Insula Token: Insula built its proprietary payment ecosystem.

Insula (ISLA) is the cryptocurrency at the centre of a financial ecosystem unique to Insula.

ISLA is a prepayment voucher for future services.
It is called a utility token. Economic agents tend to seek optimization of their utility: Investors will pick the investment that gives them more utility.
Investor utility increases with expected returns and decreases with risk. * see formula in appendix.

ERC20 compliant token contract containing all the required functions of ERC20 tokens

INSULA BRINGS DECENTRALIZATION

Insula Token is an ERC20 Token, which means it is ran by a smart contract on the Ethereum Blockchain.

ERC20 is a proposed and widely adopted standard for creating tokens on the Ethereum network. It's a set of rules implemented in a smart contract that is deployed on the Ethereum network. Once deployed, anyone with an Ethereum wallet can interact with token's smart contract to send and receive tokens.


Each ERC20 token has its own smart contract which keeps track of all transactions of that specific token.

INSULA'S SMART CONTRACT:

All is ruled by smart contracts, which are automated contracts deployed on the blockchain. You can follow transparently Insula's Token Sale contract once KYC is passed successfully.

Insula's smart contract for token generation acts as a trusted bookkeeper would normally support such beliefs by keeping a central record of how many units of an asset have been issued and who holds them at any point in time.
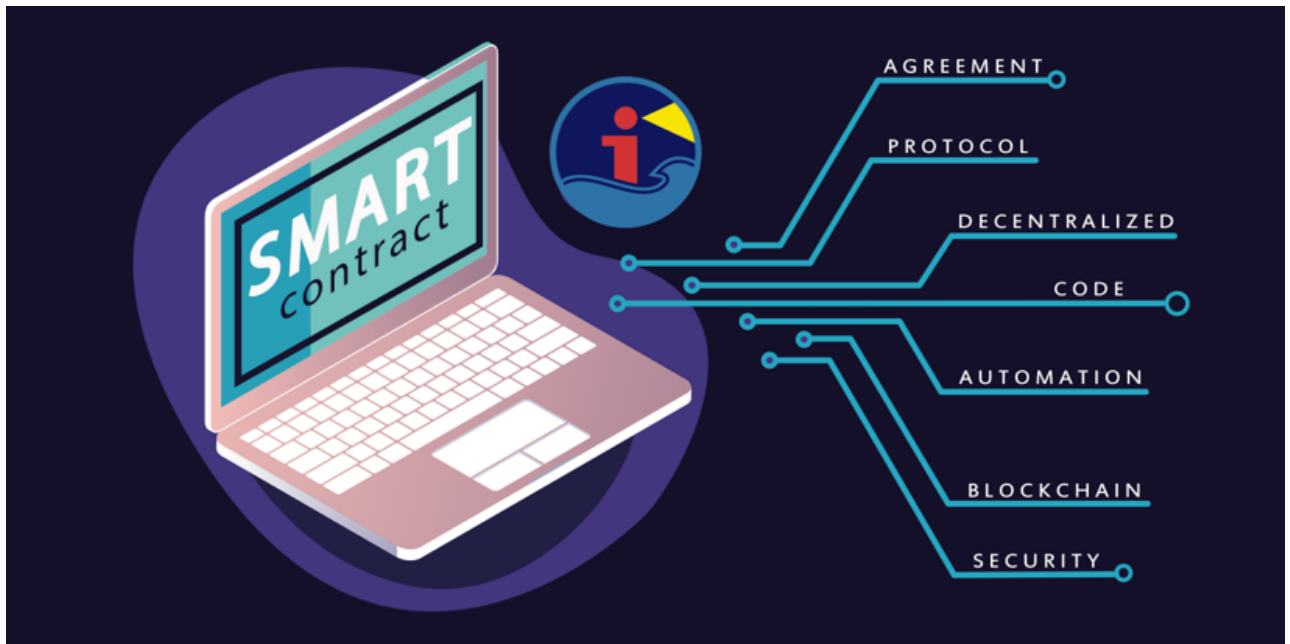
To make our project a reality, we are fundraising though the Insula Token sale.
Insula (ISLA)

Insula Token Sale overview:

Platform:

Ethereum

Jurisdiction

United Kingdom

Token Overview:

Soft cap:

300 ETH

Hard Cap:

20000 ETH

Stage 1: (17th September 2019)

0.001 ETH

Stage 2: October 31st September 2019)

1 ETH

Minimum Token Purchase:

0,00001 $

Token type:

ERC20

INSULA TOKENOMICS:

The hows and whys of implementing a token within an ecosystem such that people can use it to exchange goods and services in that ecosystem comprise are called 'tokenomics'.

We expect a buy pressure to arise from institutional fund managers that will buy Insula Tokens to allocate funds to Insula Investment Management 's Funds.

Proprietary payment currencies are, generally speaking, susceptible to the velocity problem, which will exert perpetual downwards price pressure.

We need to ensure wide availability to allow liquidity and spending, to maintain a healthy velocity. A token is just another term for a type of privately issued currency.

A unit of value that an organization creates to self-govern its business model, and empower its users to interact with its products, while facilitating the distribution and sharing of rewards and benefits to all of its stakeholders.

The Insula token takes care of the following:

- Serves as a unit of exchange by cutting out the middlemen.

- Rewards users and investors.

- Paying employee salaries

- Powering Insula's proprietary payment system: clients pay bills in INSLA at a discounted rate.

More, Insula Token has the following properties:

- Has Utility within the Ecosystem

- Resists Inflationary Pressures

- Is Scalable/Denominational

- Is A Store of Value

- Is Fungible

- Is Acceptable to the People at Large

- Is Traded on an Exchange

- Must Incentivize its Use

Insula Token: the only payment vehicle in the Insula ecosystem.

We expect a buy pressure to arise from institutional fund managers that will buy Insula Tokens to allocate funds to Insula Investment Management's Fund.

Insula Token Holder can either:

1-Spend it in services at Insula
2-Hold it as an investment
3-Sell it on the market

Proprietary payment currencies are, generally speaking, susceptible to the velocity problem, which will exert perpetual downwards price pressure.

We need to ensure wide availability to allow liquidity and spending in order to maintain a healthy velocity.

The model makes the following assumptions:

1. We are interested in creating forecasts of the value of a token.
2. The total number of tokens issued is a known parameter.
3. There are forecasts around the total transacted value over the period of interest.

Nature of the product: an alternative cryptocurrency.

Nature of the product: although not always required, a majority of blockchain applications entail the use of cryptocurrencies and cryptography-secured tokens (henceforth collectively referred to as tokens)

Besides the well-known Bitcoin, over 2,000 different "altcoins" (alternatives to Bitcoin) have been introduced over the past few years.

Insula is an altcoin by definition.

Value of the token:

-ICOs are "utility tokens" serving as the media of exchange on the associated blockchain platform. Here lies the innovation of blockchain technology – allowing peer-to-peer interactions in decentralized networks and anchoring the value of tokens to their collective usage as means of payment.

Figure 1: Determining User Base.

