



OMNIA

MARKETS, INC.

Premier Cryptocurrency Analytics

WHITEPAPER

OMNIA MARKETS, INC. WHITEPAPER

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DISCLAIMER

The information provided in this document is accurate and true to the best of the Company's knowledge.

To protect the Company's intellectual property, the Company will not disclose sources of certain data that will be obtained, formulas regarding proprietary analyses, and other related platform architecture techniques and processes.

This Whitepaper Is Subject To Legal Review and Will Be Modified As Necessary

INTRODUCTION

Omnia Markets, Inc. is a one-stop platform that provides cryptocurrency-based data, proprietary and non-proprietary analytics, and industry information and trends to individual and institutional investors. Besides providing typical financial ratios we will also provide actionable proprietary analytics, including analytics based on user-defined parameters, based on Artificial Intelligence, and Machine and Predictive Learning algorithms to provide reliable and pertinent information specific to this unique industry. With hub locations in several strategic areas of the world, including alliances and partnerships, we intend to provide unmatched data and information for use in our proprietary machine learning platform. We also intend to become a leading voice for the industry and actively participate in the creation of the legal landscape around the world that encourages growth for the industry, while promoting reasonable and appropriate safeguards for the participants in the industry.

Cryptocurrency is a fast-paced, evolving industry. In response to this climate, Omnia Markets, Inc. will create a robust journalism division to report on all data and news pertaining to this industry on a global basis, as well as daily and weekly podcasts to discuss industry-specific current events in an in-depth setting. As the industry evolves, we will follow suit to cover all aspects of the industry and how the emerging market factors relate to the analytics of coins.

MARKET DESCRIPTION

MARKET PARTICIPANTS

Investors

Investors are companies and individuals with a proven trading history and are ready to invest in any coin at any time and wish to engage in high-level research and analytical performance of coins of their choosing with the end goal of investing in the industry.

Consumers

As opposed to investors, consumers are companies and individuals who do not have a proven trading history and may be looking to research this industry before deciding to get involved as a new investor. This may also include schools that have begun to provide course offerings regarding cryptocurrency that wish to allow their students to research and invest in this industry as part of a school investment fund or mock fund.

Researchers

Researchers are any company or individual who do not plan on investing but want to better understand this industry through news and analytics. This may also include schools that have begun to provide course offerings regarding cryptocurrency and want to allow their students to research this industry strictly for academic purposes.

MARKET DESCRIPTION

MARKET OPERATION SCHEME

1. Omnia Markets, Inc. conducts and provides research and analytics on the platform
2. Investors, Consumers, and Researchers have access to two offerings – Free and Premium
3. Investors and Consumers can then choose to invest via their preferred exchange; exchanges that trade specific coins will be listed on that coin's data page

MARKET SIZE

1. Over 2,000 coins currently in circulation
2. Average of 53 ICOs/STOs per month in 2018
3. \$277B Total Market Capitalization
4. Over 10 different news, research, and analytical sites regarding cryptocurrency

DESCRIPTION OF THE PROBLEM

Even though there are over 2,000 coins in circulation and additional ICOs/STOs taking place every day, there is still little to no organized, systematic, and reliable information regarding data analytics to assist investors and consumers choose which companies or coins best fit their investment criteria.

Typically, when investors research a public company's stock, they will read through various valuations, trends, management, strategies, regulatory filings, etc., and compare that stock with the market, industry, and competitors, and ultimately determine if an investment will yield their target rate of return on investment; this is a classic risk-benefit analysis. If the investor concludes that the stock is worth investing in, they will allocate the funds to acquire the security directly or through a brokerage. If the investor concludes that the stock is not worth investing in, they will begin to look at another stock and go through the same analytical process. However, in the cryptocurrency industry, there simply is not enough analytics for investors to go through before being able to make a well-educated and informed determination of whether to invest in a particular coin or not.

This lack of market transparency and readily available information in one location makes it harder, if not impossible, for investors and consumers to invest in this industry. Not only are there numerous locations to conduct basic-level research, but each one has slightly differing statistics, making it difficult for an investor to know reliably where one coin stands in comparison to another. Each exchange and research site will also display different real-time prices for coins and therefore have slightly different trends than what is truly being experienced in the market.

There are also fraudulent sites and so-called "experts" that try to entice newcomers by providing them with what may seem to be legitimate data to promote a specific coin or ICO with the hopes that these newcomers invest and pump up the price of the coin so the "expert" can make a profit while others lose money; this is a classic pump-and-dump ploy. This, in turn, gives cryptocurrencies a bad rap as being a scam or pyramid scheme.

A significant reason for the lack of widely available reliable information is that the coins are not regulated using globally accepted standards and do not undergo periodic reporting requirements that a regulatory body, such as the Securities and Exchange Commission (SEC) imposes on public companies in the U.S. Due to the threat that the SEC may attempt to regulate the ICOs and the coins in existence, many of the offerings are now taking place outside the SEC's jurisdiction; outside the United States. This simply perpetuates the lack of information and in turn, hurts the industry.

OUR SOLUTION

Omnia Markets, Inc. is a decentralized data analysis platform built on blockchain technology. Blockchain technology allows us to record and store data in a safe secure, and transparent setting to ensure that investors get the most up-to-the-second data that is as reliable as possible.

