sugar
EXCHANGE

Cryptocurrency Trading Platform with Superior User Experience

Sweet for both beginners and advanced traders

The fact that you are reading this White Paper means that you are probably aware of the exponential growth that has occurred in the world of cryptocurrency over the course of the last few years, and, even more significantly, the last few months.

Bitcoin is nearly ten times the value it was at the start of this year, and some newer cryptocurrencies have seen unfathomable returns ranging from 10 to 2500 times their original values.
As a result, there has been a massive influx in investors and interest by the general public surrounding cryptocurrencies.

While this is great for miners, venture capitalists, financial analysts, and computer scientists, the rest of the world is isolated from the digital revolution happening right in front of them.

bitcoin — $17,000

ethereum — $500

IOTA — $5

MONERO — $290

Cryptocurrency investment has been reserved for those who understand the nuances of wallet security, how forking works, or how miners influence the price of a token.

All of this information, while important, cannot be easily found and, admittedly, takes a bit of time, as well as previous knowledge, to fully understand.
Then, even after one has the necessary knowledge, the process is not simple.

The Competitor's Model

A user new to cryptocurrency investment must first be verified as an investor, then divulge their payment information in order to buy either Bitcoin or Ethereum. After one of these cryptocurrencies is purchased, the user must transfer this BTC or ETH to another exchange if they want to diversify their portfolio.

Once the transfer clears, the user can make a bid for a trade by calculating the predictive price of one BTC to each cryptocurrency they want to purchase. It doesn't end there. If the bid is too low, it may be overlooked and miss the rising coin price.

Assuming that a user can follow all of these steps without losing their coins by sending them to the wrong wallets or address, or not entering enough decimal points in a bid, they are still faced with the issue of security.

It's well known that exchanges are the least secure way to store cryptocurrency. They are subject to widescale attacks from many angles: your personal password, your account on the exchange, the exchange database. Typically, users will opt to store their coins in a hardware wallet, but with a diverse portfolio that means a user would need an impossible number of wallets with their individual blockchain synchronizations, passwords, and private keys.

Even if diversification is achieved, the process of liquidating assets and moving between coins becomes immensely more difficult taking minutes, even hours, when in reality it should take seconds. This all becomes a headache quite quickly.

The primary exchanges such as CoinBase, Poloniex, Bittrex, and Kraken are all aware of these intrinsic disadvantages to their platforms but cannot do much to fix these issues.

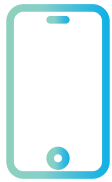That's why we at Sugar Exchange have to step up to the plate and be a voice for the people.
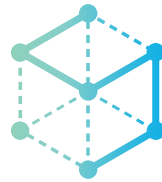
By utilizing the underlying technology provided by cryptocurrencies, we will develop an exchange that simplifies the process of cryptocurrency investment, while adding additional security features and liquidity benefits.

The deployment of this system will be implemented as basic tier architecture and deployed in the Azure cloud environment. The primary aspects to this implementation include: Azure SQL with database encryption, Sugar Exchange web and mobile application and blockchain integration with NBitcoin and NEthereum libraries.

The Sugar Token Solution can be described in three tiers

Simplified UI   Smart Tokens   Wallet Integration

Investor Interface

The Sugar Exchange Investor Interface will be one of the only exchanges that allows the user to customize their experience. There will be three general user settings that an investor can select: basic, advanced, and expert. These setting will control the layout of the website for new investors to learn the ropes and seasoned investors to fully optimize our more detailed technologies.

✦ Basic

The Basic Investor Interface will convert all visible cryptocurrency values into either USD, EUR or CNY. Additionally, users who use the Basic Investor Interface will be able to exchange cryptocurrency without having to type in a single bid or ask. The interface will prompt the fiat value the user would like to convert from one cryptocurrency into another as well as how quickly the order has to be processed (either exact or quick). Then, the Sugar Exchange backend will process the rest. The entire process of tracking your portfolio growth will be much simpler when all values are instantly processed to show their equivalent fiat value.

