



# CoinSimple

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**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





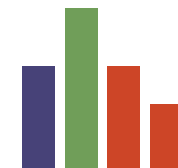
## Simple Integration

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.



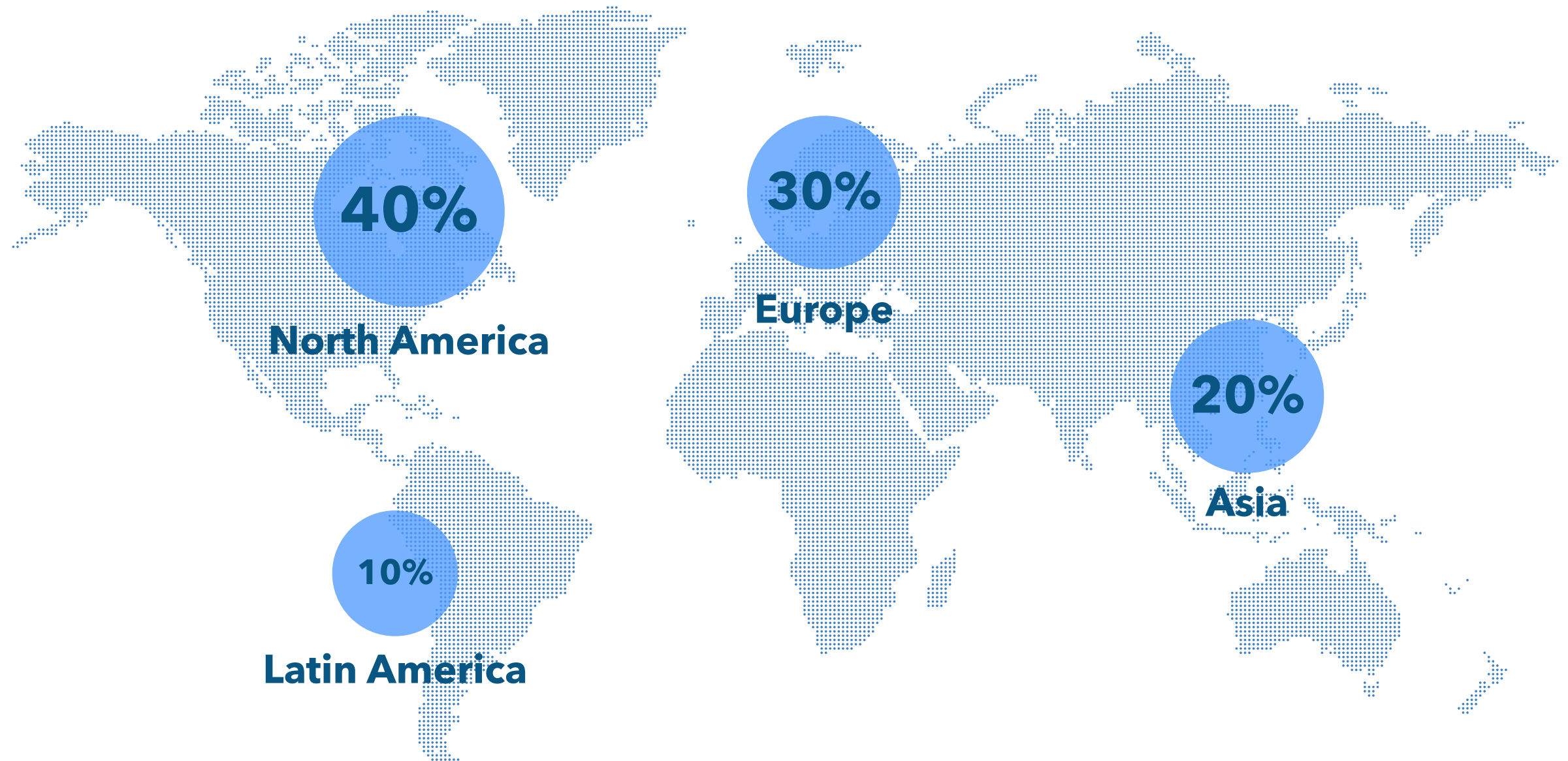


Our Humble Vision

# 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**

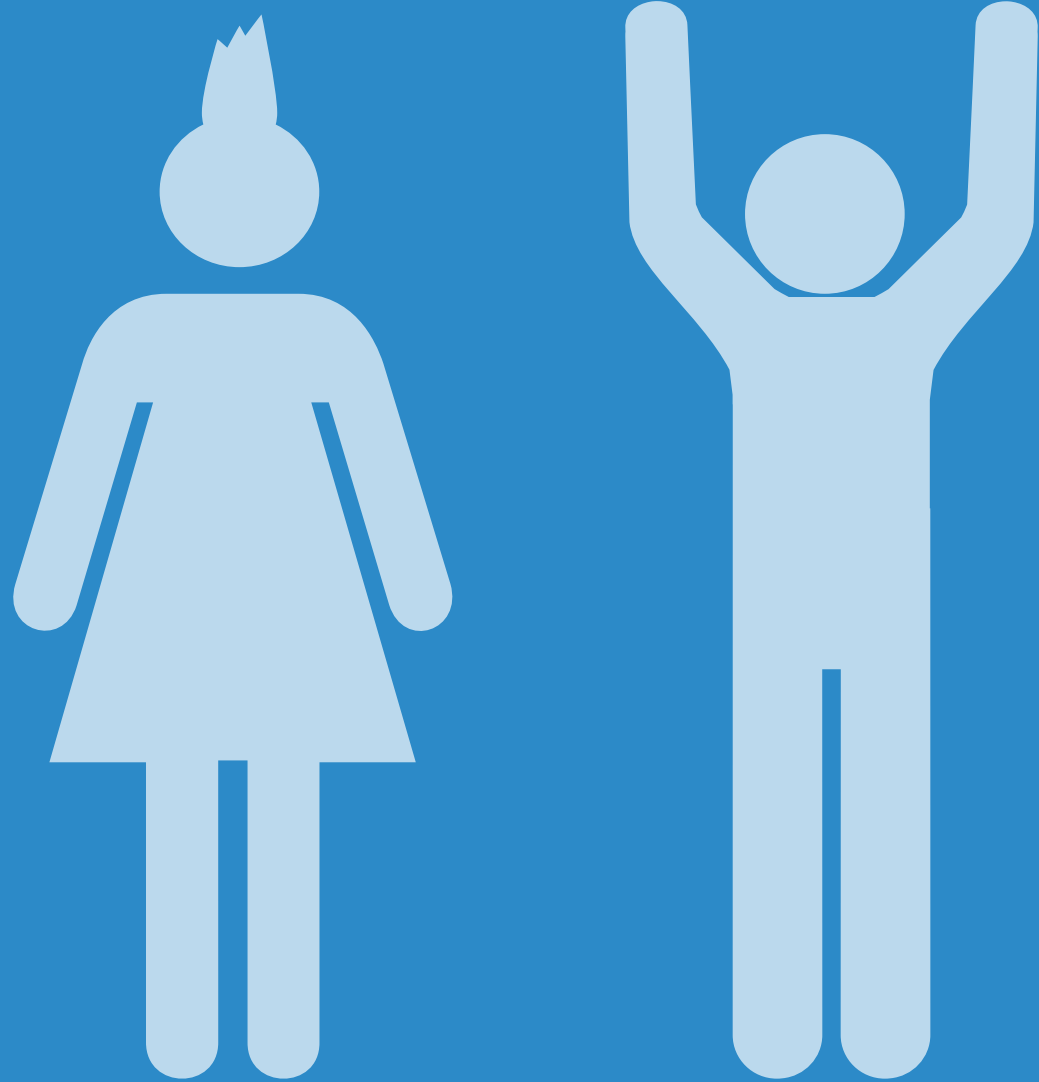
## Business

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.



