



Universal Trading Platform

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CONTENT

Investment offer.....	3
Introduction.....	4
Project benefits.....	8
Requirement for blockchain.....	12
Product description.....	13
Token Business Model.....	17
Marketing strategy for preparing Torex.Network to IEO.....	19
Project implementation plan.....	21
Conclusion.....	22
Team.....	24

Investment offer

The Torex.Network platform is the concept of the future.

Using the official APIs of the leading exchanges, Torex.Network provides an opportunity for traders to work with several exchanges at once, so that they can optimize and maximize their trading activity by completing transactions, analyzing exchange rates, placing orders for buying / selling currencies, adding a trusted account, giving the right to trade, while at the same time, performing all these actions in real time via a single interface.

The system supports an intermarket arbitrage to achieve a balanced distribution of the volume and value of assets on public sites. By responding to market prices, the Torex.Network platform will be able to prevent potential speculative manipulations, as well as provide the level of liquidity that users of exchanges will need at a certain point in time in order to achieve a global result.

In the course of arbitration, a trader buys and sells assets as quickly as possible, instantly wagering on the spread in exchange rates several times a day.

The speed of arbitrage transactions reduces the risk of loss in the event of failure, compared to the risks while trading on a traditional market.

Arbitrage is suitable for both advanced traders and beginners who do not have enough experience of dealing with cryptocurrencies yet, and this will allow them to get used to the market, learn how to see and analyze trends, and predict the development of the situation.

Why is it worth investing in Torex.Network?

Competent and consistent management of this project will make it become highly in-demand and form a new approach towards the implementation of the services for mobile social platforms. The current factors have become organic prerequisites for the need to launch something unique and fundamentally new on the market. In particular, a universal blockchain platform for trading, through which, any user will be able to carry out and implement various trading strategies which will be centralized, as well as use analytical tools for effective crypto trading. For the purpose of successful entry into and consolidation of the platform on the market, Torex.Network team calculated the possible risks and prepared for them in advance. The team divided the areas of responsibility and allocated resources in such a way in order to be able to respond to the problems immediately. The team also thought out a system for attracting and keeping of the users.

Introduction

The crypto trading market is a fragmented market that generally provides analytical tools and advanced trading strategies on the external services. Since not all crypto trading services are available on one or another exchange, it is necessary to constantly monitor several exchanges at once, which often leads to time and financial expenses for the trader. While making the first purchases of cryptocurrencies, either Bitcoin, Ethereum, Ripple or others, there are questions regarding the technical details, dispersion of functions and services in the structure of cryptocurrency trading. This has become one of the key factors for the idea of creating a fully functional and convenient trading platform Torex.Network, where a trader can find all the necessary technical solutions.

The concept of this project occurred in 2017, due to the need for the optimization of crypto trading, while taking into account the quirks of individual cryptocurrency exchanges.

Moving from the market of stocks, bonds, options and derivatives to cryptocurrency trading, the project creators were faced with the fact that, though there is a vast number of existing services for trading,

all of them are fragmented and scattered across different exchanges, which nullifies trading effectiveness.

This has become the reason for the creation of a whole new product which will help to make trading activity, monitor quotes and trades, enter different exchanges, all at once via a single interface. Currently the team of professional developers, traders, analysts, and marketing specialists combining various opinions and ideas, has been working on an extensive ecosystem which could satisfy any trader's request, where one has access to the most advanced and modern trading strategies and functions, such as:

API trading;



Price Notification;



Trailing stop;



Arbitration and others.



The Torex.Network team wants cryptocurrency trading to be simple and transparent for both beginners and professionals alike, and thereby desires to help traders simplify and improve the trading process, regardless of their level of experience.

Platform users will be able to perform crypto trading just by sitting at their computers or via mobile devices regardless of the operating system they use.

Such capabilities of the Torex.Network platform fully satisfy the needs of modern traders, creating a trend in the market of multifunctional platforms.

By engaging professional developers, traders, analysts, market specialists, collecting various opinions and ideas, analyzing the pros and cons, the team became overwhelmed by the idea to become a name and make a good product, which would meet the market needs.

