

**Bitcorati™** 











# THE WHO'S WHO IN BITCOIN

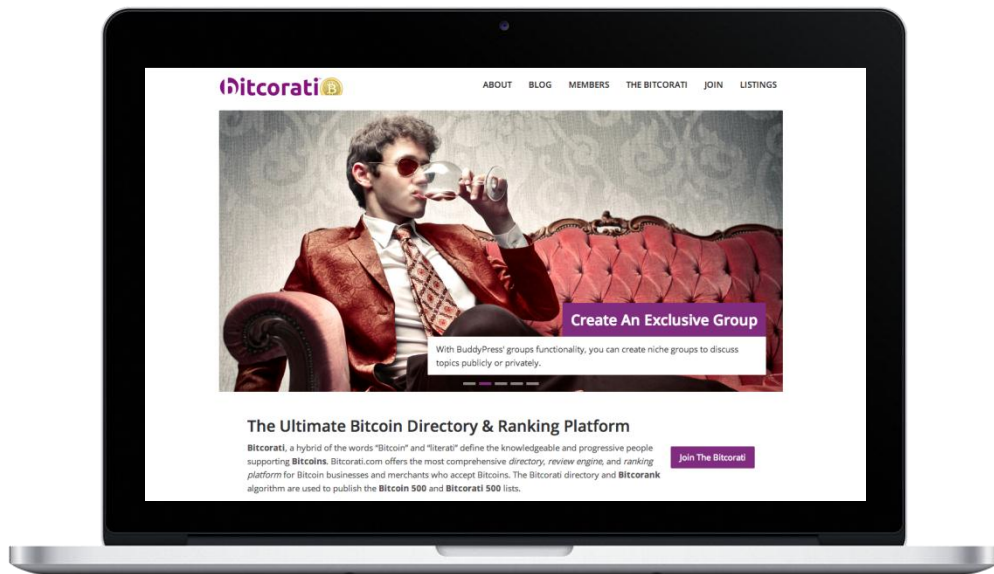
Community | Directory | Reviews | Ratings

# THE BIG PICTURE

Bitcorati is an online directory with consumer reviews and ratings for Bitcoin businesses and merchants.

Like		for		[ Community / Social Network ]
Like		for		[ Directory / Database ]
Like		for		[ Reviews / Ratings ]
Like		for		[ Trust / Reputation ]

# VALUE PROPOSITION



1. Bitcorati helps Bitcoin users find, review, and rate Bitcoin businesses and merchants
2. Bitcorati helps Bitcoin merchants gain exposure, build trust, and attract new customers
3. Bitcorati helps Bitcoin businesses market effectively, establish legitimacy, and attract new customers
4. Bitcorati helps promote Bitcoin and encourage its increased adoption and usage worldwide

# THE PROBLEM

## #1 DISORGANIZATION & FRAGMENTATION



**Information for Bitcoin businesses, merchants and users remains disorganized and fragmented on the web. Currently, people must use a combination of search engines, forums, social networks, news sites, and blogs to find Bitcoin businesses or merchants that accept Bitcoins.**