Response Function
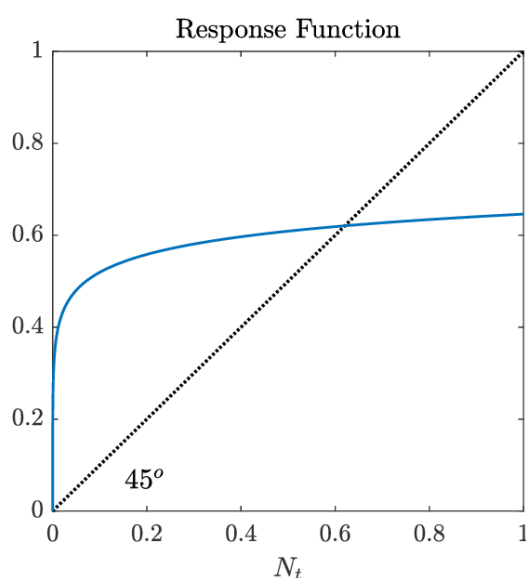
This graph shows the aggregate response of users' adoption decision, R (n;At, μ P t) , to different levels of Nt = n ∈ [0, 1], given At and μPt

Figure 2: The Economic Mechanism.

The black solid arrows point to the increases of the current and future (expected) levels of productivity A, which lead to higher flow utilities of tokens, and in turn, larger user bases N. The blue dotted arrows show that increases in user base results in even higher flow utility due to the contemporaneous user-base externality. Finally, more users push up the token prices P in future dates, which feeds into a current expectation of price appreciation and greater adoption (red dashed arrows).
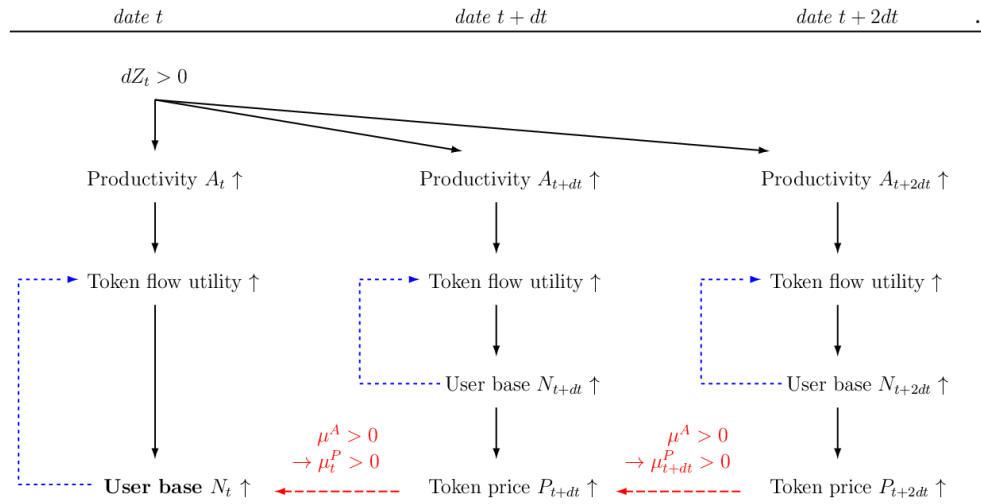
| date t | date $t + dt$ | date $t + 2dt$ | .. |

$dZ_t > 0$

Productivity $A_t \uparrow$ Productivity $A_{t+dt} \uparrow$ Productivity $A_{t+2dt} \uparrow$

Token flow utility $\uparrow$ Token flow utility $\uparrow$ Token flow utility $\uparrow$

User base $N_{t+dt} \uparrow$ User base $N_{t+2dt} \uparrow$

$\mu^A > 0$ $\mu^A > 0$
$\rightarrow \mu_t^P > 0$ $\rightarrow \mu_{t+dt}^P > 0$

User base $N_t \uparrow$ Token price $P_{t+dt} \uparrow$ Token price $P_{t+2dt} \uparrow$

Figure 3: Dependence of User Base on Blockchain Productivity.

This graph shows Nt, the user base of tokenized economy (blue solid curve), data of normalized active user addresses (gray scattered dots), and the user base of tokenless economy against ln (At), the blockchain productivity. The dotted vertical line marks the level of productivity, beyond which the planner chooses full adoption, and below which the planner chooses zero adoption.
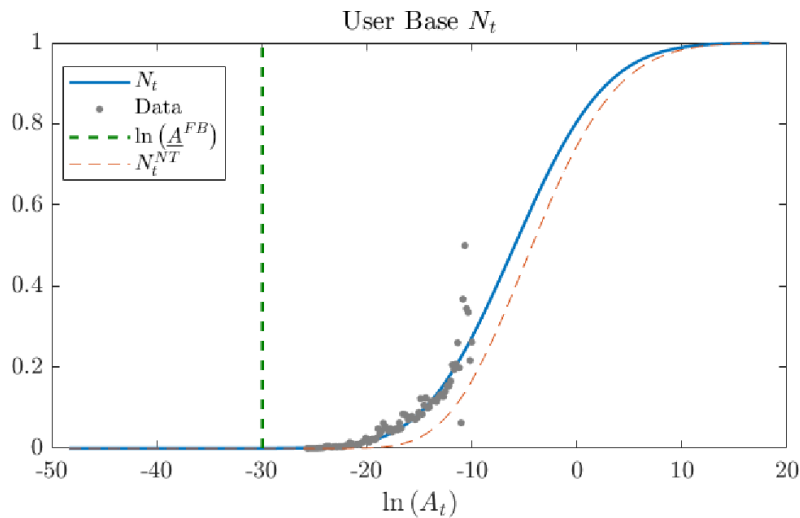
For Blockchain productivity we study the Ethereum Blockchain cost efficiency ratio.
We measure computational efficiency on the blockchain by using gas; since there is no concept of "faster" or "slower" running smart contracts - as the execution of transactions happen at discrete intervals hence when a block is mined

Gas is a unit denoting price of computation on the Ethereum, paid in Ether by users to miners in order to utilize the computational power of the network. A

gas limit is the maximum number of computational units that is allowed for your particular transaction.

 The total cost of a transaction (the transaction fee) is the gas price (in Ether) multiplied by the gas limit. This is similar to paying for gas at the gas station — $3.50 (gas price) per gallon (unit). 10 units come out to a transaction price of $35.
The lower the transaction fee, the higher the productivity.

