TRUSTALYZE (TRSTZ)

Trustalyze FUD Index Level Utility Token

WhitePaper

August 2021

THIS IS NOT AN ICO OR CROWDSALE. WE HAVE ALREADY BUILT THE TRUSTALYZE FUD INDEX LEVEL PLATFORM.

THIS WHITEPAPER MERELY EXPLAINS HOW THE TRUSTALYZE FUD INDEX LEVEL PLATFORM WORKS AND OPERATES.

Powered by Trustalyze/Cardano

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Executive summary

Trustalyze was created out of the idea that the market shouldn't move based on fake news articles. Whales, institutions, news organizations, Twitter celebrities and the likes all use these tactics to move the market in their favor. They can sell all their crypto causing the retail investor to panic sell. This in turn causes the market to crash thus allowing the manipulator to buy back their crypto at lower prices thus accumulating more.

Trustalyze delivers a uniquely developed way for crypto traders and investors to analyze the FUD coming into the crypto market so that they can be informed faster in order to make more educated decisions about their crypto. The last thing a retail investor wants to do is sell their crypto when they don't have to.

With this new FUD Index Level Alert System, we have established the Trustalyze Utility Token (TRSTZ) used to compensate all community members for helping rate the FUD coming out of the crypto market.

The Trustalyze FUD Index Level Alert System is already designed and working. There is no proof of concept needed. We have built this unique system and it's fully operational today.

Mission Statement:

Trustalyze has taken on the mission to stop whales and institutions from manipulating the crypto market with FUD. It is further our mission to compensate all community members for helping Trustalyze rate all the FUD articles coming out of the crypto market.

We are succeeding in this mission today through the proven use of the Trustalyze FUD Index Alert System along with the Cardano blockchain and leveraging smart contracts to stop whales, institutions, celebrities alike from stealing your crypto.

FUD Analytics (By Nitin Kamar)

Traditional markets run on two broad elements: technicals and fundamentals, crypto markets run on the third factor called FUD. FUD stands for "Fear, Uncertainty, and Doubt" Abbreviated as FUD.

In Bitcoin (or crypto in general), FUD is anything that dissuades people from adopting Bitcoin and instead use money from the old economy e.g., gold and fiat. More recently, it has been weaponized in the cryptocurrency world to promote their currency of preference e.g., USD or insert your favorite coin name here by making others appear flawed, risky, or devoid of value.

Given the relative immaturity of the crypto economy, it does bring in a lot of new investors in large numbers i.e., newbies in every bull cycle. Their sentiments vacillate and they buy into every news, every technical chart and every piece of news be it good or bad and form their opinions based on that. This behavior is generally exploited occasionally by a vast array of characters e.g., whales, hedge funds, media, governments of others to drive their own agendas. FUD in cryptocurrency is a psychological trick weaponized to spread doubt and fear which would cause a certain coin to drop in price.

The FUD or narrative economy is not a new thing and has been at play in many walks of life in different manners; it is just geared and wired to play with the psychology of people to benefit some others.

Popular Bitcoin FUDs

If you measure the cycles from bull run tops to bear market bottoms pivoted around halving events, some of these FUDs are classics, they never go away. Some are repackaged and thrown into specific cycles closer to specific events and others are new and even amusing. Many have had a decimating impact, while others created milder fluctuations, but none could last the test of time either killing Bitcoin or keeping the price down for long. Let us look at some of these categories and examine them on their merit or debunk them.

These FUDs can also be categorized as below.

Classic FUD

Classic FUDs are repeated, even with the best data or factual evidence they resurface every time Bitcoin enters its bull cycle. Naysayers and newbies both of whom do not take time to understand the decentralization, money, have a pre-digital era mindset and newbie investors (each cycle brings plenty of them) are challenged with classic FUDs and rarely get on board with this. I have identified the prominent four issues below.

No Intrinsic Value

This is the favorite of proponents of the old economy and newbies; it keeps repeating every cycle in a variety of ways. The value of any currency or asset comes from the trust that people have in it, be it art, fiat currency, bitcoin, or anything else. Every commodity earns its value if there is a price that people would pay to obtain it. Today, we accept any fiat currency in exchange for goods or services as the fiat currency can be traded again to obtain other goods or services. Hence, for any money to be established as an exchange of value within a network, it is important for the network to trust it regardless of who (or what) is backing it. Gold has no intrinsic value either, it is a pre-digital era asset which is shiny, and people trust. Long story short, we are replacing trust here and that creates the value.

