# How to Start Your Crypto and FX Business

# **Omar Al-Ali**

Business Development for **India, Africa and Arab countries** 







**Digital Assets Processing** 

b2binpay.com

# **B2Broker Ecosystem** as of 10 February 2022

# Technology

# B2Core<sup>™</sup>

Trader's Room, Back Office CRM, Client's Portal

b2broker.com/products/b2core-traders-room

# B2Copy

Money Management Platform b2broker.com/products/copy-trading-platform

# **B2**Trader

Matching Engine Platform for Crypto Exchanges

b2broker.com/products/ b2trader-cryptocurrency-exchange-software

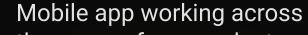


An affiliate program system to attract new users and increase trading turnover b2broker.com/products/b2core-ib



Liquidity Aggregation Hub

b2broker.com/products/marksman



Mobile App

the range of our products b2broker.com/products/mobile-app



Turnkey Brokerage Infrastructure

b2broker.com/products/mt4-white-label b2broker.com/products/mt5-white-label



B2Broker.com





# Liquidity



**Global Multi Asset Prime** of Prime Liquidity Provider

**B2Prime.com** 



Prime Brokerage House for securities and derivatives PBSR.ru

# **B2BX**

**Digital Assets Exchange for** professional and corporate clients b2bx.exchange

# Payment



Digital assets processing provider for merchant and enterprise clients B2BinPay.com



Digital banking services eqwire.com

**B2BPaySolution** Banking solutions b2bpaysolution.com

# BAAS

B2Broker Liquidity. Technology

Brokerage and exchange as a service B2Broker.com

# M&A

**B2Broker** VC

Venture capital fund b2broker.com/products/b2broker-vc

# Marketing

B2Broker Studio

Design agency and video production B2Broker.studio

# Licenses



**Fully Authorised Investment Firm** 

## Cyprus



Fully Authorised Prime

**Broker and Dealer** Russia

# **Membership**



High Technologies Park

БИРЖА

National Forex Center БЕЛОРУССКАЯ ВАЛЮТНО-ФОНДОВАЯ

**Belarus** 

# **9** offices around the world

London

Hong-Kong Dubai

Limassol

St. Petersburg

Kiev

Employees 261





**AEMI** provider



UK

**Fully Authorised Investment Dealer** 

Mauritius

Estonia

**Fully Authorised Forex Broker** 

Belarus



United Kingdom







Belarus









EDX





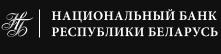
Russia

BELARUS Belarus

Moscow

Minsk









Tallin

# Multi-asset broker

# LEGAL

- License & Regulations \_
- Compliance
- Payment systems
- Bank Accounts



B2Core<sup>™</sup>

B2Core IB<sup>™</sup>

**B2Broker** 

**B2Broker** 

- Reports & Audit
- Policies, Terms & Conditions, etc.
- KYT
- Counterparties
- Internal Control

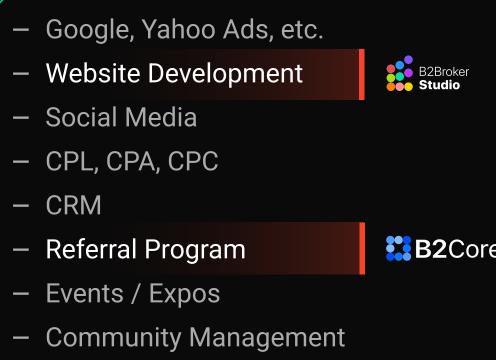
# SALES

- Calls
- Customer Aquisition
- CRM
- Referral Program
- Partnerships
- Business Development
- Promotions

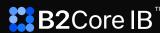
# **TECHNOLOGY**

Trader's Room / Client's Cabinet	5 В
CRM / Back-office	
Meta Trader 4/5	
MetaTrader Server & Plugins	
Meta Trader Manager	
Money Management Platforms, Desktop Application & User Interface	Ð B
Blockchain Wallets Infrastructure	B2Bi
Mobile Applications	. N
Third party Integrations (KYC providers, PSPs, etc)	<b>:::</b> B
	Meta Trader Manager Money Management Platforms, Desktop Application & User Interface Blockchain Wallets Infrastructure Mobile Applications Third party Integrations

