



**Purple Butterfly Trading**  
Helping Investors Understand When to Trade

**Version 1.02**

<https://purplebutterflytrading.net/>  
[info@pbtt.io](mailto:info@pbtt.io)

Further information is available at <https://purplebutterflytrading.net/>

### **IMPORTANT NOTICE**

This document (the "Whitepaper") has been prepared by Archinode Pte Ltd. This notice is intended for all readers who view or access the Whitepaper, regardless of the communication channel or platform. The Whitepaper is strictly for information purposes only, and shall not, under any circumstances, be treated as an offer of securities or an invitation to participate in any regulated investment scheme, howsoever defined in any jurisdiction around the world. In addition, none of the information contained herein is intended to form the basis of any advice or inducement to engage in any sort of investment activity.

**You are strongly encouraged to read the entire Whitepaper, particularly the section entitled "Risks and Disclaimers", and familiarize yourself with all the information set out below. Please seek independent advice from your professional advisors, including lawyers, financial advisors and tax accountants, if you have any issues, uncertainties or doubts as to any of the matters presented in the Whitepaper.**

## Purple Butterfly Trading

### VISION

We aim to construct a trading ecosystem where trading literacy of each individual traders are improved by sharing effective strategies.



**1. Introduction**

**2. Purple Butterfly Technical Specification**

**3. ICO – The Purple Butterfly Trading Token and Pricing**

**4. Proposed Roadmap**

**5. Team**

**6. Proposed Use of Funds**

**7. Other Information**

## 1. Introduction

Purple Butterfly is the symbol of transformation and change – it means adapting and exploring new beginnings. Archinode’s Purple Butterfly Token will aim to facilitate such new beginnings, taking the well-established strategy of copy trading, and making such strategies accessible to everyone via the Purple Butterfly platform. The Purple Butterfly platform seeks to help everyone achieve value and obtain benefits from the new beginnings and the insights of others.

### Securities Financing

In 1531, the first stock exchange was established in Antwerp, Belgium. This was soon after followed by exchanges in the Netherlands, France, Germany, and England. By the end of the 18<sup>th</sup> century, with the advent of the industrial revolution, the centre of gravity for finance and economics was shifting to England. London thrived as a finance centre, seeing the emergence of the merchant banker, with the names of Rothschild and Barings coming to prominence. 1871 brought the creation of the New York stock exchange, bringing with it a breed of financial instruments such as railroad securities, and large-scale government bond issues as a result of the Civil War. The 1920’s subsequently saw the emergence of instruments exclusively designed for big investors and asset holders called speculators – Commercial Papers, warrants, and hedge funds.

Currently, the total traded volume reached 77 trillion USD, and an average of 5.3 trillion USD is traded at the foreign exchange market each day<sup>1</sup>.

---

<sup>1</sup> <http://www.formadvertising.co.uk/forex-trading-industry-statistics-trends-from-2017/>  
<https://data.worldbank.org/indicator/CM.MKT.TRAD.CD?view=chart>

Against this backdrop, it makes life very difficult for the individual investor, with limited resources, to gather and process huge amounts of data, which would allow them to make effective investment decisions. This is further compounded by legitimate market activities, undertaken by the major players in the market, operating at scale. The use of algorithmic, high-frequency trading strategies, enabling the identification of price distortions evident for milliseconds, is also prevalent, thus further weakening the odds of success for the individual investor.

Many financial services for individual investors have been conventionally provided by large financial institutions. However, there are limited on-demand services designed to closely support individual investors in their journey to success. We, using **Purple Butterfly**, are seeking to challenge this dominance using blockchain. To realize this goal, the **Purple Butterfly Trading** ecosystem has been formulated. We believe that capturing knowledge from those who are more skilled is essential. This means attracting experienced investors to the platform, securing that knowledge, and incentivizing those who provide that knowledge. We seek to achieve all of these outcomes via a social media training tool, which sits at the heart of the **Purple Butterfly** platform.

## What is Purple Butterfly Trading?

Purple Butterfly Trading is envisioned to be a trading ecosystem. It is also recognized as a "Trade Platform Application" which can process transactions directly by connecting the API provided by cryptocurrency exchanges and allowing users to log into their own exchange accounts through the Purple Butterfly Trading platform. Users Will be able to use the Purple Butterfly Trading platform to gain access to their accounts with third party exchanges, and this will contain their integrated asset information and order records. Additionally, it will also be possible to check information such as asset information, transaction records, and order records of other users on Purple Butterfly Trading platform in real-time. Therefore, users will be able to access valuable trading information based on the strategies of other successful users and traders in real-time.