Figure 4: User-Base Volatility Reduction Effect.
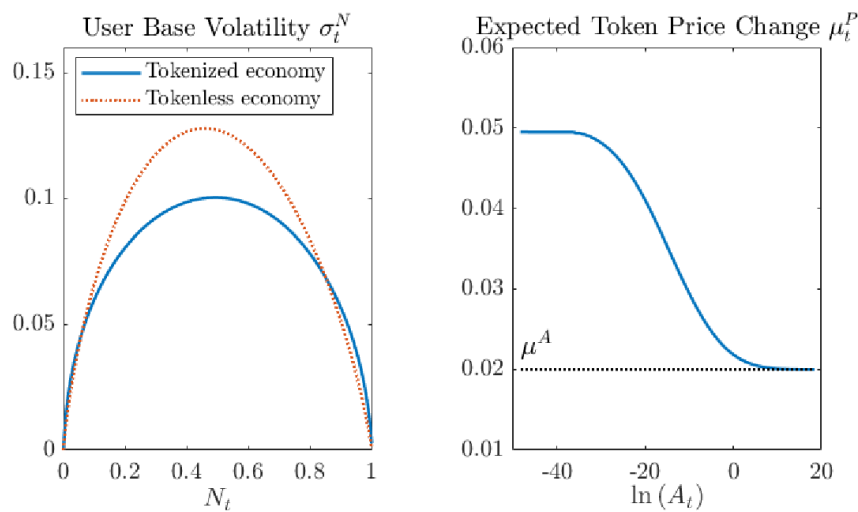
The left panel of this graph shows the volatility of user base, σNt, in the tokenized (blue solid curve) and tokenless (red dotted curve) economies over adoption stages, Nt. The right panel shows the expected token price change, μPt, across different levels of blockchain productivity, ln (At). The black dotted line marks the expected growth rate of blockchain productivity.

Figure 5: Token Price Dynamics over Adoption Stages.
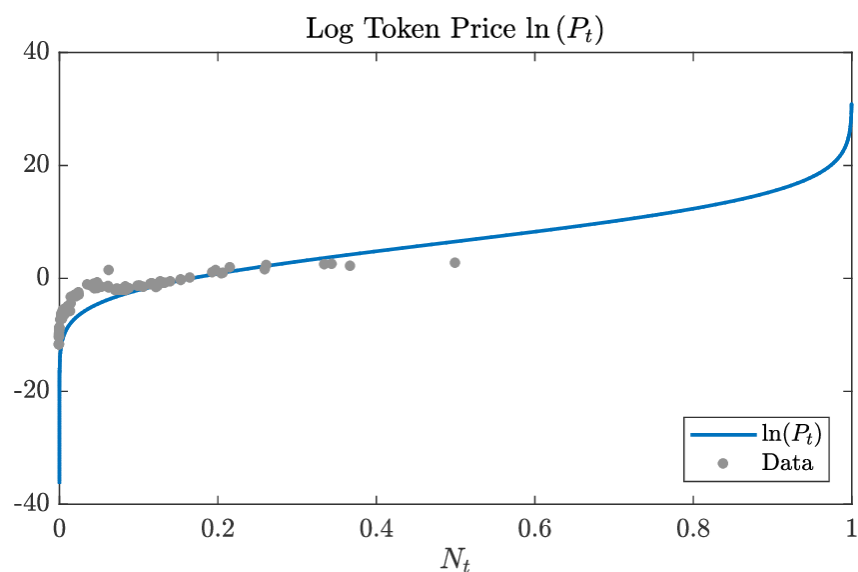
This graph shows the log token price across adoption stages, Nt (blue solid curve), and data as scattered dots.

Fig.Token Price Volatility Amplification.

Volatility Ratio, σ_t^P/σ^A: Token Price vs. Blockchain Productivity
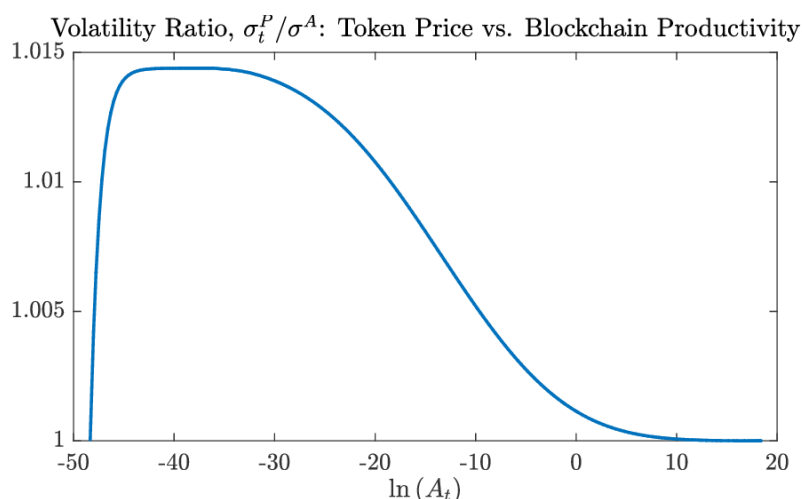
This graph shows the ratio of token price volatility, σ Pt, to blockchain productivity volatility, σ A, which quantifies the strength of volatility amplification by the endogenous user adoption.

The tokens' intermediate transactions on decentralized networks and their trading create an inter-temporal complementarity among users, generating a feedback loop between token valuation and platform adoption. Consequently, tokens capitalize future platform growth, accelerate adoption, and reduce user-base volatility. Equilibrium token price increases non-linearly in platform productivity, user heterogeneity, and endogenous network size. The model also produces explosive growth of user base after an initial period of dormant adoption, accompanied by a run-up of token price volatility. We further discuss how our framework can be used to discuss cryptocurrency supply, token competition, and pricing assets under network externality.

Source: Tokenomics: Dynamic Adoption and Valuation Models, Harvard.

Network Effect Externalities:

Another salient feature of tokens and their associated platforms is the network effects. The more users on the platform, the easier it is for a user to find transaction counterparties and enjoy the trade surplus. This user-base externality is also prevalent and particularly important in the early stage of adoption for social and payment networks such as Facebook, Twitter, YouTube,

WeChat, and PayPal. We provide the first framework to analyse user adoption and token pricing under network externality.

The price of the utility token should increase approximately linearly with usage of the network. Of course, the corollary to this is that the price of the native token should decrease if usage of the network falls or grows more slowly than previously forecast. Insula only deals with professionals: tokenomics: mechanical and predictable demand for our token from market actors that have a strong purchasing power: investment funds themselves.

(Insula's Tokenomics work the Same way as BNB Coin does, expect ISLA has no token burn.

Cryptocurrency Supply Algorithms and the Equation of Exchange.

In order that all investors understand Insula's economics we chose an overly simple model based on high school economics: A very simple supply/demand model based on the laws of scarcity.

If you need guidance please visit :

https://en.wikipedia.org/wiki/Supply_and_demand

WARNING: If you encounter difficulties grasping the above model, Insulas may not be your investment of choice. The unfolding of the Initial Coin Offering, and the deployment on exchanges imply far more complex and abstract economics topics. Please make sure to go back to the economics basics ad educate yourself if you find yourself lost at any point in time.

We provide guidance on our specific models, but do not provide entry level cryptographic and economcs education. We expect our investors to have a minimum background in finance and economics when they approach us. Google has an exhaustive set of definitions and documentations on these topics.

We offer consulting including trough phone calls and research services from 100£/hour after the threshold of 15 mins free phone consultation.

In case our users or investors would need any specific in-depth exposure or education on a specific topic.
This is to make sure we effectively monetize our knowledge, limit knowledge leakage and industrial espionage. It as well helps us cover phone bills from calls we receive from all around the world.

