

## GREETINGS, 你好, أهلاً



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Hello, my name is Ryan, I am the founder of AltNotify LTD, I want to personally thank you for taking the time to read our whitepaper.

I am from the UK, before entering the blockchain I was a web developer for 11 years in the eCommerce sector, I worked for some of the largest code houses in London & headed some huge projects.

I started coding when I was 16 years old, making badly coded table-based sites on my Pentium 486 in my bedroom for tiny companies, I remember once I was told; *'you're just making internet spaces'*

What's the significance of this? Is there more to this story?

Whilst what that person had said was technically true, it has led to me being able to do that on a much larger scale in line with each customer's exacting objectives. In short, I believe we build solutions, projects with a purpose that help people and so it's this ethos I bring to AltNotify, AltCake and all of the tools we are developing.

**Simply put, we are about solutions!**

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```
var (user.thanks === appreciate) {  
  
    show = give('').max(lovefromaltnotify.com) {  
  
    }  
}
```



# ALTNOTIFY

## SCAN - ALERT - NOTIFY



About our story, we started as a web company 11 years ago first-designs, then changed our name to design17. We have been very successful over the years, we found ourselves heading up many large scale eCommerce projects for key brands, this has also led to us working on an ongoing contract basis for a whole range of brands and organisations.

Last year we made an app to solve a problem which had been annoying us for some time. How to find listings without having to look at each individual exchange's announcements? This can be time-consuming, confusing for people and traders might miss crucial investment opportunities or the best entry points.

To fix this, we coded the first version of our app which functioned really well but it needed an aesthetic overhaul. We then reworked the design and launched our tool for traders AltNotify. Since December 2020, the app has gone from strength to strength and has enjoyed great success. It's currently available on the Google Play Store and currently, we have over 11k downloads and 50 reviews. We have thousands of users who love our app and use it on a daily basis.

We then embarked on the development of the Pro version of AltNotify which shall be released soon, the finer detail on AltNotify Pro will be included later in this white paper.

We are proud that we made our first app before our token existed, we were solving problems and we're really happy with how our app has been adopted. Launching an app before our token AltCake has led to a lot of organic interest in the token itself and generates a significant amount of interest.

Since publishing our first app we decided to continue working on more tools that help the crypto traders do what they do better in a more efficient/elegant way. We love the crypto community and we want to add value to the space and give back to the traders and developers alike. Think of us as a code house for the blockchain, if you need an app/dapp/web tool we can code it.

Our token AltCake plays a big part in how people will use our future tools, how our token is utilised within our tools will be different from project to project. A user may have a different experience or exclusive opportunities based on how much of our token they hold, or some of our apps may require spending or purchases to be completed in our token too, this is part of the use case of the token. Those that simply hold the token, will be continually rewarded in Cake tokens in proportion to their holdings.

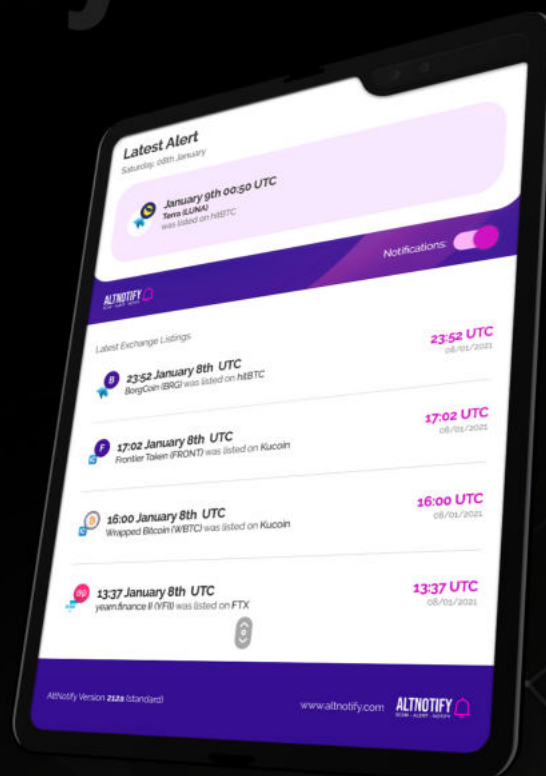
# AltNotify



# AltNotify

**OVER 10K DOWNLOADS ON GOOGLE PLAY!**

Currently, AltNotify is a crypto tool currently available on the Google Play Store for Android devices, we also have the iOS version in the works now and we're looking forward to launching it in the Apple App Store once it's ready. AltNotify is a tool to help anyone involved or interested in cryptocurrencies. AltNotify serves one main objective as an app/dapp/tool, to notify the user's device of any new crypto which has been released, the moment it gets released on any exchange.



