

bitupper

CRYPTO AND BLOCKCHAIN PLATFORM

www.bitupper.com



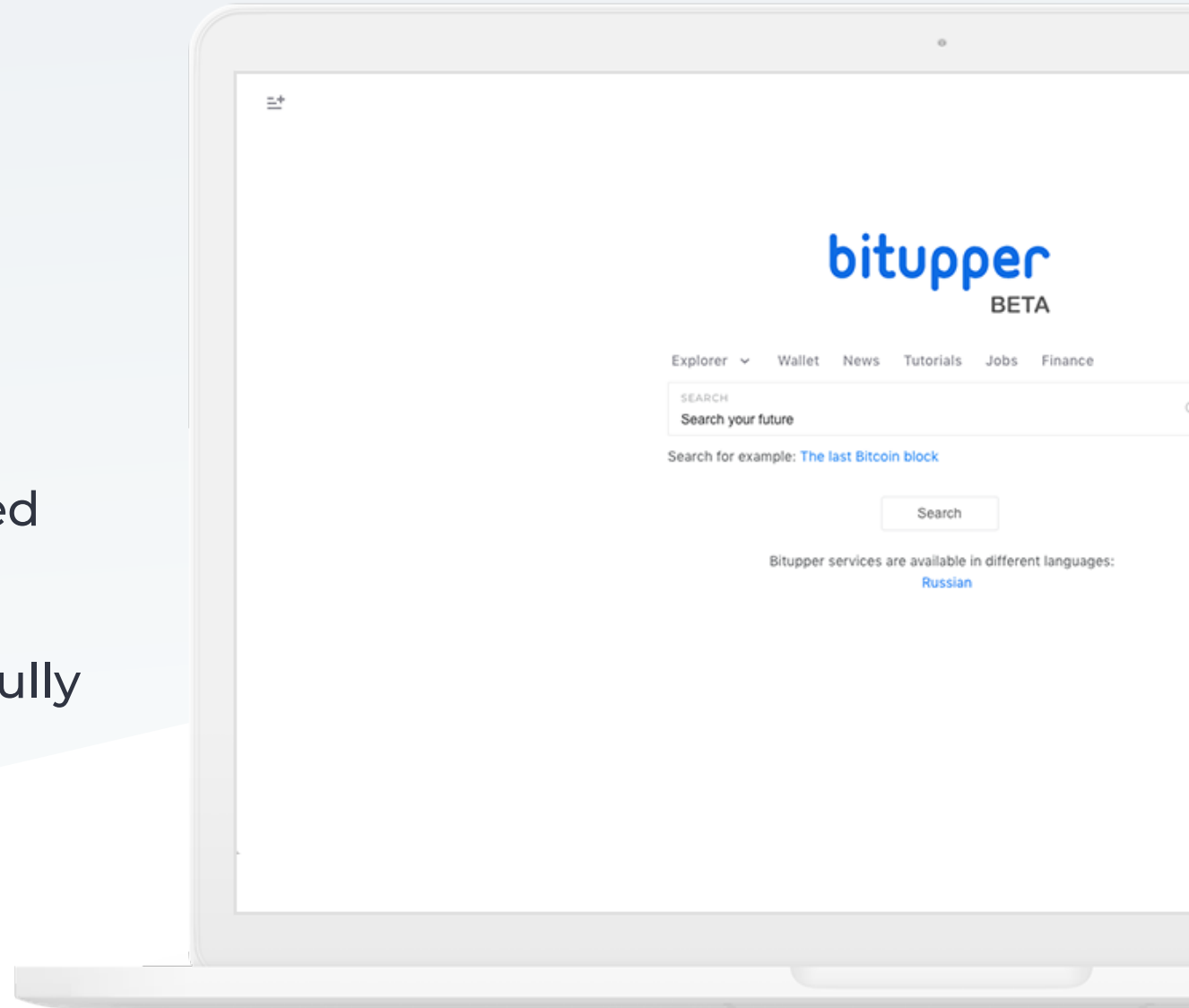
PROBLEMATICS

- Most platforms control users' money
- All services for crypto are separate
- Lack of business solutions

