

bitter.

Buy, HODL and Swipe Crypto with
India's First Crypto Card.



Problems

Spending Crypto comes with endless complications and hassles.

- Crypto infrastructure not integrated into retail and online stores and existing technology is unsafe from government's POV.
- ZERO crypto card provider in India.
- 3ECBr3kAUY28znN1sWoEisbc6w43QhSkGs is the only way around.

Solution

Crypto debit card co-branded with existing exchanges.

- Exchange your crypto to fiat and load into a physical Debit Card to spend it anywhere.
- All transactions are in fiat and thus duly regulated by the government unlike direct crypto transfers.

Integrated UPI system to enable instant crypto transactions, the core concept of which is already familiarised in india.



Cash Who???



What on earth
is this???

bitcoin

Still don't quite get it, but
it looks like it could be a
good investment

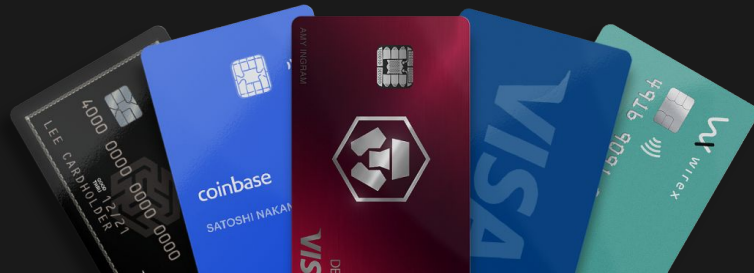
Cash who???

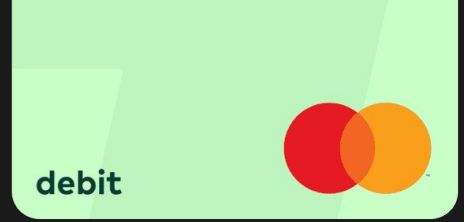
Best Bitcoin Debit Cards

- The best Bitcoin debit cards charge few fees and come with perks like cash back rewards and mobile apps. They should also support multiple types of cryptocurrencies, such as Bitcoin, Ethereum, and Litecoin. Bitcoin debit cards should come with robust security features to help protect your funds.
- Bitcoin debit cards let individuals make online or in-person purchases or withdraw cash from ATMs using Bitcoin, even if the vendors and ATMs don't accept cryptocurrency. Instead of exchanging Bitcoins into local currencies, cardholders preload their debit card with a set amount of cryptocurrency which is then automatically converted at the time of purchase.

Best Bitcoin Debit Cards of 2021 - (Globally)

- Best Overall: **Coinbase**
- Best Low-Fee Card: **BlockCard**
- Best for Cardholder Perks: **Wirex**
- Best for Cashback: **BlockFi**
- Best for U.S. Residents: **BitPay**
- Best Variety of Cryptocurrency Supported: **Crypto.com**
- Best No-Fee Card: **Nuri**
- Best for Cashback: **Binance**





- Backed by *Mastercard* and *Visa*, Available in ~30 countries, mainly focusing on the western markets, these are the major players in the crypto debit card space.
- They offer attractive cash back incentives in the form of cryptocurrencies.
- Can be used anywhere with the existing POS machine network providing unmatched versatility.

Key Findings – India Crypto

- Indians are looking at Crypto as an Asset Class
- Cryptocurrency Awareness / Buying is spread across Tier 1 to Tier 5 Cities/ Towns and Rural Belts (Thanks Internet Penetration and Mobile)
- 70% to 80% Investors are in the age group of 18 years to 35 years.
- Value (of Investment) is majorly same across Tier 2 to Tier 5 Centres.
- India among the global leaders for crypto adoption.
- India has the highest number of crypto owners in the world.
- Crypto country: India among top 10 nations with most awareness, interest in cryptocurrencies, says report.

This makes “Bitter.Cards” a natural and progressive extension to Cryptocurrency in India.