# MARKETING



- PR
- Data Analytics
- E-mail Marketing





# LIQUIDITY

Aggregated liquidity

Multiple asset classes

Institutional volumes

Ultrafast execution

24/7 market access

LD4 server location

to Cryptocurrencies

and spreads

- B2Core
- MetaTrader 4/5
- B2Copy
- PAY•
- /lobile App
- B2Core<sup>`</sup>
- **SECURITY** 
  - Anti-throttling system
  - DDoS-protection
  - Order throttling protection
  - Multi-signature system
  - Anti-spoofing system
  - Anti-fishing system
  - Arbitrage protecion
  - Human Engineering
  - Back-End Security

# **FINANCE**

- Management of Hot/Cold \_ storages
- Deposits / Withdrawals
- Banking operations
- PSP / EMI operations
- Audit
- Financial control
- Risk Management
- Reports
- Accountants

# **OPERATIONS**

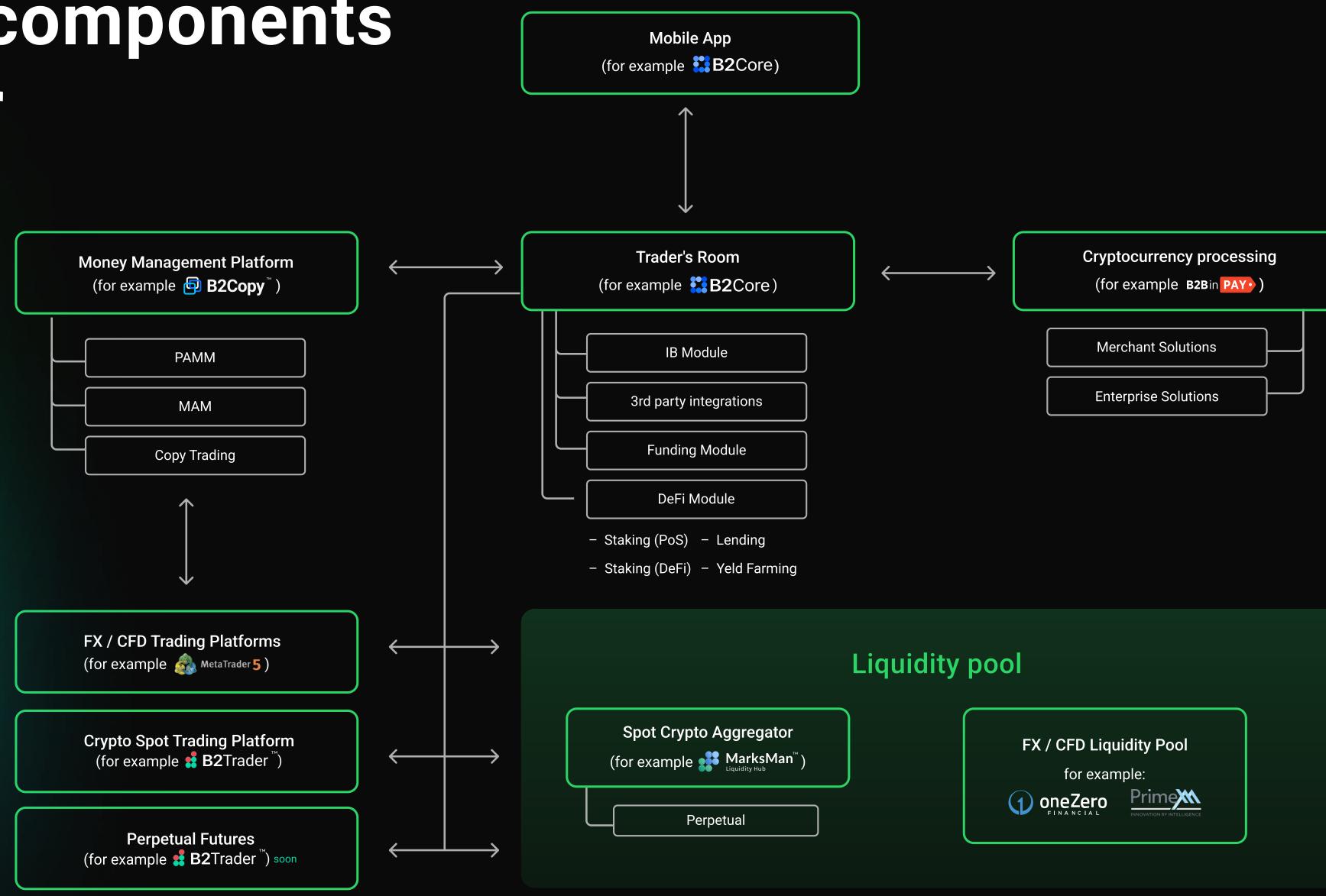
- Account Management
- Project Management
- Technical Support
- Product Management
- Client Support
- Risk Management
- Dealing Desk

