**Problem**

With the huge amount of attention cryptocurrencies have received in the recent years, a lot of people are gaining interest in cryptocurrencies. But, the sheer complexity of getting started and the volatility of the cryptocurrency market can be overwhelming for many.

**Solution**

We're building a platform which lets the users build their cryptocurrency portfolio using virtual money so that they can practice and make informed investments. The players will be able to participate in different types of leagues and compete with other players for making the highest amount of profit on their portfolio and winning our in-game tokens in the process.

**Market**

The domain of our users include amateur as well as professional investors and blockchain enthusiasts. Our targeted users are newcomers from all around the world who are looking for resources to understand the market of cryptocurrencies.

**Competition**

GameOfCoins.de lets users build virtual account with $10,000 of virtual money and invest in cryptocurrencies with real-time prices. Prism.exchange lets users build their custom portfolio with Ethereum smart contracts and browse public portfolios of other players and follow them. While the existing platforms try to encourage users to invest in cryptocurrencies, they fail to engage their user-base to keep learning. GameOfCoins.de does not let users update their portfolios on a changing market. Whereas, Prism.exchange requires users to invest with real money to create their portfolios which may discourage newcomers who do not want to risk their assets.

**Business Model**

Since our in-game tokens will be tradeable Ethereum ERC20 tokens, we'll take transaction fees on the transactions occurring on our website using our tokens(including but not limited to tradeing the tokens with Ethereum, spending the tokens to join the leagues and earning tokens through league winning payouts.) This is similar to how Binance generates revenue by encouraging users to use Binance Coins(BNB) for transaction fees. Additionally, we may consider hosting private and public leagues hosted by organizations with higher fees and/or sponsoring companies.

**Go-To-Market**

We have an option to gain traction on our development as well as funding with an Initial Coin Offering(ICO), but we might avoid hosting an ICO due to the recent backlash on certain ICOs. Our short-term goal will be to gain users and build a community, while in long-term we'd like to expand the scope of platform to cover deeper blockchain technologies.

**Progress to Date**

We have around 40% of the codebase implemented for initial MVP and we hope to have a proper MVP demo up and running by the end of March 2018.

**Team**

**Varun Gupta**: Co-founder. Former Software Engineering Intern at *United Benefit Advisors*. Future Software Engineering Intern at *Salesforce*.
**Ritwik Bhardwaj**: Co-founder. Former Software Engineering Intern at *Genesys*. Future Software Engineering Intern at *Facebook*.
**Utkarsh Jain**: Co-founder. Former Software Engineering Intern at *National Science Foundation*. Former Software Testing Intern at *Appnique*. Future Software Engineering Intern at *Microsoft*.
**Nisarg Kolhe**: Co-founder. Former Technology Intern at *ViewPoint Cloud*. Former Software Developer at *EasyCourse*(a Purdue startup). Future Software Engineering Intern at *Facebook*. Winner at Uncommon Hacks 2017 for the "Smartest Smart Contract Hack"(Ethereum based decentralized app.)

**Mockups and Development Screenshots**

https://goo.gl/6sM9oZ