Our platform will include statistical models, both standard and proprietary, that can be found in similar stock research applications and will be augmented by access to hands-on financial analysts to verify the data being provided as reliable, as well as artificial intelligence and machine and predictive learning algorithms. The access to each source's information will allow us to accurately provide the most reliable price at any given moment based on actual transactions and will post these prices on our platform in real time. Our in-house financial analysts will go through the data for each company and coin to provide news, trends, analytics, and any other information essential for an investor, including investigative journalism.

Our private sources will provide us with the necessary data for our platform's analysis but will not be listed in detail to give away a trade secret. However, we would have verified that each source will provide the data requested.

We will provide two levels of services to our subscribers in order to maximize our target audience in this unique space: Basic Membership and Premium Membership.

The proposed pricing structure for our plans are as follows:

1. Basic Analytical Membership – Free Account with Advertisements
2. Basic Journalism Membership – Free Account with Advertisements
3. Premium Analytical Membership Monthly - \$50 USD
4. Premium Analytical Membership Yearly - \$500 USD
5. Premium Journalism Membership Monthly - \$50 USD
6. Premium Journalism Membership Yearly - \$500 USD
7. Premium TOTAL Membership Monthly - \$90 USD
8. Premium TOTAL Membership Yearly - \$900 USD

We will have a specialized structure for institutionalized packages.

For Non-Profit and educational institutions, we will offer complimentary, Premium Analytical or Premium Journalism Memberships in a block of up to 20 working memberships. Additional memberships will be offered at a 33% discount from the standard rates.

The Basic Analytical Membership is restricted to only price analyses for each coin and will not include any of the specialized analytics that will only be found in the Premium tier. The Basic Journalism Membership will be limited to a pre-determined set of free-to-read articles each month and will allow access to podcasts and videos one-week after they have been posted and will include advertisement rolls, whereas the premium members can view the podcasts and

videos live without any advertisements. Both Basic Memberships will also include advertisements that pertain solely to this industry.

The Premium Analytical Membership will include complete access to our Analytical services.

The Premium Journalism Membership will include complete access to our Journalistic services.

The Premium TOTAL Membership will include complete access to both the Premium Analytical and Premium Journalistic services.

OUR SOLUTION

ADVANTAGES FOR INVESTORS

Investors will have access to high-level, in-depth data analytics needed to make a well-educated investment strategy

ADVANTAGES FOR CONSUMERS AND STUDENTS

1. Consumers and students will gain insight into the cryptocurrency industry at levels dependent on their level of interest and understanding. For those that are new to the industry, and the financial world in general, the Basic Membership will provide the necessary information to understand the industry. For those that have been following the industry on the news or online media, the Premium Membership will provide higher level information for them to best understand and follow the industry.
2. Consumers and students can research companies and coins on a basic level necessary for school, projects, or the desire to eventually become an investor in the industry.

ADVANTAGES FOR EXCHANGES

1. Increase the number of informed investors in the industry which will lead to more investors joining the exchanges.
2. We do all the research and the investors get to choose their preferred exchange to invest through.
3. We will also allow exchanges to research potential coins to be traded on their exchange through our platform.

PROJECT ARCHITECTURE

PLATFORM STRUCTURE

1. The core of the project is a combination of analytical formulas used to calculate various valuations and statistics for each coin. Source access will provide each coin's price to present the most accurate price at any given moment, applicable algorithms and human input for all other data, including news regarding each company and coin, will elevate the data being presented to give a larger, overall picture of the industry.
2. The platform will also include proprietary data and analytics not currently found in any other platform. Our unique Artificial Intelligence combined with Machine Learning and Predictive Learning algorithms will allow us to provide the most accurate overarching data on the industry as well as customizable reports based on each investor's needs.

TRADITIONAL FINANCIAL FORMULAS

Below is a list of traditional financial formulas used in common financial analysis that will be featured on our platform.

Profitability Ratios:

1. *Gross Profit Margin* – Calculates how much gross profit is generated from sales
2. *Net Profit Margin* – Calculates the percentage of income derived from dollar sales
3. *Return on Assets* – Calculates the return on investment
4. *Return on Stockholders' Equity* – Calculates the percentage of income derived for every dollar of owners' equity

Liquidity Ratios:

1. *Current Ratio* – Calculates a company's ability to pay its short-term obligations
2. *Quick Ratio* – Calculates a company's ability to pay its short-term obligations using its more liquid assets such as cash
3. *Cash Ratio* – Calculates a company's ability to pay its current liabilities using cash and marketable securities

4. *Net Working Capital* – Calculates a company's ability to meet its current obligations with its current assets

Asset Management Ratios:

1. *Receivables Turnover* – Calculates the efficiency of extending credit and collecting credit
2. *Days Sales Outstanding* – Calculates the average number of days it takes a company to collect a receivable
3. *Inventory Turnover* – Calculates the number of times inventory is sold and replaced
4. *Days Inventory Outstanding* – Calculates the average number of days inventory sits in the warehouse
5. *Accounts Payable Turnover* – Calculates the number of times a company pays its accounts payable in a given period
6. *Days Payable Outstanding* – Calculates the average number of days it takes for a company to pay its obligations
7. *Operating Cycle* – Calculates the number of days it takes for a company to make one (1) complete operating cycle
8. *Cash Conversion Cycle* – Calculates how fast a company converts its cash into more cash
9. *Total Asset Turnover* – Calculates the overall efficiency of a company in generating sales using its assets

Leverage Ratios:

1. *Debt Ratio* – Calculates the extent of a company's leverage
2. *Debt-Equity Ratio* – Calculates a company's financial leverage
3. *Times-Interest Earned* – Calculates a company's ability to meet its debt obligations
4. *Equity Multiplier* – Used to calculate Return on Equity
5. *Return on Net Worth* – Calculates the amount of net income returned as a percentage of shareholders' equity

