



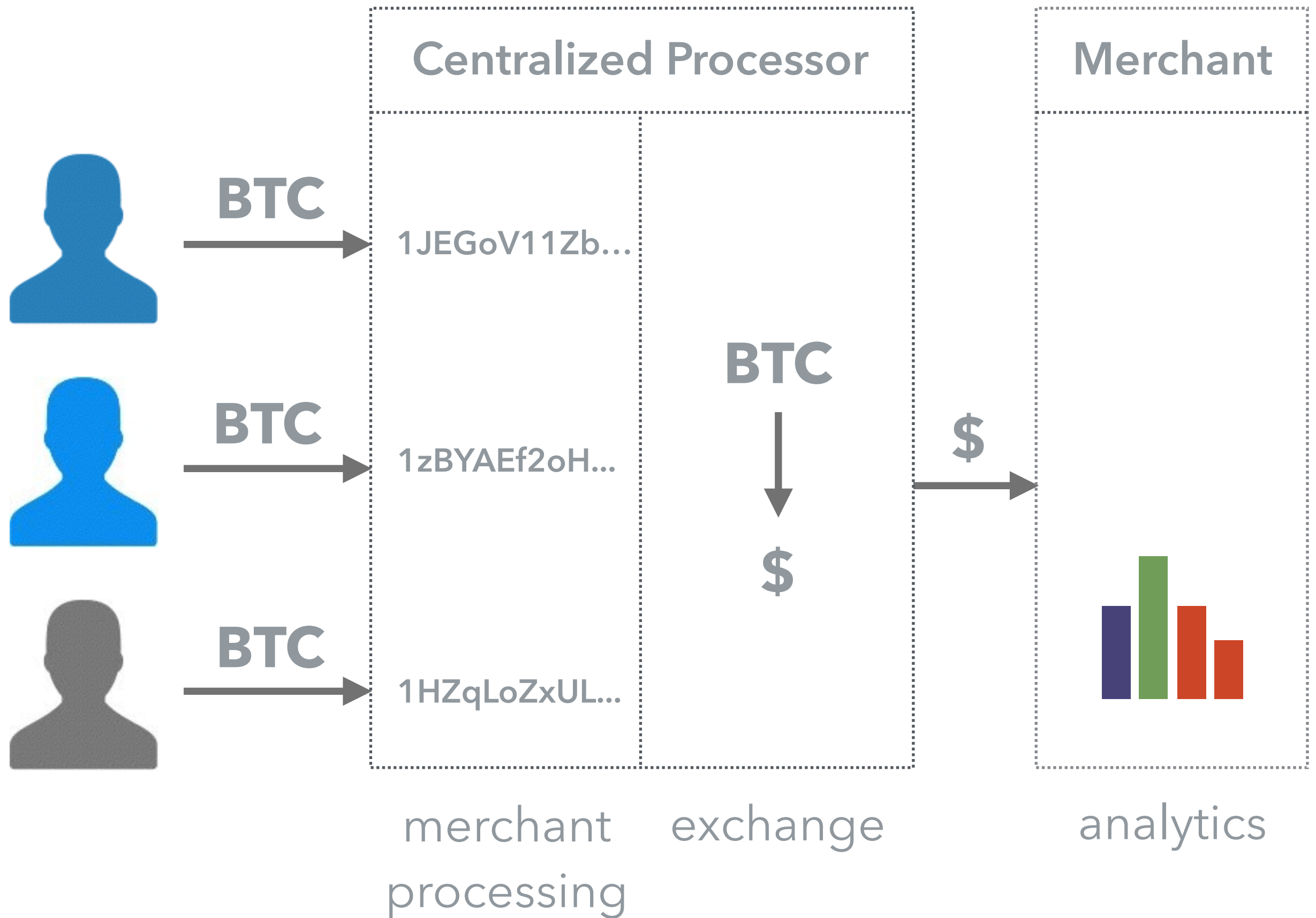
CoinSimple

Decentralized Payment Processing



Our Vision

Decentralized Payment Processing



The Pain



Consultants and e-commerce merchants
need **alternatives to centralized** payment processors

