

Whaler™



Tear Down the Wall: Leveraging the Power of Ideas with Decentralized Team Trading

WINMAN

Abstract

Whaler consists of membered groups which allows for active participation in the publishing and subscription of real-time market investment strategies and sentiment using a decentralized, peer-to-peer network.

Group members work together as one virtual unit to convey strategy consensus and confidence while optionally establishing independent market positions bringing together, without the need for a trusted third party or pooled funds, their specific expertise to manage, and direct investment capital while offering multiple revenue streams for all members above and beyond traditional capital gains. Intra-dependent trading brings together the best of individuality and team through a classical “division of labor” model.

We propose to use the Polygon network leveraging smart contracts and Decentralized Autonomous Organizations (DAOs) to accomplish this task.

Contents

Introduction

Industry Problem

Traditional Solutions & Drawbacks

New and Improved Solution

Introducing Whaler

Ecosystem

Roles & Methodology

How it works

Publish and Subscribe Activities

Command Structure

Directives and Actions

Consensus and Integrity (Human Blockchain)

Funding, Staking, Transactions and Accounts

Revenue, Fees, Incentive, Risk and Value

Other Services

Rating, Reputation, and Decoration (truth and justice)

Identity and Versioning

Trends, Analytics and Disclosure

Tokenomics

Conclusion

Introduction

Investing is a team sport dominated by large players, and YOU are not on the team.

Utilizing blockchain technology we bring together and leverage the expertise of independent analysts, traders and investors as part of a virtual organization or Decentralized Autonomous Organization (DAO). Organizations, much like mastermind groups, are formed for the purpose of conveying real-time trading and investment strategies that profit its members and increase the overall value of the group.

This is all done without the need for capital pooling or custodia accounts, but with complete transparency, consensus, and confidence. Using blockchain technology the Whaler platform provides various publish and subscriber revenue streams for its members.

Industry Problem

Collaboration for the average investor exists today at a disassociated “master – slave” level with most benefits going to the master unbeknownst to the slave. It is a top-down system... and you are at the bottom. The big players at the top obtain massive leverage and can intentionally or unintentionally manipulate or block market flow.



Individual investors are typically limited to only a few options:

Investing with your company: Employee’s options are limited and subject to the vehicles and strategies selected by the corporation and whomever they have partnered with to provide investment services. These are large funds that turnabout with the grace of a super tanker and are vulnerable to market bubbles.

This is usually “dumb money” indexed on the markets going up. They fail miserably when the markets go down. Examples include the 2001 dot com bubble and the 2008 housing bubble. Unsuspecting, financially uneducated, and uninvolved employees take heavy losses and worst of all do not understand why.

Currently the biggest bubbles ever created have formed on a worldwide basis and the “smart money” is leading the “dumb money” to slaughter.

Hedge Funds: Hedge funds suffer from 3rd party trust issues. Transparency, accountability, management and commitment are of most concern. You give them your money and they invest leveraging your funds. You, the customer, are not in control - especially when things get rough. Getting in is easy if you have the cash, getting out is not.

Hedge funds have rules and regulations they must abide by that interfere with the decision-making process and limit opportunities. Hedge funds are only available to investors with large amounts of capital and generally exclude most of the public.

Going it Alone: Despite a plethora of books, webinars, tools, TV, twitter, blogs and chat groups, trading and investing as an individual can be a difficult endeavor. Who do you trust? What really works? Am I doing the right thing? Who are these guys?

To further compound the issues, leveraging the insecure, outdated and slow fiat financial systems adds further complications and frustration.

Overwhelmed, bewildered, and confused, most investors give up after much effort with little success. Matters are further complicated by the need to move and transfer funds through an arcane, slow, insecure, and outdated financial network.

Traditional Solutions & Drawbacks

Currently collaboration is accomplished using texting, emails, chats, etc. Even the most sophisticated methods are no more than formatted instant messages and fail to encompass the precise nature of the market investing strategy.