Criminal Usage

Yet another argument, that refuses to get out of people's minds with critics, old economy minds and media continually propagating every incident. Bitcoin is immutable and every transaction is recorded on the chain, with more traceability than fiat. Blockchain forensics has evolved significantly over the past few years and continues to do so at a rapid pace. Now how many crimes have been committed using fiat currency and how trackable are they? This was applied when the Internet came out, the major argument was that it will be used by pornographers and criminals -after 25 years we are somewhere else now, think about it.

A Passing Fad/Bubble

Many people who do not understand this or do not want to graduate into the new economy keep bringing the FUD around fad and comparing it to Tulip mania etc. Bitcoin has been around for a decade; cryptocurrencies and their market caps are only growing. Fads do not last this long, there is no infrastructural investments, growing interest, institutional investors, or ecosystems like DeFi built on fads. This plane left the airport a while ago.

The term bubble in finance indicates a price no valid outcome can justify. So, in price terms, Bitcoin (or altcoins), bubbles come and go but in value terms, it is not. Like the Tulip Mania comparison, trying to tie in Bitcoin to a bubbling effect is a thin stretch anyway.

Extremely Volatile

If there is an asset class which has tangible value, there will be investors, traders, speculators, manipulators, scammers etc. This was true in the old economy and will continue to be the case in the new economy. The new economy is rapid, fast changing, disruptive and volatile by every dimension. Bitcoin is a new economy asset and it cannot be measured through the lenses or mindset of old economy metrics.

China Controlled

There are two hard realities here, one is that China has banned cryptocurrency usage in any meaningful manner, the second is that the largest mining pools are concentrated in China.

These are different things, if China shuts down the mines that doesn't mean bitcoins supply will end abruptly. That hash rate will be picked up across the rest of the world, yes, the technical implication will be blocks will be a little bit slower for a few weeks. But that's about it, people need to make up their mind whether this is truly China controlled. At the time of this writing, China is cracking down on mining pools and shutting down a bunch of them which may be a reasonably good thing for the future of Bitcoin with more decentralization of mining infrastructure and hashrate being picked up by clean energy driven mines.

Market Manipulation

The narrative economics weigh heavily on people's minds and they start panic selling when a whole area of bad news is concentrated on a single week or month. Paid media, paid influencers, celebrities and mainstream media talking about issues either with half understanding or without full data and facts have contributed to these, often adding to the volatility and favoring people who want to buy the dips. While all these are short lived, they do affect the psychology of the new investors who are not equipped or sophisticated enough like the long timers and panic. Market manipulations have happened across all markets, not just cryptos. There have been many conspiracy theories of whale manipulations, Wyckoff distributions being designed and celebrity tweets trying to dip the market so their cronies can pick them up at a reasonable cost etc. Every cycle brings in a set of new investors whose horizons are limited to two or three years and they're still learning the underlying machinery, they have weak hands and sell on fud and fluctuations attributed to volatility.

Technology FUD

This FUD is somewhat real though, self-custody of assets is complicated as it is and a new asset like Bitcoin is even more so. The FUD created is about spending time, energy, and money in acquiring these assets could ultimately result in loss through inaccessibility. People should worry about their private key management; this is a non-trivial issue. Bitcoin is self-custody is somewhat of a difficult thing to do properly you can either if you don't do it properly you could be hacked and you could lose your Bitcoin however this is somewhat of a rare event right. An example quoted repeatedly is the CTO of Ripple having a massive amount of BTC in this hard drive and he's got two more attempts to break his to enter his password before he loses it. Dan Held of Kraken compares this to medieval Europeans burying a pot of gold in a forest and forgetting it. Self-custody of valuable assets is hard, this is due care and a legit FUD.

Quantum Computing

Deep Tech enthusiasts have always been fascinated with the extremes coming in future, proponents of quantum computing have been taking bitcoin to task regarding its security. Quantum computing is game-changing, but the risk will be first visible in intelligence agencies altering federal standards around encryption algorithms, this occurs years (if not decades) before the actual risk is perceived as real. For now, military grade encryptions are firmly in place and this risk is far out. While I am a believer in the true impact of quantum computing, I just do not see them manifest in this decade. There are quantum proof algorithms in the security realm being worked on, it is something that we watch but don't let the FUD get to us in the immediate future.

