

Coinsource B2B Growth Strategy

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Executive Summary

Objective

The objective of the MSMU graduate team is to present a B2B growth strategy to expand Coinsource's underlying software, allowing them to secure the global Bitcoin ATM market. This presentation describes and analyzes the Bitcoin ATM landscape in the U.S. as it relates to B2B growth.

Company Specifications

Established in 2015, Coinsource has situated itself as the world's leader in Bitcoin ATMs, while capturing recognition as one of its largest global operators. Through their state-of-the-art B2C model, Coinsource has significantly lowered the barrier of entry for Bitcoin acquisition and aims to revolutionize enterprise franchisement through their B2B, platform-as-a-service (PaaS) solution. Operating in 44 states, the company is now focused on national & international expansion; as well as securing a crypto-presence within emerging areas. Per these innovative advances, Coinsource is defining itself as a key contributor regarding mass adoption.

The following will be discussed in this document:

- Market Analysis of Bitcoin adoption rate vs. Bitcoin ATM (BTM) Growth
- B2B Growth Strategy
- Marketing Strategy
- Rollout Plan

It is our hope that this information will be used to expand Coinsource's B2B network, and strengthen the marketing and growth strategies.

Market Analysis

According to Cointelegraph, about 11% of Americans own Bitcoin and about 35% of those ownership rates are controlled by 18-44-year-olds. Meanwhile, the remaining 12% of the growing market is controlled by Baby Boomers. While there are 18 million Bitcoins in circulation, there are only about 7,000 Bitcoin ATMs worldwide in which over 4,000 of these are located within the U.S. As Bitcoin's market capitalization has reached \$303.1 billion, Bitcoin ATM growth has also increased exponentially since Coinsource's inception (est. 2015); a total of +2910%.

B2B Growth Strategy

As a leader in Bitcoin accessibility, Coinsource is unleashing the importance of serving the unbanked and underbanked population by offering an alternative solution to acquire such digital currencies and financial services. To fulfill global expansion Coinsource must follow a multi-pronged strategy promoting clarity and stability; by attracting prospects, building engagement, and turning opportunities into clients. Coinsource will differentiate itself from its competitors by ensuring an online presence, generating mass appeal from potential owners & hosts (B2B). Additionally, they will provide a transparent and safe gateway to Bitcoin acquisition per anti-money laundering (AML) and know-your-customer (KYC) regulations.

Marketing Strategy

Our goal is to help Coinsource transform traffic into transactions using innovative branding and advertising strategies for exponential growth and success. By executing inch-perfect repositioning tactics via increased brand visibility, digital media, and strategic partnerships, Coinsource will solidify itself as the premier Bitcoin ATM (BTM) operator.

Brand Visibility- To fulfill the digital media component, the cultivation of educational videos, a specialized podcast, and innovative social media content will establish a brand presence for online users.

Digital Media- The creation of an in-house application is imperative; allowing users to generate a non-custodial wallet to facilitate peer-to-peer transactions (P2P) while warranting the ATM host/owner to monitor logistics (i.e. transactions, and kiosk performance). Additionally, expansive marketing efforts such as paid on-screen advertisements, promo-code capabilities, and white labeling solutions will enhance and further support Coinsource's burgeoning business-to-business (B2B) model.

Strategic Partnerships- Establishing strategic partnerships with national- international firms and crypto-influencers will assist Coinsource to spread awareness, identify new sales leads and outreach ideal buyers.

Rollout Plan

- **U.S Rollout:**
Targeting and engaging with ideal buyers & hosts, presenting Bitcoin ATMs to more populous areas nationally, and creating partnerships with small businesses, Universities, and Blockchain-based companies alike (e.g. D.C. Block shop, Bitcoin Centers, cash-based businesses).
- **International Rollout:**
By identifying salient international crypto-hubs, Coinsource can determine the most ideal & opportune location(s) to procure the necessary licensing to solicit BTM operations. After establishing a firm understanding of the areas' demographic, Coinsource can proceed in securing BTM locations.

Conclusion

For current and emerging merchants, Coinsource will continue to be the World's leader in Bitcoin ATMs in the nation using our integrated business strategies. We believe that executing this dynamic plan for growth and innovation will position Coinsource as a trusted bitcoin provider. Unlike competitors, Coinsource does not seek to add another digital number to a spreadsheet, but to transform traffic into transactions by allowing unbanked America the opportunity to access Bitcoin fast using cash. It is more than a numbers game. It is a mission to revolutionize humanity one coin at a time. This unique proposition along with our proposal will create continued sustainability and profitability for Coinsource in the future.

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