



“**icRamp** is a decentralized protocol that leverages the power of the Internet Computer to bridge the gap between traditional financial services and blockchain ecosystems”

# Target Users

Our target users are anyone who needs to onboard or offboard crypto quickly, including regular users who want to buy crypto with fiat or merchants and service providers who want a reliable solution for accepting payments in crypto.

We aim to provide a tool for users who prefer to maintain control of their assets and avoid centralized platforms.

One of the pain points that icRamp addresses is:

- The lack of trust in centralized exchanges, slow transaction speeds, and the high costs associated with bridging fiat and crypto.
- ICP allows us to perform trustless operations that are faster and more secure by reducing the dependence on traditional Web2 services while leveraging HTTPS outcalls for external API interactions.

But most importantly, the major problem we aim to alleviate:

- The complexity of onboarding users into the world of Web3. Many platforms today struggle with creating a seamless experience for users in a scattered environment.
- ICP allows us to make crypto more accessible, enabling simple account abstraction, while connecting to a broad ecosystem of different chains, tokens and canister features.

**The potential market opportunity here is huge, with the growing adoption of decentralized finance (DeFi) and the push towards more secure financial infrastructure.**

A standout feature of building on Internet Computer (ICP) is the ability to prototype rapidly. ICP's seamless integration between front-end and back-end, and its highly scalable environment, allows me to iterate quickly and experiment with new features that can potentially find market fit faster than traditional blockchain development environments.

- Solana and Bitcoin Integration.
- P2P Cross-Chain Swaps.
- Digital marketplace
- Reward and incentive programs (dynamic fees, token governance).