

Batata Bit

About the name:

Batata: (in portuguese, or Papa or Patata or Camote in spanish, depending of the country) is a well-known food that have his origins in South and Central America and now is spreaded around the world (This is also the essence of our project, something born in Latin America). We choose this word for two reasons: a) easy to imagine (because crypto related terms are very difficult to illustrate) and is delicious (there is emoji too!), b) gives a latin america background to our project.

Bit: This is a common term related to the basic unit of memory. Very famous for being used in 'bitcoin' word.

Logo ideas:

Box/Bag/Plate of potato chips (similar to pringles / lays), where the chips are coins. A potato in slices where each slice has the form of a coin.

A potato where the surface is a slightly / simplified version of circuits (from electronic board)

Regarding the color scheme, for us it is natural to suggest a yellow + other colors combination (probably grays for the texts, white for background, and blue for some CTAs/links). But again, feel free to create/suggest/use the best colors you think will match better with the project/name.

References:

We have some websites (not necessarily related to crypto) that catch our attention. So seems the landing page they have is working (at least for us) :D

- <https://www.bannerbear.com/> We liked the combination of colors, structure and storytelling.
- <https://nknx.org/> Since we work in a dashboard related product, this landing page created an interesting combination between the dashboard style and the landing page. Also, the language style they used to show the features is very good!
- <https://headline.io/> We liked the features showcase and the pricing area.

Website goal:

Our plan is that our website will follow a subscription based model. We will have very useful information available publicly for SEO purposes and marketing in several pages, but the platform itself is for paid users.

Since our project is still in development, we want to be able to sell from day 1 in the form of a 'pre-launch', with a very generous discount (monthly plan for 5\$ and annual plan for \$49) and limited spots (only 100). features showcase and the pricing area.