



MOONRUNNER^{.IO}

WHITEPAPER
DEC 6, 2017

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Restricted Areas

Though the MoonRunner.io may be considered a Utility Token (or Coupon Token) after the Token Sale is completed and not under SEC Regulation, it may be considered a security during the term of the token sale due to the speculative nature of token sales, as such, by purchasing MoonRunner.io tokens, you are agreeing that you are not a resident of any Country whereby purchasing crypto tokens is forbidden or illegal.

The Growth Of The Crypto Space

As the cryptocurrency space continues to grow, change and expand as it begins infiltrating the main stream, the growing number of blockchain wallets is on the rise as is the level of curiosity of newcomers to the space. Bitcoin has been on an exponential growth pattern for months now with it reaching over \$13,000 today and the press attention this rise receives is bringing even more new faces in the space. With over 100,000 new Bitcoin wallets created over Thanksgiving weekend 2017 alone, its obvious that the growth of crypto is only increasing with no end in sight. Out of this parabolic rise of this new technological revolution we find ourselves realizing that to be an effective cryptocurrency trader and or ICO investor, it takes a firm commitment to learning not only the technology driving these new coins to higher values but to be able to make educated guesses as to which ICO's will have the most growth potential. Nothing is sweeter than when an investment you make begins to moon and you see returns on 10 times your initial investment, or more.

The Problem

As many of us continue to learn, dive deeper and better understand the crypto space while picking coins of solid return before they moon, others begin asking us for help getting into crypto investing. Before long we realize we are managing multiple portfolios using excel sheets while trying to keep track of every coin in each portfolio and the news and social media signals pertaining to each of them. There currently isn't a platform that enables an ICO or crypto manager to organize and manage multiple portfolios within one dashboard. MoonRunner.io plans to solve this problem by launching a multi portfolio platform with all the tools needed to effectively manage your own portfolios or your friends, family or clients in an easy to use system.

The Solution

MoonRunner is platform designed by an ICO/Crypto manager to empower other managers, hereafter referred to as MoonRunners, with everything needed to effectively research, buy and manage ICO and Cryptocurrency coins organized into multiple portfolios within one dashboard.

The Team



**NICK
FRANCESCHINA**

ENTERPRISE DEVELOPER



**JASON
APPLETON**

BUSINESS DEVELOPMENT

Nick has over 20 years professional experience in technology related industries, from small businesses to large enterprises. Prior to joining MoonRunner, Nick co-founded Batterii in Cincinnati, a visual collaboration platform for teams. Nick was one of the first to recognize the future of Google's cloud computing at the time and architected the entire product line to run on App Engine. Nick ran a successful consulting business for nearly a decade prior to Batterii, helping several local small/medium sized businesses with their technology strategies. Nick co-founded iWidgets in 1999, and as CTO he led his team in developing the bleeding-edge B2B web and mobile applications platform. Nick also worked at Andersen Consulting (now Accenture) as a technical consultant on extensive ERP systems at telecommunications companies in Cincinnati and New York City. Nick has a B.A. in Electrical Engineering from the University of Cincinnati.

Jason has over 20 years of professional experience in business development and online marketing. Founder of Opulent Records back in 2001, Appleton developed bands, national tours, national radio and national distribution up to its final release, Extra Blue Kind's The Tide And The Undertow which found itself on the Top 200 charts of college radio and video rotation on over 35 TV networks including MTV2, Vh1 and Much Music. In 2006 Jason founded Big Show Entertainment, Inc and launched the MMA Big Show, a Pro/Am Mixed Martial Arts promotion that sold out venues regionally with a nationally syndicated TV series and 1 live national broadcast on DirecTV. Appleton managed the careers of several amateur fighters he took professional such as Mojo Horne and Roger Bowling of which signed deals with organizations such as the UFC and Strikeforce under his management. In 2014, Appleton entered the Mortgage Industry as a Loan Officer until the company closed its doors. Jason was shortly after hired back by the same Branch Manager to become the Director Of Business Development where he helped the branch grow into record volume within 6 months. In 2015, Appleton founded Upstager Consulting, Inc and became an Independent Business Development Consultant for Mortgage Companies until 2017 when he left consulting and his primary client at \$15,000,000 in monthly volume after transitioning them from 95% refinance and into 90% purchase. He accepted a position as the Vice President Of Sales and Marketing for a national mortgage lender. During all of this time, Jason worked in web design, SEO and PPC marketing on the side as a hobby and is an avid crypto currency researcher, trader and miner.