The Pain



Integration Pain

Hard to select and **integrate** wallets and payment processors



Switching Pain

Hard to **switch** wallets and payment processors



No Analytics

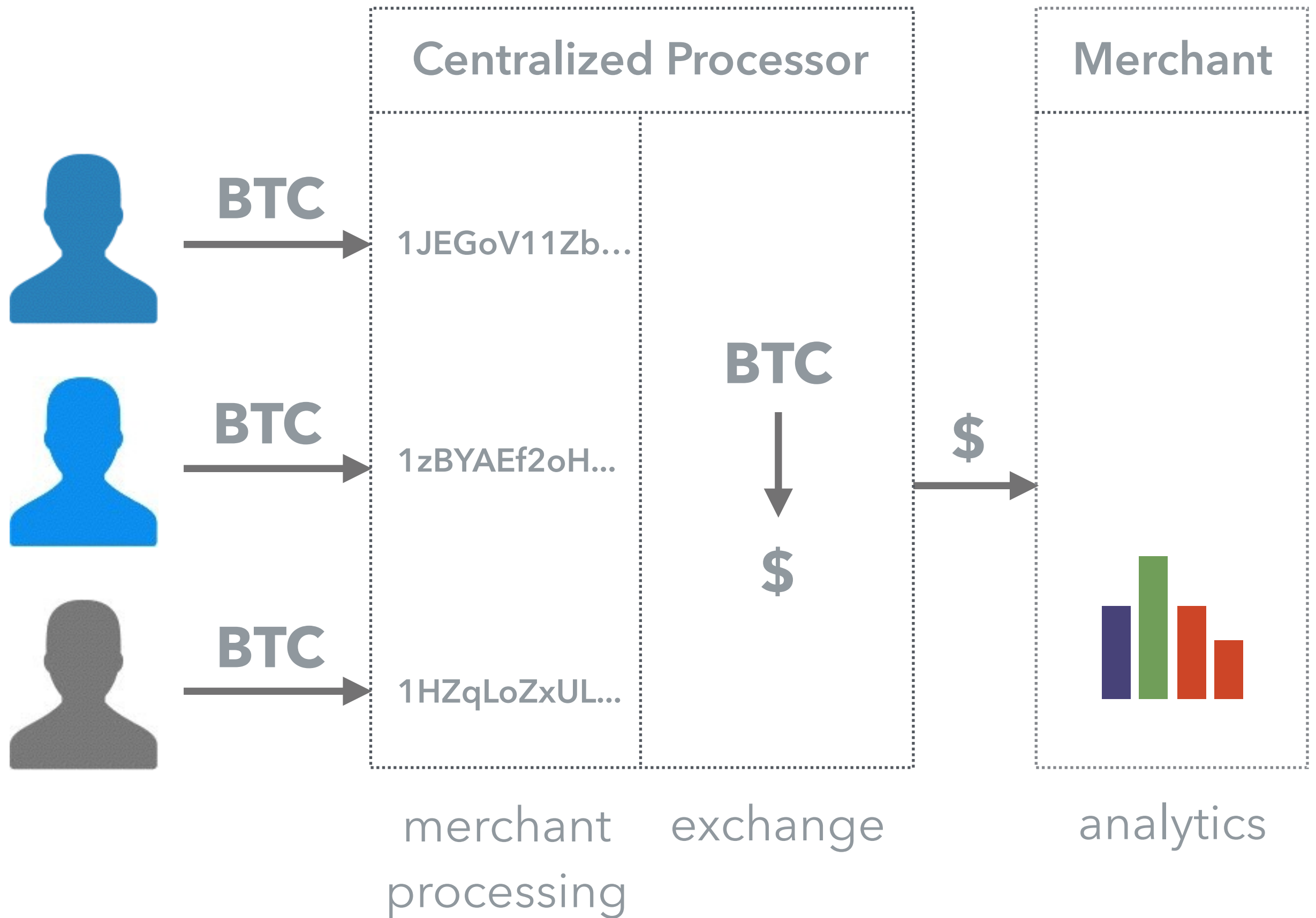
Existing wallets and payment processors do not provide **customer analytics**

