

FX & Crypto Ecosystem: Challenges & Experience

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b2broker.com



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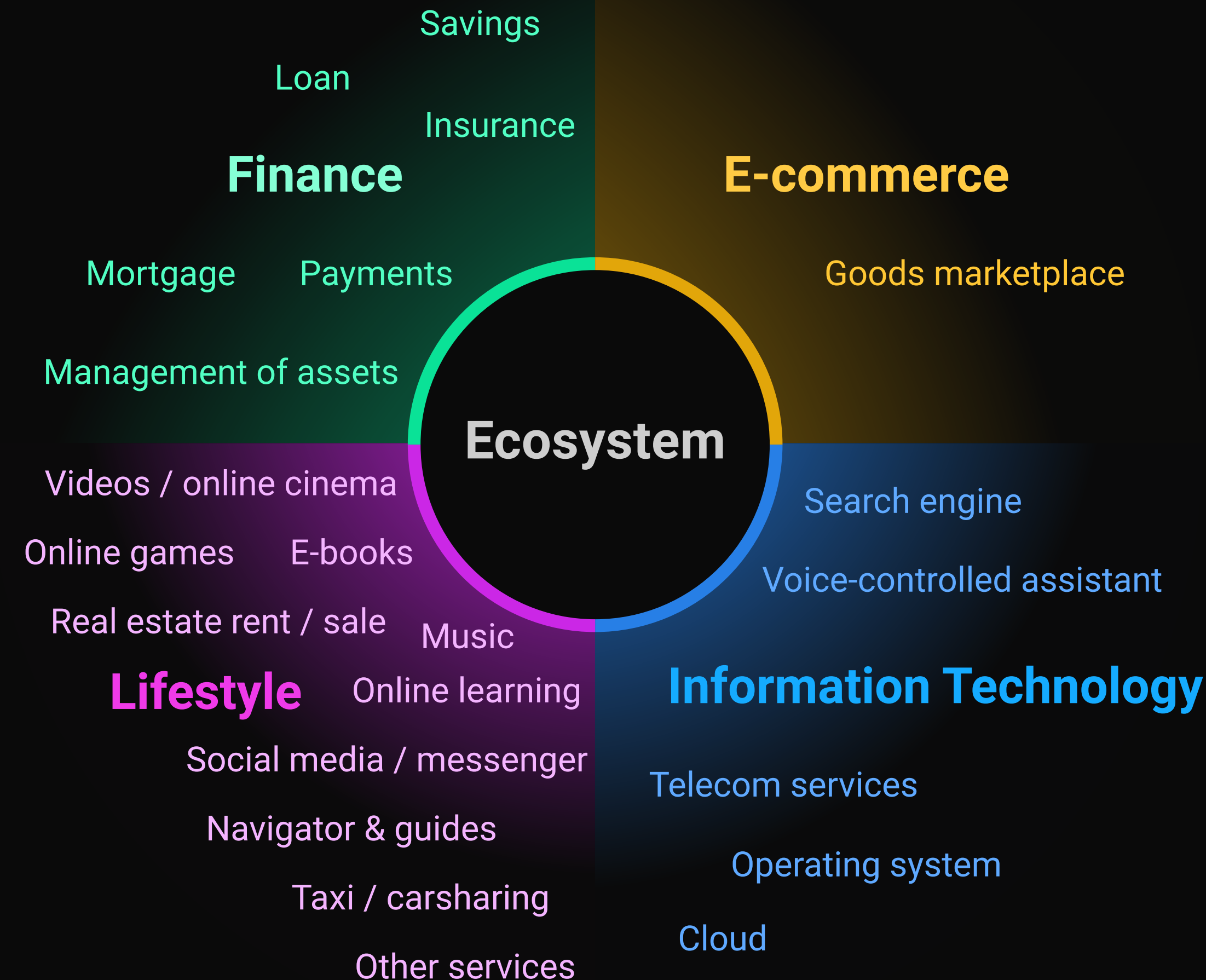
What is Ecosystem

Ecosystem

is ability to connect
different services inside
one infrastructure

Core advantages

- Accessibility
- Synergy effects
- Better user experience
- Transaction pace




“ Sooner or later **demand for the most financial services will be met solely by an ever-evolving ecosystem of financial institutions and markets**, whose institutional form varies over time and across-borders

Financial Stability Board




Types of Ecosystems

McKinsey expects **12 distinctive and massive ecosystems to emerge** around fundamental human and organizational needs, **accounting for \$60 trillion in revenues by 2025**, or roughly 30% of all global revenues



Open Model

Competing suppliers of goods and services have access to the platform.





Close Model

Supplier of goods and services is the platform itself or a limited number of companies.



Hybrid Model

Fusion between close & open models.

