



One App for Crypto

# Problem

**The experience of investing in cryptocurrencies and storing them safely is still too complicated for an average person to understand.**

## Obstacle to mass adoption

- It takes way too many and way too complicated steps to invest in crypto
- Interface of exchange tools is good for traders and early adopters of crypto, not for an average person
- More people have smartphones than computers, the experience have to be mobile
- Wallets are hard to use and too underdeveloped to trust them

# The Experience of Investing in Crypto

## Step 1 - Searching and Overviewing

The most popular crypto website in the world, bigger than any exchange, is coinmarketcap.com. It is a simple way for grasping the big picture of the market and searching for new coins.

## Step 2 - Buying and Selling

Exchanges are the place to buy and sell cryptocurrencies, but they are too complicated for normal users. Those who want to invest in different currencies, have to register on many exchanges, and send their coins between them and their wallets.

## Step 3 - Storing and Monitoring

Keeping the coins in exchanges is not always safe, they can be hacked or closed down. Wallets are not great either, it takes many apps to keep all coins outside of the exchanges, many passphrases to remember, and a separate app to keep track of it all.



**„The whole is greater than the sum of its parts.”**

- Aristotle

# Solution

It's like App Store for cryptocurrencies

## Discover

Check the market performance, find interesting new coins to invest and analyse their potential. All coins, all exchanges, full big picture.

## Invest

Simply select an interesting coin and invest crypto-to-crypto directly from the app, without creating any accounts or copying long addresses through **non-custodial** wallet crypto swap. Let the magic happen in the background.



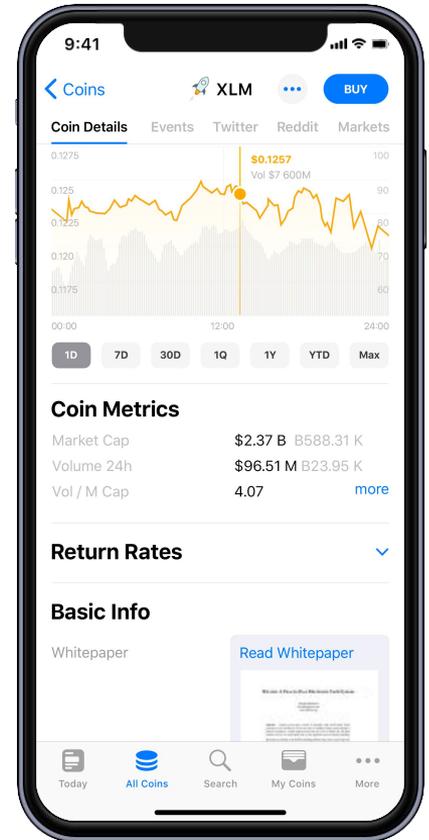
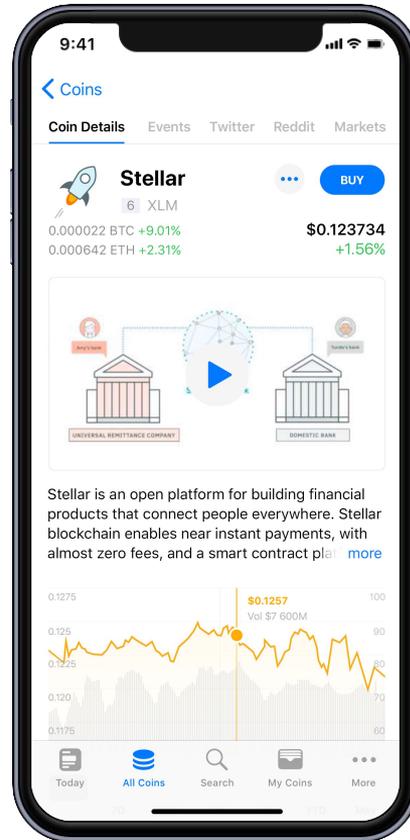
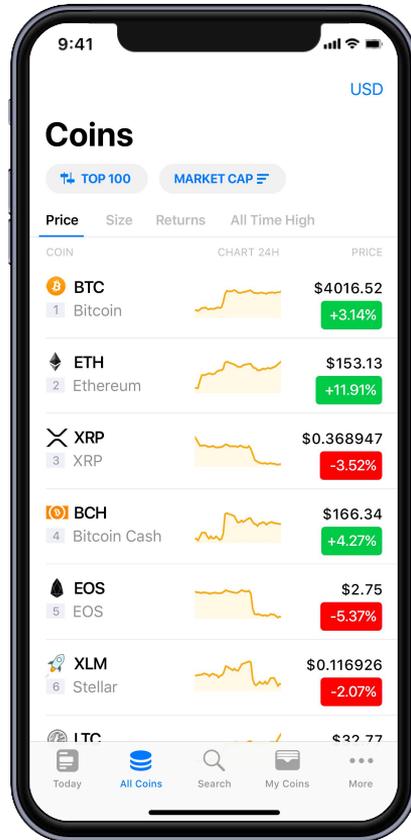
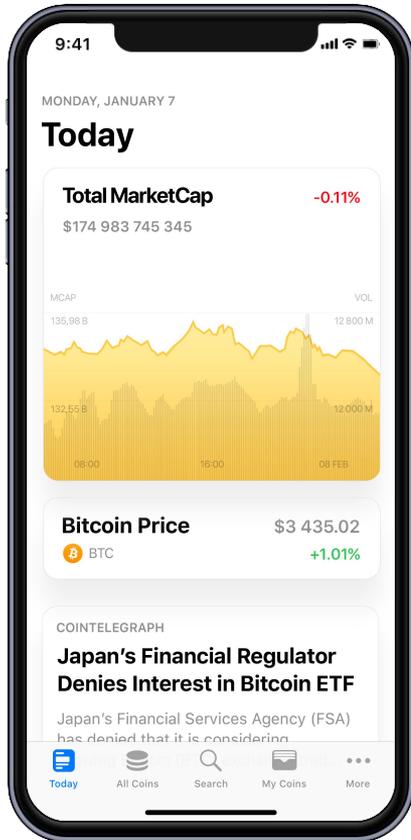
## Store