INSULA TOKEN PRICE MODEL:

Quantity theory of money and deflation: Insulas are in limited supply like gold.
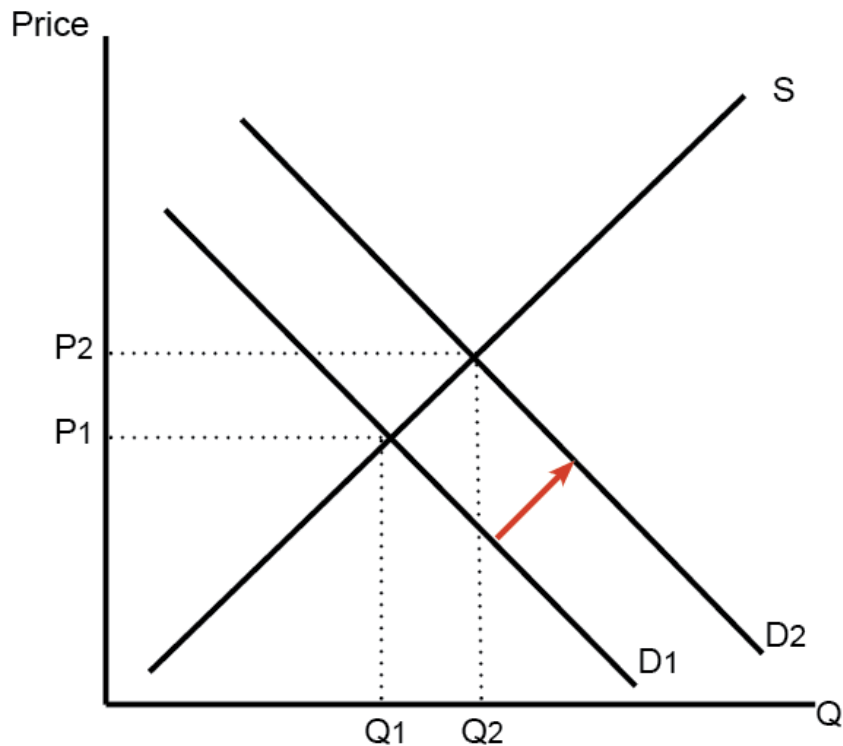
The equation of exchange: $M * V = P * Y$ tells us that if the amount of money supply, M, (i.e. the coin supply) is constant, and the velocity of money is relatively constant, then an increase in demands for goods (Y) will cause a decrease in the price (P, price deflation.

That is, with a fixed coin supply the price of goods is expected to drop, thus increasing the value of the coin. Bitcoin's increase in value is an illustrative example of such phenomenon (The Bitcoin ledger does not have a mean to determine either prices (P) or goods (Y).

In a similar fashion, initially 1 million Insula tokens were created.
The supply of Insulas will be determined forever on 31st October 2019.

Demand may change trough time; ad directionally increase with Insula's growth in demand for its good and services. Supply remains fixed forever.

INCREASING PRICE CROWDSALE FEATURES:

Then, every time Ethereum was sent to Insula' s Smart Contract Adress (on the Ethereum blockchain), new tokens are minted.

- Starting at the rate of

1000 ISLA=1 - ETHEREUM

(24th September 2019).

- Finishing at the rate of

1 ISLA=1 ETHEREUM

31st October 2019 – Brexit and Halloween date, to remember end of Insula's Token Sale.

The price at which you can buy Insula Tokens on our Crowdsale Page increases 1000 times between the starting and finishing date.

Price pattern of the increase (the smart contract's algorithms automatically increases the price).

Fig. ICO selling price of 1 ISLA denominated in ETH trough the increasing price token sale duration.
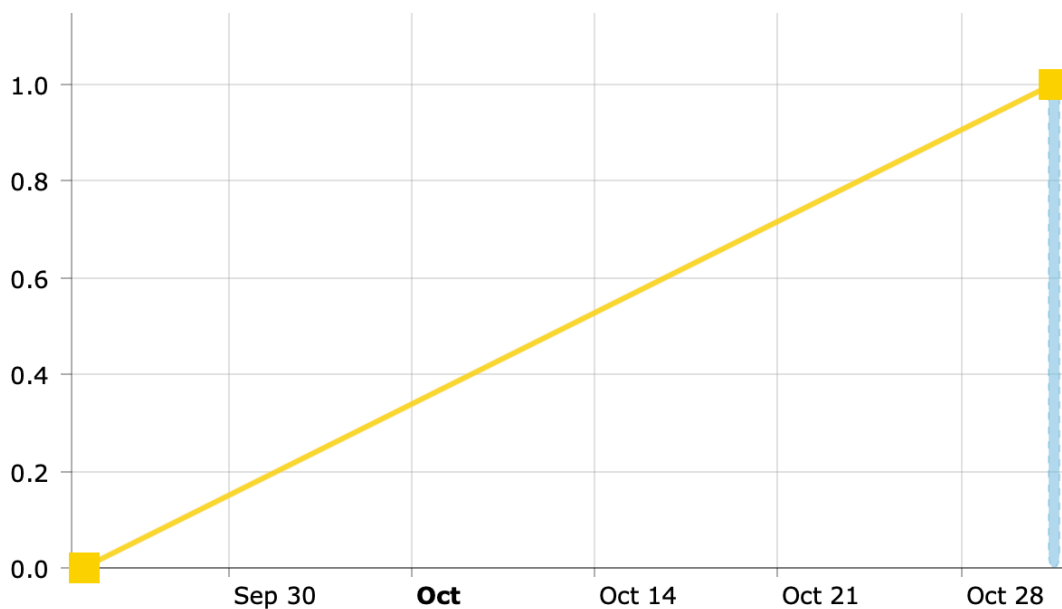
WHATS NEXT FOR INSULA

1. The software licenses

2. The hardware investment

3. Insula Coin – Listing costs

4. The legal department

BUDGET:

Provider	Expenses/month	Expenses Year	Weighted
Portfolio Management and Order Execution Management Systems	2 000	20 000	17%
Low Latency Provider	1000	12 000	10%
Fund Custodian	1000	12000	10%
Fund Set Up and Administration. (investment vehicle)	1500	15 000	13%
Hiring an Authorized UK Professional Portfolio Manager (CF30).	2 000 + Equity+ Insula Tokens.	20 000 + Equity + Insula Tokens.	17%
Index Provider	1000GBP +30BPS	12 000	10%
Gain UKMarketing Authorizations for a foreign based investment fund.	2000	20 000	17%
Data Provider	500	5 000	4%
ESTIMATED TOTAL EXPENSES:	TOTAL MONTHLY 11 600 GBP	TOTAL YEARLY 116 000 GBP	100%

GROWTH DRIVERS: WHAT IS NEXT FOR INSULA?

1)Tech Partnerships + Research and Development
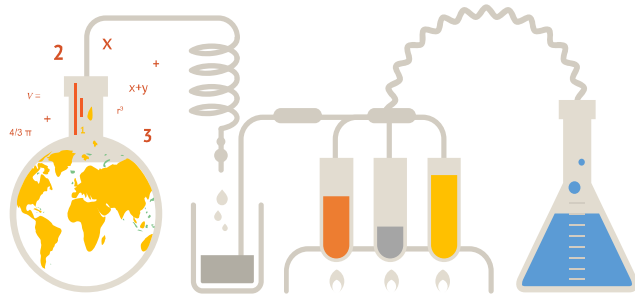
2) Extend Client Base

3) The fastest growing asset class

ROADMAP

Q3 2019

October 4st: Whitepaper release – Token Marketing campaign.

