



Celia Exchange

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Intro

As the adoption of cryptocurrencies continues to grow globally, so do the options for accessing and trading these digital assets. Cryptocurrency exchanges like Celia make it easy for users to buy, sell, and trade cryptocurrencies from anywhere using their website or mobile app. At Celia, our goal is to provide a secure and user-friendly platform for our users to take part in the exciting world of crypto. We are dedicated to advancing the use and understanding of cryptocurrencies in Africa and beyond, and we believe that our platform can play a key role in making this a reality. Whether you are new to crypto or a seasoned pro, Celia is here to help you navigate the rapidly-evolving world of digital assets and make informed decisions about your investments.

Problems

- **Maximizing Your Crypto Earnings:** *How Celia's Competitive Fees Can Help*

One major problem that many existing cryptocurrency exchanges suffer from is high charges. It is not uncommon for exchanges to charge fees of up to 2% for buy and sell transactions, which can be a significant burden for users. In contrast, Celia offers a much more favorable fee structure for its users. Our fees for immediate buy and sell transactions range from 0.1% to 0.3%, providing a significant cost savings compared to other exchanges. Additionally, our users have the opportunity to enjoy even greater discounts through the use of our native token, Celia Token (CLT). By offering lower fees and the ability to save even more through the use of CLT, Celia makes it easier for users to engage with the crypto market without breaking the bank.

- **The Dangers of Unsecured Crypto Exchanges:** *How Celia is Protecting Its Users*

Another major problem facing cryptocurrency exchanges is the issue of safety. Many exchanges have been hacked in the past, resulting in significant disruptions and losses for their users. Celia stands out as a cryptocurrency exchange that prioritizes the safety and security of its platform. Our structure will be thoroughly tested and validated to ensure that it meets the highest security standards. With extensive experience in creating financial systems that adhere to stringent security protocols, we understand the importance of protecting our users' assets. At Celia, we constantly prioritize security to give our users peace of mind when trading on our platform.

- **Why Customer Service Matters in Crypto:** *How Celia is Meeting the Needs of Its Users*

Poor customer service is a major problem facing cryptocurrency exchanges. Traders, in particular, have unique needs and are often at risk of losing real money when they engage in trading activities. As a result, it is important for exchanges to understand trading psychology and provide excellent support to meet the needs of these users. Unfortunately, many exchanges treat traders like they are part of a social club, resulting in a high volume of complaints and dissatisfaction. At Celia, we understand the importance of customer service and have built our platform with this in mind. We prioritize customer support throughout all aspects of our business and spread responsibilities for this across our entire personnel. When a trader has a question or concern, they can expect to receive a prompt and knowledgeable response from someone who understands the inner workings of our system. We believe that excellent customer service is key to running a successful exchange and are committed to meeting the needs of all of our users.

- **Why Market Liquidity Matters in Crypto:** *How Celia is Building a Strong Order Book*

Also, poor market liquidity is one of the major problems facing cryptocurrency exchanges, which can have negative impacts on both experienced traders and regular consumers. A narrow order book can cause significant slippage during trades, resulting in high costs for traders. At Celia, we are committed to building a solid order book and addressing the issue of poor market liquidity. To do this, we plan to follow trends such as partnering with major exchanges, miners, and large merchants. These collaborations will be critical to the success of our exchange and will help us to provide a more robust and liquid market for our users. Whether you are a seasoned trader or new to the world of crypto, Celia is here to help you navigate the market and make informed decisions about your investments.

- **The Importance of Scalability in Crypto Exchanges:** *How Celia is Ensuring Long-Term Success*

Let's not forget about the poor technical architecture of several cryptocurrency exchanges. Many exchanges are put together quickly by technicians who may not have expertise in finance or exchange administration, resulting in systems that are not designed with security, efficiency, speed, and scalability in mind. While these systems may initially function properly, they often struggle to handle increased traffic and demand over time. At Celia, we understand the importance of building a platform that is designed to meet the needs of our users now and in the future. Our team is prepared to

take the time needed to construct a robust and scalable system that can handle the demands of the market. We recognize that this may cause delays in the initial development process, but we believe that it is crucial for the long-term success of our exchange. Whether you are a high-volume trader or a casual investor, Celia is here to provide you with a reliable and secure platform for your crypto needs.