Keep your coins in one place, a secure and convenient built in multi-currency wallet. Keep your funds always with you instead of sending them to the third party exchange.

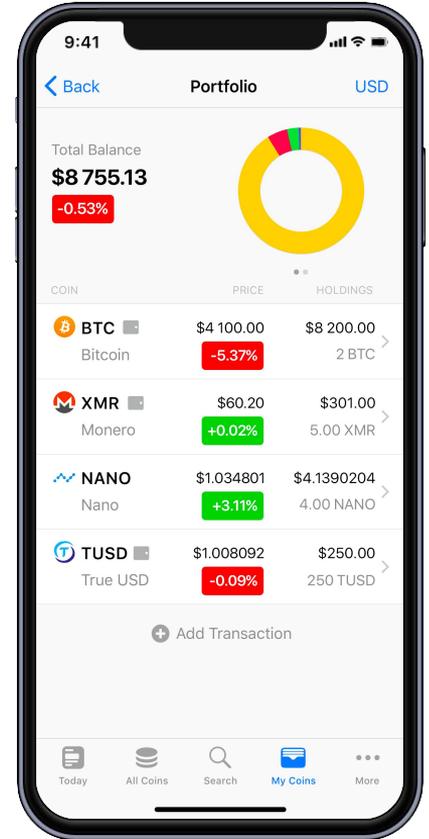
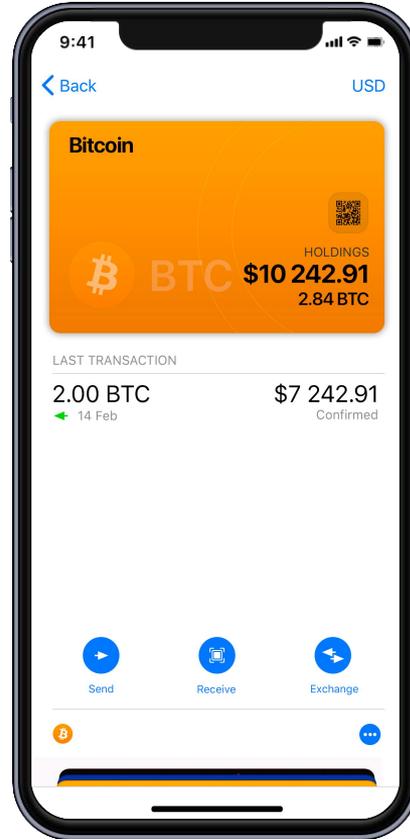
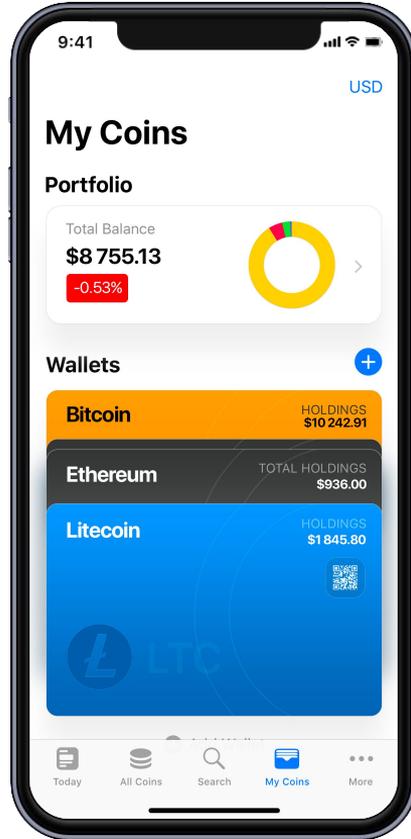
