

**Buy Me a Coffee
with Bitcoin**

Investor Pitch Deck

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Problem

- **Creators struggle with high platform fees** on traditional tipping platforms.
- **Limited global payment options** restrict supporters from certain regions.
- **Centralized payment systems** pose censorship and control risks.
- **No seamless Bitcoin-based solution** tailored for creators.

Solution

- **A Bitcoin-native tipping platform that empowers creators to accept BTC directly.**
- **Low fees, borderless transactions, and instant payments.**
- **Non-custodial model for enhanced security and financial sovereignty.**
- **Simple, user-friendly interface for easy setup and tipping.**

Market Opportunity

- **TAM: \$104B+ Creator Economy (2024, Influencer Marketing Hub).**
- **SAM: \$10B+ Online tipping and donation platforms.**
- **SOM: Crypto-native content creators and early Bitcoin adopters (~\$1B+ potential market).**
- **Bitcoin adoption is growing (420M+ global crypto users, 2024).**

Business Model

- **Transaction Fees:** Small fee per Bitcoin tip.
- **Premium Features:** Subscription tiers for enhanced creator tools.
- **Affiliate & Partnership Revenue:** Crypto exchanges, Bitcoin wallets.
- **Custom Branding for High-Volume Creators.**

Traction

- **Launched MVP in November 2024.**
- **Organic user growth from early adopters.**
- **Engaging with Bitcoin influencers for beta testing.**
- **Applying to Pegasus Accelerate to scale rapidly.**

Competitive Advantage

Feature	Buy Me a Coffee (BTC)	Patreon	Ko-fi	Traditional Payment Apps
Bitcoin Support	✓ Yes	✗ No	✗ No	✗ No
Low Fees	✓ Yes	✗ High	✗ Medium	✗ Varies
Censorship-Resistant	✓ Yes	✗ No	✗ No	✗ No
Instant Global Transactions	✓ Yes	✗ No	✗ No	✗ No

Go-To-Market Strategy

- **Target early adopters in Bitcoin and crypto creator communities.**
- **Influencer partnerships to drive awareness.**
- **SEO & Content Marketing (blog, YouTube, Twitter).**
- **Bitcoin ecosystem integrations (wallets, exchanges, Web3 tools).**

Roadmap & Milestones (Next 12-18 Months)

- **Q2 2025: Finalize beta, onboard first 1,000 users.**
- **Q3 2025: Launch referral & ambassador program.**
- **Q4 2025: Expand partnerships with Bitcoin wallets & platforms.**
- **Q1 2026: Scale to 10K+ active users, optimize monetization.**

Funding Ask & Use of Funds

- **Raising: \$100,000 (SAFE, Valuation Cap: \$3.5M).**

- **Allocation:**

40% Product Development

30% Marketing & Growth

20% Partnerships & Integrations

10% Operations & Legal

Team & Advisors

- **Founder: Esimit Karlgusta - Serial entrepreneur, blockchain developer, fintech experience.**
- **Advisors: TBD (seeking industry experts, Bitcoin advocates).**

Conclusion

- Join us in building the future of creator payments.
- Contact: karlgustaesimit@gmail.com
- Socials: Twitter: [@thekarlesi](https://twitter.com/thekarlesi)
- Let's empower creators with Bitcoin!