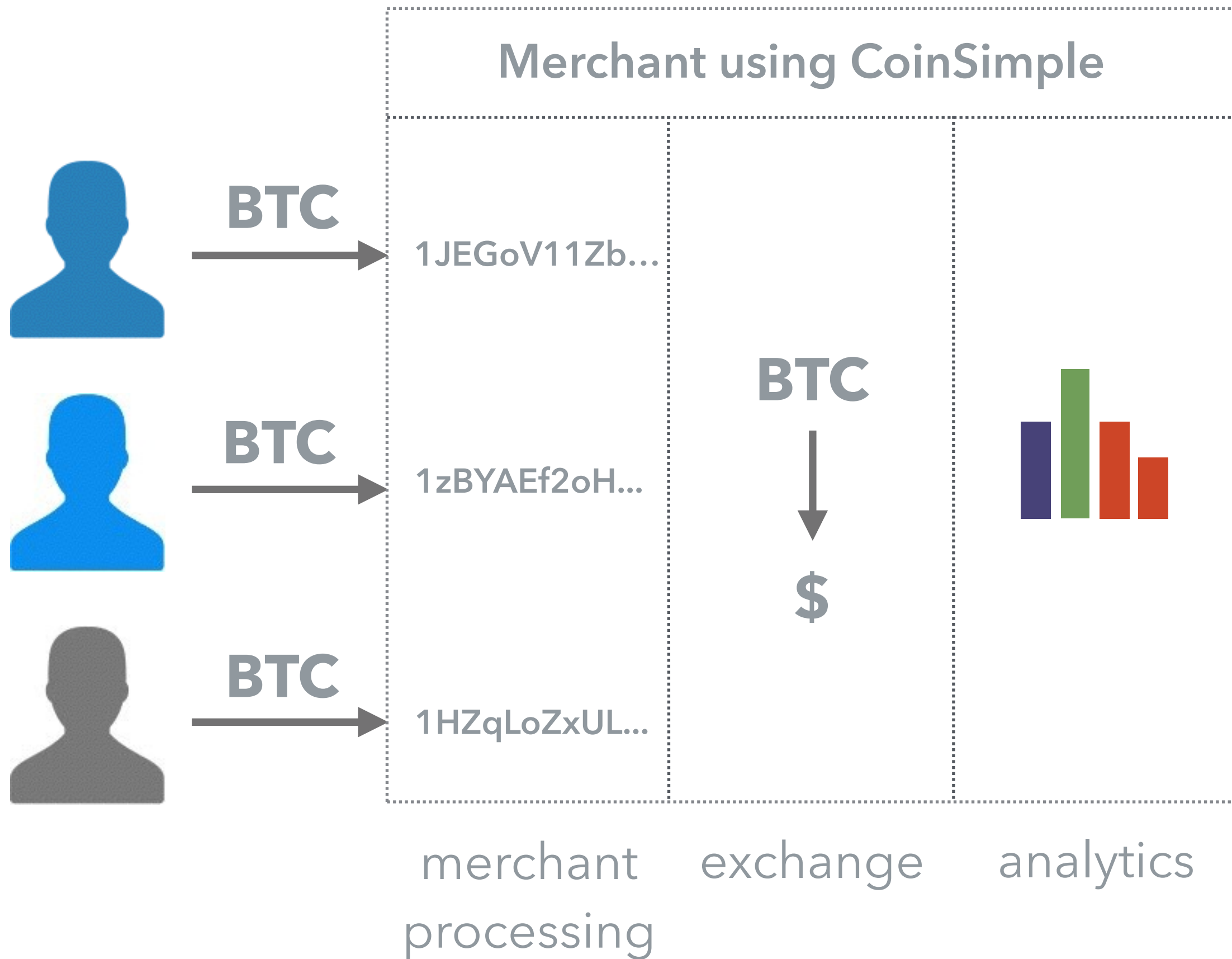
The Solution



A simple platform allowing consultants & merchants to accept cryptocurrencies using any wallet or payment processor while keeping complete control of their funds, customer and product analytics