Torex.Network suggests that the traders could:



Attach all the exchanges via API keys to Torex.Network website and track the dynamics of tokens and coins trading using the resources of a single platform;



Use advanced analytical tools and combined trading strategies which are collected on a single resource using currently existing devices;



Use a messenger with built-in analytical tools for tracking several exchanges at once.

Grounds for creation

The crypto trading market, is fragmented, wherein the services are rendered by different providers.

There are a number of problematic aspects in this market, such as:

- ✖ lack of exchange services;
- ✖ lack of mobility;
- ✖ poor communication between traders.

These problems affect the efficiency of the crypto traders work and, thus, reduce their income.



Lack of exchange services

Some crypto trading services are not available on this or that exchange and it confirms the requirement for multitasking and permanent monitoring of several exchanges at once. For example, three of five crypto exchanges (Bitfinex, Bithumb, Bitmex) do not support fiat pairs, and also not all the exchanges support such functions as stop loss, especially stop loss and take profit simultaneously. If a professional trader gets to the point, he starts tracking the rate of several coins at once simultaneously while monitoring the exchanges.

In order to earn money in the course of arbitrage (a technique when a coin is purchased on one exchange for some price and is sold out on another exchange with a higher price), the one will need to follow the rate of a certain coin on several exchanges at once. Despite the fact that bots and other solutions have been developed in order to simplify arbitrage, all these tools offer their services in autonomous mode, i.e. in order to connect a bot, one will need to switch to an external service in some cases.

Analytical tools and advanced trading strategies are usually available on external services. Sometimes this results in time inputs for the trader to make a search and authentication as well as to other additional expenses. The top exchanges offer such services or functions. Popular exchanges also develop this aspect; some of them have in-built charts with TradingView. In fact, there is no such a mobile version of the exchange that would support the services for analytical data collection.

In order to solve this problem, a trader has to buy fee-based technical analytical tools and use them on an external platform, besides that, a majority of them are available on TradingView.

Such extended trading strategies as social and copy trading, margin trade, sales-purchase of futures and options are not always supported even by the most advanced exchanges, ultimately, users have to contact other service providers in the derivatives market. The problem is worsened by the fact that most platforms support only one or two strategies. Thus, in order to conduct a marginal trading or copy-trading, a user has to use different resources.



Lack of mobility

Most of the services in Tabtrader correspond to the traders' requirements, since such applications have been developing rapidly. Thus, the mobile applications mainly do not support the extended services.

The limited capabilities of mobile services do not include the ability of parallel use of the necessary bots, analytical tools, various types of trading transactions.



Poor communication between traders

As of today, private chats in Telegram are considered the most convenient channel of communication between traders and that confirms the lack of communication platforms which could be logged into by traders by default. This brings certain inconveniences for direct communication between traders and requires for the transition of communication to the existing platforms.

Mission and goal

Torex.Network is the first universal blockchain trading platform, through which a user can apply various trading strategies which will be centralized as well as the analytical tools for tracking cryptocurrency rates on different exchanges.

The developed services of the web and mobile versions of the platform will provide traders with full mobility and make crypto trading as efficient as possible.

In addition, the platform has a user support service which can provide answers to all questions in various languages.

Project benefits

Research of business models and design of the projects oriented on the cryptocurrency market



Carboneum

The project presents itself as a “fully decentralized” platform for copy-trading. The launch is planned on the fast and scalable ICON blockchain. The project entails a protocol that ensures following the traders in the transactions and paying them a commission on their profits. The company also is integrated with StockRadar and a number of other services related to the cryptocurrency trade. It is recommended for the purpose of “payment for premium platform functions and commissions with a significant discount,” from 50% -> 8%. At the same time, there is no clear idea about the volume of these commissions per year; in fact, the model of Binance Coin (BNB) is copied without redemption. The project does not offer any investor protection mechanisms. Carboneum Token (ticker C8) is not detailed, just as the mechanism of connection and work with exchanges.



Covesting

The project presents itself as a “business-oriented” application on liquidity

aggregation (as a service background) and social trading.

