

WIEHACK 3.0

Theme

Financial Technology

Team Name

CryptoSquad

Participants

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College

ABES Engineering College

Event Partners

CHIEF EDUCATION PARTNER **INFIGON**

MISSION



1. WHAT

Our product is a webpage that will deliver live information about cryptocurrency at every second

2. WHY

There has been a sudden increase in the use of cryptocurrency. Apart from continuous traders many new-comers wish to enter this world, which is full of risks. In order to help them pace up with the information, we have developed this product

3. PURPOSE

This product has a sole purpose- to help people understand the complexity and gain clarity about cryptocurrency



VISION

Our goal is to develop an interactive web page which will give information about cryptocurrency to its users. It will fetch live news related to the cryptocurrency world. It will also fetch live prices of 7 most popular cryptocurrencies –

Bitcoin, Binance coin, Ethereum, Tron, Dogecoin, Cardano and Tether

Apart from news there is a predictive tool available which will predict the prices of the particular cryptocurrency selected by the user. It will predict the future prices of the coming 7 days.

There is also, a meme page to keep the users of the webpage entertained.

Our vision is to make an infotainment web application.

ABSTRACT OF SOLUTION

Since, people have now started to move towards digitization they have started to accept cryptocurrency as the new currency. But since it is just a start they need to be aware and well-informed about the direction they're moving in.

We propose a solution in the form of a web application that will keep everyone up-to-date with the world of cryptocurrency. User will get live information of news, prices and trends. An in-depth history will be provided for the top 7 cryptocurrencies which are-



Bitcoin



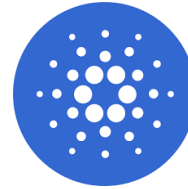
Ethereum



Binance coin



Tether



Cardano



Dogecoin



Tron

New-commers will gain a lot of information through this website. They wouldn't have to jump and run across several websites to gain in-depth information and videos related to cryptocurrency. To help people invest, we will also add a predictive tool which will predict the future prices of the currencies. Meme lovers will also be taken care of by our meme page. A help page will be also available to solve the queries of our users.

MARKET STUDY



WHAT'S TRENDING?

The cryptocurrency market size is expected to grow from USD 1.6 billion in 2021 to USD 2.2 billion by 2026, at a CAGR of 7.1%. Against the backdrop of the uncertainty raised by COVID-19, Bitcoin, Ethereum, and other digital currencies have garnered significant attention. Even banks have started buying crypto for the first time. Also, in October 2020, PayPal announced that its customers will be able to buy, sell, and hold Bitcoin and cryptocurrencies using their PayPal accounts, allowing customers to buy things from the 26 million sellers who accept PayPal. In 2021, PayPal is also planning to allow cryptocurrency to be used as a funding source.

MARKET SURVEY

We conducted a survey to know that why very less Indians invest in cryptocurrencies which is said to be the *future of finance*. After the survey we came to know that most of the Indians are new to the concept of cryptocurrency. They do not have adequate knowledge about it. Some people even think that investing in cryptocurrency is illegal.

We would like to pitch to those people through our informative and predictive web application. From our website, they will get latest news and live pricing of various cryptocurrencies. They can also see graphs generated by an ML model according to market analysis. Our website will also clear doubts of investors. It will also provide an entertaining edge through our meme page.

SIMILAR PRODUCTS

A website named *coindesk.com* is a product similar to ours. Like us, it also fetches live news and videos related to cryptocurrency. But our web application also has a page dedicated solely for memes, live pricing and a predictive tool. Researchers say that memes can release stress and tension, hence watching a few will only help people. Live pricing and predictive tool will help investors to gain a suggestion.

GO-TO MARKET STRATEGY

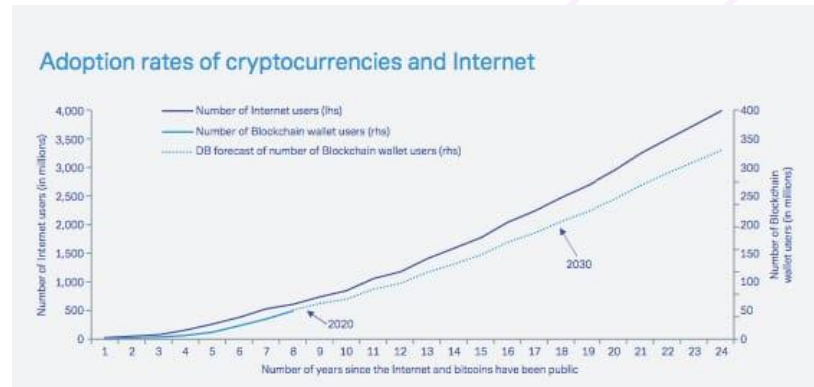


The whole world is going through an uncertainty situation of COVID-19. Everyone is bound to work from home. We have no other option rather to do our payments and work online.

So, we think that this is the right time to enter in the market with our prototype because people now have gained more trust on online transactions. Previously, people used to hesitate in transacting digitally. But now the situation has compelled them to rely on online work only.

