Crypto Decrypted

Business Proposal

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Products and services provided by Crypto Decrypted:

· We offer a combative, dynamic platform for buying and selling cryptocurrency. (For a xxsmall fee of course).  
· Teaching the basics of cryptocurrency  
· Customers can use our info tool to learn more about the basics of data mining. We also

· We provide a 24-hour stock market watch of all available cryptocurrencies.  
· One on one consulting with our crypto financial advisers.  
· Forum groups to discuss different tactics and current events in the industry

***Mission and goals of Crypto Decrypted:***

When using Crypto Decrypted you are given the chance to network and connect with millions of other cryptocurrency traders. We are constantly promoting a friendly and helpful environment for traders of all levels of expertise; whether you are a beginner who is trying to learn more about the new craze of crypto currency or you are an avid crypto currency enthusiast who has spent numerous years trading. Crypto Decrypted's main purpose is to push the culture and ideology of cryptocurrency becoming the primary source of revenue worldwide.

***Industry Analysis:***   
  
Industry Rivalry – Brokering cryptocurrencies is essentially the same process no matter what firm is performing the service. This lack of differentiation between service processes mean that relatively little can be done to differentiate which service is best outside of price comparison or other requirements determined by the customer. For this reason, rivalry between Brokerages is very high. Consumers have a lot of power and a lot of choice when selecting which service to use, as any wallet can be used within any exchange. Additionally, any consumer can create an account at any exchange relatively easily, in some cases by simply filling out a web form with as little as four fields. This enables users to shop around different exchanges to get what they feel is a good price. It should also be noted that most crypto traders have some level of technical knowledge about the internet meaning they would easily want to look for the best prices and it is unlikely that anyone user would stay with one brokerage without some incentives for doing so.

Barriers to Entry – Cryptocurrencies are not regulated by any government or international organization. This means that any firm can create an exchange. This fact, combined with the growing buzz around digital currencies seems to indicate that the future will be filled with the creation of many more rivals. Some soft barriers do exist however. They include creating a transaction system that can accommodate the worlds many currencies and creating a clientele that want to use the service.

Substitute Products – There are many cryptocurrencies that are popularly traded. They include Bit Coin, Etherium, Bit Coin Knots, Bither, Electrum, Green Address, ArcBit, mSIGMA, and Armory. Creating an exchange that allows for multiple types of coins the be exchanged is ideal. In terms of revenue generation, the firms that are placing adds on our web application could also use any other web site or traditional means of advertising to promote their products.

Power of Supplier – Bit Coins are supplied to miners by the bit coin protocol. This program determines how often new Bit Coins are created. Other cryptocurrencies follow similar procedures. Because the supplier is not a fully conscious being it is hard to rate its exact power, however analysis shows that it is unlikely that acquiring cryptocurrency for the firm would ever be an issue.

In terms of the firms IT infrastructure which is being supplied to consumers there is little power. Customers are charged a rate for advertising that is standard through out the industry, and our ideas and implementation could be easily copied by another firm with little recourse from Crypto Decrypted. In lieu of suing for direct copyright violation there is little else that can be done.

Bargaining Power of Buyers – There are two major buyers involved in this model. The first are the Users themselves. On a per user basis they will have no power to set the firms policies on transaction fees, however since users are free to make offerings on any exchange they have a lot of choice. Making buyers choose our application for their transactions will need to be a focus point of the business.

The other buyer would be advertisers. The relationship between advertisers and web application has existed for a long time, and because of this it has been standardized. There is nothing about our application that would suggest these buyers will have any more power than they normally do anywhere else in the industry.

***Buisness Model:***

In a tech driven world, confusing new technologies constantly arise. Decrypting crypto provides a trustworthy forum of which one can be properly counseled in cryptocurrency, be encouraged to trade, buy and sell bitcoin through our interface. We would offer a platform through which our users can have peer to peer transactions and in turn, make the whole experience less confusing for everyone involved. We would only charge a surprisingly small percentage for every transaction so that it fosters them to use our platform even further. The number of users that this would attract would enable us to seek our revenue through means of advertisements and premiums that would limit aforementioned advertisements. We would also welcome any other company that would be willing to pay for advertisement space through their services. For example, if Uber eats, Subway, Jimmy Johns, etc. would like to advertise their product on our platform, it would offer a discounted price for their service for every users first transaction on our website (or any other arbitrary milestone we can set). This would also encourage high traffic on our site, that would turn to more users, thus more potential advertisement revenue. Our business would follow the Marketplace exchange model because we offer a full range of services covering the transaction process, from the initial market assessment to fulfillment.

***Value Poposition:***

Crypto Decrypted has reengineered how the consumer access the world of cryptocurrency. By partnering a peer to peer exchange with a Social Media platform and allowing users to create profiles and explore the profiles of others Crypto Decrypted strategically delivers value to our target sector. Newer investors, with high traffic internet use, who are interested in trading cryptocurrency. By using resources to encourage customer engagement with community-based forums, blog posts, and involvement-based incentives. Value is created not only through the education of customers but also through informational relationships formed between users. The purpose of the business is to give new user an attractive experience with cryptocurrency while also giving experienced users a forum to discuss their experiences and an avenue to make transactions. This symbiosis will create value for both types of users.

There customers then can trade within the community for reduced fees compared to the firms purely transactional competitors. This price break will be strategic and tied to the fact that Crypto Decrypted does not require the same overhead supporting the same intricacy of exchange infrastructure. This will keep high traffic customers loyal and leave incentive for a steady stream of visitors browsing through posing. Incited in by the promise of lower transactions.

The product that is being offered is more based around the community than the transactions. Since the target market is newer trader the aim is to create a platform that has improved experience for people seeking a more social experience. Once consumers have created a profile and made their first transaction, an incentive-based approach will continually add value to their experience, keeping them coming back for our service. To attract these customers advertising will be used both on social media sites and on informative websites about cryptocurrencies and investing.

To the user of any experience level Crypto Decrypted will be a daily visit. It will be a learning organization where users can gain knowledge and see its application to real markets, where mere participation builds value. The application will also be a useful alternative where users will feel empowered to set prices they see fit and not have to deal with the same complex exchange policies of our competitors. Users will grow to enjoy the atmosphere and feel of engaging in an active and knowledgeable community, eventually finding Crypto Decrypted to be an integral feature in the ever evolving trading landscape.

Internet technologies that would be beneficial to our business would have to be social media, internet forums and phone applications (as well as web services). The technologies and services that power such platforms are designed to enable sellers worldwide to organize and offer their inventory for sale, and buyers to find and purchase it, at any given time and any given place that has a stable internet connection. Marketplace platforms include online marketplace (located in our website), and its mobile applications thus making it accessible virtually anywhere. The service would greatly benefit from a strong social media presence to connect users outside of our interface and let them know of the great services we provide. Referring a friend through these platforms would be taken into consideration for the users who participate and in turn would pay smaller transaction fee for a limited time. The use of forums within our web service would also be highly beneficial so we can be taken out of the equation and the our users connect with one another to discuss the latest transactions that have taken place or just talk about the service in general.