

About the project:

Hi Platziers! Thanks for this wonderful opportunity. Let's do it! I will give you some information to give a better idea of where we want to reach.

Context: We have seen the rise of interest in crypto currencies here, in the Latin America region. Many new crypto brokers are starting operations and new coins being offered in the region. However, to have information, even for basic operations, is very painful. For example, if I want to buy 100 ETH, where is the cheapest place to buy in Mexico? Or which brokers have the lower fees? Only in Brazil we have more than 40 brokers, and most of them only let you see the full information after creating an account.

About us and the MVP: Initially, we developed the platform for our own use (we do arbitrage), so we didn't expect to offer it publicly, however, after a deep research in Latin America region, we found that our tools are really necessary. So we are developing the MVP platform for the Latam market, that consist of the following basic features: users will see the buy and sell prices from 5 coins (bitcoin, ethereum, litecoin, bitcoincash and stellar) and from 10 international brokers from the region (satoshitango, cryptomkt, mercadobitcoin, bitpreco, etc), also they will see the orders book and the last executions on the orders book. All this information in one place.

Initial challenges: We don't have a website yet, so you can feel free to use the color schema, fonts, and layout you find suitable for this project. We only want you to consider these three points to sell:

- Since the crypto world is presented as a dangerous activity (or related to virtual crimes) in many news, the very first value we want to show to our potential user is Trust and Confidence, in order to create authority.
- Our platform will gather information from many places in only one. So our users will have an intelligence platform that will allow them to spend less time, have the right information at the right moment, and as a consequence, make wise decisions to make more money.
- We will offer a USD 19 monthly plan and a USD 99 annual plan.

Long term goal: We aim to be the place where every crypto investor will use to have useful information and tools in order to improve their operations.

Hope this information will help you to have a broad understanding of our project. Any other information you want, please, let me know.

Batata Bit

About the name:

Batata: (in portuguese, or Papa or Patata or Camote in spanish, depending of the country) is a well-known food that have his origins in South and Central America and now is spreaded around the world (This is also the essence of our project, something born in Latin America). We choose this word for two reasons: a) easy to imagine (because crypto related terms are very difficult to illustrate) and is delicious (there is emoji too!), b) gives a latin america background to our project.

Bit: This is a common term related to the basic unit of memory. Very famous for being used in 'bitcoin' word.

Logo ideas:

Box/Bag/Plate of potato chips (similar to pringles / lays), where the chips are coins. A potato in slices where each slice has the form of a coin.

A potato where the surface is a slightly / simplified version of circuits (from electronic board)

Regarding the color scheme, for us it is natural to suggest a yellow + other colors combination (probably grays for the texts, white for background, and blue for some CTAs/links). But again, feel free to create/suggest/use the best colors you think will match better with the project/name.

References:

We have some websites (not necessarily related to crypto) that catch our attention. So seems the landing page they have is working (at least for us) :D

- <https://www.bannerbear.com/> We liked the combination of colors, structure and storytelling.
- <https://nknx.org/> Since we work in a dashboard related product, this landing page created an interesting combination between the dashboard style and the landing page. Also, the language style they used to show the features is very good!
- <https://headline.io/> We liked the features showcase and the pricing area.

Website goal:

Our plan is that our website will follow a subscription based model. We will have very useful information available publicly for SEO purposes and marketing in several pages, but the platform itself is for paid users.

Since our project is still in development, we want to be able to sell from day 1 in the form of a 'pre-launch', with a very generous discount (monthly plan for 5\$ and annual plan for \$49) and limited spots (only 100). features showcase and the pricing area.