



Sonata.ai

The only cryptocurrency
exchange you will ever need

Whitepaper 1.3

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1. Disclaimer

The given White Paper document has been formulated to present the Sonata project to potential participants of the platform and those interested in contributing to its development. The information set out below may not be exhaustive and does not imply any contractual relationship. Its sole purpose is to provide information to potential token holders, so they may determine whether they are willing to analyze the company with the intent of acquiring Sonata (SONT) tokens.

No part of the given White Paper shall be deemed to constitute a prospectus or a solicitation for contribution, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction.

The given document is not composed in accordance with, nor subject to, any laws or regulations of any jurisdiction aimed at protecting contributors.

Certain statements, estimates, and financial information contained in the given White Paper constitute forward-looking statements. Such forward-looking statements or information deem risks and uncertainties, which may cause actual events or results to differ materially from the estimates or results implied or expressed in such forward-looking statements.

The given English language White Paper is the primary and sole official source of information about the Sonata project and its token launch. The information contained herein may be translated into other languages or used for establishing written or verbal communication channels with potential partners or contributors of the project. As a result of translation, some information contained herein may be omitted, corrupted, or misrepresented. In the event of inconsistencies between any translations or communications and the given official English language White Paper, the provisions of the given English language original document shall hold primary status and prevail.

Sonata Coin Ltd. reserves the right to introduce changes to the given White Paper. In the case of a difference or differences between the versions of the document, the latest version of the White Paper published on the sonata.ai website shall prevail, and all previously published versions are considered to be invalid in all their iterations and representations.

Sonata prohibits users of the platform to avoid capital controls of any kind and does not allow them to conduct contributions in foreign assets of any manner.

The information contained in this White paper and on <https://www.sonata.ai> is of descriptive nature only, is not binding and does not form part of the terms and conditions of the token generation event (hereinafter known as the "Terms"). In particular, you should be advised that the purchase of Sonata tokens may involve high risks. Please refer to the risks section in the Terms for more information.

Before purchasing any Sonata tokens, please ensure you are capable of offering official representation and warranties, specified in the respective sections of the Terms.

Any distribution, public or otherwise, of the given document and the offer and/or sale of Sonata tokens may be restricted by law in some jurisdictions. Failure to comply with any restrictions could result in a violation of the law. At the moment, Sonata tokens have not been registered under the U.S. Securities Act of 1933 (hereinafter the "Securities Act"), or with any regulatory authority of securities of any state or other jurisdiction in the territory of the United States. Sonata tokens shall not and cannot be offered to, purchased by or sold to, on the account of or for the benefit of, any green card holder of the United States or any US citizen or permanent resident of the United States (tax or otherwise), or to an individual having a primary residence or domicile in the United States (tax or otherwise), including Puerto Rico, the U.S. Virgin Islands or any other territory or possession of the United States.

Sonata tokens shall not and cannot be offered to citizens or permanent residents of the Republic of Singapore (tax or otherwise), or anyone having a primary residence or domicile in Singapore.

Sonata tokens shall not and cannot be offered to citizens or permanent residents of Canada (tax or otherwise), or to anyone having a primary residence or domicile in Canada.

We do not and cannot provide guarantees and disclaim any liability that the above-mentioned conditions shall be fulfilled. It is the sole responsibility of the reader and potential participant or contributor to ensure that participation in the token Sale is not prohibited under the applicable laws of said participant's or contributor's country of residence or domicile.

Sonata Company Ltd. will take all legal steps to maintain Sonata exchange legitimacy in the quickly changing environment of regulatory policies. Sonata exchange will stay compliant to all regulatory laws applicable even in the future. Therefore, we have carefully create our product in close cooperation with the legal team provided by our investor.

2. The Vision

In the past few years, the cryptocurrency market has been constantly growing. It has become a multibillion-dollar industry, appealing for investors who see it as a platform for making quick money. The sudden popularity of investing in new coins and tokens was undoubtedly inspired by stories of young millionaires who invested in Bitcoin back in the time when only few people believed this technology would be successful.

The vision of effortless income has attracted some expert investors, but also large numbers of inexperienced enthusiasts. A common weakness of these novice investors is that they are not familiar with how cryptocurrencies work since they are usually not interested in the underlying technology of blockchain. Moreover, as opposed to seasoned professional brokers, these new investors typically lack the knowledge of basic stock exchange principles.

However, these newcomers are the driving force behind the quickly growing market, fueling the largest share of the industry. Their number is steadily growing as the public awareness of cryptocurrencies and their benefits spreads across the globe.

Our experience

When we first decided to invest in cryptocurrencies ourselves, we naturally started using several different existing exchanges, because there was not a single one that would satisfy our needs. We have soon found out, that as technology enthusiasts, we were deeply dissatisfied with the state of the cryptocurrency market. That is why we decided to do something about it.

We approached other users to ask them about their experience. Many of them shared our views on the unsatisfactory situation of cryptocurrency exchanges. We have heard most of those complaints over and over. Let us summarize the most frequent deficiencies and concerns:

- There is a huge need for a stable and secure cryptocurrency exchange system. Even the biggest players have stability issues, therefore their applications are not completely reliable. This is not acceptable in the trading world, where every millisecond can be worth a large sum of money.
- To the big surprise of users, most cryptocurrency exchanges lack many functionalities of established exchange systems (Forex, commodities, etc.) that have been used for many years.
- The vast majority of cryptocurrency exchanges do not provide an easy-to-use trading from charts, a tool that has been used by traditional exchanges for many years.

- Even the biggest exchanges offer only few of the most common coins and tokens.
- Most exchanges impose restrictive daily and monthly transaction limits. The registration process is too lengthy. The whole registration process can take up to three months, during this time, investors can miss many opportunities.
- The user interface is usually too complex for basic operations, with too much emphasis on tools that are unimportant and not often used. Many common tools do not function as would be expected and leave even the expert traders confused, let alone the beginners.

These issues make the users search for more than one exchange, force them to work with more products at once and cause unnecessary inconvenience. It seems that also expert users are missing one exchange that would contain all the basic features and “do them right”.

3. Introduction

We are aware that it is challenging to succeed as a new project in a saturated market. However, the fact that Sonata is not the first cryptocurrency exchange on the market is actually one of its advantages. This allows us to evaluate several established projects and the usability of their features. Unlike the leading exchange platforms, Sonata does not have to alter an already operational product and force users to acquire new usage patterns. Currently, we are gathering feedback from users in the field and fine-tuning our platform before the actual launch.

Right from the start we are building an exchange with the expectation of large trading volumes, so the whole solution is based on a scalable microservices architecture.