Successful traders who demonstrate confidence and consistency in their trades tend to have their own clear trading logic and strategy. By disclosing their trade outcomes and receiving support from other users, they may become "star traders", which provide them with opportunities to create value for themselves and others through the Purple Butterfly Trading Platform.

This ecosystem creates two potential opportunities for all individual users to become successful traders:

1. Trading performance gains achieved by copying the trade orders of other successful users.
2. Sharing knowledge and improving trading literacy through active communication between users within the ecosystem

### **Vision**

The vision of Purple Butterfly Trading is constructing an ecosystem where individual traders can gain new trading insights and knowledge by interacting with other skilled traders.

## **2. Purple Butterfly Technical Specification**

Purple Butterfly Trading can process transactions directly by connecting to the API provided by cryptocurrency exchanges and allowing users to log into their own exchange accounts through the Purple Butterfly Trading platform. Users will be able to gain access to information on the exchange accounts that they normally use, and such information includes integrated asset information and transaction records.

## The Services

**We aim to construct a cryptocurrency trading platform which has the equivalent specifications and functions as that of cryptocurrency exchanges.**

This platform will realize the value of providing cross-platform trading services by connecting its API with cryptocurrency exchanges all over the world.

It will integrate functions for overcoming language barriers through automatic translation and voice recognition.

Beyond the original function of copy trading, there are various ways of ordering trades in this platform.

Traders can also use limit orders one-cancels-the-other order (OCO), Trailing Stop Order, and others.

An indication of different pricing rates between exchanges and executing orders across platforms are effective for arbitrage trades as well.

※Opening trading accounts on third party exchanges are left to each user.



## The function of exposing and sharing asset portfolios and transaction records

Users who join Purple Butterfly Trading can connect to the API and share their own information such as asset portfolios, transaction records, crypto portfolio, and others.



**The function for investors to dialogue and share the information each other**

Purple Butterfly Trading specializes in optimizing search functions for users.



Discovering new projects of interest and obtaining new information from other users will potentially widen the range of trading knowledge and options. For example, users can search for other users:

- with similar portfolio sizes or trading patterns
- who are interested in similar projects as they are
- who demonstrate stable trading performance

By allowing users to communicate as freely and as easily as possible, users within the Purple Butterfly Trading ecosystem will be closely connected, and new information and services can be created through these interactions. Therefore, Purple Butterfly Trading can create unparalleled value for its users.

**The function to “execute investment promptly” by utilizing useful information gained by sharing information**



Users will be able to bookmark other traders that it is interested in or who it respects. In turn, users will be notified by push notifications when their bookmarked traders make a trade.

From sending push notifications to the processing of transactions, the sequential transition from notification to execution of trades on the Purple Butterfly Trading platform will be realized smoothly.

Automatic ordering is also possible according to the member's rank (described later).

We will also design other appropriate tools and features in order to execute follow-on ordering, and display order timeline information, ranking pages, user profile pages, and others.

Furthermore, in Purple Butterfly Trading, we will provide and design mechanisms that increases user engagement and participation, and creates continuous value.

### **The function for copy trading**

Some users may be good at trading and finding excellent ICO projects.

To be able to copy the strategies and trades deployed other users, and blend it with one's own trading style and preferences, this platform implements two functions:

1. A user can choose to follow a particular trader if it finds the trading data of the trader demonstrates a certain level of trading performance which it wants to emulate. Then, once the target trader has placed an order, a push notification will be sent to the followers, and the user can subsequently place the same order.

In addition, the user can also order a trade directly from the order list on the timeline displayed on the Purple Butterfly Trading interface.

2. It is also possible to copy the composition of the asset portfolios of the target trader. The user can buy or sell assets within its own portfolio such that its final portfolio composition matches that of its target trader, by proportion or otherwise.

### **Trading contests**

This feature will aim to continuously drive the trading activity of users. We will aim to:

1. Conduct frequent, continuous trading contests and promotions, and provide various rewards and incentives to highly active traders.
2. Actively engage participants, and generate continuous interest and excitement as more and more participants join.

