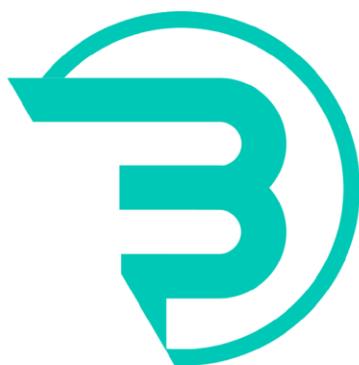


White paper v 0.90

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# **BINFLOW**

**STATS • DEALS • ROBOTS**

First blockchain platform for social trading on the  
Binance exchange

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In this white paper, we will reveal the main aspects of Binflow's work — the first decentralized blockchain-based platform for social trading, which will allow investors and traders-newcomers to copy more experienced traders' strategies and transactions. Due to that, the first ones will get the opportunity to invest in the cryptocurrency market safely, and the second ones – the opportunity to increase their income.

Additionally, this document aims to show the business and blockchain community great prospects for the social trading market in the field of cryptocurrency and offer an opportunity for all interested persons to benefit from its growth by buying SDR tokens. These are native tokens of the Binflow network, due to which you can get access to the information about successful traders' trading strategies and copy their transactions. You can buy SDR during a token sale, which will take place on PinkSale. The start of the sale is on January 23, 2022.

### **Key information on the Binflow project (SDR)**

Niche	Social trading in the field of cryptocurrency
Target audience	Investors, traders-newcomers, experienced traders
Blockchain platform	The smart contract will be on the basis of the Binance Smart Chain (BEP20)
Platform for IDO	PinkSale ( <a href="http://www.pinksale.finance">www.pinksale.finance</a> )
Platform token	Exchange ticket — SDR
IDO start date	January 23, 2022
SDR price	Pre-sale: 32000 SDR=1BNB. Listing: 20000 SDR=1BNB

# 1. Description of the concept of Binflow

It's not necessary to be a professional investor with significant knowledge and a lot of skills to be successful in cryptocurrency trading. It's not necessary to monitor the news of cryptocurrency markets continuously, analyze these markets and check your trading strategies while risking money and nerves. Thanks to social trading, all that becomes unrequired because you can just copy transactions of experienced traders, who follow the news, analyze the markets and come up with profitable strategies.

Social trading provides investors and traders with much better opportunities to make money compared to individual trading because with this approach users play not against each other but against the market, as a result of which social trading becomes a non-zero-sum game where all participants win [1]. The only significant problem of such an approach to trading is to choose a trader, who would show the right way, i.e. make correct market forecasts [2].

The Binflow platform solves this task. With a special API, the platform will collect statistical information about traders' trading activity and its result on the Binance exchange and provide it to everyone interested by subscription. Besides, Binflow will also give the opportunity of automatic copying of traders' transactions with the help of a smart contract.

This will be open software on the basis of the Binance Smart Chain (BSC), which will connect a subscriber's wallet directly to the Binance cryptocurrency exchange without giving Binflow and other traders access to this subscriber's private keys and money. Therefore, it will be a non-custodial system.

## 1.1. User roles and features

The Binflow platform will work with two user groups – professional traders, who will provide data about their trading activity and its results, and investors and other traders. For convenience, the first group will be referred to as «masters» because they will manage the investors' accounts, and the second group will be referred to as their «subscribers».

### Masters' role and functions

Usually, these are traders, who have been trading on cryptocurrency markets for a long time and achieving satisfactory outcomes. By demonstrating the history of their trade on the Binance exchange and the latest transactions, they can increase their income significantly without excessive effort performing the same actions as before. The better the results of their trade are, the bigger their income on Binflow will be.

To become a master on Binflow, a user needs to:

1. Sign up on the Binflow website by entering his email (it's necessary for the registration confirmation), nickname, and password.

2. Link his personal account on MetaMask, TrustWallet, WalletConnect, or another cryptocurrency wallet of the Web 3 standard to the Binflow platform.
3. Add an option of monitoring the results of his trading activity on the Binance exchange. He can do it in his profile by entering the API key.
4. Make other settings: private or public monitoring, spot or futures trading, displaying of social network profiles, etc.
5. Specify the cost of his monthly subscription.

### Subscribers' role and functions

This is a group of people, who have capital but don't have the proper knowledge or skills to trade on cryptocurrency markets profitably. Usually, these are non-professional private investors, traders-newcomers, and experienced traders from stock markets, who cannot adjust to the specifics of cryptocurrencies. For them, social trading is a simple and accessible opportunity to make transactions on the cryptocurrency market with the same outcomes as a successful crypto trader.

To become a subscriber on Binflow, a user needs to:

1. Sign up on the Binflow website, by entering his email (it's necessary for the registration confirmation), nickname, and password.
2. Link his personal account on MetaMask, TrustWallet, WalletConnect, or another cryptocurrency wallet of the Web 3 standard to the Binflow platform.
3. Select a master to copy transactions from. Data about the real results of his trade, names of strategies, and ratings will be provided. Everything is very transparent — if a master trades for a loss, it will be impossible to hide.

