

Coinstash Series A Information Memorandum

Summary of Go-To-Market strategy

Summary

Coinstash is uniquely positioned in the market to take advantage of the next phase of cryptocurrency adoption. Industry trends indicate there is a shift from cryptocurrency speculation, towards an increased awareness and monetisation around the usability of cryptocurrency.

This is where Coinstash wants to be positioned in the market – it is more than just an exchange. Coinstash aims to be the go-to solution for Australians to buy, hold, borrow and spend cryptocurrency, all in one platform.

The following go to market strategy has been developed with just this in mind, to create an engagement strategy with a foundation in our unique market position and the sizeable addressable market we currently appeal to.

We are embarking on a journey to build a strong Coinstash community through a blend of education, unique platform features, influencer and talent integrated marketing as well as carefully selected paid performance media channels.

Competitive Landscape

Compared to Australian competitors, Coinstash is more progressed and committed to becoming the 'crypto banking' solution for Australians, rather than a trading platform that happens to have staking capabilities. Our entire service offering is around providing Australian users more value when compared with these more 'traditional' exchanges. For example, at Coinstash, we plan to offer a rate of return on non-stakable coins such as Bitcoin and AUD stablecoins, whereas platforms such as BTCMarkets only offer 'staking' services.

When comparing to international competitors Coinstash's key competitive advantage is that we are an Australian brand led by Australians. We are more progressed and familiar when navigating the Australian regulatory landscape, as well as better at communicating with our local audience. For example, we already have a list of 1,500 crowdfunding investors who believe in our vision and that number is growing. Lastly, we can offer products denominated in Australian dollars where these international players typically fall short.

New entrants to the market such as Finder.com typically have a large existing user base, but cryptocurrency trading, let alone banking, isn't part of their core focus. As such, the products they offer are typically limited and only address part of the customer journey. Coinstash has been in the cryptocurrency market since 2017 and has a strong brand identity around being more than just an exchange and the place to 'stash' your cryptocurrency.

Go To Market – Customer Segments

We have identified four key customer segments that align with the current product positioning as well as the future roadmap for development. Our objective in phase one of the platform growth is to target the quadrants with the largest addressable market who are in the early stages of their crypto journey and are a natural fit for our USP as the most rewarding, fun and trusted cryptocurrency exchange platform in Australia.



	Assets	Preferred platform	NFTs	DeFi	Gaming	AltCoins
Mass	BTC, ETH, XRP, Top25 MCap	Coinbase, Coinspot, Kraken, Crypto.com	No	No	No	Yes
Enthusiast	Top 250 MCap, DeFi Coins, NFTs	SwyftX, Binance, Gemini	Yes	Yes	Yes	Yes
Trader	Altcoins, Top 250 MCap, DeFi Coins,	Binance, FTX, KuCoin	Yes	Yes	Yes	Yes
Whale	BTC, ETH, XRP, High Cap NFTs	Caleb & Brown, Cointree, Independent Reserve, BTC Markets	Yes	No	No	Yes

Customer Comms Matrix

The Customer Comms Matrix identifies the market pain points of our four customer target segments as well as the current product value, marketing, and comms target strategy.

	Pain Points	Product Value	Target Strategy
Mass	<ul style="list-style-type: none"> • Crypto is confusing • Valuation complexity • Volume of information 	<ul style="list-style-type: none"> • Simple platform • Education & training • Helpful community • Grow to Enthusiast status 	<ul style="list-style-type: none"> • Content/SEO • Paid media • Coinstash Learn • Community • Social proof • Customer reviews
Enthusiast	<ul style="list-style-type: none"> • Trades the hype • Isn't confident to trade on own insights • Thinks they need advanced charting 	<ul style="list-style-type: none"> • Community • Education & training • Grow to Trader status 	<ul style="list-style-type: none"> • Content/SEO • Paid media • Coinstash Learn • Community chat • Market insights • Trading chart education
Trader	<ul style="list-style-type: none"> • Needs Advanced charting • Limit orders • Volume Discounts 	<ul style="list-style-type: none"> • 250 Coins • Grow to Whale status 	<ul style="list-style-type: none"> • Content/SEO • Paid media • Volume discounts • Advanced charting • Limit orders • Coinstash Private Lite
Whale	<ul style="list-style-type: none"> • Financial Advice 	<ul style="list-style-type: none"> • Coinstash Private 	<ul style="list-style-type: none"> • Refine Coinstash Private • Private Community

Considering Coinstash's unique market position, to capture the next wave of cryptocurrency adoption, it is our objective to target Mass and Enthusiast quadrants in our first phase of marketing.

