

# Coin Harbour

Cryptocurrency Exchange in Melbourne VIC 3000, Australia

*"Coin Harbour - easy, fast and safe cryptocurrency exchange.  
Best place to buy Bitcoin in Australia".*

## Company Summary

**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.

### Executive Summary

**Management:** Kent Kingsley - CEO, Peter Cooney - CFO

The founders have more than fifty years of experience as entrepreneurs, innovators and operators in the Fintech and Financial Markets sectors.

Kent and Peter have been investors and traders of cryptocurrency since the early days of blockchains.

The Team is long-standing and stable, with the capability, experience and maturity to grow and manage the business.

### Customer Problem

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.

### Product/Services

CoinHarbour is a third-generation web3 exchange.

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 succeeded and become a leader in the field. In the rapidly changing, evolving and growing cryptocurrency markets, CoinHarbour is positioned to ride the next wave of activity in this sector.



## Coin Harbour Pty Ltd

### Company

[www.coinharbour.com.au](http://www.coinharbour.com.au)

ABN: 12 624 879 223

Founded: January 2020

Employees: 4

Contact: Peter Cooney

[peter@coinharbour.com.au](mailto:peter@coinharbour.com.au)

### Round Overview

Funding Stage: series seed

Capital Raised: self-funded.

Capital Seeking: \$1M

Pre-Money Valuation: \$4M

### Social

LinkedIn:

<https://www.linkedin.com/company/coinharbour/>

Twitter

[https://x.com/coin\\_harbour](https://x.com/coin_harbour)

Facebook:

[facebook.com/CoinHarbour](https://facebook.com/CoinHarbour)

## Target Market

Revenue for exchanges in the Australian Cryptocurrencies market is estimated US\$807m in 2023.

Revenue is expected growth rate (CAGR 2023–2027) of 14% with a projected total amount of US\$1,375m by 2027. Average revenue per user in the Cryptocurrencies market is US\$142 in 2023.

In the Cryptocurrencies market, the number of users is expected to be 7.4m users by 2027.

User penetration will be 21% in 2023 and is expected to hit 27% by 2027.

## Business Model

Coin Harbour operates as a "market-maker", with bid and ask orders placed in markets of the exchange. The exchange gets liquidity from wholesale crypto exchanges overseas, converts prices into AUD, and adds a margin for the Australian retail market.

Spreads on the exchange vary according to the depth and powered by liquidity of the market.

Deep markets such as BTC have a bid/ask spread under 1%. Less liquid markets have a spread up to 10%.

No commissions.

## Customers

Our marketing plan has been influenced by USA stockbroker "Robin Hood". This includes:

- \* Zero commissions on trades.
- \* Youthful audience with a taste for trading. We will grow as they grow and build wealth.
- \* Mobile app that encourages engagement.
- \* Free giveaways of new cryptocurrencies.
- \* We expect half of our customers to be first-time crypto investors.
- \* Social Media cryptocurrency entertainment ecosystem.

## Sales/Marketing Strategy

After much research and thought, our business and marketing plan has been influenced by the success of USA broker "Robin Hood". Zero commissions on trades. Sports betting for crypto model. Youthful audience with a taste for trading. Low dollar and novice investors. We will grow as they grow and build wealth. Mobile app that encourages engagement. Free giveaways of cryptocurrencies for customers.

## Competitors

- **Coinspot:** Early market entrant, 2m customers, "broker" business model. Paid \$700m in dividends.
- **Binance:** Binance has lost AUD transfers due to compliance failures. Spot trades in 2022 \$5 trillion.
- **Independent Reserve:** Large exchange in Australia. Early investors have 34x gains.

## Competitive Advantage

Our "smart" market making model is better able to capture both sides of the bid/ask spread. This is more efficient and profitable than competitors who are simple brokers.

Our core tech platform is built with a combination of our proprietary IP and open-source software.

We have a \$500k PA cost advantage over competitors who rent software.

Coin Harbour is structured with a relatively low cost base to weather cryptocurrency market downturns.

## Application of Funds

Our next milestone is 10,000 customers registered on CoinHarbour. At this point the business will be cashflow-positive and substantially profitable.

Our technology platform and service are now established and proven. Capital is needed to expand and scale the business. Funds will be used to:

- Increase liquidity on the exchange
- Expand marketing
- Improve customer support