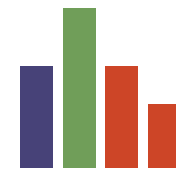
Simple Integration

CoinSimple is easy to integrate with a setup time of a minute



Easy to Switch

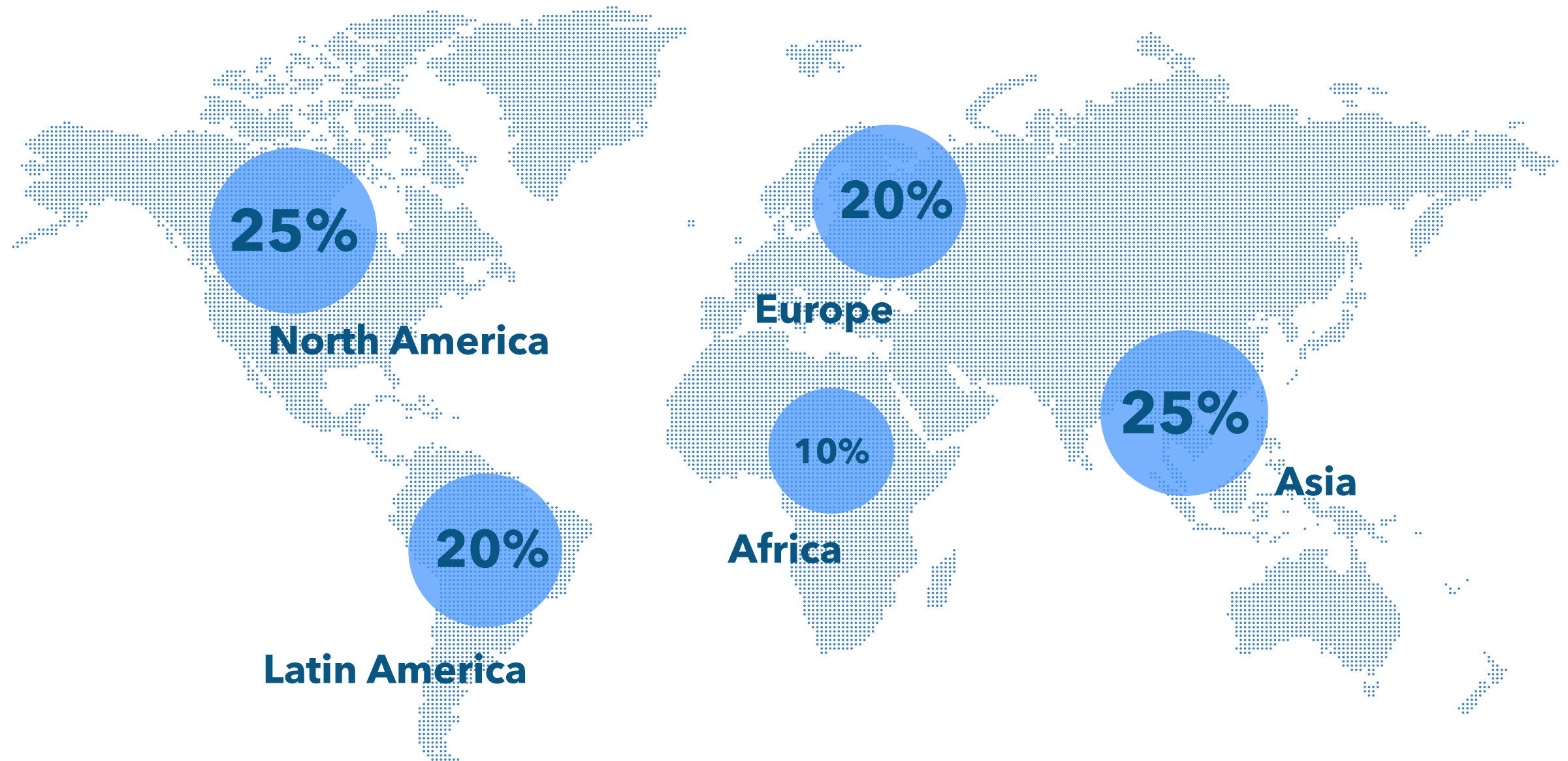
Switching Bitcoin wallets and processors is simply the flick of a switch or automatic



Rich Analytics

Collecting rich data on customers and products is easy with CoinSimple.

