



Easy, Quick Bitcoin Processing for Online Merchants

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"Every generation needs  
a new revolution."

- Thomas Jefferson





Our Humble Vision

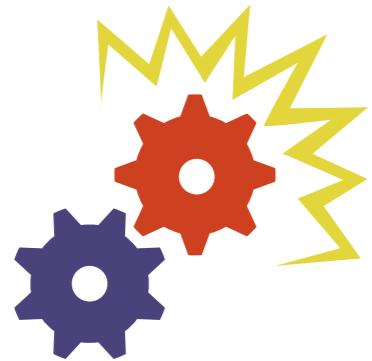
Powering the world's  
Bitcoin e-commerce  
transactions

# The Pain



Difficult to accept Bitcoin &  
E-Commerce merchants don't have a development team

# The Pain



## Integration Pain

Hard to **select and integrate** existing Bitcoin payment processors



## Switching Pain

Hard to **switch** payment processors



## No Analytics

Existing Bitcoin payment processors do not provide **customer analytics**

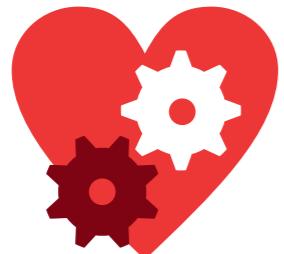
# The Solution



A simple platform allowing merchants to accept  
Bitcoins from any Bitcoin payment processor



CoinSimple



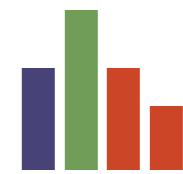
## Simple Integration

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



## Easy to Switch

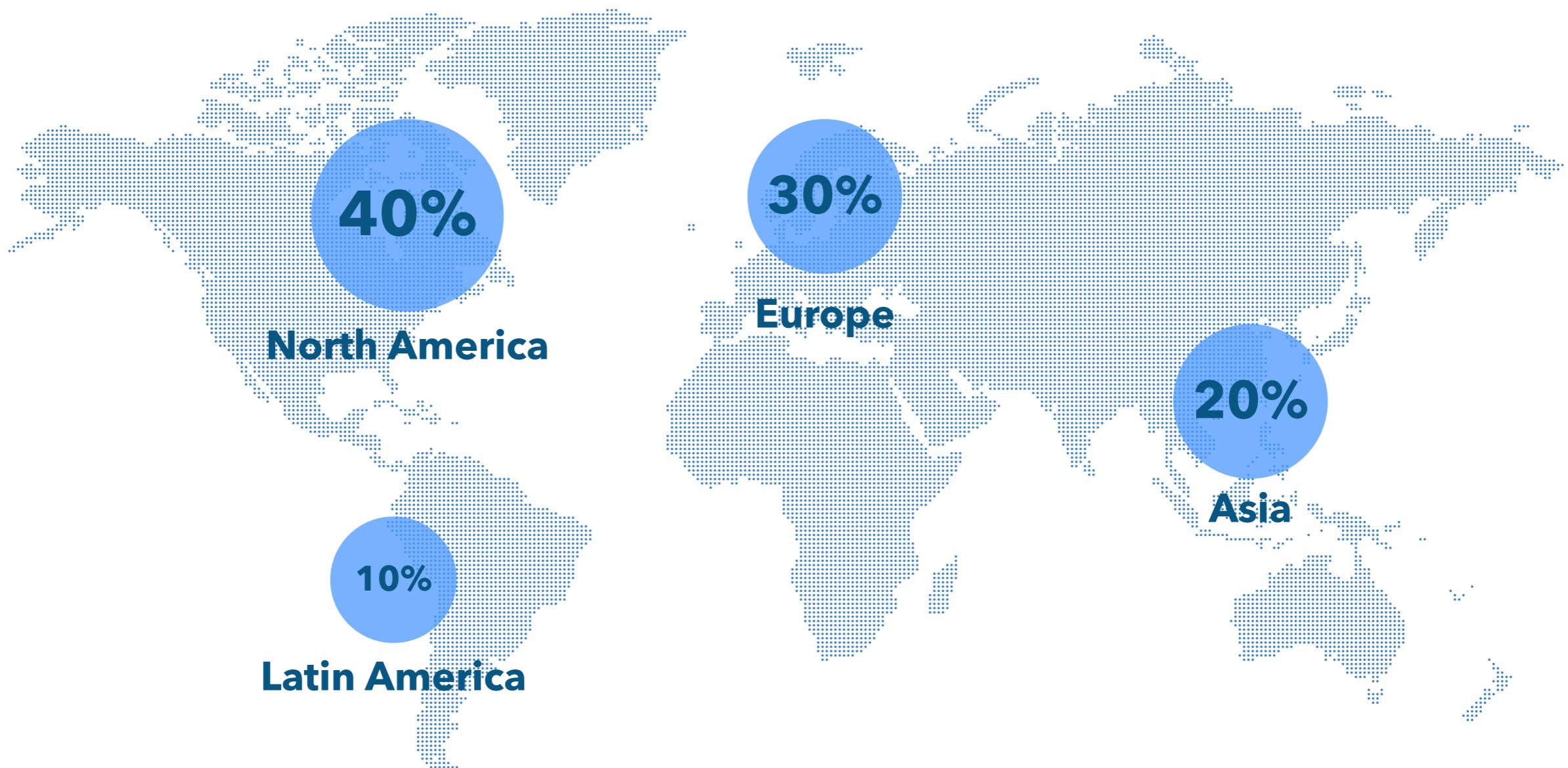
Switching Bitcoin payment processors is simply the flick of a switch.