The investor makes money only when the trade is realized, and this realization may never happen as the entirety of the strategy is decoupled and incomplete. When Jim “cardona” Cramer says, “buy buy buy” when do we “sell sell sell”? How do you keep track of that? He can also change his mind at any time without notice. There is little or no accountability or transparency and their true success rate is not easily decipherable. These methods are more akin to fortune telling rather than sound investment strategies.

Today's collaboration tools all have significant drawbacks:

Instant Messaging and Chats: This is done by means of sending instant messages to individuals directly or groups as part of a chat. This can be effective for a tightly knit group who understand and have worked with each other.

However, there can be disconnects and room for ambiguity. There is also a problem with security, accountability and misinformation leading to unreliable information. Ultimately no tangible strategy is conveyed, and execution is difficult and misunderstood. It boils down to just uncoordinated news or the latest stock tip.

Email and Texting: This method is more concrete. Strategic ideas are emailed to a list of subscribers telling them how to execute trades. If the instructions are clear enough the subscriber can execute the strategy.

But there are several challenges with this method:

- Timing can be a problem because of the inherent disconnected nature of email.
- Strategies are fragmented and uncoordinated.
- The email for closing your trade could end up in your spam folder.
- Automating strategies would be difficult at best.
- Accountability and rating is open to interpretation or non-existent which results in a lack of confidence. A Publisher's revenue stream is usually limited to an upfront fee or subscription.
- There are also security issues with email forwarding and hacking.

TV and Radio: This vehicle is entertaining and can convey a general sentiment about an instrument or market.

However, this vehicle usually fails to capture an investment strategy in its entirety. The method of execution is ambiguous and incomplete. Even if the instructions are clear and complete, the execution details of placing the trade with consideration to your account and current position is not. Consensus is an unknown. You may also be uninformed of extenuating circumstances or events which affect strategy while in play. For example: Martha Steward goes to jail or China makes Bitcoin legal tender.

Localized Algorithmic Strategies: This method involves creating an investment strategy in code that runs on a specific platform, e.g. TradeStation. The creator then sells a copy and the right to use the strategy for traders to run themselves.

This works but lacks the ability to collaborate as a team with consensus. Usage of these strategies are disconnected and uncoordinated and there is no real-time connection or participation from the creator. The creator's intellectual property rights can easily be violated. Since strategies are copied there are problems with distribution, updates, and consistent versioning.

There is no strategic utopia. What proved successful and effective today is ineffective and a failure tomorrow. Strategies are fashionable.

Trade Copying and Following: These are systems designed to copy the trades and relay them to subscribers. This can be effective and there is a degree of integrity because theoretically publishers are vetted.

However, this type of tool is lacking in several areas:

- There is little or no structure. It is a simple publish and subscribe mode.
- There is no group or team support.
- There is no stake or consensus other than uncorrelated text-based blogging or messaging.
- Revenue streams are limited to subscription fees.
- The proprietary service is centralized and subject to a 3rd party authority rather than the free market which creates overhead.
- There is also a vulnerability to hacking and the pooling and control of funds.

It is more like publishing a book with little or no interaction with readers.

New and Improved Solution

What is needed is a decentralized network linking service providers and platforms together and allowing for independent owners, analysts, traders, investors, and providers to work together as a virtual team in the effort to produce intelligent and real-time trading strategies. These organizations setup their own rules of engagement where individuals are rewarded for their efforts, skills, and success while also increasing the value of the group.

Introducing Whaler

Whaler is a decentralized peer-to-peer consortium of public and private organizations which form due to like concerns and talent to publish and subscribe to intelligent investment strategies for its members.

Whaler was designed to allow groups of like-minded people to come together and participate in mutual trading activities and objectives. We designed the ecosystem to have an overall structure to operate within while at the same time allowing members to set their own rules for their groups.

The ecosystem is organized from large more abstract groups down into smaller more tactical groups.

Ecosystem

Consortium

When you join TradeSphere you become part of the TradeSphere Consortium. Members can have a following, create organizations, become members of other organizations and participate in real-time trading activities.

