



CoinSimple

Full Bitcoin e-Commerce, Direct to Wallet

The Pain



Consultants and e-commerce merchants
don't have a development team to integrate bitcoin

The Pain



Integration Pain

Hard to **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 consultants & merchants to accept bitcoin using any Bitcoin payment processor or their HD wallet





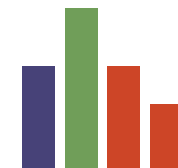
Simple Integration

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



Easy to Switch

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



Rich Analytics

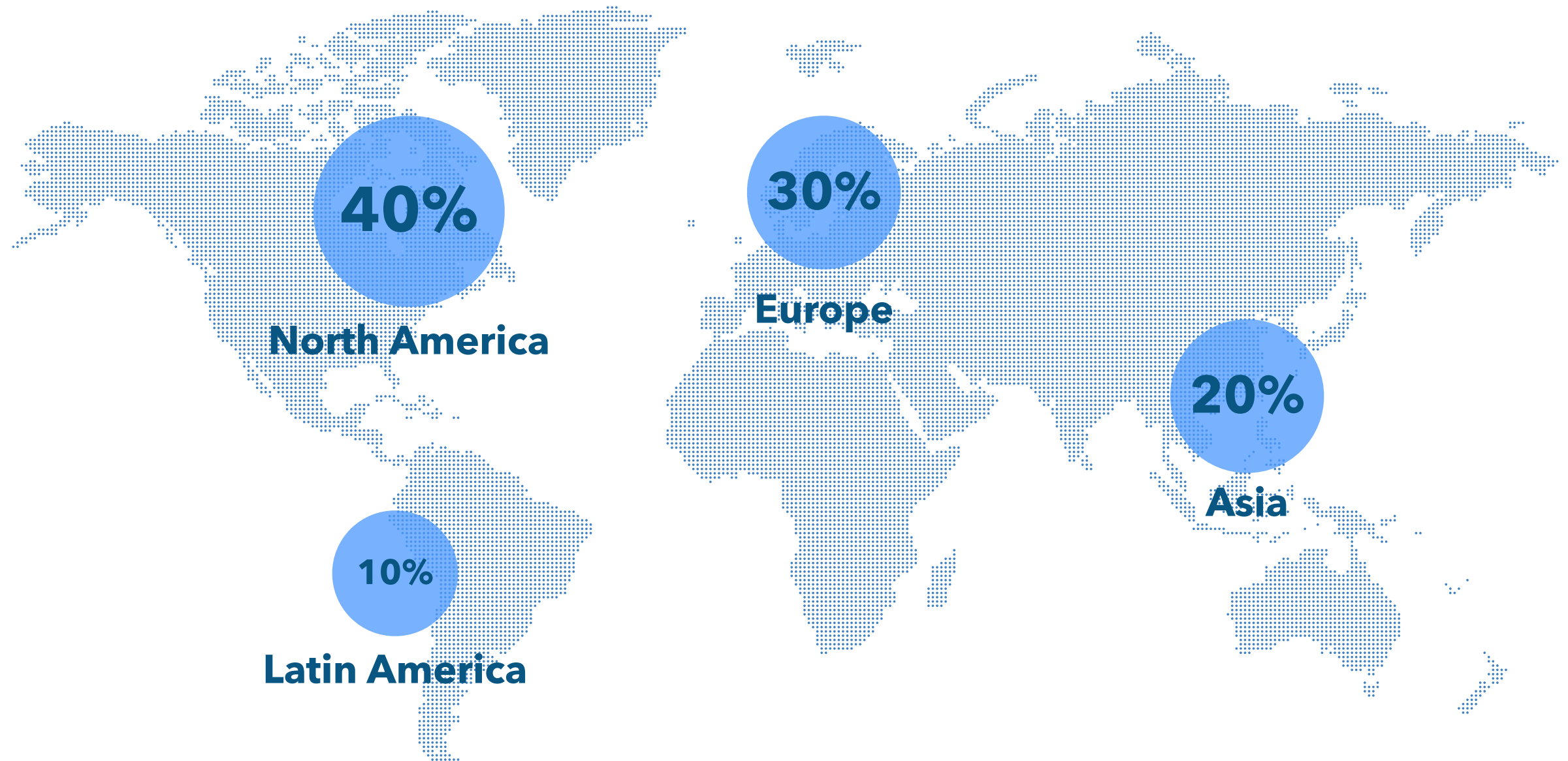
Collecting rich data on customers is easy in CoinSimple.