The monetization model means the investor's payment fee in the amount of 2% of the deposit at the “entrance” to the social trading module, as well as a remuneration of 18% of successful transactions as the income of the trader providing the transactions as well as another commission payment in the amount of 10% to the income of the platform. Thus, in the case of successful trading through copying other transactions a trader gives back an average of about 30%, which is similar to the commission of investment funds for the successful transaction. In this case, it is more beneficial to give funds to the management of a trusted financial company, which, among other things, will be responsible for them by its name and reputation. The economics of the platform token also raises flags. The project creators suggest that a part of the profits from the transaction should be converted into COV tokens in order to increase the demand for a token with the volume of transactions on the platform. This idea is interesting, however, the project raises more flags than answers. Most likely, the indicated model is completely inapplicable on the traditional market due to a number of obvious reasons, such as the lack of clear user cases.



Coinpennant

A project aimed at creation of a social network of traders, a data analysis module and a copy-trading service. The project does not provide a clear description of an integration with exchanges and no other necessary information on the development of a real product. The project creators plan to lock out the entire domestic economy on their token, under their terms, for example, payment of remuneration to providers of successful transactions is only conducted in these tokens. Thus, the entire project looks like a completely incomplete service with a surrogate token.

At the moment, in the cryptocurrency market, the projects getting in the IEO are subject to serious improvement. Most of the copy trading projects do not consider that integration of exchanges and liquidity, access simplification to assets as a background for building and monetizing the social relations of traders. In addition, it is necessary to work out approaches on the issue of investor protection (by investors we mean the clients who copy transactions). Despite the fact that these slogans are indicated in each White Paper, there are very few real actions taken on this score.

There are only a few more or less successful projects on exchange integration into a single trading interface through APIs, such as terminal.global, blox.io, QASH and Arbidex, the last two ones are still under development.

In general, the volume of the cryptocurrency trade market is small compared to traditional markets and it currently stands at USD 13 billion. However, the market is still in its establishment, and volumes of USD 100–200 billions are quite probable, under condition of its development and capitalization rate of several trillion US dollars. However, there is enough money on the market in order to allow comfortable existence of several social trading projects in the field of cryptocurrencies. The question lies only in a technical capability, confidence in the service and the system of incentives and protection, which, on the one hand, will encourage traders to conduct long-term fair and high-quality trading, and on the other hand, to protect the investor.

The uncertainty of market regulation, low liquidity and difficulties with technical integration are one of the main obstacles for entry into the market, since the task is to provide unbiased information and automatic performance of trade transactions.

Discussion of the results

The popularity of the social trading market is growing due to the demand among retail customers of the Forex market and aggressive advertising policy of the Forex brokers. In addition to the last ones, many large brokers working with the security markets and financial tools in the developed countries offer social trading services (trading signals, ideas, copy-trading, PAMM as well as investment accounts, trust management). However, the social trading market has not been able to reach its real possible limits yet, as there is no clear and fair tool for social trading that would deserve a global trust.

The basis like access to trading with the possibility of depositing or withdrawing funds without complications and irregularities, as well as a social module that will allow to take into account fair statistics under the transparent terms, shall be integrated into this tool. The cryptocurrency market is characterized by a number of the following problems:

- ✖ The complexity of technical integration of exchanges with regards to a quick and easy access to trading assets;
- ✖ Low liquidity (compared to the traditional markets);
- ✖ The absence of a clear regulation policy and control over cryptocurrency transactions.

It is difficult to determine the exact volume of the target market due to the absence of detailed statistics in comparison with the existing traditional market. However, 43 million users of cryptocurrency wallets make up a rather impressive amount (and the total amount of their assets exceeds billions of US dollars), given that the majority of investors and holders of cryptocurrencies are traders anyway and they are interested in trading in one way or another.

However, there is no any full-range project in the field of social trading which has been represented on the cryptocurrency market. The sphere of integration of the exchanges and liquidity is represented by just a few projects that are not in a great demand. The largest exchanges are the only significant players on the trading market.

On the traditional market there is a number of leaders (eToro, ZuluTrade) along with a variety of funds, banks, investment companies that provide trust management in one form or another. Their success depends on the decency of management towards the customers, team professionalism and a good marketing.