6. *Long-Term Debt to Capitalization Ratio* – Calculates the amount of debt in a company's capital structure
7. *Degree of Financial Leverage* – Calculates the sensitivity of a company's earnings to fluctuations in its operating income

Valuation Ratios (shares to be calculated as coins):

1. *Earnings per Share* – Calculates the portion of a company's profit allocated to each outstanding coin
2. *Price-Earnings Ratio* – Calculates the market price of a share/coin in terms of earnings
3. *Book Value per Share/Coin* – Calculates the level of safety associated with each individual coin after all debts are paid accordingly
4. *Price-Book Value Ratio* – Calculates the comparison between a coin's market value to its book value
5. *Cash Flow* – Calculates the net amount of cash and cash equivalents being transferred into and out of a company
6. *Price-Cash Flow Ratio* – Calculates the price of a coin in terms of the cash flow per coin
7. *Dividend Yield* – Calculates the dividend income as a percentage of the investment

We are not including our proprietary formulas that relate directly to the cryptocurrency and blockchain industries that we have developed to provide a deeper level of analysis on crypto-companies and coins.

BLOCKCHAIN INTEGRATION AND ALGORITHMS

We utilize blockchain technology to store all data in a safe, secure, and transparent setting. As data is created and analyzed, it will be stored on the chain.

Only authentic data is collected from our trusted and reliable sources. Selected data is then separated from the cluttered data with the help of our Artificial Intelligence algorithm and is analyzed with our Machine Learning and Predictive Learning algorithms with the help of our experienced and hardcore development and financial analyst teams.

The Machine and Predictive Learning will complete specific analytics for users at the click of a button. This will be done by providing our users with the ability to set specific parameters, as well as preset datasets in which the user can select the criteria to be analyzed. This will allow for graphs based on each specific user's needs.

Selected data is deeply investigated and analyzed by the team with the help of algorithms and data analytic tools in order to ensure that the reports created by the Machine and Predictive Learning algorithms are as accurate as possible before being displayed on the platform.

Relevant information is collected, and various valuations and statistics of each coin are calculated, and the information is sorted in a way that will be user friendly and the analyzed data is served to users, so they won't have to spend time searching around the data.

Data is passed to Smart Contracts through a channel protected with multiple security layers to ensure that the end data is not manipulated. Smart Contracts will execute and publish the data on the blockchain. Once the data has been published on the blockchain, it is not possible to tamper with that information. Logging reports of all the data are generated for auditing purposes.

Users will also be able to utilize secure sign-in options including two-factor authentication (2FA) using 3rd party applications such as Google Authenticator so that they can access their accounts as securely as possible. Only authentic, unbiased, and reliable information from our reliable sources are used by the end user.

Smart Contracts are self-executing, self-enforcing contracts. They are governed by the explicit terms and conditions prescribed within the contracts. These virtual agreements can facilitate the exchange of money, content, shares, property, or anything of value. The self-executing nature of these contracts provides a tremendous opportunity for use in any field that relies on data to drive transactions.

These smart contracts already possess multiple advantages over traditional arrangements. This number is likely to increase in the future as the technology improves. For now, here are a few of the many benefits to using smart contracts:

1. Accuracy
2. Transparency
3. Clear Communication
4. Speed
5. Security
6. Efficiency
7. Paper Free
8. Storage & Backup
9. Savings
10. Trust
11. Immutability
12. Corruption & Tamper Proof
13. Secure
14. Zero Downtime

All of the detailed analysis and reports will be handled and carefully observed by a special team of financial and data analysts, only the verified, authentic, and reliable data will be published on the blockchain and once the data is published, it's cannot be manipulated or tampered. This is one of the best features of the blockchain technology as all of the published information will be cryptographically secured and well protected against hacking and fraudulent activities. Another great feature is that there is no single point of failure, so there will be zero downtime. In other words, applications never go down and can never be switched off.

INTEGRATIONS WITH COINS

For coins that are not yet listed on an exchange, we will analyze that coin's chain to observe the latest price for which the coin is being exchanged for, this may also include a system directly connected with the coin's issuing company. That price will then be displayed on our platform as the most reliable price for that coin. Both Basic and Premium Members will view the most accurate price available for all coins and will be consistently updated in real-time.

INTEGRATION WITH EXCHANGES

We will obtain special application programming interface (API) access to each exchange / alternate trading system to receive pricing data for listed coins. We will also offer a list of reputable and regulated trading systems that offer a given coin to allow investors to immediately be directed to the applicable exchange to purchase any coin. This will allow investors to research all coins and can also invest in the coin they choose at the listed trading system without having to do additional research to see which trading system the coins are traded on. We anticipate that this will incentivize exchanges and trading systems to become properly regulated in order to be listed as an exchange with us for our subscribers to use.

SCHEME OF OPERATIONS OF THE PLATFORM

The platform will launch with an offering of a broad set of analytics for the top fifteen (15) coins by market capitalization. We will quickly expand to the next set which will continuously increase as we go along until we have analyzed all tradable coins.

Our team of financial analysts will increase to allow the platform to rapidly expand the analytical offerings for more coins in each batch. We will not list a coin or have any information related to a coin or the issuing company if it refuses to comply with applicable regulations and provide us the necessary information that we request, or if such information is inadequate by our standards. This is critical for our platform to be branded as the most reliable platform available in the industry.

