



Traditional stock markets have their indexes. Now is the time for an index for crypto coin markets!

Yenso

The Cryptocurrency Index

Introduction

Our economy is experiencing major transformations as the digital economy disrupts most industries. Recently, cryptocurrencies have transformed financial markets as money moves from paper to digital. There have been and will be more big winners.

An index of Cryptocurrencies can help investors gauge movements in volatile crypto markets.

Investors can quickly gauge the performance of most financial markets based on fundamental indices such as the Dow Jones Industrial Average, Hang Seng, SSE Composite Index ([上证综指](#)) Standard and Poor's (S&P) 500®, Nikkei, CAC40, Bovespa, FTSE, Sensex, EGX, and the DAX indices.

Since their appearance, cryptocurrencies (or cryptos) have experienced both success and failure. The critics argue “it’s a bubble” and “will end badly”. The “true believers” are confident this is a new era of autonomous and decentralized currencies (for example, on October 1, 2017, the government of Dubai issued its own official crypto currency, EmCoin).¹ Obviously, the crypto markets are attracting a lot of attention, with many opinions on the technology, economics and value of these new assets.

Cryptocurrencies were invented to improve financial transactions and security. They can lower transaction costs, and blockchains, the core cryptocurrency innovation, can store data securely without the need for a central authority. New cryptocurrencies now offer investors a new form of financial assets, with high risks and, more recently, high returns. The exceptional growth of the crypto market has helped it evolve from a “suspicious” technology favored by criminals into (in some cases) a legitimate class of financial assets attracting to investors worldwide.

While everyone wonders what will happen next, it is important to measure the market movement and help investors easily understand movements in cryptocurrency markets. On the one hand, paying high returns in short time periods make cryptocurrencies extremely attractive investment assets. On the other hand, high volatility, low liquidity and potential scams make the crypto markets harder to understand and predict.

This paper introduces the Yenso Index. Its goal is to provide an easy to understand indicator of the size of global cryptocurrency markets. To help understand the size and direction of crypto markets, Yenso offers an index that investors can use to monitor cumulative changes in the value of major cryptocurrency markets.

Yenso's vision is to provide a force for clarity through a gauge that will increase information velocity and enhance global cryptocurrency markets.

What is Yenso?

Yenso is a cryptocurrency market index that provides a whole measure of cryptocurrency market activity based upon the market caps of major crypto coins and tokens. The currencies in the index are selected based on the Yenso eligibility criteria, including market capitalization, trading volumes, prior performance, and founder/community qualities. Fluctuations in the Yenso Index offers a simple way to understand the dynamics and magnitude of the changes in the crypto market to facilitate investment decisions and diversification.

Yenso Index Weighting

The Yenso Index is calculated based upon the market cap of each coin and token selected to be in the index and normalized to a value of 100 from the market cap of those coins (that then existed) on June 4, 2017, the start of the Yenso Index. The collection of cryptocurrencies included in the Yenso Index will be re-assessed monthly. Yenso will add new coins and tokens to the Index as new cryptocurrencies meet the criterion.

Yenso Selection Criteria *[Note: The Yenso selection criteria may change over time.]*

Yenso uses the following criteria to select currencies to include in the Index:

Criteria 1. *Market capitalization > \$5 Billion USD*

- Criteria One's main goal is to include well established currencies that have significant market value, which tend to be robust, stable, and significant.

Criteria 2. *Average daily trading volume > \$8 Million of over 30 days*

- Criteria 2 is used to control for dump and pump trade volumes. A currency is well established when it has a high daily high volume for 30 days.

Criteria 3. *At least 3 months of active trading*

- This age criteria protects the Index from volatile immature currencies with limited technology, status and following.

Criteria 4. *Coins trading across many exchanges*

- Yenso also requires currencies in the Index to be traded on more than a few exchanges, demonstrating wide market acceptance and to help ensure against market manipulation.

Yenso Governance

The Yenso Committee is the regulatory body of the Yenso Index. This committee manages the Yenso Index based upon proprietary Yenso criteria, including market capitalization, trading volumes, prior performance, and founder/community qualities. The committee does not have rigid rules, giving it the latitude to adjust to changing market conditions with discretion when setting the Index's components.

Initial Value

The Yenso Index started on June 4, 2017 with a value of 100.