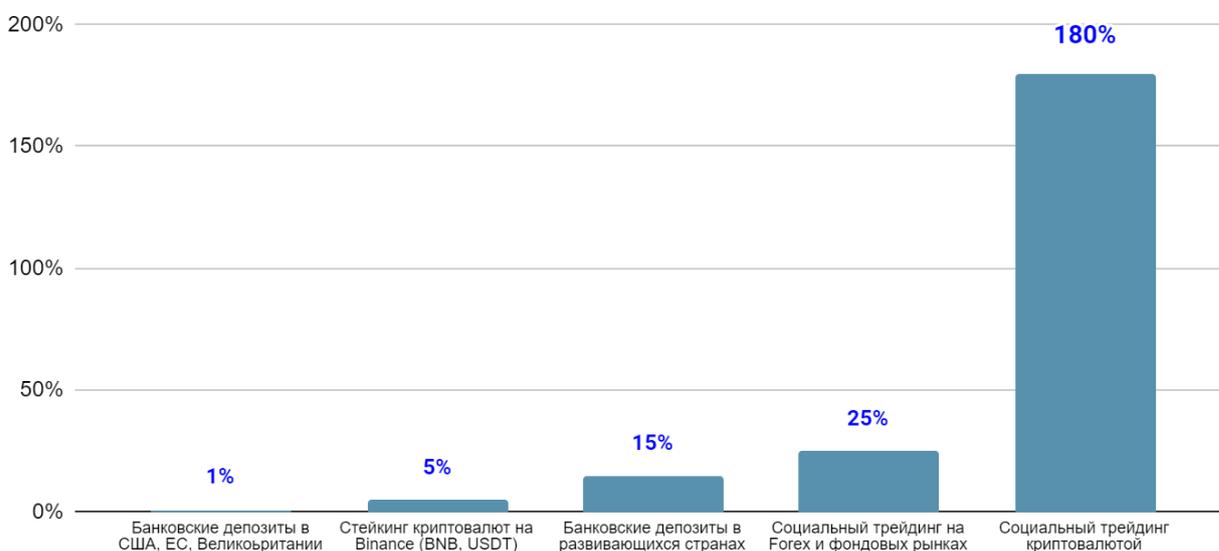
4. Set an API in his personal account to copy transactions, provide a key to access a trading account on the Binance exchange. Transactions will be copied not by the Binflow platform, but by a special open-source smart contract.
5. Set the rules of copying: copy in percentage or fixed terms, allocate a part of the balance, maximum drawdown and the like.
6. Make a payment and start copying.

## 1.2. Binflow's unique value proposition

Of course, the most important thing, which the Binflow platform can offer its users, is the opportunity to generate additional income by trading on cryptocurrency markets. Furthermore, it will be passive income for both user groups: masters will continue trading on the Binance exchange and subscribers will do whatever they want – whether it be movie watching or studying trading to become masters themselves.

Besides, for both masters and subscribers, the income will be much higher than from investments in bank deposits, staking, and even social trading on stock markets and Forex. For example, if you copy masters' transactions on the Binance exchange, you will be able to receive 180% per annum and even more!

### Сравнение доходности социального трейдинга криптовалютой и других инвестиционных инструментов



*\*Data about the profit of cryptocurrency traders and staking is taken from the Binance website [3] (on*

*exchanges, the profit from staking is usually higher than from the cryptocurrency staking), deposits — from the World Bank's official website [4], social trading on Forex and stock markets — from the research by the Robinhood investing platform [5].*

As for the masters, their income will depend on the cost of their subscription and the number of subscribers. For instance, if a master sets the cost of a subscription of \$10 and he has 100 subscribers, he will get \$1000 every month. If the cost of a subscription is \$100 and the number of subscribers is 10 000, the master will get extra \$1m every month.

Obviously, the number of people, who would subscribe to a specific master, will depend directly on the results of his trade on the Binance exchange: the higher and more stable his income is, the more subscribers he will have. Also, the master can change the cost of his subscription at any moment (the cost of the already paid subscriptions cannot be changed prior to their expiration date).

Here are some of Binflow's advantages:

### **Honesty**

Binflow is neutral with regard to all users and the Binance crypto exchange; therefore, the platform will have no reason to distort data for the benefit of either of those parties in any way. This is important because misrepresentation of information about traders' success is one of the biggest problems, which the users of social trading services complain about. Some exchanges/brokers deliberately distort this data to attract investors to their platforms and thus earn money on subscriptions and fees.

### **Transparency**

The Binflow system will take statistics on the masters' trading activity directly from the Binance exchange with the help of a special API and the transaction copying will be done via a smart contract. This will be open-source software, which means that any trader, investor, or independent auditor can verify the contract's specifications and operating principles and make sure of its honesty and reliability.

### **Reliability and security**

Famous independent auditors such as CertiK, ChainSecurity SlowMist, and others will be engaged to check the reliability and security of Binflow's smart contracts. Results of their inspections will be public. In such a way, the Binflow users will be able to make sure that the service isn't a scam and doesn't have evident vulnerabilities, which would make it possible to hack its smart contracts.