✦ Intermediate

The Intermediate Investor Interface will be quite similar to traditional exchanges. The user will be able to place bids and asks themselves, and see the exchange rate values. Though one difference

✦ *Advanced*

The Advanced Investor Interface will allow experienced investors to take their trading to the next level with real-time trend tracking across different marketplaces. These trends will be processed with predictive analysis through our platform and ease of access API are available for users who would like to record the raw data for their own use. Additionally, this mode will allow users to plug in their own AI algorithms to selectively allocate and transfer funds between different currencies.

Smart Tokens

Smart Tokens will be tokens that have the authority to make decisions on their own and trade for themselves. They will be similar to a trading bot mechanism but simplified. There will not be any need for external programs that must be synchronized to the Sugar Exchange platform. Rather, the tokens themselves will be an integral part of the platform.

The movement patterns of these algorithms will be dictated by the communication of the user's profile id, their total token holdings, and the Sugar Exchange platform itself.

Quite a few advantages will come with implementing Smart Tokens on an exchange, but the most prominent will be increased liquidity of assets. Sugar Tokens will be integrated with the Sugar Exchange which will allow investors to instantly convert all of their holdings into Sugar (SGR).

If a user has investments in hundreds of coins, rather than going through each wallet and selling coins through various sell orders and their associated transfer fees, an investor will simply have to click the "Transfer All Holdings to Sugar" button on their profile to instantly liquify holdings to Sugar, then, the user will have the ability to convert this Sugar into any fiat or crypto that they'd like.

✦ Accounting

Sugar Exchange will also allow users to optimize their financial tracking through QuickBooks. This system will allow seamless cross-platform integration between both the traditional and cryptocurrency space.

When a user elects to use our accounting service, Sugar Exchange will deploy this secondary software to track all of their trading history including: gains, losses, and, most importantly, their net profit at the end of the fiscal year.

This software will run on black box encrypted servers that are inaccessible to the Sugar team, or any human for that matter. The only person allowed to receive this data will be the user after two-step identity authorization between different currencies.

✦ Crypto-Venture Exchange

Initial Coin Offerings are revolutionizing crowdfunding for blockchain technology startups, but it's nearly impossible to invest in start-ups not directly focused on blockchain implementations. Some of these companies have the potential to provide massive returns and have huge followings, but no way for supporters to invest in the company's success.

Luckily, Sugar Exchange will include the Sugar Venture Exchange. This exchange will bridge the gap between traditional venture capitalism and cryptocapitalism by allowing users to invest in some of the world's top start-ups using their cryptocurrency portfolios.
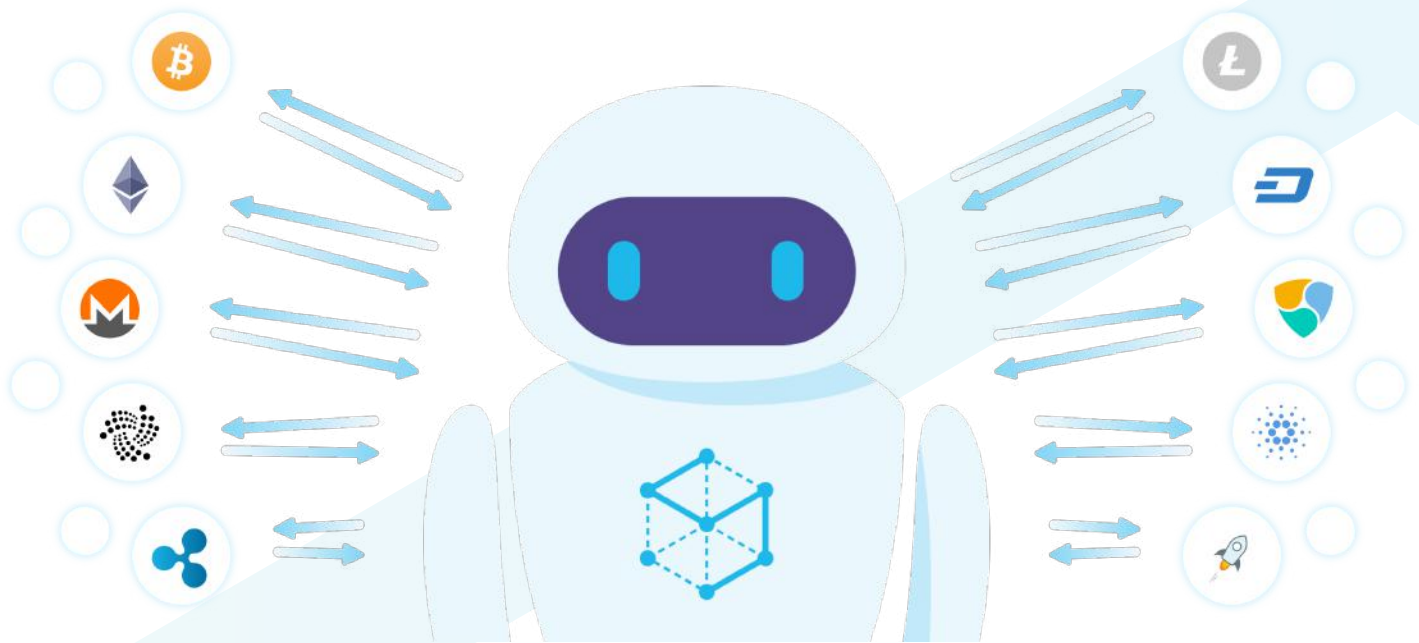
✦ Automated Trading Preferences