People will also get ready to invest in cryptocurrencies online if they are provided with enough knowledge. Our product will help out various people who are looking for digital investments. Our website will show them graphically about the pricing of various Cryptocurrencies. They can also get prediction of future prices through our ML model. Our product will surely help investors and traders.

It has been seen that with the increase in the usage of internet, cryptocurrency wallets have also increased.



PROTOTYPE COSTING

Concept Designing

It includes the costs of making the proof of concept (POC) of the project idea.

Cost: Rs 100 over-all

Technical Specifications

Cost of the server where website is deployed and other technicalities

Testing

Cost for testing our software do that it is bug free

Cost: Rs 300 over-all

Marketing

Marketing cost analysis identifies the risks and potential gains in a marketing campaign. The 'cost' refers to money, energy and/or time spent on a campaigns

Cost: Rs 500 per month

Production tooling

Cost required for gathering necessary tools

Cost: Rs 200 over-all

Initial Production series

Expenses required for initial production of prototype

Cost: Rs 400 overall

Total estimated cost: Rs 1500

SOCIAL/ENVIRONMENTAL IMPACT



Social impact

This product is an all-in-one. Users wouldn't have to run to various webpages or videos to learn and gain in-depth information about cryptocurrency. As a lot of people will start getting aware about digital currency, they'll invest more and keep their money safe and move one step closer to digitization. Traders can understand the ups in the market and help themselves to gain profit. And so, they can also save themselves from losing a lot of money by identifying the downs in the market. And as for new-comers, watching memes related to the subject you wish to understand helps you understand the subject better. Apart from this, the product will also lie under the *Digital India campaign*.

Environmental impact

The main aim of moving towards digitization has always been towards the attitude of wasting less resources. By using cryptocurrency note currencies will be finished. We wouldn't have to cut trees for paper, and deforestation will be minimized to a great extent. According to researchers, cryptocurrency infrastructure has a MUCH smaller footprint than legacy financial systems.

SCREENSHOTS/IMAGES



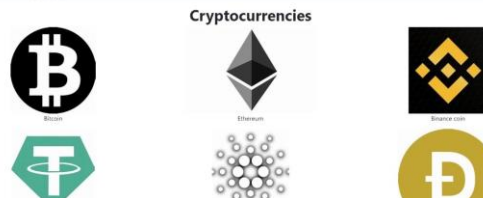
Page for Ethereum

Welcome To Crypto Live News



API fetching live news

Cryptocurrencies, or virtual currencies, are digital means of exchange that uses cryptography for security. The word 'crypto' comes from the ancient greek word, 'kryptōs', which means hidden or private. A digital currency that is created and used by private individuals or groups has multiple benefits.



Homepage of the website

```
dfnew = pd.DataFrame(df3[:7])
dfnew
```

	0
0	14.7223
1	13.9255
2	12.6262
3	13.0003
4	13.0080
5	12.7591
6	12.6058

7 days predictive dataframe of a cryptocurrency



LEAN CANVA

KEY ACTIVITIES

Problem

Many investors, especially those who are new find it difficult to gather information about cryptocurrencies. In India, people are not much aware of digital currency.

Existing Alternative

A similar website with the name *coindesk.com* already exists. It contains live news and informational blogs and videos.

KEY FEATURES

- Meet digital engagement and customer satisfaction to the fullest.
- A dedicated meme page for meme lovers
- Free informational videos and blog available

KEY RESOURCES

Physical resources: A laptop/ computer with good RAM and updated software
Intellectual resources: Trademark for our webpage and full ownership

VALUE PROPOSITION

- Help new-commers gain information through blogs and videos
- Help traders identify trends to invest
- Live prices, news and Information
- Change in trends in last 4-5 years
- A meme page in order to make the web application infotainment-based
- Predicting tool to predict the future prices
- Online help support for queries

CUSTOMER RELATIONSHIP

Short-term

We will provide personal help through the help page

Long-term

We will provide both personal and automated help through the help page

REVENUE STREAM

- Premium account for investors
- Affiliated markets
- Digital marketing
- Advertisement

CUSTOMER SEGMENT

We have decided to segment our customers into 3 categories-

Customers above 35

years age: This is the class of customer that are more serious towards life but at the same time they are not ready to take risk at this point of time as they have responsibilities of family.

Customer between 22 to

34 years age: This class of customer is at the start of their career or is struggling to settle in life

Customer below 22 years age: This group of customer will come to our website only for knowledge.

CHANNEL

Awareness-

We can make people aware by advertising through Word of Mouth, Social Media, Newspaper, etc.

Evaluation-

The customers can evaluate our organization's Value Prop by surveys and reviews

COST STRUCTURE

Prototype costing-

Concept design: Rs 100

**Total estimated cost:
Rs 1500**

Technical specifications-

AWS Remote Desktop: Rs 1000 per month

Testing: Rs 300

Production tooling: Rs 200

Initial production series: Rs 400

Marketing: Rs 500 per month