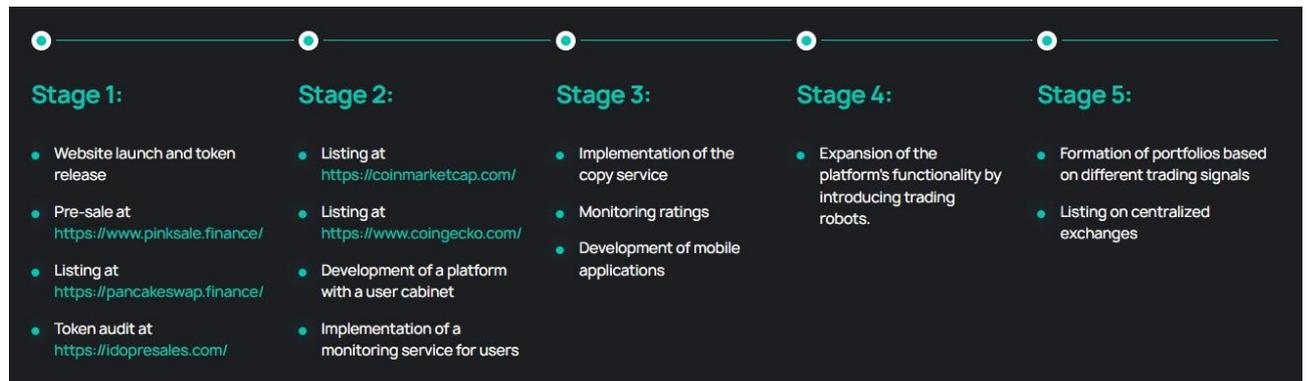
### **Low barrier to entry**

Anyone can become a master or a subscriber on the Binflow platform. Moreover, subscribers can start copying transactions while having only \$100 in their wallet account. Masters can use the platform for free without spending a cent.

## **1.3. Platform's monetization model**

Binflow's monetization model is very simple: the platform will charge 10% of each payment for a subscription. For example, if the subscription to the master's signals costs 100 SDR coins, then the master will receive 90 SDR and the other 10 SDR will go to the platform. This is a time-tested monetization model, which will be easy to implement and which will allow to scale up the company's profit in line with the growth of a user base of the Binflow platform without any effort.

## 1.4. Project roadmap



## Market and target audience of Binflow

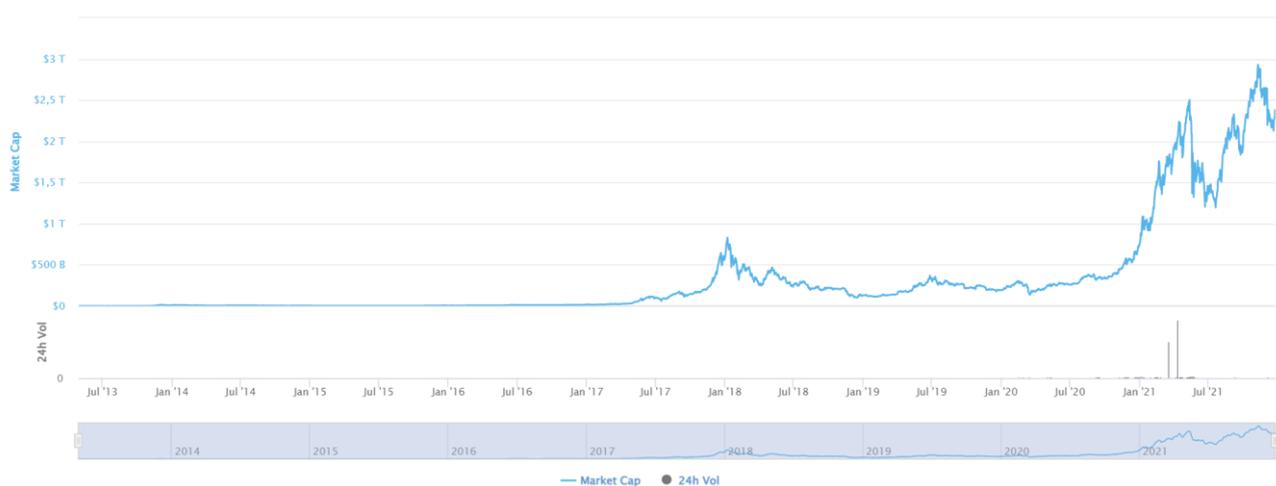
As a platform for social trading on the Binance exchange, the Binflow project is targeted at the intersection of three markets: investments in cryptocurrency, cryptocurrency trading in general, and trading on the Binance exchange. The service's target audience is successful traders (mostly the ones, who trade on Binance, but not necessarily), unqualified investors and traders-newcomers. Geographical coverage: USA, Canada, Japan, Vietnam, Thailand, India, Russia, Ukraine, and EU — there is the biggest number of people, who trade and invest cryptocurrency, in these countries [6].

### 2.1. Size and prospects of the target market

As Binflow is focused on the intersection of the three aforementioned markets, it would be quite difficult to estimate at least the approximate size of this market — no one has undertaken such research yet. However, we don't have to do that to assess the prospects of this niche. It's enough to make sure that these markets are big enough (in terms of volume) and are at the stage of sustainable growth.