The motto of our company is to maintain continuous technological and functional development of the product. Our goal is to create a balanced, easy-to-use product that would be suitable for entry-level users, while also providing all the advanced features required by experienced investors.

Backed by a strong investor

The main investor of Sonata is the company Solidní Finance, a.s., a company that has been active in the investment market since 1994. Solidní Finance, a.s. provides all the financial resources needed for the completion of our project. Thanks to a strong financial support of this company, Sonata's project development team can fully concentrate on the creation of a high-quality product. Therefore, the STO can be used as a marketing campaign, rather than a way of gathering necessary financial resources.



Solidní Finance, a.s. cooperates with brokers and stock brokers who are helping the team with user experience testing and they are providing advisory services in processes "behind the curtain". Thanks to these experts with rich experience in the field and also thanks to the technical knowledge of our implementation team, Sonata is a project that will have a strong position on the multibillion cryptocurrency market.

4. The Market

The crypto market is without a doubt one of the fastest growing new markets in modern history. Its total market cap fluctuates around \$200,000,000,000 ¹, with daily exchange volume at over \$10,000,000,000 ² and is steadily growing.

Most of the market analysts agree that the field is still in its infancy and expect that it will become more stable as cryptocurrencies will become globally accepted as a means of trade in the future. Gradual regulation in many countries points to the fact that cryptocurrencies are being taken seriously even at the top governmental levels.

That said, only small percentage of potential investors and traders are currently taking part in cryptocurrency exchange. As the market is grows, we can clearly see a rising interest of investors emerging from the general public. Their interest can be attributed to somewhat hyped media coverage of this topic. It is surprisingly not diminishing, even though the government restrictions and stagnant a Q2 and Q3 of 2018 would indicate the contrary. We expect steady and strong interest in investments in this field, be it cryptocurrencies or blockchain as such.

Market analysis

It is almost impossible to find out how many people trade cryptocurrencies and how often they actually trade them. The reasons are following:

- Users can have more than one wallet. They usually have wallets for different services, cryptocurrencies, and for different activities: payment, holding, exchange etc.
- Users of exchanges can have many smaller virtual wallets for every platform, possibly even one wallet for every transaction.

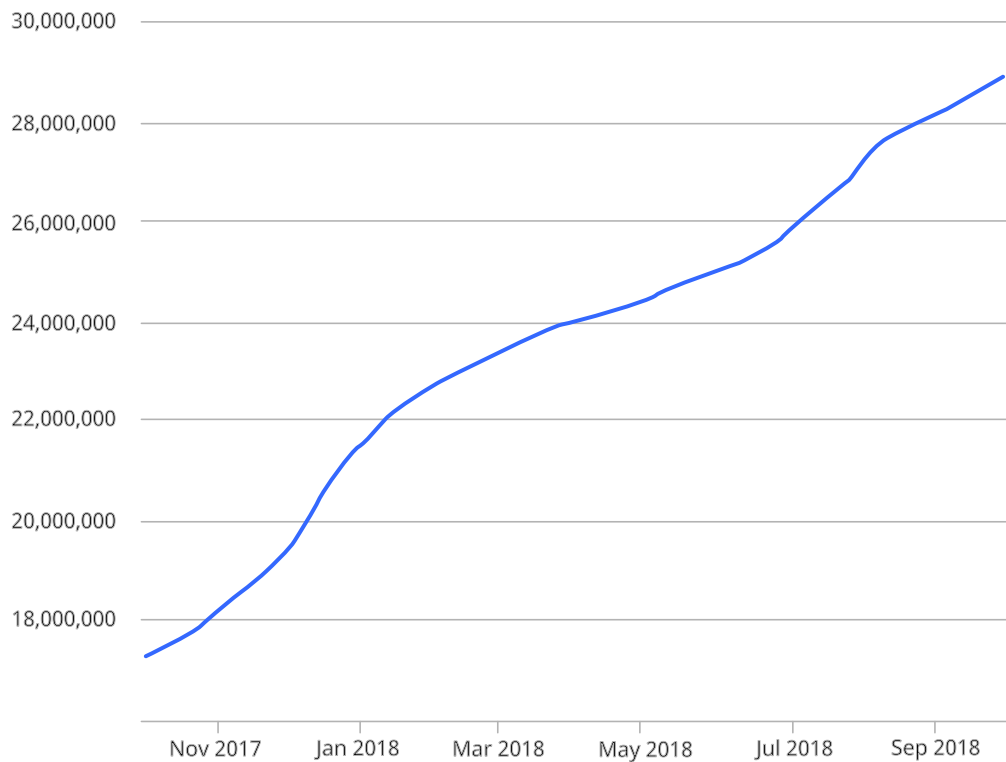
The only way to effectively count the number of cryptocurrency users is an approximation.

According to available data, currently over 28,000,000 wallets were created using the blockchain network ³. To compare this number: at the beginning of the year 2017, only approx. 10,000,000 wallets existed. We can easily see the sharp increase in the number of wallets within the last two years. However, to make our estimation relevant, we see the 28,000,000 wallets as a upper limit for our calculations.

¹ <https://cryptolization.com>

² <https://coinmarketcap.com>

³ <https://www.blockchain.com>



Blockchain Wallet Users, source: Blockchain.com

Target group

As we already pointed out in Introduction of this white paper, Sonata is aiming at the large and steadily growing group of novice investors as the main target group. To specify the target group, let's sum up some of the main traits of a potential user:

- A new user, who is searching for the best business opportunity and needs the help of a community of professionals.
- An experienced user searching for a better trading platform to replace his current exchange.
- The owner of a larger amount of cryptocurrencies, searching for a safe way to multiply his holdings via high interest P2P loans.
- A holder, who wants to gain passive income from the transaction fees Sonata will divide between investors.
- An exchange specialist, who knows how to maximize his earnings using a few different exchange platforms.
- Strategy providers and asset managers, who manage asset portfolios of their clients.

These user personas can and in most cases will mingle into more complex groups. That allows us to reach our audience with a wider variety of marketing tools, as their online presence in different channels overlaps.

5. The Product

Security

The main concern of any rationally thinking investor must be the safety of a given service. Questions like “Is it safe to entrust my money to the platform owners?” or “Can I trust the expertise of the creators?” are perfectly understandable. That is why we have built our exchange with the mindset, "security first". We provide multiple security layers, including unmatched server-side security, hardware wallet storage and premium protection against phishing and DDoS attacks. We have learned from the best and will secure your investment no matter what.

