

Introduction

With only a small percentage of the population understanding the cryptocurrency space, and even fewer people investing in it, it's a rather niche market that we work in. Saying that, there are many people out there who are interested in knowing more, or starting to invest, but they don't know where to start. This isn't surprising, as you have so many options when you dig slightly below the surface. You can buy BTC, ETH, or any of the top 4 most widely adopted coins, or some more risky Alt Coins, you can set up a masternode, or buy into a shared masternode. Or just stake some coins for a return. Let's not forget crypto futures and the longing and shorting of coins. The options are vast, and each one for an outsider or novice, is a minefield in what to do. While the likes of Coinbase have made the purchase of the top 4 (+) easy from fiat to crypto, outside of that, the options for people to buy into the space, or invest, require a much more in-depth knowledge of the space.

Commented [RH1]: This should tell the reader what the problem is, what the product is trying to solve. In this case "It's rather difficult to invest in the cryptocurrency market, PRODUCT wants to offer a diversity of investment solutions combined into one package or application".

PRODUCT Solution

This is where PRODUCT aims itself within the market. Making it easy to invest from your phone, across multiple different investment types in crypto. The idea is that the PRODUCT app acts as both your wallet, and your investment portfolio. Where you can choose your risk profile (from high to low), amount you wish to invest, whether reoccurring or one off, and which types of investments you'd like to make. We will offer the ability to invest in:

- Top 4 coins
- Alt Coins
- Shared/ Full Masternodes
- Staking

Commented [RH2]: This can be written much shorter and simpler.

Commented [RH3]: This directly refers to the introduction. Don't do that. This is not a story.

This will be done in phases, to make it easier to add the functionality to the mobile app. Firstly, we will offer the masternode / shared masternode and staking options within the app. Bringing simplicity to people to use the app to get up and running quickly, without having to deal with any of the overheads it takes to get involved now.

Commented [RH4]: These phases need to be clarified

The SaveNode app will use machine learning and AI to analyze the chosen risk profile options, as well as selected markets, to produce an ROI prediction. We can do this using algorithms to trigger events when changes occur within the market, based on the chosen configurations of the user. We can link raw historical coin data with sentiment analysis through the internet, to help us understand change in the market to associate with risk levels. This will all happen on the backend and pass on the risk profile to the user, keeping it simple and easy to use.

Commented [RH5]: This requires more explanation

Introduction

With a variety of options available to invest into the cryptocurrency space, the average consumers feels overwhelmed. Bitcoin and other cryptocurrencies can be bought in exchange for fiat, and when they dive deeper into the market they find an offering of thousands of coins and technically advanced services like masternodes and staking. PRODUCT solves this by offering multiple investment solutions in one easy to understand package, combined with risk profile options.

PRODUCT Solution

PRODUCT will make it easy to invest, just by using a smartphone. The PRODUCT app serves as both a wallet and an investment portfolio. Users can choose based on their risk profile options, the amount of money they want to invest and the types of investments they want to make. Ultimately the app will offer a variety of coins, including the major four, masternodes and staking. Risk assessments will be made in the background, based on historical data, raw internet data and market sentiment. These assessments can predict the ROI and estimate the amount of risk involved in the investment.

Commented [RH6]: In future paragraphs or chapters, the following elements requires a deeper explanation:

- wallet: centralized or decentralized?
- investment portfolio: approved by regulators?
- risk profile: how to calculate?
- masternodes & staking: how does this work?
- Risk assessment: calculations, source of data etc.
- ROI disclaimer required!