SOLUTION

Single platform for crypto industry aiming to drive adoption of crypto and blockchain technology worldwide with services suited both for individuals and businesses where funds are fully under control by users

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AREAS

BITUPPER PLATFORM IS FOCUSED ON 4 MAJOR AREAS



Finance

Services for managing crypto assets, including wallet, exchange and financial analytics



Business

Services that allow application of crypto currencies and blockchain technologies into existing business, or build a new venture based on new economics: raise funds, process payments, advertise and even find employees



Community

Services focused on education and communication of crypto community, allowing to learn new skills, meet new people, get necessary information in a matter of seconds



Media

News-gathering services and user-generated content for staying up to date with relevant and verified information about crypto and blockchain industry

SERVICES

FINANCE



Bitupper Wallet

Multicurrency wallet



Bitupper Explorer

Multicurrency block explorer
with advanced functionality



Bitupper Exchange

Exchange service



Bitupper Finance

Financial analytics service

SERVICES

BUSINESS



Bitupper Fundraising

Fundraising with payment processing in the cloud



Bitupper Commerce

Ecommerce payment system



Bitupper Ads

Bitupper advertising network



Bitupper Jobs

Job search service

SERVICES

MEDIA



Bitupper News

The aggregator of news in different languages with artificial intelligence



Bitupper Digest

The service platform of posts where users write the content and receive advertising bonuses

SERVICES

COMMUNITY



Bitupper Tutorials

Service of lessons and instructions that can be shared



Bitupper Knowledge

Structured knowledge base of blockchain technologies and other innovative technologies



Bitupper Answers

Question-answer service with the search and the ability to publish a question and get a qualified answer



Bitupper Reputation

Service for statistics of useful user activities



Bitupper Events

Events from Bitupper and partners

ROADMAP 2015-2018

2015 Q3 The first work on Bitupper Explorer

Start the development of Block Explorer - Bitupper Explorer

2016 Q2 The first Bitupper Wallet works

Start the development of Bitcoin wallet - Bitupper Wallet

2016 Q4 Launch the first MVP

Launch the first MVP - **Bitcoin** wallet - Bitupper Wallet

Start Bitupper API (beta)

2017 Closed beta testing

Continued development of multi-browser Bitupper Explorer

Development of Bitupper Wallet (BIP-32, BIP-44) with the support of BTC, LTC, DOGE, ETH (accounts and statistics, Trigger addresses, and integration with Bitupper Alerts)

Closed Beta Testing Bitupper Explorer

2018 Q1 Running in Testnet

Adding Litecoin to the list of supported crypto currency

Bitupper API Alpha

Bitupper Wallet

Open Beta Bitupper Explorer

2018 Q2 Services launch

Launch Bitupper Explorer - Testnet

Adding Dogecoin to the list of supported crypto currency in the Bitupper Explorer

Launch Bitupper Explorer - Mainnet

2018 Q4 Receiving venture funding, launching services

Financing

Bitupper Passport, Bitupper Fundraising, Bitupper Alerts launch

ROADMAP 2019-2021

2019 Q1 Bitupper Wallet launch in testnet

Starting Bitupper Wallet in Testnet

Adding Bitcoin Cash to the list supported by the crypto currency

2019 Q2 Launch of Bitupper media network, support for Ethereum

Bitupper Ads, Bitupper News launch

Add support for ETH, tokens of the ERC-20 standard

2019 Q3 Launch services and mobile applications

Bitupper Exchange, Bitupper API launch

Bitupper Wallet for iOS and Android launch in Testnet, Mainnet

Bitupper Jobs, Bitupper Events launch

2019 Q4 BTR tokensale

Token Sale BTR

Exchanges listing

2020 Q1 Starting the services, supporting new crypto currencies

Adding new crypto currencies in Bitupper Explorer voted by community

Bitupper Finance launch (Charts and Statistics), Commerce

2020 Q2 New Services launch and Community Development

Bitupper Tutorials, Answers, Digest launch

Opening offices in Valencia, Spain for the Bitupper News Department, Bitupper Ads

Opening offices in Paris, France for different departments

2020 Q3 Enhanced functionality Bitupper Finance

New service Bitupper Finance (Premium Analytics)