We are still in process of testing all possible security measures, but we have already created a basic set of rules for the exchange. The set includes, but is not limited to, the following:

- Strict internal security processes, risk and vulnerability management
- Certified data center that meets the highest security standards – ISO 27001, SOC 1 and SOC 2/SSAE 16/ISAE 3402, PCI Level 1, Sarbanes-Oxley (SOX), FISMA Moderate
- Port scanning
- An isolated database environment
- Individual microservices, communication via an encrypted protocol
- 90%+ test coverage
- Regular test-first updates of all used dependencies
- Secure communication over IPsec (Internet Protocol security)
- SQL injection protection
- EV SSL certificate
- SSL/HTTPS + HSTS
- Cross-site scripting protection (XSS)
- Cross-site request forgery protection (CSRF)
- High efficiency DDoS protection

- Spoofing and sniffing protection
- IP address blacklist
- Strong password policy with two-factor authentication (SMS verification, Google Authenticator)
- All passwords and keys will be stored using modern hashes (Argon2i, bcrypt, scrypt or PBKDF2)
- Cryptography – we do not use MD5, SHA-2 or similar hash functions that could mean potential security vulnerability of the system. All sensitive data will be encrypted using AES-256 encryption.
- Private keys stored on multiple cryptocurrency wallets. The wallets will be geographically separate, so that compromise of one wallet will not endanger all keys.

Transaction fees

Although it may seem counterintuitive, we will offer lower fees than most of the competition. Our fees will probably not be the lowest, but we will maintain them at a competitive level. It is obvious that the SONT token holders would prefer the highest possible fees. We believe that it is crucial to attract large group of traders who will actually use the exchange and provide high liquidity, thus attracting more users to join. Fees are one of the criteria certain users will build their decision on, especially on the entry level.

Finding the “sweet spot” between low fees for the active users and rewarding payments for the token holders is one of the challenges Sonata has to solve continuously.

You can find the expected fees for the transaction and withdrawal below:

Currency	Deposit
BTC, LTC, ETH	0%

Currency	Maker / Taker fee
BTC, LTC, ETH	0.09% / 0.15% (decreases with volume)

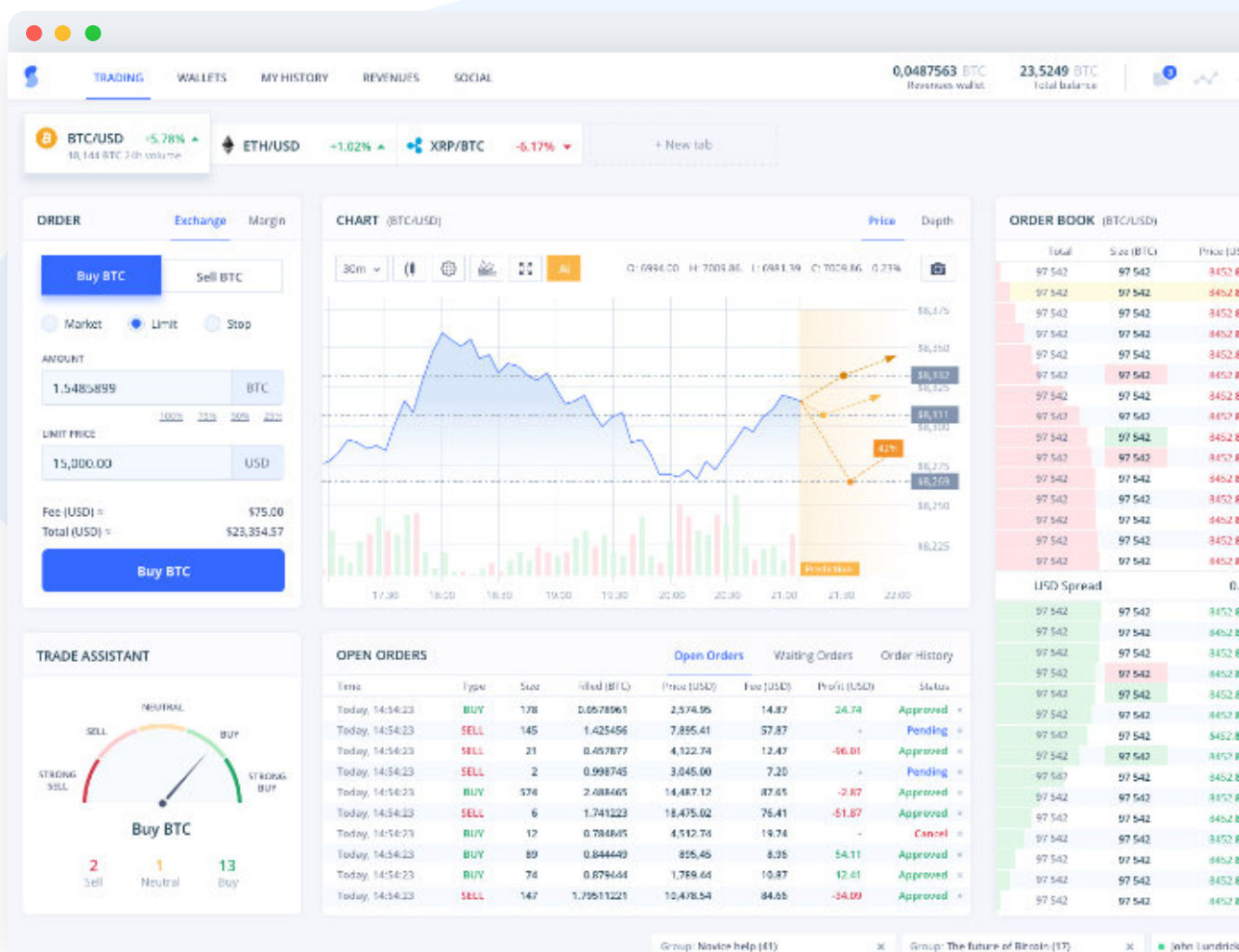
Currency	Withdrawal fee
BTC, LTC, ETH	Varies by currency and volume