The above mentioned problems restrain the expansion of the well-known brands (such as eToro) into this new, but very promising market. In addition to the issues of trust and technical difficulties, there is another problem which lies in the concept of positive and negative incentives. In most cases, a trader on the traditional market does not bear any responsibility. As a reward, he receives a monthly subscription fee, which has a very indirect effect on motivation. At the same time, investor funds remain virtually unprotected. The success of the social trading platform in the existing reality lies not only through the lens of technical implementation and marketing, but also in the plane of correct establishment of the seller-buyer relationship regarding information and transactions.

Requirement for blockchain

Blockchain has a number of significant advantages over the other technologies, the main ones affect the social-economic relations, the level of trust and transparency. It is obvious that blockchain allows to record unchanged information (for example, on the transactions), which will allow in the future to keep statistic records of the transactions of information sellers and “signal providers”. However, it is only a small part of the opportunities that can be created using blockchain technology in the projects oriented on the social trading.

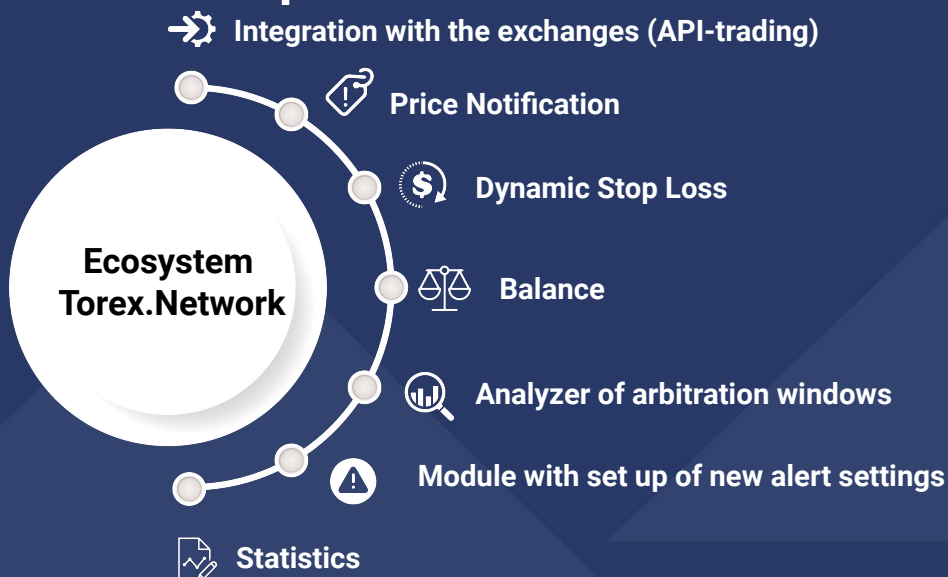
The main services of blockchain technologies are based on the consequence of their immutability, decentralization and reduced to the possibility of creating new systems of social and economic incentives.

Smart assets along with the correct use of smart contracts give the opportunity to create new local social-economic systems within which the right behavior can be considered as profitable under certain terms and the wrong behavior can be treated as unprofitable one.

In conjunction with a traditional approach and a technical integration that will allow in the future to create a new type of product. The main characteristics of this product shall be:

- ✖ The stimulation system of the correct positioning over a long distance (in our case, a qualitative positive trading);
- ✖ Protection of the investor`s funds (low level of risk will attract significantly more users);
- ✖ Adaptation to the public opinion, the organic engagement of the target audience through an idea and services;
- ✖ High level of basic technical implementation (UI/UX, backend, integration with the exchanges).

Product description



Integration with the exchanges (API trading)

Torex.Network users can make transactions, considering the situation with currencies on different exchanges, as well as monitor up to 23 exchanges at once, place orders for buying / selling currencies, add a trusted account, give the right to trade, and at the same time to perform all these actions in real time on a single interface. Torex.Network uses API of the the popular exchanges.

In order to connect the exchange, it is necessary to specify the API Key + API Secret, via which the connection will be made. In the event that all API connections are reset by the exchange (for example, in the case of a hacker attack), the system will issue a reset warning, after which it is necessary to reconnect.