Celia Exchange

Celia's Matching Engine

Our matching engine is designed to handle high volumes of trades with ease. With the ability to sustain more than 1,000,000 orders per second, our exchange is one of the quickest in the market. This means that you can have confidence that your orders will always be processed quickly, even during periods of high trading activity. Our matching engine is built to handle large volumes of trades, ensuring that your orders will never get stuck due to an overloaded system. Whether you are a high-volume trader or a casual investor, Celia's fast and reliable matching engine has you covered.

Our Features

At Celia, we have a roadmap in place for the rollout of new features and functionality on our platform. Our initial focus will be on **spot trading**, followed by **margin trading**, **futures**, and **anonymous instant exchange**. We also plan to introduce a decentralized (on-chain) exchange in the future. And this is just the beginning - we have many more exciting features and capabilities in the works. By following this rollout plan, we aim to provide a comprehensive and evolving platform for our users to trade and engage with the crypto market.

Coins Listing

Celia will initially support trading pairs in the following coins: **BTC, ETH, LTC, BNB and CLT (Celia Token)**. We plan to add more coins to the platform over time, with a focus on those that have strong credibility, a large user base, and good liquidity. If you have a coin that you would like to see listed on Celia in the future, participating in our ICO may be a way to help make that happen. At Celia, we are committed to providing a diverse and evolving selection of coins for our users to trade and engage with.

Device Coverage

At Celia, we are committed to providing a seamless and convenient trading experience for our users. To that end, we will offer cross-platform trading clients for a variety of devices and platforms. These will include a web-based trading client, native clients for **Android and iOS**, and a **REST API**. This will allow our users to access and trade on the Celia platform from any device, anywhere and at any time.

Multilingual Support

We are dedicated to providing a user-friendly and accessible platform for our users around the world. To that end, we will offer support for multiple languages on all of our user interfaces. In the initial release, we will support **English** and **French**, with plans to add **Zulu** and **Swahili** and other languages in the future. We will continue to add more languages over time to ensure that our platform is as inclusive and accessible as possible. Whether you speak English, Swahili, Zulu, French, or any other language, we are here to help you navigate and engage with the crypto market on Celia.

Revenue Model

Source	Description
Trade Fee	Celia will charge a fixed fee of 0.3% for each trade placed on the platform. In the future, other fee structures may be implemented, including makertaker, volume-based tiering.
Withdrawal Charge	Celia may impose a little fee for withdrawals made from the platform.
Listing Charge	Celia will consider listing new and innovative coins and assets on the exchange. There may be a fee associated with these listings.
Margin Charge	If you trade using margin, you may incur a fee or interest on the borrowed funds.
Other Fees	The platform may collect fees for other services rendered.

Celia Token (CLT)

Celia will issue its own digital currency, known as the Celia Token (CLT). A fixed supply of 200 million CLT will be created and will not be increased in the future. CLT will operate on the Binance blockchain. By issuing the Celia Token, we aim to provide a secure and valuable asset for our users to engage with on the platform.

Allocation

%	Amount (CLT)	Participant
7.5%	15,000,000	ICO
5 %	10,000,000	Founding Team/Contributors
1%	2,000,000	Presale
5%	10,000,000	Celia Foundation
72.5%	145,000,000	Mining/Airdrops
9%	18,000,000	Staking Rewards

ICO

The initial coin offering (ICO) is a key part of our roadmap. During this phase, users will have the opportunity to participate in the first public sale of 15 million CLT tokens, which will be conducted using **Binance Coin (BNB)** and **Binance USD (BUSD)** on various platforms around the world. This is a chance for users to get involved in the ICO and purchase CLT tokens before listing on the Celia Exchange.

Pricing

During the initial coin offering (ICO), investors will have the opportunity to purchase CLT tokens in just one phase on a first-come, first-served basis until a total of 15 million tokens have been sold. The price of the tokens will be sold at \$0.15 per token. Further information about the ICO will be provided before it begins.

Investors will receive CLT tokens within 5 working days after the ICO finishes.

CLT Value

The CLT tokens can be utilized as a form of payment for various activities such as:

- Transaction fees on the Celia Exchange
- Means of payment for goods and services
- Loans and transfer
- Power the Celia Smart Chain(CSC) in the future.
- Trading
- Investment and Entertainment

CLT Burning

Celia will spend a portion of its revenue each quarter to buy back and burn Celia Tokens, effectively eliminating them. Until we are able to lower the total supply of tokens from **200 million to 100 million**. The procedure reduces the quantity of Celia tokens and alters their rarity, which may impact the asset's value.