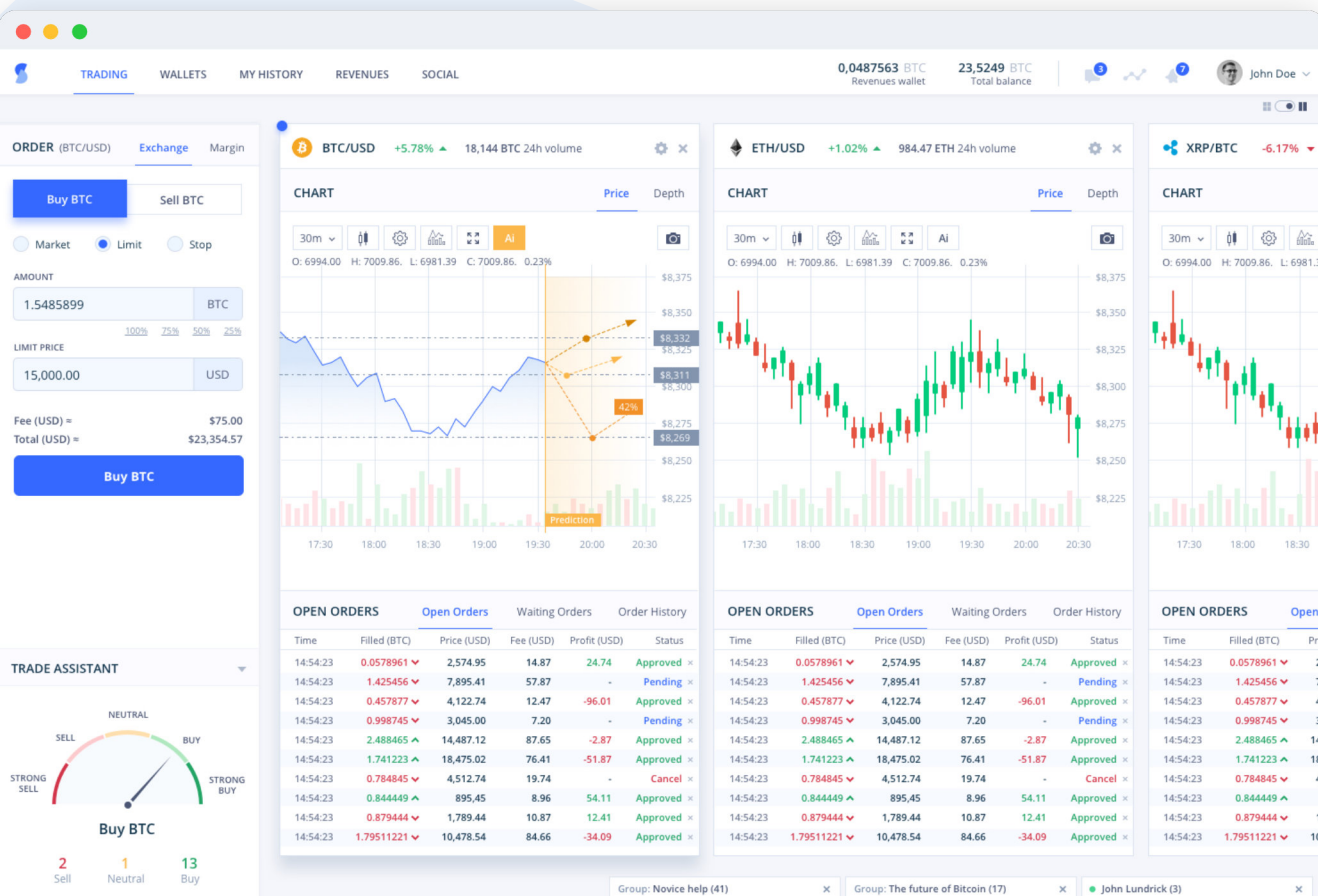
We are planning to add other coins and tokens based on the volume trading and internal audit, so the system liquidity is ensured. We are expecting listing the major cryptocurrencies (Tether, EOS and Bitcoin CASH) in the first wave. Newly added assets will be announced in advance before they appear on Sonata.

User Interface

“The best interface is no interface.”

We conducted in-depth interviews with exchange experts and the results have shown that every user has different needs and likes different things when it comes to the user interface. Therefore, we decided to make our default interface based on the most common usage patterns. Our designers have spent hours analyzing the user experience of professional brokers to build a truly distraction free interface. We aim to fulfill the needs of the majority of users. However, we plan an addition of customizable user interface to suit the needs of all of our clients.





Margin trading

Margin (also leverage) trading is an expert tool used to level up the order income. On the other hand, this highly requested functionality can represent a high-risk scenario for the lender and the exchange if not “done right”. It is quite difficult to master the right algorithm for pairing the lender with the buyer and that is one of the reasons, why the feature is not as common as it might be.

We are aware that margin trading is regulated or even restricted in certain countries. The platform will allow restriction of certain functions for specific countries, thus effectively providing the needed flexibility.



Margin trade settings, Sonata exchange application

All coins and tokens in one place

Some exchanges do not offer small tokens because these tokens have low liquidity and not everyone is interested in buying them. However, there is a high demand for exchanges with a wide portfolio of tokens of different values. That is why Sonata will offer the majority of important tradeable tokens.

It is probable that we will add tokens and coins gradually/one by one, so not all of them will be available at the launch of the first version. The key trading pairs included at the launch will be: Bitcoin (BTC), Litecoin (LTC) and Ethereum (ETH).

AI algorithms predicting price trends

Sonata will use a real-time market data and advanced AI algorithm to predict future price trends. We are confident to deliver a very precise prediction model built by artificial neural network (Long short-term memory). The algorithm is consulted with AI experts who have already created a working model of short-term prediction for gold spot price.

AI prediction can by no means be seen as the only instrument for informed investment decisions, but it can be a very helpful starting tool for beginners in the field.



