

BTC Trader



Liberyum Danışmanlık BT Ticaret A.Ş.
Istanbul Turkey

Company & Solutions Brief

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Outline

With this document we aim to provide an overview of BTCTrader as a business and our white label exchange platform. The following subjects are covered:

- General overview of BTCTrader
- Platform features
- Platform technology & reliability
- Partnership structure

Disclaimer

- This document does not constitute a binding agreement for either the prospective partner or BTCTrader
- The effective partnership terms and conditions are described in detail in BTCTrader's White Label Exchange Platform License Agreement
- The prospective partner shall be shared the License Agreement in due time if an initial understanding is established
- Until that time, neither this document nor any other communication between the prospective partner and BTCTrader shall constitute an obligation on either party
- In all matters, the clauses of the White Label Exchange Platform License Agreement shall be in effect after being signed by both parties.

About Us

- BTCTrader is incorporated in Istanbul, Turkey
- BTCTrader's software development office is in Istanbul, Turkey
- The development of the platform started in January 2013
- The company is entirely funded by the founders
- Founder of the company is Kerem Tibuk, CEO
- BTCTurk was launched in July 2013 as the first Turkish Bitcoin exchange
 - Separate company but owned & operated by the founders of BTCTrader
 - Has over 100,000 users

Platform features

Trading

- One click buy & sell option for starters
- Advanced trading page for experts & traders

The screenshot displays the BTC Trader platform interface. At the top, the BTC Trader logo is visible on the right. Below the logo, the current Bitcoin price is shown as 747.77 TL, with a daily change of +5.05 TL (+0.68%). A green notification box on the right indicates that an order has been filled, stating "Order Filled" and "Bought 0.00983002 BTC at 747.77 TL".

The main navigation bar includes links for "Trade", "Simple Buy Sell", "Deposit Withdraw Money", "Deposit Withdraw Bitcoin", "Account", and "Security". The current balance is shown as 0.02 BTC and 0.02870609 B.

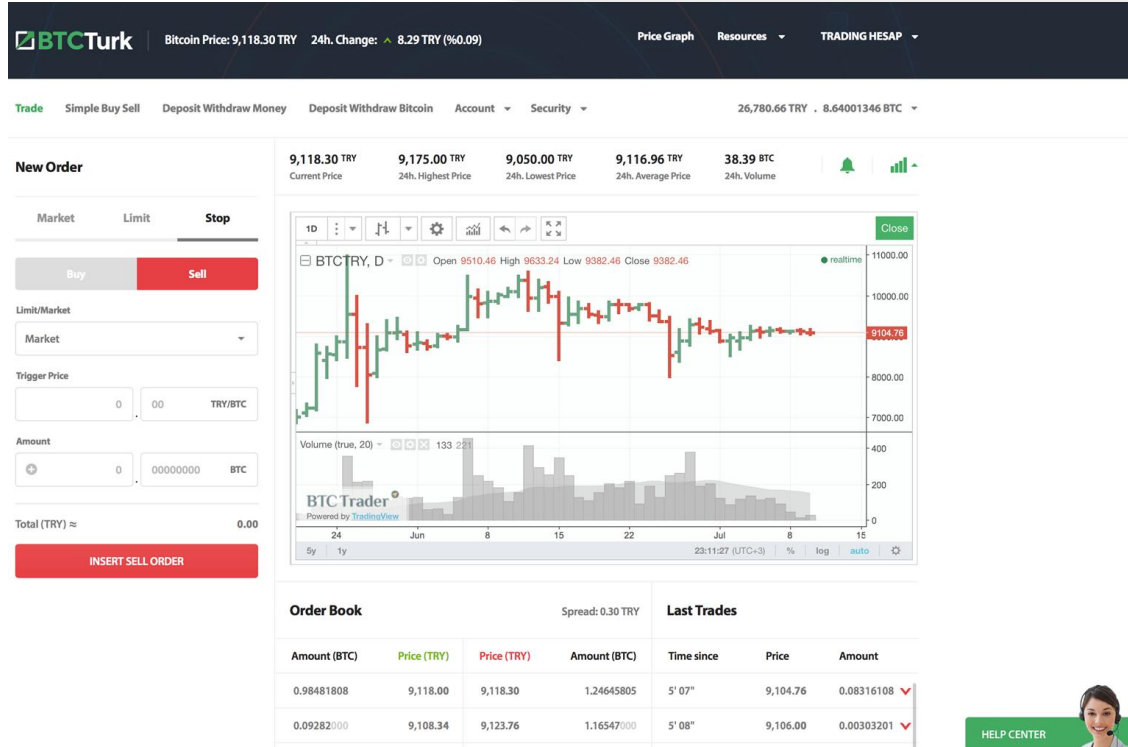
The "Buy Bitcoin" section is active, showing a form to "Enter the total amount you want to spend". The form has two input fields: the first contains "750" and the second contains "00". A plus sign (+) is between the fields, and "TL" is to the right. Below the form, it says "Approximately: 0.99898626 BTC". A green "BUY" button is located below the form.

