

Problem:

People want to invest and get returns passively.

Unique Value Proposition:

Easy access to a global asset generating passive returns in dollars.

High-Level Concept:

We help companies invest in Bitcoin for their employees.

Solution:

Available on the web, iOS, Android, and offline.

Customer Segments:

- Startups
- Companies
- Individuals > \$10K in annual income.

Channels:

PR, content marketing, word of mouth, Strategic Partnerships.

Cost Structure:

- Staff costings including platform developments
- Advertising and PR cost
- Licensing cost including strategic partnership

Revenue Streams:

- Monthly account fee: 1% or \$1
- Break event: \$100m in custody (at a guess)

Key Metrics:

- Asset under custody
- Monthly active accounts
- Monthly account openings.

Unfair Advantage:

- Stronger Asset
- Strategic partners
- Founders Portfolio

Existing Alternatives:

- Buying stocks
- Forex trading
- Crypto Investing
- Traditional savings
- Real Estate
- Startups

Early Adoptions:

- High internet usage
- High crypto awareness
- Invest in other assets e.g stocks, real estate, forex, crypto