AI prediction in trade graph, Sonata exchange application

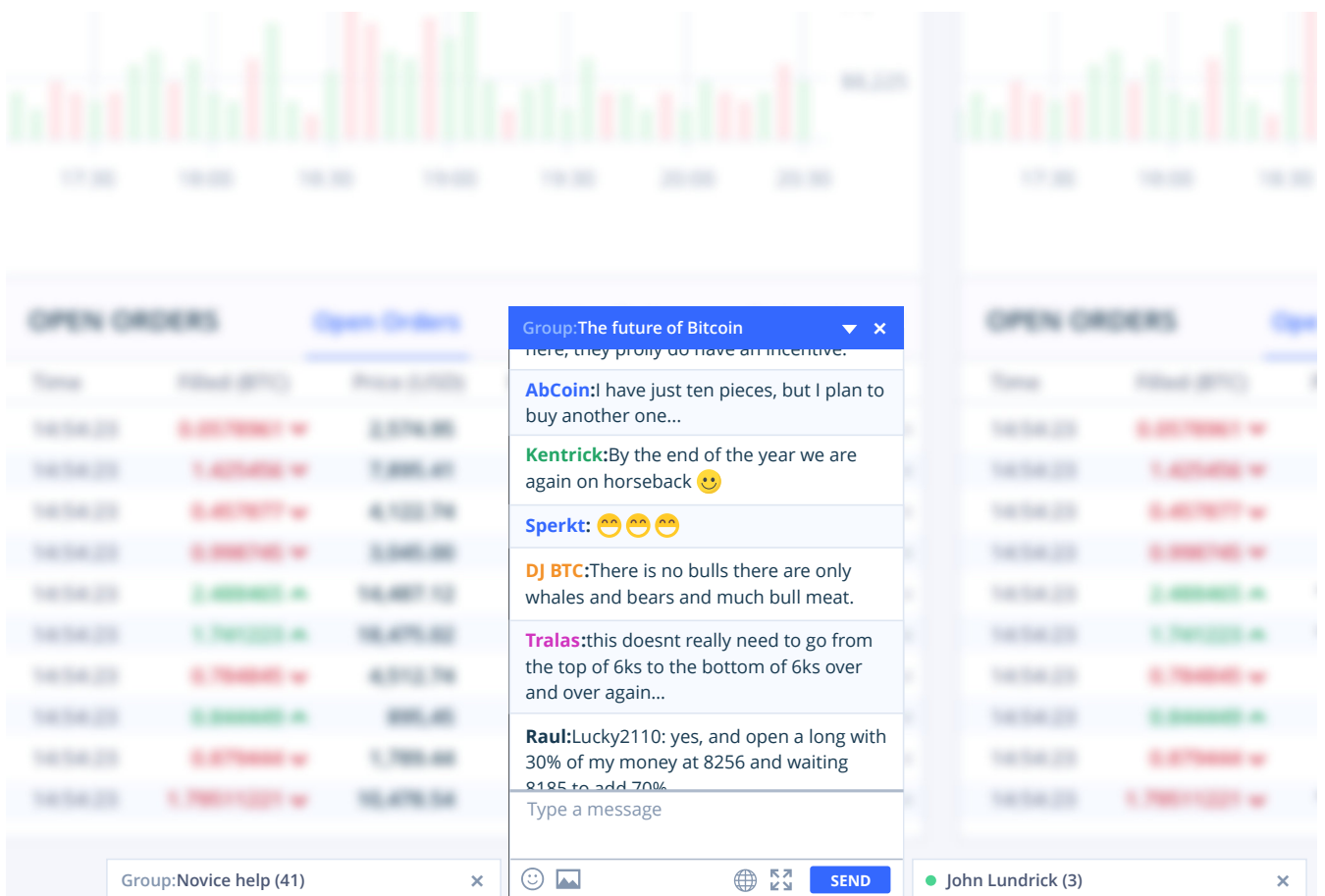
Bot-friendly API

Sonata will support all kinds of traders. Traders who prefer carefully planned long-term strategies can take advantage of our bot-friendly, well documented API. You will be able to customize your own notifications, trading orders, limits and much more.

Social elements

Interest in cryptocurrencies has connected highly specialized communities of professional and semi-professional exchange brokers. We plan to foster and cultivate this community even further. Sonata will feature group chats, categorized by topics, currencies etc. Real-time chat will allow users to share their knowledge and experience, communicate with others, ask for help or share a solution.

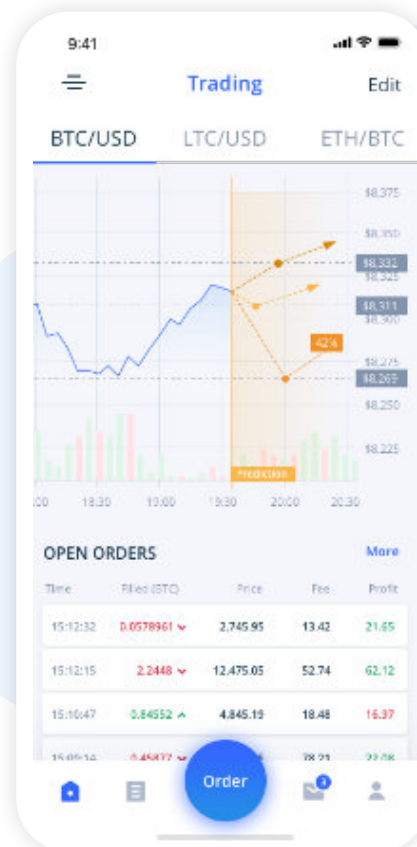
Yet another social mechanism is trader ranks. The profile of every trader will be distinctly highlighted by a color and symbols based on their trade volume and success. This way the community can grow, strive and become stronger in a truly win-win fashion.



Real-time chat, Sonata exchange application

Mobile apps

Sonata is not a single application, but a whole ecosystem. Although we consider the web-based application as its core, the mobile application is not of any less importance. The mobile experience is a carefully planned part of the overall user experience and unlike what you might have seen in other cases, it is not just a smaller version of the core application. Our mobile apps will provide all the basic features of the web exchange, portfolio overview, current income from SONT and also advanced notifications settings. Sonata will be available as a native app, both for Android and iOS.



Resale of security tokens

It is known that STOs are being closely watched by the investors already since the year 2018. The quality gap between ICOs and STOs was recently acknowledged even by the largest ICO rating platforms. ICObench, ICOmarks and ICOholder have created a separate top-level category for each type of the offering.

This shift doesn't just reflect the potential of security tokens as a higher value asset, compared to utility tokens. It also represents interest of companies that plan to have their business tokenized. Our platform will offer trading of security tokens of these companies and is aiming to become the one stop shop for all tokens sales.

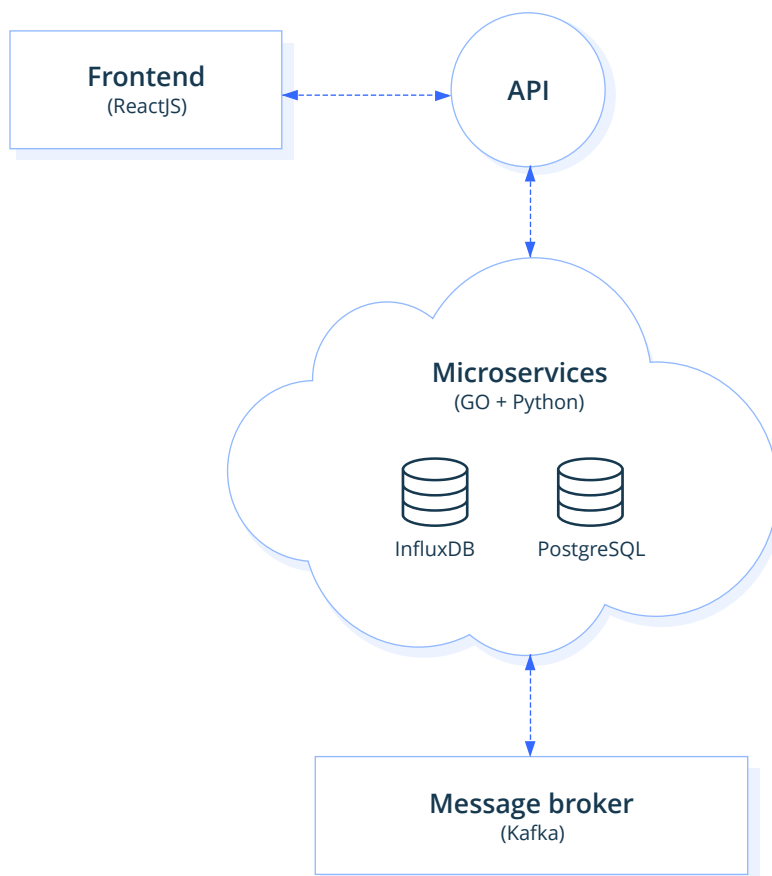
The fees for security token trading will be the same as for trading of other tokens. For details about our fee policy, see chapter 5: Product – Transaction fees. Any traded currency is safely stored in a user's wallet on our platform and can be send to a supported external wallet or stored on a personal hardware.

