

A P2P AND SOCIAL TRADING CRYPTO EXCHANGE



For countries with financial instability and 2 billion unbanked people
Powered by BSC blockchain

ABOUT COINCHUM

Coinchum is a P2P and social trading marketplace with various crypto currency offerings, including Bitcoin, USDT, Ethereum, XRP and the Chum token.

Coinchum integrates web-based features with an intuitive interface that enables users to learn from education resources, as well as trade cryptocurrencies using advanced market tools that allow for the efficient monitoring and analysis of market trends.

CoinChum opens up opportunities for both novice traders and pros to cash in on crypto trades by facilitating one-on-one interactions between users.



THE PROBLEM & COINCHUM SOLUTION



**Limited choices on coin selection.
No risk hedging tools**

- An open voting system
- Multiple coin selections
- Binary trading pairs with low fees



**Lack of crypto analysis
tools solution:**

- Detailed price analysis tool
- Powerful events terminal
- Information terminal



**Less security on
account and wallet**

Wallet security

- Assets insurance
- Fund password
- Verification software
- Withdraw protection
- White IPs

Account Security

- Email
- SMS
- GA
- Anti-phishing
- 3rd party account auth



**Poor or non-existence
customer service**

- Easy to use ticketing system
- Fast reply from online chat
- Fast resolution for login&account issues
- Fast processing of withdrawals
- Telegram groups

THE PROBLEM & COINCHUM SOLUTION



Lack of Education

- Cryptocurrency Academy
- Education resources
- User generated contents on education channel



Inflexible fee Structure

- Flexible fee structure
- Users can deduct fees by CHUMtoken
- Badges and privileges for tierd users



High fraudulent probability

- Login guard
- Security deposit
- Volume limitation
- Anti-Scam(after trade)
- Dispute resolution
- Feedback system
- Blacklist system
- Fraud report



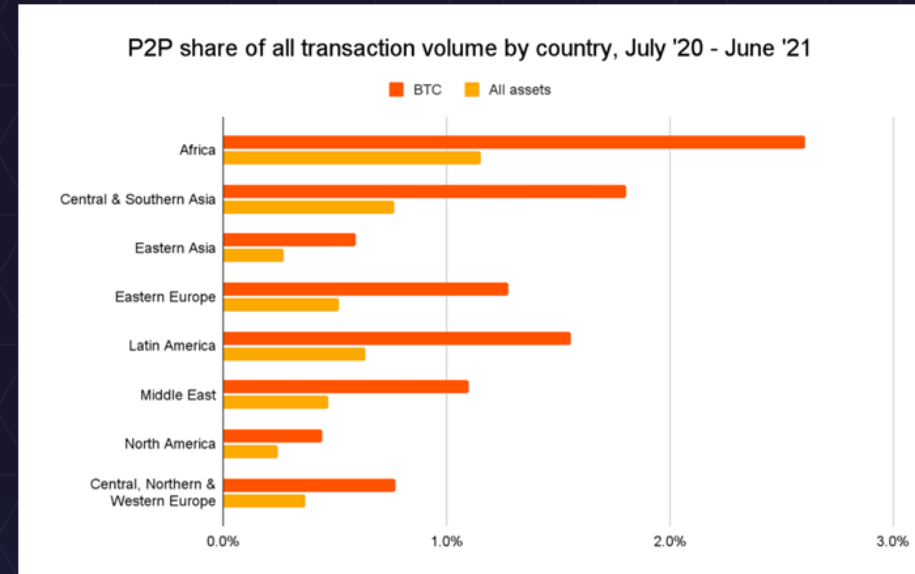
Make profits from Crypto Trading

- Leaderboard for top crypto traders
- Social trading
- Copy trading

MARKET OPPORTUNITY

Africa is the second-most-populous continent in the world, with around 1.3 billion people. At the same time, underdeveloped infrastructure has made Africa a perfect vector for crypto currencies.

Africa has topped peer-to-peer (P2P) payment platforms in terms of transaction volume across all regions. Africa's Crypto Market has Grown by \$105.6 Billion in the Last Year (2020)



QUARTZ AFRICA

Nigeria is now the No.2 bitcoin market on this fast-growing global marketplace



Meanwhile in East Africa, Binance opened a subsidiary in Uganda and promptly signed up 40,000 users in its first week.