## ADFREE, NO PERMISSIONS!

Our app is not intended to prompt you to make a trade simply keep you up to date with listings as they happen. We currently have over 11k downloads in the Google play store and counting!





# AltNotify Pro

AltNotify Pro will enhance the original app further by enabling users to select which exchange or projects, (or both) they specifically would like alerts on. We appreciate for example, that a user may only want to be alerted for items related to Binance Smart Chain, the extra functionality on AltNotify Pro (currently in beta) will really help users keep track of what movements their own holdings or exchanges are making.

*Simply select an exchange and/or a token, set up your own alerts!*



## NFTS ARE COOL, BUT WEARING YOUR NFT IS WAY COOLER, WEAR YOUR NFT PLUS HAVE IT IN YOUR WALLET

### AltNFT

Everyone is getting excited about NFT's, rightly so... NFT's can be used in so many ways other than just a picture of a space cow wearing a hat held in a wallet. For example, NFT's can be used for the creation of ID passes, proof of ownership, music and so much more. We are exploring NFT's as we progress. We think it's an interesting idea for users to be able to wear NFT's plus have them in their wallets! Bringing more use cases to NFT's and blending the digital with the physical. We have already begun looking into this work and are considering working with established brands in addition to our own line of NFT Wearables which we will be releasing very soon.

For each NFT we sell, 50% of the proceeds will go to buying our token AltCake, thus creating more demand and earning us more cake rewards for marketing! Another winner!



NFT ID: 4895



# ALTCAKE

WWW.ALTNOTIFY.COM

## Hold \$AltCake, be rewarded in \$CAKE

**AltCake is an** automatic passive income crypto token currently based on the binance smart chain, For every trade of AltCake 4% goes to holders automatically in CAKE earning a passive income, 4% goes to our locked liquidity pool making the token stronger and a further 4% goes to the AltNotify to create funding for marketing and further development.

To be blunt, holding AltCake will give you passive rewards in CAKE automatically.

## BUY & SELL TAX, TOTAL 12%

4% 4% 4%

4% LP // 4% HOLDER REWARDS // 4% DEVELOPMENT = 12% TOTAL

## SUPPLY

50%

45%

5%

50% BURNT, 45% PUBLIC SALE, 5% ALTNOTIFY LTD

## Why buy AltCake?

**AltCake is a** deflationary automatic passive income token, for every trade of AltCake 4% goes to holders automatically in CAKE earning a passive income, 4% goes to our locked liquidity pool making the token stronger and a further 4% goes to the AltNotify to create funding for marketing and further development.

Holding AltCake does not only give you passive rewards in CAKE automatically, but also help us create more crypto tools plus provide our own currency where possible as we mix up blockchain with the web **creating a massive buy pressure.**



## But Why Reward us in CAKE?

At the time of writing this cakepaper CAKE is priced well over \$18 and has a huge 24 hour trading volume with a price rise of over 7000% in the last year alone, the token is constantly jumping up in ranking currently at a CoinMarketCap ranking of 45.

It launched in September 2020 and is a decentralized exchange for swapping BEP20 tokens on Binance Smart Chain. PancakeSwap uses an automated market maker model where users trade against a liquidity pool. These pools are filled by users who deposit their funds into the pool and receive liquidity provider (LP) tokens in return.

These tokens can later be used to reclaim their share of the pool, as well as a portion of the trading fees. These LP tokens are known as FLIP. PancakeSwap also allows users to farm additional tokens such as CAKE and SYRUP. On the farm, users can deposit LP tokens and get rewarded with CAKE.

PancakeSwap is a Binance Smart Chain-based decentralized exchange (DEX) that was launched by anonymous developers with an apparent passion for pancakes.

### What Makes PancakeSwap Unique?

PancakeSwap uses an automated market maker model, meaning that there are no order books and liquidity pools are used instead. A user can earn income by becoming a liquidity provide; by adding their tokens to the liquidity pool they can farm LP tokens and stake their CAKE to earn rewards. They can also try their luck with the lotteries and non-fungible tokens.

