

CAULT

WHITEPAPER

EXECUTIVE SUMMARY

Cault is a simplified market tracking platform designed to make financial data more accessible, intuitive, and personalized for everyone. In a landscape overwhelmed by complex tools and information overload, Cault focuses on delivering only the essential insights users need – presented through a clean, customizable interface.

Initially launching as a web-based application optimized for both desktop and mobile, Cault will begin with a strong focus on the cryptocurrency market, with plans to expand into traditional financial markets in future iterations.

At its core, Cault leverages AI to enhance the user experience by generating tailored summaries, highlighting key market movements, and adapting to individual user preferences. Instead of requiring users to interpret raw data, Cault transforms information into clear, actionable insights.

Built for both beginners and experienced market participants, Cault removes unnecessary complexity while maintaining depth where it matters. The platform empowers users to track markets efficiently, stay informed, and make better decisions – without the friction of traditional tools.

Cault's vision is to redefine how people interact with market data by making it simpler, smarter, and truly user-centric.

PROBLEM

Modern market tracking tools are powerful, but increasingly inefficient in delivering clarity. Instead of simplifying decision-making, they overwhelm users with excessive data, cluttered interfaces, and fragmented experiences.

At the core lies information overload. Most platforms prioritize data volume over relevance, presenting users with vast amounts of metrics without clear prioritization. This forces users to manually filter what matters, significantly increasing cognitive load and slowing down the decision-making process.

For beginners, the challenge is even greater. New users often do not know what to focus on or how to interpret market data. Without structured guidance, they are exposed to hype-driven narratives, market noise, and inconsistent signals, making it difficult to distinguish meaningful insights from distractions.

More advanced users face a different, but equally limiting problem – lack of true customization and automation. Existing tools rarely adapt to individual workflows, requiring manual setup, repetitive actions, and constant context-switching. Instead of working with the user, platforms demand that users adapt to them.

Another critical issue is fragmentation. Users frequently rely on multiple platforms simultaneously – one for charts, another for news, another for portfolio tracking – resulting in a disjointed experience and inefficient information flow.

Time inefficiency is a direct consequence of these limitations. Extracting actionable insights often requires significant effort, turning what should be a streamlined process into a time-consuming task.

Additionally, despite rapid advancements in technology, many platforms still lack meaningful integration of AI. Instead of delivering intelligent summaries or context-aware insights, they leave interpretation entirely to the user.

As a result, users experience confusion, decision fatigue, and wasted time. Rather than enabling better and faster decisions, current market tracking solutions introduce friction, reduce clarity, and limit accessibility for a broad range of users.

SOLUTION

Cault is designed to fundamentally simplify how users interact with market data by combining essential information, intelligent automation, and deep customization into a single, cohesive platform.

At its core, Cault replaces fragmented workflows and overloaded interfaces with a structured, user-centric dashboard that highlights only what truly matters.

Upon entering the platform, users are presented with a clear and intuitive homepage featuring:

- a curated list of top cryptocurrencies with real-time price and percentage changes,
- a personalized watchlist,
- an interactive chart that dynamically updates based on selected assets,
- a categorized news feed (informational, bullish, bearish),
- and an integrated AI assistant capable of answering market-related questions in real time.

This layout enables users to instantly understand the current state of the market without relying on multiple tools or navigating complex interfaces.

Cault extends beyond passive tracking by enabling users to actively manage and monitor their portfolios. The platform provides clear performance insights, including best and worst performing assets, percentage changes, and value fluctuations in both relative and absolute terms. AI-generated summaries further enhance this

experience by translating portfolio data into clear, actionable insights.

A defining element of Cault is its proactive and reactive AI layer. Users can interact with AI directly by asking questions about the market, assets, or their portfolio. At the same time, the system proactively delivers key insights, highlights important market movements, and generates daily or contextual summaries – ensuring users stay informed without actively searching for information.