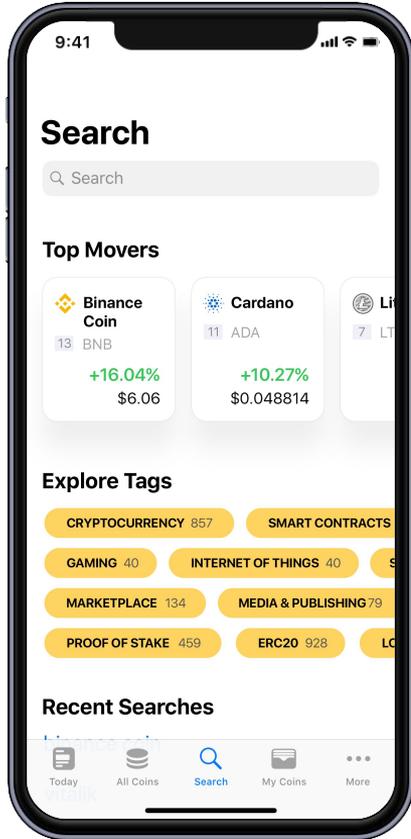
## Monitor

Track the performance of your portfolio, follow the news and events of each coin you invested.

# Demo screens



# Demo screens

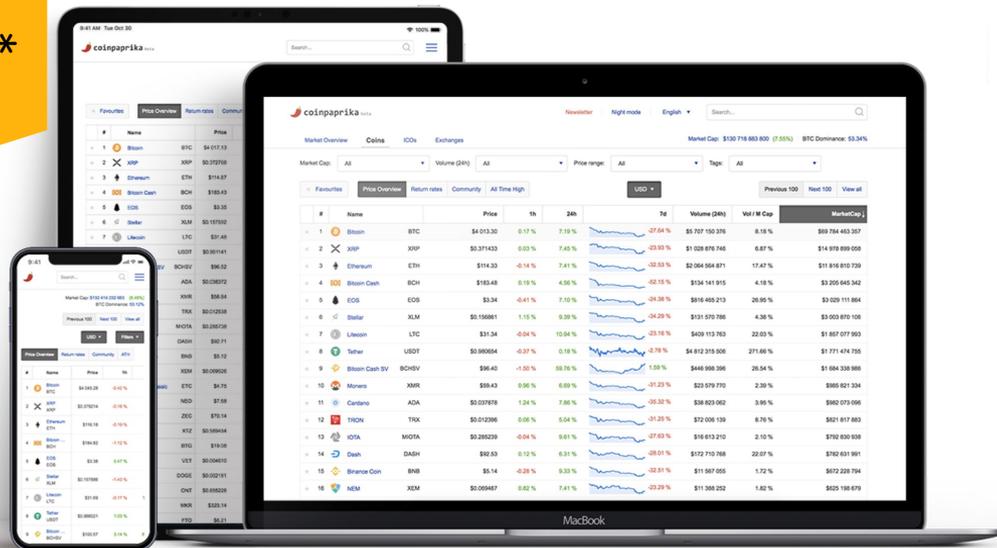
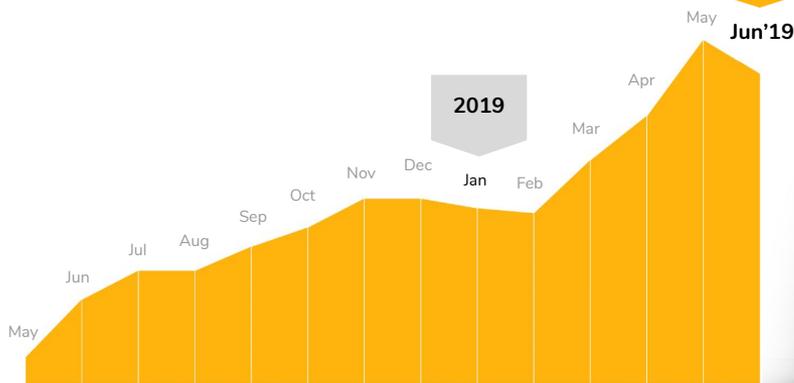