#### The market of investment in cryptocurrency

According to CoinMarketCap, total cryptocurrency market capitalization has grown more than 10 times — from \$200 billion to \$2.4 trillion since 2020 [7]. This is not much in comparison with the size of the global economy (about 0.5%); however, it's already comparable with the gold market (23%). You should take into account that the first cryptocurrency (Bitcoin) appeared only in 2008 while the gold market has existed for more than several hundred years.



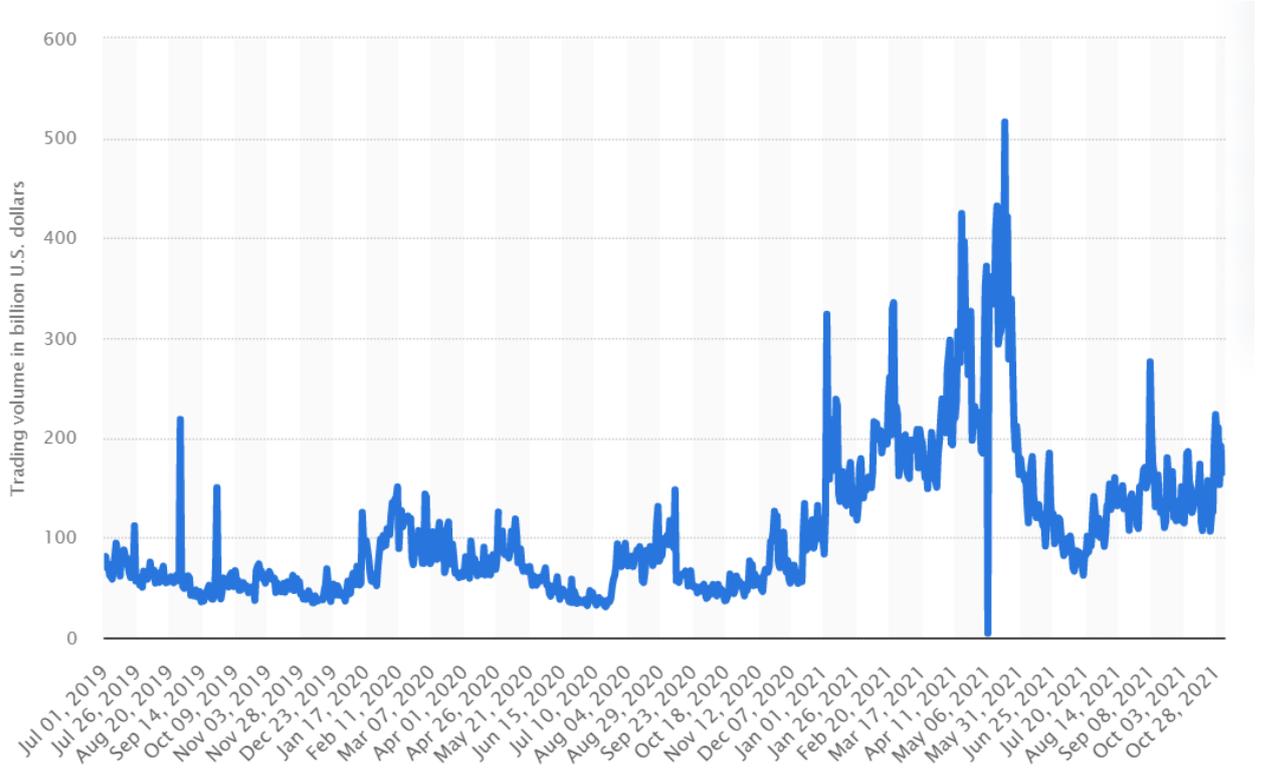
Growth dynamics of the cryptocurrency capitalization since 2020. Source: *CoinMarketCap*

As for the prospects of the cryptocurrency market, according to almost all forecasts including Fortune Business Insights [8], Facts & Factors [9], JPMorgan [10], The Motley Fool [11], и Global Market Insights [12], cryptocurrency capitalization in the medium and long terms will only grow. The main growth drivers will be the continuation of the DeFi market growth [13], and the support of institutional investors, who are seeking a hedge to inflation.

Besides, according to the forecast of the World Economic Forum and such companies as Deloitte and McKinsey, about 10% of the global Gross Domestic Product (GDP) will be tokenized with the help of blockchain technology by 2027 [14, 15]. This also speaks for a positive projection regarding the cryptocurrency market in general.