<https://qz.com/africa/1947769/nigeria-is-the-second-largest-bitcoin-market-after-the-us/>

COMPETITOR ANALYSIS

	LOCALBITCOINS	PAXFUL	COINCHUM
Cryptocurrency	1	3	Multiple
Trading fee	1-2%	1-5%	0.5% and flexible
C2C and B2C	No	No	Yes
Social trading	No	No	Yes
Security level	High	Medium	High
Analysis tools	No	No	Yes
Education resources	No	No	Yes
Anti-scam system	Medium	Low	High
Customer service	Low	Low	High

BUSINESS MODEL

■ Fees & Commission



UNIQUE SELLING PROPOSITION



Buy and trade cryptos safer, easier, quicker



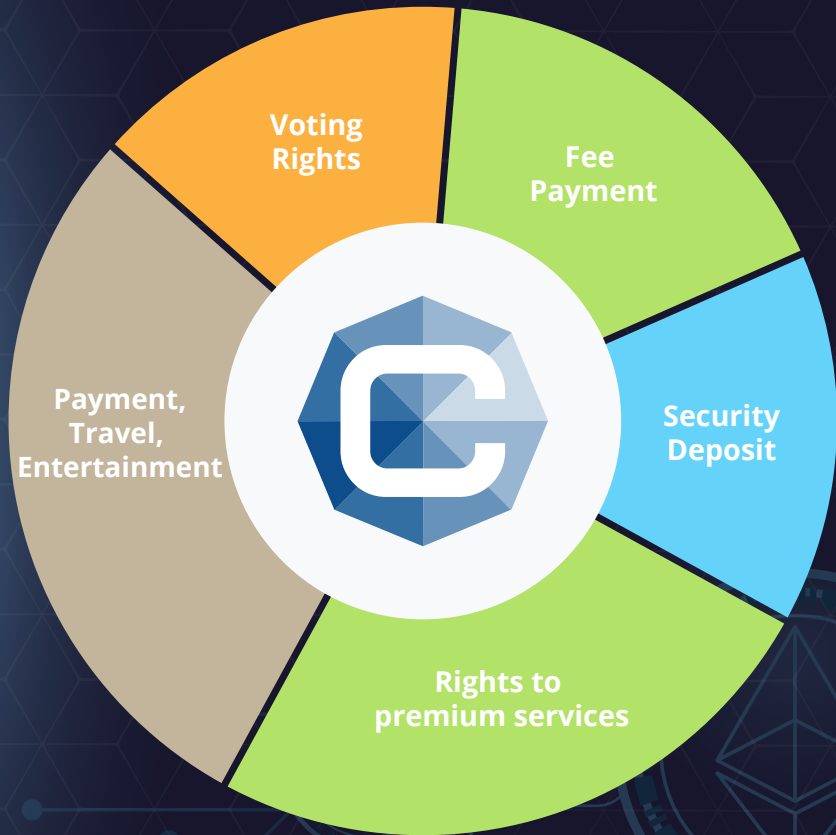
Novice and professional traders make profits by social trading