At the bottom of the page, there is a note: "You must first make a TL deposit to be able to buy Bitcoins Click here to deposit TL. To buy or sell at a specific price please click here."

Platform features

Trading

- Limit, market and Stop order types
- Interactive order book
 - Click to buy/sell
 - Sums & averages
- Live trade notifications
- Technical analysis and Graphics
- Depth graph and order history



The screenshot displays the BTC Trader trading interface. At the top, the BTC price is shown as 9,118.30 TRY, with a 24-hour change of 8.29 TRY (0.09%). The interface includes a navigation bar with options like 'Trade', 'Simple Buy Sell', and 'Deposit Withdraw Money'. A 'New Order' form is visible on the left, with fields for 'Market', 'Limit', and 'Stop' orders, and a 'Sell' button. The main area features a price chart for BTC TRY, D, showing a candlestick pattern with a volume indicator below it. The chart shows a price of 9,118.30 TRY, a 24-hour high of 9,175.00 TRY, and a 24-hour low of 9,050.00 TRY. The order book is displayed at the bottom, showing the spread and last trades.

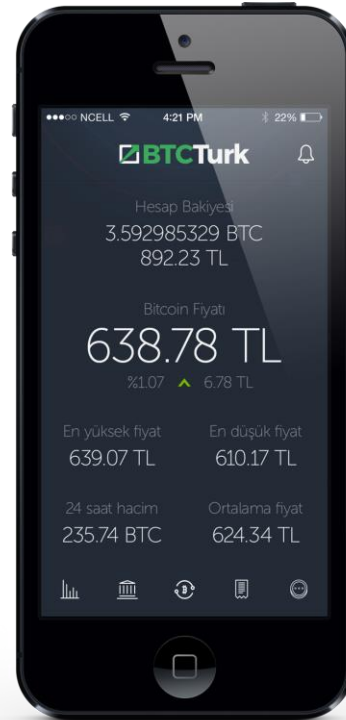
Amount (BTC)	Price (TRY)	Price (TRY)	Amount (BTC)	Time since	Price	Amount
0.98481808	9,118.00	9,118.30	1.24645805	5' 07"	9,104.76	0.08316108
0.09282000	9,108.34	9,123.76	1.16547000	5' 08"	9,106.00	0.00303201



Platform features

Mobile

- Mobile trading
- Live market information
- Price alerts
- Available in iOS and Android



Platform Features

Order Sharing

- The platform comes with an optional feature to mirror orders. Orders on one partner's orderbook is reflected to other partner's orderbook
- This option provides multinational trade opportunities. Traders on one site trade with traders on the other sites
- Each partner's orderbook displays its own local currency
- This is a key feature saving the partner from the burden of providing liquidity to the exchange at day one, i.e market making

Platform Features


Order Sharing

- All platforms can display the same orders in different currencies
- The end users are isolated from the conversions done at the backend providing a smooth user experience
- Currency risk is eliminated by updating orders according to the currency rate and a coefficient defined by us