Crypto is the Future

e-commerce

Decentralized

Virtual Marketplace

Reliable

Instant

NFT

Global

Saf er/est

Cheaper

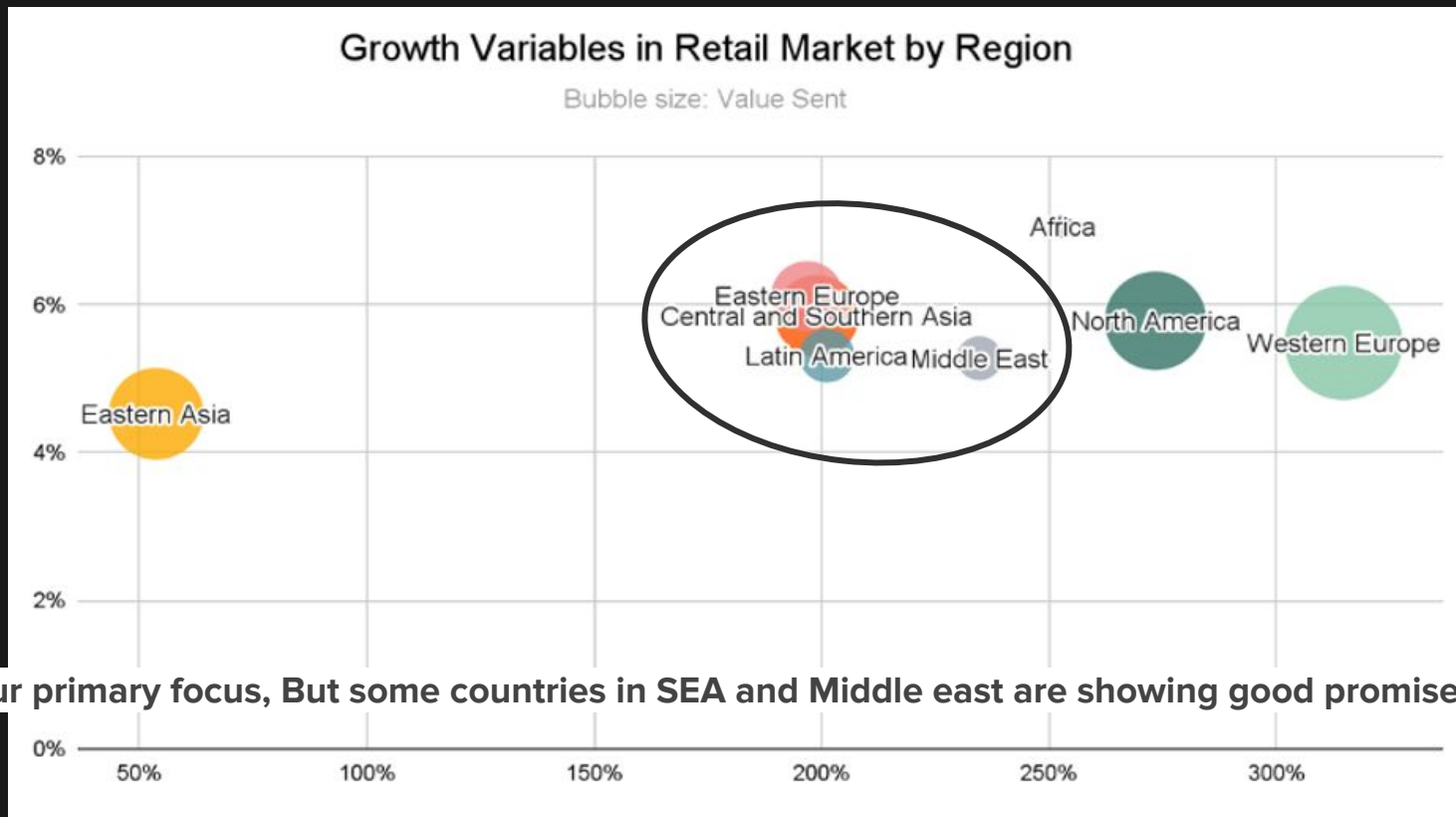
P2P

Business Model

Two solid revenue streams -

- When the user converts cryptocurrency for fiat, there will be withdrawal fees levied on that transaction.
 - This withdrawal fees will be shared with our partner exchange.
 - Say a user wants to convert 10k INR worth of bitcoin to recharge their card or make a UPI payment, there will be a fees of 2% which will be split halfway.
- Interchange fees levied on prepaid card transactions.