What is MoonRunner

CHANGE BETWEEN PORTFOLIOS

ADD NEW PORTFOLIOS

COMMISSION PERCENTAGE

CLIENTS INVESTMENT & CURRENT VALUE

COLOR CODED CALENDAR INTEGRATED WITH GOOGLE CALENDAR. COLORS MATCH THE COINS THEY REPRESENT

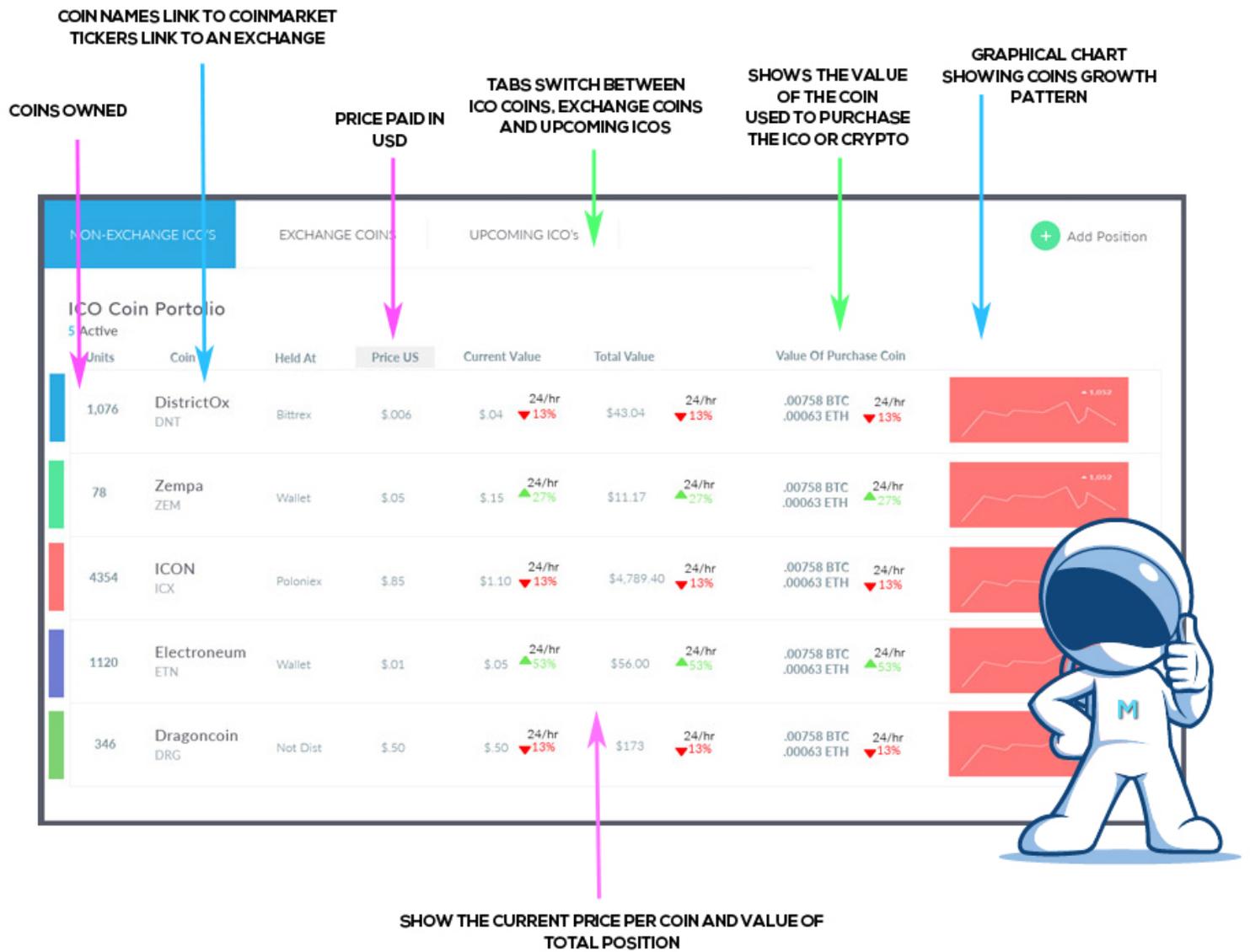
CLIENT PHOTO PULLED FROM FACEBOOK

BACKUP YOUR ACCOUNT AND IMPORT LATER FOR SECURITY

YOUR COMMISSION IS CALCULATED IN REAL TIME

The screenshot shows a mobile application interface. On the left is a dark sidebar menu with options: Main, Clients (with a plus icon), a list of clients with their investment percentages (Jason Appleton 15%, Steve Wozniak 10%, Mike Jackson 20%, Bill Murray 15%, Enrique Eglasius 20%, Rico Suave 15%, Donald Duck 10%), and a section for account management (Back Up Account, Import Account, My Account). The main content area shows a client profile for Jason Appleton, including a profile picture, name, initial investment of \$3,895, current portfolio value of \$5,072.61 (with a profit of 1,177.61), and a service percentage of 15%. It also displays the next quarterly payment due of \$176.64 on December 1, 2017. On the right is a 'Road Map Calendar' for August 2017, with color-coded events: '15:00 ICO Launch' on Thursday the 4th, '09:40 Platform Beta' on Friday the 19th, '21:45 Added to' on Saturday the 26th, and '23:00 Exchange' on Sunday the 27th.

Adding client portfolios will enable you to input your agreed upon commission percentage and keep track of your progress in real time. As you add coin positions, Moonrunner will color code the coins which will be reflected throughout the system and keep track of all metrics in real time through multiple Exchange API's. You will also be able to add key dates such as roadmap milestones, ICO launch dates and more to the calendar.