The platform and user interface will be as simple as possible for our users to navigate while being able to provide the data. The data will be broken down into the appropriate sections and will be distributed across various tabs. Each company/coin will have its own data page with all relevant data. Basic Members will only see the data they are allowed to access while the rest will be hidden behind our Premium Membership paywall. Premium Members will see all the data and will have access to special tabs with premium only content, such as Premium Podcasts.

As data for each company and coin is received, it will be evaluated by our team of financial analysts to properly verify the accuracy of the information received before analyzing it and posting it on the platform.

News regarding each company and coin will be vetted and posted with our team of journalists. This team will also be responsible for our timely podcasts and will discuss the top news and information in the industry as well as having a discussion with our community of users who tune in to each podcast. The podcasts will be streamed live to allow our users to directly interact with the hosts of the podcasts to ask questions and make comments – this will promote a healthy discussion with users to directly address any questions or concerns in the industry. Specialized podcasts that occur on a monthly or quarterly basis will discuss some company operations and features they can expect to be added to the platform as the platform continues to grow.

Company operations will be regularly updated for the community on a specially designated page to promote transparency with our platform and the direction it will be moving in. This will also allow users to provide feedback for our team to consider which will give us the ability to ensure high customer satisfaction and subscriber retention rates. Questions and concerns of premium members will be at the top of our list as they are paying members for the platform, followed by basic members to ensure everyone's questions and concerns are being addressed. Also, in order to sort through any clutter, there will be an upvoting system to promote specific questions and concerns for our team to address in priority.

While all of these are happening, our behind-the-scenes development team will be working on the platform and its overall security. We will also have a specialized team working on the Artificial Intelligence algorithm while implementing Machine and Predictive Learning algorithms. While these specialized analytics may not be ready at the initial launch of the platform, by getting these programs started at an early stage will allow us to ensure the quality and reliability of the information and reports it will create. We will also have our financial analyst team verify the information being created by these programs to test its validity while the programs continue to evolve and learn.

TOKEN SALE

Date of Token Sale Start	Q4 2019
Date of Token Sale End	Q4 2019-Q1 2020
Value per Token	USD\$1 = 1 OMKT
Maximum Token Sale Funding	USD\$25,000,000
OMKT for Sale	25,000,000
OMKT Held for Internal Use	5,000,000
Maximum Number of OMKT Tokens	30,000,000

FUNDS ALLOCATION:

Platform Development and Support	60%
Executive and Staffing	20%
General and Administrative	10%
Integration of International Systems	5%
Contingencies	5%

FUNDRAISER CONDITIONS

The financial plan, as envisioned, provides an issuance of a maximum amount of twenty-five million (25,000,000) coins at a pre-determined rate of one U.S. dollar per coin (USD\$1 = 1 OMKT (symbol to be finalized later). All Tokens will be created prior to the launch of the token sale process.

For investment purposes, there will be a required minimum of twenty-five-thousand U.S. dollars (USD\$25,000) per investor and a maximum of two-million U.S. dollars (USD\$2,000,000) for any one single investor.

The company will utilize Securitize to handle the issuance process and perform investor due diligence as required. Securitize is one of the leading providers of token issuance services.

The OMKT Token will be frozen during the token sale and any unsold tokens will be added to a pool of tokens held by the company to be used at its discretion as approved by the company's Board of Directors. The Token will be classified as a Security Token for the Securities and Exchange Commission (SEC)'s regulatory purposes and will be issued in full compliance with all the applicable U.S. securities' regulations.

The Tokens will have a right to receive corporate distributions in an amount and manner as approved by the company's board of directors. The financial plan contemplates a distribution of a certain percentage of the company's audited annual net cash flow as determined prudent by the company's board. The Token will be used for all investment operations, profit distributions, and trading on an exchange.

The Tokens will be issued pursuant to Regulation D, Rule 506(c) under the U.S. Securities Act of 1933, as amended. Rule 506(c) permits a general solicitation for the sale of securities, provided that, all investors are verified by the issuer as being "Accredited Investors" as that term is defined by Rule 501 of Regulation D. The following qualifies as an Accredited Investors:

1. A natural person whose individual net worth, or joint net worth with spouse, exceeds \$1,000,000;
2. A natural person who had an individual income over \$200,000 in each of 2013 and 2014 or joint income with spouse over \$300,000 in each of those years and has a reasonable expectation of reaching the same income level in 2019;
3. Any bank as defined in Section 3(a)(2) of the Securities Act, or any savings and loan association or other institution as defined in Section 3(a)(5)(A) of the Securities Act, whether acting in its individual or fiduciary capacity; any broker or dealer registered pursuant to Section 15 of the Securities Exchange Act of 1934, as amended; any insurance company as defined in Section 2(13) of the Securities Act; any investment company registered under the Investment Company Act of 1940, as amended (the "Investment Company Act") or a business development company as defined in Section 2(a)(48) of the Investment Company Act; any Small Business Investment Company licensed by the U.S. Small Business Administration under Section 301(c) or (d) of the Small Business Investment Act of 1958, as amended; any plan established and maintained by a state, its political subdivisions or any agency or instrumentality of a state or its subdivisions for the benefit of its employees, if such plan has total assets in excess of \$5,000,000; any employee benefit plan within the meaning of ERISA, if the investment decision is made by a plan fiduciary, as defined in Section 3(21) of ERISA, which plan fiduciary is a bank, savings and loan association, insurance company or registered investment advisor under the Investment Advisers Act of 1940, as amended (the "Advisers Act"), or if the employee benefit plan has total assets in excess of \$5,000,000, or if a self-directed plan, with investment decisions made solely by persons that are Accredited Investors;

4. Any private business development company as defined in Section 202(a)(22) of the Advisors Act;
5. Any organization described in Section 501(c)(3) of the Internal Revenue Code of 1986, as amended, or any corporation, Massachusetts or similar business trust or partnership, not formed for the specific purpose of acquiring the Offered Securities offered, with total assets in excess of \$5,000,000;
6. Any trust with total assets in excess of \$5,000,000 not formed for the specific purpose of acquiring the Offered Securities, whose purchase is directed by a sophisticated person as described in Rule 506(b)(2)(ii) of Regulation D promulgated under the Securities Act; or
7. Any entity in which all of the equity owners are Accredited Investors.