Addressable Market



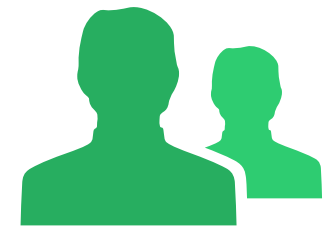
Total Addressable Market



25 million
e-commerce stores



5 million interested
in Bitcoin



250,000 potential
users

25,000 potential paid customers



Business Model



Monthly Subscriptions

Enterprise

unlimited businesses
unlimited transactions
email & phone support

**\$300/
month**

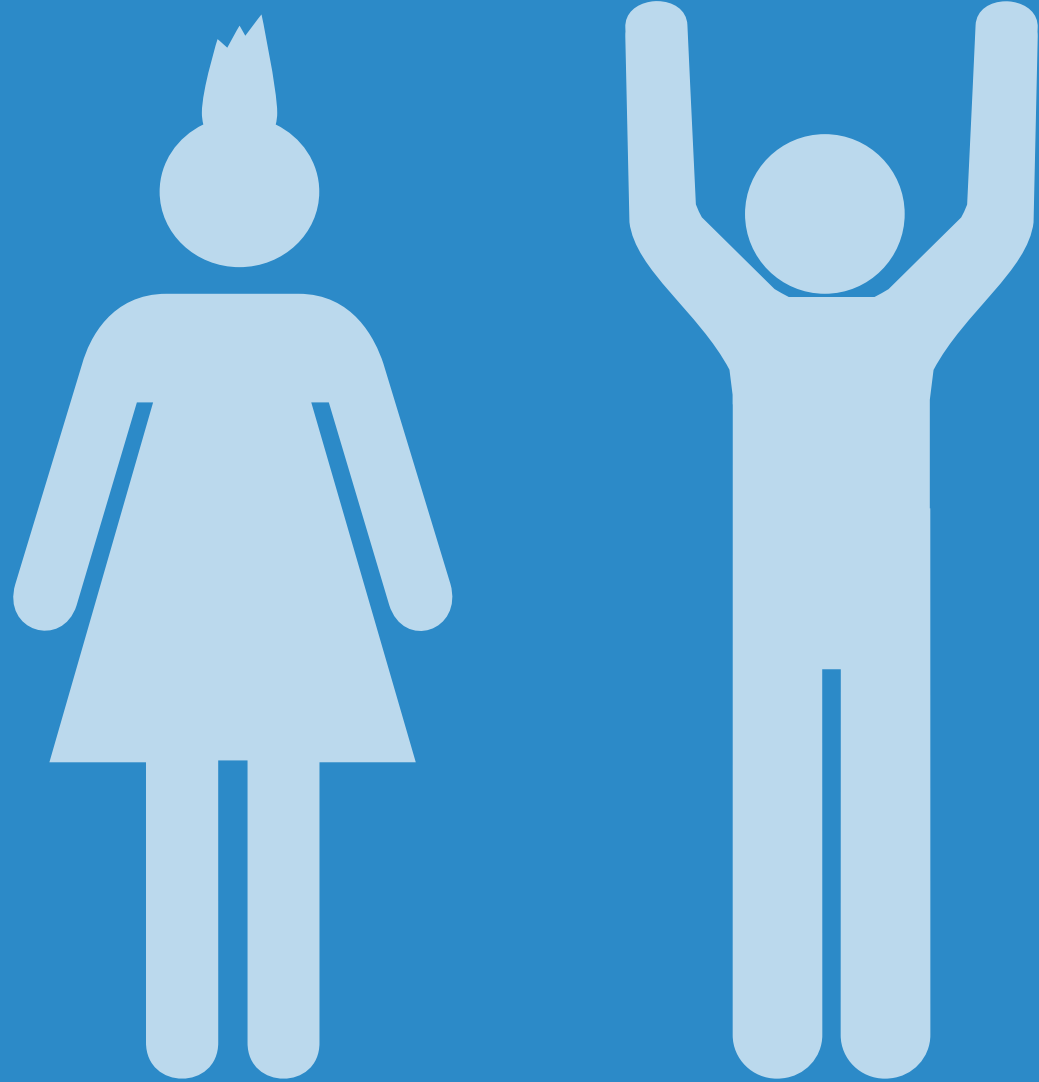
Business

1 business
unlimited transactions
email support

**\$30/
month**

Free Plan: 1 business, limited number of transactions, no support

User Acquisition



User Acquisition Strategy

Launch

Growth

Maturity

Content and outbound marketing will serve as the foundation for user acquisition.