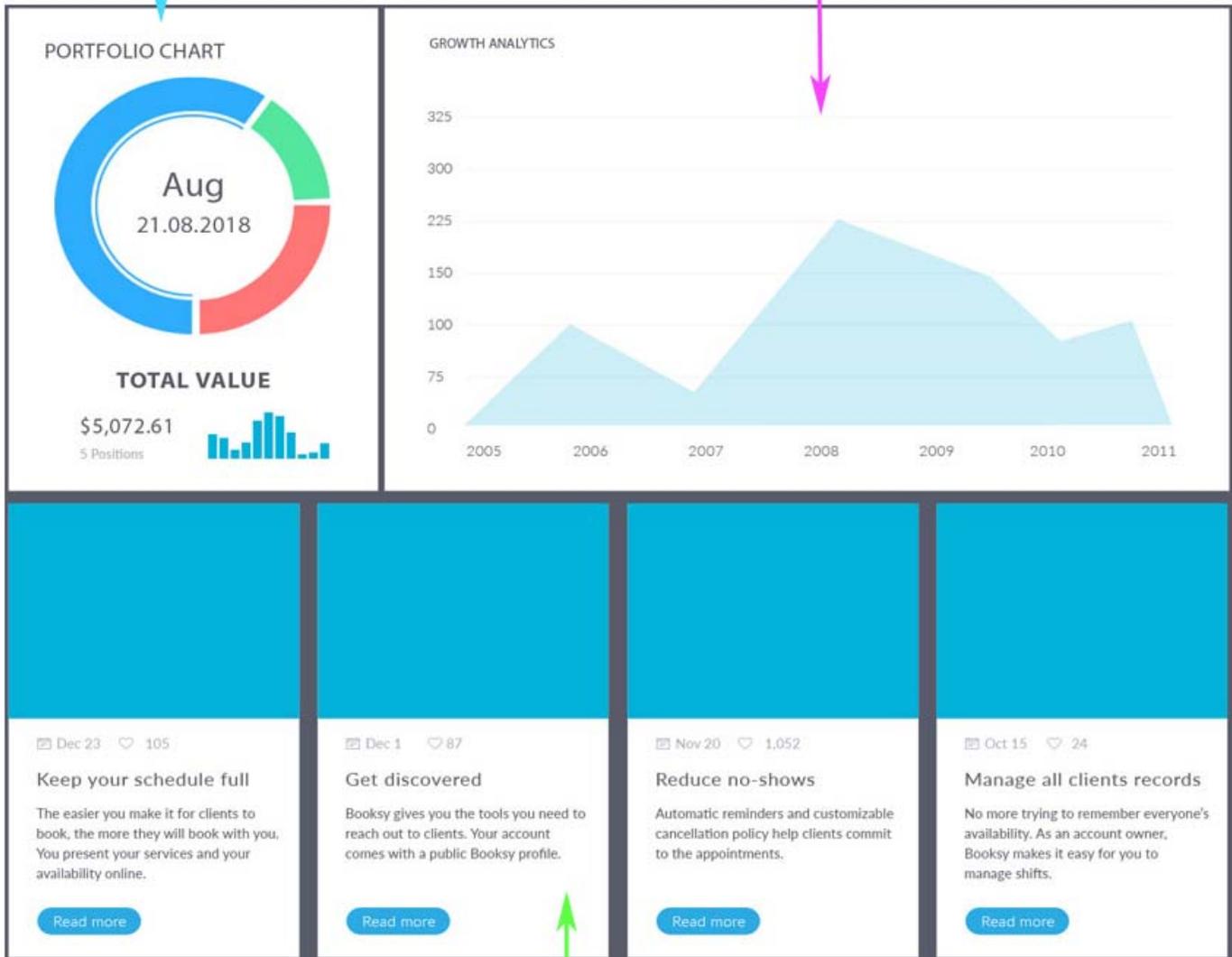
When you enter a position, you will define what you paid for the coin and Moonrunner will track everything from there. This will change your client's initial investment sum, profit, etc. You will also be able to add ICO coins not yet on an exchange and keep track of them separately while switching to exchange coins within your dashboard.

Moonrunner will also keep track of the current value of the coin you used to buy your ICO/Crypto coins against the value of the coins purchased to get a better idea as to whether or not you're ahead.

The Coin names will link directly to CoinmarketCap.com while the Ticker will link to the exchange you can buy or sell that coin.

**GRAPHICAL CHART
SHOWING HOW YOUR COINS
REPRESENT YOUR TOTAL
PORTFOLIO VALUE**

**CHART SHOWING YOUR PORTFOLIOS
VALUE FLUCTUATIONS OVER TIME**



THE BLOG WILL AUTO FEED CONTENT RELATED TO THE COINS IN THE PORTFOLIO AS WELL AS UPCOMING COINS YOU'R CONSIDERING TO BUY.

These are the base platform features of Moonrunner. We have future plans of creating an internal wallet system integrated into MoonRunner that will enable the purchase of ICO tokens on the ERC20 Blockchain directly from the platform.

Development

Front End

- React - <https://reactjs.org/>
- Redux - <https://redux.js.org/>
- Bootstrap - <https://getbootstrap.com/>
- Meteor - <https://www.meteor.com/>
- Cordova - <https://cordova.apache.org/>

Back End

- Meteor - <https://www.meteor.com/>
- NodeJS - <https://nodejs.org/en/>
- Galaxy (on AWS) - <https://www.meteor.com/hosting>
- MongoDB - <https://www.mongodb.com/>
- Compose - <https://compose.com/databases/mongodb>
- mLab - <https://mlab.com/>

Token Sale

Contribute ETH To:

[0x1D76A11D347f4de8E9110F52CbBE0cFF79A1885a](https://etherbase.org/address/0x1D76A11D347f4de8E9110F52CbBE0cFF79A1885a)

Only send from MyEtherWallet or the like.

