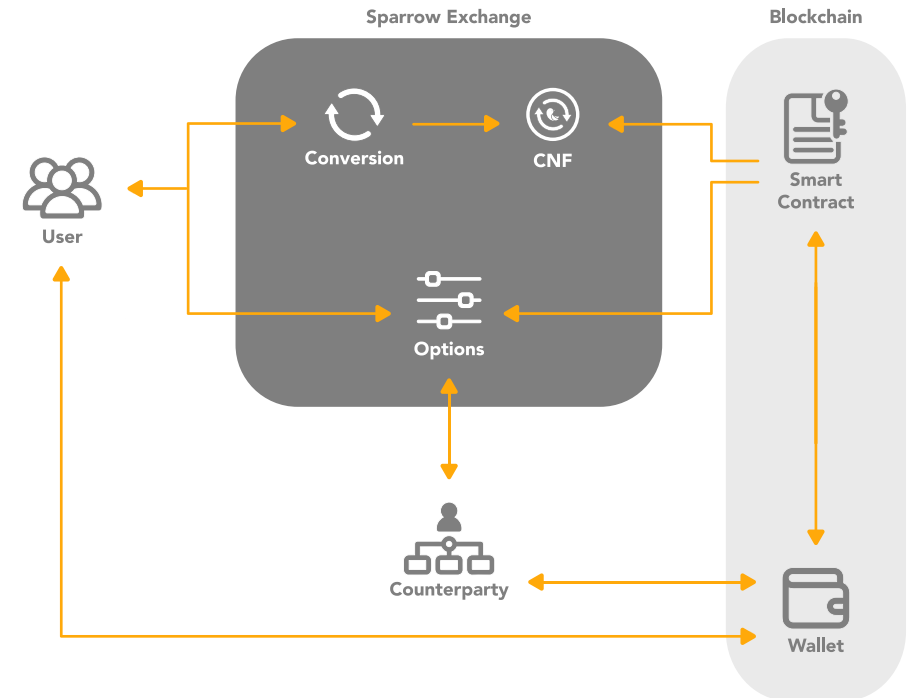
- Buy the right to trade a digital asset
- Pay a premium for the right

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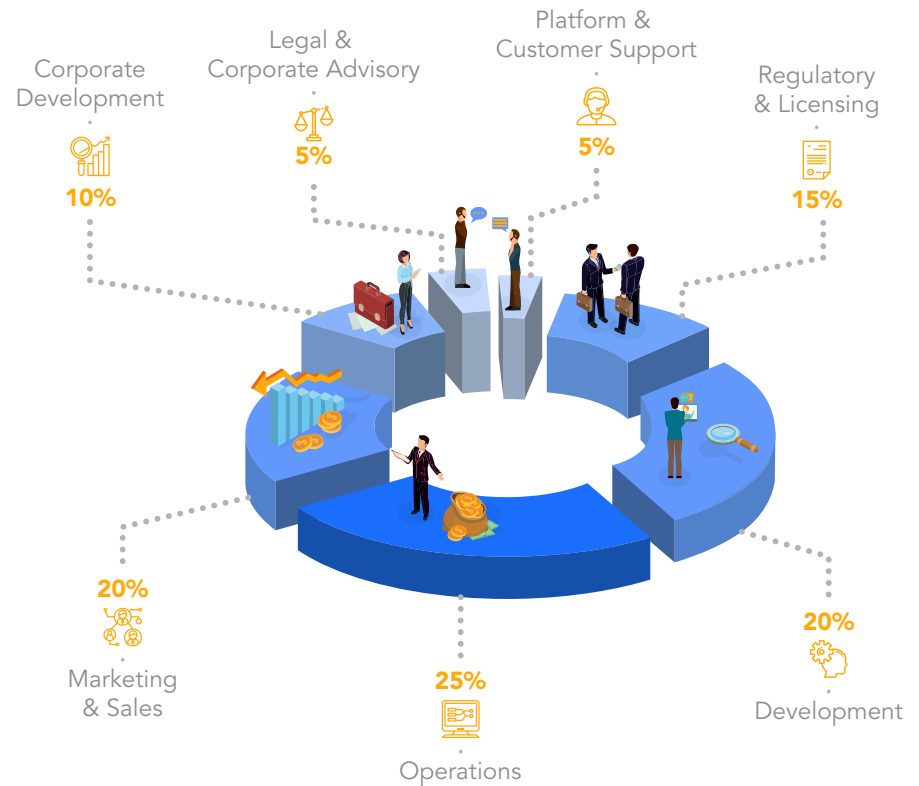
Base Case Projections

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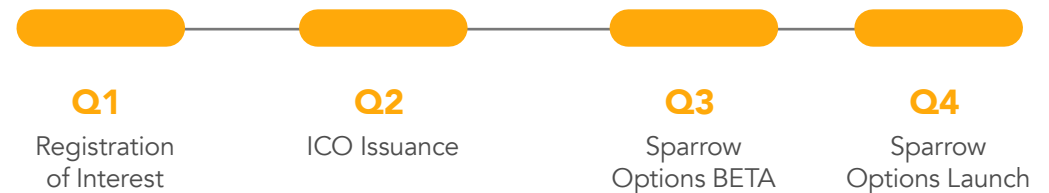
Best Case Projections

<p>\$1T ▲ Crypto Market Cap</p> <p>15% ▲ Market Interest In Hedging</p>	<p>2 x 0.1% Transaction Fees</p> <p>12X ▲ Annual Hedging Turnover</p>	<p>\$3.6B 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
Sparrow Token	ETH	18
Standard	Hard Cap	Token Supply
ERC-20	USD 18.8 million	1.4 billion

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

#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 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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