The PancakeSwap token CAKE is a BEP20 token that originally launched on Binance Smart Chain. The main function of CAKE is to incentivize the liquidity provision to the PancakeSwap platform.

Users can stake their tokens to earn rewards, which is done by depositing Liquidity Provider tokens and locking them up. This is known as farming and is rewarded by the system with CAKE tokens. The tokens can be un-staked with zero holding time. CAKE gives users the opportunity to invest and increase returns in the future but comes with risks.

CAKE can be used to enter a lottery on PancakeSwap. Each lottery session takes 6 hours. A single ticket costs 10 CAKE and comes with a random combination of four numbers between 1 and 14, for example, 8-6-4-13. To win the jackpot, which equals 50% of the entire lottery pool, the numbers in your ticket need to match all four of the numbers in the winning ticket.

Users can also win non-fungible tokens that can be traded for CAKE or kept in a wallet.

Imagine not liking CAKE?



## AltVote

Everyone is hunting for the next hidden gem in the crypto world, but it can be difficult to see the good projects through the thousands of tokens launched each day. It can often be harder for the better, more legit projects to be more visible than the 'paid' more dubious projects. In short, it is very easy on upvoting sites for scams and dodgy projects to pay for votes and be at the top of the list above other great projects which simply are not paying for votes or don't have the funding to pay their way to the top. However, that does not make them any less of a potentially great project to invest in. AltVote will add the usual upvote site functionality yet we will not list any paid projects, instead, all projects will be vetted before being listed. Projects may also need to use a certain amount of our token or another crypto as a deposit to list as a means of stopping manipulation or trickery.

We want our upvote site to be a place for people to find good solid gems plus protect you from the poor or scam projects. As we are not financial advisors we will never give you financial advice nor tell you to buy into any project. We will however be able to discuss new projects based on the set vetting and listing criteria and vote as a community on those projects together. Projects which do not meet our vetting, security or listing criteria simply won't be listed as we want to protect the community, it's that simple.

*The process for detecting potential scam projects within this development is currently part-finished and development is ongoing. We will likely use a deposit system at the application stage as one means of deterring scammers whilst we vet their credentials and projects. We will also of course be mindful of the smaller projects with smaller budgets, they will still have the opportunity to participate as it's some of those projects which make the community so great, they're vital.*

So you can essentially consider AltVote as an upvoting site on steroids with users' security being top priority.

**How we tie AltVote into our ecosystem will be explored further and announced in due course as we get closer to launch.**

## AltBay

We will launch our own marketplace using crypto as payment taking the hassle away, making anyone be able to buy or sell cake and a number of other tokens!

Selling on marketplaces online can be a real hassle, it can also be hard for new companies to sell their goods to a wider audience and keep up with fees, chargebacks, scammers and the rest of the complications experienced in some of the main-stream sites.



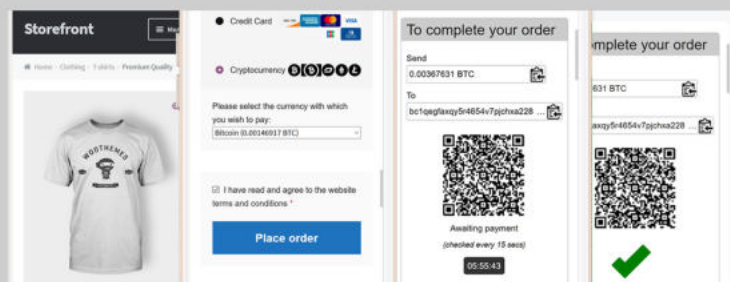
There are 2 billion transactions on eBay alone per day with roughly 1.7 billion listings, there certainly is an appetite for resellers, independent businesses and day to day people to make use of this functionality.

# AltBay

## BUY/SELL IN CAKE, BUSD, BNB AND MORE

We aim to replicate the useful elements of that space but simplify the selling/purchasing journey for users whilst also providing a safe and secure way to buy and sell with cheaper fees and a wide range of payment options.

So far we have begun development on this dapp, we have successfully completed a sale from both buyer and seller as a test, our history is founded in eCommerce and so here we're playing to our strengths.



The next stages of development on this project are around tightening things up technically, the design elements and we are currently working through legalities and protections for buyers and sellers. Whilst we are making great progress here, this project still requires some work before it is ready for launch. More updates to follow in due course.