Opening an office in Shanghai, China for different departments

2020 Q4 Running services and obtaining licenses and certificates

Bitupper Knowledge launch

License EMI

Certification PCI DSS

Offices in Los Angeles, USA for different departments

2021 Q1 Offices in Dubai, United Arab Emirates for different departments.

2021 Q2 Office opening in Seoul, South Korea for different departments.

TARGET AUDIENCE AND VALUE PROPOSITION

Target audience	Value Proposition	Bitupper Solution
Crypto assets holders Crypto beginners	Robust asset management tools. Functionality. Communication. Education.	Bitupper Wallet Bitupper Exchange Bitupper News Bitupper Tutorials Bitupper Answers Bitupper Knowledge Bitupper Events
Authors of projects Blockchain clients	Fundraising. Project team. Getting help. Search for employees. Search for solutions on blockchain.	Bitupper FundRaising Bitupper Tutorials Bitupper Answers Bitupper Knowledge Bitupper Events Bitupper Jobs
Financial analysts Traders Investors	Analytical information. Convenience of obtaining information. Timeliness of information. Completeness of information. Invest in projects. Receive analytical information. Receive email alerts.	Bitupper News Bitupper Finance Bitupper Fundraising Bitupper Alerts

TARGET AUDIENCE AND VALUE PROPOSITION

Target audience	Value Proposition	Bitupper Solution
Software developers	<p>Communication with programmers.</p> <p>Access to technical documentation.</p> <p>Participation in hackathons.</p> <p>Participate in the development of Bitupper services for rewards.</p> <p>Search for vacancies.</p> <p>Search for a team.</p>	<p>Bitupper Tutorials</p> <p>Bitupper Answers</p> <p>Bitupper Knowledge</p> <p>Bitupper Jobs</p> <p>Bitupper Events</p>
Blockchain clients	<p>Search for employees.</p> <p>Search for solutions on blockchain.</p>	<p>Bitupper Events</p> <p>Bitupper Jobs</p>
Content creators	<p>Platform for publishing content monetization.</p>	<p>Bitupper Digest</p> <p>Bitupper Ads</p>
News Readers	<p>Get information in a convenient way in one place with flexible personalization capabilities.</p> <p>Functional notifications.</p> <p>Read the news of specific individuals.</p>	<p>Bitupper News</p> <p>Bitupper Alerts</p> <p>Bitupper Digest</p>
Online business Offline business	<p>Integration of payment processing in cryptocurrency.</p> <p>Attracting a new audience.</p>	<p>Bitupper Wallet</p> <p>Bitupper Exchange</p> <p>Bitupper Commerce</p> <p>Bitupper Ads</p>
Advertisers Media Agencies	<p>Advertising.</p> <p>Event sponsorship.</p> <p>New methods of involving the audience.</p>	<p>Bitupper Ads</p> <p>Bitupper Events</p>

FINANCE PROJECTIONS FOR 3 YEARS 2018-2021

Most of Bitupper services are accessible for general public for free in order to attract users. Having more than 18 services on board, Bitupper Platform easily generates traffic, which is then monetized using own advertising network Bitupper Ads.

Business and other functional services are available via paid subscription or via one-time payments.

REVENUE PROJECTIONS

Revenue	ARPU	Indicators	Number of clients	Operation costs
Income from exchangers Income \$ 7 474 315	1 \$	Avg. exchange amount \$ 200 Effective Fee 0.50%	7 474 315	Personnel \$ 21 989 621
Bitupper Fundraising Clients Income \$ 3 737 165	1000 \$		3 737	Advertising and marketing \$ 16 418 437
Vendors with paid subscription Income \$ 18 685 787	100 \$		186 857	Office rent (representative) \$ 1 607 000
Advertising revenue Income \$ 50 965 341		Share (from traffic) 100% Average bill \$ / 1000 views \$ 10		Hardware and servers expenses \$ 512 101
TOTAL \$ 80 862 607				TOTAL \$ 40 527 160

FOUNDERS



ANDREW ZHUK

Founder, CEO, Lead Developer

[Twitter](#)

[Facebook](#)



MIKHAIL SERGEEV

Vice President & CBDO

[Twitter](#)

[Facebook](#)