Smart Tokens will also have the ability to be leveraged to perform automated trading on the Sugar Exchange.

For example: Investor A has $100 in BTC and has set their trading preferences to invest into cryptocurrencies that have the higher exponential growth factor, then to reinvest into BTC after they've earned 10%. (All of this will be easily selectable through the Investor Interface without having to type any code).

In this scenario, the Sugar in the BTC portfolio will move to the Sugar in the growing portfolio, and then back again after the gain. No loss in conversions, no delay from bidding, simply the Sugar Token working on its own to satisfy the user's parameters by leveraging the Sugar Exchange platform.

✦ Ease of Adaptive Portfolio Customization

The Sugar Smart Token will also allow users to create their own adaptive portfolios.
For example; Investor B would like to diversify their portfolio into the top ten fintech cryptocurrencies, but understands that fintech may be volatile when the Dow Jones average drops. To compensate for this trend, Investor B would develop multiple "crystallization patterns" by which the Sugar in his wallet would move during different events.

Investor B has selected Crystallization Pattern One to move his Sugar evenly into the top ten fintech cryptos and Crystallization Pattern Two to move his Sugar evenly into Bitcoin and Ethereum. These are the parameters for these portfolio structures to change: "If the Dow Jones drops at a rate of 50 points per hour, then, assume Crystallization Pattern One, else, remain in Crystallization Pattern Two."

Though this logic may seem simple, no other exchange in the world currently implements the technology, giving all Sugar Exchange users a significant advantage.

Customized Investment Portfolios using Sugar

Insurance   Payments   Healthcare   Fintech   Top 5 Crypto

Offline Multi-Wallet Integration

Through Sugar Exchange, users will have the ability to link their online exchange profile to their offline, desktop multi-wallet.

Sugar Exchange will provide a unique offline wallet for the user that will come with additional technical benefits such as trend tracking and further authentication steps, but, for ease of integration, current investors will also be able to link their personal multi-wallets to their accounts to instantly move any cryptocurrencies from Sugar Exchange to their desktop.

This transfer will be able to be automated to occur as a result of an economic event, on a temporal basis, or instantly after each or certain buys, sells, or trades. Once a user disconnects from the internet, the wallet will become a cold, offline wallet, inaccessible to anyone but those who have physical access to the computer itself.

For security on the exchange itself, only small fraction of assets will be available in an online wallet, the rest will be in cold storage.

Excess amounts of currency will be automatically moved to this cold wallet as an exhaustive security measure.

Each cryptocurrency on the exchange will have its own online and cold wallets. Cold wallets will be maintained outside of the system both physically protected and divided between multiple geographical locations, for distributed security.

Available soon

A new type of cryptocurrency trading platform utilizing proven methods, as well as implementing advanced technology to ensure a superior user experience. Designed with security, usability and innovation, Sugar is sweet for both beginners and advanced traders.