Q3 2019

October 31st: ICO Finishes

November 1st: Payment of suppliers starts

*Payment to suppliers that accept cryptocurrencies in the business week of the day the ICO finishes.

*Payment to suppliers that accept only cash trough conversion of ETH through our dedicated broker, and then wired to our Insula bank account.

December 15th: Equity Fundraise Starts

Q1 2020

February 15th: Equity Fundraise Finishes

*Reception of services and products ordered by Insula with token sale funds.

Q2 2020

Spring 2020: Fund management is operational, and Insula is authorized in the UK- Crypto Assets under management fundraise can start.

*Final set up of the fund (legal, API connections, tests, check that all asset management and authorizations are met to launch fund management.)

Summer 2020: Crypto Assets under management - Ultra high frequency stat arb strategy starts.
*First operational funds management is planned for early summer 2020.

USE OF PROCEEDS
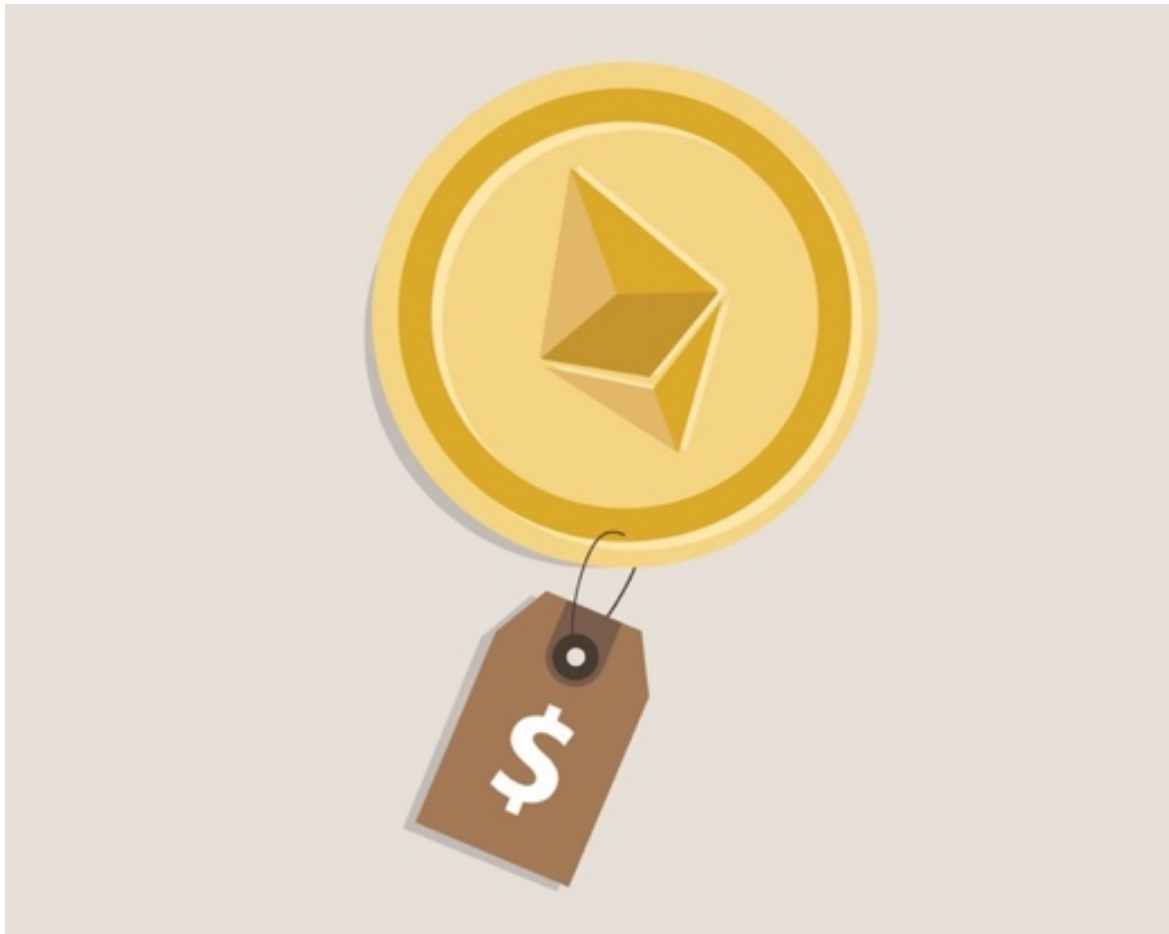
ICO DETAILS

Token sale end:

October 31st – 2019 tokens will be removed from sale.

Total token supply:

1,000,000 ISLA + the supply to be minted during token sale (up to an infinity).

DISTRIBUTION AND VALUE

INITIAL VALUE

The initial value of the ISLA cryptocurrency results from the prices and distributions of Insula's token sale. The ISLA token sale structure looks like this:

▶ Main Sale

- ▶ Start Price: ETH 0.001 / ISLA
- ▶ Time period:
  - ○ ▶ Start: October 4th :
  - ○ ▶ End: October 31st, 2019
- ▶ Hard cap: ETH 20,000
- ▶ Soft cap: ETH 300

Unsold Token

ISLA token that are not sold in the Insula Main Sale will remain as an "Token Investor Pool". These tokens are the property of Insula Investment Management Ltd and will be used to incentivize new hires or investor bundles (i.e equity packaged with Insulas). Some will be airdropped to boost network usage.

DISTRIBUTION OF ISLA

There is a total of 100,000,000 ISLA token that will be created. After the Main Sale, the issuance of the ISLA token will begin, and it is set to be not before October 31st, 2019. The initial distribution of the ISLA token is the following:

Distribution and Value - Allocations of Funds:

Investors:

The allocation "Investors" is used for the total token issuance of ISLA which includes private seed investors. These investors negotiated individual deals with INSULA INVESTMENT MANAGEMENT and helped to bootstrap the company. This allocation also includes the Pre-Sale as well as the Main Sale.
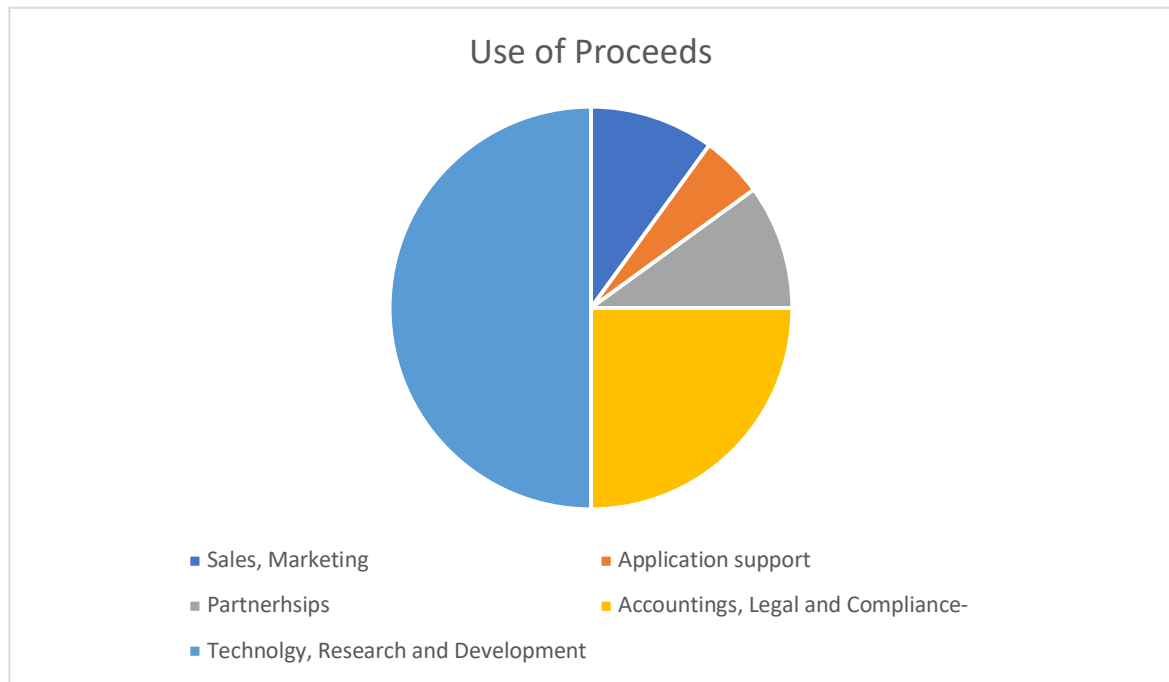
Partnerships and System Development

The allocation "Partnerships " is retained by INSULA to grow the platform strategically. This ISLA reserve will finance community campaigns, partnerships, incentive programs, and the Pre-Sale bonus allocation.

SUMMARY OF INSULA's CRYPTOGRAPHIC ASSETS AT THE END OF THE FUNDRAISE:

1-Ethereum Pool
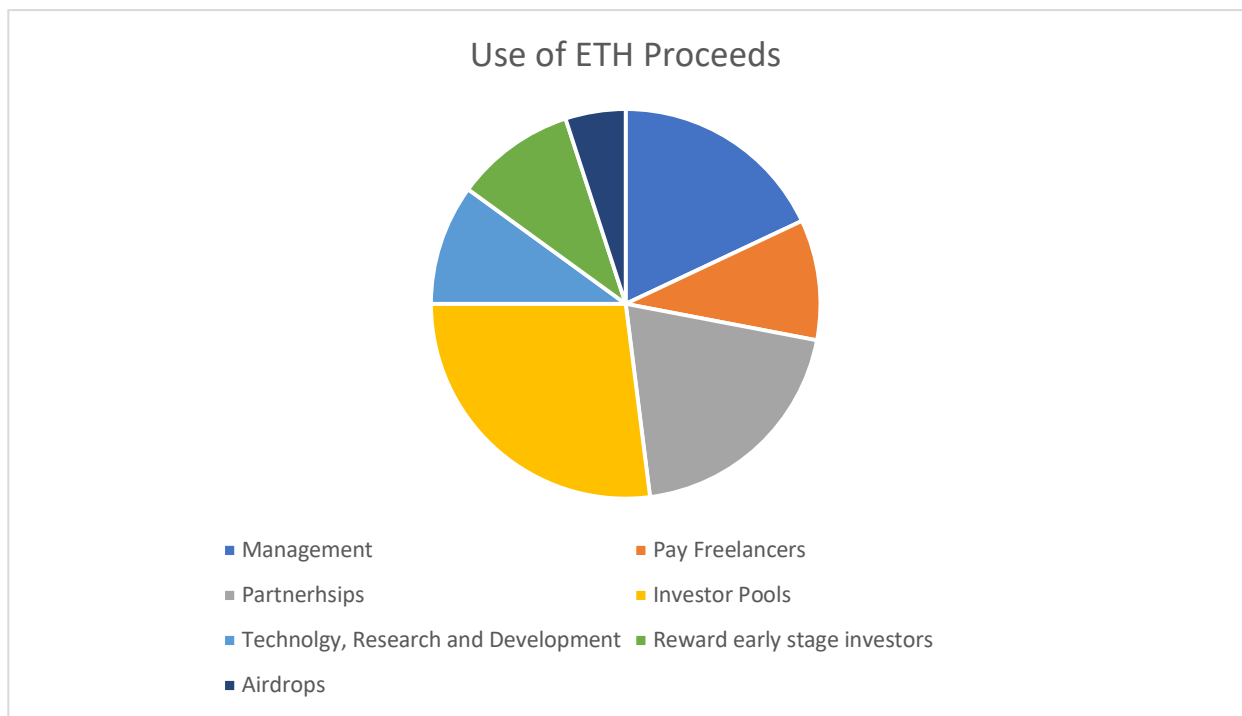
Please see below the exact breakdown of how the ETH we will raise will be allocated within the business units.

Use of Proceeds

- Sales, Marketing
- Partnerhsips
- Technolgy, Research and Development
- Application support
- Accountings, Legal and Compliance-

- Sales, Marketing-10%

- Application support -5%

- Partnerhsips-10%

- Accountings, Legal and Compliance-25%

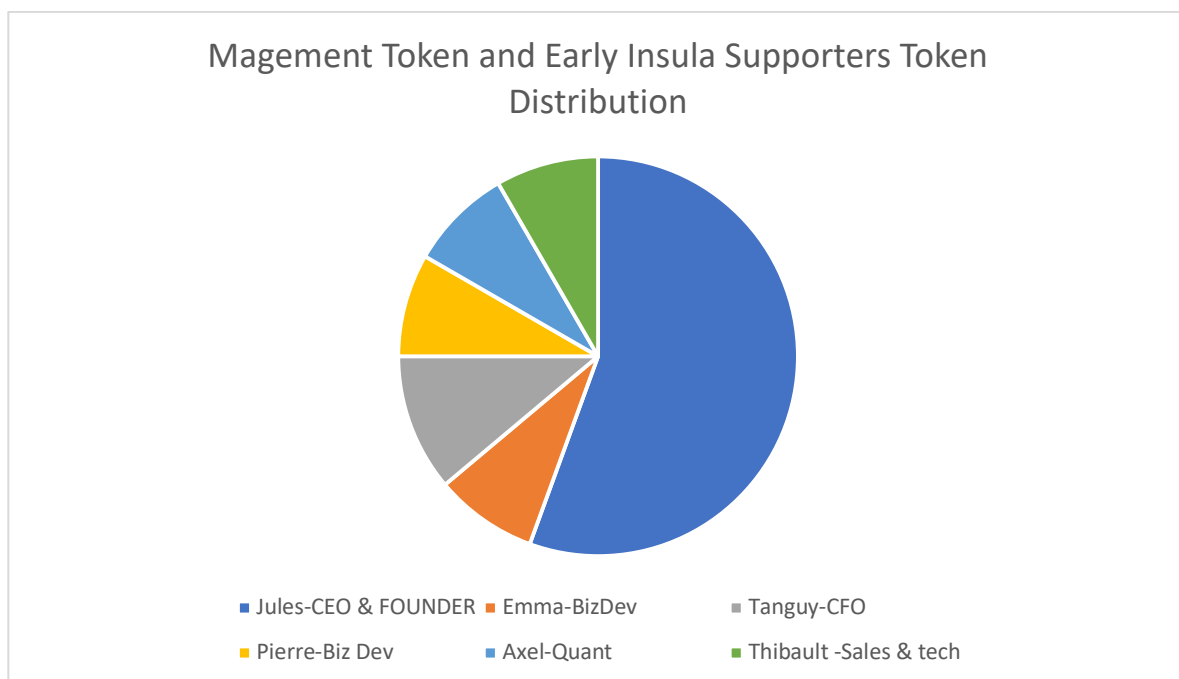- Technology, Research and Development -50%