The security tokens will be internally audited prior to listing on our platform. The team of Sonata.ai takes security and viability of all listed tokens very seriously. We will take all possible precautions to protect the good name of Sonata.ai and money of our clients.

Underlying technology

Carefully planned design and flawless technical execution are key factors for API smooth user experience. Our developers have long-term experience creating global IoT projects, streaming services and other volume-heavy platforms that provide services to hundreds of thousands of users at the same time. The team has put together a stack of technologies we have already tested and implemented elsewhere.

Our application will be distributed between carefully planned microservices. This will allow us to maximize effectivity of every part of the platform and will provide almost unlimited scalability for the future.



Most of the Sonata's microservices are written in Go and fully test-covered. The programming language Go, created by Google, is typical for its low latency, highly secure design and a high level of standardization.

The administrative interface and part of the microservices of Sonata is built in Python's popular framework Django. Database is handled by Apache Kafka, a platform for distributed streaming. Apache Kafka was created for real-time data logging and data pairing. It will be used together with a time series database system InfluxDB to handle transactions, margin trading and fees distribution. All other data will be securely stored within performance-oriented database PostgreSQL.

The front end interface (content presented to a user) is written in React, the JavaScript library used by global services for real-time data and content streaming (Facebook, Spotify, Twitch, Instagram, Netflix etc.)

The main interface of every trader is a chart or set of charts. Sonata will build the interface using Tradingview charts, a service widely used among other exchange platforms. These charts are highly customizable and provide the flexible functionality for almost every use case.

6. Sonata Token (SONT)

Sonata token (SONT) is based on Ethereum blockchain system and is standard ERC20 compliant. During the STO period we will offer 250,000,000 tokens out of total 500,000,000. Sale will start on October 8, 2018 and will be followed by strategic phases as illustrated in the chapter “Roadmap” below.

Token sale

We plan to divide the token sale into several stages, rewarding early adopters with the highest bonus rate. The token sale will not be limited by time, as is common for other STOs, but by the amount of tokens. Once the tokens are sold, there will be no other chance to buy them with the given bonus. To keep the price of SONT steady, Sonata will lockout its tokens and will release them in regulated quantities, always in a given period of time.

Value of token	1 SONT = \$0.1
Minimal transaction	1,000 SONT
Hardcap	\$21,000,000

Phases of the sale are as follows:

Sale phases	Tokens available	Bonus
Private sale	100,000,000 SONT	–
Public sale 1	30,000,000 SONT	15%
Public sale 2	50,000,000 SONT	10%
Public sale 3	70,000,000 SONT	5%

Security tokens

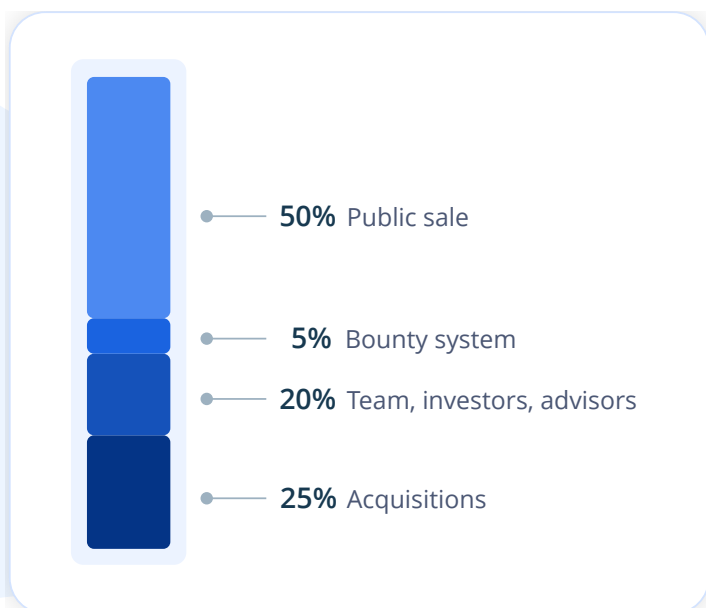
Among the trading professionals, it is widely acknowledged that the most of utility tokens is never going to return the hundreds of millions dollars back to its investors. The ICO bubble has burst. We have foreseen it already last year and that is why we have immediately decided to build our project as an STO. Security tokens are sometimes called the investment of future and we believe they will receive the attention they deserve.

In the second half of the year 2018, we have created a security token called Sonata (ticker SONT) and have offered it to qualified investors. Every owner of our SONT token is a bit like a shareholder of our company and has the right to receive a dividend. If you are interested in this topic, the whole principle of dividends is explained in chapter 7: How can I benefit from investing into Sonata.

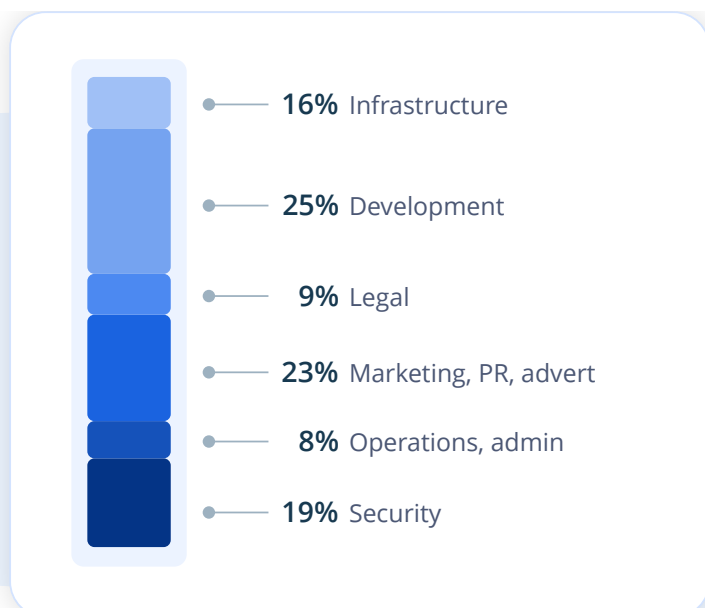
Advantages of a security token investment

- Safe and well-regulated area
- Security token market can replace stock market and provide a new business model for both starting and established companies
- Long-term share of a revenue, profit or other key success indicators
- Speed and effortlessness of a purchase and trading
- Easier KYC and AML process
- Zero emission fees
- Automatic dividend payments
- Transparent token allocation in the blockchain network

Token distribution



Use of funds



Plan of token trade

Plenty of ICOs and STOs made the mistake selling their tokens in a haste. Because of that, their token lost a lot of its value, often dropping to fraction of its potential. Knowing that, we have prepared a trading plan that will have strict annual limits and the real trade volume will react to the market situation.

