CryptoCalc: The Cryptocurrency Converter

# Abstract

CryptoCalc is a web-based application for cryptocurrency conversion. The goal is to provide a simple and clean interface to convert between the largest trade volume cryptocurrencies based on current exchange rates.

# Product Niche

Currently there is a lack of simple web-based conversion tools. There are many that convert to and from bitcoin, but these require a manual calculation to be done by the user to do other cryptocurrencies. This is painful for users that are curious about the relative value of cryptos that aren’t bitcoin. There is room for a simple web-application to make conversions between some of the so-called alt-coins.

# Use Case

Users would be inclined to use this application over other converters if they are interested in more than one cryptocurrency that isn’t bitcoin. They would be able to use drop down menus and text entry boxes to convert from one currency to another.

# Costs and Benefits

The cost will be the website hosting expense and a modest amount of development time to get the application working. More development time could be spent for features, but the base application should succeed in filling the niche. This would bring traffic to the website that could be beneficial for getting potential customers on the domain or simply ad revenue from the webpage.