Product Deficiency

This is generally an issue with the Silicon Valley crew. What Bitcoin has in terms of decentralization is a design decision not a product deficiency to be improved in an agile manner. There is a triple constraint between decentralization, security and scalability- one can have two out of the three optimized. Bitcoin, by design has sacrificed its scalability skewing towards decentralization and security and this works for a store of value asset, these are also understood limitations towards its workability as a currency. Many Bitcoin forks have tried to incorporate scalability compromising on other aspects and they got no adoption. Ethereum has gone down the way of optimizing for security and scalability compromising decentralization. No objectively evaluating what Tesla did, on one hand they had a reserve digital token on their balance sheet and for this they picked the absolute right thing in Bitcoin. But they also used Bitcoin as a currency to transact and buy Tesla. This would never scale in the first place and secondly what financial sense does it make to sell Bitcoin to pay tax and buy a depreciating asset? Hence this is not about improving the performance or product deficiencies of Bitcoin, it is an infrastructural and foundational asset on top of which the new economic financial system will be built.

Government Bans

First, Bitcoin in permission less i.e., anyone can buy it and hence not stoppable as such. The adoption before this cycle was 7–10% of the US population and will only go up from here. I can imagine no government banning it as it gets over 30% adoption. If you think about it deeply, it is not left or right politically- it both and hence not subject to bipartisan politics. Tough for anyone to alienate 30% of the population.

Governments are launching CBDC (Central Bank Digital Currencies), so the FUD is about those making Bitcoin irrelevant. The implications of this are profound, they will exert control on every transaction e.g., auto taxing certain sections of society, giving up consumer rights, extreme capital surveillance, cannibalization of commercial banks, negative interest rates etc. It may also create complexities in certain countries where you cannot convert your dollars into cash to migrate from a very punishing system.

Bitcoin is a movement, it is not an individual, an entity, a company, or a thing. To ban BTC, one would need to resort to draconian measures like dictatorial regimes or wipe out the concept from everyone's head making them stop believing in it. These are all impractical by any stretch.

It is also too decentralized for Wall Street, Silicon Valley, Hedge Funds, or any community to buy these to assert control — no one can make BTC behave like the way they want. It is also ironic that all these institutions steeped in centralized control want to own permissionless bitcoin. CBDC's are fraught with problems and creating competing dynamics with Bitcoin would destroy the entire commercial banking industry overnight. The time to think and execute all of this is many years behind us, coexistence and peace is the only way out for governments and for commercial banks.

Energy Consumption

FUD around bitcoins energy consumption has been a persistent narrative since maybe 2013 and accelerated in 2015. It was Ethereum supporters promoting it as promoting proof of stake versus proof of work and using proof of work energy consumption as a negative. It has hit a crescendo in terms of Elon Musk tweeting very negative things about Bitcoin's energy consumption. This narrative has many angles, let us unpack them. The Elon tweet is a little weird because Bitcoin blocks requiring energy to be created are beyond just validating transactions, they also mint new coins, it also protects the existing ledger of all historical transactions so you can't just isolate bitcoins energy consumption two new transactions it makes little sense.

One needs to look at data around energy consumption of the existing old economy versus Bitcoin and reduce ratios to value created. There are excruciating levels of data available around these, perhaps folks to look at the economics of data versus the economics of narratives. Miners hunt for cheapest sources of energy and hence use a relatively high amount of renewable energy so it's between 30 and 70% that number fluctuates based on various methods to calculate it can never be 100% solid but that's the general range. You can do some of your own research and arrive at the real answer instead of falling into the FUD.

Tether Manipulation

This FUD has been doing the rounds for many years and these stablecoin issues are largely behind us. The fiat value for USDT (Tether) issued at a time is ~$100m, a tiny fraction of daily Bitcoin volume of ~$5–10 b (about 1% on a $10b base), not enough to move markets significantly. Also, looking at data, USDT market cap alone is less than BTC daily trading value. As markets fall, this will naturally increase USDT price, to maintain pegs Bitfinex needs to print more Tether or buy being on the other side of the trade. As prices rise, Tether is abandoned by people and Bitfinex stabilizes prices by buying USDT.

Another concern is tethering the crypto economy to a centralized version of the dollar, which can be printed on a whim, defies everything i.e., idea of crypto being decentralized, distributed, and not centrally controlled; to be "untethered" to opaque and centralized forces like central banks. Tether needs to be transparent in whatever they are doing and hence this FUD is more a transparency issue which must be immediately addressed.

The narrative economy plays so heavily and is manipulated by the media. Bloomberg published something claiming Tether/Bitfinex was subpoenaed "last week". After the panic was triggered, they made a correction stating the subpoena was in early December. It is illogical to think that USDT printing was continuing after 2 months. The FUD and narrative economy run by weighing on psychology on newbie investors by repackaging old FUD and showing issues within the only time they are familiar with. Blatant market manipulation by the media hurting many people to sell at the bottom.