DO NOT SEND FROM EXCHANGES.

ETHEREUM, ERC20 Token

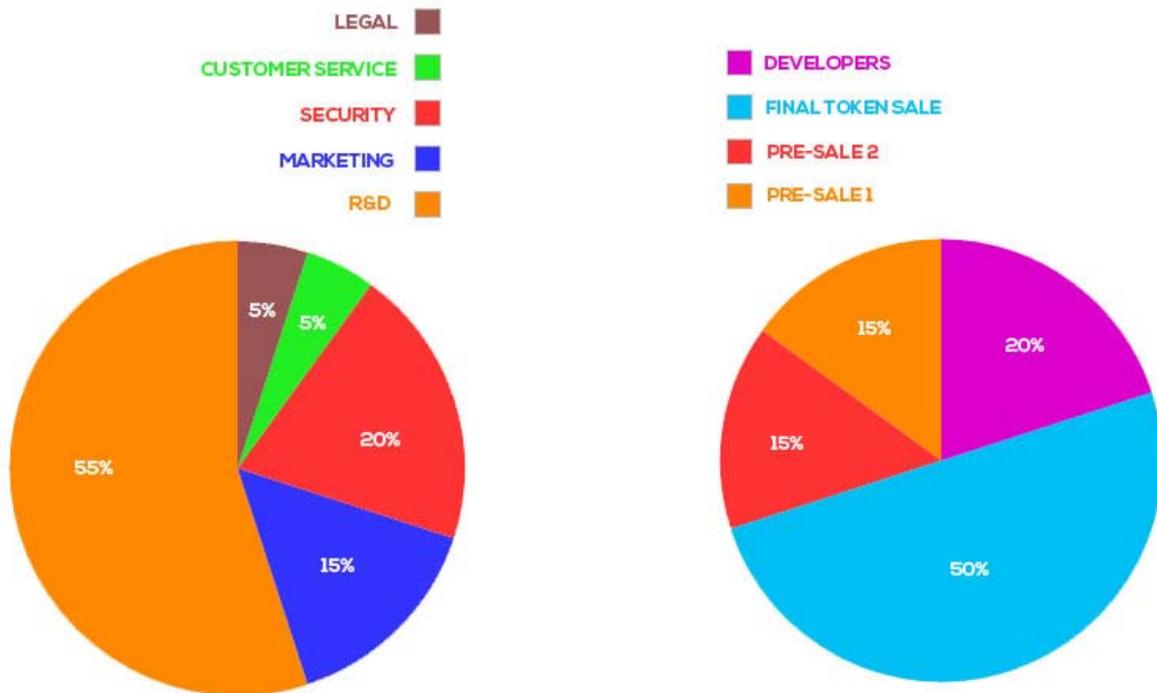
20,000,000 MOR

1 ETH = 1840 MOR

Phase 1: 50% Bonus

Phase 2: 25% Bonus

Hard Cap: 9,998 ETH



Token sale smart contracts are being handled by Oracles Network. On Jan 6th, 2017 you will be able to purchase MOR tokens by sending ETH to the address and or review token sale progress using Meta Mask on Chrome by [Clicking Here](#)

Summary

MoonRunner isn't a revolutionary blockchain company looking for hundreds of millions of dollars. We are two guys working to build a system we want to use and with the community support behind our project, we know we can take this platform to new levels based on user feedback and ideas.

Whats more, we aim to build a thriving community of crypto traders and ICO investors from which everyone can gain support. In time, we would like to be able employ professional ICO researchers to investigate ICO's and submit reports to our users with an internal ranking system and further enable our userbase to vote on whether or not they plan to invest. This is to establish a pulse among managers.

We have many more ideas on how to further expand the offerings of MoonRunner but it starts with the base platform and establishing a large enough marketing budget to get the word out about the platform.

MoonRunner.io

This is a living Whitepaper. Expect additions and or changes to some of its contents.

[BitcoinTalk ANN Thread](#) – [Bounty Thread](#) – [Telegram](#) – [Facebook](#) -- [Twitter](#)