Target Market



India is our primary focus, But some countries in SEA and Middle east are showing good promise for crypto.

KYC and PML provisions

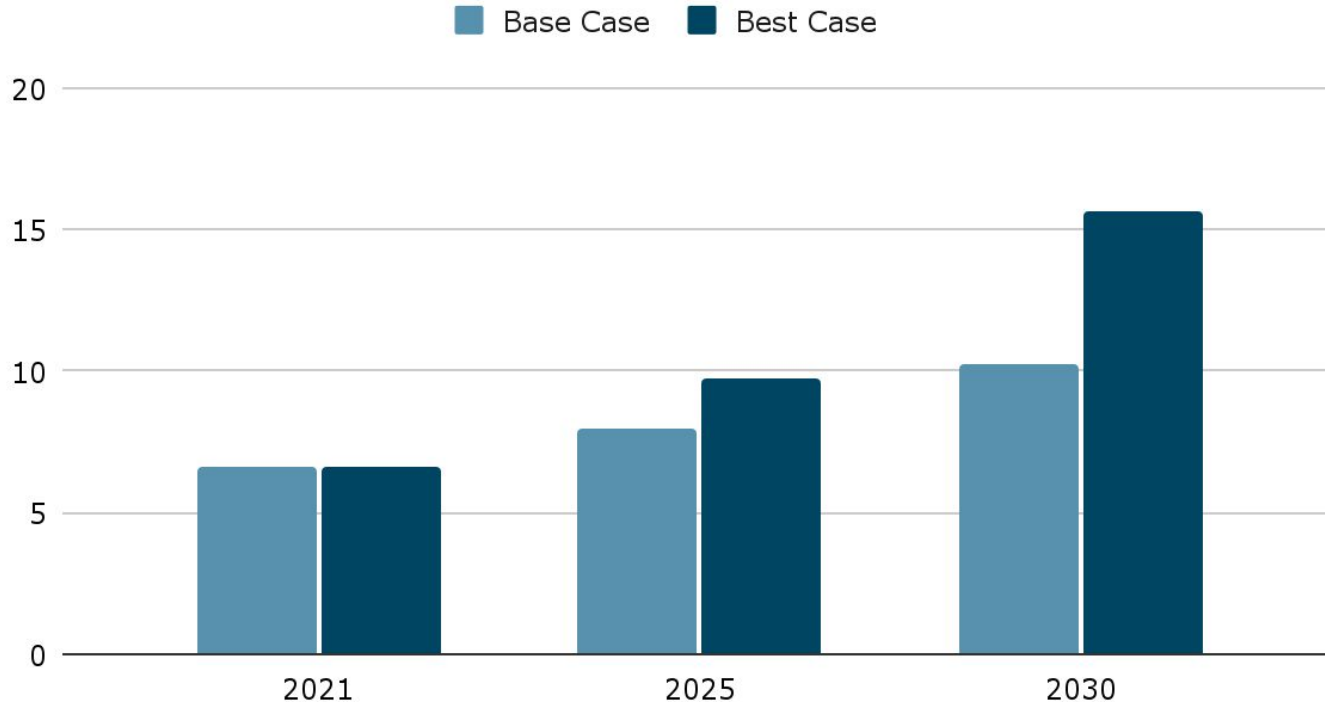
User Safety will be our priority and govt regulations will remain unimpeached.

- Proper KYC according to different transaction types will be done via Aadhar
 - **Min KYC = Virtual card** with 10,000 INR limit. Only for **POS** transactions.
 - **Full KYC = Physical card** with **ATM** withdrawal ability.
- Taxation laws and PML Act to be followed via linking PAN number to User Accounts.
- The same concept can be implemented in different countries of interest with little modifications.
 - e.g. - In Singapore user accounts will be verified using NRIC and in UAE the same accounts can be verified using Emirates ID.