THE OMNIA MARKETS TOKEN

Omnia Markets, Inc. has its own token: OMKT. OMKT is based on the Ethereum Request for Comment 20 (ERC-20) token standard and is coupled with (Securitize's/Harbor's Digital Security Protocol) created specifically for Security Tokens. This allows token holders to easily store and manage the OMKT coin using existing Ethereum wallets – a list of applicable wallets will be provided to the investors during the fundraiser. The DS Protocol ensures that our token will always comply with the applicable Securities Regulations.

OMKT will be a Security Token backed by the company's Net Cash Flow and will function as a traditional security. OMKT will be used for all investment operations, profit distribution, and managers' token trading on the internal exchange. All tokens will be created during the Token Sale period. The number of tokens is limited but will allow for future issuances if needed – pending board decisions.

OMKT will be based on the Ethereum blockchain and its implementation shall correspond to a widely distributed standard. This will allow the Token holders to easily store and manage the tokens using existing implementations of Ethereum wallets. The Tokens will be delivered following Know-Your-Customer (KYC) and Anti-Money-Laundering (AML) protocols to ensure the deliverance of the coin to its rightful owner.

After the one-year lockup period, the token will be traded on appropriate crypto-exchange(s) / trading system(s).

FACTORS INFLUENCING OMKT PRICE GROWTH

Due to the number of tokens being limited and subsequent issuances being pre-announced, the price of OMKT will be determined by the company's performance. Demand for the OMKT token will grow due to the following factors:

1. The OMKT token will comply with all security regulations by the SEC to ensure that it passes all regulatory frameworks implemented in the future regarding cryptocurrencies and the trading of them.
2. The OMKT token will be combined with (Securitize's/Harbor's DS Protocol) to ensure we follow all securities law currently in place as well as any changes to the regulatory framework that may come in the future.
3. The volume of the potential market supported by OMKT significantly exceed the tokens' market capitalization at the time of the Token Sale.
4. Omnia Markets, Inc. has a well-thought-out development and marketing plan that will consistently increase the platform's audience and amount of investments.
5. OMKT is working to get partnerships with leading cryptocurrency exchanges and alternate trading systems around the world

OUR LEGAL STRATEGY



We have partnered with Mr. Paul Goodman from Cyruli Shanks Hart & Zizmor LLP as our Legal Counsel.

DEVELOPMENT PLAN

Our yearly schedule for product offering is as follows:

Year 1: Data Analytics Platform

Year 2: Journalism Integration

Year 3: Global Framework Implementation

Year 4: Machine and Predictive Learning Feature Set Release

Year 5: Global Network – with addition of ever-expanding data, features, analytics, and some yet to be seen aspect determined by the growth of the industry

The budget, components, and features are planned under the assumption that we achieve our full funding goal of USD\$25,000,000. If the full funding goal is not achieved, the development timeline for certain components and features may have to be adjusted, and the budget will be modified to reflect the total amount of funding for remaining components and features.

We will use the budget to complete our blockchain platform, which will exist on the Ethereum blockchain and be coded using the Solidity coding language. Funds will then be used to develop a website, desktop, and mobile applications for our users. Any legal requirements and existing obligations will be paid as determined by their agreements. On-going marketing plans will be exercised to attract new users and reach out to institutions to join our platform. Any remaining components and features will be created and implemented as we move throughout our 5-year development process.

YEAR 1: DATA ANALYTICS PLATFORM:

Our Year 1 commences with the launch of the platform. Prior to this point, all teams will have been created, the platform will have been developed, and our technological and financial analysts will have completed analytics on the top 50 coins, including their sponsors, and those coins that are not backed by company performance (e.g., Bitcoin), their data will include in-depth price analytics.

In regard to our analytics, we will launch with several industry standard graphical representation tools and features to allow users to customize the graphs to their needs. We will also include commonly used indicators such as the Fibonacci Retracement to help users better understand price swings of coins. This data will also be backed and supported by other datasets and analytics to give users the best picture in understanding price fluctuations.

Our home page will become a one-stop-shop for users of all types to get their industry rundown. The home page will include the total market capitalization, coin price list by market capitalization, and overall analytics on the industry as a whole including the total number of coins available on the market. This will drive viewers to our page and encourage them to become free users to enjoy our basic benefits. This will help retain our page viewership and keep advertisement revenue up. This will also encourage users to subscribe to our premium membership for the additional benefits, some of which cannot be found on any other platform.

Our platform will be the voice of the industry as we will list and report on the consensus from consumers, investors, and companies on a wide-ranging list of topics in order to help structure the legal framework for the SEC and other global agencies to take into consideration as the regulatory regime is being created. We want to ensure that this industry has proper guidelines that protect consumers and investors, while also allowing the industry to grow and reach its full potential.