If the user stopped working with the API Key, which previously had worked, the system would notify him of that (depending on the settings):

1. When logged into the website.
2. To the Telegram bot.
3. To e-mail.



Price Notification

Price Notification is one of the best signal indicators with an audio signal to the trader about reaching or overcoming the determined price level.

The Price Notification trading indicator implements three types of signaling:

- The price has risen above a given level;
- The price has dropped below a given level;
- The price has reached a given level.

All the signals are disconnected after activation and can be restarted at new levels. In addition, it is possible to leave some input parameters at zero rate in order to disable the corresponding signals. The task of Price Notification is to save the trader from constant staying at the screen of the trading terminal. In addition to sound notification of the achievement of certain price levels, it is possible to configure the delivery of messages by email or messenger.



Dynamic Stop Loss

Trailing stop is a dynamic Stop Loss order that automatically moves beyond the market price. Trailing Stop works on the side of the trader and only when the trading terminal is connected to the contractor's server. This is an opportunity to "pull" a limit order for the price (with a certain step). If the limit order is partially triggered and the previous market trend is resumed, the order is canceled, the remaining volume continues to "drag on" to the price.

Working with a Trailing Stop, a trader gets the following benefits like:

- ✖ profit maximization;
- ✖ loss limitation;
- ✖ price reversal insurance;
- ✖ lack of the need for constant monitoring of open positions;
- ✖ the ability to work with multiple assets at once.



Balance

Torex.Network platform shows the balance in US dollars and bitcoin as a total (by summing the balances for each individual exchange and displaying the value on the toolbar) and on a specific exchange.

Analyzer of arbitration windows



Today, cryptocurrencies can be called the most volatile assets. Their rate can rise and fall by several percent every minute. Such high dynamism creates unique opportunities for conducting intermarket arbitrage.

The situation, when during a certain period of time the rate of a particular cryptocurrency on one exchange is higher or lower than on another one, is called an arbitrage window. The Arbitration Tool helps to profit from working with such windows.

All implementations of arbitrage algorithms occur on a special module for intermarket interactions. It is a secure REST API for working with the main module, which is an interface for working with users. To exchange data with public exchange APIs, this module will use encrypted https requests.

In manual mode, the Arbitration Tool will perform the functions of searching and displaying arbitrage windows on exchanges that provide a reliable access to the current prices through its own APIs.

Additionally, the trader can choose a number of parameters to narrow the resulting sample, i.e.:

- ✖ Exchanges on which the arbitration window is open;
- ✖ Currency pairs for analysis;
- ✖ Minimum trading volume;
- ✖ Minimum percentage of expected profit.

The algorithmic implementation of the Arbitration Tool includes several stages, including:

- ✖ Real-time collection of information about all available cryptocurrencies on the connected exchanges. The intermarket trading module will receive data from each exchange individually, after which they will be formed into the objects of the similar class and added to the general name list for further analysis.
- ✖ Comparison of the received rates for each cryptocurrency.
- ✖ Formation of a “stack” of cryptocurrency pairs taking into account the available trading volumes (except when the exchange does not provide data about the order book using the API).

The pairs received from the API are stored in HashMap, and this particular approach can significantly increase the efficiency of data processing by the assistant.

✖ The interface of Arbitration Tool, similar to other FTEC modules, will be presented in the format of a web page and tab in the desktop or mobile version of the service. For convenience of the settings parameter input fields and links to instructions for use will be available at the top of the interface.



A module with installation of the new notification settings

- ✖ Selection of exchanges for comparison (at least 2);
- ✖ Selection of one currency pair or more;
- ✖ Set up of the required difference in% or points for alert.

List of the installed notifications:

1) Open

- ✖ Exchanges for comparison.
- ✖ Currency pair.
- ✖ The current rating of this currency pair on each of the exchanges (pulled up by web socket in real time).
- ✖ Current Difference%.
- ✖ The set difference% for alert triggering.
- ✖ Status (Open, Triggered).

The setting switches to the status Triggered at the moment when the Current Difference% equals to Set Difference%.

2) Closed + status Worked / Did not work.

3) Option to stop / reactivate

It is possible to edit / delete the set (open) alerts. The alert is triggered (in real time) when one of the settings goes into the status of "Triggered". After triggering the next request appears after 15 seconds.



