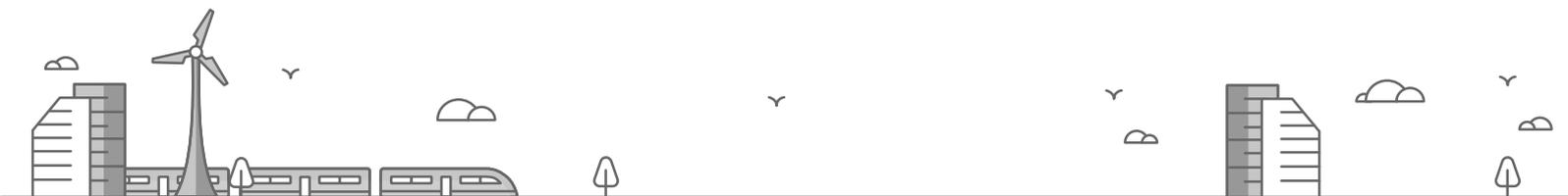


CoinMetro

MOVING CRYPTO FORWARD

TAM Guidebook





What Is CoinMetro?

CoinMetro is a next-generation platform for digital assets built by experienced finance professionals. Unlike many crypto platforms, CoinMetro offers multiple services under one roof, including an exchange, unique investment models (like managed accounts and crypto ETF's), and a robust ICO Express engine designed to give companies everything they need to launch their own tokenized asset. Built with the intention of simplifying crypto, CoinMetro emphasizes customer support, regulatory compliance, an intuitive user interface, and a wide variety of features.

What Is TAM

An acronym for “Tokenized Asset Management,” CoinMetro’s unique TAM structure connects pro traders with CoinMetro users. Experienced traders have the option to become Account Managers, while investors have the option to delegate some or all of their holdings to a Manager of their choice. TAM Account Managers earn a fee, similar to a commission, based on the high-water mark principle (i.e. the highest peak in value for a given account), and investors will benefit based on the growth of their initial investment. TAM gives Managers the freedom and flexibility to set their own fees, up to 30%, set targets, and implement their own unique trading strategies to achieve growth goals.

How Does TAM Work?

Logistically, the TAM model works by issuing each Manager a unique personal token on the blockchain. Investors can choose to partner with a Manager by purchasing their unique token, which is priced in XCM, CoinMetro’s on-platform currency. CoinMetro’s intuitive user dashboard makes the process of token issuance and TAM partnership incredibly easy, fast, and straightforward to register as a Manager. CoinMetro’s community-centric platform creates numerous opportunities to engage with users and develop an on-platform reputation. For talented traders, becoming a TAM manager opens the door to a new kind of earning potential in the digital asset economy.

Quality & Transparency

TAM Manager’s will be rated according to performance. The more successful a Manager is, the more clients will likely choose to partner with them, thus generating more income for the Manager. Because each transaction is stored on the blockchain, the entire process is transparent and each party is accountable. Investors have access to performance details concerning each registered TAM manager upon which to base their decision when considering who to partner with. This ensures quality and accountability, and gives talented traders an opportunity to earn additional income by applying their skills to helping others grow their accounts.