Tailors to users core needs and platform Scalability

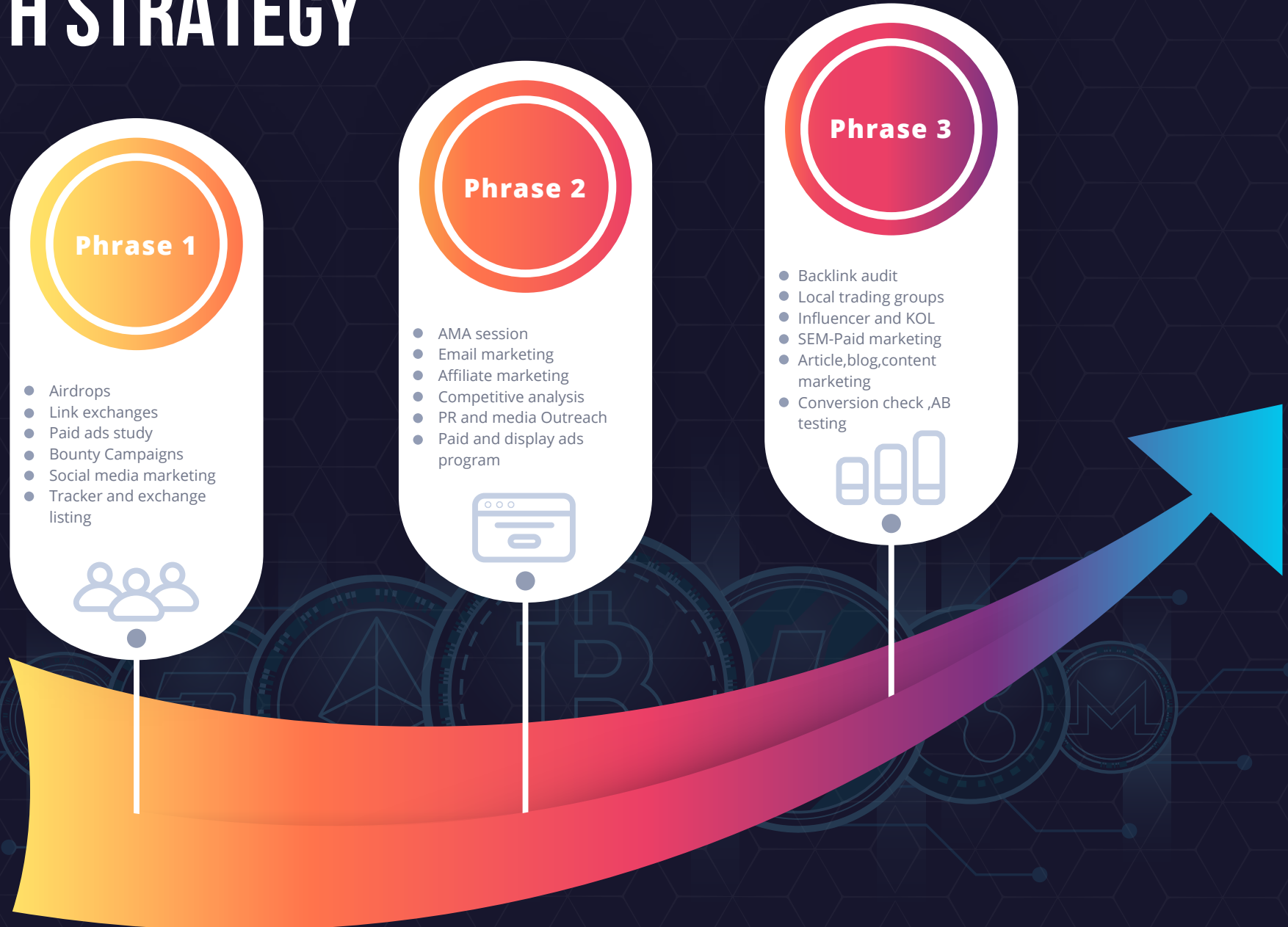


TOKEN USAGE



- ✓ 1. Trading fees can be paid with CHUM, at a discount to as much as 50% to normal trading and withdrawal rates.
- ✓ 2. We will set up different risk levels for payment methods. High risk payment methods will require CHUM as a security deposit in order to reduce and screen for fraudulent activities.
- ✓ 3. Voting rights for coin listing or other priority activity.
- ✓ 4. To gain access to the platform's social trading functions, a member must have a minimum Chum balance. Higher balances will be needed to access premium levels of service.

GROWTH STRATEGY



OUR VISION

Coinchum aims to expand horizontally into new market segments in the future, thereby moving beyond its initial function as an innovative trading platform for crypto currencies

- B2C, Social trading, Contract and Margin trading, as well as professional trading system
- An ecological closed loop system where traders can achieve their goals: trading and profiting.
- Development of Chum intelligent chain (CIC)
- CoinChum charity foundation
- Setup of CHUM labs