Statistics

It is implemented due to the example of TradeMade.

Token Business Model

Requirement for token: investing in a project through the IEO, creating an ecosystem within the platform.

Main functions:



API trading;



Price Alert;



Trailing stop;



Arbitration and other.

Model: TOR token circulation scheme depends on how they are used and accumulated by end users:

1. TOR tokens are issued during the IEO process.
2. Users acquire the TOR token in the process of open rounds of IEO, detailed information is available on the [Torex.one](https://torex.one) website.
3. Users use TOR tokens for the main platform services (logging into subscriptions, which make it possible to use advanced access to the platform services and capabilities).

4. TOR tokens are allocated as a reward: connection to API platforms for trading (by request and confirmation from the Torex.Network server as a completed action).

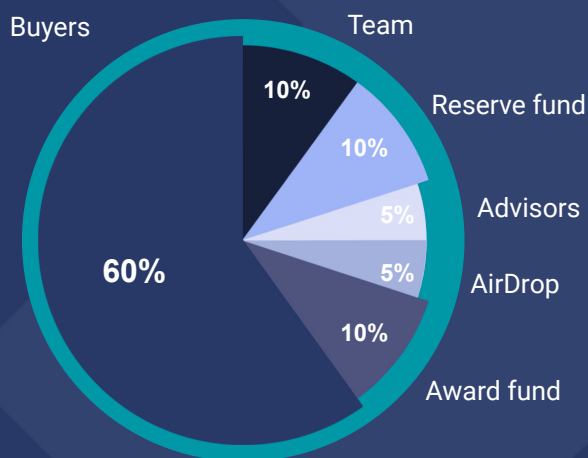
5. TOR tokens (issued as an internal currency of the application, as well as the payment of the main services) are distributed through the smart contract to the funds (reserve and award funds) to the wallets in accordance with the current plan for the functioning and development of the service.

Torex.Network tokens, which will be launched on ERC-20, are issued only in the IEO process. Buyers get TOR tokens in exchange for BTC / ETH, or other tokens (the list is to be specified), by sending a payment to a smart contract which generates a TOR token. The address of the smart contract will be published on the official [Torex.one](https://torex.one) website.

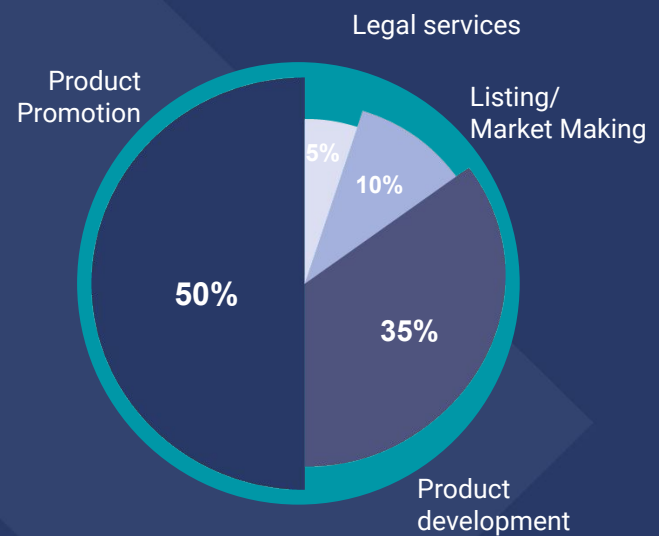
Fees stages



TOR The structure of the initial distribution of the TOR tokens generated during the IEO process



The allocation of funds raised as a result of IEO



Marketing strategy for preparing Torex.Network to IEO

Torex.Network trading platform is a unique and new product in the cryptocurrency market. The versatility of the platform provides a user with the opportunity to apply various trading strategies, using analytical tools to conduct effective crypto trading on different exchanges within the same interface.

In order to promote the product on the market, one of the main company goals is to yield IEO. In order to achieve this goal, the key tasks of the company are the following:

- ✖ informing potential investors and users about the project;
- ✖ study of the mechanics of interaction of the target audience with the project;
- ✖ attracting new users.