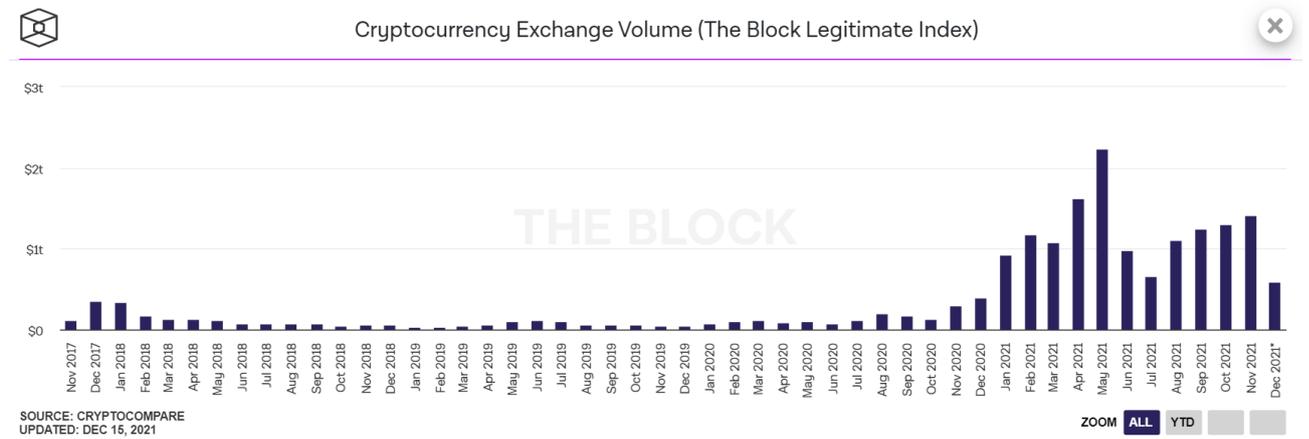
### Overall cryptocurrency trading market

There's no precise data on how many transactions and of what volume crypto traders make because these calculations are too complex. Nevertheless, it's possible to assess the overall activity on the cryptocurrency market and activity on the cryptocurrency exchanges and come up with some conclusions on the niche prospects based on this data. Thus, according to Statistics, the daily trading volume of all cryptocurrencies has grown from \$100 bn to \$200 bn over the past two years (\$500 bn at the peak) [16].



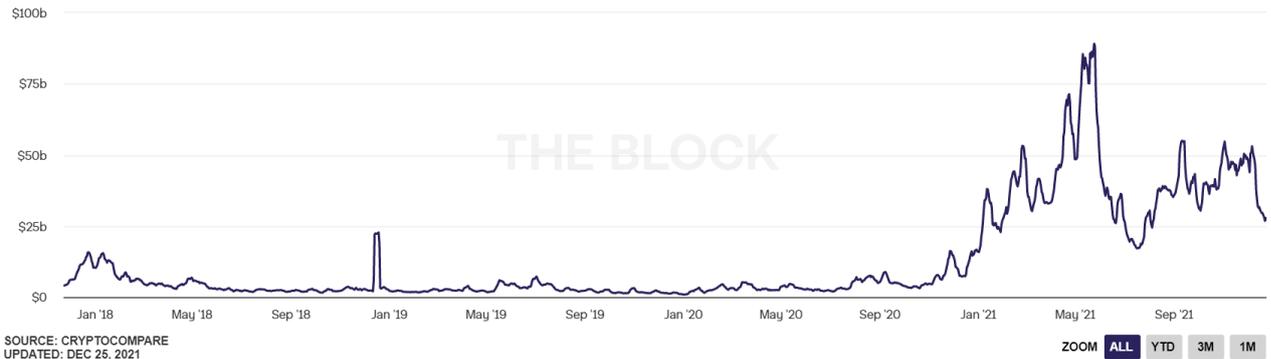
Overall daily cryptocurrency trading volume. Source — Statistics

The dynamics of trading volume on crypto exchanges are the same. According to The Block Crypto, trading volume on exchanges for the year exceeded \$15 trillion, and \$14 trillion of them accrue to centralized platforms. The growth was 689% for centralized exchanges and 858% — for decentralized platforms [17].



Cryptocurrency exchange trade volume. Source — The Block Crypto

The dynamics of the daily exchange volume are almost the same [18].



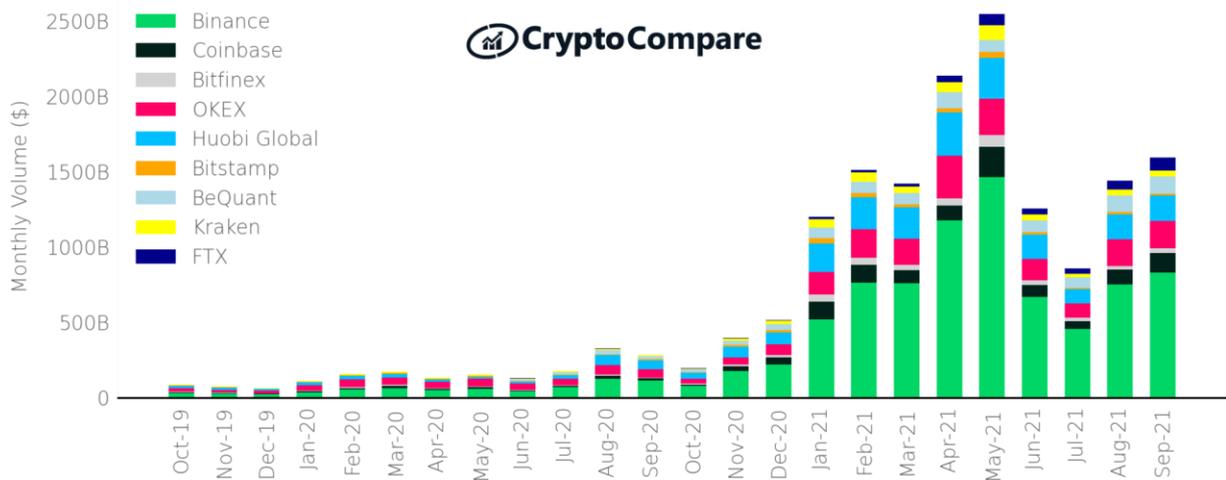
Graph of the dynamics of the daily exchange volume. Source — The Block Crypto

Considering that the trading volume data correlates with the cryptocurrency market capitalization, one can assume with great probability that if the cryptocurrency market continues to grow, the trading volume on this market will also grow proportionally (forecasts for the growth of the cryptocurrency market are given above).