Our Humble Vision

Decentralizing Bitcoin payment processing

Addressable Market



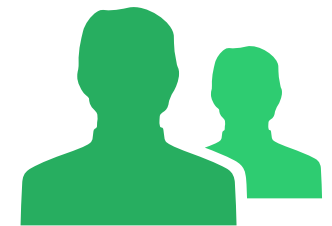
Total Addressable Market



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 businesses
unlimited transactions
email & phone support

**\$300/
month**

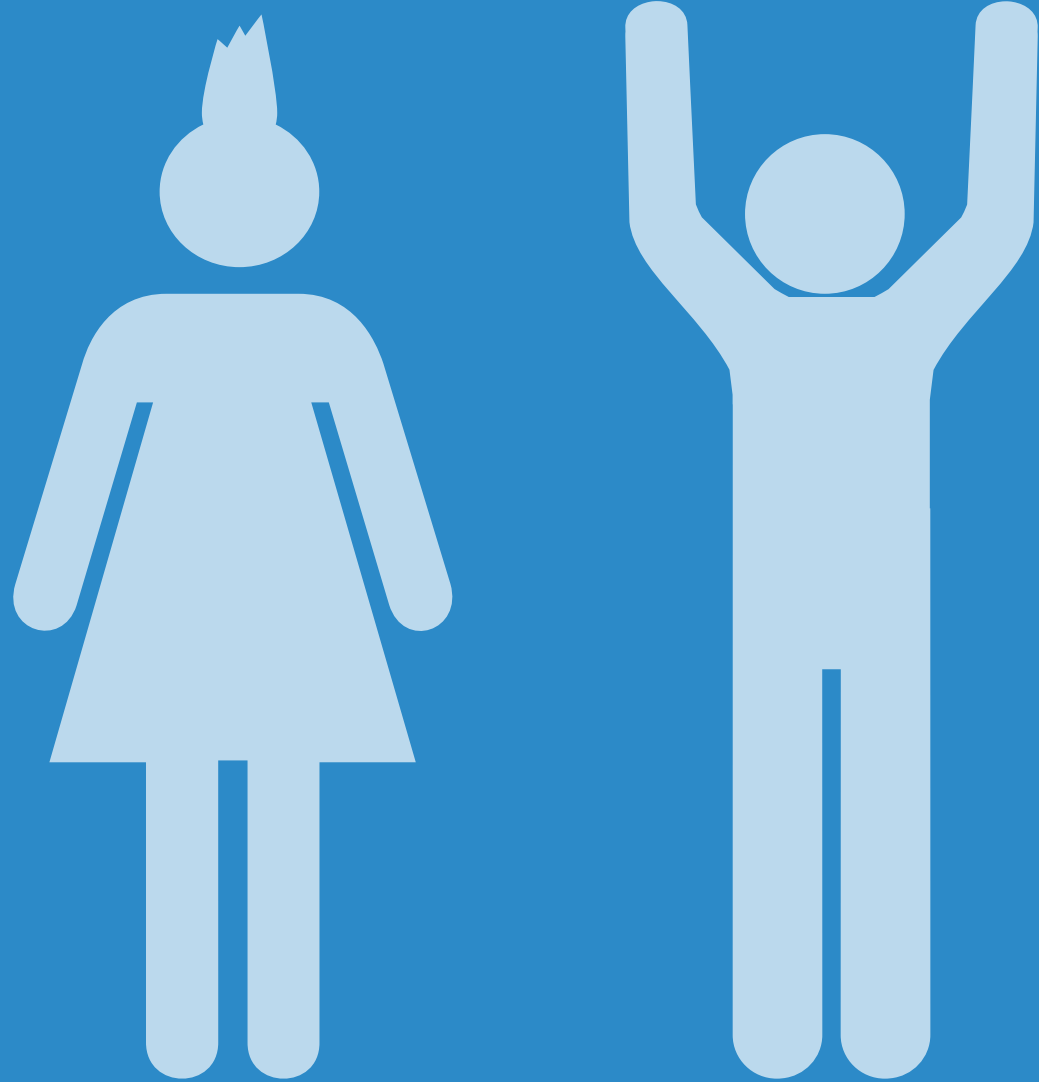
Business

1 business
unlimited transactions
email support

**\$29/
month**

Free 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 be instituted to focus on enterprise customer acquisition.