# AltCheck

FIND ME EVERYTHING I NEED TO KNOW BEFORE I INVEST, GO!



We all should and do use honey pot/token security checkers, we are aware of several good honey pot checkers which will allow you to enter a tokens contract address and it will let you know the current buy/sell taxes and some more information. However, honey pot checkers are in no way a tool that should be relied on and often can lead people into scam tokens. For example, if you are looking to buy into a token and it passes a honey pot check and the taxes are what they are meant to be then one would assume it is safe to buy in right? No not at all, developers can change the taxes at any point and other shady tokenomics in contracts such as pausing trading entirely. To be blunt, at the moment you perform the check and it comes back as good, that can change at any point after meaning you could check again 5 minutes later only to be told it is a honey pot or a scam. Often traders will think if one sale happens it's not a honey pot, this is also false as the token can often sell to trick you or certain people enabled on the token contract.

We plan to launch a more comprehensive scam token checker, which for example will flag up much more info good and bad, for example, would you like to know if or the token you are checking has created a token before and if so was it a scam? Would you like to know certain facts about the contract creator or transactions done on that token or previous tokens connected? I am pretty sure the answer is yes, so AltCheck will not only be your usual honey pot checker, but it will also make it very clear to any scams with factual data based on the blockchain. It will stop users losing masses of money each day buying into projects which are flat out looking to steal your money.

Although we cannot and will never give out financial advice this is just one of our tools to help fight scammers we have planned. We have touched on some of the functionality of AltCheck however as developers we will continue to add more and keep you updated with the new features within this. Some for security reasons will be kept within the team so as to not let scammers themselves know how to tackle our systems.





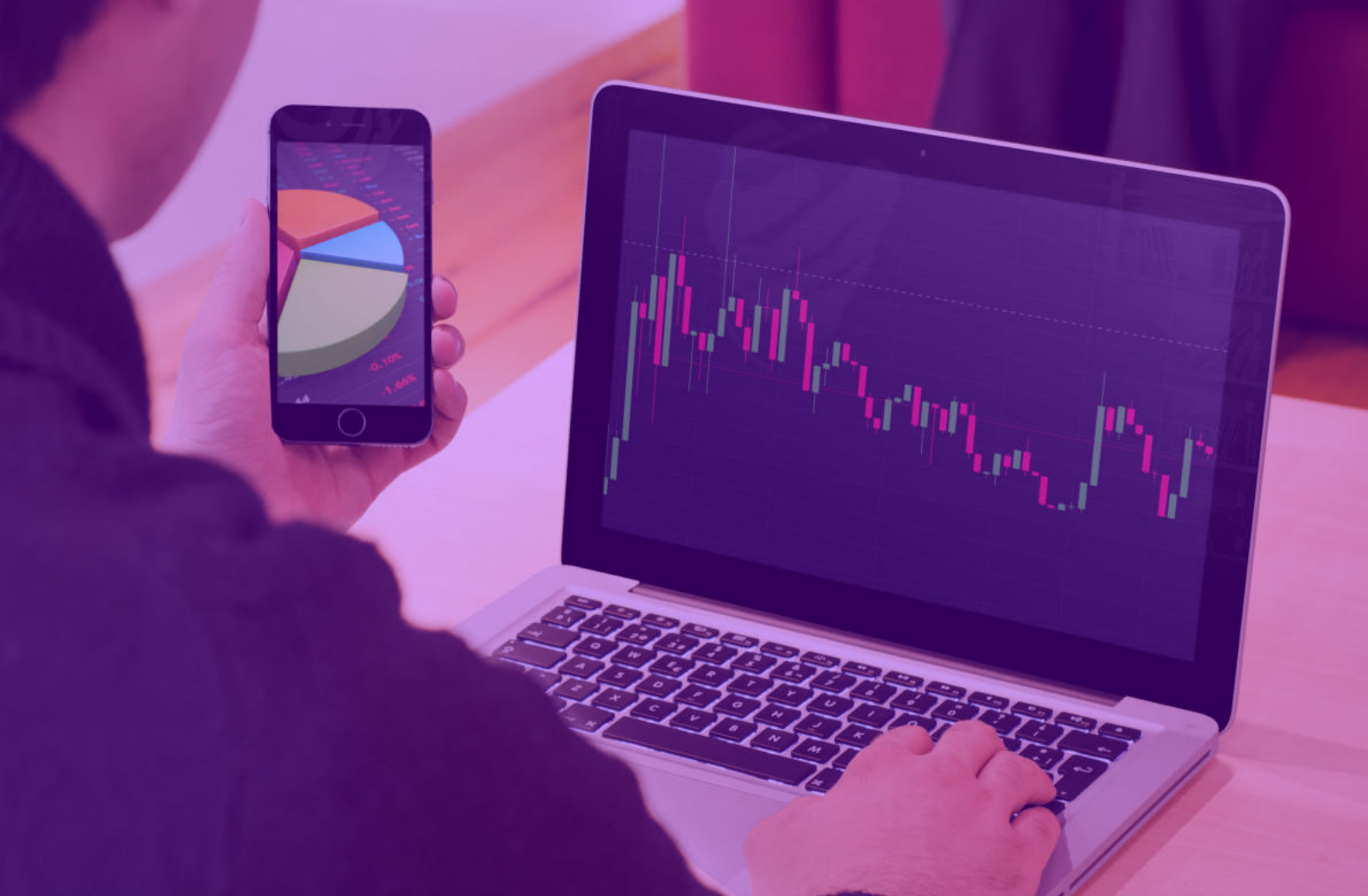
We are developers by trade, and we should all fight the bad people ruining the bsc network, as developers we can use our skills to combat crypto scams and help you the investor from being a victim of a crypto scam.

