

The Rumor

COIN REVIEW

BLOCKPORT

THE TCP TEAM



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I want to start by thanking you for taking the time to read through our work. As you know, the @TCPmedia team and I have been working very hard to create the best content possible for our readers and we appreciate your interest in our results.

The Rumor is more than just a magazine, it is a community. Your feedback is not only welcomed, it is appreciated. Reach out to us, let's talk about the future together.

– TCP



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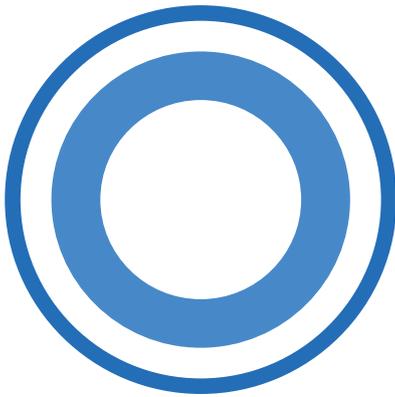
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COIN REVIEW

BLOCKPORT

by CRYPTO ADVOCATE



Summary

Started: Q3 2017
Market cap: \$8.34M
Rank (CMC): 451
Price (\$/token): \$0.16
ATH (\$/token): \$0.80
Reddit subscribers: 1.9k
Twitter followers: 37.7k
Facebook likes: 27.4k
Telegram members: 28.2k
Circulating supply: 51.99M BPT
Total supply: 69.44M BPT
ICO Raise: \$15.0M
ICO Returns (ETH): 1.03x
Consensus method: ERC20
<https://blockport.io>

What is Blockport?

Blockport is a recent ICO (initial coin offering) which describes itself as “a hybrid-decentralized exchange with a strong focus on user-friendliness, social trading features and building a knowledge sharing community.” This new era cryptocurrency trading platform will leverage the best parts of both centralized and decentralized exchanges and deliver a user friendly experience that will appeal to new and veteran traders alike.

The current exchange ecosystem

Most large exchanges in existence today, such as Bittrex or Kraken, are centralized entities which come with a host of issues including:

- Security: when users leave funds on exchanges they are trusting that organization to secure their funds. Although most exchanges do their best to protect users, history has shown that they are vulnerable to hacking and internal fraud.
- Transparency: organization information, as well as commissions and fees associated with a trade are not always made clear to users.
- Usability: most exchanges are either geared towards experienced traders or require some technical understanding.
- Support: resources for new users are often limited and exchanges generally don't offer great support.

Meanwhile, decentralized exchanges such as EtherDelta overcome security



issues by offering private on-chain wallets, however they still suffer from lack of usability, lack of support, and low liquidity.

How does Blockport differ?

Blockport's hybrid system will balance the best of both worlds and offer features including:

- Access to the internal Blockport exchange, as well as a combination of linked public exchanges to provide greater liquidity than an individual exchanges. Additionally, fiat to crypto, crypto to crypto and crypto to fiat will all be available through the platform, creating further liquidity.
- Price analysis across exchanges, therefore giving users a more realistic view of current prices.
- Secure storage and transactions

through the decentralized internal exchange and on-chain wallets.

- User-first design which will appeal to a wider audience. Users will also be given a choice between simple and advanced interfaces based on preference and familiarity.
- A knowledge base for new users and a members forum in order to encourage knowledge sharing. Users will also have access to 24/7 customer support via chat or email and can access additional insight within the trade portal.
- Social trading which will allow veteran traders to publicly share their portfolio, which users can follow and actually copy the distribution and trades made by that user. Traders will receive compensation in the form of BPT from the users who follow them.

Blockport tokenomics

Exchange tokens, such as BNB, have been some of the best performers in this market and Blockport offers an innovative new platform with a token (BPT) that serves a key role within the ecosystem. The BPT token performs two primary functions:

1. Paying to copy trader's portfolio and/or cryptocurrency trades
2. Reducing trading fees

Social trading should attract a lot of demand as it is an innovative concept that is attractive both to veteran traders and newer users. When users choose to follow a trader a fee is paid in BPT, of which 90% goes to the trader and 10% is taken by Blockport as a fee. The 10% taken by Blockport reduces the circulating supply of BPT, further increasing demand. Likewise, using BPT to save on trading fees also consumes BPT, further restricting the supply.

Tokens can be purchased via the Blockport token shop and through other exchanges (currently available on Kucoin and IDEX).

Roadmap

The public Blockport 1.0 beta launched on June 28th, after a few delays, and features basic functionality including one external exchange and support for BTC, ETH and some ERC20 tokens. It is currently available for 25 countries, primarily in Europe, so if you are in one of them make sure to sign up for the waiting list here at <https://blockport.io/beta/>

Blockport 2.0 is expected to launch in the latter half of 2018. This will essentially be the full Blockport experience, without the decentralization. More exchanges

will be added, social trading functionality and knowledge base experience will be incorporated and more cryptocurrencies will be supported.

Blockport 3.0, the final version, should launch in early 2019. This version will introduce private on-chain wallets for decentralization of user funds and will fully integrate the internal and external exchanges.

The team

The Blockport team, which is based in Amsterdam, has rapidly expanded since conducting their ICO. There are now 19 team members, and although the core founders are fairly young and don't have extensive experience in the blockchain space, they are complemented by a number of strong advisors. These include the CFO of Ark.io, Lars Rensing, Johannes de Jong, the Head of Regulatory at Osborne Clark, Jeffrey Dorrestijn, digital market and former Google employee, and Peter Kits, a Partner at Deloitte.

Strengths

- User first approach
- Unique platform features including social trading
- Access to multiple exchanges
- Fiat pairings

- Clear use case and value of the BPT token
- Partnerships with Deloitte and ARK.io
- Leverages the good aspects of both centralized and decentralized exchanges
- Rapidly growing community

Weaknesses

- Unproven so far
- Complicated model which will require several systems to communicate
- Inexperienced team
- Exchanges are a competitive space
- Initially centralized

Conclusion

There's nothing quite like the exchange Blockport is developing in the market today. The team are aiming to create a unique trading platform which will leverage the best aspects of centralized and decentralized exchanges with a number of features which will set it apart from other exchanges, including social trading, as well as access to external exchanges and fiat pairs. Add in a user-first design approach and there's the makings of a great project here despite concerns about experience and the execution.

The beta has just launched so a working product is already live and will be continually improved upon as per their roadmap. Furthermore, the community is growing quickly, as is the team, and the platform should gain traction as a result. It's worth noting that despite the market downturn, Blockport has held up against it's ICO rate in Ether which goes to show that ICO participants believe in the project and are holding on to their BPT.



Crypto Advocate

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Crypto Advocate is the founder of cryptoadvocate.net, a site focusing on cryptocurrency investing and trading which offers in-depth fundamental analysis and insights for various alt coins. Outside of crypto, he works as an Analyst for clients across the globe and specializes in research, data analysis and digital strategy.

Thank you

We hope that you've enjoyed reading this article.

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We work hard to bring you the best and we appreciate your support.

- Regards, TCPmedia Team.