In order to make Sugar Exchange a voice for the people, we need input from the people. We have established a bounty style system for innovative ideas. Any ideas sent to [team@ sugarexchange.io] will be reviewed, and if implemented, the contributor will receive a portion of the crowdsourcing SGR allocation. On top of that, a few select members who have pitched the most innovative ideas will have a chance to become part of the Sugar Exchange team!

Sugar Drop

We have received quite a high demand from the community for Sugar (SGR), and because of this, we had to be very care with our token distribution.
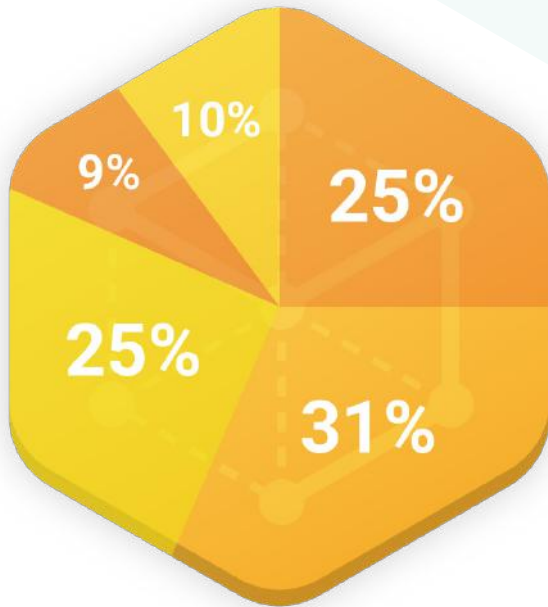
We theorized how certain distribution tactics may affect who uses our token, and realized that an ICO favors those with capital already invested in cryptocurrency.
For that reason, we decided to distribute Sugar (SGR) through SugarDrop.

Anyone, regardless of their previous holding, who signed up for a Sugar account during the first SugarDrop, and all accounts with non-zero sums of SGR for the second round received a portion of Sugar for that round's allocation.

Why Issue a Token?

Sugar tokens (SGRs) can be used to pay trading fees and will provide users a discount as compared to paying with Bitcoin (BTC) or Ether (ETH). Sugar tokens will provide this same discount to users when accessing our innovative services on the exchange, including: accounting, Trading Bots, and artificial intelligence (AI) trade recommendations.

Token Name	Sugar Exchange
Token Symbol	SGR
Decimal	8
Total Suply	80,000,000

Contract Address

0xCB5A05beF3257613E984C17DbcF039952B6d883F

Development (31%)	25,000,000
Team (25%)	20,000,000
Founders (25%)	20,000,000
Airdrops (2) (9%)	6,750,000
Marketing & Exchanges (10%)	8,250,000

Pie chart values: 10%, 9%, 25%, 25%, 31%

Additional Features

Sugar Exchange aims to be the most accessible cryptocurrency trading platform in existence, and in order to do that we've created a couple additional features that make trading so much easier.
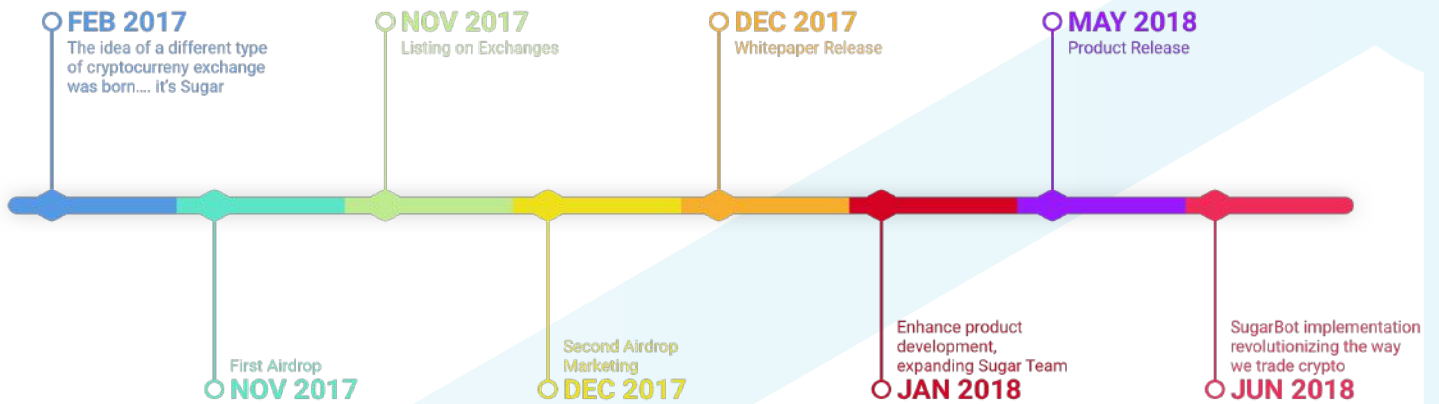
✦ Video Tutorials