### The market of crypto trading on Binance

According to the report of CryptoCompare Research, Binance — is the largest exchange on the cryptocurrency market [19]. It accounts for more than 50% of the market. It's followed by OKEx, Huobi Global, and Bybit, the total percentage of which doesn't exceed 30%.

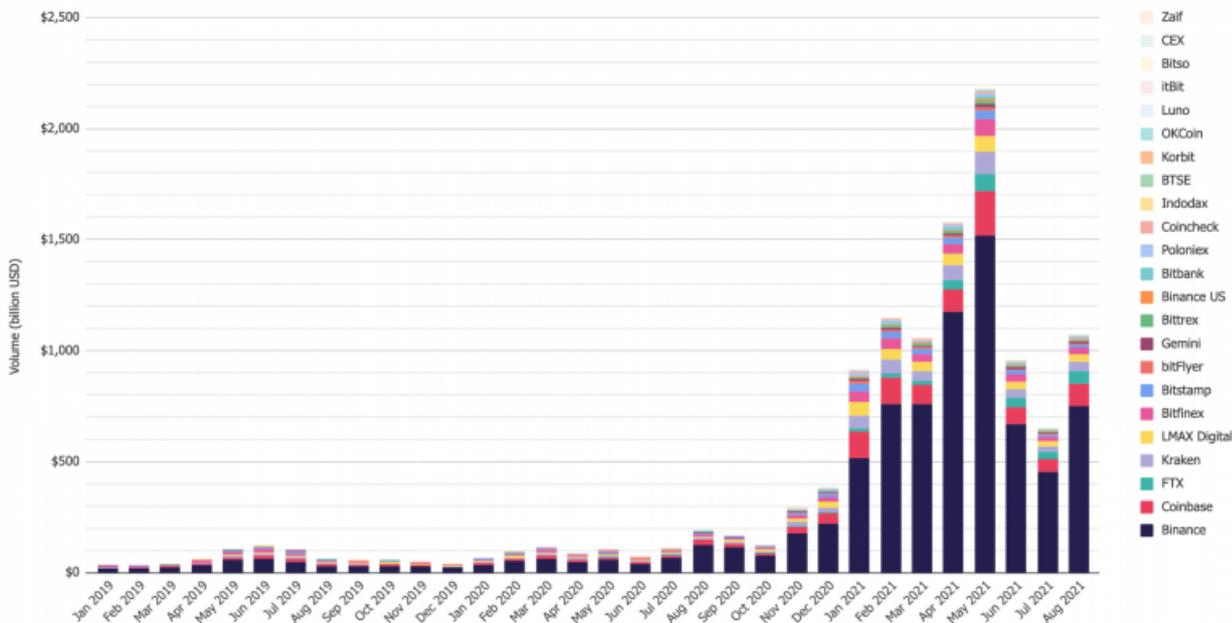
### Monthly Top-Tier Spot Volume



Exchanges' shares in total trading volume on the cryptocurrency market. Source — The Block Crypto

The Block Crypto's data is almost the same.

Legitimate volume on spot exchanges



Shares of exchanges in the total trading volume on the cryptocurrency market. Source — The Block Crypto

The reason for such large popularity of the Binance exchange is high processing capacity, cheap transactions, and reliability. And so far there is no reason to believe something is going to change in the foreseeable future.