Sonata (both the team and the company) will not take part in sale of tokens the first year after the STO is over, and will not offer tokens under the subscription price of \$0.1.

Below is the trade plan of the acquisition tokens:

Years after STO	Token limits
First year	0 SONT
Second year	15,000,000 SONT
Third year	25,000,000 SONT
Fourth year	30,000,000 SONT
Fifth year	35,000,000 SONT

5-year distribution will be enforced by a smart contract.

7. How can I benefit from investing into Sonata

System of rewards for investors

We want to reward the community of investors and therefore, **80 % of all Sonata's exchange fees is redistributed back** to them. If you participate in our coin offering, you can generate passive income from the exchange fees. The earnings are redistributed every month and your current revenue is displayed in your user profile. Every user can freely transfer the tokens, send them to his wallet outside of the exchange or invest further. Investors are thus granted a transparent and easy-to-track system of rewards.



Earnings estimates for token holders

Estimated payback period

Estimation of payback period is directly dependent on daily exchange volume of Sonata.

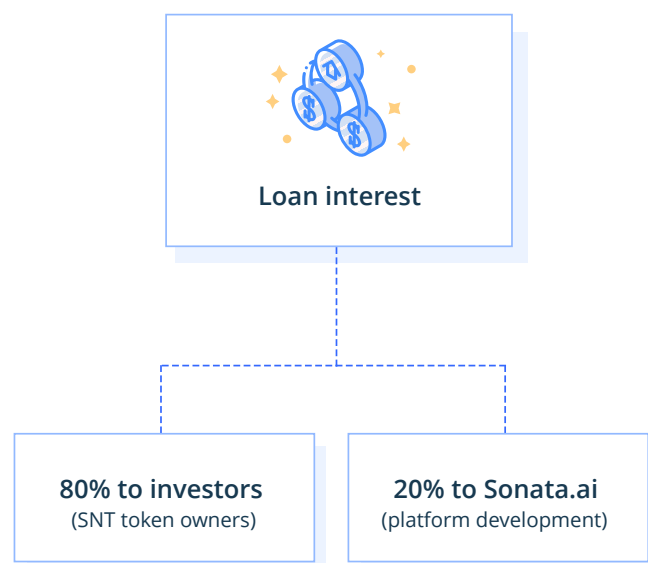
Daily exchange volume	Estimated payback period
\$100,000,000	~250 days
\$200,000,000	~125 days
\$300,000,000	~83 days
\$400,000,000	~63 days

Income from margin trading

Margin trading is one of the basic tools of trade of any exchange broker. Traders can borrow a leveraged amount of money at market-driven interest rates. This way they can invest more and significantly increase their profits from their investment. A smart automatic pairing and closing algorithm will secure both sides of the deal.

Traders pay loan fees both to the exchange and the loaner. **80 % of portion of the interest income paid to the exchange is distributed among Sonata token holders every month.**

Please, see the interactive chart on our webpage to learn more about the potential revenue available for token holders.



Additional tokens gained from fees

You can acquire SONT tokens in more ways than by cryptocurrency exchange during the STO stage of the project. We designed a mechanism that will guarantee that all active users of our exchange platform can get SONT tokens for every transaction they make.

The amount of gained tokens will be calculated according to the value of the transaction. Tokens will be distributed fairly. They will be credited to the user's wallet as soon as the transaction is completed. In total, we will distribute 5 % of all issued tokens, plus the tokens that would not be sold in the STO stage of the project.

Reward model

The token distribution mechanism is optimized to reward actively trading users. The estimation of the payback period is based on the system of rewards for investors; to be more specific we base this on daily exchange volume.

Example of rewards

A user trades 1 BTC. This trade will cost him 0.15% of the traded value. 50% of the paid fee will be returned back to the user in SONT tokens. These tokens can be further sold or you can hold them to increase your passive revenue. This way, users can de facto get back the value of previously paid fees.

Estimated payback period:

Daily exchange volume	Payback period
\$100,000,000	~657 days
\$200,000,000	~330 days
\$300,000,000	~219 days
\$400,000,000	~164 days

In addition to regular fees from the whole exchange, in the longer term you can receive your own transaction fees back.

8. Marketing Strategy

Our marketing strategy focuses on online promotion of the application. In our advertisement, we will clearly and transparently emphasize the advantages it has for the users. The campaign will present the project, its mission and its global impact to a pre-defined group of users.

Mission of the project

When it comes to cryptocurrency trading and exchange, we strive for simplicity and efficiency. We want to take part in education and in the development of blockchain technologies on a global level. Our mission is to introduce cryptocurrencies to the general public, novice traders and ecommerce companies that can also largely contribute to the development of cryptocurrencies.

Strategic goal of the project

The main goal of this project is the development of a community formed around our exchange application. A community of users who would trade together, communicate, share their expertise and help each other. When we designed our platform, we focused on the effectiveness of the trading process and on maximizing income with respect to the current situation on the market.

Marketing channels

The project will be promoted on efficient communication channels that can be used to target a specific audience. Below, you can find a list of the channels we will be using. The list is neither exhaustive nor definitive.

Press release

A press release is a great way to inform the general public about the project and its characteristics. Not only does it raise awareness of the project and the brand, but it also allows us to measure the conversion rate of visitors from information websites.

Reach: up to 15 million users / month

Guest articles and PR articles

Publishing guest articles on thematic websites is usually for free. This applies to smaller websites with lower reach. High-traffic websites and media servers publish PR articles for a fixed fee.

Reach: up to 25 million users / month

PPC

PPC is one of the most complicated marketing methods when it comes to advertising crypto products. This is even more true in comparison with the year 2017. Advertising ICO and other crypto projects is currently banned on browsers and Google, Facebook, LinkedIn and Twitter content networks. This has unfortunately reduced the efficiency of performance marketing. However, there is still a large number of specialized websites, blogs and media that offer PPC advertising or other forms of publicity with great potential.

