

# **B2C**

**B2C:** *Freemium - Smart Contract Creation Platform: DeFi + dApp*

**RoadMap:**

- Mobile application
- Implementation of new contract templates
- Educational platform to assist the user

**Mission:** Abstract the process of creating smart contracts and democratize access to this feature within the Bitcoin network.

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## **1. Value Proposition**

- **Problem:** The inaccessibility of creating smart contracts on the Blockchain network for users with low technical knowledge.
    - The technical complexity in creating smart contracts requires complex languages like Solidity or Bitcoin Script, which deter common users;
    - Despite being the most secure and decentralized network in the world, Bitcoin is still seen only as a store of value, being little explored as infrastructure for smart contracts.
  - **Solution:** A platform that abstracts the complexity of creating smart contracts on the Bitcoin network, facilitating the adoption of DeFi technology by common users.
    - B2C: Freemium smart contract platform with a free version for limited smart contract models, with controlled use and essential features, and a paid version with unlimited smart contract models, advanced customization, and full integration with the Lightning Network for fast and low-cost execution.
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## **2. Customer Segment**

- **B2C:** Men and women interested in applying decentralized solutions for financial agreements, such as:
  - Bitcoin users who wish to explore its use beyond a store of value, applying it in practical and formal contracts;
  - Freelancers and self-employed professionals who conduct transactions with crypto and seek reliable digital agreements for service provision or payments;
  - Digital entrepreneurs who want to formalize purchase and sale negotiations with guarantees, quickly, securely, and without banking intermediation;

- DeFi enthusiasts and learners who wish to experiment with smart contracts with a user-friendly interface, without needing to master programming or blockchain infrastructure.
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### 3. Channels

- **Acquisition:** Social networks (X, Instagram, and YouTube Shorts with educational content and real use cases), SEO focused on "smart contracts on Bitcoin," active presence in Web3 and crypto communities (Reddit, Telegram, Discord), and participation in Bitcoin and DeFi ecosystem events.
  - **Conversion:** Platform with simple onboarding and offering free templates with clear calls for upgrade to the paid plan upon using advanced features.
  - **Retention:** Release of new contract templates based on community feedback.
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### 4. Customer Relationship

- **B2C:**
    - Community feedback.
    - Transparency in operations.
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### 5. Revenue Streams

- **B2C:**
    - **Free Plan** → Limited access to 3 basic contract models + \$2 per additional contract;
    - **Plus Plan** → Up to 10 contracts for \$12.90/month;
    - **Premium Plan** → Unlimited and customizable contracts + Full integration with the Lightning Network for \$49.90/month.
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### 6. Key Resources

- **Technology:** Abstractions in Bitcoin Script + Integration with Lightning Network + Contract API + Responsive platform.
- **Content:** Ready-made contract templates (loans, purchase with guarantee) + simplified documentation.
- **Team:** Bitcoin/Lightning developers, UX/UI Designers, Security specialists, Marketing, Customer support.

- **Strategic Partnerships:** Web3 startups, Bitcoin/Lightning communities, fintechs, legal experts in crypto.
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## 7. Key Activities

- **Platform Construction:** Development of the MVP with Bitcoin Script abstraction + Integration with Lightning Network + Intuitive interface.
  - **Content Creation:** Ready-made smart contract templates + Documentation for laypeople.
  - **User Acquisition:** Partnerships with Web3 communities + SEO and targeted content.
  - **Support for the Freemium Model:** Simplified onboarding + Management of paid plans.
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## 8. Key Partnerships – Expansion

- **Infrastructure:** Protocols and providers of the Bitcoin network.
  - **Integration and Scalability:** Startups and fintechs that operate with decentralized financial services and Lightning gateways.
  - **Marketing:** Crypto media portals (e.g., CoinTelegraph, Bitcoin Magazine), Web3 events, and DeFi conferences.
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## 9. Cost Structure

- **Technology:** Developers, maintenance, and UX/UI.
  - **Content:** Creation of smart contract templates and frequent updates based on the evolution of the Bitcoin network.
  - **User Acquisition:** Digital marketing and presence at events.
  - **Operation:** Team salaries, community, and administrative costs.
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## 10. Addressable Market

- **Total Addressable Market (TAM):** Bitcoin users worldwide interested in DeFi and digital contracts.
- **Serviceable Available Market (SAM):** Active users of the Bitcoin network and Lightning Network interested in accessible tools for loans and financial contracts, estimated between 50 to 70 million globally. This includes investors, freelancers, small businesses, and non-technical users seeking decentralized alternatives to traditional banking systems.

- **Serviceable Obtainable Market (SOM):** Early adopters of Web3 in Brazil and Latin America, where the use of cryptocurrencies for daily transactions and alternative economies is growing. Estimated between 500,000 to 1 million users in the first three years, based on the increasing adoption of the Lightning Network in the region.

## 11. Competitive analysis

	Value Proposition	Target Audience	Business Model
<b>BTContract</b>	A platform that simplifies the creation of smart contracts on Bitcoin with ready-to-use templates and Lightning Network integration.	Non-technical users looking to create financial contracts without needing to code.	Freemium (free version with basic features and paid version with advanced features)
<b>Stacks</b>	Infrastructure for building DApps with smart contracts on Bitcoin, using the Stacks blockchain.	Web3 developers and DApp creators using the Bitcoin ecosystem.	Developer-oriented model focused on ecosystem growth (open-source).
<b>Kollider</b>	Provides trading of financial contracts and derivatives via the Lightning Network.	Experienced crypto users and traders interested in decentralized financial products.	Revenue through trading fees; no defined freemium plan.
<b>Hodl Hodl</b>	P2P lending and trading platform with multisig and non-custodial asset management, focused on user privacy and freedom.	Users who prioritize privacy and already have basic crypto knowledge to operate in P2P settings.	Revenue via trading fees; no structured tiered service plan.