Email

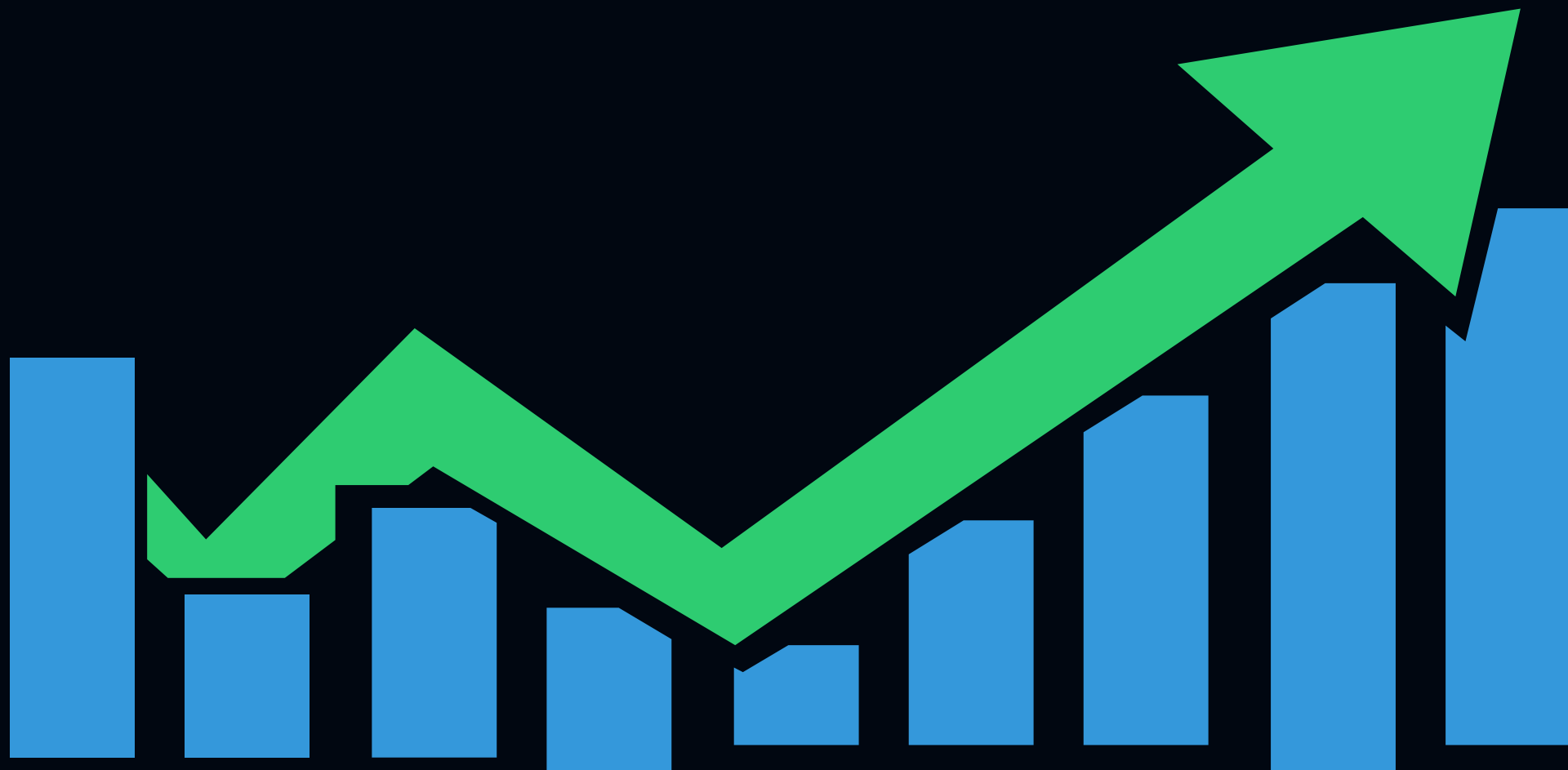
- E-commerce newsletter.

