

Senttrex: A New Market for Institutional Trust

Trad-Fi Edition V1

Author: The Wall Street Reaper

1. Executive Statement

Markets were meant to reflect value. Over time, they've come to reflect something else. Control. Specifically, control over narratives, over information, over perception.

The average retail investor has little say in what companies do, how they report performance, or how narratives are shaped. Stock buybacks, splits, dilutions, algorithmic trades, and closed-door decisions influence prices more than fundamentals. Meanwhile, the public — the customers, workers, and citizens who interact with these companies daily — have no market to express trust, doubt, or collective sentiment in a real, measurable way.

We aim to change that. Selltrex is a decentralized, real-time speculation protocol for public sentiment. It doesn't rely on financial statements, institutional ratings, or delayed earnings calls — it reflects what actually moves markets: public perception. With Selltrex, traders from every corner of the globe can speculate directly on the trust and reputation of companies and institutions.

Not by buying equities—but by expressing conviction. It's a trust-based market infrastructure. Open, global, and engineered for expression.

2. A Market That Excludes Its Movers

Access to traditional speculation is limited — and often deliberately so:

- Public equities are restricted to a few thousand companies, mostly listed in Western economies and accessible only via brokers and regulated exchanges.
- Private companies — despite shaping much of the global economy — are untouchable. You can't buy or short TikTok, SpaceX, or OpenAI.
- Retail sentiment, even when clear and overwhelming, has no pricing layer. There's no way to "go long" on trust or "short" public deception.
- Many global users are denied access to U.S. equities or local exchanges due to red tape or capital controls.

Meanwhile, financial markets continue to react to sentiment, not rationale — not spreadsheets, not technicals, not even fundamentals.

This structural gap has never been more visible than during the April 2025 market crash. On April 2, President Trump announced sweeping tariffs on global imports, dubbed “Liberation Day,” leading to an immediate market nosedive. The Dow, Nasdaq, and S&P 500 plunged, erasing trillions in market value within days.

The crash wasn't caused by deteriorating fundamentals. It was driven by the perception of economic instability. Markets rebounded days later after vague reassurances from the administration — proving just how reflexive and sentiment-driven modern price action really is.

Despite this, there's still no native way to speculate on perception itself. Until now.

3. The Senttrex Protocol: Turning Trust into a Market

Senttrex introduces an ecosystem where sentiment is the asset — and trust becomes quantifiable.

Sentiment Contracts (SENT)

Encrypted digital assets representing the public's perception of a company or institution. Their value reflects sentiment, not fundamentals or revenue. Fully tradable, decentralized, and globally accessible.

Access to Private Market Sentiment

For the first time, users can speculate on sentiment toward private companies. SENT contracts unlock exposure to firms like TikTok or SpaceX — companies that impact the world, but aren't publicly listed.

Public Trust Index (PTI)

A 0–850 "social trust score" for institutions, voted on by users. Updated in real time. SENT holders receive greater voting weight. PTI reflects the perceived credibility of an entity and is designed to be tamper-resistant and verifiable.

24/7 Real-Time Markets

Sentiment never stops. Neither does Senttrex. No halted trading, no market hours, no circuit breakers.

4. SENT: Expression, Power, and Protection

SENT contracts offer more than price exposure. They unlock a new class of expression:

- **Influence:** SENT holders vote on the PTI of the institutions they follow.
- **Visibility:** PTI scores update live, turning votes into market-impacting feedback.
- **Alignment:** Traders don't just speculate; they shape how trust is perceived.

Votes are time-locked for 12 hours per institution to prevent spam and manipulation. This ensures accountability while rewarding conviction.

For activist short sellers and whistleblowers, Selltrex becomes a critical tool. These individuals face real risks — lawsuits, character attacks, professional retaliation — when challenging institutions.

On Selltrex, they can post their thesis anonymously and stake positions against institutions via SENT. If the public finds the claims credible, SENT prices may drop — rewarding the thesis originator. It's a system where credibility, not identity, is what drives impact.

5. A Market Without Middlemen, and a Score Without Spin

Senttrex offers a structural alternative to equity markets — not a mirror.

Lower Entry Costs: SENT markets reflect sentiment, not inflated valuations. A \$300B company may have a \$2M SENT market.

No Corporate Interference: No selective disclosures. No earnings calls. No buybacks. SENT moves only on public perception.

Borderless Access: Anyone, anywhere, can engage. No brokers. No gatekeepers. No KYC.

Non-Ownership = Non-Dilution: SENT doesn't represent equity. That means no dilution, no capital extraction. Pure narrative pricing.

The PTI serves as a crowdsourced trust signal. Institutions receive a real-time, public reputation score. It can climb, collapse, or trigger scrutiny instantly.

This gives watchdogs and independent researchers a measurable way to warn, and the public a visible reason to trust or doubt. No mainstream coverage required. No credentials necessary.

6. The Big Idea

Valuation has always been a story. Senttrex makes the story tradable.

Markets already react to perception. CEO tweets, scandals, and brand sentiment often move prices faster than earnings.

What's missing is a platform built around this reality. Senttrex doesn't try to reform traditional finance. It bypasses it. It gives traders a place to speculate not on performance, but on trust — not on spreadsheets, but on stories.

This isn't a protest. It's a paradigm shift.

7. Legal Notes & Regulatory Statement

Senttrex is a decentralized speculation protocol, not a security marketplace. SENT contracts:

- Do **not** represent equity, dividends, voting rights, or shares.
- Are **not** tied to revenue, profits, or company fundamentals.
- Are **not** issued, approved, or endorsed by any referenced institutions.
- Are **not** investment advice or financial recommendations.

References to public and private entities are protected under fair use and free expression. SENT contracts are synthetic representations of public sentiment. They do not imply legal affiliation or ownership.

Senttrex does not custody funds, require KYC, or use fiat rails. The protocol is open-source, self-governed, and permissionless.

Participation is entirely voluntary, speculative, and decentralized.

For more information on our mechanics and programming, please see our DeFi Edition of our whitepaper which delves deeper into technical detail and our GitHub.