YEAR 2: JOURNALISM INTEGRATION:

Our Year 2 is expected to launch with our robust journalism division. Prior to this launch, the journalism division will be combing through all the current events in the industry to follow each piece of news as it is created to its fruition. This will ensure that our journalists have the utmost understanding in this industry and have the authority to create in-depth articles tackling and analyzing each issue in as much detail as possible to give our readers the best insight into the workings of the industry.

We will release our subscription tiers for this side prior to its launch. This will include discounts for early subscribers and will also include Year 1 premium members at a significant discount or free for a pre-determined period to reward them for having subscribed at an early stage.

We will begin releasing articles, videos, podcasts, livestreams, and other content. Articles will include the most pertinent information and editorial commentary regarding the specific situation. Journalists will follow all industry standards as well as include platform specific information mainly regarding how the news will affect prices of coins or will affect the industry in general. Videos will cover the most important pieces of news that will have corresponding articles but will be much more in-depth and include visualizations to help the viewer better understand the situation. The videos will vary in length but will generally be between 15-30 minutes. Specialized videos will be announced in regard to the news from the industry and may be up to an hour in length, but will cover the news from the past week, as well as any specific pieces of information regarding the company. Podcasts will cover a similar format to the videos but will cover more broad-ranging information, whereas the videos will be more specific to a single situation. Specialized livestreams will also be carried out on a weekly basis and be similarly formatted to the specialized videos with the inclusion of special guests to discuss their take on certain pieces of news. Interviews with special guests will be carried out and posted on all of the above media types and specialized interviews may be broadcast on livestreams to include the audience/consumers to be able to pose questions for the guests. All of these media types will include a comment section to allow users to engage with the team and other users to have a positive discussion. As mentioned earlier, having a place for users to communicate with each other on all topics will help cement our platform as the primary location for members of this industry.

At launch, we will start with overall industry news and factors, and focus on more specific factors influencing the price of certain coins and groups over time. We will then finally analyze news regarding very specific situations affecting the industry, companies, and coins.

We will primarily cover U.S. based news but will also cover global news that affect this industry on a country-wide level. As our company and team expands, we will begin to cover region specific topics and news that we expect to launch in Year 3.

YEAR 3: GLOBAL FRAMEWORK IMPLEMENTATION:

Year 3 commences with the setup of global teams in various important regions to cover in-depth news in those regions and better understand the geo-political climate affecting cryptocurrencies. As the company, platform, and industry expands we will narrow down our list of those regions, but will primarily have teams setup to cover Europe, Asia, and South America – more may be added depending on the growth of the industry. The teams will be formed mainly of journalists, as well as legal personnel which will work with each region's respective agency that deals with creating regulations for cryptocurrencies. Having region specific news will allow us to better tap into those markets' consumers to increase our subscriber base. The in-depth data being collected from those regions will allow our machine and predictive learning algorithms to better understand the global state of the industry and how coins perform around the world. This will allow us to provide more accurate data and will therefore result in maintaining a high retention rate.

Each region will have a cryptocurrency hub in the effort of helping agencies address the legal framework based on our expertise and consensus of the industry. Our goal is to provide feedback to those agencies to help them move forward with the regulatory regime being implemented. This will allow these agencies to create a unified regulatory system that allows the industry to grow.

Since our focus will be based on providing industry views and feedback, we expect that we will experience high engagement, meaning that our subscribers will use the platform more to ensure that we are listening to their feedback to pass on to the right lawmakers. As our users will be utilizing the platform more often and in a very meaningful way, we can expect to earn more subscribers during this period.

YEAR 4: MACHINE LEARNING AND PREDICTIVE LEARNING:

Our Year 4 will witness the launch of our machine and predictive learning analytical tools and reports. Our dedicated machine and predictive learning team will have been working behind the scenes from Year 1 by feeding as much data as possible to our proprietary algorithms and combing through the reports as created. These reports will be analyzed by our financial team to check for accuracy and make edits where necessary to better tweak the algorithms. Due to the massive amount of data these algorithms will constantly be taking in, it is imperative that our development team and financial analysts analyze the reports to ensure that we create reports that are as accurate as possible. The predictive learning algorithm is one that will take at least 4 years in order for it to be fully functional as it needs to understand the changes that take place in the industry on a daily, weekly, monthly, and yearly basis. It is only through the use of longer-term data that the predictive learning will be able to create reports on where it can more reliably estimate the future trends in the industry and even with some coins. As is commonly known in the financial world, it is impossible to predict the future price of any coin; however, our predictive learning will understand the on-going changes in the industry and how certain news affects investor sentiment and ultimately the price of the coins, and will be able to determine the likely direction and the price of a coin whether it will ultimately become undervalued or overvalued.

The reports that will be created from these algorithms will be highly in-depth and specific. We will create a drop-down menu of datasets that can be created on an as-needed basis for each premium user on the platform. Here, they will select the data they want analyzed, and the machine learning program will output the report. This allows users to access specialized reports on specific data that they define through our platforms analytics. This includes traditional financial ratios, blockchain analytics, geo-political factors, the sponsors' dynamics, and other factors that can cause a fluctuation in the price of a coin. The report will not only allow the user to fully understand the movement of the industry and how this movement will affect the price of certain coins but will also allow investors to develop more dependable investment strategies based on this information.