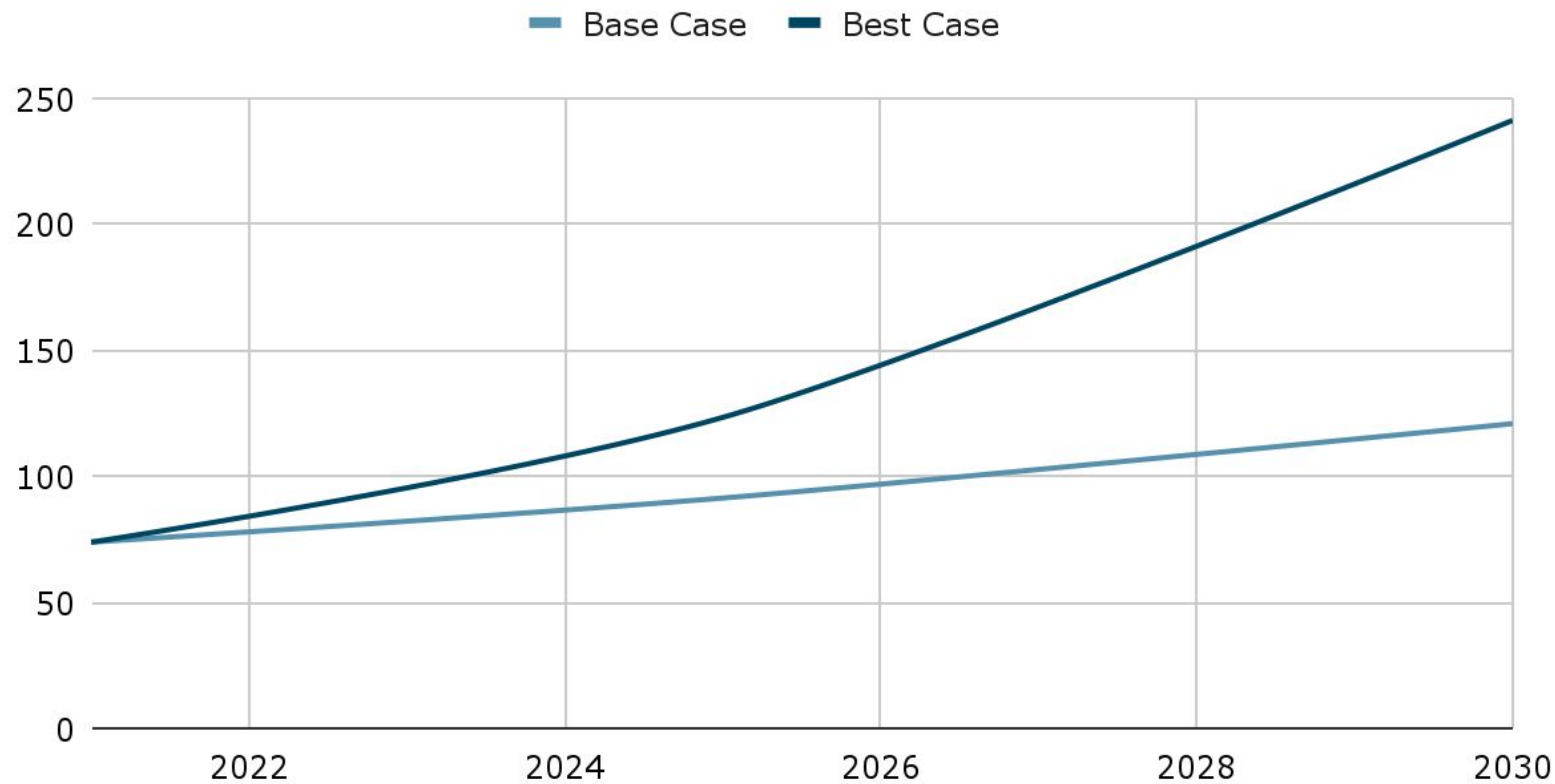
Why India?

India is the largest market for crypto currency in terms of user base and trades a value in upwards of half a billion USD daily.

