

Coinsource Blog:

- <https://coinsource.net/blog/>

What is Blockchain?

- <https://coinsource.net/can-blockchain-technology-be-used-outside-of-cryptocurrency/>
- <https://coinsource.net/opening-the-gates-of-the-digital-economy/>

What is Bitcoin?

- <https://www.coindesk.com/learn/bitcoin-101/what-is-bitcoin> (*recommended*)
- <https://coinsource.net/what-is-a-bitcoin-worth/>
- <https://coinsource.net/how-many-bitcoins-exist/>
- <https://coinsource.net/what-is-bitcoin/>
- <https://coinsource.net/bitcoin-101/>
- <https://coinsource.net/18-common-cryptocurrency-terms-explained/>
- <https://coinsource.net/what-bitcoin-has-in-common-with-mark-twain/>
- <https://coinsource.net/is-bitcoin-legal/>
- <https://coinsource.net/take-me-for-a-trip-upon-your-magic-swirling-ship/>
- <https://coinsource.net/bitcoin-how-where-and-what-can-i-buy/>
- <https://coinsource.net/cryptocurrency-for-the-unbanked-and-underbanked/>
- <https://coinsource.net/private-keys-public-keys-addresses-and-wallets/>
- <https://coinsource.net/how-can-i-spend-bitcoin/>
- <https://coinsource.net/can-i-use-bitcoin-to-send-money-to-a-person/>

Bitcoin Exchanges vs. ATMs

- <https://coinsource.net/why-buy-bitcoin-from-an-atm/>
- <https://coinsource.net/the-problem-with-bitcoin-exchanges/>

News & Current Events

- <https://coinsource.net/coinsource-adds-dai-stablecoin-to-bitcoin-atms/>
- <https://coinsource.net/celebrities-and-bitcoin-whales-two-different-animals/>
- <https://coinsource.net/bitcoin-atms-growing-exponentially/>
- <https://coinsource.net/leading-bitcoin-operator-deploys-machines-throughout-upstate-new-york/>
- <https://coinsource.net/who-are-the-bitcoin-millionaires/>

What is Coinsource? Why use their service?

- <https://coinsource.net/frequently-asked-questions/>
- <https://coinsource.net/coinsource-rolls-out-2-way-bitcoin-atms/>
- <https://coinsource.net/enroll-before-you-go/>
- <https://coinsource.net/how-does-a-bitcoin-atm-work/>
- <https://coinsource.net/how-to-send-cash-to-someone-using-a-bitcoin-atm/>
- <https://coinsource.net/can-i-withdraw-cash-from-a-bitcoin-atm/>
- <https://coinsource.net/how-to-sell-bitcoin-using-a-coinsource-bitcoin-atm/>
- <https://coinsource.net/buying-bitcoin-with-cash/>

The Future of Coinsource:

- <https://coinsource.net/coinsource-launches-platform-as-a-service-offering-doubles-machine-count-in-under-60-days/>
- <https://coinsource.net/want-to-get-in-on-the-bitcoin-atm-revenue-stream/>
- <https://coinsource.net/whats-next-for-coinsource/>

Other Supplements

Case name	How would you grow Coinsource B2B Sales?
Case #	001-2021-0201
Skills assessed	Which of the skills under the 8 competencies (32) (display in a matrix-checkbox)
Level of performance	Graduate
Technical skills required	Market Research, Sales & Business Development, Marketing Strategy
Approximate time to complete	1-2 hours

Table 1: Company Information

Company name	Coinsource
Website	https://coinsource.net/
# of employees	30-50 (2019)
Est. revenue	\$50M (2019)
Primary Industries	Finance, Bitcoin, Bitcoin ATMs, Financial Services, Currency Exchange Services, Payments, Software, Virtual Currency
Location	201 Main St. Suite 1440 Fort Worth, TX 76102
Standard Industrial Classification (SIC) Code	6153, 615
North American Industry Classification System (NAICS) Code	52

Key Market Players in the Global Bitcoin ATMs Market

- General Bytes
- Genesis Coin
- Lamassu
- BitAccess
- Covault

- Coinsource
- Orderbob ATM
- wBTCb
- Shitcoins Club
- BTC facil
- BBFPro
- Open Bitcoin ATM
- BitXatm
- zzBit
- BitTeller

Guidelines:

- Be sure to use clear, concise writing and strong grammar throughout your work.
- You may conduct research to gather information beyond what is provided and linked in this document.
- Submit the assignment as a PDF or _____ document at _____

Assessment Rubric:

Assessment Criteria		Measure	Performance Rating		
Task performed (IAECB)	Skills assessed (NACE)	Q#	2	1	0
Identification of issues	Critical thinking/ Problem solving	1a (problem that is solved)	The problem/ situation that is solved by the product is relevant and clear	The problem/ situation is relevant but lacks clarity	The problem/ situation is not relevantJ
Analysis/ Evaluation of issues Weight = x2	Critical thinking/ Problem solving	1,2; 3 Questions	The value proposition statement effectively addressing the following elements: 1) Identification of product; 2) quantitative benefits/value to customers;3) relative superiority to competition; 4) differentiation;	The value proposition statement effectively addresses all but one of the following elements: 1) Identification of product; 2) quantitative benefits/value to customers;3) relative superiority to competition; 4) differentiation;	The value proposition statement effectively addresses two or less of the following elements: 1) Identification of product; 2) quantitative benefits/value to customers;3) relative superiority to competition; 4) differentiation;

Stakeholder Perspectives	Teamwork/ Collaboration	1, 2a,2b	The customer(s)' perspective of the product and its value is clearly and accurately reflected; It is effectively captured.	The customer(s)' perspective of the product and its value is accurately reflected; it is captured.	The customer(s)' perspective is not accurate and it is not captured.
Written Communication	Written Communications skills	All/memo	Clear, concise, and well organized. No spelling or grammatical errors.	Clear, concise, and well organized. Minor grammatical errors.	Lacks clarity or is not well organized. Multiple grammatical or spelling errors.
Total score (possible ___ points)					