Organizations

TradeSphere organizations are decentralized autonomous organizations (DAOs) and are created, owned and managed by members of the TradeSphere. Organizations can be public or private. They encapsulate the needs of the group. Some reasons for their formation may be for corporations and their employees, personal investment groups, competition (CNBC million-dollar portfolio challenge), and even coaching and mentoring. Rules of the organization can further dictate tradable asset classes, specific instruments, and activity consensus intervals.

Spheres

Spheres attract large groups of members on an abstract level based on similar interests and goals. Members convey perpetual sentiment for proposed activities. Loosely couple teams congregate to spheres because of interests and goals providing members a way to migrate into more concrete teams that do the real work in the eco system.

Teams

Teams are a small and closely knit group of members consisting of Publishers of trading activities and can directly profit by being a part of a Team. Their purpose is to generate profitable investing which increases the value of the Team and enriches the members of them. Successful Team activities result in rewards for the Team and are distributed to its members.

Teams are created and become a part of a Sphere of teams that operate under a specific paradigm and are subject to the rules of the parent sphere.

Roles & Methodology

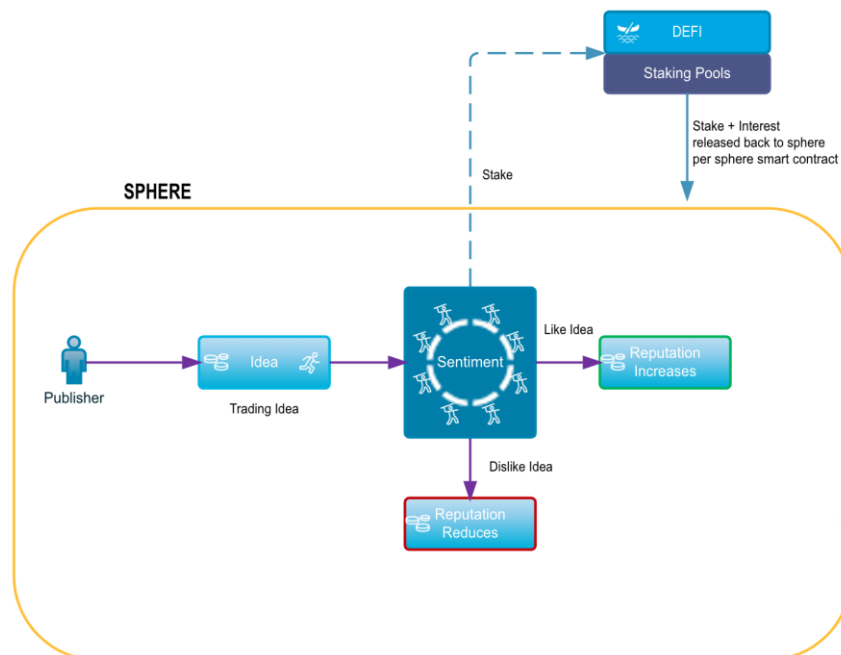
There are 4 types of actors involved in our ecosystem. Publishers, Subscribers, Owners and Service Providers. Each fills a specific role or purpose based on their skillset, profile, and objectives. People are different. When they get to do what they like best they do it very well, especially when working with other talented individuals. This division of labor is what allows for the “whole to be greater than the sum of the parts” and the superior performance of a well-crafted Team.

- **Publishers:** These are the individuals that publish activities to the group. These activities can be sentiment related when at the Sphere level or more concrete tactical trading activities when at the Team level.
- **Subscribers:** Members of an organization that can participate in published activities and therefore receive signals from their Sphere and/or Team.
- **Owners:** These are the individuals that want to create a business, attract large groups of people and build a community of like-minded people. Both Spheres and Teams have owners.
- **Service Providers:** They Service the needs of the Community. These are the brokers, exchanges, DeFi, and data service providers. They don't care what, how or why you do what you do... just do it often.