### **PBTT Tokens**

In order to gain access to the services available on the Purple Butterfly Trading platform, such as sharing and access to trading information of other users, communicating and messaging other participants, and executing trades on the platform, users will be required to possess certain numbers of PBTT Tokens. There are four ways to obtain PBTT Tokens.

1. It is distributed from time to time at our discretion and the number of PBTT Tokens to be awarded are based on the amount of PBTT Tokens by each individual user.
2. It is distributed as an incentive when users perform various activities (login, posting, transaction etc.) within the Purple Butterfly Trading platform.
3. If users participate and win trading contests hosted on the Purple Butterfly Trading platform, they may be able to receive PBTT Tokens as a prize, or if users vote in the contest and their vote wins the contest, they can also obtain PBTT Tokens as prizes.
4. Users can purchase PBTT Tokens directly through the trading application billing system.

### **Other Main features**

#### **Trade Motivation**

When users encounter a trade loss, we may choose to distribute PBTT as a "consolation prize" and motivate users to trade continuously.

#### **Professional Traders**

Users will have priority to access the trading methods and strategies of professional traders on the Purple Butterfly Trading platform.

### **Valued-Added Services**

Users will be able to receive various value-added services according to a tiered membership structure comprising of levels such as "Purple Black member" or "GOLD member". The ranking level of each individual user will be based on the number of PBTT Tokens owned by the individual.

### **PBT Coins**

Users can spend the "Coins in service" (provisionally titled: "PBT coin"), which is different from the PBTT Tokens, to receive the following additional services within the platform:

- Participate in activities such as social games and contests
- Subscribe to market reports and news
- Receive trading signals from popular traders on the platform on a prioritized basis
- Obtaining other supplementary value-added services to be determined by us from time to time

PBT coins are delivered to users from time to time at our discretion.

### **3. ICO – The Purple Butterfly Token and Pricing**

#### **The Token**

Token: PBTT

Total Max Issuance: 1,000,000,000

#### **Proposed ICO Schedule**

Private Sale (March-April.2018): Completed

※ Pre-sale is not carried out yet

Please note that the above information is subject to change without notice.

## 4. Proposed Roadmap

The Proposed Roadmap is as follows:

March.2018 Pre-sale of PBTT

December.2018 Alpha service release

February.2019 Beta service release

April.2019 Launch of the actual service

Please note that the above information is subject to change without notice.

## 5. Purple Butterfly Team

### Operator of Purple Butterfly

ARCHINODE PTE. LTD.

### Business contents

Research and development of block chains (Collaborating with the University of Singapore)

Block chain service consulting business

Mining business

### Team

We have a team that is experienced in financial services, marketing, and system development for more than 20 years, and has been engaged in service planning and development for investors. We have invented Purple Butterfly Trading to create more opportunities for investors to get more benefits from trading.



#### **CEO Kazutoshi Shidehara**

After he graduated from University in UK with a Bachelor of Mathematics, he worked at inFinite element calculation system and RTOS. While working in business administration, statistical analysis and risk management in GE and Coca-Cola, he received an MBA from USA. After independence, he engaged in development of future option and foreign exchange trading system, using financial engineering and launched direct banking. After working as a manager of risk management and CIO in a major hedge fund in Singapore and as COO of Japanese stock fund, he became CEO of ARCHINODE PTE LTD in 2018.



#### **CFO Yoshiki Maekawa**

After graduation from medical school, he received a Ph.D in Medicine from Nihon University while working as a cardiovascular surgeon. He opened a clinic in Ginza, Tokyo, and he became the director of the biggest cosmetic surgery clinic in Japan. He retired as a doctor and the director of clinic and became professional investor after increasing profits by investment he had managed for many years and establishing his own trading method. He became CFO of ARCHINODE PTE LTD in 2018.

**CMO Yukio Nakashima**

After graduation from University, he engaged in marketing in Citibank. He was independent in 2017 and had large success in online contents sales and seminar business. He established ARCHINODE PTE LTD with Mr. Maekawa in 2017.

**CTO Shinya Fujioka**

After graduation from University, he was in charge of business planning and service development in NTT DOCOMO. After working in DOCOMO, he joined Startup of financial information service, and he promoted alliances with financial institutions and system design. He is a head of grand design and system design in Purple Butterfly Trading.