# B2Broker<sup>™</sup>





# Technology components of the broker



**B2BROKER.COM** 

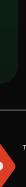
**B2BINPAY.COM** 











# **Cryptocurrency Exchange**

# LEGAL

- License & Regulations \_
- Compliance
- Payment systems
- Bank Accounts



**B2Broker** 

- Reports & Audit
- Policies, Terms & Conditions, etc.
- KYT
- Counterparties
- Internal Control

# **TECHNOLOGY**

	i.
<ul> <li>Order Matching System</li> </ul>	<mark>:</mark> 82
<ul> <li>Trader's Room / Client's Cabinet</li> </ul>	<b>:::</b> B
<ul> <li>Mobile Applications</li> </ul>	. N
<ul> <li>Wallet Management System</li> </ul>	B2Bir
<ul> <li>Third party Integrations</li> </ul>	•••
<ul> <li>Hosting / Data-Centers</li> </ul>	B
<ul> <li>Blockchain Infrastructure</li> </ul>	<b>B2B</b> ir
<ul> <li>PSP / EMI Integrations</li> </ul>	

# SALES

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- Customer Aquisition
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- Business Development
- Promotions

B2Core<sup>™</sup>

- B2Core IB<sup>™</sup>
- B2Broker<sup>™</sup>

# MARKETING

- Google, Yahoo Ads, etc. \_ Website Development B2Broker Studio – Social Media CPL, CPA, CPC – CRM B2Core IB<sup>™</sup> **Referral Program** – Events / Expos
- Community Management
- PR
- Data Analytics
- E-mail Marketing

- **2**Trader<sup>™</sup> **32**Core<sup>`</sup>
- /lobile App
- PAY•

# B2Broker<sup>`</sup>

n PAY•

# LIQUIDITY

- Internal liquidity
- Market making
- External liquidity provider
- Aggregation

- **B2Broker**
- MarksMan<sup>™</sup>

# **FINANCE**

- Management of Hot/Cold storages
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# **SECURITY**

- Anti-throttling system
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- Back-End Security

# **OPERATIONS**

- Account Management
- Project Management
- Technical Support
- Product Management
- Client Support
- Risk Management
- Dealing Desk

