

Base Zero Value Proposition in Various Formats

#1 Geoff Moore's Value Positioning Statement

The Base Zero product is built for financial institutions who deal with crypto assets. Institutions have a fundamental need to safeguard crypto assets from theft, fraud, or accidental loss. Base Zero addresses this need with an integrated software and hardware solution for managing crypto custody. For institutions, Base Zero protects client assets from hackers, helps build client trust, helps to meet compliance requirements, and protects against existential threats like having to show up in court for bankruptcy proceedings 5 years later after your fund or exchange goes out of business due to catastrophic loss of client assets.

#2 Venture Hacks' High-Concept Pitch

It's like a high-security crypto wallet for institutional use.

It's like an in-house bank vault for cryptocurrency.

It's like an in-house Coinbase Custody, except it's better.

It's like a Brinks armored car for your client crypto assets.

It's like a NORAD Cheyenne Mountain for your institutional crypto assets. Impenetrable.

#3 Steve Blank's XYZ

We help financial institutions to safeguard crypto assets, protect against loss, and become a trusted custodian of client crypto assets — without relying on third-parties.

#4 Vlaskovits & Cooper's CPS

Our customers are financial institutions like exchanges, banks, brokerages, hedge funds, OTC desks, asset managers, market makers, and family offices.

Financial institutions have a need and responsibility to securely safeguard crypto assets from theft, fraud, accidental loss, disaster, death of key personnel, and other business continuity scenarios.

Our solution is an integrated hardware and software product that provides in-house cold storage of corporate or client crypto assets with the security provided by air-gapped multi-signature signing, and the convenience of real-time transaction capability and 24/7 self-service asset access.

#5 Dave McClure's Elevator Ride

Base Zero is the safest and most sophisticated way for financial institutions to safeguard client crypto assets.

#6 David Cowan's Pitchcraft

In 2018 there was a total of USD \$1.7 billion in crypto wealth lost worldwide as a result of scams and theft.

Base Zero provides an integrated hardware and software solution that enables financial institutions to securely safeguard client crypto assets from theft, fraud, accidental loss, death of key personnel, disaster, and other business continuity scenarios.

What makes us different from our competitors is the sophisticated handheld signing devices we build that integrate with the APIs of our web-based software-as-a-service. It's a combination of the most advanced technology with the simplest of the most easy to use interface.

Some cryptocurrency storage systems are convenient but insecure, while others are secure but onerous to use. Base Zero offers both convenience and high security.

Our founders have deep expertise in applied cryptography, information security, financial system integrations, crypto exchanges, liquidity dark pools, operating systems, and software engineering.

Cite:

<https://www.reuters.com/article/us-crypto-currency-crime/cryptocurrency-thefts-scams-hit-1-7-billion-in-2018-report-idUSKCN1PN1SQ>

#7 Eric Sink's Value Positioning

Base Zero is the most secure and convenient way for financial institutions to safeguard client crypto assets.

Base Zero is an integrated hardware and software solution for next generation control and protection of crypto assets.

Base Zero should be used by financial professionals who want to safeguard who want to protect themselves from the existential risk of losing client assets.

An integrated hardware and software solution — Base Zero is the most secure and sophisticated way for financial institutions to safeguard cryptocurrency assets.

#8 The VAD approach

Base Zero protects corporate or client assets from fraud, theft, or accidental loss — in-house, with convenient 24/7 access to assets.

#9 Clay Christensen's Jobs-to-be-done

Job To Be Done: Protect corporate or client assets from fraud, theft, or accidental loss — in-house, with convenient 24/7 access to assets.

#10 The Minto Pyramid aka SCQA

With the explosion of the value and variety of crypto assets and investment opportunities, it has become complicated and risky for financial institutions to operate in crypto markets with confidence.

How can institutions earn the trust of their clients who want to trade crypto? ... Moreover, how do institutions avoid catastrophic loss of client assets, while still maintaining convenient asset access for trading purposes?

The Base Zero solution completely eliminates multiple attack vectors, prevents accidental loss, and keeps both financial institutions and their clients in control with multi-signature authorization of all transactions through handheld signing devices.

#11 About Base Zero

We help financial institutions to self-custody cryptocurrency and keep it safe. Our product is a web app combined with a set of handheld devices. It's like a high-security crypto wallet for institutional use. The devices are custom hardware that we've developed.

You use the web app and the devices together to keep assets secure. It's priced as a monthly service. We provide you with the devices, the software-as-a-service, and then we get you up and running at your location. Our programmers come to you and help you set it up with a custom integration for your business.

The chief benefit of the Base Zero product is it keeps your organization in control, enabling totally secure offline cold storage self-custody of crypto assets, while allowing 24/7 real-time transactions & instant liquidity.

#12 Taglines

A high-security crypto wallet for institutional use.

Uncompromising security for crypto assets.

The world's most secure institutional crypto storage solution.

The world's most advanced security system for cryptocurrency.

High security cryptocurrency software for financial institutions.

#13 Company Description Used in Press Release

Base Zero is a cryptocurrency security company helping financial institutions to safely self-custody client crypto assets. The product is a web app combined with a set of handheld signer devices. The devices are custom hardware developed by Base Zero. The web app and the devices are used together to keep crypto assets secure. It's priced as a monthly service.

Base Zero engineers do a custom on-site integration for every client. The chief benefit of a Base Zero implementation is it allows totally secure cold storage of digital assets, while maintaining 24/7 real-time transaction capability.

Notes:

1. In a multi-signature cryptosystem, there is no single point of failure. For example a transaction may require 4 of 5 devices to sign in order to execute. In fact, under multi-sig crypto assets then become more controllable and more secure than traditional assets.
2. ^^ Should we add this ^^ or point it out somewhere in one of our value prop statements?