## 6. Proposed Use of Funds

Funds derived from the private sale will be proposed to be used as follows\*:

10% People & Staffing Costs

30% Platform Design & Build

10% License Costs

5% Infrastructure Deployment

10% Security

2% Legal & Compliance

3% Market Data Acquisition

30% Marketing & Promotion

\*: Subject to change without notice.

## 7. Other Information

### Risks and Disclaimers

Please read this part titled “Risks and Disclaimers” very carefully and in its entirety. If you are in any doubt as to the action you should take, you should consult your legal, financial, tax or other professional advisor(s). By accessing the information set forth in this document or any part hereof, you represent and warrant to ARCHINODE PTE. LTD. (“Archinode”) that you unconditionally and irrevocably accept and agree with the following:

#### 1. No viewing in a Restricted Territory

It may not be lawful in certain jurisdictions for individuals, or certain categories of individuals in other jurisdictions, to view this document. An individual who wishes to view this document must first satisfy himself or herself that he or she is not subject to any local requirements that prohibits or restricts him or her from doing so. In particular, unless otherwise determined by Archinode and permitted by the applicable law and regulations, it is not intended that any offering of the tokens mentioned in this document (the “Tokens”) by Archinode should be made, or any documentation be sent, directly or indirectly, in or into, countries where participating in Initial Coin Offerings are banned due to legal restrictions, and countries sanctioned by the US or countries considered as high risk and monitored by the Financial Action Task Force (“FATF”) (each, a “Restricted Territory”) and nor should it be accessed by any individual who is a national citizen or resident of a Restricted Territory, including corporations, partnerships, or other entities created or organized in any such jurisdiction, unless they are exempted from the prohibition against participating in Initial Coin Offerings. Archinode shall not be responsible for individuals who access this document from territories whose laws prohibit such access or where any part of the document may be illegal. Such individuals do so at their own risk.

#### 2. No Offer

This document is for information purposes only and does not constitute or form, and not intended to be, an offer or solicitation of an offer to buy or sell, subscribe for, underwrite or purchase any form of investment or securities or other financial instruments, nor shall it or any part of it form the basis of, or be relied upon, in any way in connection with any contract or investment decision relating to the same. No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction.

#### 3. Information

All information is provided without any warranties of any kind and Archinode, its employees, officers and/or advisors make no representations and disclaim all express and implied warranties and conditions of any kind and each of Archinode, its employees, officers and/or professional advisors assume no responsibility or liability to you or any third party for the consequence of reliance on such information, errors or omissions in such information or any action resulting therefrom.

The information contained on this document may contain statements that are deemed to be “forward-looking statements”, which are prospective in nature and are not statements of historic facts. Some of these statements can be identified by forward-looking terms such as “aim”, “target”, “anticipate”, “believe”, “could”, “estimate”, “expect”, “if”, “intend”, “may”, “plan”, “possible”, “probable”, “project”, “should”, “would”, “will” or other similar terms. However, these terms are not exhaustive. Forward-looking statements inherently contain risks and uncertainties as they relate to events or circumstances in the future. Therefore, the information, opinions and forward-looking statements, including estimates and projections, in this document in respect of the anticipated roadmaps, development and projected terms and performance of the relevant entities, are selective and subject to updating, expansion, revision, independent verification and amendment.

Archinode is not making any representation or warranty or undertaking, including those in relation to the truth, accuracy and completeness of any of the information set out in this paper. Archinode also expressly disclaims any obligation or undertaking to update or revise any forward-looking statements except to the extent required by law and neither Archinode, its employees, officers or professional advisors make any assurance, representation or guarantee that any event referred to in a forward-looking statement will actually occur. Whilst Archinode intends to fulfil all the goals set out in this document, in case of unforeseen circumstances, the goals may change or may not be achieved without any notice to you.

#### 4. No Advice

None of the contents of this document constitutes legal, financial, tax or other advice. You must conduct your own due diligence and ensure you comply with all local laws regarding cryptocurrency, tax, securities and other regulations in your jurisdiction. We encourage you to consult with the relevant professional advisors independently.

#### 5. Regulatory risks

The regulatory status of cryptographic tokens, including any digital currency, digital assets and blockchain applications is unclear or unsettled in many jurisdictions. The publication and dissemination of this document do not imply that any relevant laws, regulations and rules have been complied with. No regulatory authority has examined or approved this document. Where any relevant governmental authority makes changes to existing laws, regulations and/or rules, or where financial institutions make certain commercial decisions, it may have a material adverse effect and/or impair the ability of any relevant entity referred to in the document to function as intended, or at all.