Equally important is Cault's emphasis on simplicity through deep customization. Instead of forcing users into rigid layouts, the platform allows full control over the interface. Users can add, remove, and rearrange modules, creating a personalized environment tailored to their needs. Visual elements such as themes, colors, font sizes, and language can also be adjusted, making the platform accessible and comfortable for a wide range of users.

By focusing on essential data, intelligent automation, and flexible design, Cault reduces noise while preserving meaningful depth. It transforms market tracking from a complex, time-consuming task into a streamlined and intuitive experience.

Cault is not just a tool for tracking markets – it is a personalized, intelligent environment built to adapt to the user, minimize friction, and redefine how financial data is consumed.

PRODUCT OVERVIEW

Cault is built as a streamlined, modular market tracking platform that focuses on delivering essential functionality without unnecessary complexity. Every feature is designed to reduce friction, improve clarity, and adapt to individual user needs.

At launch, the platform introduces a set of core features that together create a complete and intuitive market tracking experience.

Market Overview

Cault provides a real-time overview of top cryptocurrencies, displaying key metrics such as price and percentage change. This allows users to quickly assess overall market conditions without navigating through excessive data.

Interactive Asset Tracking

Users can select any asset to instantly view its price chart within the same interface. This eliminates the need to switch between different tools and keeps analysis fast and uninterrupted.

Personalized Watchlist

Cault enables users to create and manage a custom watchlist of selected assets. This ensures that the most relevant information is always easily accessible and tailored to individual preferences.

Structured News Feed

The platform aggregates market news and organizes it into clear categories such as informational, bullish, and bearish. This reduces noise and helps users quickly understand the sentiment and relevance of current events.

AI Market Assistant

An integrated AI assistant allows users to interact with market data in a natural way. Users can ask questions, receive explanations, and gain insights without needing advanced knowledge or manual analysis.

AI-Generated Insights

Beyond direct interaction, Cault uses AI to generate summaries of market conditions and portfolio performance. These insights highlight what matters most, helping users stay informed with minimal effort.

Portfolio Tracking

Users can manually add and track their portfolio within the platform. Cault provides clear performance metrics, including:

- best and worst performing assets,
- percentage changes,
- value changes in both absolute (\$) and relative terms.

This gives users a simple but effective overview of their investments.

Deep Customization

Customization is a core pillar of Cault. Users can:

- add, remove, and rearrange interface modules,
- adjust visual elements such as themes, colors, and font sizes,
- select their preferred language,
- shape the platform layout to match their workflow.

This flexibility ensures that each user can create an environment that is both comfortable and efficient.

MARKET & USE CASE

Cault is designed as a daily-use market tracking tool accessible to a wide range of users – from beginners entering the crypto space, to casual users and more experienced market participants. Its core value lies in making market awareness fast, simple, and effortless for everyone.

Unlike traditional platforms that require time, knowledge, and navigation through complex interfaces, Cault focuses on delivering immediate clarity. It is built for users who want to quickly understand what is happening in the market without performing deep technical analysis.

Primary Use Case: Daily Market Overview

Cault functions as a daily starting point for users to check the market in seconds. Upon opening the platform, users can instantly see:

- top cryptocurrency movements,
- watchlist updates,
- key market charts,
- and categorized news highlights.

This makes Cault a natural “first screen of the day” for staying informed.

Fast Market Checking

The platform is optimized for quick, efficient access to essential information. Users can immediately switch between assets, view price

changes, and understand market direction without navigating multiple tools or dashboards.

Simplified Decision Awareness

Instead of focusing on deep analysis, Cault helps users maintain situational awareness. The combination of visual data, structured news, and AI-generated insights allows users to quickly grasp what is happening in the market at any given moment.

Universal Accessibility

Cault is built for all types of users, regardless of experience level. Beginners benefit from simplified presentation and AI explanations, while more experienced users gain speed, customization, and efficiency in their daily workflow.

BUSSINES MODEL

Cault is currently designed as a free-to-use platform, with a strong focus on adoption, accessibility, and user growth rather than immediate monetization.

The primary goal at this stage is to build a product that delivers clear value and becomes a daily tool for market tracking. By removing financial barriers, Cault aims to maximize usability and reach across all user types.