## Rich Analytics

Collecting rich, valuable data on customers is easy with CoinSimple.

# Addressable Market



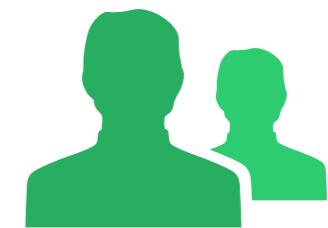
# Total Addressable Market



25 million  
e-commerce stores



2.5 million interested  
in Bitcoin



25,000 potential  
users

**2,500 potential paid customers**



# Business Model



# Monthly Subscriptions

## Enterprise

unlimited websites  
unlimited transactions  
email & phone support

**\$300/  
month**

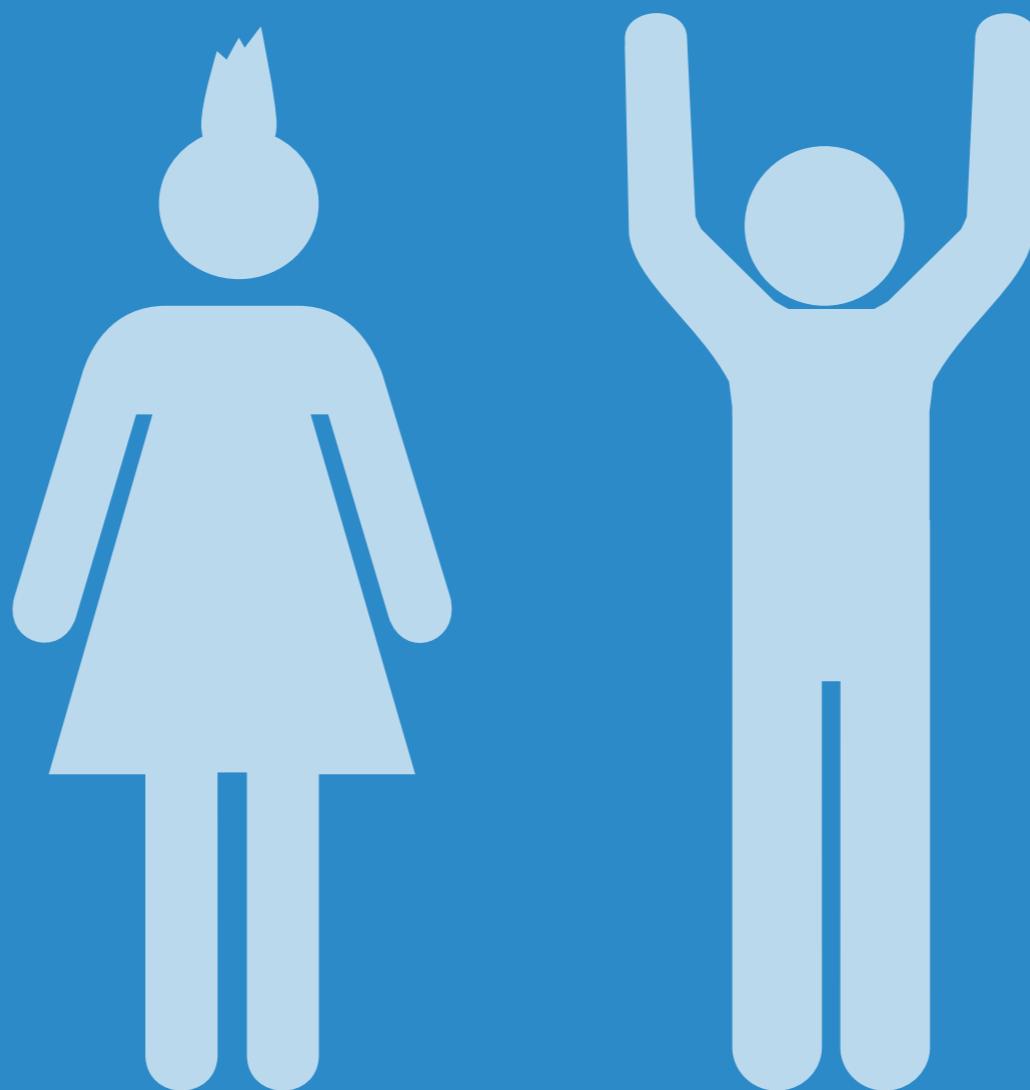
## Business

1 website  
unlimited transactions  
email support

**\$29/  
month**

Entry-level Plan: 1 website, 5 transactions, no support

# User Acquisition



# User Acquisition Strategy

## Launch

## Growth

## Maturity

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

### SEO

- Optimized, evergreen blog content targeting potential customers.

### Direct Sales

- Telephone sales
- Leveraging existing network connections.

### Outbound sales

- An outbound sales process and team will focus on enterprise customer acquisition.