Coinbase Stock

Coinbase is one of the many exchanges which trades Bitcoin and cryptocurrencies. Their price is tied to how much Bitcoin, Ethereum or others are traded on its own platform and the transaction fees they make; not vice versa. Coinbase is now a public company, and it derives its shareholder value from trading volumes, Bitcoin or any crypto asset prices is not reliant on Coinbase stocks. This argument defies logic, if Coinbase does not trade volumes- another exchange will.

Influencer/Celebrity Control

There is data, opinions, varying levels of knowledge in the space. The underlying fundamentals or technicals cannot be changed by opinions and not with views examining a single incident, FUD news or even a slice of time. Bitcoin is an elegant design, there is an underlying machinery at play — take time to understand it. Some influencers are more knowledgeable than others, giving merit to data driven folks to follow and learn from them. Many are paid by specific projects; coins and they propagate those narratives. More popular influencers like Elon, Buffet etc. can affect views of millions of people, it also does not mean they understand the space better than others.

Infinitely Divisible

Bitcoin is infinitely divisible and hence not scarce. All I have to say to people thinking this way is go back to middle school and learn your fractions; dividing a cake infinitely does not mean you can feed a town.

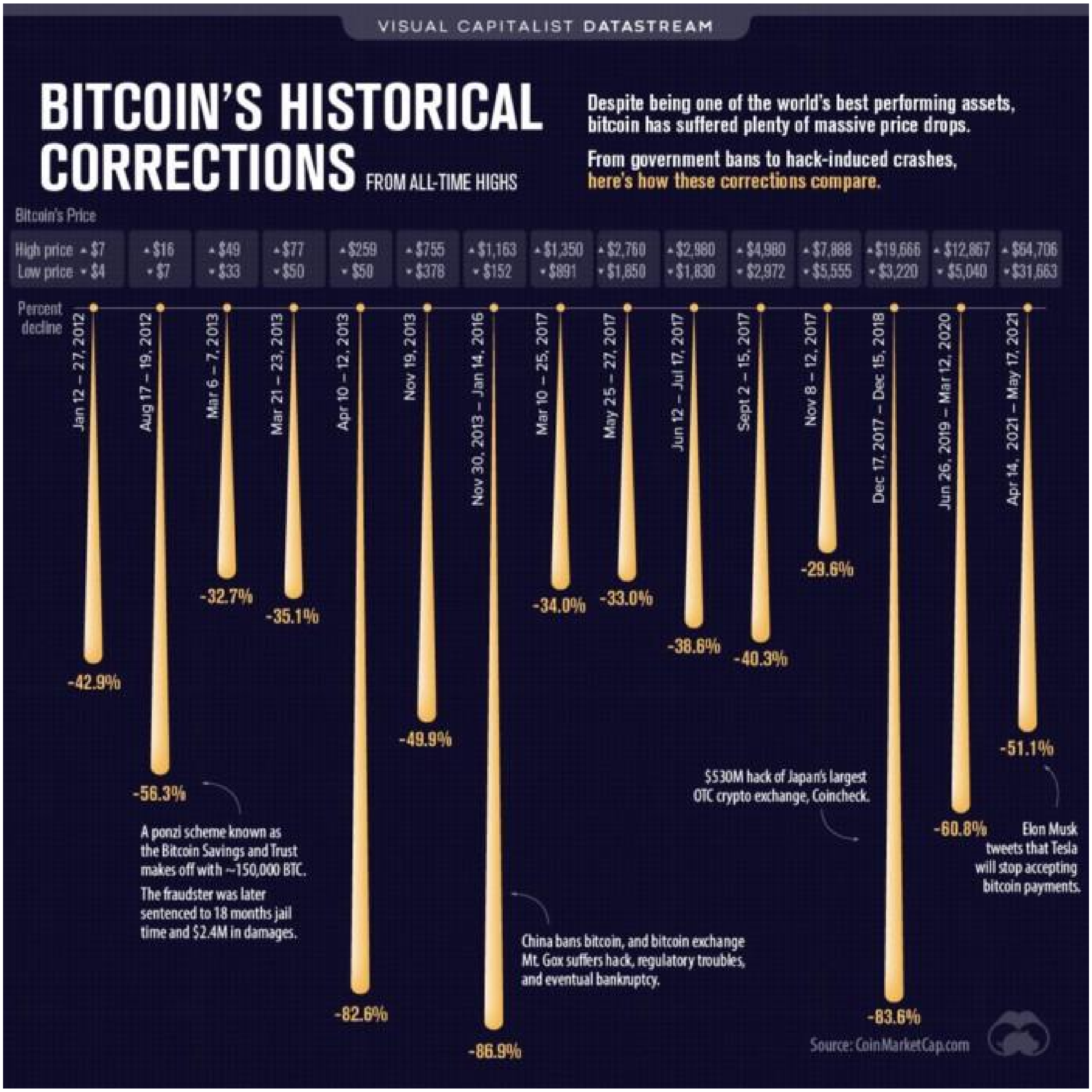
Inequality

An old FUD created in the middle of the last decade stating 2% of the world holds 98% of BTC. Look at data, not opinions on this one — even a Google search will reveal BTC addresses are not unique Bitcoin holders, people propagate this information based on what they hear not what they see. I have multiple exchange accounts and it is hard for people to figure out what I own across addresses. Many of these addresses also belong to exchanges, it is the equivalent of saying that of all the banks on fiat, it is still the customers' money. You also cannot measure the new economy with the lens deeply rooted and developed in the old economy, inequality plays differently here. Typically, when inequality like this occurs, money concentration gives people power and influence over the monetary policy and economy, but with Bitcoin that doesn't occur no matter how much Bitcoin you own that doesn't give you any more right to change bitcoins protocol.

FUD Analysis

To reiterate, the crypto ecosystem runs on Technicals, Fundamentals and FUD. FUD and narratives have affected newer investors and have been instrumental in destruction of economic value wiping out billions of dollars of market cap each time. Narrative economics has and will continue to play a role in the evolution, strengthening and scale of crypto currencies. Figure 2 summarizes multiple events compressing bitcoin value and many were triggered through FUD creation, many of these have been replayed over each cycle and continue to freak out newbies.

Source: VisualCapitalist.com



Recent Narrative and FUD Impact