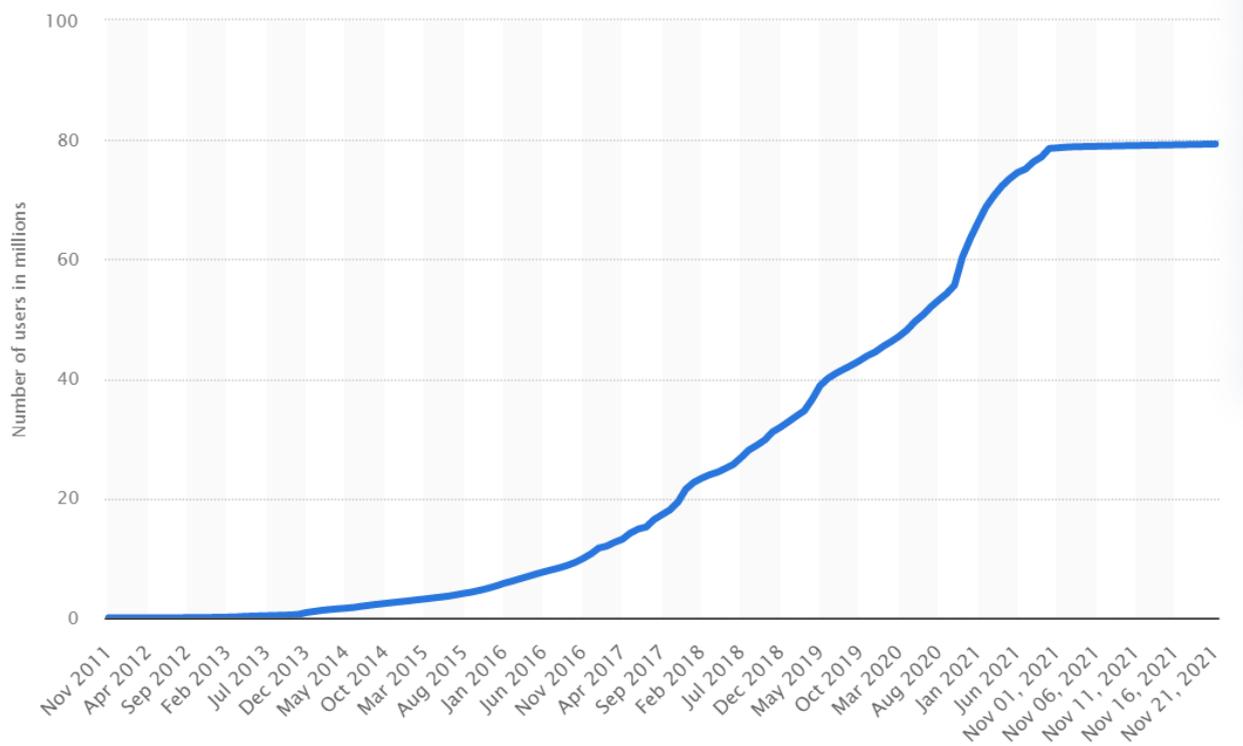
## 2.2. Analysis of the platform’s target audience

**Masters.** Binflow is targeted at two target audiences. The first one is successful professional traders, who trade on Binance (that’s not necessary – they are just easier to target at). It’s mainly men, who live in the countries of the European Union, Eastern Europe, and Northern America. According to researches, they account for 0.5 to 2% of the total number of traders [20].

Considering that there are about 28.6 million users on Binance and 15% of them trade professionally, it’s safe to assume that there are 2-5 thousand really successful traders on Binance. It’s a fairly small group of people, but if we take into account that the market is growing and not all successful traders trade on Binance, we can assume that in fact, there are far more such traders. It’s just these 2-5 thousand traders are a core of Binflow’s target audience. And what’s important, they can easily be found (Binance Futures Leaderboard) and attracted to Binflow.

As for the successful traders’ needs, they are pretty obvious: opportunity of additional earnings, security (and often anonymity), simple and user-friendly interface, and guarantees of the platform’s decency.

**Subscribers.** The second target audience of Binflow is unqualified investors and traders-newcomers. According to the research of the level of cryptocurrency’s penetration, this group may consist of 70 to 108 million people and their number constantly grows at an average annual rate of 10-16% [22, 23]. According to the survey of Binance Research, there is 48% (14 million users) of them on the Binance exchange.



The number of users of cryptocurrency wallets. Source — Statistics

They are mostly young people aged between 18 and 35. They are Gen Z and millennials, who have grown up with easy access to the internet, portable digital technologies, mobile communication, internet messengers, and social media [24]. Such users seek to work with advanced technologies and they are more realistic about assessing their knowledge and skills; they are better at saving money and more prone to entrepreneurship (have a better attitude to it) [25, 26].

The needs of unqualified investors and traders-newcomers are also quite obvious: passive income at minimum risk, security (and often anonymity), availability of investment tools (it's about the minimum investment and restricted access), simple and user-friendly interface.

That's why people aren't investing in cryptocurrency, according to surveys [27]:

<b>62%</b>	don't understand cryptocurrency enough to invest in it
<b>35%</b>	have big concerns around the security of such investments
<b>33%</b>	don't have enough extra money to buy cryptocurrency
<b>31%</b>	don't know how to invest in cryptocurrency
<b>30%</b>	have concerns about the high volatility

## 2.3. Conclusion on the niche and audience

Cryptocurrency trading is a big and rapidly developing market, which may increase several times over the next decades. Its main growth drivers are the adoption of blockchain and cryptocurrencies, narrowing of the digital divide in developing countries, increase in the availability of investment tools, and the extreme volatility, which allows traders to make quite good money at very short notice — 50% to 180% per annum.

As for Binflow's target audience, it's primarily people aged between 18 and 35, who are looking for simple, accessible, and efficient tools to invest in cryptocurrency at minimum risk. As demonstrated by polls, these people are much stronger than the older generation, engaged in technological innovations, and increasingly focused on new communication and financial tools [28].

To summarize, the Binflow platform is targeted at a very promising niche, and the platform's advantages create the prerequisites to be liked by the target audience — whether it be successful traders or unqualified investors or traders-newcomers.

## 3. Niche problems. How Binflow is going to solve them?

The target market, which the Binflow platform is targeted at, has a range of significant issues, which hinder its development. After the launch of the project, some of these issues will be fully or partially solved.