### Email

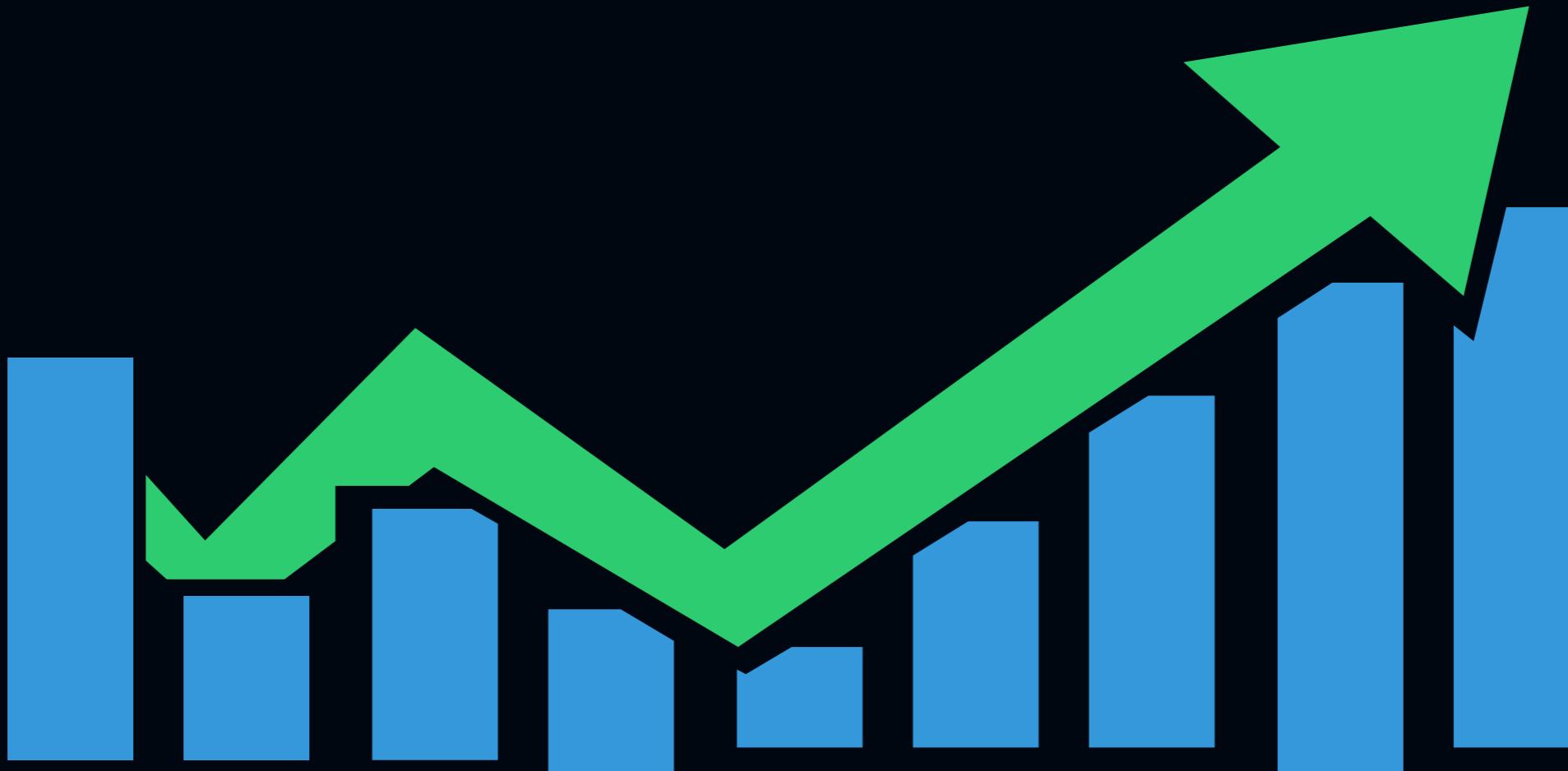
- E-commerce newsletter.

### Online advertising

- Adwords, display network utilizing retargeting.