Online advertising

- Adwords, display network utilizing retargeting.

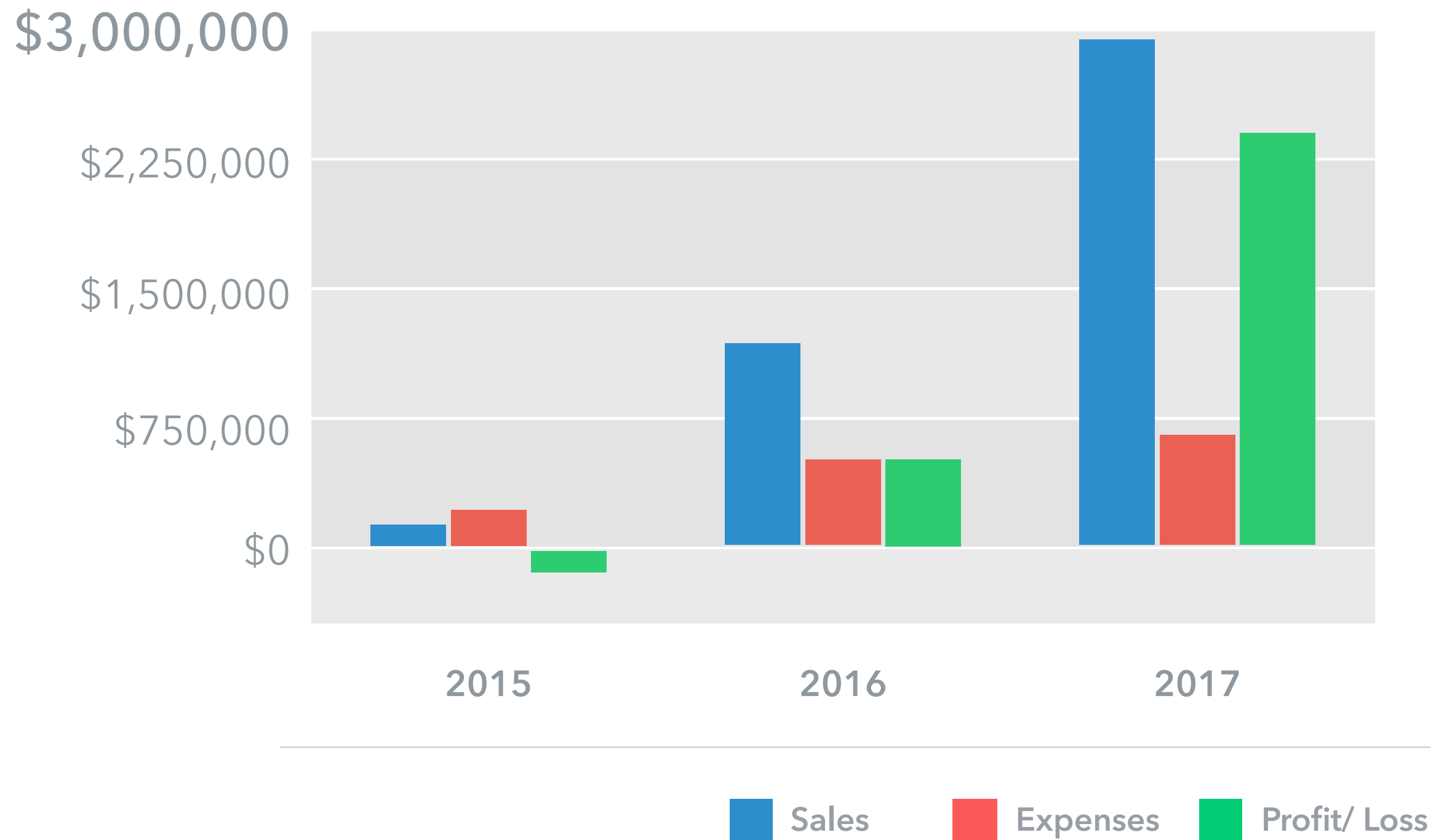
Financials

\$3 million in sales by 2017



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\$3 million in sales by 2017



Milestones

Launched beta in September. Full product launch in January.