In its initial form, all core features – including market tracking, portfolio overview, news aggregation, and AI assistance – are intended to be available without cost.

A potential premium model may be introduced in the future, but only if justified by operational needs, particularly related to AI infrastructure and usage costs. In such a scenario, premium access would primarily expand:

- AI usage limits,
- advanced AI capabilities,
- and potentially enhanced personalization or advanced tools.

At this stage, however, no fixed pricing structure or subscription tiers are defined. The focus remains on building a strong product

foundation and ensuring that Cault delivers consistent value before introducing any monetization layer.

At the current stage of development, there are no concrete plans to introduce a native token within the Cault ecosystem just yet, although it is expected that a token may be introduced in the near future. The project is currently focused on strengthening its core product, expanding user adoption, and delivering real value through a simplified and intelligent market tracking experience.

That said, the role of a token will only be defined if it serves a clear and meaningful purpose within the ecosystem. This could involve supporting platform functionality, enhancing the user experience, or enabling specific utility-driven mechanisms aligned with Cault's core principles.

Any decision regarding a token will be guided strictly by product needs and tangible utility, rather than speculation or external trends. Once introduced, a separate and dedicated document will be published outlining its tokenomics and all related aspects in detail.

TECHNOLOGY & ARCHITECTURE

Cault is initially designed as a lightweight, frontend-first application focused on delivering a fast and responsive user experience rather than complex backend infrastructure.

The platform is built primarily as a web application, with an emphasis on performance, modularity, and highly customizable user interfaces. Instead of focusing on heavy data processing or proprietary market data aggregation, Cault integrates existing external data sources and layers them with user-centric features such as personalization, AI insights, and interface customization.

Data Sources

Market data is retrieved through external APIs, with initial integration planned via the CoinGecko API. This allows Cault to focus on presentation, usability, and user experience rather than building and maintaining a full data infrastructure layer.

AI Layer

Artificial intelligence is a core component of the platform from the early stages. Cault utilizes the Gemini AI model to power:

- market explanations,
- user queries,
- contextual summaries,
- and personalized insights.

The AI layer is designed to evolve over time, with potential future flexibility to integrate additional models or providers based on performance, cost, and user needs.

User-Centric Data Layer

Instead of complex backend systems, Cault stores lightweight user-generated data such as:

- watchlists,
- portfolio entries,
- alerts,
- and personalization settings.

This approach keeps the system simple, fast, and focused on individual user experience rather than heavy data processing.

Architecture Approach

At its current stage, Cault follows a simple and modular architecture approach, prioritizing:

- fast iteration,
- ease of scaling frontend features,
- and separation of UI components and data layers.

This allows the platform to remain flexible and evolve organically as new features are introduced, without overengineering the initial product.

VISION

Cault aims to redefine how users interact with financial markets by shifting the focus from complexity to clarity. Instead of overwhelming users with fragmented data and technical tools, the

platform is designed to deliver a streamlined, intelligent, and highly personalized experience.

The long-term vision of Cault is to become a universal daily interface for market awareness – a single place where users can quickly understand what is happening across markets, track their assets, and receive meaningful insights without unnecessary complexity.

By combining simplicity, customization, and AI-driven intelligence, Cault seeks to remove the barriers that traditionally make market tracking difficult and time-consuming. The goal is not to increase the amount of information available, but to improve its quality, relevance, and accessibility for each individual user.

As financial markets continue to evolve, Cault positions itself as a user-first layer on top of existing data infrastructure – transforming raw information into clear, actionable understanding.

Ultimately, Cault is built on a simple principle:
market tracking should be fast, understandable, and adapted to the user – not the other way around.

DISCLAIMER

Cault is not a financial advisor and does not provide investment, financial, or trading advice. All information presented on the platform is for informational and educational purposes only.

Users are solely responsible for any decisions made based on the data, insights, or AI-generated content provided by the platform.

Features, roadmap items, and potential future developments are subject to change and do not represent any binding commitment or guarantee of implementation.

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