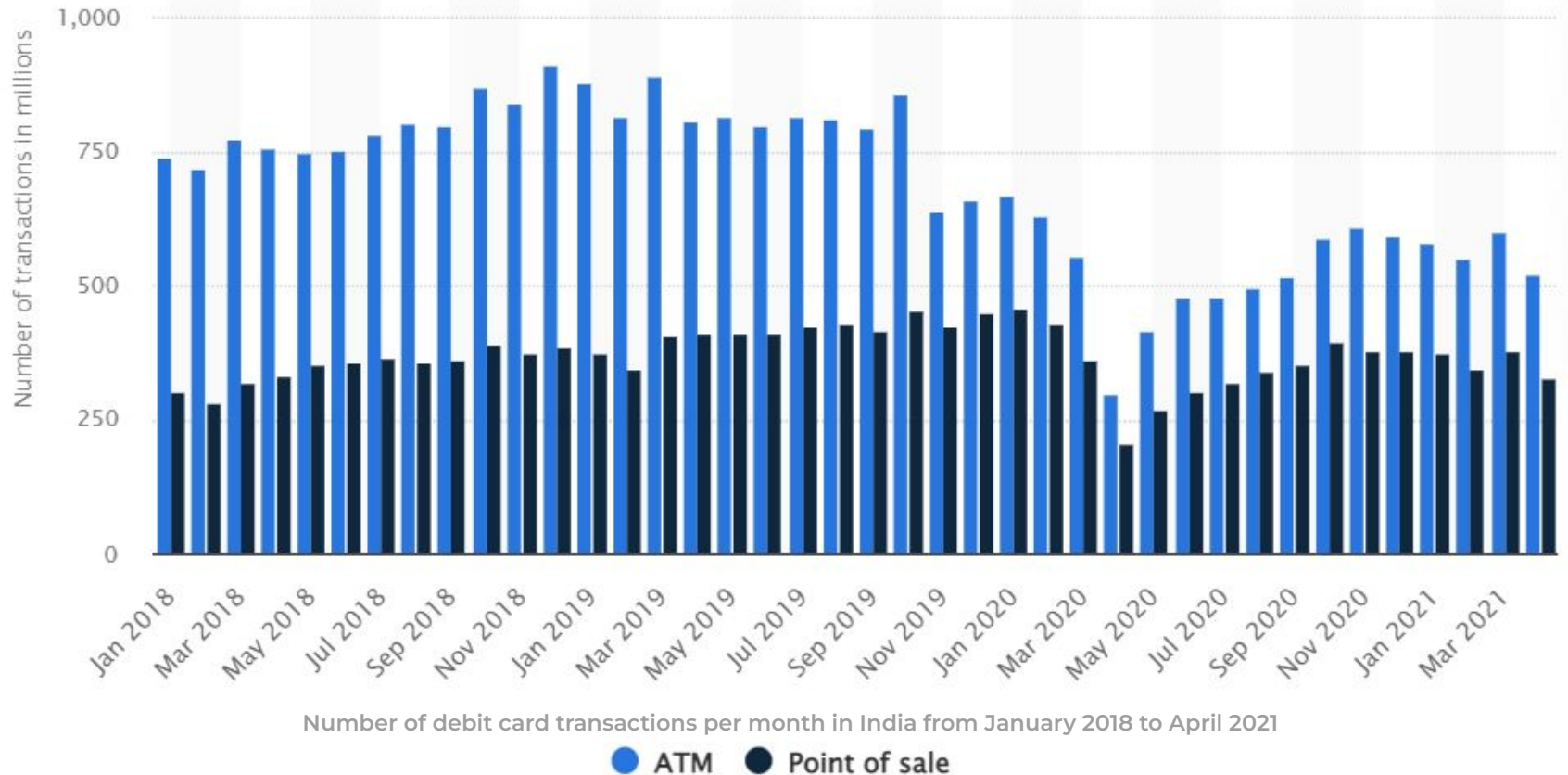
Crypto Market Investments in India (US\$ Billion)