Building on past successful campaigns and activities, namely referrals, gamification and rewards the key elements of this strategy will revolve around the building of a "Coinstash Community" of likeminded crypto practitioners that we can grow into Traders and Whales in future marketing engagement phases.

Key, specific, engagement strategies include the creation of an education hub, aggressive content development and SEO as well as platform refinements, surprise and delight rewards, customer member tiers and social proof strategies to grow the sense of belonging and trust.

These owned and earned media strategies will be supported by a customer segment based paid marketing strategy utilising carefully curated performance-based channels and a "rapid iteration" methodology of the quick-fire implementation of targeted ads, insights, and re-deployment.

Distribution – Owned Media

Owned media include all Coinstash assets under our direct control and our strategy in this category is designed to grow the Coinstash community through educational and research-based content development, platform gamification and community features to grow customer stickiness as well as the organisation of offline thought leadership and awareness events.

- Engagement Campaigns – gamification
 - Reward pools for best traders, daily/weekly/monthly competitions (t-shirts, hoodies, STASH)
 - Customer tiers – achieve the next tier, based on trade volume, to unlock platform benefits, STASH and merchandise.
 - Annual “Summer Crypto Picking Contest”. Users pick two cryptos, one short and one long, highest total margin wins \$500 gift card, swag pack, trophy, badge for socials
- Automated electronic direct mail (eDM) journey based on trading history
 - Quadrant based marketing
 - 10+ lists x 100s of segments
- Supercharge Affiliate model
 - Allow customers to connect directly with their affiliates. Share portfolio, email insights
 - Refine program tiers to create greater engagement through gamification
- Grow Coinstash community
 - Create micro communities for peer-to-peer engagement
 - Build Coinstash Learn – education portal for user quadrants
 - Crypto 101
 - What is DeFi
 - What is an NFT
 - Buying an Alt Coin – starting on Coinstash
 - Buying an NFT – Starting on Coinstash
- Organise Meetup and participate in relevant local events

Distribution – Earned Media

Earned media is, in short, online word of mouth. The vehicle that helps prospective customers find Coinstash and understand our points of difference. Our objective in the Earned Media category is to achieve a strong combination of SEO rankings and content distributed by Coinstash as key drivers to high volumes of “free” traffic.

- Social network community management – surprise and delight
- Content marketing
 - Search Engine Optimisation (SEO)
 - Syndication
 - Collaborations
 - Key Opinion Leaders (KOL)
- Blog guest posting from KOLs
- Free influencer strategy
 - Capture potential influencers prior to growth
 - Economies of scale
- Customer Reviews
 - TrustPilot
 - Google
 - Facebook
 - Finder

Distribution – Paid Media

Supporting Earned and Owned media, that are traditionally longer burn strategies, we have included paid media to promote Coinstash and our content and product USPs at a greater level of urgency to stimulate growth. We have focused predominantly on high performing biddable media channels to drive rapid growth and integrated media or sponsorship activities to generate a deeper connection with potential users through talent integration.

- Facebook paid ads – test, learn, optimise. Small strategy, Big Insight, Rapid Iterations
- External affiliate network – pay per registration. Finder, Canstar, Cheap Crypto Australia, Hedge with Crypto, Market Fairness, etc.
- Programmatic buying – CPA model – The Trade Desk
- PR and Media engagement strategy
- Radio – Live Reads & other talent integrations
- Sponsor local groups and schools in exchange for developing Crypto education modules
- SMS Marketing
 - Grow revenue from current base
 - External third-party lists
- Paid content distribution
 - Contextual marketing – video, infographics, educational content
- Develop paid Influencer network across key channels targeting user quadrant specific content, including influencer whales outside the Crypto community
- Strategic partnerships providing value add to partner clients to increase word of mouth
- Bounty programs - STASH