Milestones

OCT
2014



Launch

Integration with 3 payment processors, 3 wallets, API for the service and 3 shopping cart integrations. Testing by users begins with free trial period.

JAN
2015



Growth

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

JUN
2015



Expansion

Integration of additional payment processors, hardware wallets and bitcoin sellers

The Team

Bitcoin, Design, Programming, Marketing and Legal Experts



Nikos Benteinitis



Andreas Antonopoulos



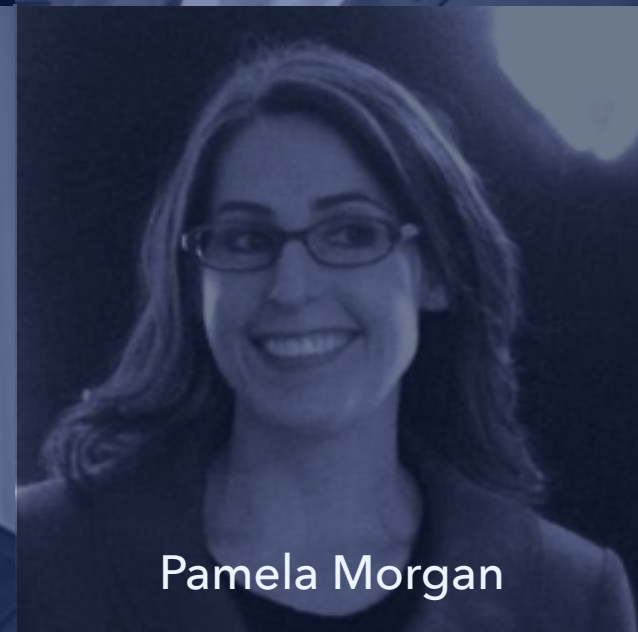
Jon Myers



Gabriel Manricks



Jeff Root



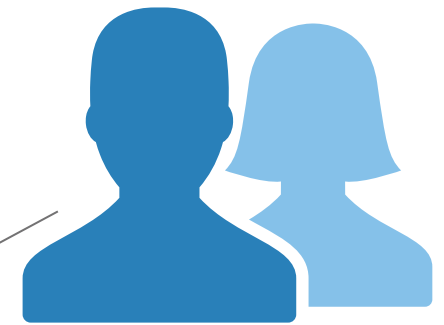
Pamela Morgan

Investment

Seeking \$400,000

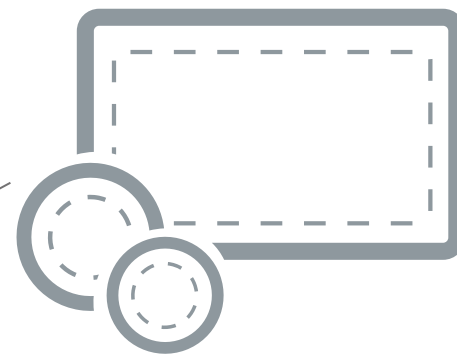


Use of Funds

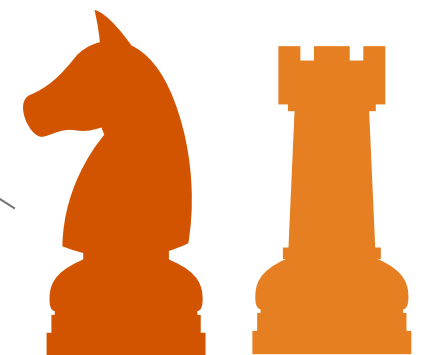


Salaries

20%



\$400,000



Marketing

60%



Development

20%





Nikos Benteenitis

Founder and CEO

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