2- Retained Insula Token Pool

Use of ETH Proceeds

- Management
- Pay Freelancers
- Partnerhsips
- Investor Pools
- Technolgy, Research and Development
- Reward early stage investors
- Airdrops

BREAKDOWN OF MANAGEMENT INCENTIVES IN INSULA TOKENS:

Off the 1, 000, 000 tokens that were issued on Insula's Blockchain account when the ICO launched, exactly 180 000 will go to the management (18%). Please see the below token distribution amongst staff:

3- Insula Tokens distribution amongst Insula Members:

Magement Token and Early Insula Supporters Token Distribution

- Jules-CEO & FOUNDER
- Emma-BizDev
- Tanguy-CFO
- Pierre-Biz Dev
- Axel-Quant
- Thibault -Sales & tech

Token Sale		Balance
Jules-CEO & FOUNDER	Becci de la Riviere	100000.00
Emma-BizDev	GILLIOT	15000.00
Tanguy-CFO	Chambon	20000.00
Pierre-Biz Dev	Venereau	15000.00
Axel-Quant	Thion	15000.00
Thibault - Sales & tech	Langlois	15000.00
	TOTAL MANAGEMENT=	180000.00

LIQUIDITY, PORTABILITY AND INTEROPRABILITY OF ISLA:

We advise you to install your MetaTask Wallet on Opera for the following exchanges:

We suggest Insula Token buyers to choose to whitelist/freelist/add more options to trade the Insula Tokens they have in their wallet post ICO.
The following graph displays the volume by Ethereum Blockchain Based DEX exchanges – suggesting which exchange has more liquidity on average.

Trading and liquidity management of the Insula Token:

Insula Token Listing and its Trading Venues:

Insula Token: A Decentralised Asset trading on both types of crypto exchanges:

- Centralised exchanges
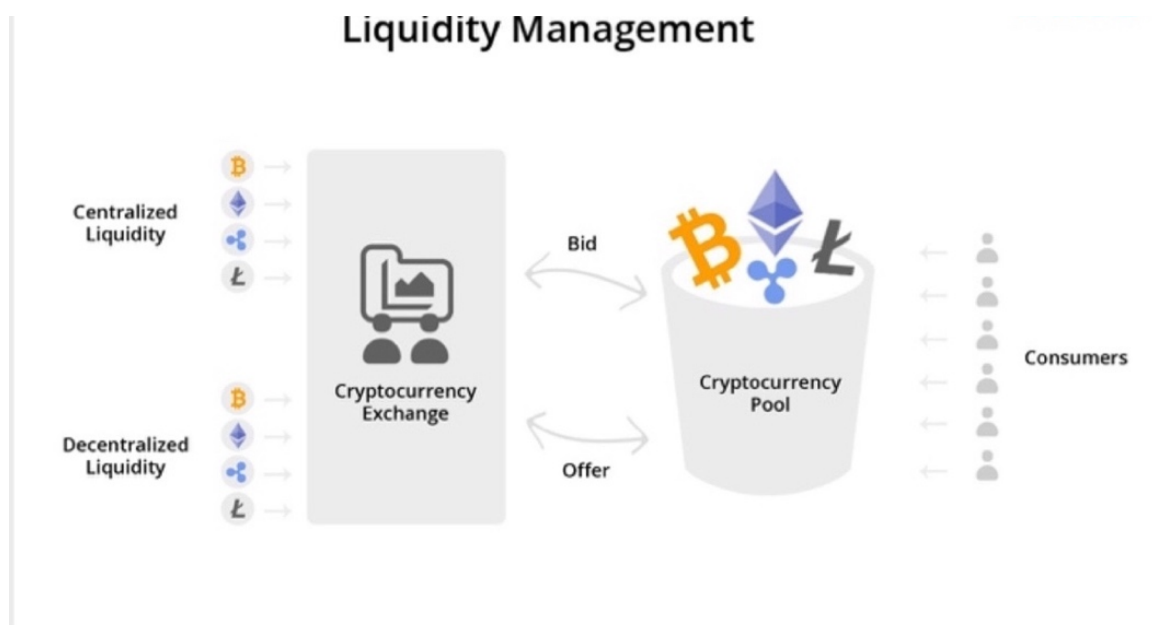- Decentralised exchanges

The protocol for trading tokens. With the fundraise proceeds, Insula Team will be working hard toward listing Insula Token on the main DEX and CEX's.
The more exchange the better: the token price will get closer from its "true" price.

TWO LISTING PHASES: CEX and then DEX EXCHANGES.
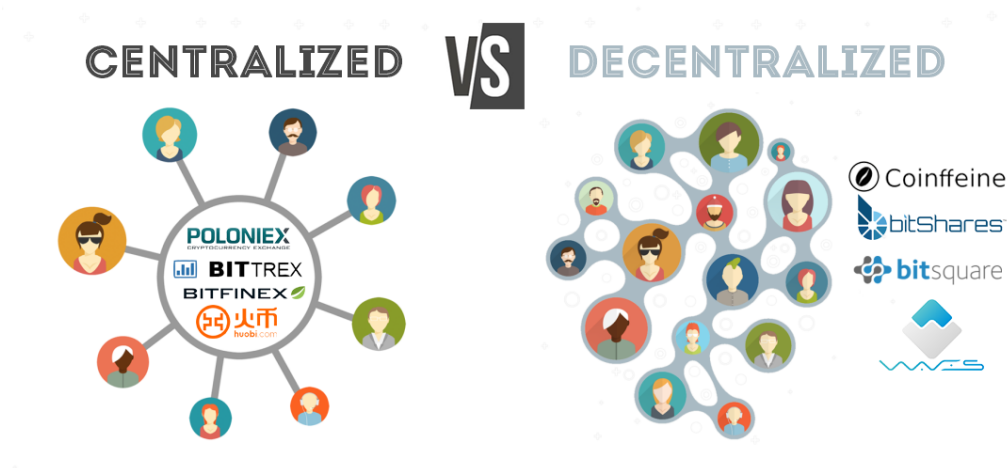
ISLA is short for Insula; it is a digital asset management token which is built on the Ethereum blockchain. The purpose of the ISLA token is to create a proprietary payment system for the Crypto Hedge Fund Insula Investment Management, in a decentralized manner.