While a lot of this FUD does not impact long term price, it impacts retail investors, newcomers, and weighs on multiple stakeholders in the crypto ecosystem in different ways. In addition, many key players in the ecosystem reevaluate decisions or reanalyze the status quo. Hence, dismissing FUD from a maximalist's view is also misguided. Let us examine the recent FUD in the news and understand the present and future impact of each.

The Elon Energy FUD

This specific FUD has been beaten to death in the media, the energy issues for Bitcoin are well known for as long as this has been around. Yes, there are opportunities for improvement on the green or clean energy side, but this must be taken in context and compared with gold or even lithium mining costs. This FUD is legit but taken out of context doesn't make sense. However, let us discuss the real ramifications. Tesla getting into Bitcoin in the name of inflation hedge or digital balance sheet and then later getting out of payments on environmental concerns is probably worse than them never getting into Bitcoin. There are tons of companies which have not bought Bitcoin and were considering their newbie moves, all will either abandon the idea or reanalyze the ESG angles of the decision. This also added a huge amount of fuel to the fire to the FUD and created exaggerated levels of opinions as if Bitcoin is the only hazard for environmental issues and perhaps negated the corporate treasury argument for many companies. Tesla is conflicted given they have $1.5 worth BTC on their balance sheet. What they abandoned was perhaps 2000 cars being bought with BTC, assume 3500 BTC in all (1 Tesla = 1 or 1.5 BTC), more activity runs on the Blockchain in an hour or less. Later his "diamond hands" tweet, reaffirmed the conflict and Tesla's faith in BTC as a store of value. While this FUD was known and data/fact may reveal different slices and dices on how much energy is consumed by BTC, whether anyone likes it or not- there is a damage factor by amplifying this FUD.

Tether FUD

This FUD has been around for years and not a new issue, however certain media outlets brought it to people's attention. While the old timers know this and have reconciled to its implications, the newbie panicked. Last week, Tether shared their reserves, and this was part of their disclosure to the New York Attorney General, and they must make regular attestations as a process. A couple days ago Tether counsel wrote a Medium post titled "Tether is setting a new standard for transparency" and responding to criticism.

There is some doubt that Tether has and always has held exactly a 1:1 ratio USDT:USD, partly due to Tether's history of promising a full public audit but never producing one. They have released partial audits and stats and have a public blockchain, and they also promise there are private audits, but there is no full professional public audit of the reserve.

The more information Tether shares, the better. Simultaneously the bigger relevance for the crypto mayhem was the folks who didn't trust Tether and more importantly who saw it as a systemic risk didn't relent even with the NYAG settlement and this angered them more. It does not have long term (or even short-term implications) but enough to drive newbie panic.