Education/SEO

- Optimized, evergreen content targeting potential customers.

Sales/Partnerships

- Telephone sales.
- Partnerships.

Outbound sales

- An outbound sales process and team will be instituted to focus on customer acquisition.

Email

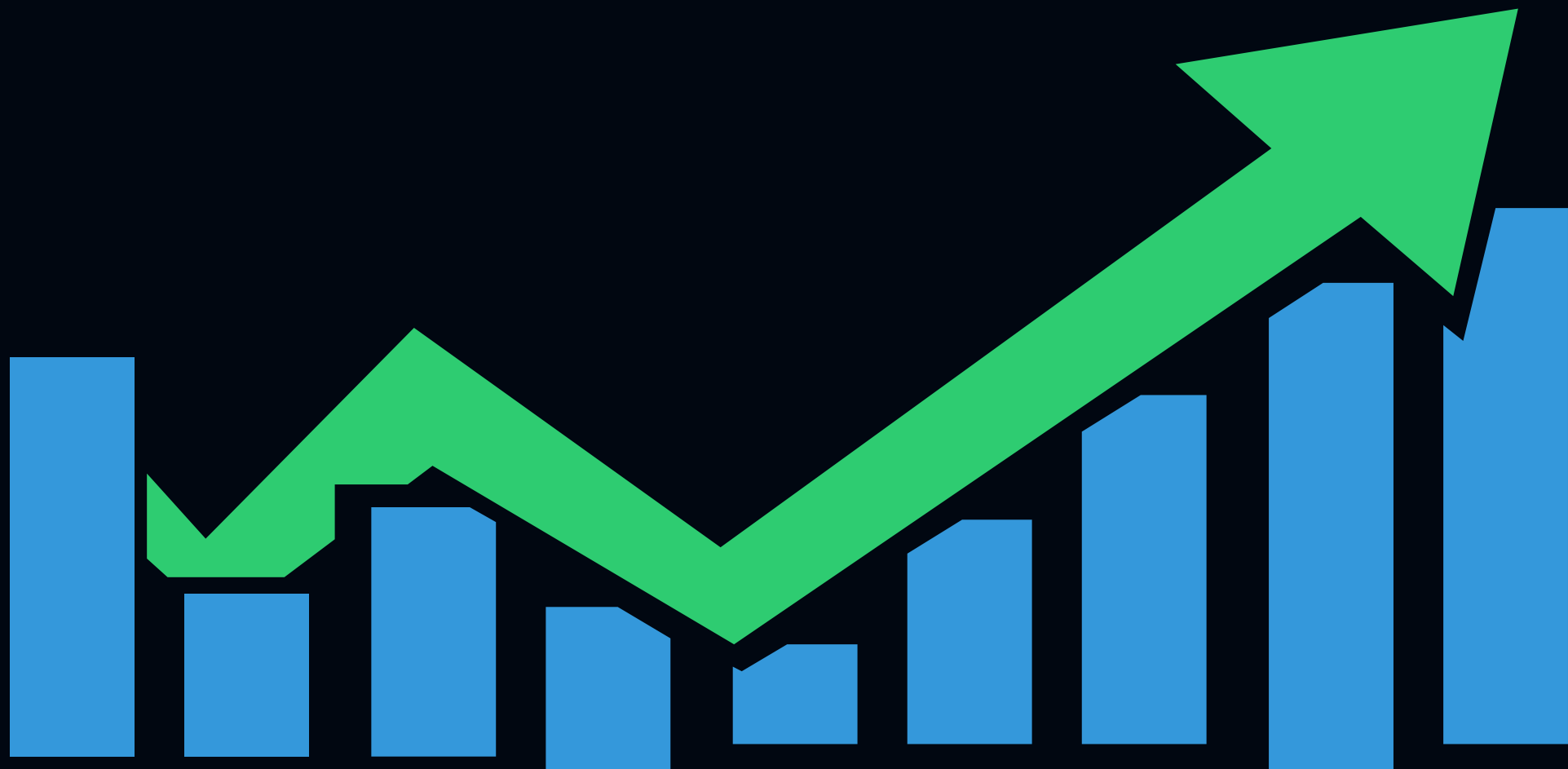
- E-commerce newsletter and podcast.