CLT Mining

The purpose of mining is to support token distribution and expand our community to millions of users. This process will persist for a maximum duration of one year, during which we aim to achieve significant growth in the Celia Ecosystem, reaching a user base of 10 million or more.

Starting on May 30th, the mining rate will gradually decrease every two months. Initially, the base rate will be set at 0.5 CLT per 24 hours.

Once the mining period concludes and users have completed the KYC verification process on the Celia Exchange, they will be able to claim all the mined tokens to their wallet.

RoadMap

Date	Task
2022/10/11	Project Announcement: Confirmed start of the Celia Project.
2023/02/17	Community Building: Launch of Community platform which is a web-based application for our community.
2023/03/28	CLT Token Presale: General waitlist distributed across the community for conducting CLT token presale.
2023/07/30	Celia Mining: Launch of the Celia app for Andriod and IOS – Implement Mining on both Web and App application to facilitate token distribution and grow our community into millions.
2024/08/20	Public CLT Token Sale – ICO: General Public sale of the allocated 15 million CLT tokens.
2024/09/30	Launch: Official Launch of the Celia Exchange – Active trading begins with the release of the new app version.

Funds Usage

Here is a breakdown of how the funds raised during the initial coin offering (ICO) will be used:

- 35% will be used to build and upgrade the Celia platform, including team recruitment, training, and development costs.
- 50% will be used for branding and marketing efforts for Celia, including ongoing promotion and education about the platform and blockchain technology in relevant industry channels. This budget will also be used for various advertising activities to increase the platform's popularity among investors and attract active users.

- 15% will be reserved as a contingency fund to address any unexpected or emergency situations that may arise.

Founding Team – The Afula Brothers

Emmanuel Afula – CEO



Celia is a new cryptocurrency exchange platform founded and led by Emmanuel Afula. Emmanuel has a strong background in the field of blockchain and cryptocurrency and is dedicated to using technology to drive innovation and make a positive impact. He is passionate about building a successful and sustainable company that can play a significant role in shaping the future of the cryptocurrency industry. Under Emmanuel's leadership, Celia is poised to become a leading player in the crypto exchange market, offering high-quality products and services to its users. Emmanuel is known for his strategic vision and ability to tackle complex business challenges, and his team values his expertise and guidance.

Favour Afula – CTO



Favour Afula is the CTO of Celia, He is a highly skilled and experienced technical leader, with a strong background in software development and engineering. Favour is responsible for overseeing the technical direction of the company, ensuring that the platform is consistently updated and optimized to meet the

needs of its users. He is known for his ability to translate business objectives into technical solutions, and his team values his expertise and guidance. Favour is committed to driving innovation and staying at the forefront of the rapidly evolving cryptocurrency industry. He plays a crucial role in helping Celia achieve its goals and deliver exceptional products and services to its users.

Risks

Operating a cryptocurrency exchange comes with numerous risks and challenges. However, the leadership team at Celia has the skills, experience, and expertise to navigate these challenges effectively. We have a deep understanding of the cryptocurrency industry and are committed to continuously improving our platform and processes to minimize risk and ensure the safety and security of our users' assets. We are confident in our ability to overcome the risks involved in running an exchange and continue to provide high-quality products and services to our users.

Security

Security is a top priority for Celia, and we understand that poor security procedures can lead to the failure of a cryptocurrency exchange. That's why we are taking every measure to ensure that our platform is secure and that our infrastructure and data are protected. Our team will implement industry best practices to ensure that we have taken all necessary precautions to safeguard critical resources. We are committed to maintaining the highest levels of security and constantly updating our procedures to stay ahead of potential threats. By prioritizing security, we strive to provide our users with the peace of mind that their assets are safe and secure on our platform.

Market Competition

The cryptocurrency exchange market is highly competitive, with many teams competing to build and operate successful platforms. However, the leadership team at Celia is confident that our team, experience, industry resources, and product give us a strong advantage over the competition. We have a deep understanding of the industry and the ability to deliver high-quality products and services to our users. Our team is dedicated to continuously improving our platform and processes to stay ahead of the

competition and meet the evolving needs of our users. If you believe in our vision and believe that we have what it takes to succeed in this ultra-competitive space, we encourage you to join our initial coin offering (ICO).