Reach: depending on the budget, we estimate it could be up to 5 million users / month

Social networks and internet forums

This is one of the best ways to achieve significant reach within your target group at a relatively low cost. There are hundreds of communities on social networks and these communities have hundreds of thousands of members. The advantage is that they are usually active members with a potential of long-term communication. Some of these channels offer paid advertisement that is easily quantifiable.

Reach: 35 million users / month

Referral program

These commission programs are more and more popular, both with users who are rewarded if their friends join the program, but also with bloggers, youtubers and other content creators.

Reach: 3 million users / month

Market liquidity

Liquidity creation is an important issue for all current and planned platforms for cryptocurrency exchange and trading. If a new platform can't create a reasonable liquidity immediately after its launch, it can quickly lose interest of early traders and this can inevitably lead to a premature end of the whole system. We are fully aware of this issue and that is why we have developed our strategic market creation plan. The plan is constantly evolving to reflect current cryptocurrency market development and allows Sonata.ai to stay up-to-date with all legislative and economical changes.

A loyal community

From the very beginning of the Sonata.ai project, we know that we cannot survive without healthy and loyal community. Even before our designers started with first iterations of the platform itself, we have started to pitch ideas for a community-friendly environment.

Our goal was not just to create environment for trading, but also for seamless communication of our users, simple sharing of trading experience and support of specific roles (asset managers, margin lenders, investors etc.) To make this happen, we have created an internal proof of concept consisting from a set of tools: P2P chat, thematically-grouped rooms and rating of users based on their trading performance and activity. We believe every social activity can be engaging, but we have decided to step a little further and added some elements of gamification to our exchange platform.

Sonata.ai is successfully building its own community on social media. After several months of work, we have gained thousands of followers on Facebook, Twitter and Telegram. The members are mostly involved in the fintech field, cryptocurrencies and exchange trading. We are pleased that we have so far heard very positive feedback from our community members.

Resale of security tokens

Security tokens will make it big this year. Investors will be searching for a straightforward and of course a legal way to obtain them. Safe exchange platform like Sonata.ai with all necessary licenses will be the first stop for most of them. Sonata.ai will provide a resale of trustworthy security tokens.

Before we list and offer each one of them, every token will go through a multi-level security audit. To gain a trust of investors, we will give an extra care to the tokens we will offer on our platform. The sale of security tokens of blockchain projects, real estate, commodities and other types of tradeable goods will massively enlarge the liquidity of Sonata.ai.

Support of our partners

Business is not built on lucky coincidences. We have spent months arranging business partnerships with innovative companies and individuals, building a mutual trust.

For the purpose of achieving the best liquidity, we will combine liquidity acquired from the top cryptocurrency exchanges, connecting us to the top liquidity providers, while achieving residual one from our customers and their orders.

Another important factor we are planning to focus on, is the trading volume, where our dedicated team will monitor the conditions to be as comfortable as possible for the traders. We will motivate them to trade with us, supporting trading volumes as well as liquidity as a result.

Furthermore, extension of other services, like payments systems' variability, communication with vendors accepting cryptocurrencies etc. is incorporated into our global plan to make the exchange the best place for traders or other customers and achieve ideal liquidity.

Lower fees

Trading fees are a necessity not only for securing trouble-free and secure infrastructure, but also to assure future development and optimization of the application. For a platform of this scope, regular work of a team of experienced developers, designers and managers is a must.

Compared to other platforms, Sonata.ai will not only offer lower fees than the most, our fees will be also precisely adjusted according to the volume of transaction and current activity on the market. The fact that we are rewarding active traders with SONT tokens is yet another small step to support liquidity of the platform.

Marketing campaign

Our advertisement and PR experts have carefully chose marketing channels to target proper audience. The key points of our strategy are precision and measurable effectiveness. You can read more about our target audience and marketing steps in chapter 8: Marketing strategy.

9. Roadmap



Q2 2015

First cryptocurrency investments. We are searching for a single exchange platform that would fulfil all our expectations. We fail to find one.



Q3 2015

We enjoy cryptocurrency trading and we see enormous potential in this branch. We are thinking about ways to enter the cryptocurrency market with a new product.



Q4 2016

The idea is born: Sonata will become a cryptocurrency platform designed for exchange, trading, P2P lending and maybe even more.



Q3 2017

We set up a team of designers, developers, marketers and specialists in the field of exchange market analysis.



Q1 2018

We create a simple currency exchange aimed for the Czech market: SonataCoin.com.

There is a lot of potential for a new full-fledged exchange and the team agrees to start the development of such a service.



Q2 2018

The team laid the groundwork for Sonata.ai. We have a chance to meet with partners and advisers who are as enthusiastic about our idea as we are.



Q3 2018

The first internal version of the exchange. The AI for price prediction is consulted with AI experts and we can see the first results of short-term predictions.



Q4 2018

The public sale of SONT tokens is launched. We strongly believe that the investment will be beneficial for investors thanks to our smart payment mechanism. The mechanism pays out 80 percent of trade fees back to holders.



Q1 2019

The sale of SONT tokens is closed. We are expanding our team of developers and other specialists focusing on different tasks in order to innovate and upgrade the platform.

Q2 2019

The first public beta version of our exchange platform is released. Holders of our tokens are given the opportunity to be the first ones to try using it.

Q3 2019

We are focusing on further development and testing of our platform and upgrading our mobile applications. The first batch of altcoins is listed.

Q4 2019

The first versions of mobile apps for Android and iOS are released to public. We are publicly testing AI price prediction.

Q1 2020

The exchange application is continuously upgraded. We are implementing our own AI prediction of cryptocurrency prices. A large number of altcoins is listed.

Q2 2020

We expect almost 200,000 active users and the average daily trading volume of roughly \$300,000,000.

Q3 2020

Public listing of altcoins and other tokens. Listing of SONT tokens expanded to other exchange markets.

10. The Team & Advisors

Team



Eduard Sedlmajer
CEO, investor



Jakub Langr
Project director



Radim Bastan
PR manager



Jan Sedlacek
Lead back end programmer



David Stuller
Lead front end programmer



Martin Bus
Senior Designer



Vitezslav Hungr
Executive strategist



Silvie Odehnalova
Marketing and communication



Renata Hadravova
Marketing and PR



Petr Nemecek
Blockchain Expert



Jaroslav Cehovsky
Security Specialist



Petr Polanka
Lawyer

and our team of developers and marketers

Advisors



Tomas Horak
Exchange expert



Martin Bocanek
Exchange analyst