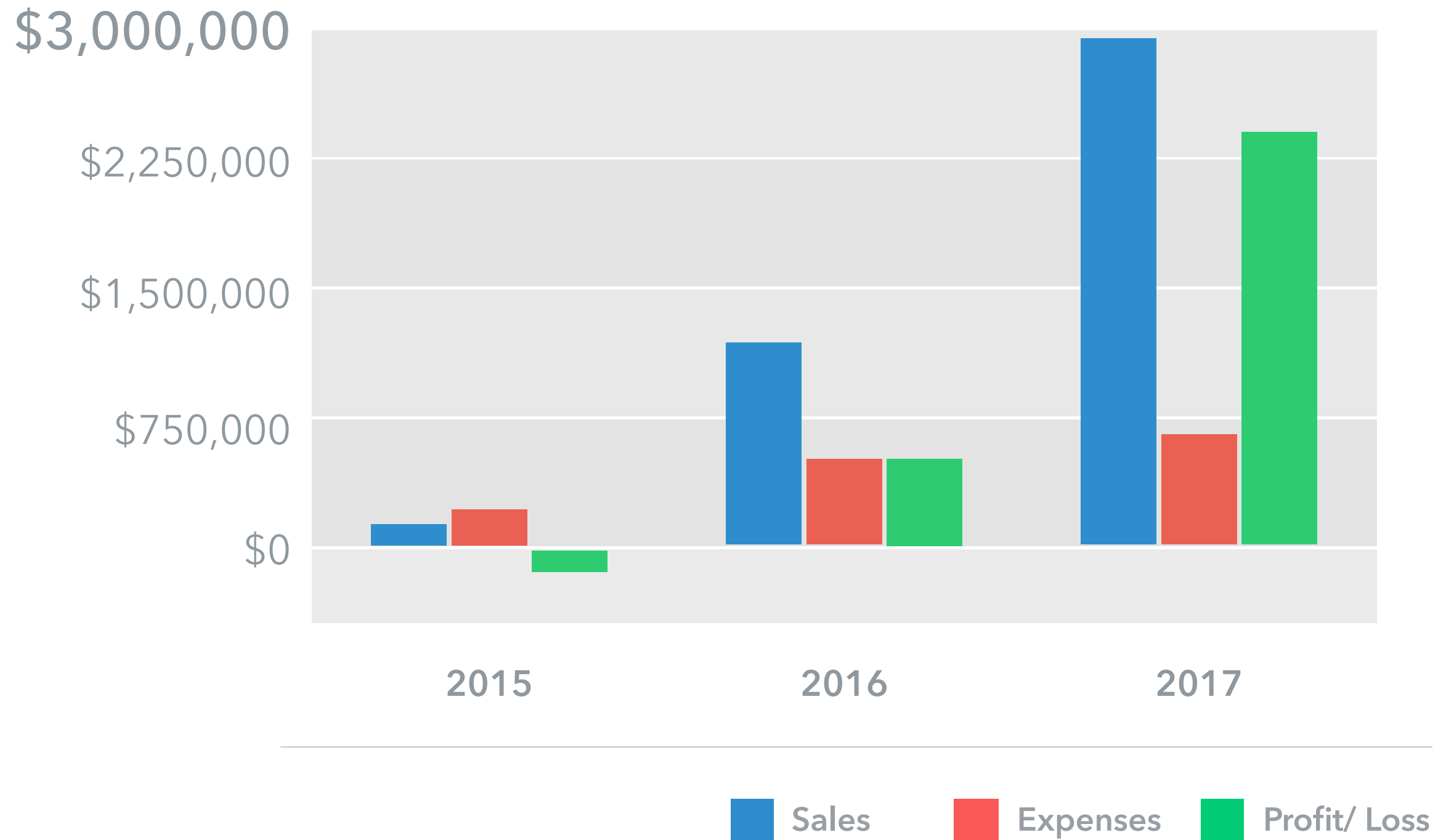
# Financials

\$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



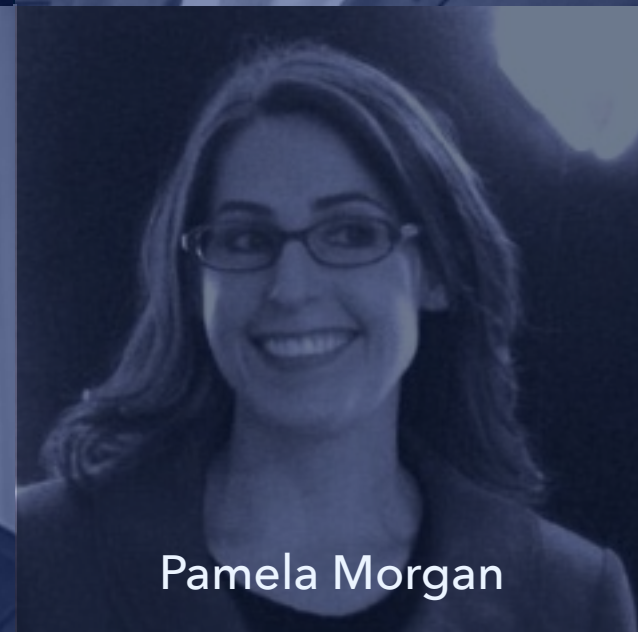
Jon Myers



Gabriel Manricks



Jeff Root



Pamela Morgan

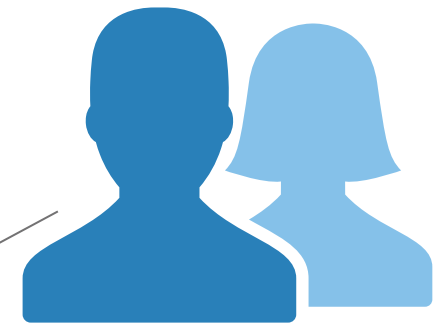


# Investment

Seeking \$400,000

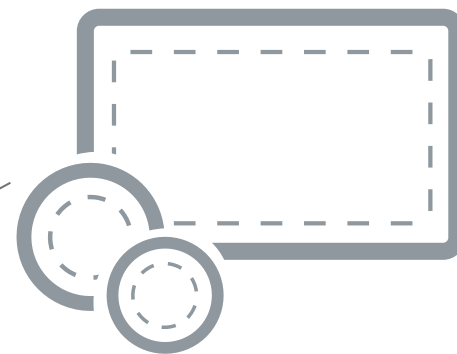


# Use of Funds

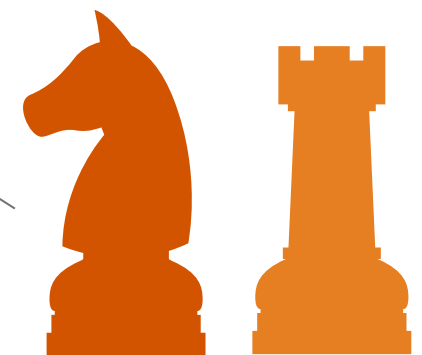


Salaries

**20%**



\$400,000



Marketing

**60%**



Development

**20%**





# Nikos Benteenitis

Founder and CEO

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