Order books displayed on different BTCTrader partners



Derinlik Tablosu



Miktar	Fiyat 	Fiyat 	Miktar
1.27385620	634.16 ₺	634.16 ₺	1.27385620



Λίστα Εντολών



ποσό	τιμή 	τιμή 	ποσό
1.27385620	11,670.00 €	11,670.00 €	1.27385620

Order Book



Amount	Price 	Price 	Amount
1.27385620	11,670.00 ₺	11,670.00 ₺	1.27385620

Platform Features

Order Sharing

- Process: Partner owns market making accounts at the exchanges within the network. To share the orders, BTCTrader sets API's to copy orders from one exchange and reflects it on the other exchange converting the fiat value with currency rate and a coefficient.

coefficient = 1.1
currency rate = 0.003153 Orders are shared by BTCTrader after a conversion using currency rate and coefficient



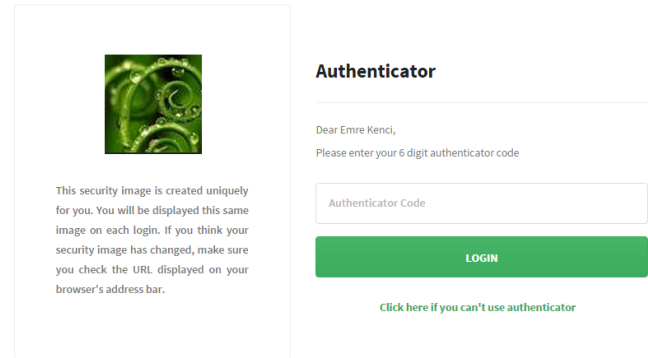
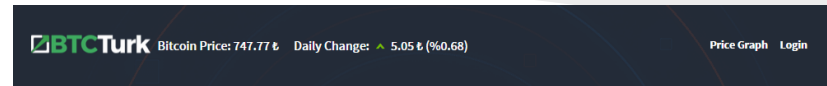
Order Sharing

- If the end-users dominant behaviour at the market would be on the buying side of bitcoin;
 - After exercising a set of transactions between end-users and market maker (Partner), bitcoin balance of the market makers user account would be depleted and fiat currency balance would be increased
 - On the other hand, market maker's bitcoin balance would be increased.
 - Therefore, market maker will have to transfer excessive amount of fiat currency to overseas. The funds will have to be converted to bitcoin and transferred back to the exchange

Platform features

Security

- Two factor authentication by SMS is enforced on all accounts by default. TFA by Google Authenticator is also an option available to the users in the platform
- A unique security image is created for each user and displayed on login to better protect the users from phishing attacks



Platform features

Security


- All traffic and every page on the platform is protected with SSL
- Password renewals are enforced in customizable periods
- Email confirmation on Bitcoin withdrawals is required to provide a third layer of security in case of user account breach
- New device authentication by unique email link is enforced every time the user logs in with a new device
- Suspicious activity warnings are displayed to users when users log in from unusual IP addresses

Platform features





Security

- End to end audit trail
- Every action taken by users is logged for inspection
- The platform allows the operator to inspect the activities of end users with detailed device, IP and geo-location information

User Logs

Choose An Action 

[Filter](#)

Device	IP	Date	Operation
	 146.185.24.28	19/11/2014 21:36:31	Market buy order for 0.00843842 BTC was submitted.
	 85.105.148.12	19/11/2014 21:30:10	Authenticator was verified.

Platform features

KYC/AML

- The platform is fully customizable to fit the KYC/AML laws and regulations of the partner's target market
- Users are able to upload KYC documents from the website and the documents are manually reviewed by support staff of the partner
- Integration with third party KYC services such as Jumio or IdentityMind is possible. The expenses incurred by the usage of third party verification services are paid by the partner
- BTCTrader has the authority and responsibility to audit partner's KYC/AML activities

Platform features

API

- Extensive API enables business development by technical integrations with third parties such as payment processors, ATM operators etc.
- Identical to Bitstamp API, easy to integrate with existing third party tools

Administrative features

- Integrated CRM with comprehensive reporting tools
- Multiple roles & authentication