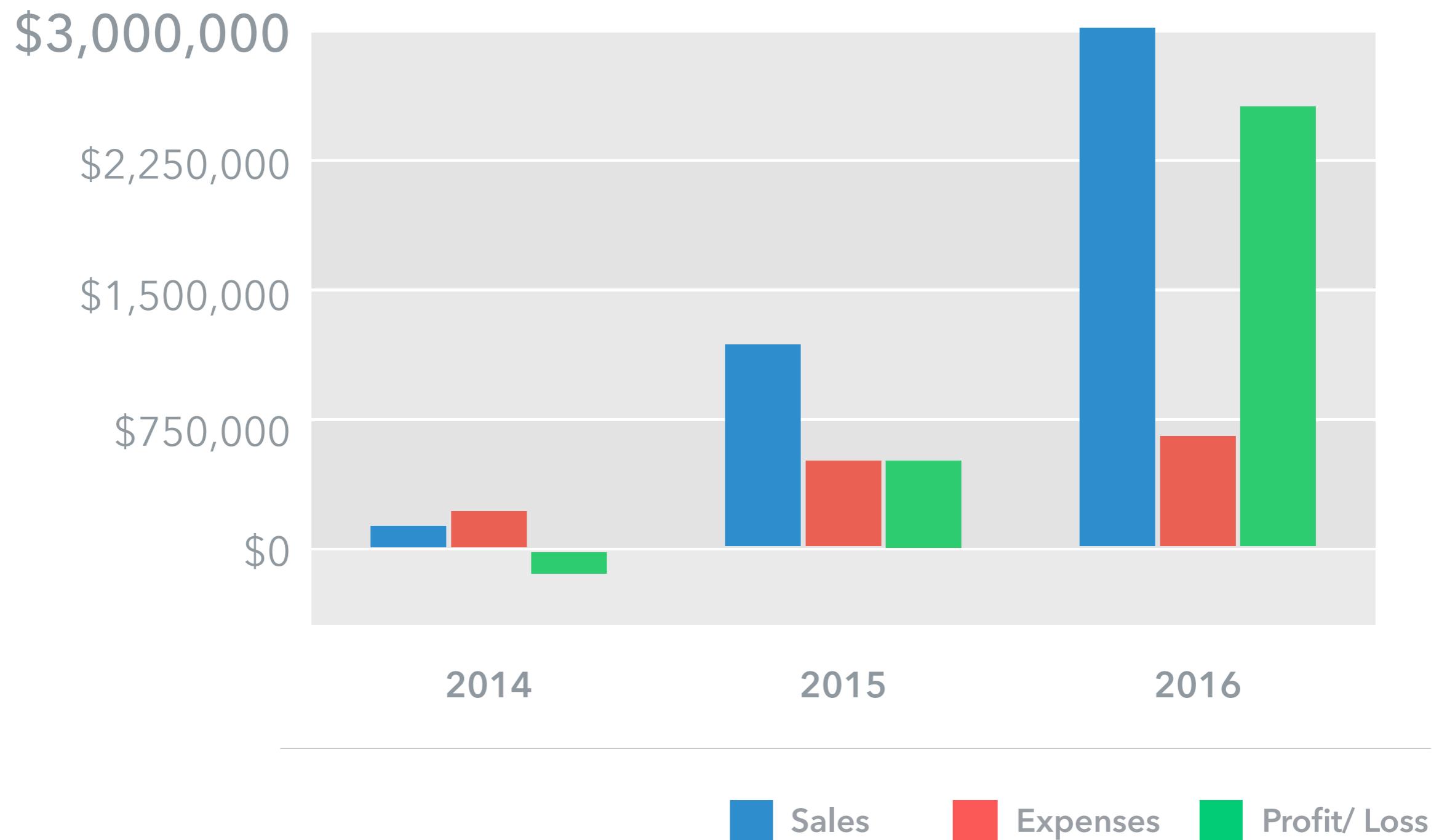
# Financials

\$3 million in sales by 2016



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\$3 million in sales by 2016



# Milestones

Launching beta in May. Full product launch in August.



# Milestones



**MAY**  
2014



**AUG**  
2014



**DEC**  
2014



## Beta

Integration with 4 payment processors, API for the service and shopping cart integration. Testing by users begins with free trial period.



## Launch

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



## Wallet

For customers willing to keep some of their funds in bitcoin, they will be able to integrate their favorite wallet