#### 6. No Agreement

This document shall not be relied on to enter into any contract or to form basis of any investment decision. Any agreement(s) between Archinode and you are to be governed by a separate document (“Sale Document”). In the event of any inconsistency between this document and the Sale Document, the terms contained in the respective Sale Document shall prevail.

#### 7. Advertisement and Distribution

The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with. This document is for general information purpose only and is not an advertisement, nor is it intended to be used to call for an offer on behalf of Archinode. Persons to whom a copy of this Whitepaper has been distributed or disseminated, provided access to or who otherwise have the Whitepaper in their possession shall not circulate it to any other persons, reproduce or otherwise distribute this Whitepaper or any information contained herein for any purpose whatsoever nor permit or cause the same to occur. Distribution of this document may be restricted or prohibited by law or regulatory authority in your jurisdiction. This Whitepaper, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of this Whitepaper is prohibited or restricted. Recipients should inform themselves of and comply with all such restrictions or prohibitions and Archinode does not accept any liability to any person in relation thereto. No part of this Whitepaper is to be reproduced, distributed or disseminated without including this part titled “RISKS AND DISCLAIMERS”.

#### 8. Disclaimer of Liability

In no event shall either Archinode, or any of their respective current or former employees, officers, directors, partners, trustees, representatives, agents, advisors, contractors, or volunteers be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with:

- (i) any acceptance of or reliance on this Whitepaper or any part thereof by you;
- (ii) any failure by Archinode, or any of their its affiliate companies, partners, or third party contractors or licensors to deliver or realize all or any part of the project described in or envisaged in this Whitepaper;
- (iii) any information contained in or omitted from this Whitepaper;
- (iv) your use or inability to use at any time the services or products or Tokens offered by Archinode,
- (v) mistakes or errors in code, text, or images involved in the Token sale or in this Whitepaper; or
- (vi) any expectation, promise, representation or warranty arising (or purportedly arising) from this Whitepaper;
- (vii) the purchase, use, sale, resale, redemption, or otherwise of the Tokens; or
- (viii) the volatility in pricing of tokens in any countries and/or on any exchange or market (regulated, unregulated, primary, secondary or otherwise);

- (ix) any security risk or security breach or security threat or security attack or any theft or loss of data including but not limited to hacker attacks, losses of password, losses of private keys, or anything similar; and
- (x) your failure to properly secure any private key to a wallet containing Tokens.

#### 9. Other Disclaimers

There are risks involved in the technologies relating to the blockchain technology referred to herein, the Tokens, and the Initial Coin Offering, such as unforeseen bugs, security issues or disruptions. By way of the above and other factors not within our control, the entire sum used to purchase the Tokens may be lost.

Despite our best efforts, Archinode may not be able to execute or implement its goals, business strategies and plans.

Certain proposed activities and functions described in the Whitepaper may require obtaining further regulatory or licensing approval from relevant authorities, which may be protracted, incur significant cost, or be denied completely. In such event, the proposed features and functions herein may never come to fruition as intended.

There may be changes in political, social, economic and stock or cryptocurrency market conditions and/or there may be no or little acceptance/adoption of the relevant Blockchain system and/or Tokens, such that the relevant Blockchain system and/or the Tokens become no longer commercially viable.

If any provision or part of any provision in this “RISKS AND DISCLAIMERS” part is or becomes invalid, illegal or unenforceable, it shall be deemed modified to the minimum extent necessary to make it valid, legal and enforceable. If such modification is not possible, the relevant provision or part-provision shall be deemed deleted. Any modification to or deletion of a provision or part of any provision under this “RISKS AND DISCLAIMERS” part shall not affect the validity and enforceability of the rest of this “RISKS AND DISCLAIMERS” part.

To the fullest extent possible, Archinode shall not be liable for any responsibility, liability, claims, demands and/or damages (actual and consequential) of every kind and nature, known and unknown (including, but not limited to, claims of negligence), arising out of or related to any acceptance or reliance on the information set forth in this document by you.

Where references have been made to third-party websites or sources of information, we may not have sought further verification as to the accuracy, completeness, or timeliness of the information referred to therein, and no warranties whatsoever are made as to the same.

The disclaimers set out above are not exhaustive.