**This is a time consuming and frustrating process for anyone with an interest in Bitcoin and it demands a solution.**

# THE PROBLEM



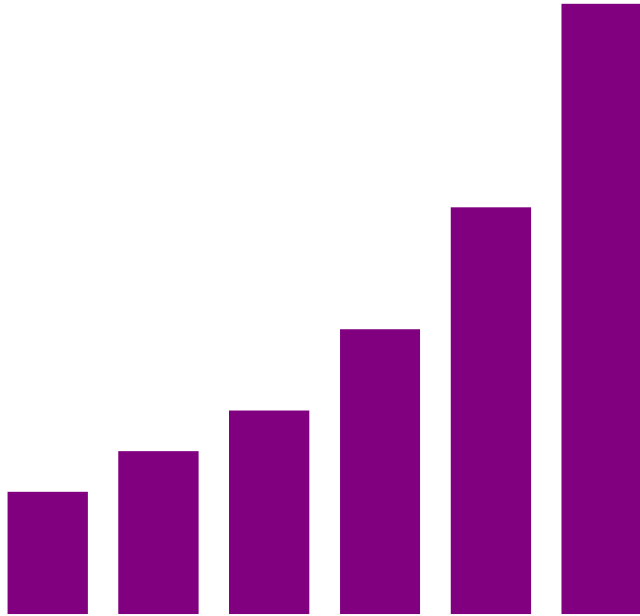
## #2 TRUST & LEGITIMACY

**Disinformation and media hype about security issues, illicit activity, and government regulation related to Bitcoin have made it difficult for Bitcoin businesses to build trust and maintain a good reputation.**

**Unfortunately, existing trust systems are not designed to meet the unique needs of Bitcoin based businesses, merchants, and users. Bitcoin is disruptive and revolutionary and demands its own trust system.**

# THE PROBLEM

## #3 ADOPTION & USAGE



**Public resistance to Bitcoin persists while Bitcoin businesses rely on user growth in order to succeed. Still, billions of people worldwide have not heard of Bitcoin and many who have still don't fully understand it's potential. Bitcoin businesses recognize a need to promote Bitcoin itself, but their resources to do so are often limited.**

**Large scale efforts to educate the public about Bitcoin and promote its merits are in demand.**

“...While merchant acceptance (online and offline) has been steadily increasing and emerging start-up companies are making Bitcoin easier to use... the concept is still too difficult for most people to comprehend and the inability to understand Bitcoin often results in a loss of interest. This is an obstacle that Bitcoin has yet to overcome.”

- Dan Roseman, [btcbible.com](http://btcbible.com) (July 2013)

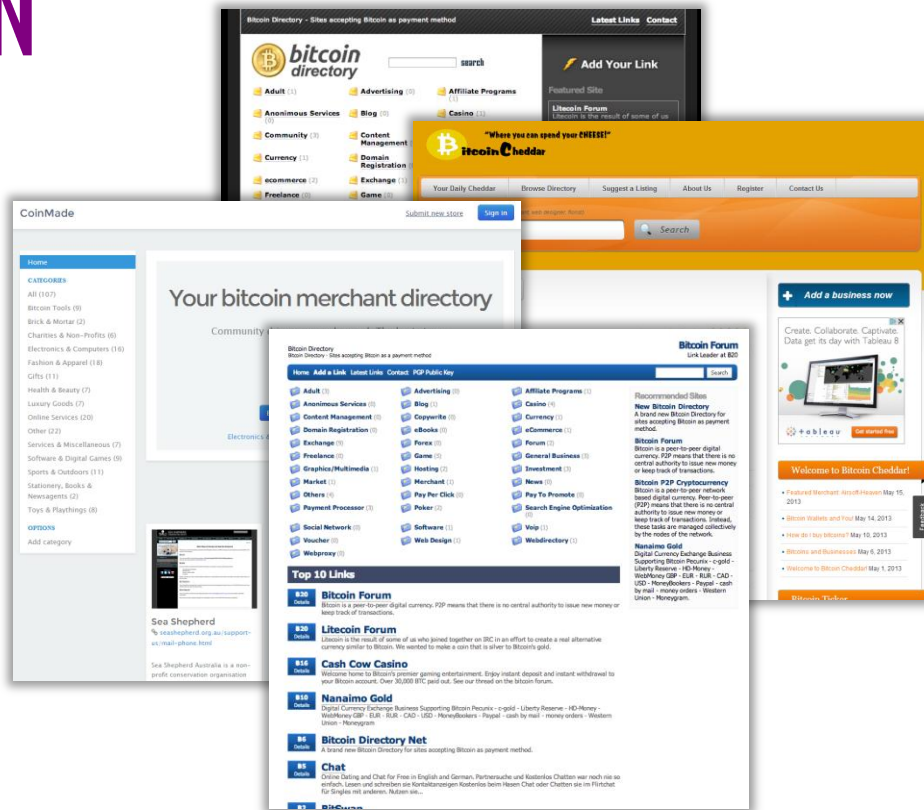




# DIRECT COMPETITION

Existing bitcoin directories lack in several key areas and all have one or more of the following characteristics:

1. Bad Design
2. Inefficient UI/UX
3. Limited Scale/Size
4. Small User Base
5. Obscure Branding
6. Low-Tech Foundation
7. Questionable Security
8. Poorly Maintained
9. Poorly Marketed



# ALTERNATIVE SOLUTIONS

## DIRECTORIES

- **Dmoz.org**
- **Yahoo! Directory**
- **Business.com**
- **BestoftheWeb.com**

## REVIEWS / RATINGS

- **Yelp**
- **Angie's List**
- **CitySearch**
- **TripAdvisor**
- **Google Places**
- **Zagat**
- **Consumer Reports**
- **Top 10 Reviews**

## TRUST SYSTEMS

- **BBB**
- **Trust Guard**
- **D&B**
- **Reputation.com**

## INDUSTRY LISTS

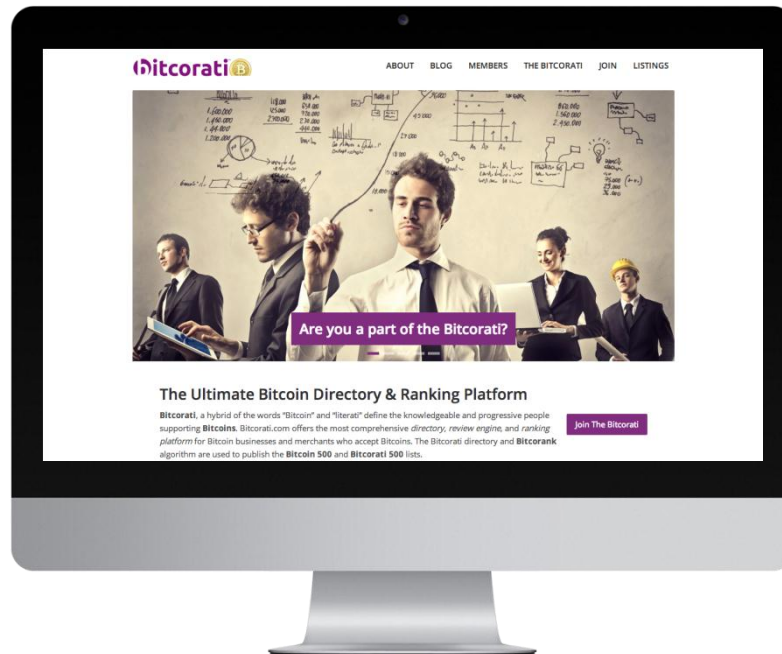
- **Fortune 500**
- **Inc. 500**
- **IR 500**
- **Technorati Top 100**
- **Ad Age Power 150**

## COMMUNITIES

- **Bitcoin Foundation**
- **Reddit.com/r/bitcoin**
- **Bitcointalk.org**
- **Social Networks**

# OUR SOLUTIONS

1. The most comprehensive, useful, and user-friendly Bitcoin directory
2. Consumer reviews and the industry standard rating system for Bitcoin businesses and merchants
3. Targeted advertising and marketing services for Bitcoin businesses and merchants
4. Educational material, high-quality content marketing and promotional campaigns for Bitcoin



# CUSTOMER SEGMENTS

**Bitcoin  
Users**

**Bitcoin  
Merchants**

**Bitcoin  
Businesses**

# PRODUCT DEMAND

**Strong demand to solve these problems is recognized by the following requests.**

“Are we in need of a service that rates Bitcoin companies?” [April 17, 2013 \(Reddit\)](#)

“Is there a comprehensive list of Bitcoin business directories?” [June 9, 2013 \(Reddit\)](#)

“How about a Bitcoin Biz Trustmark Service?” [June 10, 2013 \(Bitcoinfinger\)](#)