Up to USD 9 Million is lost every single day to crypto scams, with billions of dollars being lost every year and rising to bad people in the crypto network. We all have to educate and do our bit to combat this, we are aware we will never stop scammers in the crypto space pulling off a multitude of different scams but we can certainly do a lot to help and so can you.

We have done some studies on crypto, shockingly we found a lot of traders simply threw a small number of funds into a token knowing it was likely a scam with a gambler's mentality, we believe this is wrong for a number of reasons, the main one being you are funding the fraudster to then potentially set up another larger scam.

**Beware, scammers, AltCheck will likely make your life a lot harder to carry on scamming innocent people.**





**LET US STOP WITH THIS SPREADSHEET MADNESS, KEEPING TRACK OF YOUR HOLDINGS CAN BE HARD**

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**ALTNOTIFY**   
SCAN - ALERT - NOTIFY

## **AltFolio**

This element of our ecosystem will be a crypto portfolio website that keeps track of your portfolio, trades you've made, AltFolio will highlight profits and losses in addition to keeping track of your current holdings viewable at your convenience. This will take the form of a website to start, saving people from managing complicated spreadsheets which need careful updating.

**We are seeking to simplify managing your crypto.**

**Keep track of your trades without hassle**

**Get alerted when your portfolio makes a movement**

# AltCharity

## We believe in giving back.

We have always made charitable donations either financially by our deeds and actions. We will continue to give to charity and help people in need.

We primarily give to small charities mainly who need it most as opposed to blue-chip charities where some of our donations are eaten up by operating and staffing costs.

Solving problems and helping people is in our DNA, we don't approach this as a form of pseudo marketing activity, we make appropriate donations to causes that help people. We have been working with charities since the launch of our app AltNotify last year before our token AltCake launched in October of this year.

To make such donations we are mindful that any charitable giving needs to be appropriate and so we are mindful of the use of company funds and ensure that we do not do anything which jeopardizes our company's success.

Did you know, AltNotify and those who invested have already saved 48 helpless dogs living on the streets by treating each with 'BRAVECTO'.