**eqwire** 

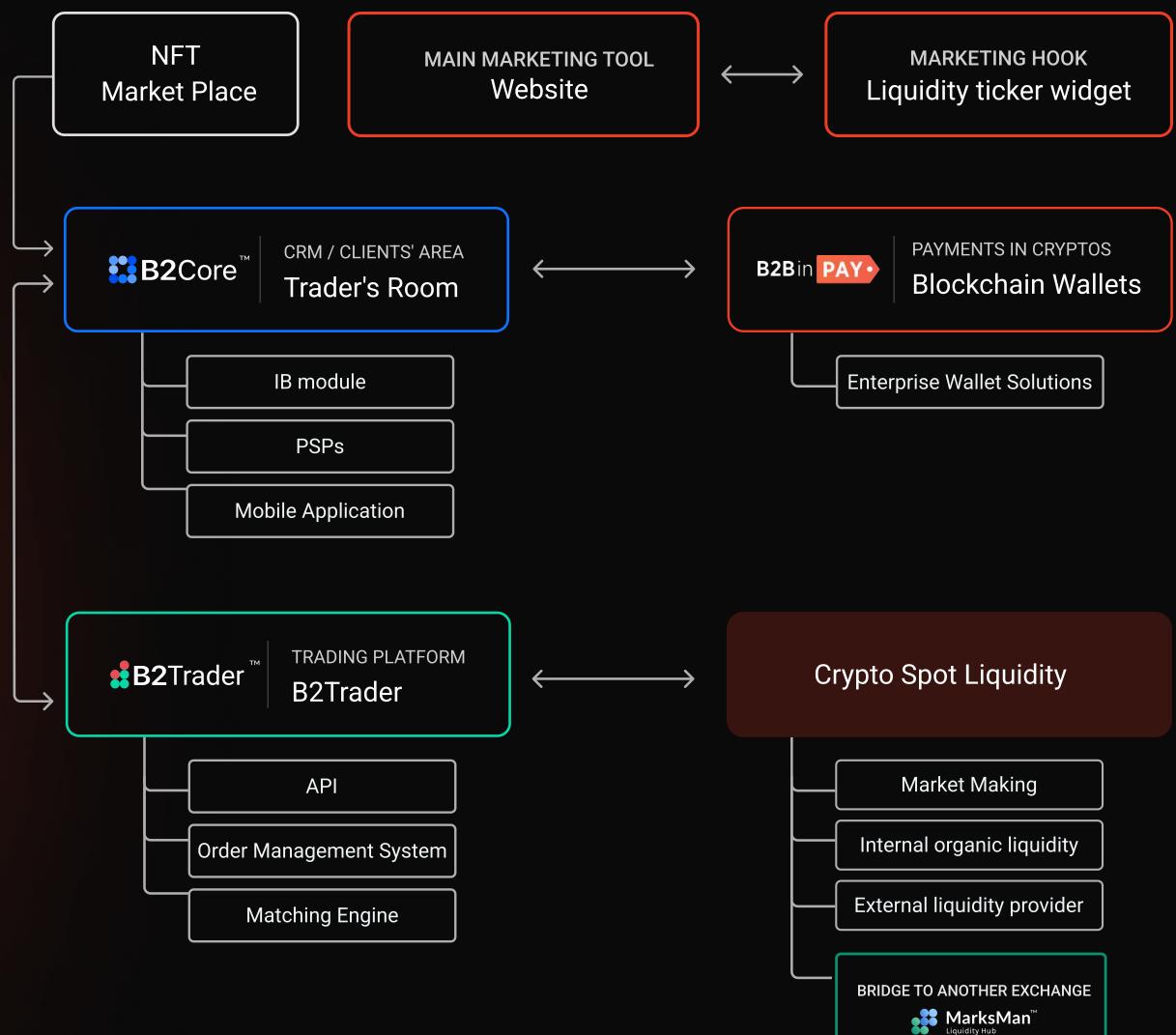


# **Cryptocurrency Exchange**



**B2BROKER.COM** 

## **B2BINPAY.COM**









# For developing your business





## SPOT EXCHANGE TRADING PLATFORM

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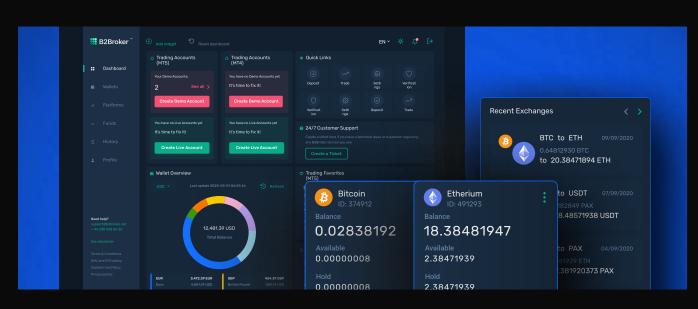