“A universal bitcoin merchant directory is needed (“YP for Bitcoins”)” [June 11, 2013 \(Bitcointalk\)](#)

“Find Bitcoin Accepting Stores Easily. CoinMade.org” [July 10, 2013 \(Reddit\)](#)

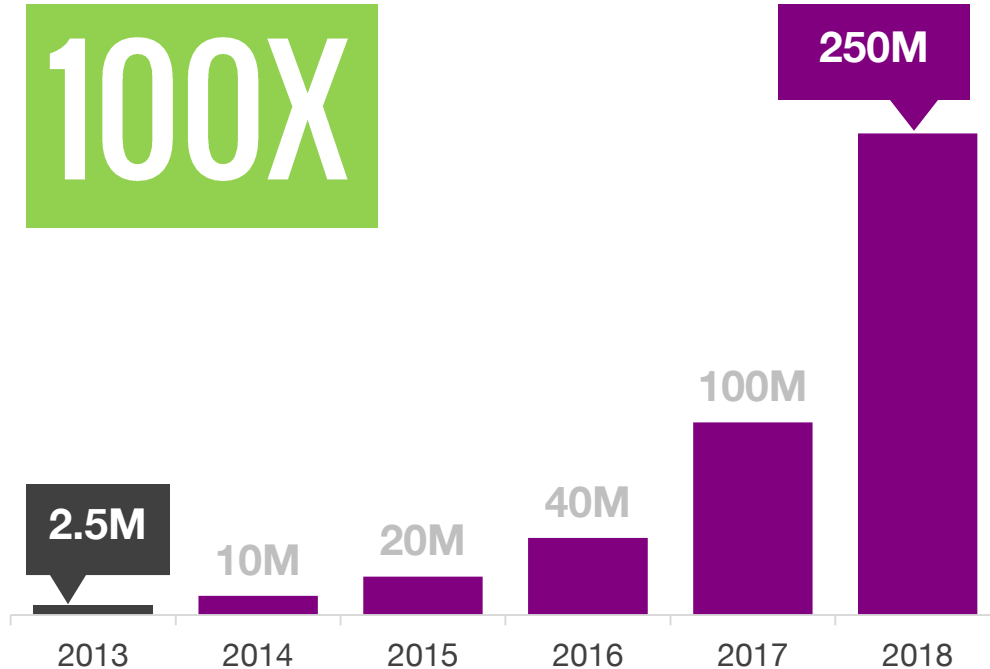
“I find it frustrating that I cannot spend my BTC in more places in the UK!” [July 24, 2013 \(Bitcointalk\)](#)

“...My guess here is pretty anecdotal and unscientific, but I’d say there are a few million people who have used Bitcoin in some way. Then maybe 500K-1M who use it occasionally, and maybe a couple hundred thousand who use it frequently. 10 million “occasional” users will likely be reached within 2 years...”

- Erik Voorhees, Bitcoin Magazine (July 2013)