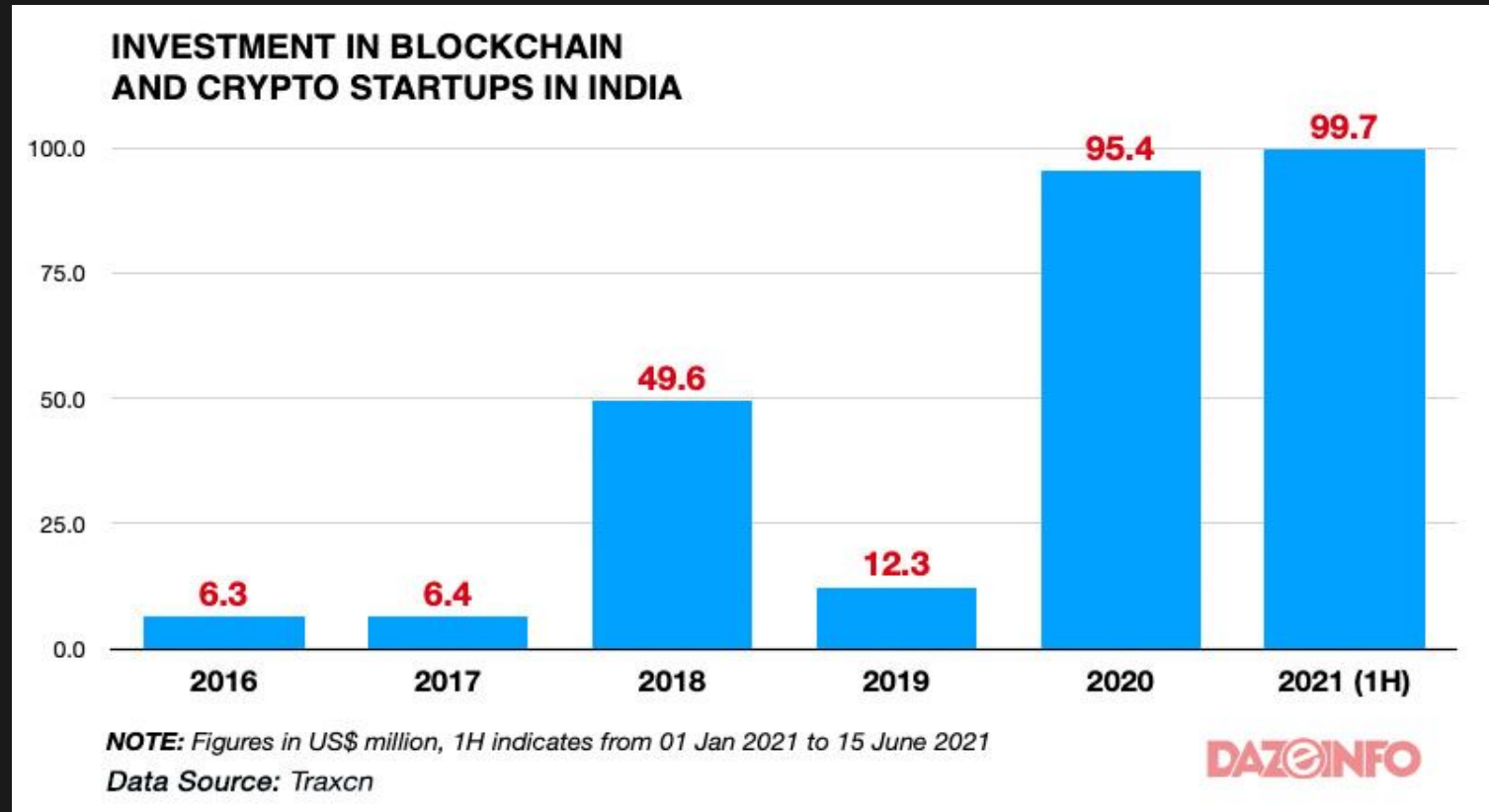
Crypto Market Size in India (US\$ Million)



Recent shift from cash dependent transactions has seen card based payments and UPI come out on top in India.



With Two Unicorns, Indian Crypto Companies witnessed ~ 100M USD in Investment just in 2021's first half.



Use Case

- Cards make it simple and convenient to convert and spend crypto.
- For consumers who store assets in digital currency, or perhaps earn their wages in crypto, the ability to spend those funds anywhere.
- You don't require stores to directly accept cryptocurrencies at checkout.
- Cards can be used anywhere, with existing network of POS/Merchant Portals.

User Journey



Team



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