China Ban FUD

The China ban FUD had an obvious role in the crypto Armageddon on May 19th, 2021, with many mainstream outlets running that news. The crushing impact was from the Reuters version stating, "China bans crypto" which would get more clicks than "China reinforces their view on crypto." The fact was that three self-regulatory institutions in China reaffirmed rules laid out in 2017; nothing changed, they banned this a while back in 2017. If this were analyzed properly by the newbies who have seen a slice only in time, they might not have gone into panic mode. It's amazing how much traction the China ban narrative gets every time and, in every cycle, even when in practice it was a done deal many years ago.

Colonial Pipeline

Perfect timing again, the US colonial pipeline hack and ransom sought in Bitcoin rejuvenated the FUD around Bitcoin is used for crime. This would not have much power to move things but as part of a myriad of concerns it took on more importance than it should have.

SEC Announcements

While the ESG issues were significant on the regulatory side, we saw more announcements from the SEC alluding to the fact that crypto exchanges need to be more regulated. They also mentioned that all transactions over $10,000 would need to be disclosed and taxed, while the latter is a specific statement and no tax-abiding citizen would cringe on it, the former statement being vague and can cause some damage. It can now put some additional scrutiny on the Bitcoin ETF underway while slowing institutional momentum focused in that direction.

There were also announcements seeking review of all the work that the prior OCC officials undertook. This will also cause momentum to slow, the entire framework built for banks to participate will be now under review even though a specific regulatory perimeter has not been declared. The opacity and vague nature of these statements could get banks and financial institutions to watch this space for a while before coming all in. Banks are already nervous about their existential future as the digital dollar surfaces and delaying the permission to participate in the new world will make their shareholders panic.

Coinbase IPO Performance

The centralized exchange, Coinbase (COIN) was a much-hyped IPO this year. It failed to perform as expected; there was a heavy focus and buying of the stock which did not deliver a price bump, on the contrary the price tanked. Bitcoin price has been on a downward spiral from that day with institutions taking coins off exchanges. The mayhem on May 19th was so hard that Coinbase's infrastructure choked, denying many users to buy and sell, that issue was overshadowed by the drastic price dip, but the event did expose the fragility of the existing infrastructure. The narrative remained on Coinbase IPO price and bitcoin price but took away focus from the real issue around infrastructure issues.

Though not all the inflows here can be directly tied to these events, Elon Musk and the slew of bad news did impact newbie psyche and the market to an extent. Therefore, a significant portion of these inflows came from users depositing their Bitcoin into centralized exchanges looking to sell.

Timing of all the FUD concentrated in a single week preyed on the newbie investor mindset which created the capitulation wave on BTC prices, and it dragged the entire market downward. So many people playing with leverage turned into liquidations causing the price to go down even further and faster. Anyone who bought BTC at 50 or 60K raced for the exit door creating a cascade of price and liquidations.

Repackaging FUD to FOMO

The sheer brilliance of the narrative economy is that FUD can be packaged into FOMO and FOMO can be repackaged into FUD. The control of China through the majority of Bitcoin mining rig concentration was the original FUD, then the narrative changed to China cracking down on miners and de-concentration of these miners being the new FUD, the exact opposite narrative. Now the Bitcoin maximalists are repackaging FUD as the miner migration is going to be picked up by others and using clean energy. Narrative economics has been repackaged from the same issue going from bad to good, each time people fall for it — it just has a different economic value!

With the global hashrate migrating from China, two FUDs are being repackaged as upside to create FOMO i.e., China controls Bitcoin because miners are located there, but miners don't control Bitcoin, secondly Bitcoin mining is dirty because it comes from Chinese coal well with the transparency of miners in other countries and that better more greener energy so Bitcoin miner is moving out of China due to new Chinese regulations should be a great thing for bitcoin as it changes the narrative and repackages narratives. But well, neither Bitcoin maximalist nor naysayers or newbies care about data- they are the perfect proponents and victims of the narrative economy and will continue to be so.

Trustalyze Resolves

With the explosive growth of cryptocurrency, FUD has become a major problem for retail investors and newbies alike. Use of Trustalyze resolves these challenges by educating and alerting investors to FUD Index Level changes every 15 minutes.

1. **Education:** Trustalyze aims to educate retail investors on how FUD works and how they can decipher the FUD coming out of the crypto market space. The more articles are rated the more they will understand FUD and will become a smarter investor.

2. A**lerts:** Trustalyze updates the FUD Index Level every 15 minutes and is based on input from the crypto community as a whole. When the FUD Index Level updates, the front of our site will showcase the current FUD level. The community members can also get scheduled email alerts to let them know FUD Levels in real time. As well as email alerts, community members can also receive SMS (Text) alerts sent straight to their mobile device. The email and SMS alerts are a premium feature (paid).

