



ARTIS TURBA

WHITE PAPER

2017

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Contents

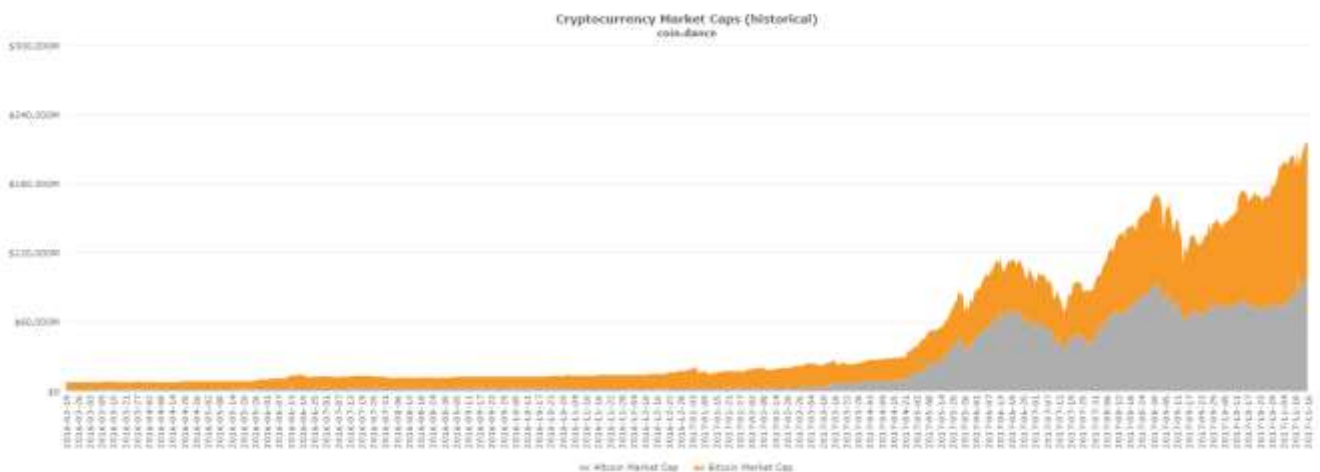
INTRODUCING ARTIS TURBA.....	2
CRYPTOCURRENCY INDUSTRY OVERVIEW.....	2
PROBLEMS FACING NEW AND EXISTING USERS OF THE CRYPTOCURRENCY MARKET	3
THE OPPORTUNITY.....	3
ARTIS TURBA AIMS.....	3
ARTIS TURBA TARGETS.....	4
PLATFORM FEATURES AND FUNCTIONALITY.....	4
ARTIS TURBA TOKEN	5
ARTIS CROWDSALE.....	6
TEAM AND ADVISORS	7
ARTIS TURBA PROJECT ROADMAP	9



INTRODUCING ARTIS TURBA

Artis Turba derived from Latin meaning skilled crowd is a cryptocurrency trading platform for the blockchain era that will simplify trading of all the leading cryptocurrencies by market capitalization and trading volume and allow everyone with a smartphone to trade on a clean and intuitive and thus user friendly interface. The user interface layers over the technical data and analysis to continuously generate buy, sell and hold signals, allowing anyone without the technical knowledge to successfully trade cryptocurrencies by leveraging the technical backend.

CRYPTOCURRENCY INDUSTRY OVERVIEW



Interest in and enthusiasm about cryptocurrencies exploded in 2017 after above average growth lead to cryptocurrency prices reaching record highs. As at 13 November 2017 coinmarketcap.com listed the total number of cryptocurrencies at 1278, with a combined market capitalization in excess of \$204 Billion and average daily trading volumes of \$16 Billion. During 2016 a total of 46 ICO's was launched that raised \$96 million and this increased to 202 ICO's during middle 2017 that raised over \$3 Billion. These trends are set to increase as cryptocurrencies are getting more news coverage in the news and that coverage is increasing, at the same time individuals, businesses and organizations move to adopt the use of cryptocurrencies and this offers numerous opportunities.



PROBLEMS FACING NEW AND EXISTING USERS OF THE CRYPTOCURRENCY MARKET

Cryptocurrencies are fast becoming an alternative to conventional market trading creating opportunities for the average person without trading experience. Not only do new users lack knowledge of where to start with cryptocurrencies, the current cryptocurrency trading platforms are very technical with cluttered screens and an overload of information that the average person with no technical experience find cumbersome to use. Additionally the current trading fees are high, making it unfeasible for smaller transactions.