# Traction

Our current **working product**

- Independent source of data
- 2500+ Coins
- 270+ Exchanges
- 25K+ markets
- 1M+ visits monthly and growing

1.97M\*  
Pageviews



\* Visits per month, source: Google Analytics

„It's like coinmarketcap on steroids“

# Architecture



coinpaprika

**METRICS**  
PRICE, VOLUMES, MARKETCAP,  
ATH, CIRCULATING SUPPLY

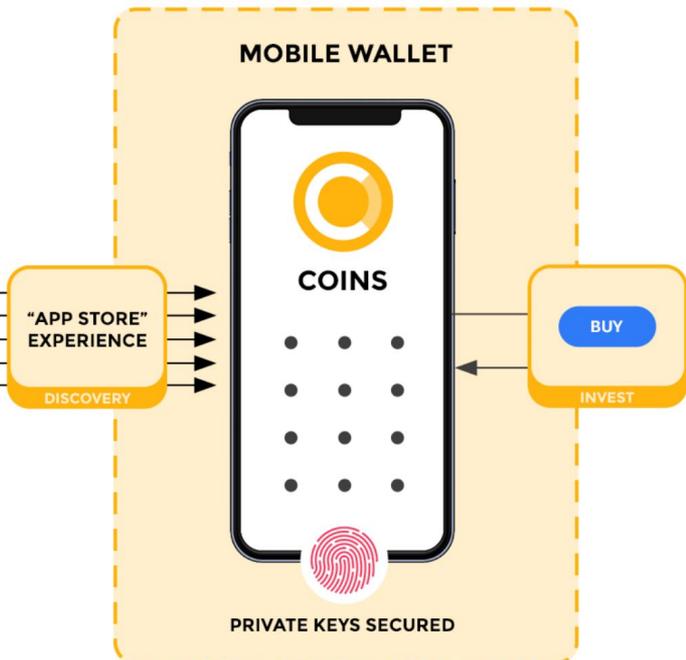
**COIN DETAILS**  
VIDEOS, DESCRIPTIONS,  
RESOURCE LINKS, TAGS

**SOCIAL AND DEVELOPMENT**  
TWITTER, REDDIT, GITHUB

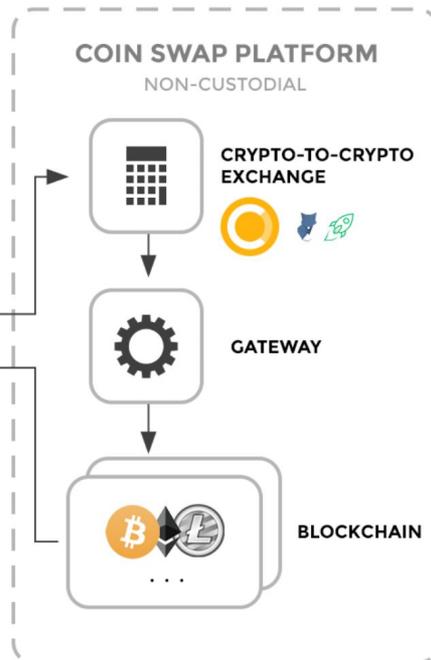
**EVENTS**  
UPCOMING, PAST

**TEAMS**  
NAMES, POSITIONS,  
LINKEDIN AND SOCIAL,  
RELATED PROJECTS

WORKING PRODUCT



IN PROGRESS, RELEASE Q3 2019



IN PROGRESS



HD WALLET ENGINE  
BY TRUST CORE



NETWORK AND APPLICATION  
SECURED BY GREY WIZARD

# Business Model



## Premium version of the app

Similar to: Revolut, Delta

## Transaction fee

Similar to: Shapeshift, Changelly

### How it works?

Basic version of the app is limited by number of transactions/volume per year. It can be unlocked with **\$8.99** per month

We charge user for convenience when crypto-crypto transaction appear, with **0.5%** commision.

### Payment

This payment have to be facilitated by Apple and Google with 30% commision fee

Fee is paid in crypto

# Brand Strategy



## Website

For heavy users, geeks, traders

Adjectives: **trusted, neutral, independent**

**Memorable, stand out name and encyclopedic web design.** (like Wikipedia)

Umbrella brand and source of traffic for **Coins**,  
**Open API** for third parties