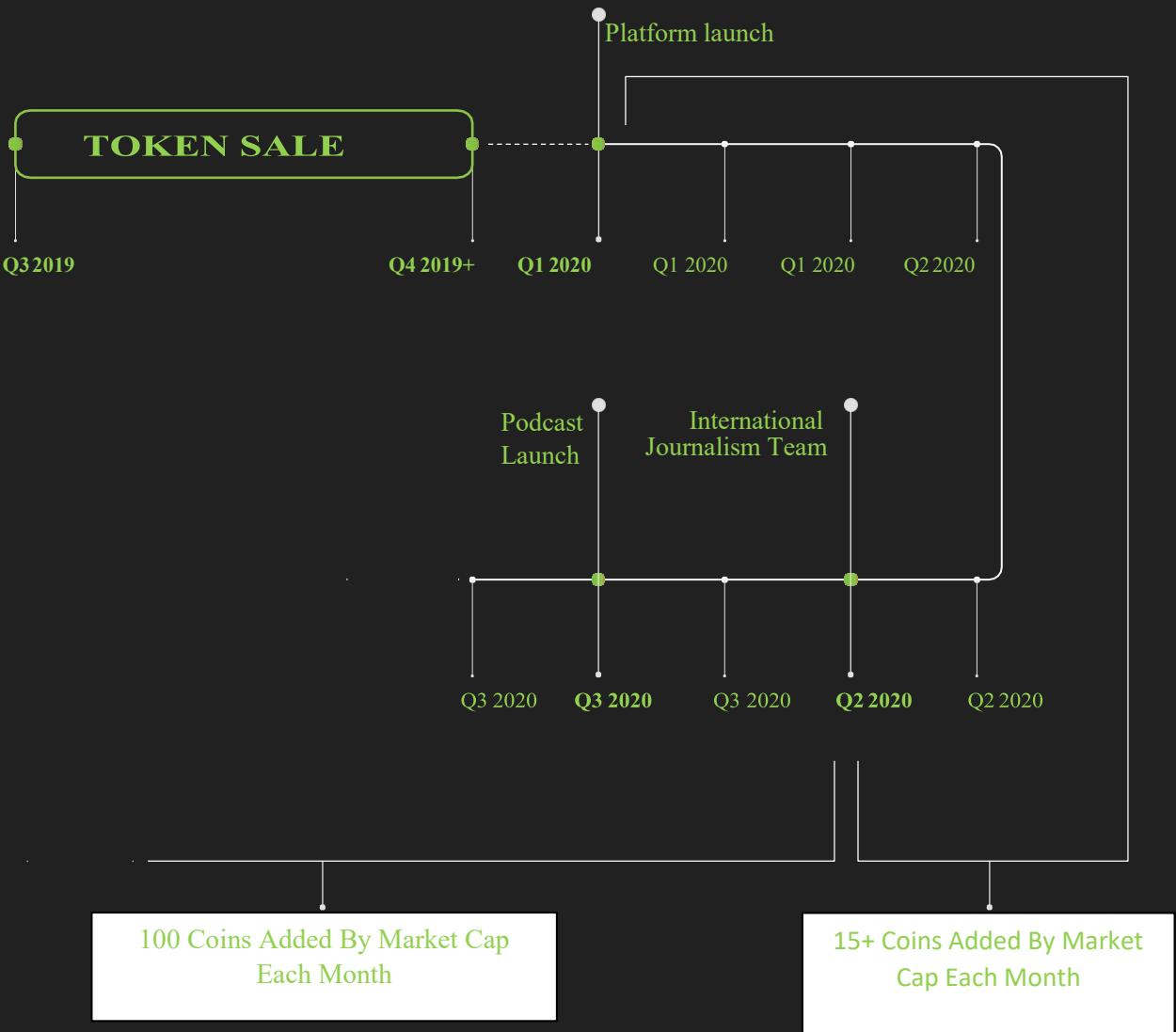
YEAR 5: GLOBAL NETWORK AND ADDITIONAL FEATURES:

Our Year 5 begins differently than our previous years as we will have offered our primary feature-set by this point. However, through our machine learning tools, we expect new analytics to become increasingly important in this space. Our research and development team will constantly create new analytics to test and introduce on the platform. Not only will we be modifying our existing analytics and features based on consumer feedback, we will be expanding on them as needed based on the growth of the industry. New coin issuances may take the forefront of investments in which we will begin analyzing upcoming issuances/STOs.

As new datasets are being analyzed, we will continue to evolve as a company to ensure we offer the utmost reliable and accurate data required by our consumers around the world to develop investment strategies in this industry. Our ultimate goal is to see this industry grow and succeed, and in order to do so we need to drastically increase the information being shared. Our offerings will not stop with our initial list and we will continue to invest in our R&D to expand the tools and analytics and features that the industry will need. Consequently, we expect to maintain a high subscriber retention rate as the industry continues to grow and expand in ways we have not yet seen.

In Year 5 we envision the Company to have expanded in key geographic areas directly setting up local operations and have strategic partnerships with key players in all the major regions to ensure we have global reach to subscribers, as well as offer local language support in all of our offerings.

ROADMAP



TEAM AND PROJECT HISTORY

FOUNDERS



MITESH SHAH – FOUNDER & CEO

Founder and Chief Executive Officer, Mitesh Shah, is a Financial Analyst with several years of professional experience. Mitesh is a graduate of St. John's University – Tobin College of Business, in which he earned his M.B.A. in Finance as part of an accelerated 5-year program. During his time at St. John's, Mitesh was an integral leading member of the school's prestigious and significant Investment Fund, where he led his group to research, analyze, and recommend changes to the Fund's investment portfolio. Over the past four-years, Mitesh extensively researched and studied the cryptocurrency industry and blockchain technology, participated in leading industry meetings, conferences, and summits, and networks with dozens of industry leaders. Mitesh also provides regular podcasts on the trends and developments in the industry and communicates with the U.S. Congressional staff members on developing future regulatory framework for the industry.