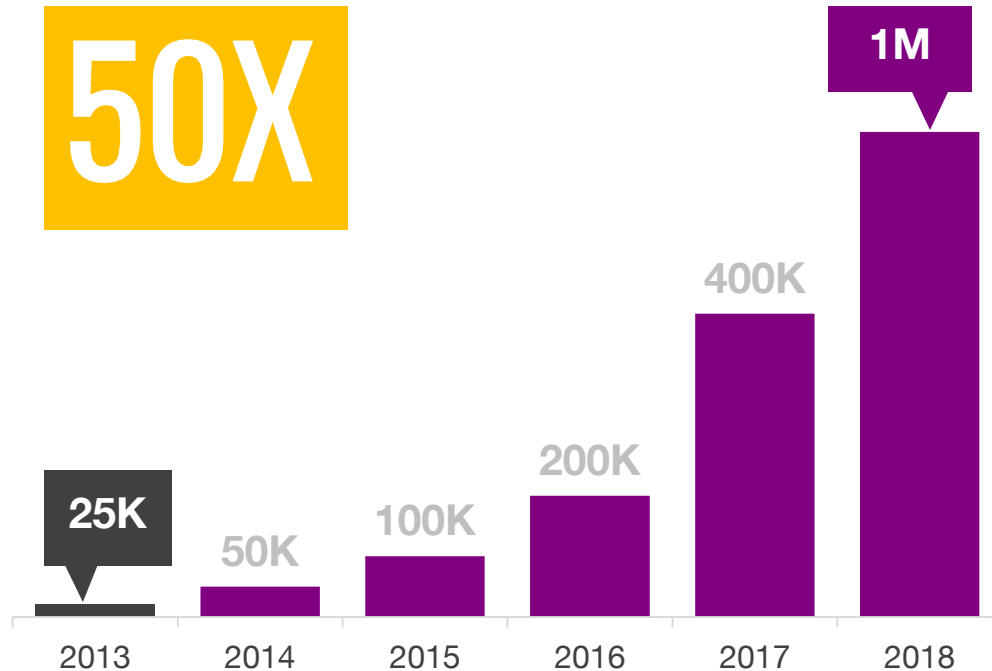
# MARKET SIZE



## #1 Bitcoin Users

We estimate there are about 2.5 million people (as of August 2013) who use bitcoins or continue to show interest in bitcoins worldwide. We anticipate this user base will grow exponentially over the next 5 year to 250 million users by 2018. This would represent about 3.1% of the global population and about 6.3% of total global Internet users in 2018.

# MARKET SIZE

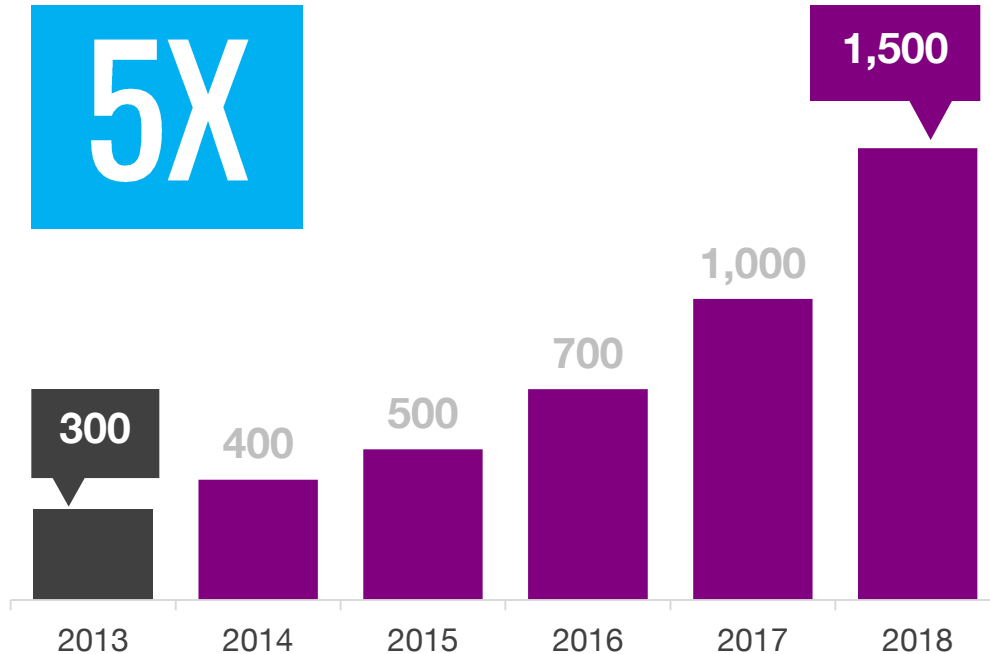


## #2 Bitcoin Merchants

We estimate there are about 25,000 merchants worldwide who now accept bitcoin as payment for their products and services. Most of these merchants are small, but a few large companies like WordPress, Reddit, Namecheap and OkCupid now accept bitcoin. We anticipate exponential growth in this customer segment over the next 5 years with about 1 million merchants (globally) accepting Bitcoins by 2018.