# The Team

Bitcoin, Design, Programming, Business Development and Legal Experts



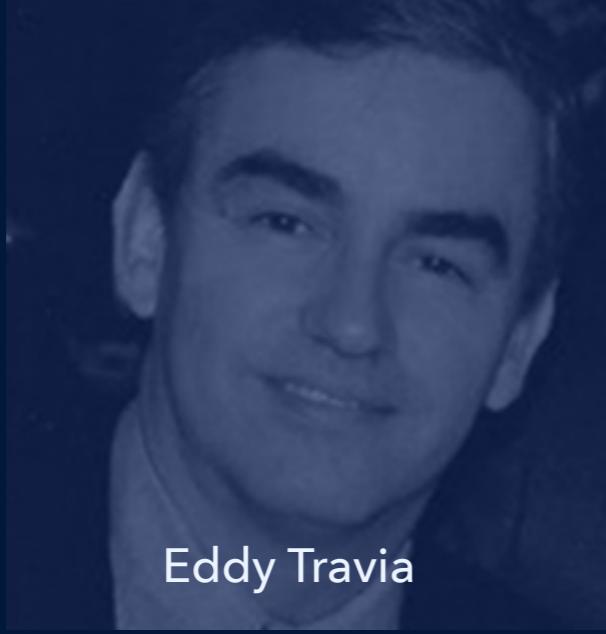
Nikos Bentenitis



Gabriel Manricks



Jon Myers



Eddy Travia



Jeff Root



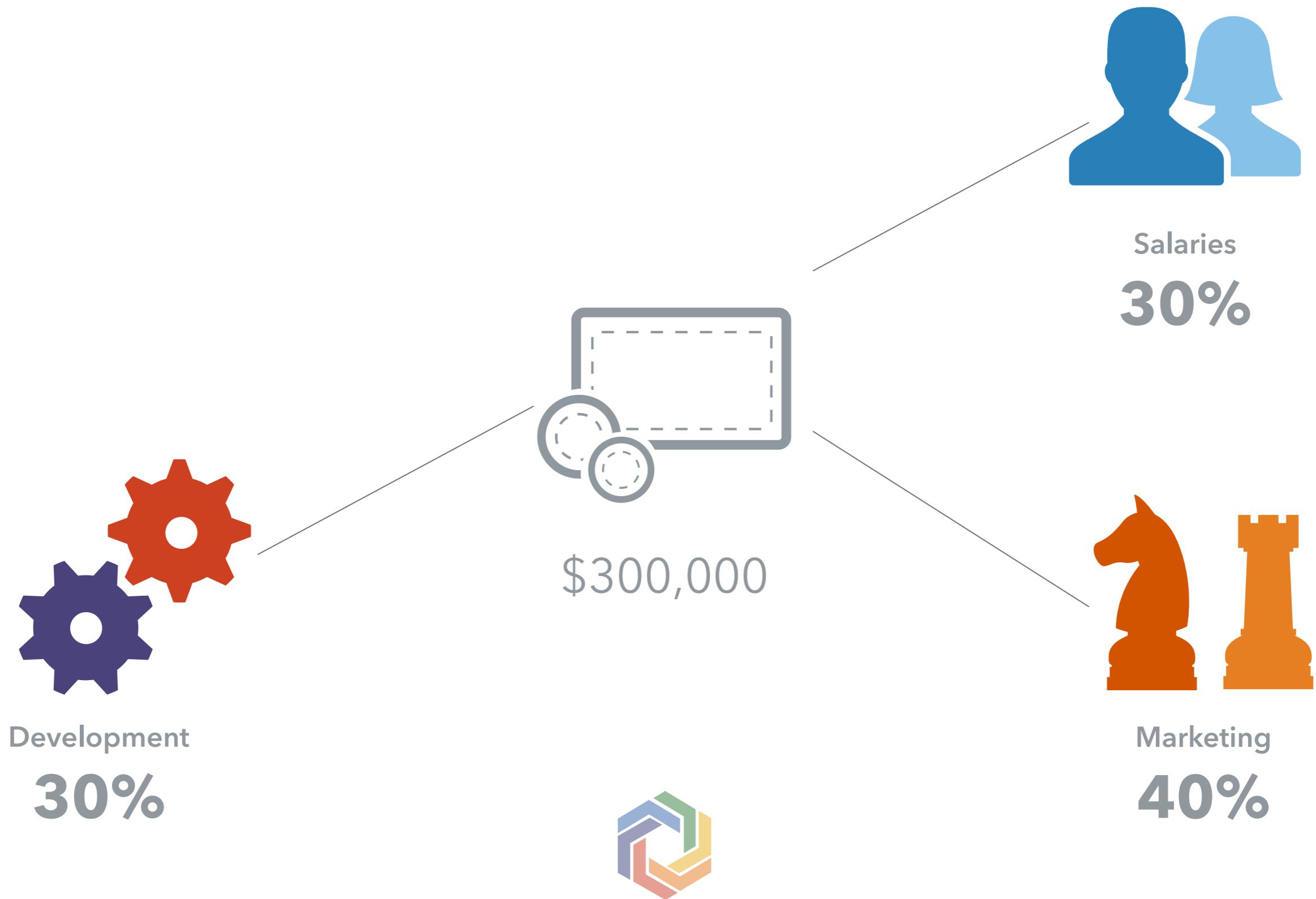
Pamela Morgan

# Investment

## Seeking \$300,000



# Use of Funds





# CoinSimple

Powering the World's Bitcoin Transactions



# Nikos Bentenitis

CEO

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