Target audience of the project include:

✖ small traders acting on their own initiative and seeking to profit directly from the cryptocurrency trading process, analyzing the current situation on the cryptocurrency market and concluding trading transactions;

✖ professionals - experienced participants in the cryptocurrency market who are aware of financial instruments with the right to conduct forex dealer activities.

✖ investors, i.e. individuals who own capital and increase it through the implementation of investment ideas, having all the necessary information about the terms of transactions, independently making a decision on investments and bearing all risks and responsibility for it;

The competitive advantage of the Torex.Network platform lies in the ability to quickly complete transactions using the following tools like:

1. Analyzer of arbitrage windows (Arbitrage Tool), taking into account the depth of the order books and allowing you to get a complete idea of the situation on the cryptocurrency market;
2. Crypto Betting (Crypto Betting), a service for betting on the basis of smart contracts, which allows you to formalize your vision of the market and the dynamics of the cryptocurrency rate.

These tools are emphasized while developing a marketing strategy and conducting Torex.Network advertising campaigns aimed at increasing the number of investors and users of the trading platform, as well as increasing the recognition of the project.

Currently, the trading process in the cryptocurrency market requires significant improvements, due to the requirement for constant monitoring of various exchanges, tracking exchange rates, being online constantly, in order to increase the effectiveness of trading. The Torex.Network platform plans to provide a trader with the necessary opportunity to enjoy the trading process and make it in a productive way.

Creating an interactive YouTube quest, the platform plans to engage users, increasing their loyalty to the project, thereby increasing the outreach. It is assumed that the entertaining YouTube quest will help prepare the YouTube channel of the project for further active interaction with the target audience. Video quest is one of the information guides for image outreach and media coverage.

In addition, the company invites well-known traders to share their professional experience, and asks them to express their opinion on the Torex.Network trading platform. Torex plans to publish such information in the media, telegram channels, blogs and forums. Storytelling is currently a trend.

In order to inform people about the services of the trading platform, articles and press releases are published in thematic media, posts are made in social services, networks, SMM is implemented, targeted advertising is used, groups are created in popular instant messengers, etc.

Project implementation plan



Conclusion

Obviously, until now, the cryptocurrency market with its unpredictability and instability lacked a social trading platform of a completely new format. Torex.Network is the required modern platform that implemented all the necessary tools for a modern trader within a single interface.

Torex.Network provides an exceptional opportunity for traders to enjoy the trading process to the full, feel vibrant emotions, excitement, achieve their goals and make a profit. Carefully designed services are the key factor in the future success of Torex.Network platform. Unlike its competitors, the platform uses the official APIs of the leading exchanges, which allow to make trading activity on several exchanges at once. Making transactions, placing buy / sell orders, adding a trusted account, including maintaining multiple accounts on one exchange, giving the right to trade, the trader all this time works in real time on a single interface.

One of the key components of the project's services is intermarket arbitrage. Under terms of arbitration, a trader buys and sells assets, instantly playing on the difference in rates several times a day. The speed of arbitration transactions is so high that it minimizes the risks in case of failure.

This function will help both advanced traders and beginners who do not have experience of working with cryptocurrencies yet, to gain a foothold in the market, learn how to analyze and predict the development of the situation.

The Price Notification function, which gives the trader a sound signal about the approaching the set price level, will significantly facilitate the work of the trader, reduce the time spent on the networking and monitoring the rates.

The platform's services also use the Trailing stop function, i.e. a dynamic Stop loss order, as a result of which:

- ✖ an increase in profits and a decrease in losses is achieved;
- ✖ insurance is provided against a sharp price reversal;
- ✖ the need for constant monitoring of open positions is reduced to zero;
- ✖ there is an opportunity to work with multiple assets at once.

The Torex.Network platform displays both the total exchange balance in US dollars and bitcoin, as well as the balance for each specific exchange, and the statistics are provided to the trader according to the example of TradeMade.

Such projects mean the future of cryptocurrency trading. Torex.Network platform lays the foundation for applying a new approach to the development of social trading platforms, launching a unique and fundamentally new product on the cryptocurrency market that embodies the trading goals and the tasks. A thorough analysis of potential risks and preparation of an effective strategy for responding to their appearance guarantees the project maximum success and break-even.

Team



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