



The Canadian Marketplace  
Updated – September 24<sup>th</sup>, 2016

## Bitcoin Shortfalls

Canada has a unique marketplace. We don't have a legitimate exchange like there are in the UK, Europe and the USA (which is why we are developing one!). Most retail users obtain or sell coin through sites like Localbitcoins.com through a trader like. This results in significantly higher margins in Canada compared to countries with reliable exchanges.

### Average Margins for Buying Bitcoin:

UK – 3.5%

EU – 3.5 %

USA – 3.5%

CAN – 8% (and often higher)

The screenshot below was taken when BTC was about \$800 Canadian a coin. The trader Matrix is rarely online. These are inflated margins as we are currently in a BTC drought in Canada. Making our job more difficult but the returns significantly more profitable.

#### Results for buying bitcoins online

Trader	Payment method	Price / BTC	Limits	
Matrixbitcoins (100+; 100%)	Interac e-transfer	867.47 CAD	300 - 931 CAD	Buy
Bitkowski (30+; 100%)	Interac e-transfer	921.87 CAD	30 - 605 CAD	Buy
THEcoinmaster710 (30+; 100%)	Interac e-transfer	922.17 CAD	300 - 3000 CAD	Buy
bbiah1 (100+; 98%)	Interac e-transfer	964.39 CAD	0 - 935 CAD	Buy
Lancepurcell (500+; 100%)	Interac e-transfer	1018.81 CAD	100 - 1332 CAD	Buy
iSbox (22; 100%)	Interac e-transfer	1084.33 CAD	10 - 1057 CAD	Buy

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### **Summary of Current Workflow:**

- Amass large quantities of cash daily in order to purchase from trusted suppliers locally.
- Resell via electronic transfer, i.e. faster payments for regular customers (like in the UK)

### **ezBtc facts:**

- 50 Regular, High Volume Customers (Up to \$12,000 of BTC a week per client)
- Mostly high value trades only
- KYC approved members only
- Video verified to eliminate risk of fraud
- Top Reputation

### **Problem:**

- Loans taken during initial growth stage must be eliminated, increasing profit substantially. We have fiat on hand, therefore
- Lack of available Bitcoin to meet customer demand while servicing debt.
- Having to buy Bitcoin supply with margins as high as +5% (directly effects client retention in the long run). -1% is what we often can get, but lately it's been +5% during this shortage.
- Banks limit daily transactions impeding large Bitcoin purchases.

### **Solutions:**

- Bitcoin ATM(s) to be placed in Central London to buy at lower margins & resell in Canada
- Increase global bitcoin accessibility, we have incorporated in the UK and are working on increasing sterling circulation to take advantage of the easier accessibility to market rate coin in bulk.
- Networking and developing creative, mutually beneficial investment deals with BTC earning businesses.
- A one off release of shares to POP users at the IPO price to increase immediate capital availability. Thus allowing us to expedite our exchange interests. These are heavily discounted shares only available to POP users. Furthermore, verified and trusted pop users who hold or have held a reasonable allotment of shares in our company will receive preferential pricing when buying or selling on ezBtc
- Prioritise the launch of our crypto-exchange. We are presently in negotiations with updates to come next week. We will likely soft launch with a crypto only exchange, adding in fiat once we have the appropriate AML/KYC approvals and audits completed.

Reputation is everything in the Bitcoin world, as transactions are irreversible you need to earn a lot trust. We have spent a lot of time building a near perfect reputation. It's imperative we protect our reputation at all costs.