One of the most crucial parts of accessibility is education. The more well-versed a user is, the more easily they can utilize the platform and make informed decisions.

One simple way we plan to help users is to allow them access to premium cryptocurrency tutorials. We will offer multiple levels of guidance that will include walkthroughs for novice through expert investors.

Skilled trading experience is not required to use our platform, but we will provide the ability for users to learn how to use all that the Sugar Exchange platform has to offer.

Timeline

FEB 2017
The idea of a different type of cryptocurreny exchange was born.... it's Sugar

NOV 2017
Listing on Exchanges

DEC 2017
Whitepaper Release

MAY 2018
Product Release

First Airdrop
NOV 2017

Second Airdrop Marketing
DEC 2017

Enhance product development, expanding Sugar Team
JAN 2018

SugarBot implementation revolutionizing the way we trade crypto
JUN 2018

These dates are deemed accurate but the development team and it's associates are not held liable if such dates lapse. Please note our goal is to gain trust within our community so compliance with these dates will be of utmost importance.

Technology Partner

Modulus.

At Sugar Exchange we are proud to announce our ongoing partnership with one of the most highly esteemed providers of financial technology products and services for the trading industry, Modulus Global.

Their company has provided advanced trading engines, platforms, and technologies for some of the biggest names in the financial sector including: J.P. Morgan Chase, Bank of America, Credit Suisse, Barclays Capital, Goldman Sachs, Merrill Lynch, and Fidelity, to list a few. Modulus' record provides us with the confidence to move forward into new technological endeavor to blend the traditional with the cutting edge.

By utilizing the current technology of Modulus' MyExchange utility platform, Sugar Exchange will have a much shorter time period between conception and implementation. MyExchange platform allows Sugar Exchange to integrate a vast amount of addition benefits to the user including two-factor authentication, optional SMS text verification, high performance order matching, and advanced liquty options.

On top of this, users will the option to trade cryptos against fiat currency, futures, and equities all on the same interface.

Modulus has used their decades of experience to efficiency process the most complex logic including: complex orders, partial fills, cancels, rejections, and other complex order types like Good-Till-Cancelled, One-Cancels-Other, and Trailing Stops, which all will be available through Sugar Exchange. Lastly, all of these capabilities have extremely scalable architecture, and the framework can expand to hundreds or even thousands of servers if necessary due to an influx of orders.

The depth, breadth and adaptability of Modulus will benefit Sugar Exchange immensely going forward, and prove to be a mutually beneficial partnership for both parties.

✦ Legal Disclaimer

The purpose of this White Paper is to describe the intention of the Sugar Exchange project to potential users and token holders. The information within this document does not imply any contractual relationship between the user and the Sugar Exchange team or platform.

Nothing in this White Paper shall be deemed to constitute any sort of offering to buy any securities in any jurisdiction. Certain statement or claims within this White paper constitute forward-looking statements that are subject to uncertainties, the actual events or platform associated with Sugar Exchange may differ from the estimated results outlined in this documentation.

✦ Government Compliance

The goal of Sugar Exchange is to be amongst the top cryptocurrency exchanges in the world. In order to achieve this goal we must be strict in compliance to all regulations, either in place now or coming soon. Sugar Exchange will have mandatory KYC (Know Your Customer) for all registrants as well as automated AML (Anti Money Laundering) Fintrac compliance. Government compliance is paramount in the future success of all cryptocurrency exchanges

For more Information

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