## Mobile App

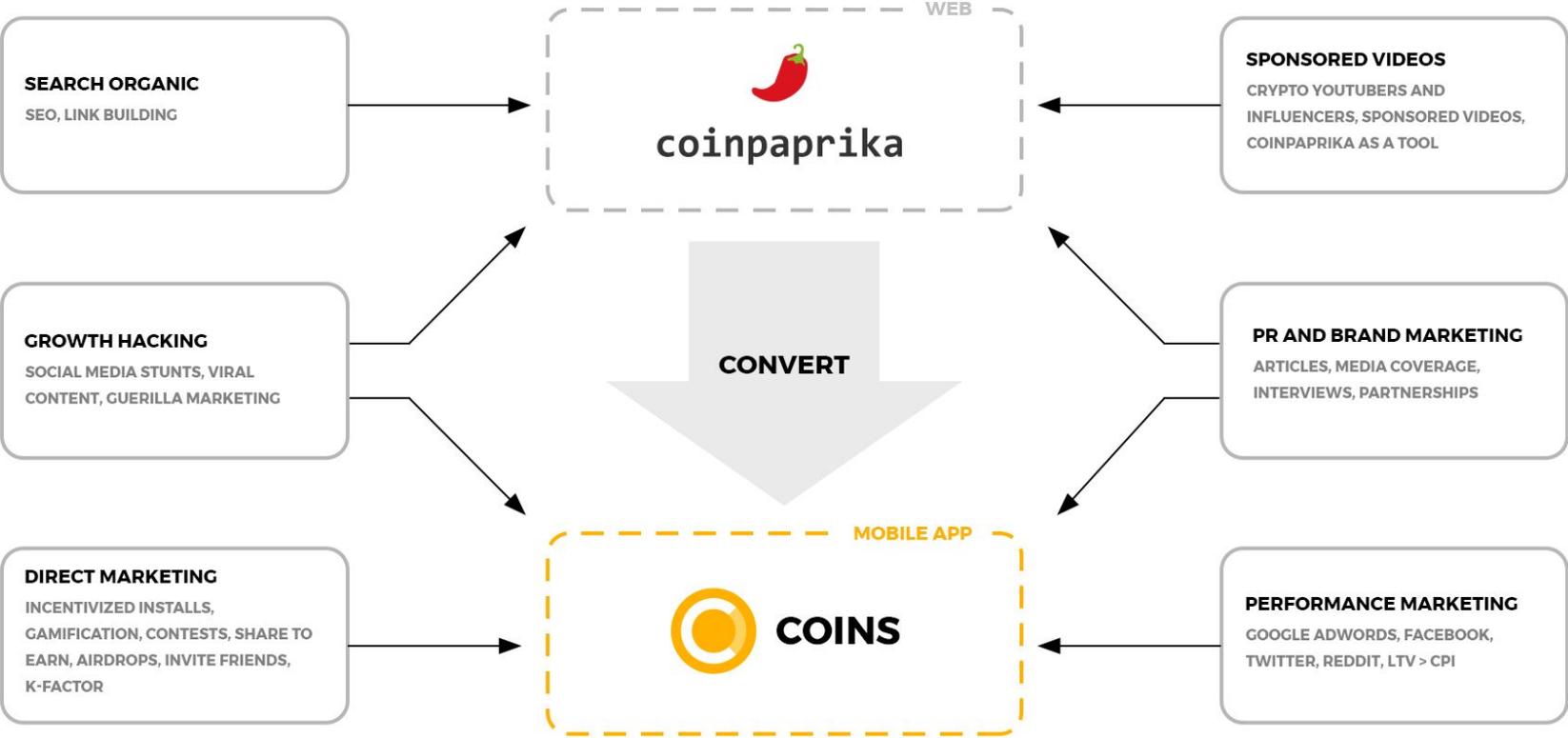
For average people

Adjectives: **easy, native, solid, complete**

**Native design and generic app name, being a smartphone feature.** (like Stocks by Apple, or Documents by Google)

End user product

# Marketing Strategy



# Founders



**Mike Grzybkowski** 

Chief Executive Officer

Founder of **Beyond.pl**, one of the biggest cloud native data centers in CEE

Author of the popular book about cryptocurrencies „**Kryptowaluty**”



**Tom Drozdziński** 

Chief Product Officer

Founder of **OLX.pl**, the biggest classifieds website and app in Poland, business worth \$1bn+

Founder of **Gamesture**, Free-2-Play Mobile Games Studio



**Radosław Wesolowski** 

Chief Technology Officer

Founder of a cybersecurity company **GreyWizard.com**

Co-Architect of highly scalable OLX platform, used globally by millions of people every day

# Team

## About us

We are strong in **products** and **scale**.

We work together for 9 years. Founders, architects and designers of european unicorn, OLX.pl.

Platforms we have built are used by

**50M+** people **each month**. We are focused on **user experience**, **growth** and **long term value**. We love highly competitive businesses.

Current team size: **16 FTE**

## Key people



**Oskar Wojciski**   
VP of Engineering



**Dominique Stranz**   
iOS Developer