Online advertising

- Adwords, display network utilizing retargeting.

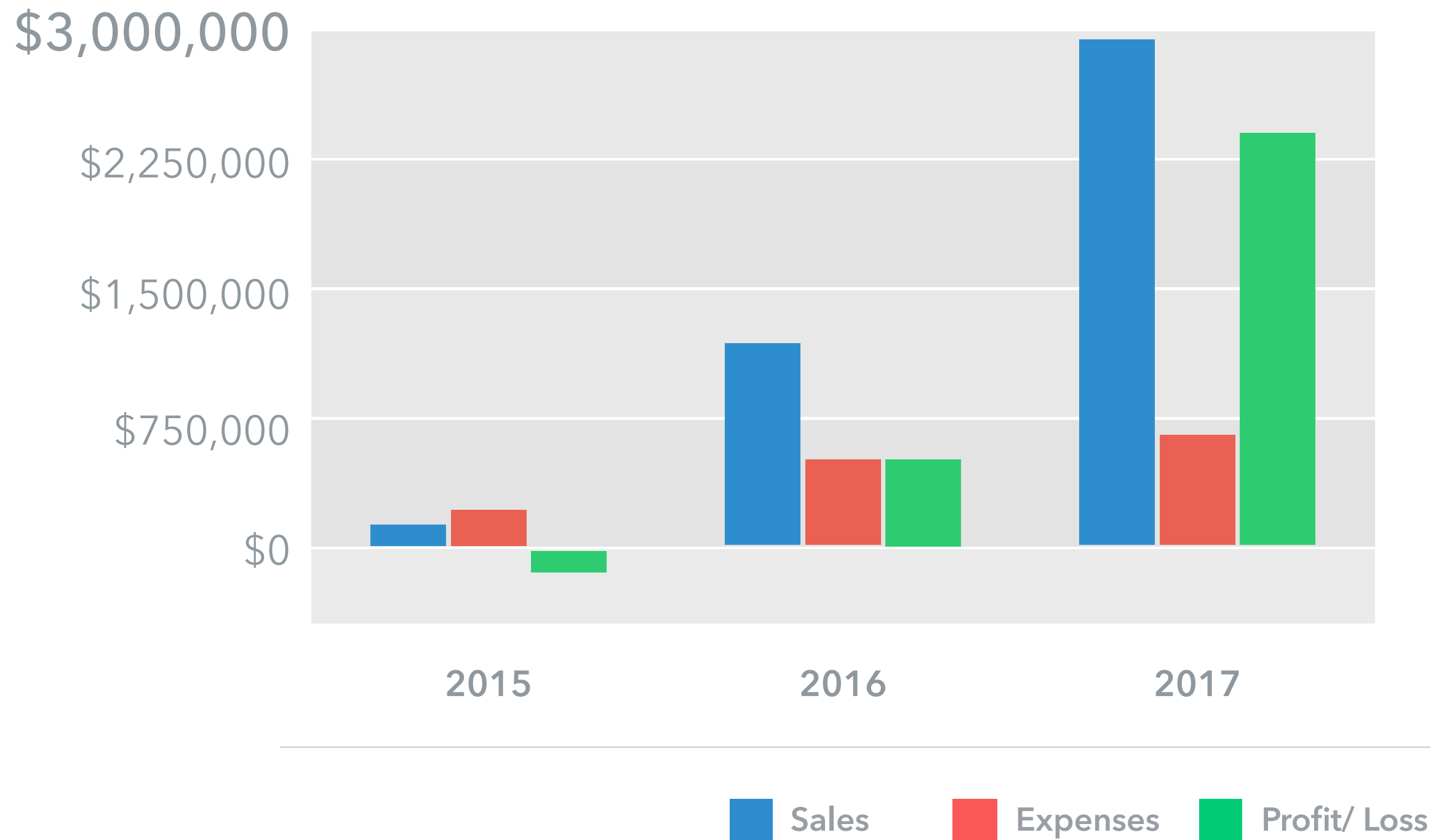
Financials

\$3 million in sales by 2017



Financials

\$3 million in sales by 2017



Milestones

Launched beta in September. Full product launch in November.