### 3.1. Newcomers' bankruptcy

**The core of the problem.** The main thing, which all investors and traders are afraid of, is losing all their money. And these worries aren't groundless. According to a lot of studies, only a very small number of traders can earn satisfactory income continuously, – on average, there is only 1.6% of them. Most people, who start trading (80%), lose their money in the first year. There are 13% left in three years and 7% – in five years. And the worst part is that the data indicates that people continue trading for many years even though they constantly go into the red.

**The solution from Binflow.** Binflow is basically the most simple and reliable way to invest in cryptocurrency safely and get the same results as successful professional traders. So for those, who will use Binflow, this will be a very big step toward solving the bankruptcy problem.

### 3.2. Lack of trust in service providers

**The core of the problem.** If you read negative reviews of the social trading platform on cryptocurrency and stock markets, most of them will be about these platforms providing false data about the success of traders, whose transactions you're expected to copy. Many

platforms simply fake good statistics to attract investors and make money on subscriptions and fees.

**The solution from Binflow.** The Binflow platform takes data about the masters' trading results directly from the Binance exchange via an open-source smart contract. More specifically, the information is pulled from a public transaction registry of the Binance blockchain, the data in which cannot be changed or deleted.

### 3.4. Reliability and security

**The core of the problem.** According to the analysis of ESG & ISSA, the loss of the world economy related to cybercrime will exceed USD 6 trillion in 2021 [29]. Notably, there are particularly many hacks and thefts on the cryptocurrency and DeFi market, where hackers use errors in the code of crypto exchanges, wallets, and smart contracts to steal users' money with impunity. That's unpunished because this market is still poorly regulated, the KYC and AML procedures aren't welcome there, and transactions cannot be canceled in most cryptocurrency networks.

**The solution from Binflow.** Binflow is a non-custodial platform, which doesn't have access to its users' private keys and money. All operations related to copying transactions (i.e. users' money) are performed by an open-source smart contract, which will pass an inspection by independent auditors. Of course, each user will be able to check the code of the smart contract or entrust it to the auditors he trusts.

## 4. Binflow ecosystem tokenomics

The basis of Binflow's economy is the SDR token, which will be used to pay for subscriptions to masters' signals and copying of their trade transactions. In total, 100 000 000 coins will be minted, which will be distributed as follows.



- Developers: 5%
- Platform: 5%
- ICO (pinksale.finance): 32%
- Whitelist Supplement: 15%
- Liquidity: 16%
- Blocked tokens: 22%
- Marketing: 5%

*\* Absolutely all tokens, which will be reserved for developers, platform, marketing, etc. besides ICO and liquidity, will be blocked for 10 months with monthly unblocking of 10%.*

At the same time, the platform will charge a general fee for exchanging SDR for other coins or fiat. The general fee amount is 13%. This money will go to holders (staking), marketing, liquidity, and token purchase.

<b>4%</b>	<b>Platform</b>	<p>In any operation, 4% of tokens will accumulate in the wallet for the platform. This money will go to the platform update. In addition, the token purchase at higher costs will take place once a month to increase demand for the SDR tokens.</p> <p>For instance, at the time of the purchase, the market price for tokens is 0.0005 BNB for a token. There must be a certain number of tokens left in the wallet for the purchase and the liquidity should be provided from this wallet (for example, 0.5 BNB). If all conditions are fulfilled, the owner can sell the rest of the tokens at a price, which is 20-40% higher than the market price (0.0006-0.0007 BNB for a token).</p>
<b>3%</b>	<b>Marketing</b>	<p>This part of the fee will accumulate in the wallet for marketing, advertising, and everything related to the promotion of Binflow.</p>

<b>2%</b>	<b>Staking</b>	Also, 2% of tokens will be sent to all SDR holders (i.e. it will be beneficial to keep tokens in your wallet because their number will increase over time).
<b>4%</b>	<b>Liquidity</b>	The other 4% will go to liquidity.

## 5. Initial coin offering

During the initial coin offering of Binflow, in total, 3 200 0000 (three million two hundred thousand) tokens will be sold. The token sale will take place on PinkSale. 1 000 users, who got on a Whitelist, will be able to participate in it. Requirements to get in it: subscription to Telegram, Twitter, and Facebook (English and Russian); like and repost of posts. You'll be getting points for each action, — the more points you have, the greater the chance of getting on the Whitelist is.

IDO Binflow timeline:

- Opening of a pool: 12:00 UTC, January 8, 2022.
- Snapshot time: 12:00 UTC, January 22, 2022.
- Announcement of winners: January 22, 2022.
- The start of the sale: January 23, 2022.

You can apply to get on the Whitelist [through this link](#).

## 6. Project team

Information on the Binflow team can be found on the project website:  
<http://www.binflow.finance/en/>

## 7. Disclaimer

This White Paper is intended solely for information purposes. It describes future philosophical, economic, marketing, and technical aspects of the work of the Binflow platform and it should not be considered as a statement about current or future intentions or as an investment proposal. Except as otherwise expressly stated, all features and

services described in this document are being developed and aren't currently being tested or in use.

Our company does not make any warranties of the successful development of the Binflow platform for social trading and the implementation of the described features and concepts or achievement of any technical and financial business goals and rejects all obligations implied by the law or otherwise, to the extent permitted under the law.

If you have any doubts about the understanding of what's written in this document and/or actions you have to take, consult your investment, legal, financial, tax, technical, or other advisors.

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