The purpose of ISLA is to monetize
its asset management services and remove all the other needless expenditure related to brokers networks.

Insula Token Peer to peer (P2P) trading on Ethereum Dexes

Seamless transfer between ERC20 Wallets.

1st Listing: On the day the token sale ends, if the threshold was reach, you will receive the tokens in your

Then you need to free list them on DEXES in order to trade them instantly form your MetaMast Browser Wallet.

You need to enter Insula Token Contract Address and Ticker in order to unlock access to trading the token on the DEX.
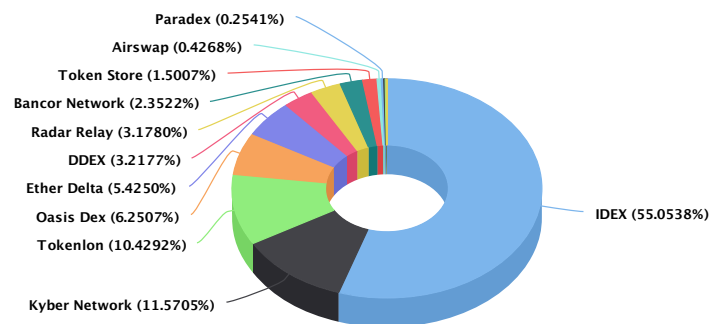
Make sure you have Ethereum I your wallet.

You can now place buy and sell orders.

Remember that placing an order or transferring any token in general costs a GAS fee paid in Ethereum.

Top DEX Pie Chart

In the Last 7 Days
Source: Etherscan.io

Paradex (0.2541%)
Airswap (0.4268%)
Token Store (1.5007%)
Bancor Network (2.3522%)
Radar Relay (3.1780%)
DDEX (3.2177%)
Ether Delta (5.4250%)
Oasis Dex (6.2507%)
Tokenlon (10.4292%)
Kyber Network (11.5705%)
IDEX (55.0538%)

ISLA Trading Venues:

Insula is already tradable on exchanges.

Insula is already tradable and available for free/self-listing ion the following exchanges:

- Bitcratic: ISLA/ETH

https://www.bitcratic.com/#!/trade/0x697ef32b4a3f5a4c39de1cb7563f24ca7bfc5947-ETH

- EtherDelta: : ISLA/ETH

- Token Jar: Pair : ISLA/WETH.

https://tokenjar.io/ISLA

- LedgerDex -Trading

https://app.ledgerdex.com/#/app/buy/erc20/0x697ef32b4a3f5a4c39de1cb75
63f24ca7bfc5947

Available pairs :

WETH - ISLA
DAI - ISLA
DGD - ISLA
HFT - ISLA
MKR - ISLA
OMG - ISLA
ZRX - ISLA

- LedgerDex -0x Protocol (alternative way).

Note: If the message "Sorry, this token is not available for buying at this moment." Shows, it means that there is no liquidity at the current moment, you need to check on another exchange, or come back on LedgerDex later.

ON some DEXES 0x is available. This remains an alternative option.
-0x

- Some exchanges may require you to Wrap/Unwrap your ether, usually clearly indicated by a button to wrap/unwrap accordingly. TokenJar, is one of these exchanges.

To sell Isla only you do not need Wrapped ether.

- Definition of Wrapped ether:

Wrapped ether:

Ethereum's native token, ether (see definition in the link) , does not conform to the ERC-20 standard. To enable the ability to use ether on platforms requiring ERC-20 compliance, users can convert ether to a "wrapped" token, commonly known as "WETH". he wrapped tokens are held in a smart contract which maintains a 1:1 peg to ether.

2nd phase: Standard CEX

(Centralised Exchange Listing).

Listing on one of top 50 centralised exchanges ASAP on a Centralized Exchange Wallet.

Insula will use a share of the proceeds of the fundraise to pay for listing fees for Insula Token on 2 top 50 Centralised Exchange in terms of volume.

A share of the allocation of the ETH post ICO by Insula will be dedicated to applying to listing Insula Token on a centralised top 50 worldwide crypto exchange within 6 months' time.

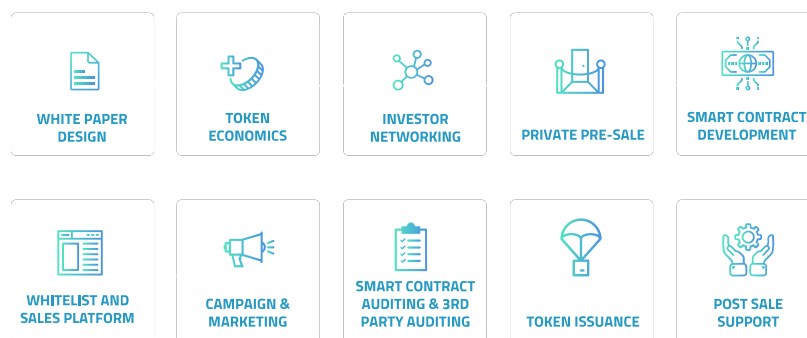Further liquidity and exposure is expected in time.

This is at this time that we hope the token will reward Insula Token's supporters.

Hence added liquidity should act as a catalyst for widespread use: .

Tier 1: Binance – 150 000 USD (estimated listing fee)

Tier 2: Kraken - 75 000 USD (estimated listing fee)

Timeline and Services rendered to Investors in Insula Token by Insula Investment Management Ltd during the ICO:

WHITE PAPER DESIGN	TOKEN ECONOMICS	INVESTOR NETWORKING	PRIVATE PRE-SALE	SMART CONTRACT DEVELOPMENT
WHITELIST AND SALES PLATFORM	CAMPAIGN & MARKETING	SMART CONTRACT AUDITING & 3RD PARTY AUDITING	TOKEN ISSUANCE	POST SALE SUPPORT

Before, During and After Sales Service:

Please note: our team is available to guide you through the token sale.
We provide free 15 minutes of assistance on the phone.
For specific requests, a consulting fee of 100 pounds GBP/hour applies.

How to send tokens?

Sending and receiving ERC20 tokens

All ERC20 tokens are deployed on Ethereum network, so you'll need an Ethereum wallet to be able to send and receive ERC20 tokens. Almost all Ethereum wallets have support for ERC20 tokens, and selecting a wallet suitable for your device is covered in our Ethereum wallets blog post. To receive ERC20 tokens you'll need an Ethereum address that can store both Ether as well as any number of ERC20 tokens. Ethereum addresses are managed in your wallet app, and you can create unlimited number of addresses. To receive tokens, you only need to provide your address to a sender. Sending them is as easy as sending ETH - just paste the recipient address and the number of tokens you want to send and hit send button.

What is MetaMask?

MetaMask: - Metamask is a bridge that allows you to visit the distributed web of tomorrow in your browser today.

Metamask is a cryptocurrency wallet. You can acces all Ethereum based assets from a Metamask Wallet. We recommend using Opera for any interaction with Insula Blockchain Ecosystem.