Examples of services	Finance		IT	E-commerce	Lifestyle	
	Payments	Other services			Content	Services
Google	 Google Pay		 Android	 Google Play	 Youtube	 Translate  Art & Culture
Apple	 Apple Pay	 Apple Card	 Siri	 App Store	 AppleTV	 Heart Study
facebook	 Friend to friend Pay		 Facebook Portal	 Marketplace	 Instagram	 Facebook
amazon	 Amazon Pay	 Amazon Lending	 Fire OS	 Amazon	 Rapids  Twitch	 Business  Music
Alibaba®	 Ant Financial	 Ant Financial	 Cloud	 Aliexpress	 Pictures  Youku	 DoctorYou  Ele.me
Tencent 腾讯	 WeChat Pay	 WeBank	 Cloud	 WeChat	 WeChat  Youku	 WeChat  Qzone

How Crypto & FX Ecosystem works

Trading platform & technology B2B provider

1. Technology

- Trading platform
- Trading terminal
- Tools for trading strategy forming
- Trader's Room Back Office, RCRM,
- Mobile App
- Programming language
- Hostings
- Cloud network
- Connectors
- API
- Cryptocurrency payment system

2. Business tools

- Task management
- Messenger
- Marketing application
- APP for deep analytics

3. Relationship

- Forums
- Education
- Private clubs
- Webinars
- Expos
- Offline meetings

FX and Crypto Brokerage

1. Trading

- Trading platform
- Trading terminal
- FX and Crypto accounts
- Investment possibilities (copytrading, tools for strategy creation & backtesting),
- Multy-Asset types support (currency pairs, CFD, Crypto, Crypto CFD, Perpetual Futures

2. Infrastructure

- Crypto Wallets
- Liquidity distribution
- Trader's room, Client's portal, RCRM

3. Relationship

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Crypto Exchange

1. Infrastructure

- Crypto Wallets
- Custody service
- Trader's room, Client's Portal, RCRM,
- Integrations
- Liquidity distribution

2. Trading possibilities

- Matching engine
- Cryptocurrencies
- Crypto CFD
- Perpetual Futures, NFT & DEFI

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Core issues when building FX and Crypto Ecosystem

Issues	Organic	Boosted	M&A	Hybrid
Costs	High	Low	High	Medium
Time spending	High	Low	Medium	Medium
Team complexity	High	Low	High	Medium
Integration complexity	High	Medium	High	Medium
Autonomy	High	Low	Medium	Medium
Management challenges	High	Medium	High	High
Possibilities for enchansing	High	Medium	High	Medium
Infrustructure complexity	High	Medium	Medium	Medium

Ecosystem of B2Broker

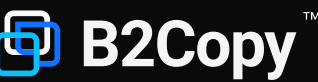
Technology



Trader’s Room, Back Office
RCRM, Client’s Portal



Matching Engine for
Spot Crypto Exchanges



Money Management
Platform



Spot Liquidity Hub

White Lable MT 4/5

Complete brokerage
infrastructure

Liquidity



Multi-Asset Prime of Prime
Liquidity Provider



Digital asset exchange
platform



Prime Securities broker
Coming soon



Payment



CryptoCurrency Payment
Provider for Merchants
& Enterprise Clients



Digital Online Bank



Banking solutions

Marketing



Design agency and
Video Production

M&A



Venture capital fund

BAAS



Brokerage and exchange
as a service

Licenses



Fully Authorised AEMI provider



Investment Firm



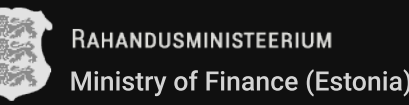
High Technologies
Park



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РЕСПУБЛИКИ БЕЛАРУСЬ



Белорусская
валютно-фондовая
биржа



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Ministry of Finance (Estonia)
Fully Authorised Provider
of a Virtual Currency Service

Offices

London Hong-Kong Dubai

Limassol Moscow Minsk

St. Petersburg Kiev Tallin

Employees

230 +

How to build ecosystem working with vendors (boosted way)

Trading platform & technology B2B provider

1. Technology

- Trading platform
- Trading terminal
- Tools for trading strategy forming
- Trader's Room
Back Office, RCRM
- Mobile App
- Matching engine (reselling)
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- Cloud network
- Connectors
- API
- Cryptocurrency payment system



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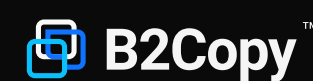
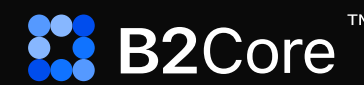
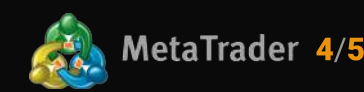
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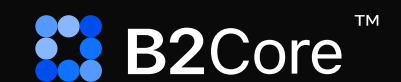
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or Exchange.