

BTC Trader

Liberyum Danismanlik BT Ticaret A.S.
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 75,000 users. Clear market leader in Turkey

About Us

- BTCGreece was launched in June 2014 targeting the Greek market and BTCEXchange.ph was launched in September 2014 targeting the Filipino market.
 - Both are independent companies operating the licensed platform provided by BTCTrader
- The platform is developed and maintained by our team of 10 people working at our Istanbul office

Platform Features

Shared Liquidity

- The platform comes with liquidity ready. All exchanges using the platform submit orders to a single USD/BTC order book which is displayed on all websites
- The order book displayed on BTCGreece is the same order book displayed on BTCTurk. One site shows the orders in EUR while the other displays the orders in TRY
- This feature allows traders on one site to trade with traders on the other sites
- This is a **key** feature saving the operator from the burden of providing liquidity to the exchange, i.e market making.

Platform Features



Shared Liquidity

- The capture of order books displayed here are taken at the same moment
- All platforms are displaying the same orders in different currencies
- The end users are isolated from the conversions done in the backend providing a smooth user experience.

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

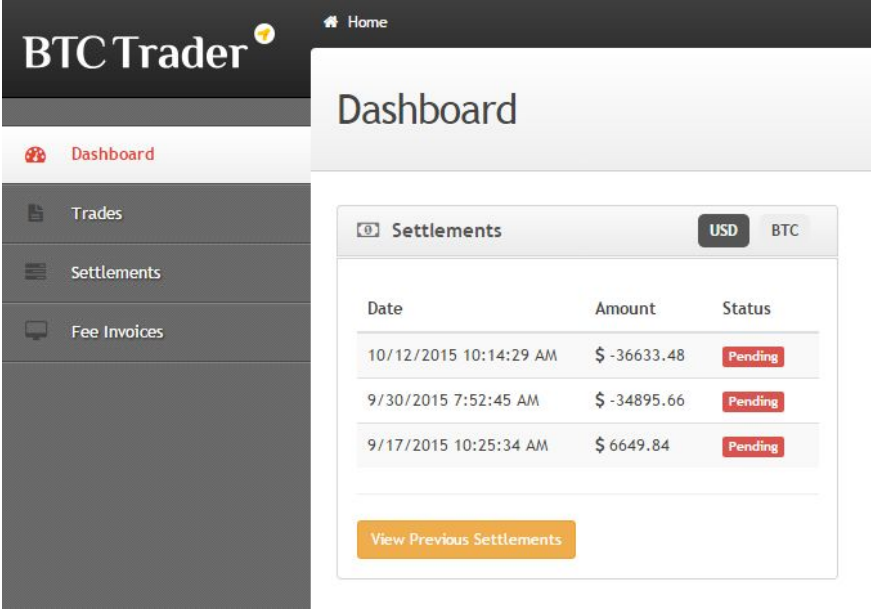
Platform Features

BTC Trader ⁷

Shared Liquidity

- This feature -in effect- makes the exchanges buy and sell to each other through BTC Trader. BTC Trader keeps track of the trades between exchanges and channels payments to clear balance deficits and surpluses.
- The settlement payments are usually made monthly depending on the cash flows

Partner account portal on BTC Trader.com



The screenshot displays the BTC Trader partner account portal. The top navigation bar includes the BTC Trader logo and a 'Home' link. A sidebar menu on the left contains links for 'Dashboard', 'Trades', 'Settlements', and 'Fee Invoices'. The main content area is titled 'Dashboard' and features a 'Settlements' section with a currency selector set to 'USD'. Below this is a table with three columns: 'Date', 'Amount', and 'Status'. The table lists three settlement entries, all with a 'Pending' status. A 'View Previous Settlements' button is located at the bottom of the table.

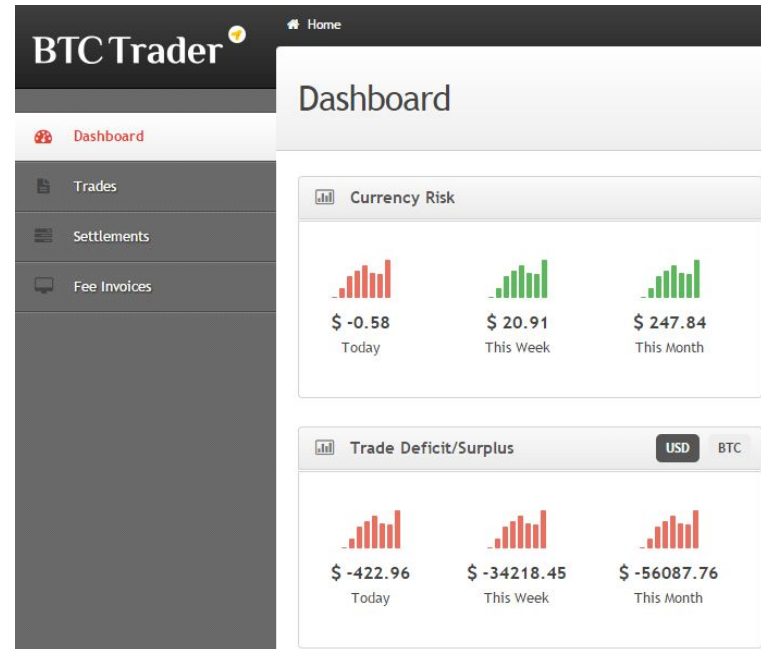
Date	Amount	Status
10/12/2015 10:14:29 AM	\$ -36633.48	Pending
9/30/2015 7:52:45 AM	\$ -34895.66	Pending
9/17/2015 10:25:34 AM	\$ 6649.84	Pending