NILESH SHAH – CO-FOUNDER & COO

Co-Founder and Chief Operating Officer, Nilesh Shah, is a former Senior Partner at one of the largest professional consulting firms, KPMG LLP., where he consulted with leading and emerging hi-tech companies in Silicon Valley and worked on some of the largest mergers and acquisitions transactions. He also joined several companies as CFO and COO and has spent over 30-years in the financial industry. Previously, he co-founded and ultimately sold an equity derivative investment firm. He then was invited and joined the U.S. Department of State and represented the United States' interests in several overseas postings. Nilesh also sits on the Boards of several private companies and coaches CEOs.

PROJECT HISTORY

The project was born in August 2017, when Mitesh took all of his experience and research that he gained as a financial analyst, by participating in several meetings, conferences, and summits, and as a cryptocurrency investor to develop a solution to one of the biggest problems plaguing the cryptocurrency industry – lack of sources for reliable information and data analytics. After going over many possibilities to solve this problem, Mitesh created Omnia Markets, Inc as a premier data analytics platform to provide complete data analytics for companies and coins in this industry, as well as reliable news and podcasts.

Shortly after creating a blueprint for what the company would become, Mitesh consulted with Nilesh and brought him in as the Co-Founder and Chief Operating Officer for the company due to his extensive knowledge in startups and finance as a whole and all of his past experience as a Senior Partner at KPMG and various companies as CFO and COO. Nilesh helped complete the blueprint and helped to smooth out various ideas in how they would be implemented into the platform.

ADVISORY BOARD



SAMANTHA PAMNANI – MARKETING MANAGER

Samantha earned her B.A. from Drew University, where she double majored in Psychology and English. The combination of these two subject areas helped her develop strong writing, interpersonal, and analytical skills, which are germane to her success in marketing. She then went on to serve in a junior marketing position at a small business in New Jersey, in which she produced content for the company’s website, social media platforms, and various marketing campaigns. Samantha joined Omnia Markets, Inc. as Marketing Manager prior to the company’s official launch. She has been working on a number of marketing projects and business development efforts for the company, including assisting in the creation of the website, business plan, and pitch deck, to assure a strong start for the new business.



JASMINE CHEN – STRATEGIC MARKETING AND BRANDING ADVISOR

Jasmine earned her M.A. in Media and Communications from Bowling Green State University. She has over five-years of advertising and marketing experience and has worked for a leading publishing house in the United States and has also worked as a Design Director for several years.

MARKETING TEAM

Marketing Maven



LINDSEY CARNETT – PRESIDENT & CEO

Named a Folio: Magazine 2015 Top Women in Media and featured in the Forbes Most Powerful Women Business Leader issue, Lindsey has taken her business expertise globally to enlighten marketing peers, clients and students about best practices in using PR to drive sales, improve organic SEO and grow a positive online reputation. Having spoken at high profile national marketing and consumer products conferences and guest lectured at universities, Lindsey has gained the reputation as an expert in the field of marketing and public relations.



JOHN CARNETT – VP OF BUSINESS DEVELOPMENT

John is responsible for creating marketing programs containing clear goals and strong metrics, maintaining a network of strategic partners, developing robust RFPs for corporate and government contracting as well as handling the company's finances. Prior to joining Marketing Maven, he worked for a U.S. Department of Health and Human Services IHS agency as well as an Applied Behavior Analysis (ABA) firm where he developed the ability to manage a department and succeed in high-stress situations.



ALJOLYNN SPERBER – MANAGING DIRECTOR

As the Managing Director, Aljollynn oversees and leads a team of experts in the public relations, social media, and communications field who support accounts in a wide array of industries.



FRANK TORTORICI – SENIOR STRATEGIST & MEDIA RELATIONS

Frank Tortorici has been at the forefront of the public relations and media relations fields since 1984. Though he has specialized in business-to-business and financial public relations, Tortorici has experience in many sectors, including tech, crisis communications and pharmaceutical media relations. He has worked in public relations agencies, including Edelman and in-house at not-for-profit institutions. Tortorici served as public relations director for the global business networking organization The Conference Board for nearly 20 years.

ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING TEAM
TO BE CONFIRMED SHORTLY

DEVELOPMENT TEAM



DEEP SHAH – INTERIM CTO

Deep is an entrepreneur and business technology consultant. He has started four successful business over the past fourteen years and has worked closely with various businesses on the Fortune-500 list.



PARITOSH MEHTA – BLOCKCHAIN DEVELOPER

Paritosh is a blockchain consultant helping companies which are trying to disrupt the traditional business models by using blockchain technology. He also provides complete roadmaps to develop a feasible and practical business model that benefits all stakeholders, promoters, investors, and customers and is currently consulting with select clients in need of blockchain consulting, ICO/STO consulting, strategy, evaluation, and project architecture.



NIHAR BHAGAT – MARKETING AND BRANDING

Nihar is a branding specialist. He has been fascinated by brands and branding since a very early age. He bridges the gaps between research, strategy, and design at the studio and leads companies through each project.



MAHENDRA PANCHAL – LEAD DEVELOPER

Mahendra is a leading hardcore blockchain developer that heads the team of over 25 developers based out of the Codezeros team that is helping the Omnia Market platform become a reality.

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