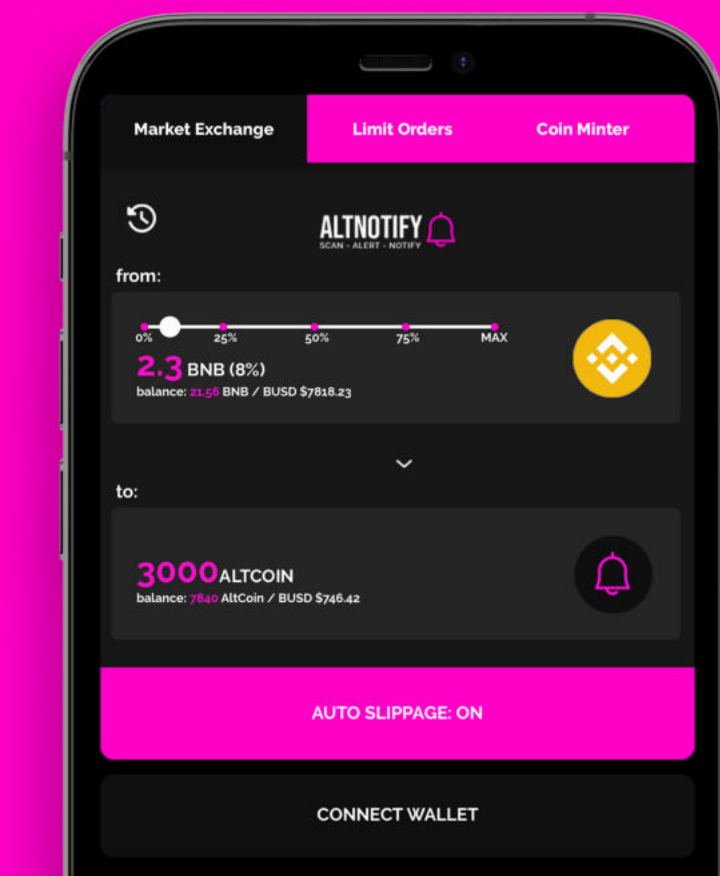
This is just a start, we want to support small local charity's and individual's with real causes, we will even support small businesses to help them get going, terms apply. More of our charity work will be updated to you the community as we go.

**YOU SAVED 48 DOGS ALREADY!**

**THANK YOU!**



# AltSWAP



## AltSwap

AltSwap will be an all in one tool which will be web based. Starting with the swap, we appreciate many swaps are currently running, but we often hear of them being slow, difficult to even make a trade and sometimes just poorly designed.

Our swap will be sleek, fast, help our own token grow but also prevent users from buying into honey pots or other dodgy crypto contracts with its integration to other tools.

# AltMint

AltMint will be used for developers to be able to find a safe place to create crypto tokens to the exact tokenomics they need, alongside that, the profits created from each token minted will be used to buy back AltCake lowering supply/increasing demand plus rewarding our holders in CAKE. We will endeavour to make it almost impossible for a developer to use our minter to make a malicious token,

**creating a honey pot using our minter we would hope to say will be impossible!**

# AltLimit

Auto orders are commonplace in crypto trading when we use large exchanges, a "LIMIT" order allows you to set your own price to buy or sell. If the market reaches your limit price, your order will be executed. However, if the market does not reach your limit price, your order will not be executed.

**Ever slept through a moon? Ever wanted to go on holiday but you're needing to check the price of the gem you just bought last night?**

AltLimit will give you the ability to sell when you want automatically but it also offers sellers some protection, as you will be able to sell crypto automatically at the price points you set when the value of the coin reaches that value. This ensures you do not miss the window of opportunity for realising your gains, all whilst you're snuggled up in bed searching youtube for 'the next hidden moonshot' or busy on the move.

We will be providing more info on AltLimit as development progresses. To use AltLimit a user would need to hold an amount of our token (AltCake) or use it per order as payment, again creating more demand for our token and bringing it deeper into our ecosystem



# ROADMAP



AltCake was an incredible launch, launching on the 28th of October 2021 (just 15 days ago!) in that short time we've achieved a Market cap of over \$350k with 364 current AltCake holders with growth of 122 new holders in just the last week.

Our marketing strategy is simple to understand, we will be investing our marketing budget in activity which promotes AltCake both to established traders and retail investors alike. Both markets are different and so naturally so will be our marketing technique for both markets in slightly different ways but with the same thread of the benefits of buying and holding AltCake and receiving the regular rewards which come with it. Traders can expect to see marketing activity around the massive suite of new tools as they launch too.

It's important to note, the success of our AltNotify dapp has created a lot of organic traffic with thousands of daily users and greatly assisted sales of AltCake from its start. This will only continue and grow exponentially as we release new variants of AltNotify and other dapps and tools. We will be looking to feature AltCake with the best channels across social media. We are not about spending large sums of money on single tweets which get lost in the noise. Instead we will only place advertising/marketing spend with top flight creators where the marketing budget is best used. As we are working to get listed on major exchanges and launching new tools we already have plenty to talk about and promote which is really exciting.

