



₹upeeCoin Company Pitch Deck

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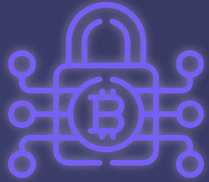
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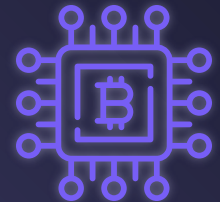
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Problem Statement



Indian govt face lot of problem regarding the authenticity of cryptocurrency transactions made by people in India and also lack of application to convert cryptocurrency to fiat currency. We are trying to help government by introducing some innovative technique to overcome this problem.



Solution



To mitigate this problem we can use the PAN card authentication as the 1st level of verification whether the transaction is done by a verified citizen of India. If the PAN card is verified successfully then the transaction can be processed further. This will lead to less Spoofing attack and transaction will be done legally.



SWOT Analysis



S

Strengths

- Fast and Low Cost money transfer.
- Transparency
- Authentic

W

Weaknesses

- Energy Consumption
- Early Stage
- Volatility of Cryptocurrencies

O

Opportunities

- Competitive advantage
- Huge growth

T

Threats

- People's Prospective (Unsecure)
- Competitors
- Low adaptation (Awareness)

Key Points about product

- Secure transaction
- Direct transfer
- Protection of personal data and reduced fraud
- Low Cost
- Fast Transaction



Competitive advantage



First in the market

For crypto to fiat currency conversion.

01

02

Ease of use

User friendly application for fast transaction.

Profile

User can track real-time cryptocurrency market and transact any time.

03

04

Different financial

User can transact into any market they prefer

Market Landscape and Us



According to the research study, the global Cryptocurrency Market was estimated at USD 792.53 Million in 2019 and is expected to reach USD 5,190.62 Million by 2026. The global Cryptocurrency Market is expected to grow at a compound annual growth rate (CAGR) of 30% from 2019 to 2026



By Offering: Hardware, Software

By Process: Mining, Transaction

By Type: Bitcoin, Ethereum, Bitcoin Cash, Ripple, Litecoin, Others

By End User: Banking, Real Estate, Stock Market & Virtual Currency

Market Adoption

The diagram features a dark blue background with a white title 'Market Adoption' at the top left. A horizontal white line with a diamond at its right end spans the width of the content area. Below this line, three white text blocks are arranged horizontally. Each block is underlined by a horizontal white line with diamond endpoints. Below each underlined block is a corresponding description in white text.

**Crypto to
Fiat**

Easy transaction to
convert cryptocurrency
to Fiat currency

**Simple
and fast**

User friendly console
with fast transaction

Craigslist

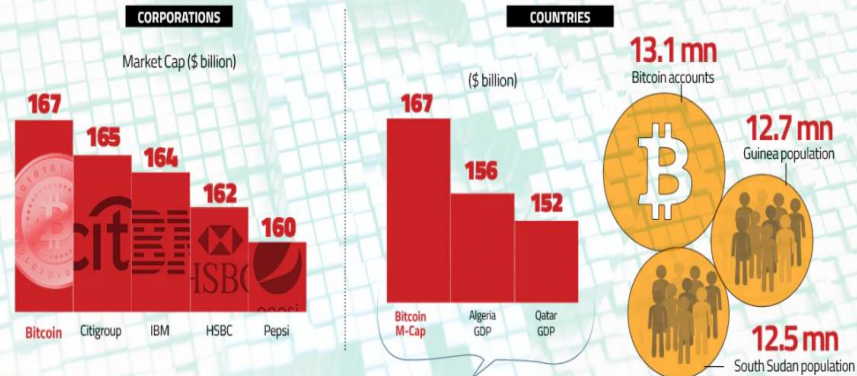
In line with market
strategy

Growth

How market grown from past years.



BITCOIN'S BIGGER THAN...



If bitcoin were a country, it would be the **53rd** wealthiest nation in the world

Business Model

Negotiating fees with
card issuer

5\$

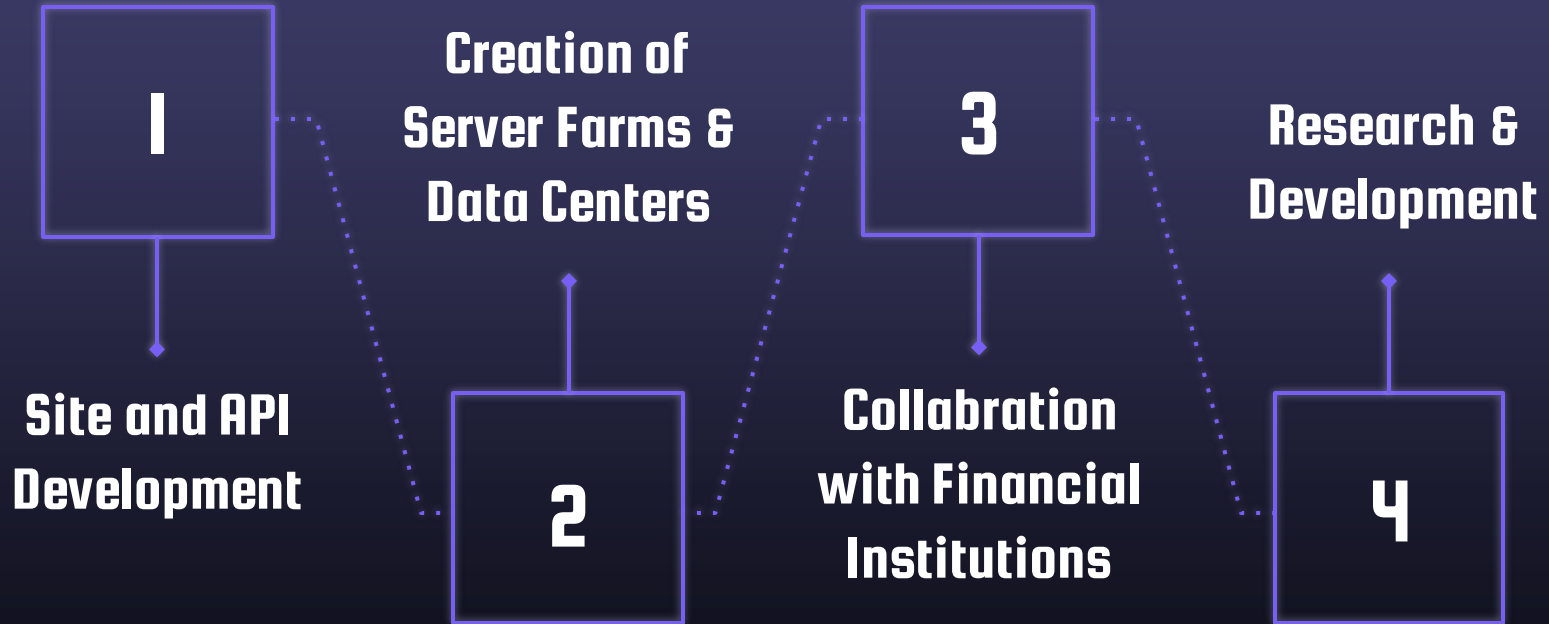
Ads or financial
products offers (per
year)

0.15%

16%

Debiting online
payment method
directly from checking
account (15% market
share + 1% merchant
fees)

Future Prospects



The background is a dark blue gradient. In the upper half, there are several thin, light purple lines that start from the top edge and extend horizontally, then turn vertically downwards, ending in small diamond shapes. Scattered throughout the upper right and top edges are numerous small, light purple squares of varying sizes.

Thank You!!