## **Outline for the PPT**

### **Slide 1: Title Slide**

* **Title**: *Maya Exchange: Redefining the Cryptocurrency Landscape*
* **Tag-line:** *Let’s Make a Difference In Crypto World*
* **Subtitle**: *"Bridging the Gap Between Traditional Finance and Crypto"*
* Include a visually appealing background and the Maya Exchange logo (if available).

### **Slide 2: Introduction**

* **What is Maya Exchange?**
  + Next-generation cryptocurrency trading platform.
  + Seamlessly integrates blockchain technology with traditional payment systems like UPI.

### **Slide 3: The Problem**

* Highlight issues with current crypto exchanges:
  + Limited payment gateway options.
  + High transaction fees.
  + Lack of trust and transparency.
  + Complexity for new users.

### **Slide 4: The Solution**

* How Maya Exchange solves these problems:
  + UPI integration for seamless transactions.
  + Lower fees compared to traditional exchanges.
  + Blockchain-powered transparency.
  + User-centric design tailored for beginners and professionals alike.

### **Slide 5: Core Features**

* **Key Features of Maya Exchange**:
  + LocalCurrency to Crypto and Crypto to LocalCurrency transactions.
  + UPI integration as a Payment Service Provider (PSP).
  + Staking and liquidity pools for passive income.
  + Advanced trading options: spot, margin, futures.
  + Cross-border transactions with minimal fees.

### **Slide 6: Comparison with Competitors**

| **Feature** | **Maya Exchange** | **Biance** | **Coinbase** | **Karken** |
| --- | --- | --- | --- | --- |
| UPI Integration | ✅ | ❌ | ❌ | ❌ |
| Local Currency to Crypto in P2P With UPI | ✅ | ❌ | **❌** | ❌ |
| Crypto To Local Currency in P2P With UPI | ✅ | **❌** | **❌** | **❌** |
| Staking & Liquidity Pools | ✅ | ✅ | ✅ | ✅ |
| Cross-Border Transaction | ✅ | ✅ | ❌ | ✅ |
| Minimal | ✅ | ❌ | ❌ | ❌ |
| Blockchain Transparency | ✅ | ✅ | ✅ | ✅ |

### **Slide 7: TAM, SAM, and SOM Analysis**

1. **TAM (Total Addressable Market)**:
   * *Global Crypto Market*: $1.1 trillion.
   * Includes all potential users of cryptocurrency exchanges worldwide.
2. **SAM (Serviceable Available Market)**:
   * *UAE Crypto Users*: ~$32 billion market.
   * Users who can trade using UPI or bank integrations.
3. **SOM (Serviceable Obtainable Market)**:
   * *Initial Market Penetration*: 1% of SAM in the first year.
   * Target revenue: ~$680 million in Year 1.

### **Slide 8: How We Are Different**

* Highlight the **Unique Selling Points (USPs)**:
  + UPI integration for direct fiat-to-crypto transactions.
  + Blockchain-backed transparency.
  + Advanced yet user-friendly trading features.
  + Cost-effective trading with minimal fees.

### **Slide 9: Technology Stack**

* **Frontend**: React, React Native, TypeScript.
* **Backend**: Node.js, FastAPI.
* **Blockchain**: Ethereum and other blockchain networks.
* **Infrastructure**: Docker, Kubernetes, AWS.

### **Slide 10: Roadmap**

* **Phase 1**: Development (Core Features, MVP Launch).
* **Phase 2**: UPI PSP integration and TAM expansion.
* **Phase 3**: Advanced trading features and global reach.

### **Slide 11: Call to Action**

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