Achievement so far are that we have had an amazing launch, we have already taken advantage of a number of advertisements with TravelAd and Coinsniper and we have been reviewed by Gollum's Gems (@gollumsgems) and (t.me/gollumsgems) all of which have helped AltCake immensely. We have more features, ads and promotional activities coming on stream soon so stay tuned...

Currently our team is working on our marketing collateral for both online and physical activity in major cities. The first of which will be in London. "Top Secret Mission 1: Cake London" - more details/date to follow in due course.

As we move and evolve so will our marketing push, bigger ad spends both to our trader retail markets and for content generation. We will be enlisting well known faces as brand ambassadors and advocates for our work. We have in a short space of time given out over \$20,000 worth of rewards to our holders as passive income and this is creating a buzz as we move towards the next formal stages of being added on Coin Market Cap and Coin Gecko.

Launch of Altcake (Complete) - Featured ad on Travelad (Complete) - Featured on Coinsniper (Complete) - Featured review with Gollum's Gems (Complete) - Release white-paper and roadmap (Complete) - Creation of additional Altcake and Altnotify marketing collateral (in progress) - Get Altcake listed on Coin Market Cap and Coin Gecko (in progress) - Placement with 3 major crypto content generators/youtube (in progress) - Editorial in 3 major crypto news sites (in progress) - 'Cake London - Mission Cake' promotional campaign (in planning, date TBC) - 'Cake' promotional campaign (in planning, date TBC) Attendance at crypto industry conferences (in planning, date TBC) - Much much more, shh we keep alot of marketing a secret!





# Companies House

## ALTNOTIFY LTD

Company number 08839548

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[Overview](#) [Filing history](#) [People](#) [Registers](#) [More](#)

Registered office address

7 Bell Yard, London, England, WC2A 2JR

Company status

Active

## Legal Disclaimer

This white paper is designed to serve as an outline to our plan for the future of AltCake and the associated development of new tools created by our block chain coding house AltNotify. We may update this document at some point in the future with a future revision if it is necessary but this is our white paper document for the foreseeable future.

AltNotify are not financial advisors, nothing we have stated either in this document or online at any point should be taken as investment or financial advice. Everyone is responsible for their own research on investment opportunities and for the performance of their own investment portfolios.

To all readers of this document, please note that due to the nature of our business in creating new digital tools we are at various stages of development with them, the dates for completion of these separate tools are all subject to change due to ensuring they work properly, are well designed and bug free before their release. It's important to mention at this stage that whilst we aim to release our new developments in a timely manner, dates for delivery will likely be subject to some element of change and so please do not act in reliance of date information or indications of dates until we have confirmed them ourselves. We may vary the order in which we release our future planned projects too. We prefer to be upfront and open about this as we want to manage people's expectations, whilst we will work to release all of our planned products and services, we shall make commercial decisions on the appropriate time and dates to do that based on a range of considerations we have to factor in which include but are not limited to; quality, performance, timing, commercial opportunities and competitor activity etc.

All updates about the progress and release of our future tools will be communicated ONLY directly through our website [www.altnotify.com](http://www.altnotify.com) or through our twitter account.

THANKS, 感谢, ڪرڪشا



## Thank for reading our cake paper!

As the CEO, I'm proud to lead a solid inner circle trusted, diverse group of passionate visionaries, techies, and forward-thinkers, who love Crypto and what we do in that space.

Our people are agile and project-focused, working in close-knit teams that contract and expand, ensuring that deadlines are met and milestones are delivered.

No matter what, it's about keeping it real and having each other's back.

From a boring accountant (sorry, Pete) to someone in the marketing crew, we stay grounded and work on delivering stuff we are proud of. This means all AltCake projects get to where they need to be and have a well-seasoned team at the helm.

### STAY SAFE

- // hundreds of crypto scams happen daily
- // do not rely on honey pot checkers, devx can change taxes
- // do proper research, do not follow dubious influencers
- // check for any odd tokenomics, such as max sell or timed selling
- // everyone wants to be the first buyer, but no one wants to be the first to be scammed
- // do not invest in crypto more than you can afford to risk
- // never get mislead by false promises from teams which cannot deliver
- // remember, the dev is just a term used for the token owner, it does not mean they are safe
- // if you have been affected by a scam and just need support, we want to speak to you
- // always take profits and trade wisely
- // do not ape into sketchy projects

we are not financial advisors, just some tips from the founder to help you stay safe

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