3. **Dentralization:** To ensure that there's no bias to the Trustalyze FUD Index Level platform when rating and measuring the FUD, Trustalyze takes a decentralized approach to measuring the FUD levels. While our built in algorithms help decipher the FUD, the majority of ratings (99%) will come from the crypto community to help manually rate the FUD articles. Each article is rated as it comes in and an appropriate FUD level is attached.

TRSTZ Token Rewards

Trustalyze community members will be rewarded with Trustalyze TRSTZ Tokens as they rate the FUD that is being indexed on Trustalyze.com.
We have created 300 million TRSTZ tokens on the Cardano blockchain.
https://cardanoassets.com/trustalyze-19729

Those rewards are defined within the packages below:

Free Plan - All community members will be able to earn .50 TRSTZ for every article that they rate. This Free Plan also includes 50 TRSTZ bonus tokens just for signing up.

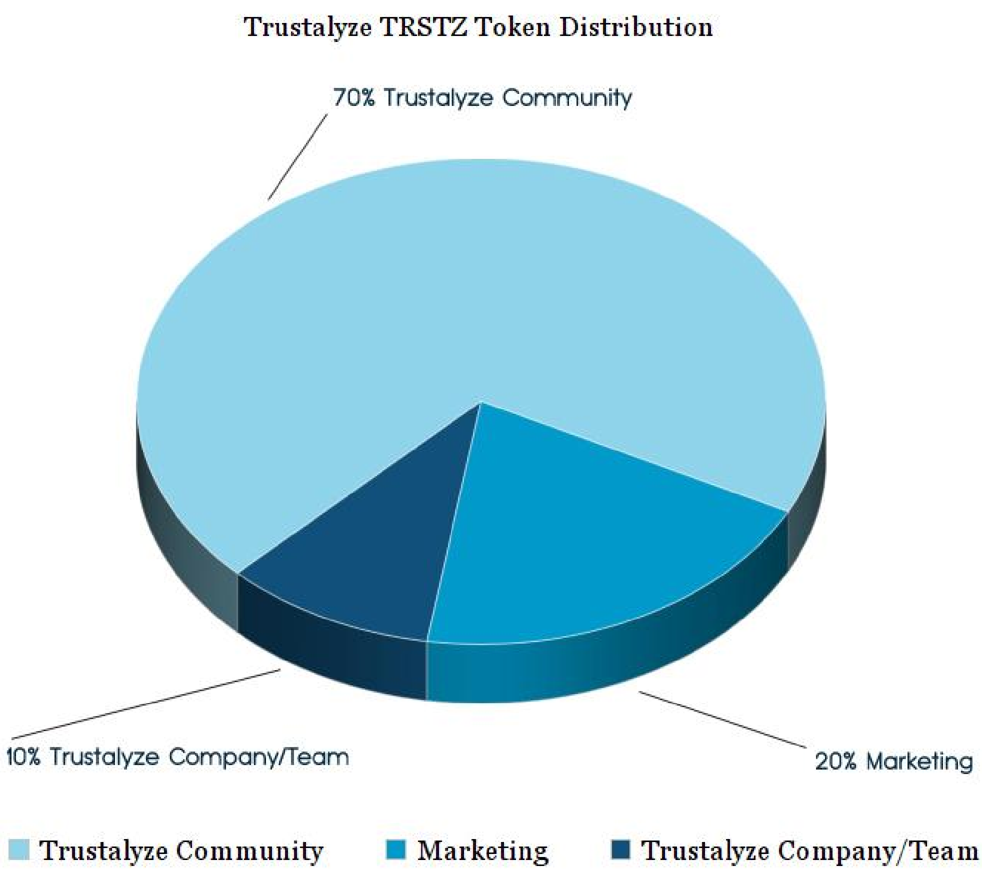
Advanced Plan ($4 Per Month Billed Annually) - All community members will be able to earn .75 TRSTZ for every article that they rate. This Advanced Plan also includes 500 TRSTZ Tokens just for signing up.

Premium Plan ($9 Per Month Billed Annually) - All community members will be able to earn 1.00 TRSTZ for every article that they rate. This Premium Plan also includes 1000 TRSTZ Tokens just for signing up.

Trustalyze has set up partnerships with a several eCommerce companies where TRSTZ Token holders can redeem their tokens.