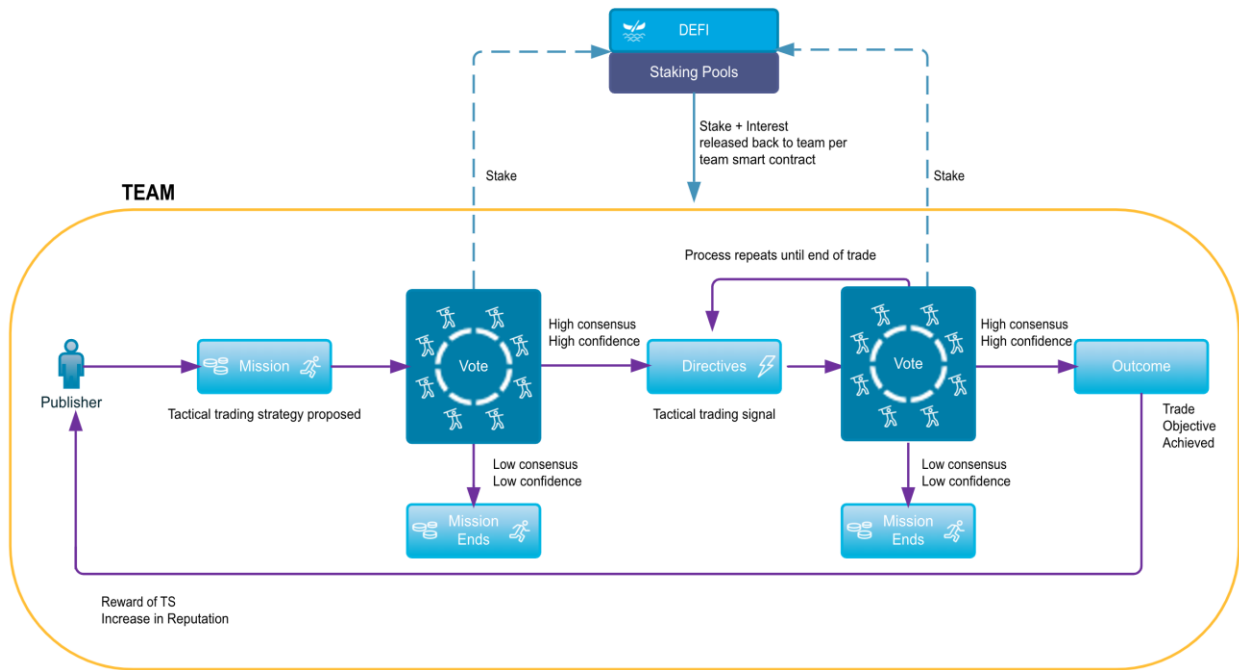
How it works

Organizations function like an activity concentrator and router humanizing the efforts and needs of the group by means of common interests and shared activities.

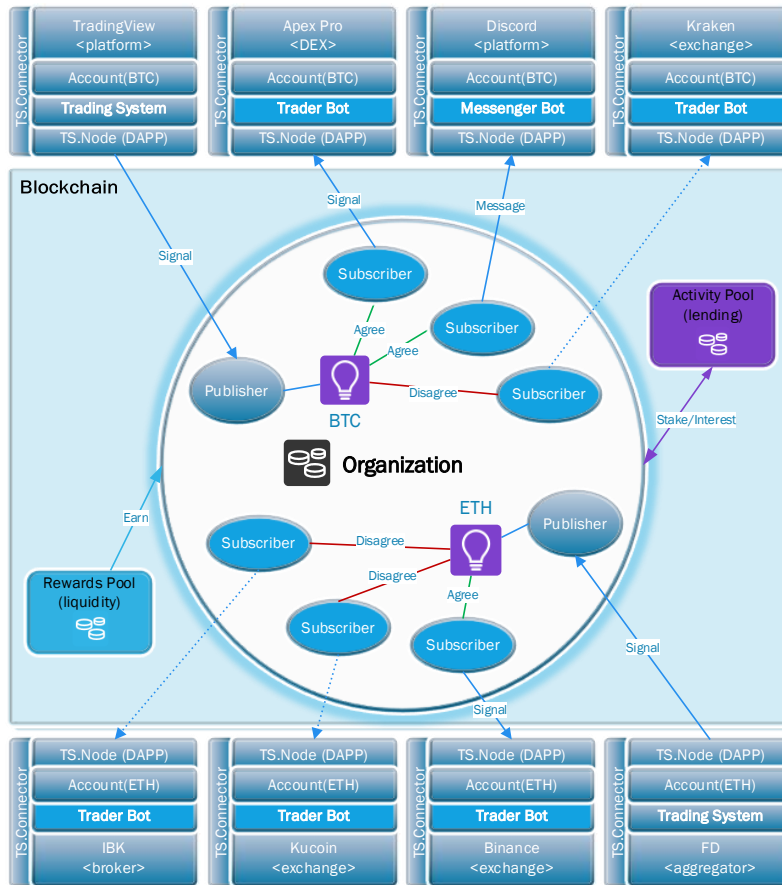
Publishers create trading activities and members, or subscribers, receive real-time execution signals at designated intervals. Subscribers choose to participate in activities by voting that subsequently gives support for a trading idea or mission.