THE OPPORTUNITY

Artis Turba will change that and believe that we can let our users capitalize on market trends from which the backend performs data analysis to generate buy, sell and hold signals for our users. Reliable strategies have been developed for trading of financial instruments that identify the current market trend and that give timeous notification of trend changes. The opportunity is now presented to apply these strategies to the trading of cryptocurrencies in an uncluttered, intuitive and user friendly application so that the average person knows when to buy, sell or hold a cryptocurrency. This and lower trading fees will make it easy and feasible for users to enter the cryptocurrency market and to trade with cryptocurrencies.



ARTIS TURBA AIMS

To make it easy and feasible for the average person with no experience to enter the cryptocurrency market and to introduce cryptocurrency trading to the average person by simplifying the user interface. The user interface overlays the technical data imported from internal and independent sources to perform technical analysis that ultimately lead to buy, sell and hold signals. We believe that this will make it easy for everyone with a smart phone to confidently trade Artis Turba along with the leading cryptocurrencies.



ARTIS TURBA TARGETS

Currently it is estimated that between 3 – 7 million people of the world’s population is actively invested in cryptocurrencies. Taking into consideration the current growth rate of cryptocurrencies it is inevitable that the remaining part of the population will soon start participating in this market. Artis Turba want to ensure it actively engage with these new users to make accessing cryptocurrencies and trading cryptocurrencies as easy, feasible and intuitive as possible.

PLATFORM FEATURES AND FUNCTIONALITY

Free to use app for mobile phones available on the Google Play Store, Apple Store and Windows Store as well as a web based application.

Basic application features;

- User registration
- Wallets for all leading currencies including Artis Turba
- Functionality for each listed currency on the app
 - View balance
 - Send currency by entering a recipient address or scanning a recipient QR Code with a built-in QR Code Reader
 - Receive currency by displaying currency address and generating a QR Code for the sending party to scan
 - Buy/Sell/Hold Recommendations generated by technical analysis of market trends
 - Placing of Orders
 - Viewing User Orders
 - Cancelling of User Orders (if not executed)
 - Viewing of Trades with spread
 - Viewing of Order Book
 - Viewing of Charts



- Transaction History by transaction and date
- Security
 - User session passwords stored using unique salted hashing
 - Two Factor authentication/PIN authentication, authorising user sign in and all user transactions, ensuring security from user device side
 - Printable paper wallet for storing currencies offline on paper and pdf
 - SSL Certificates using https protocol that allows secure connections from our web server
 - DDoS Attack Protection using a reputable company providing a complete layer of defence, including a built-in Web Application Firewall (WAF), to stop attacks of all types and sizes, including attacks targeting Layer 3/4 and 7.

ARTIS TURBA TOKEN

ARTIS tokens will be built on the Ethereum ERC20 token standard, and can be freely stored in any secure wallet with private keys such as MyEtherWallet, Mist, Jaxx, Exodus, Metamask, Ledger Nano S or Trezor.

Token Name; Artis Turba

Token Symbol; ARTIS

ARTIS Total Supply; 350 Million Tokens

These details are available at the following Etherscan link;

