

coinsimple

PayPal for Bitcoin

Market pains

E-commerce merchants without a full development team

1

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

2

Hard to **switch** payment processors

3

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

coinsimple



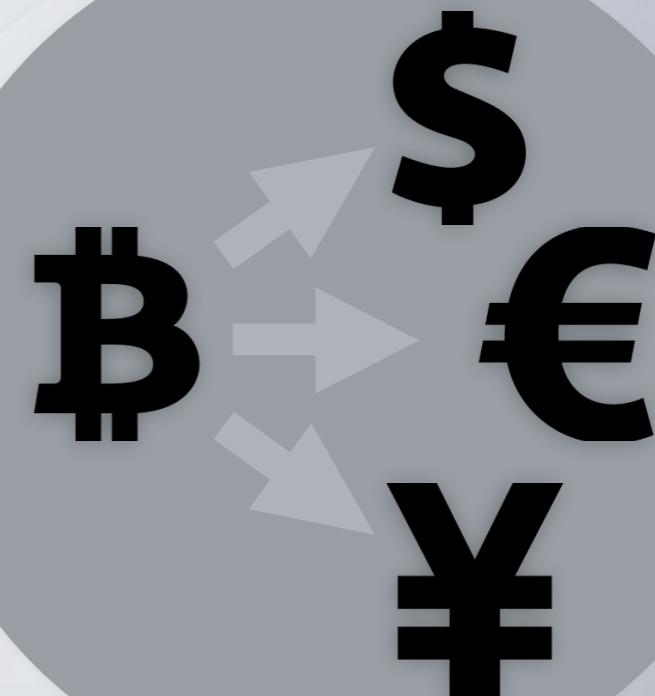
Simple to integrate



Allows switching
processors



Collects customer
analytics



Market

USA, Europe, Asia and Latin America



25 million e-commerce stores



2.5 million interested in Bitcoin



25,000 potential users



2,500
potential paid customers

Revenue streams

Monthly subscriptions

FREE

0\$/m.

1 website

up to 5 transactions

no support

BUSINESS

30\$/m.

1 website

unlimited transactions

email support

ENTERPRISE

300\$/m.