Simplified Sphere Idea Process Flow



Simplified Team Trading Process Flow



Publish and Subscribe Activities

Members of organizations, based on contract rules and rights, publish and subscribe to real-time trading activities.

Activity directives or steps are issued by the publisher and can be as simple as a manual analysis or by interface to an automated trading system such as those developed using Pine Script on the TradingView platform.

Signals are sent through the network and processed via proxy by Worker Bots using Connectors to Nodes that relay signals to publishers who direct subscribers.

The signals pulse through the system at regular intervals determined by the strategy indicating every step of the strategy. Signals relate to setup conditional events, positional events, and current position. Upon receiving these signals, subscribers respond manually or autonomously by conveying consensus then taking action effecting orders to be executed by Trading Bot to obtain a desired position. All signaling events and consensus autonomy are configurable to allow for manual confirmation and control according to contract rules.

There is no need for a 3rd party to pool, manage and distribute funds or gains.

Positions are taken on an individual basis leading to granularity. With Whaler you can subscribe/unsubscribe anytime you want or stay unsubscribed but ignore signals. You may liquidate

your own positions at any time. The organization and other subscriber's funds are independent and unaffected. You are responsible for your positions, not the Consortium, Sphere or Team.

Command Structure

There are three models of command structure for an organization and subsequent activity execution.

Hierarchical, Collective and Anarchical.

In the ***Hierarchical*** model, publishers lead and subscribers follow voting their preference that maintains a level of confidence through the activity. Consensus is not required but Confidence is to keep the activity alive. In the ***Collective*** model, every member can act as a Publisher and/or Subscriber arriving at consensus with each other to keep the activity alive. In ***Anarchy*** mode consensus and confidence is measured continuously with consensus indicating the current sentiment of the activity and the degree of confidence.

Directives and Actions

For every Interval, 5 minute, Daily, etc., positional triggers can occur optionally. These triggers contain orders that define the executable trade.

For example, a typical publisher sequence may be setup for the strategy has occurred by eyeballing it or by some autonomous system. Publisher then signals indication on the interval. Subscribers may then arrive at a consensus. Publisher may or may not execute the positions signal depending on a consensus. In the hierarchical model subscribers are only allowed to vote consensus in response to the one and only publisher after publisher proposes indication and while still in the trade. In the Collective model, any publisher can propose sentiment and position on any interval as long as they are in the game (have anted up).

Consensus and Integrity (Human Blockchain)

Subscribers accept or deny signals to form consensus by voting. Publishers must ante-up to start a trading activity and therefore have something to risk for every step of the trade regardless of the actual positions taken in the market. The amount of ante is determined by publishers for each trade and is constrained by the team contract rules.

Subscribers must also ante-up to receive published signals. If a subscriber does not or is unavailable to ante (assuming no auto response), to any step of the trade, subsequent signals trade will not be published to the subscriber. There is a window of consensus that starts with the initial setup signal and ends with a trigger signal. Within this window subscribers may opt to give consensus.

Once a position is taken, confidence is measured throughout the trading activity and is based on time decay and publisher's consensus for every timed interval. A subscriber may consent to the last signal but may not to subsequent signals regardless of actual position.