Platform technology & reliability

Hosting

- Our main hosting provider is Microsoft Azure
- Partner websites are deployed onto the Azure data center at the closest geographical location to the partner market
- The hosting provider choice is exclusively BTCTrader's
- The choice of hosting is not provided to the partner

Platform technology & reliability

Security & Reliability

- Partners are provided an SLA which oversees over 99.9% uptime for the websites and guarantees response times for technical support requests.
- Partners are reimbursed for lost business due to technical errors with fee credits
- Penetration tests are frequently done on the platform and a reference letter from the penetration testing company is available on request
- BTCTrader handles all cryptocurrency operations. The platform operator can also have responsibilities for the security of end users' cryptocurrency balances.

Platform technology & reliability

Security & Reliability

- BTCTrader guarantees at least 95% of all client funds will be kept in Cold Storage at any time
 - Total client funds on the platforms and a proof of control of cold storage wallet is provided on: audit.btctrader.com
- BTCTrader has a clearly defined and thorough Cold Storage Management process
- The partners are free to audit the Cold Storage Management process after signing an NDA
- BTCTrader is in the process of getting the process audited by a reputable firm and acquiring an insurance policy for the cold storage management process

Partnership Structure

Overall

- The white label platform is a completely hosted and maintained solution
- The partner does not have any technical responsibilities
- BTCTrader keeps the platform up to date with the latest features and provides the partner with technical support completely free of charge
- Fees collected from end users on the platform are collected by the partner
- BTCTrader invoices 30% of the fees collected (with a minimum amount of 10,000 USD per month) on the platform to the partner
- There are no recurring costs incurred to the partner except for:
 - Support staff and Desk.com subscription (\$50 per agent per month)
 - Adwords and other marketing & PR costs
 - Compliance & other legal costs
 - Payment processing costs - (Can be reflected to the end users)

Partnership Structure

What we do

- Create a Bitcoin trading platform in your language, currency and under your brand
- Everything from designing the logo to integration to the customer support software (we require the partner to use **desk.com** by salesforce)

What you do

- Let us know what the customization needs are for compliance & payments
- Provide us with translation of the website if needed
- Guide us for the best look & feel for your target market during the design phase
- Test & check the platform

Partnership Structure

What we do

- Integrate the bank account & payment channels the partner has set into the platform
- Implement the KYC/AML processes required by the partner
- Provide advice on the end user terms and conditions of the platform

What you do

- Open a bank account for the business
- Create alternative payment channels
- Provide us with written approval from the bank or payment provider clearing the business for Bitcoin brokerage activities
- Provide BTCTrader with an end user terms and conditions document in accordance with the laws in your market

Partnership Structure

What we do

- Train the partner staff for the operating of the platform CRM and using desk.com
- Give you marketing advice and suggestions, setup analytics & adwords accounts

What you do

- Create a desk.com account and setup billing
- Establish a customer support team
- Carry out marketing and PR activities. (The partners are expected to have a marketing budget and plan)

Partnership Structure

What we do

- Provide the partner with a project plan for the delivery of the platform
- Deliver the platform in 45 days at the latest
- Keep providing the partner with cutting edge software solutions

What you do

- Sign the license agreement and submit the necessary documentation
- Develop the business in target market

Partnership Structure

What we expect from prospective partners

- Good knowledge of the KYC/AML laws and regulations in the target market
- Ability to open bank accounts and establish alternative payment channels for the business
- A background suitable to run a cryptocurrency exchange
- A one time license fee of \$25,000. We ask this amount to see a commitment from our partners and it is non-negotiable.
- A collateral payment in Bitcoin submitted to a jointly controlled multisignature Bitcoin address as a security measure against non-payment of settlements between partners.

Interested in working with BTCTrader?

- Our platform has been live for years. It's real world tested
- And as operators of a cryptocurrency exchange ourselves, we understand the business and what it takes to be successful
- We're actively looking to expand through potential partnerships
- If you're ready to explore the possibilities of a potential partnership with BTCTrader please contact us at:

<https://www.btctrader.com>

hello@btctrader.com