Exchange Listing - While there's the possibility that the TRSTZ Token will be listed on exchanges, it's something that, for legal reasons, we do not discuss.

Token Allocation Summary



Trustalyze Community (70%)

70% of Trustalyze TRSTZ tokens created will be allocated to the Trustalyze Community in the form of rewards for rating all articles coming out of the crypto market space.

Marketing (20%)

20% of the tokens are allocated for marketing and bounty programs to help us spread the word about Trustalyze via social media channels including Bitcointalk.org, Facebook, Twitter, Youtube, blog articles, press releases and more.

Trustalyze Company/Team (10%)

10% of the tokens are allocated for the Trustalyze company/team.

Strategy and Marketing

Strategy

We will leverage our over 6 years in the crypto space along with over 20 years in the eCommerce/Marketing space, to accelerate the Trustalyze FUD Index Level platform to greater adoption and past its current phase I level. This will quickly be followed by additional phases with new added functions and features.

We're in the process of laying the groundwork for new partnerships that will only expose more crypto investors to the Trustalyze FUD Index Level with an objective of saving investors from losing their crypto to FUD tactics.

Phased Roadmap:

Phase I (Currently Completed) - FUD Indexing/FUD Rating/Email Alerts/Token Rewards

- The current FUD Index Level allows for rating of all crypto related articles that are being indexed by Trustalyze. Articles are indexed via feed urls and manual submission.
- The daily FUD Index Level is updated every 15 minutes and uses a running daily average to measure the FUD level.
- Each community member that helps rate the FUD will be rewarded with the TRSTZ token.
- Email alerts to new FUD levels. Community members can schedule when email alerts are sent.

- Track FUD Index Level History Charting.

Phase II (Slated for completion by Sept 31th, 2021) - SMS Alerts/Twitter API/Cardano Smart Contract

- SMS Alerts to all community member mobile phones.
- Tweeting all new FUD Index Levels daily.
- Android/iOS App for real time FUD Index Level Alerts.
- Launch of smart contract on Cardano to push all TRSTZ tokens to wallets automatically.
- And more…

Additional phases will be pushed as Trustalyze moves ahead. **New Phases TBD**

Why Cardano?

In a nutshell, Cardano is quicker and cheaper when it comes to transactions on the blockchain. For pushing the TRSTZ Token to community members will require a transaction fee to be paid by Trustalyze, it makes financial sense for Trustalyze to use a cheaper transaction fee.

Cardano also offers faster transactions. Per Cardano the transaction speed will be about 1 million transactions per second compared to that of Ethereum's 100,000 transactions per second once 2.0 fully launches next year.

Cardano is also a POS (Proof of Stake) and not POW (Proof of Work) so energy consumption is far less than other blockchain platforms like Bitcoin and Ethereum. We understand that EIP-1559 will address those issues for Ethereum but right now Cardano makes more sense.

Bounty Rewards Program

The Trustalyze Bounty Rewards Program will run from August 1st to December 1st, 2021. This date range is subject to change. The rewards will be as follows.

Register For Bounty Program Here: https://forms.gle/VW6yQACWFKqv5U678

Social Media Rewards

Twitter

For every Twitter Retweet or Mention, you will receive:

- 5 TRSTZ for those with more than 500 confirmed Followers on your Twitter account.
- 10 TRSTZ for those with more than 2000 confirmed Followers on your Twitter account.
- 15 TRSTZ for 5000 or more confirmed Followers on your Twitter account.
- Crypto influencer with more than 50,000 Followers? Contact us.

YouTube

- 20 TRSTZ per approved video(s) posted to your YouTube account with more than 5000 confirmed subscribers.
- Got over 20,000 subscribers? ? Contact us.

Facebook

- 5 TRSTZ for post Likes for 500 or more confirmed friends.
- 5 TRSTZ for comments over 40 characters.
- 5 TRSTZ for public shares of any post.

For more details Contact us.

Rules:

All bounties will be paid every 30 days on the 1st of every month until the Bounty program is over. You must have a Cardano wallet to join any TRSTZ Bounty Reward Programs. You must register for the Bounty Reward Program before you start the program. All accounts will be approved.

Twitter - All Followers must be real and not purchased. All accounts will be subject to manual approval. Any person found to have purchased Twitter Followers will be removed and thus a loss of all TRSTZ.

Facebook - All Followers must be real and not purchased. All accounts will be subject to manual approval. Any person found to have purchased Twitter Followers will be removed thus a loss of all TRSTZ.

There will be no spamming whatsoever. Anyone who spams will have their accounts deleted without transferring any Trustalyze TRSTZ.