Consensus during the life of the trading activity wains and confidence deteriorates. Subscribers exit trades on the signals of the Publishers or manually as consensus wains. Consensus is a guide. The ultimate decision is with the subscriber. Consensus occurs when a minimum of 51% (or other configured level) of respondents agree.

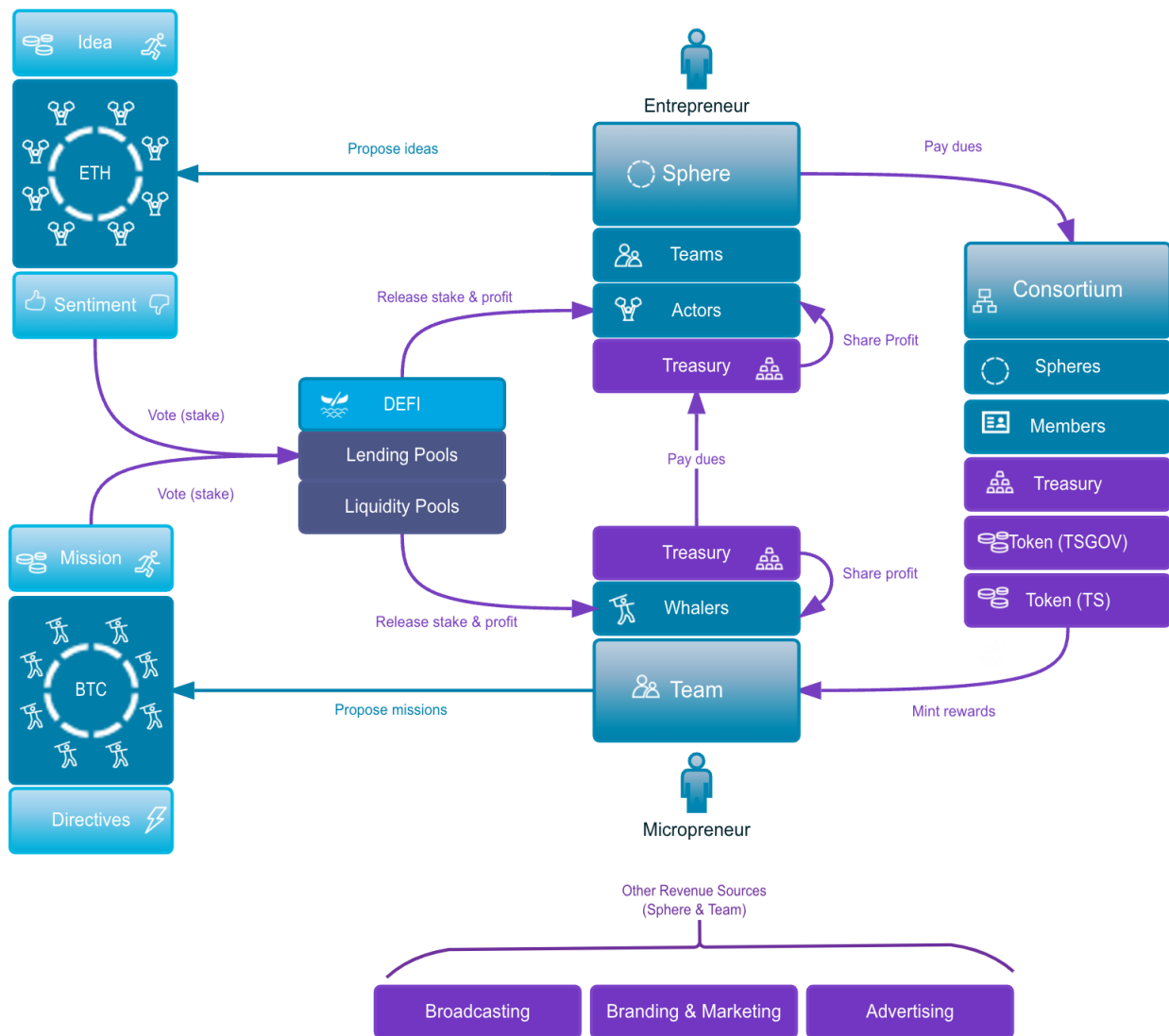
Funding, Staking, Transactions and Accounts

TS is the token of TradeSphere. It is an ERC20 token and is used for all fees, transactions and staking. Small amounts tokens are used to facilitate actions such as voting as stake to ensure the integrity of the organization and its activities.