# MARKET SIZE

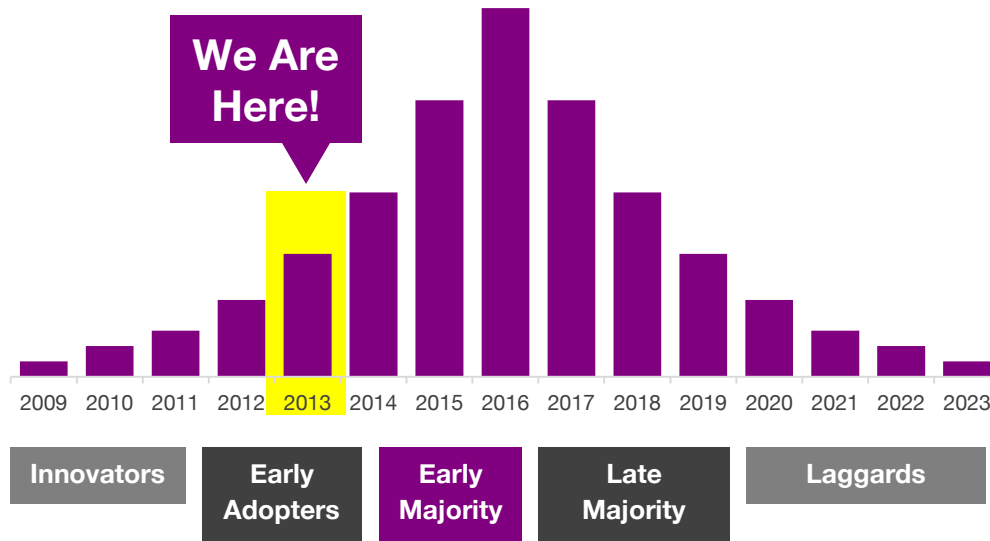


## #3 Bitcoin Businesses

We estimate there are only about 300 bitcoin businesses (mostly start-ups) in existence today, but that number is growing daily. We estimate the number of bitcoin-based business will grow to about 1,500 worldwide by 2018. The growth in new bitcoin businesses will be similar to the growth of Internet businesses in the 1990's or social media businesses in the last decade.

# BITCOIN ADOPTION

Where are we in the Bitcoin adoption cycle?



Compared to the Internet!

There were more Internet users in 1994 (13.5 million) than there are projected Bitcoin users in 2014!

<u>Year</u>	<u>Internet Users</u>
1994	13.5 M
1999	248 M
2004	817 M
2009	1.8 B
2013	2.8 B

200X

# MARKETING CHANNELS

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1. Conferences & Events
2. Bitcoin Forums
3. Bitcoin Websites & Blogs
4. Email Marketing
5. Social Media Marketing
6. Search Engine Marketing
7. Online News, Media, PR
8. TV
9. Other

# REVENUE CHANNELS

1. **Memberships**
2. **Advertising**
3. **Affiliate Marketing**
4. **Marketing Services**
5. **Mobile Apps**
6. **Data & Content**
7. **Promotional Items**
8. **Publications**

# COMPETATIVE ADVANTAGES

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1. Talent
2. Company Culture
3. Strategic Partnerships
4. Capital Resources
5. Network Effects & Scale
6. Brand Identity & Recognition
7. Patents & Trademarks

# BUSINESS TRACTION

1. **Networking and building relationships at major bitcoin conferences (San Jose & New York)**
2. **Joined the Bitcoin Foundation as individuals and industry members**
3. **Engaged in personal conversations and email threads with other bitcoin entrepreneurs, lawyers, bitcoin miners, developers, and investors regarding the concept of Bitcorati and potential partnerships.**
4. **Remained active on popular bitcoin forums and social networks**
5. **Built a list of 135 email subscribers through word of mouth only**
6. **Conducted a survey asking key questions related to the problems we're trying to solve with Bitcorati**
7. **Conducted hours of research and analysis on bitcoin, bitcoin related businesses**
8. **Conducted hours of strategic planning and business development**
9. **Began building the Bitcorati database in an Enterprise Salesforce.com account**
10. **Conducted Bitcoin and Litecoin mining experiments**