**Marcin Galecki**   
UI/UX Designer



**Andrzej Pralat**   
Data Scientist



**Lukasz Braciszewski**   
Business Development Manager



**Mateusz Sroka**   
Head of Marketing

# Offices

## Poznan, Poland

Our engineers, developers and product people are based in our office in Poznan, Poland, where we have access to many great IT talents.

## Gzira, Malta

Our business development and legal entity are based in Malta. We want to be sure we are in the middle of the blockchain ecosystem, and in-line with the most developed regulations.



Current team size: **16 FTE**

# Seed Round Equity Investors



International investment company focused on business opportunities in high growth markets.



Private equity fund focused on CEE markets.  
E-commerce pioneers in Poland.

# Roadmap

January 2017

## Founders / Seed Round

- Setup the **core team**
- Build **coinpaprika.com** engine
- Gather **2000+** coins data
- Launch the website
- Reach **1M+** visits monthly

Money raised:

**\$1.5M**

February 2019

## Round A

- Build **Coins MVP**
- Build **Coin Swap Platform**
- Integrate **300+** coins
- Global launch the app
- Reach **100K+** MAU

18 Months Runway

Raising:

**\$4.7M**

August 2020

## Round B / STO / ICO

- Scale the marketing
- Integrate **1000+** coins
- Further business model development
- Reach **5M+** MAU

Valuation Target:

**5x-10x**

# Budget

18 Months Runway

## Product Development

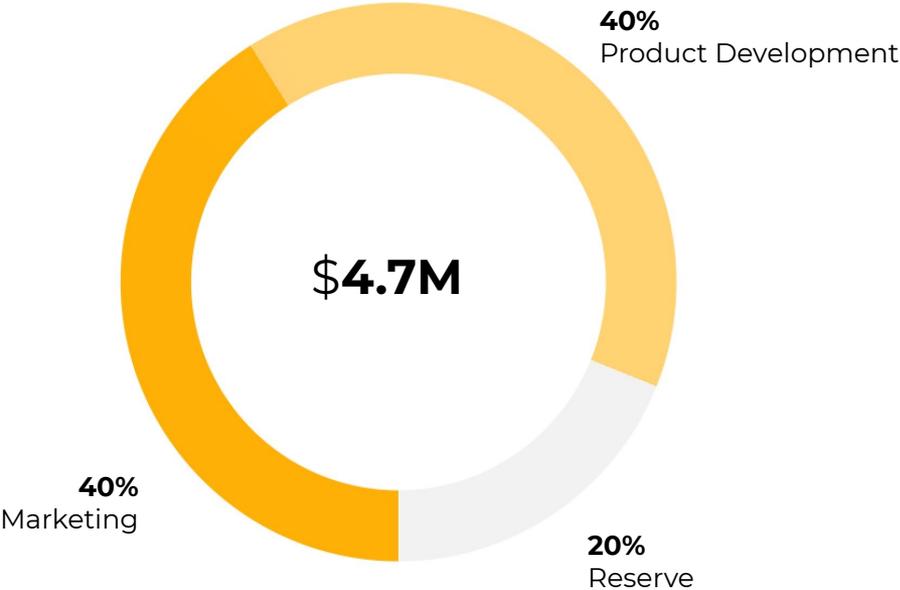
40% of the funds will be used to build the app and the backend. This is mostly the team and technology cost for next 18 months.

## Marketing

40% will be spend on performance marketing, branding, and education of the market.

## Reserve

20% will be kept in reserve for unexpected situations.



## **Are you sure that it is the right timing for this project?**

Cryptocurrencies are here to stay. For many people, it is still unclear if they will replace conventional currencies like USD or EUR, but for sure they are not going anywhere. Even without crazy bull runs like in 2017, the crypto world is a great opportunity, especially for younger generations, to invest and fundraise. Bubbles are good for making easy money, and now it's the best moment to build serious products and real value.

## **Why not ICO?**

This financing round is not only about funds, but also about good business partners who share the same values and vision. We know that the opportunity of ICO or possibly STO always exists and that we can use those for next rounds.

## **What are the differences between your app and exchanges?**

The main difference is that our users will actually own their funds (private keys), so they can send them easily to their peers or spend them. Right now it is very hard to work on mass adoption or real usage of cryptocurrencies because most of the coins are kept on exchanges. Last but not least, exchanges are all about price and volume, our app will be focused on much more than that: whitepaper, team, code progress, social media, important events, etc. We want our users to become more informed, better investors.

## **Do you plan FIAT-to-Crypto?**

Eventually yes, but first things first. The most important part of this app is user experience, this is our primary focus. If crypto-to-crypto experience is great, users will stick with us. Then we can add FIATs to reach more users.

## **What technologies for crypto-to-crypto exchange are you going to use?**

We will start with existing solutions like Changely or Shapeshift, but very soon we want to build our own. As a business, we want to control every part of it to deliver the best experience.

## **Who will own private keys?**

The user. The main feature of cryptocurrencies is to actually own them instead of trusting third parties like banks or exchanges. Not your keys, not your crypto.

## **Are COINS going to have access to the user's funds?**

No, COINS will be only an interface for those funds. The world of crypto was from the beginning meant to grant financial freedom, and we do not want to interfere with that. What we believe though, is that an interface to the crypto funds is the best place to build value.

## **Is coinpaprika.com part of the deal?**

We are building an ecosystem that started from coinpaprika.com, and the endgame will be an app store like - a complete crypto experience. That means our investors get an equal share in:

- Coinpaprika.com (existing)
- Coins - one app for crypto (in progress)
- Non - Custodial Coin Swap engine (similar to Shapeshift or Changely) which will power our app

# Thank you!

Do you want to #BUIDL with us?

For any questions regarding the information in this deck please contact CEO **Mike Grzybkowski**

[invest@coinpaprika.com](mailto:invest@coinpaprika.com)