Revenue, Fees, Incentive, Risk and Value

Members generate revenue from multiple streams of intellectual property and services in addition to traditional capital gains from successful investing in the market. Teams can also become sought after and become valuable commodities over time due to the success of the team and the revenue created by various selectable revenue models.

Whaler is self-funding and generates revenue by charging minimal fees to pay for transactions and gas.



Signaling transactions sent and received by publishers and subscribers are staked by the organization and provide proof-of-stake during the lifetime of trades. At team's profitable trades via publishers are rewarded and tokens are issued as a percentage of profit targets obtained. Successful performance

results in awarded medals and accommodations leading to increasing overall credibility for the publisher and subscriber at different command levels.

Activity stake is applied to the Team increasing its supply of tokens upon completion of an activity. Publishers effectively act as miners for the team. All members are part owners of the Team and share in the value as dividends are paid out on a regular basis. This will encourage member commitment. As the overall success of a Team increases so does its market capitalization. This Team itself becomes a valuable commodity.

Publishers can make money when people subscribe for a one-time fee, or they make a percentage of the subscriber's profit when the trade is executed. A specified amount is reserved/escrowed in a contract between the publisher and subscriber.

Contracts persist as long as the transaction remains open. Results of a transaction are calculated based on the publisher's execution regardless of the subscriber's execution and are based on the primary market exchange's prices and times.

Other Services

Rating, Reputation, and Decoration (truth and justice)

Members Rating and Reputation is done algorithmically. One of several factors contributing to this determination is success and participation over time. Players can also be put in for accommodation and receive decorations according to Sphere and Team paradigms and qualifications. Players can also suffer discommendation or suffer time based or permanent suspension.

Identity and Versioning

We plan to use decentralized identity standards (DID) such as EIP-4361. Identity is used in all operations of Whaler, Smart Contracts, and transactions. API Keys are needed to interact with TradeSphere provider services. This will prevent phishing and promote enhanced security.

Trends, Analytics and Disclosure

Whaler may provide trend analysis or allow 3rd parties to provide this service. All transaction history is available on the blockchain. Organization transactions are anonymous but transparent. This will allow for various tools created by 3rd parties to display trends and to contribute to reputation.

Pump-and-dump techniques will be discovered immediately and discounted. This will also be discouraged because members of the organization have a reputation to maintain, and the value of their organization will deteriorate due to lack of confidence in its members and overall strategy.

Since each organization discriminates and limits its membership there will be limited market impact from one organization. The high level of granularity will help ensure market balance.

Tokenomics

The TradeSphere token "TS", with an fixed supply of 1 billion tokens on the Polygon chain, is designed to foster a sustainable ecosystem while rewarding early contributors and providing liquidity for market stability.

- **Founders and Team Allocation***: 20% is dedicated to aligning long-term incentives with the project's success, ensuring sustained development and innovation.
- **Investors***: 13% will be conducted at a discount for early adopters and supporters of the project.
- **Public sale**: 5% will be available to anyone upon product launch
- **Company Reserves / Treasury** 22% will be allocated for future token sales and company operations.
- **Community**: The remaining 40% will be allocated for rewarding platform users, incentivizing participation.

* A lockup schedule (a period where the tokens cannot be sold or transferred) has been implemented to assure the market of the project's long-term viability.

This distribution strategy aims to balance rewarding early stakeholders with ensuring robust liquidity and sustainability, laying a solid foundation for our ecosystem's growth and development.

Conclusion

Major revelations are rippling through the financial markets because of dying and outdated systems which no longer serve their purpose. This is not limited to the financial markets. Insurance, education, elections, healthcare, telecommunications, personal property, identity, inventory, inventory lifecycle, and of course money are all being affected by the disruptive technology of the blockchain.

Fintech is a train and it's time to get on board. The game of the century has begun.

Join us on this journey!