unlimited websites

unlimited transactions

email & phone support



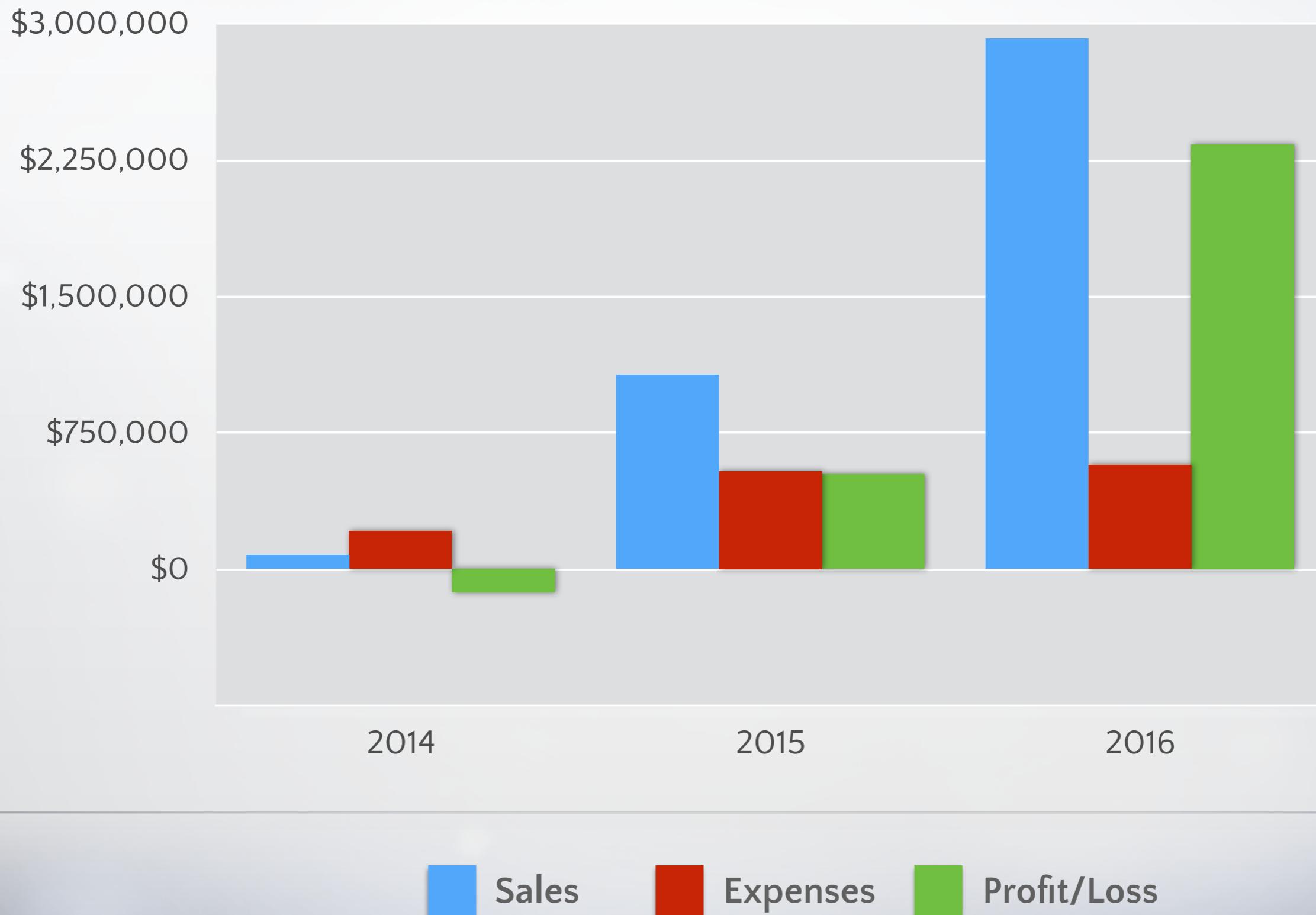
DIRECT SALES



PARTNERSHIPS

Financial Projections

\$3 million is sales by 2016



Milestones

Launching Beta in May and product in August



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

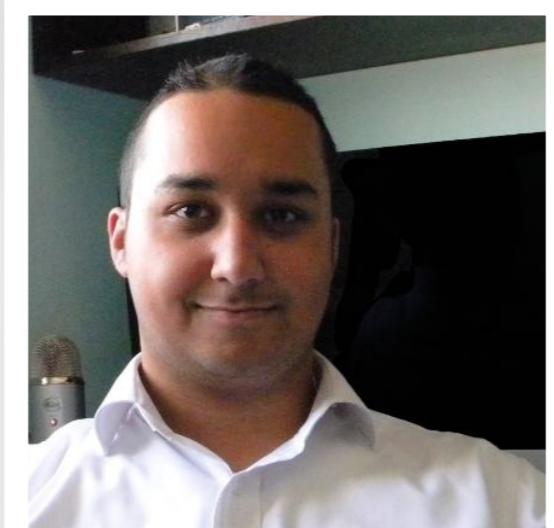
For customers willing to keep some of their funds in bitcoin, they will be able to integrate their favorite wallet

Team

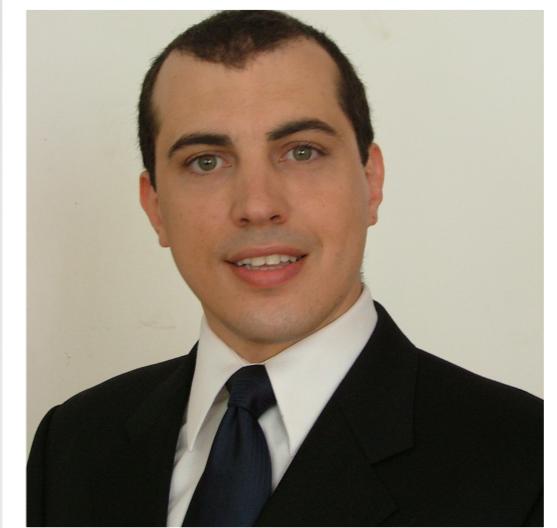
Bitcoin, Design, Programming and Business Development Experts



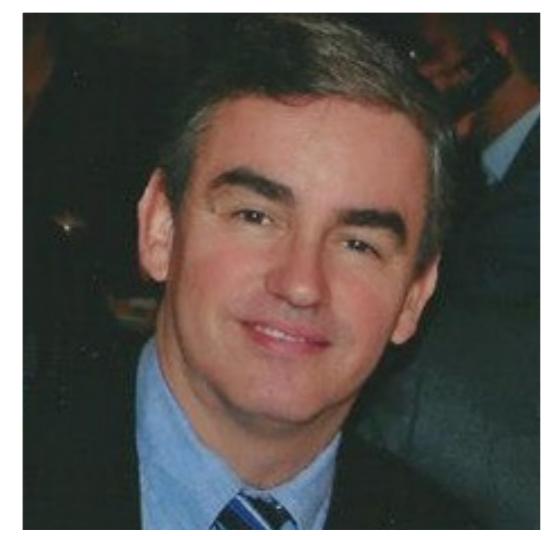
Nikos Bentenitis
CEO



Gabriel Manricks
CTO



Andreas M. Antonopoulos
Technical Advisor



Eddy Travia
Asia Business Development



Jon Myers
Design & Branding



Jeff Root
Business Development

Investment

Most funding will be directed towards development

How much money do we need?
And how will we spend it?

