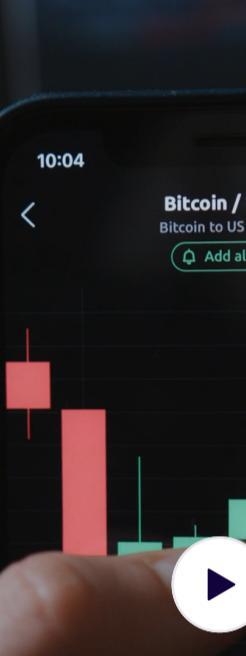


# CoinHarbour

This PDF is a snapshot of the live Storydoc available at the provided link. For the latest updates and interaction, visit the live version. Enjoy the story!

<https://view.storydoc.com/fQ6eVBeC>



## CoinHarbour Investment Pitch Deck

Prepared December 2023

Avg. Reading Time: 7 min

The dashboard includes sections for "Your Account", "Your Portfolio" (with a pie chart showing asset distribution), "Recent Transactions", and "Market Prices". It also features a "Refer a friend and get rewarded" button.

### Our vision

Ride the wave of rapid growth and innovation in blockchain technology and the cryptocurrency markets.

We will leverage our expertise and technology platform to build a successful and profitable business.

To become a major digital asset exchange in the region

By offering an easy, fast, and safe cryptocurrency exchange platform.

### Cryptocurrencies have evolved and matured.

CoinHarbour is a next-generation exchange that will enable users to access these digital assets and enjoy the fruits of blockchain technology.

The underlying technology of distributed ledgers running as internet-based blockchains has gained widespread acceptance and continues expanding its application.

We have put great effort into understanding what blockchain technology provides, and also how we can make it available and useful to users.

After two years of hard work, we have developed an exchange platform that harnesses blockchains in the backend and provides a friendly frontend for users.

**Easy**  
The underlying blockchain technology of digital assets is complex, fragmented and fast-changing.  
We integrate and manage these challenges, giving customers an easy, friendly and safe user experience.  
The service we provide is to make digital assets accessible to anyone.  
The User Experience has been optimised so that functions are clear and easily completed without fuss.  
CoinHarbour has zero trading fees, which has proved very popular.

**Fast**  
In the modern world, customers expect financial services on demand.  
The CoinHarbour User Experience (UX) has been engineered to allow users to access functions with minimal effort.

Onboarding (KYC) is done in minutes.

AUD deposits and withdrawals are completed in a few seconds.

Cryptocurrency can be bought or sold with a minimum mouse click.

As market-makers, we provide liquidity so users can instantly complete a transaction.

**Safe**  
Customer and exchange safety is embedded in our technology platform and business processes. Security is multi-layered and embedded.

All sensitive data is encrypted in a Vault database. Data is sent end-to-end via TLS 1.3 SSL.

Crypto assets are held in a combination of Hot, Warm and Cold wallets.

Notifications of suspicious or potentially unsafe activity are sent to support staff in real time for intervention if required.

During Q3 we estimate this will lift customer numbers past 10,000.

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After much research and thought, our business and marketing plan has been influenced by the success of USA stockbroker "Robin Hood". We have taken key marketing drivers from Robin Hood to replicate a similar business model for cryptocurrency markets.

This includes:

- Zero commissions on trades. Ownership of our technology makes this possible.
- Sports betting for crypto model. Youthful audience with a taste for trading.
- Low dollar and novice investors. Our business will grow as they grow and build wealth.
- Mobile app that encourages engagement. Great product design is a key to viral adoption.
- Free giveaways of cryptocurrencies. We are engaging with new projects, offering free listings on Coin Harbour for free or discounted tokens we can distribute to customers.
- We expect half of our customers to be first-time crypto investors.
- Social Media to create a cryptocurrency entertainment ecosystem.

### Why?

We saw that blockchain technology has created new, exciting and expanding markets; with fairly easy competition and good margins.

Our research showed that the best segment, with an unmet need, was for retail investors seeking access to the markets with minimum friction.

CoinHarbour meets this market opportunity.

### The solution

CoinHarbour is a third-generation crypto exchange with web3 technology.

The challenge has been to offer a clear and simple service to customers while developing a flexible and powerful technology platform that is more advanced than competitors. This has not been easy, but we have become a leader in the field.

We regularly receive compliments from users and other operators about the great user experience our site provides. It has taken a lot of time and effort to make complex tasks functional and simple for users.

CoinHarbour has control over our exchange software and is not dependent on third parties for licensing. Our exchange platform is a combination of open-source components and our proprietary intellectual software.

Avoiding a dependence on third-party licensing has led to major cost and flexibility advantages.

In the rapidly changing, evolving and growing cryptocurrency markets,

CoinHarbour is positioned to ride the next wave of activity in this sector.

Advanced functions of our exchange platform:

Multi-chain assets

Web3 enabled

Metamask wallet integration

Portfolio analysis tools

Integration with third-party reporting tools

Centralised Exchange (CEX) operation

Distributed Exchange (DEX) operation

Hot/warm/cold exchange wallets

End-to-end encryption

Automated ticketing for customer support

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