## **COPY TRADING SOLUTIONS. MONEY MANAGEMENT SOFTWARE**



B2Core<sup>™</sup>

## CLIENTS CABINET, TRADER'S ROOM, CRM, BACK OFFICE





## **BRIDGE GATEWAY TECHNOLOGY**

	MarksMan"	Reports	/ Order Histo	жу								
Simple access to liquidity pools		直 Sources		C) Page 1	of 325							
		√* Markets			linstance Name	instance Request ID	instance Login		Instance Onler Type	Instance Time In-Force	inetance Side	Instance Symbol
		() Distribution			Guifnext	3669724	#16d6767-2ee c-4faa-8b#0-7	16.05.2021 12:04:49:494913	Market			BTC/USOT
ναον		-		954266	Bilgoldies	5415428	15e8dfb7-3a0 d-4d99-8a4e-3	16.05.2021 09:12:11.434325	Limit			BTC/USDT
– B2BX	Markets			126289	Chainflo	9494614	3489b4cf-558 1-4f61-b84e-9	16.05.2021 18:20:23.895392	Algo3	GTC		XRP/USDT
– Binance	and the second s				Xenlist	4809312	c9a389e9-432 7-4ee4-b4a1-9	16.05.2021 13:52:47.118932	Algo3			ETH/USDT
– Bitstamp	BTC/USDC				Gulfnext	9331392	ff03d2d7-d7d 6-4bce-a398-0	16.05.2021 19:47:10.482919	Market			ETH/USD
	1 Source Depth 100				Bitgoldtex	8628762	95a1b204-a67 3-4c9f-97df-f	16.05.2021 16:44:11.589402	Limit			ETHIUSO
– Kraken	Priority (Off				Conget	7600988	91532418-02 23-4d7e-841f	16.05.2021 02:23:21.976598	Limit			BTC/UCD
– Coinbase	ETH/USDT	ETH/JICOT			Xenlist	8379867	25474058-59 d5-4208-9a14	16.05.2021 05:05:43.238910	Market			
– and others					Mineloks	9456431	Da2o5bad-146 a-48fa-a67d	16.05.2021 09:56:56.433122	Algo3			BTC/UCD
	Depth 100		Enabled		Daxdex	9425328	1958333d-99c 6-4137-b18b	16.05.2021 17:50:32.573930	Algo7			BTC/USOT
Priority Off	Priority Off				Fineryptoz	2860517	7a7736ee-fbe b-489e-bf83	16.05.2021 04:37:12.483940	Market			BTC/USOT

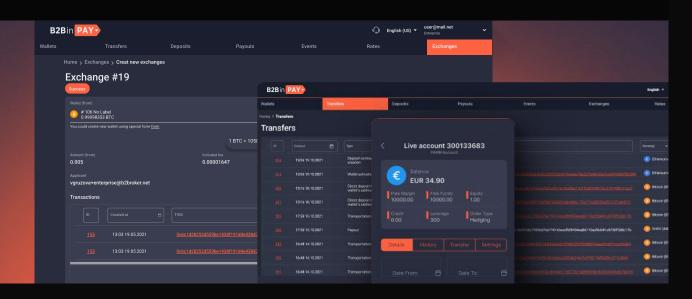
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**B2BINPAY.COM** 



B2Bin PAY•



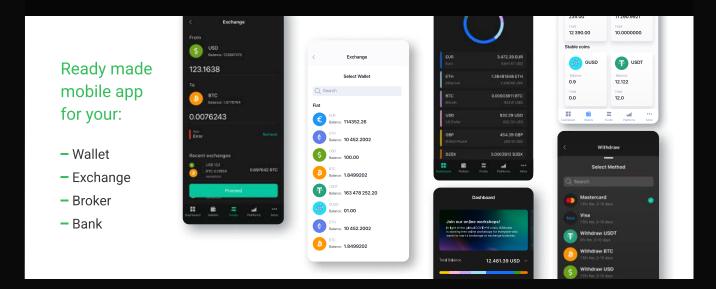




# **Mobile App**



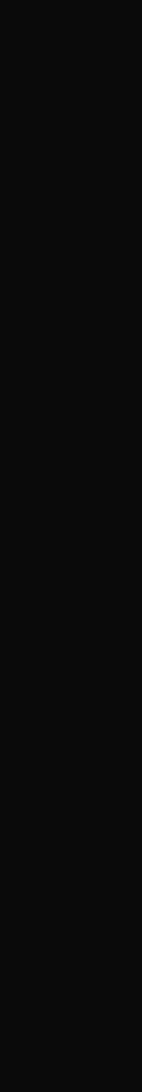
# **IOS APPLICATION FOR YOUR CRYPTO BUSINESS**













# 

# We are here to help you grow your business





Liquidity. Technology.

<u>b2broker.com</u> Stand № 122