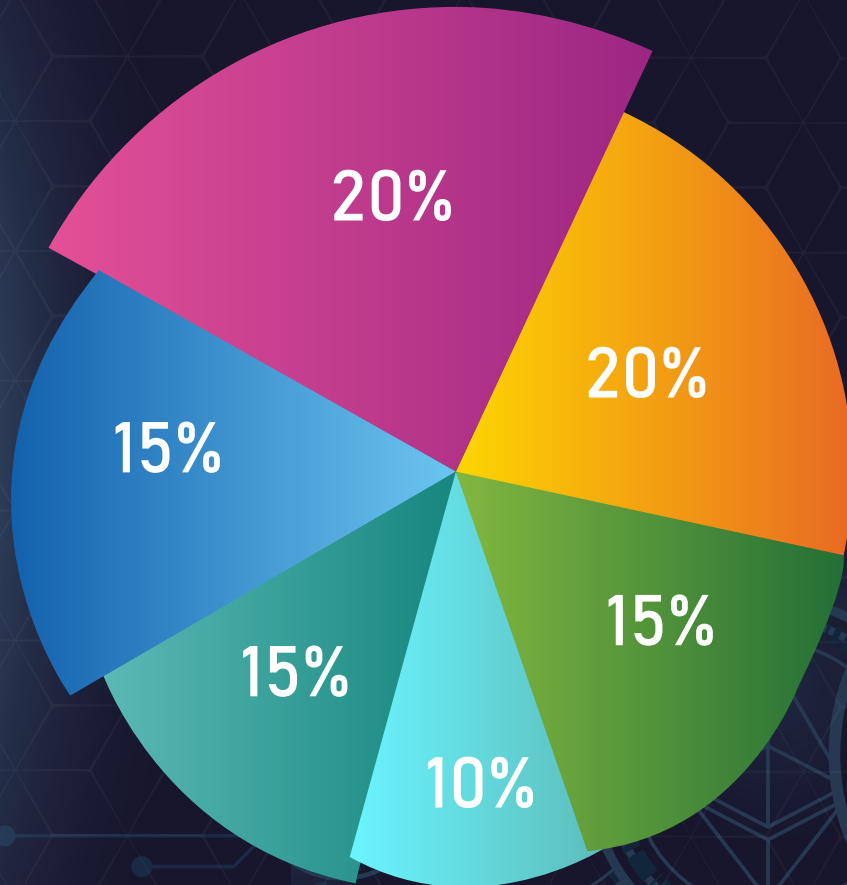
FINANCIAL PROJECTIONS

DATE	TOTAL USERS	REVENUE PER MONTH (\$)	CHUM TOKEN DEMAND	CHUM TOKEN CONSUMPTION (DAILY)	ADDITION FUNCTION
2022.03	864	3,024	50k	1K	
2022.06	4,286	14,999	250K	5K	
2022.09	9,691	33,917	500K	10K	B2C
2022.12	18,372	65,403	1 Million	20K	IEO Pad
2023.03	32,434	204,662	1.6 Million	36K	Social C2C
2023.06	55,129	358,891	3 Million	60K	
2023.10	108,933	751,639	5.8 Million	116K	Margin Contract
2024.02	212,872	1,488,820	10.8 Million	216K	
2024.06	421,027	2,905,084	20.6 Million	420K	LPF
2024.12	1,161,865	8,016,866	60 Million	1.2 Million	

Assumption:

Each user needs a minimum of 1,000 CHUM as security deposit to enjoy fee discount or other privileges

ALLOCATION OF FUNDS



1) 15% of the funds will be used on

- R&D
- Software development
- Platform development investments

2) 15% of the funds will be used on

- Community building and management
- ICO expense
- Liquidity Pool
- Token price management

2) 20% of the funds will be used for marketing

- Sales offices: Asia, Africa, America
- Incentives and events for webmasters
- Sales managers incentives program

3) 15% of the funds will be used for operating expenses

- Office rent
- Legal and accounting services
- Server infrastructure and cloud services

4) 15% of the funds will be used to secure the platform

5) 20% of the funds will be used on SPAC setup and operation

TEAM



Daniel Yan
CEO and founder

Entrepreneur, certified PE fund manager, successful modeling



Nitesh Mishra
Co-founder and CPO

Founder of Bramble (Public Blockchain).
Serial Tech entrepreneur



Delia Sabau
CFO

Hedge Fund investor, serial entrepreneur



Kristoff Molina
CMO

Expert in the cryptocurrency and NFT space, master on social media and online marketing



Kartik Patel
CTO

Full stack senior web developer 8+ Years experience software development



Sandip Kundu
Strategic advisor

Corporate financing, strategy and operations management

TEAM



Zachary Hsu
Financial advisor

Private Crypto Investor and Advisor on fundraising



Moshood Animashaun
Market advisor

Experienced P2P cryptocurrency trader and researcher.



Lokesh Shanbhag
Financial advisor

Strategic Advisor for early stage projects and tech entrepreneur



Xavier Bravo
Compliance advisor

Fraud and Compliance Specialist |
Customer Support Expert



THANK YOU

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