<https://etherscan.io/address/0x082E13494f12EBB7206FBf67E22A6E1975A1A669>

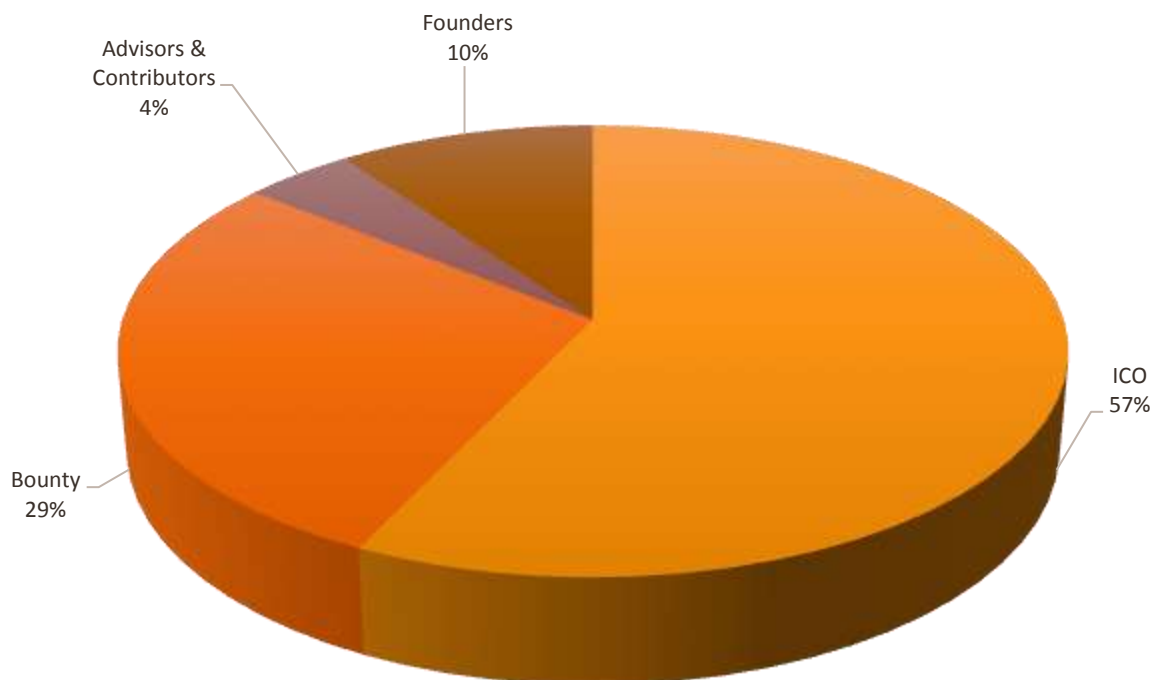


ARTIS CROWDSALE

The ARTIS crowdsale is scheduled to start on 29th of November 2017 and end on 10th of January 2018 or when the hard cap of 50,000 ETH is reached, whichever comes first.

- 200 Million (57%) tokens available for the ICO
- 100 Million (29%) tokens allocated for Bounty
- 35 Million (10%) tokens will be allocated to founders
- 15 Million (4%) tokens will be set aside for advisors and contributors

Unallocated tokens will be kept as reserve by Artis Turba. After the crowdsale has ended in January 2018, no more tokens will be created. Artis Turba will then approach all the major exchanges including Bittrex, Bithumb, HitBTC, Cryptopia, LiveCoin, Liqui and Poloniex to apply for the successful listing of ARTIS. Participants will then be able to trade their ARTIS on these exchanges as well as the Artis Turba platform once it goes live in July 2018.





Hard Cap: 50,000 ETH

All funds raised will be directed towards the successful development of the Artis Turba smart phone and web based applications.

Early Investor Bonus Structure

Week	Bonus	Exchange Rate	Effective Date		
Week 1 & 2	50%	1ETH = 6,000 ARTIS	29 November 2017	to	13 December 2017
Week 3 & 4	30%	1ETH = 5,200 ARTIS	13 December 2017	to	27 December 2017
Week 5	10%	1ETH = 4,400 ARTIS	27 December 2017	to	03 January 2018
Week 6	0%	1ETH = 4,000 ARTIS	03 January 2018	to	10 January 2018

TEAM AND ADVISORS

Artis Turba's team consists of a group of dedicated individuals with a combined experience in excess of 85 years. Our development team's experience includes web and mobile application development including a Forex Trading platform, Online Payroll application and various other financial applications.

Our Head of Development received his BSc degree at the University of Pretoria in South Africa and started working in the financial markets and completed the South African equivalent of the "series 7" he later went on to join an international private hedge fund where he would head the foreign exchange department. His speciality is creating algorithms that analyse data from the trade history and order book over time to predict trends and the cycles of trends in the forex market.

Our Head Advisor has been part of various international web and mobile application developments liaising with international development teams working on a wide range of platforms, his speciality is simplifying UI's making it intuitive, his experience span over 17 years and has access to various external consultants and development teams.



The web development team's experience includes HTML5, PHP, Mysql, Apache, SOAP, XML-RPC, Java, C++, C#, CMS, application architecture and network architecture. The team has extensive knowledge of two-tier and three-tier architecture and distributed object frameworks and legacy connectivity.



ARTIS TURBA PROJECT ROADMAP