Milestones

SEP
2014



Beta

Integration with 4 HD wallets, 3 payment processors, API for the service. Testing by users begins with free trial period.

NOV
2014



Launch

Testing finished and product is launched. All existing customers are transitioned to one of the three plans

JUN
2015



Growth

Expansion with merchant analytics, additional wallets, bitcoin exchanges and payment processors

The Team

Bitcoin, Design, Programming, Marketing and Legal Experts



Nikos Benteinitis



Andreas Antonopoulos



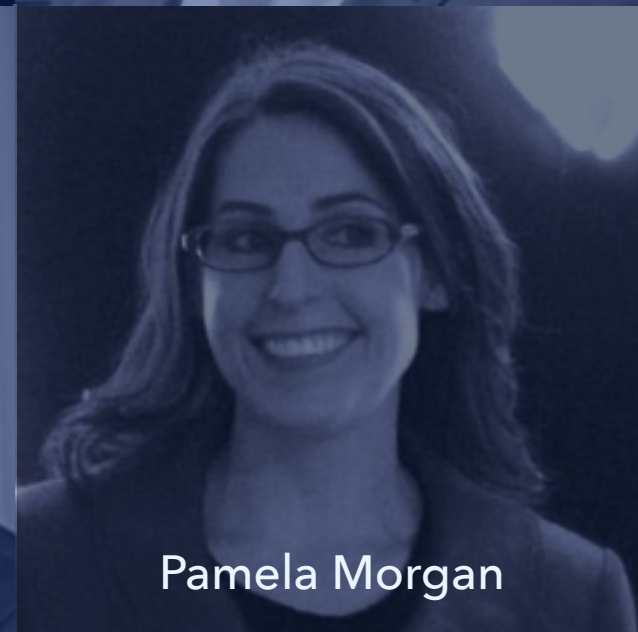
Jon Myers



Gabriel Manricks



Jeff Root



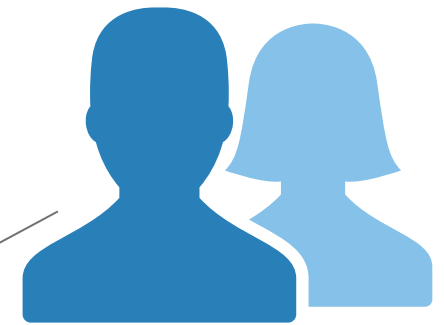
Pamela Morgan

Investment

Seeking \$400,000

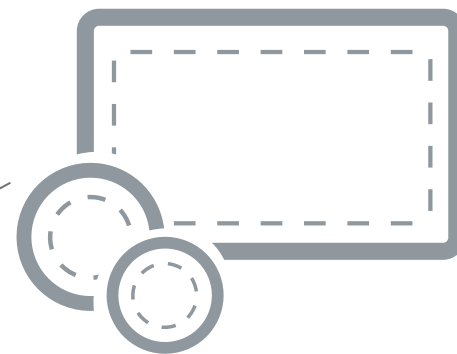


Use of Funds

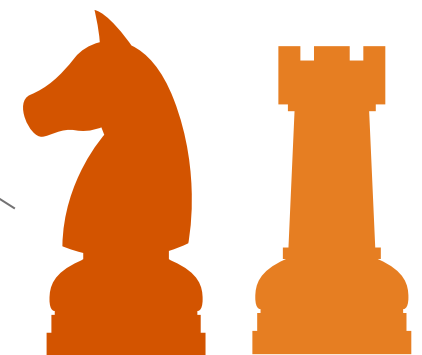


Salaries

20%



\$400,000



Marketing

60%



Development

20%





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CoinSimple

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