# START-UP TIMELINE

SEP 2013	Get Funding, Establish Business, Organize Team
OCT 2013	Build MVP, Pre-Launch
Q4 2013	LAUNCH! Measure, Learn, Validate & Test, Product/Market Fit
1H 2014	Activation, Retention, Stickiness, Virality, Branding
2H 2014	Monetization, Customers, Revenue, Partnerships
2015	SCALE! Business Model Refined & Repeatable. Rapid Growth
2016	Expansion, New Products/Services, Up-Sell, Cross-Sell
2017	Maturity, Growth, Preparations for Exit
2018	EXIT

# START-UP BUDGET

EXPENSES	2013	2014	2015
Web Tech, Analytics, Software/SAAS	\$6,644	\$49,224	\$88,560
Videography & Photography	\$3,408	\$20,586	\$36,586
Marketing Tools	\$1,696	\$16,896	\$105,00
Marketing / Advertising / Promotions	\$25,050	\$178,375	\$342,900
Events / Conferences / Networking	\$3,400	\$102,199	\$162,199
Business / Finance / Accounting / Legal	\$5,168	\$14,223	\$28,179
People	\$103,600	\$449,600	\$737,600
<b>TOTAL:</b>	<b>\$148,965</b>	<b>\$831,103</b>	<b>\$1,501,025</b>



# START-UP TEAM

YEAR	EQUITY	SALARY	TEAM MEMBER
2013	20%	TBD	Cofounder & CEO - Ryan Charleston
2013	15%	TBD	Cofounder & CTO - Dan Orlando
2013	20%	TBD	Angel Investor – TBD / \$1 Million
2014	6%	TBD	Employee #1 - Product Engineer / Development
2014	6%	TBD	Employee #2 - Front-End Design / Web Development
2014	2%	TBD	Employee #3 - Back-End Developer / System Admin

# EXECUTIVE MANAGEMENT



**COFOUNDER & CEO**

**RYAN CHARLESTON**

- Strategy & Vision
- Marketing & Sales
- Research & Analysis

 [LinkedIn.com/in/ryancharleston](https://www.linkedin.com/in/ryancharleston)



**COFOUNDER & CTO**

**DAN ORLANDO**

- Technology
- Hardware / Software
- Project Management

 [LinkedIn.com/in/danorlando](https://www.linkedin.com/in/danorlando)



**DIGITAL AGENCY**

**GATE6 AGENCY**

- Web Design UI/UX
- Web Development
- Graphic Design



**INVESTOR**

**TBD**

- Capital Resources
- Advisory
- Business Strategy

# INVESTMENT OPPORTUNITY

YEAR	MONTHS	FUNDING	INVESTORS	COFOUNDERS	TALENT	ADVISORS	OPEN
2013	4 Months	\$150,000	3%	35%			62%
2014	12 Months	\$850,000	17%		20%	2%	23%
2015	12 Months	\$1,500,000	10%		5%		8%
2016	12 Months	\$1,250,000	5%		3%		
2017	12 Months						
2018	8 Months						
	<b>60 Months</b>	<b>\$3,750,000</b>	<b>35%</b>	<b>35%</b>	<b>28%</b>	<b>2%</b>	

**So why should you invest in Bitcorati?**

# INVESTMENT INCENTIVES

1. **No Regulatory or Compliance Issues**
2. **Business Traction & Pre-Launch Interest**
3. **Experienced & Committed Cofounders**
4. **Experienced Advisors & Legal Team**
5. **Aggressive Growth Strategy**
6. **Solution Demand in Hyper-Growth Market**

# CONTACT INFO

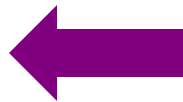
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Invest Here!



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