

# The Santiment One Pager Overview

## Summary

Santiment will be the financial market data and content platform of choice for cryptocurrency and blockchain space, filling the role that Bloomberg and Thomson Reuters serve in traditional financial markets. Santiment offers datafeeds and content streams (including newswires) alongside a regularly updated database of cryptocurrency projects. Its long term goal is to be the market data infrastructure for cryptocurrency and the blockchain economy.

## Problem & Solution

There are major problems in the crypto-markets. In particular, the lack of verifiable information and usable data makes crypto-traders and investors vulnerable to dramatic information asymmetry and scams. Santiment solves these problems with hard data and market insights.

With datafeeds on market sentiment and blockchain activity, users will be able to monitor markets in real time. By creating a transparent database of projects, Santiment gives investors a way to identify and avoid scams. When combined with objective datafeeds and expert-curated content, these solutions give subscribers a trading advantage while mitigating risk.

## The Market

The markets for Santiment services are the following: Wealth and hedge fund managers, new crypto-traders, and data vending channels. Wealth and hedge fund managers are looking for a diverse set of useful datafeeds, often for quantitative trading. New crypto-traders prefer more digestible content that gives them insight into market trends. Data vending channels like exchanges (eToro, Bittrex, Kraken) and asset management platforms (ICONOMI, Melonport) are looking for ready-to-go data solutions that give them a competitive advantage. For all these parties, Santiment has a solution to offer.

## Early Product + Roadmap

Santiment has a [working mobile app](#), at the alpha stage. It consists of a historical price feed and charts, a trollbox sentiment feed, and a sentiment journaling game. This combination of feeds is the foundation for a growing mobile terminal. Santiment aims to have a functioning mobile and web terminal by early 2018, with thousands of datafeeds by 2019.

## Token Economics

The Santiment Network Token Prototype (SAN) is a coupon issued in Switzerland according to FINMA regulation. By staking SAN, users and exchanges get access to free streams of information and feeds. It is also the sole means of purchasing exclusive datafeeds and content (mostly sentiment-related) available via auctions. Non-exclusive services are available for fiat subscriptions.

## Closing Statement + Crowdsale Details

The Santiment team aims to build the market data infrastructure that powers the entire cryptocurrency and blockchain space. The team consists of proven entrepreneurs and crypto-traders. To bring Santiment to life, they are launching a token sale with a minimum cap of 15,000 ETH and a maximum of 45,000 ETH, which will launch in phases on JULY 4th 2017. The fixed price is: 1 ETH = 1000 SAN. You can learn more about Santiment at [www.santiment.net](http://www.santiment.net) or read the whitepaper here: <https://docs.google.com/document/d/1hHmJQWPrObSgCA8kTbk-4LgqGbYzukQAjtg5b8jwc0/edit?usp=sharing>

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