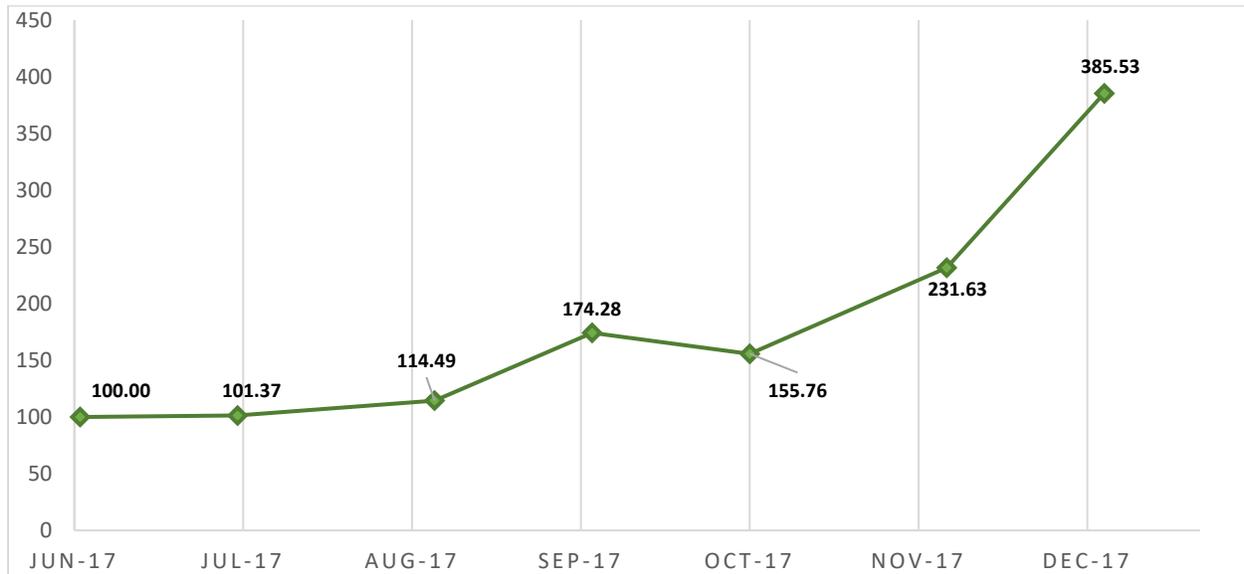
Yenso index Calculation

The Yenso Index is calculated by summing the market cap of each currency in the Index and dividing that number by 730 million (one hundredth of the value of the Yenso group of currencies on June 4th, 2017).

Visit www.yenso.com to see the group of currencies in the Yenso Index.

Name	Symbol	Market Cap	Volume (24h)	Price	Index Contribution
Bitcoin	BTC	\$186,851,799,628	\$4,826,067,051	\$11,177.76	253.629385
Ethereum	ETH	\$44,944,331,325	\$822,953,290	\$467.68	61.00665412
Bitcoin Cash	BCH	\$25,832,963,828	\$845,126,154	\$1,534.47	35.06521607
Ripple	XRP	\$9,850,343,117	\$98,706,810	\$0.26	13.37068453
Dash	DASH	\$6,002,924,814	\$165,747,716	\$777.05	8.1482658
Litecoin	LTC	\$5,443,078,362	\$329,120,276	\$100.61	7.388339957
Bitcoin Gold	BTG	\$5,096,157,148	\$98,241,365	\$305.43	6.917435132
Yenso Index (12/03/2017)					385.526

Index Performance Over Time



What's Next?

There's no better time to start looking at this market than right now. The initial risk and stigmas of Crypto currency are coming down. What prevented investor from participating in the market is being outweighed by big returns and available information that have pushed a great deal of the public to follow the Crypto currency dynamics. A market correction could create an opportunity for purchasing crypto at better values.

Cryptocurrencies are secure assets depending on block chain technology to guarantee transactions at extremely low fees, making it more reliable than conventional currency. Their decentralized nature means they are available to everyone, and there are no country barriers or foreign exchange dynamics. Furthermore, today you are able to use cryptocurrencies to travel the world, buy a cup of coffee and raise funds for your organization through ICOs.

Various executives, government officials, and other organizations publicly attack the crypto market. The two most prominent being JPMorgan's CEO who has called Bitcoin "a fraud". Chinese government officials have closed the Chinese exchanges and outlawed crypto trading to protect against money laundering.

Despite the turmoil the Crypto market keeps rising. Recently Dubai launched its own crypto currency which according to Dubai Economy deputy director Ali Ibrahim, "will change the way people live and do business in Dubai, and mark a

giant leap for the city in harnessing game-changing innovations to improve ease of business and quality of life." Also, after banning Bitcoin and other decentralized cryptocurrencies, the Russian government announced its intention to launch the Crypto Ruble.

Private funds, individual investments and even big players such as a Goldman Sachs are coming to the game. The latest has been ahead of the curve by employing Bitcoin Analysts and making its first cryptocurrency investment recommendations to clients.

In this context, Yenso offers this new tool to help the investment community evaluate crypto market performance with its simple and straight forward methodology. Yenso's ultimate goal is to become a lighthouse for the crypto market and serve as a navigational aid to inform investors of dangerous market fluctuations.

With Bitcoin's recent rapid growth in value, Ethereum, LiteCoin, Ripple and many other currencies are gaining support. The game is becoming more complex with bigger and stronger players. Visit www.yenso.com for Yenso's answers to frequently asked questions (FAQs).

The question is whether you want to navigate through this market with or without a lighthouse. The Yenso Index will illuminate your path.

References

<https://cointelegraph.com/news/dubai-will-issue-first-ever-state-cryptocurrency>

<http://www.telegraph.co.uk/technology/0/cryptocurrency/>

<https://bravenewcoin.com/news/10-awesome-uses-of-cryptocurrency/>

<https://www.cnbc.com/2017/09/12/jpmorgan-ceo-jamie-dimon-raises-flag-on-trading-revenue-sees-20-percent-fall-for-the-third-quarter.html>

<https://techcrunch.com/2017/09/15/chinas-three-largest-bitcoin-exchanges-will-all-stop-offering-local-trading/>

<http://www.businessinsider.com/dubai-official-cryptocurrency-blockchain-emcash-2017-10>

<https://futurism.com/vladimir-putin-russia-will-issue-its-own-cryptocurrency/>

<http://fortune.com/2017/10/02/bitcoin-goldman-sachs-price-buy/>