Platform Features

Shared Liquidity

- The currency risk occurring due to the conversion rate between the platform currency and USD is calculated and displayed in real time
- Trade deficits and surpluses are calculated and displayed in real time between settlement periods

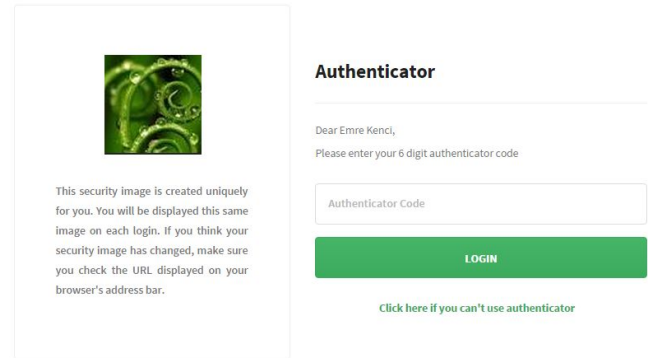
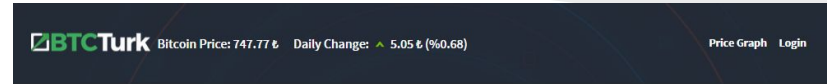
Partner account portal on BTCTrader.com



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  

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

Trading

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

The screenshot displays the BTC Trader website interface. At the top, the BTC Turk logo is shown with the Bitcoin price at 747.77 TL and a daily change of +5.05 TL (%0.68). A green notification box indicates an order filled: "Order Filled Bought 0.00983002 BTC at 747.77 TL". The navigation menu includes "Trade", "Simple Buy Sell", "Deposit Withdraw Money", "Deposit Withdraw Bitcoin", "Account", and "Security". The user's balance is shown as 0.02 ₺ and 0.02870609 B.

The "Simple Buy Sell" section is active, showing a form to "Enter the total amount you want to spend". The input field contains "750" and "00" with a "TL" dropdown. Below the input field, it states "Approximately: 0.99898626 BTC". A green "BUY" button is visible.

Below the form, 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 order types
- Interactive order book
 - Click to buy/sell
 - Hover to view sums & average prices
- Live trade notifications
- Candle stick graph
- Depth graph

The screenshot displays the BTC Trader trading interface. At the top, the BTC price is 747.77 ₺, with a daily change of +5.05 ₺ (0.68%). The interface includes navigation links for 'Trade', 'Simple Buy Sell', 'Deposit Withdraw Money', and 'Deposit Withdraw Bitcoin'. A 'New Order' form is visible on the left, with a 'Limit' order type selected and a '741.04 BTC/TL' order amount. A red 'INSERT SELL ORDER' button is at the bottom of the form. The main area shows an 'Order Book' table with columns for 'Amount', 'Price', and 'Time since'. A red tooltip is overlaid on the table, showing 'Total from this price' as 21.18768701 ₺, with a sub-total of 15,870.16 ₺ and a price of 749.03 ₺/₺.

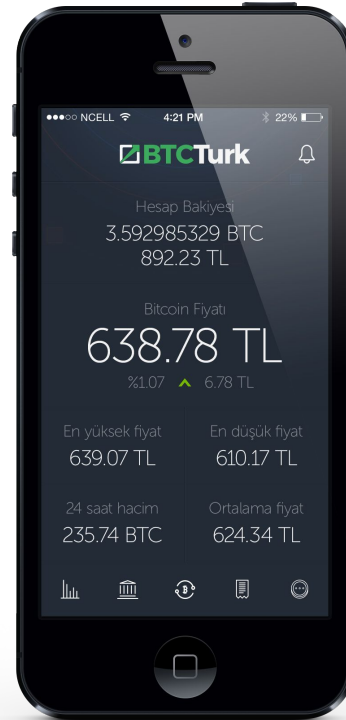
Amount	Price	Price	Amount	Time since	Price	Amount
0.0098406	740.99	747.77	1.0	1min. 33sec.	740.64	0.01
4.96196774	740.29	748.84	0.5	6min. 03sec.	740.61	0.008968
10.0	740.00	748.99	1.40048738	9min. 33sec.	748.99	0.29253205
0.58	739.84	749.00	14.93870452	12min. 59sec.	748.99	2.9
		749.35	1.0	13min. 13sec.	748.99	5.0
		749.39	1.84849511	17min. 32sec.	749.38	0.16496928
		749.76	1.0	17min. 33sec.	749.08	0.0123
		749.90	0.5	17min. 34sec.	746.66	0.0111
0.2721355	737.00	750.00	0.01	20min. 17sec.	749.75	0.11716366
0.98222294	736.56	750.41	0.5	20min. 18sec.	749.56	0.0157

Platform features

BTCTrader[®]

Mobile

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



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

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

SEO optimization

- All necessary optimizations for top search results are done by BTCTrader
- BTCTurk website is the first result on Google for many Turkish keywords related to Bitcoin such as “Bitcoin satın al” Turkish for “Buy Bitcoin”

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 datacenter 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

BTCTrader[®]

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 Bitcoin operations. The platform operator does not have any responsibilities for the security of end users' Bitcoin 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 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 Bitcoin 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. We are, however, willing to count a percentage of this payment towards future revenue sharing payments.
- 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 we're actively looking to expand through potential partnerships.
- And as operators of a Bitcoin exchange ourselves, we understand the business and what it takes to be successful.
- 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