

Components you need to

Launch Crypto Exchange



b2broker.com



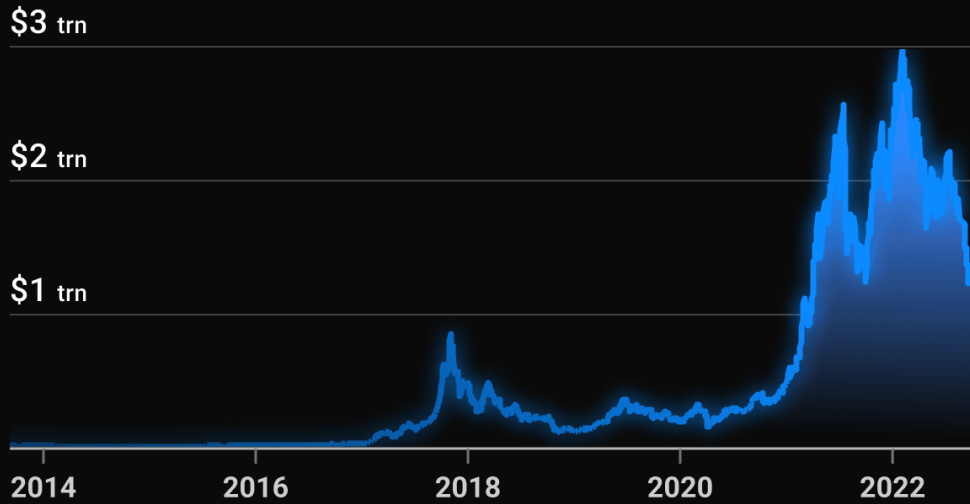
b2binpay.com

Arthur Azizov

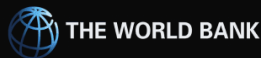
CEO

Crypto Market in Numbers

CRYPTO MARKET CAPITALISATION

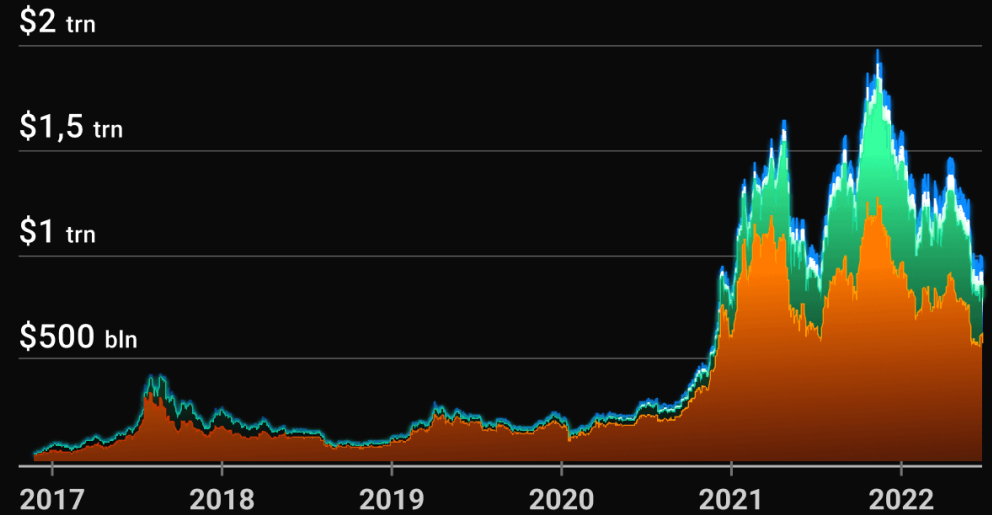


\$1.24T



Blockchain and cryptocurrencies similar to BTC could transform the way we make payments and do business. They also hold great promise as a method of fighting corruption.

MAJOR COINS & STABLECOINS CAPITALISATION



BTC \$571B

USDT \$72B



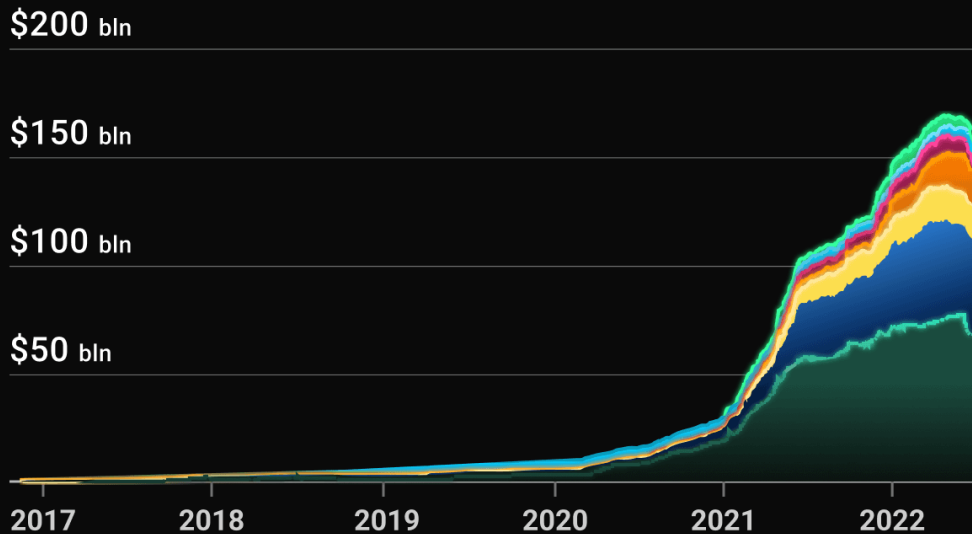
Cryptocurrencies represent a new frontier in digital finance

ETH \$221B

USDC \$54B

Crypto Market. Stablecoins

STABLECOIN SUPPLY IN CIRCULATION



1.

Centralised
regulated
stablecoins

2.

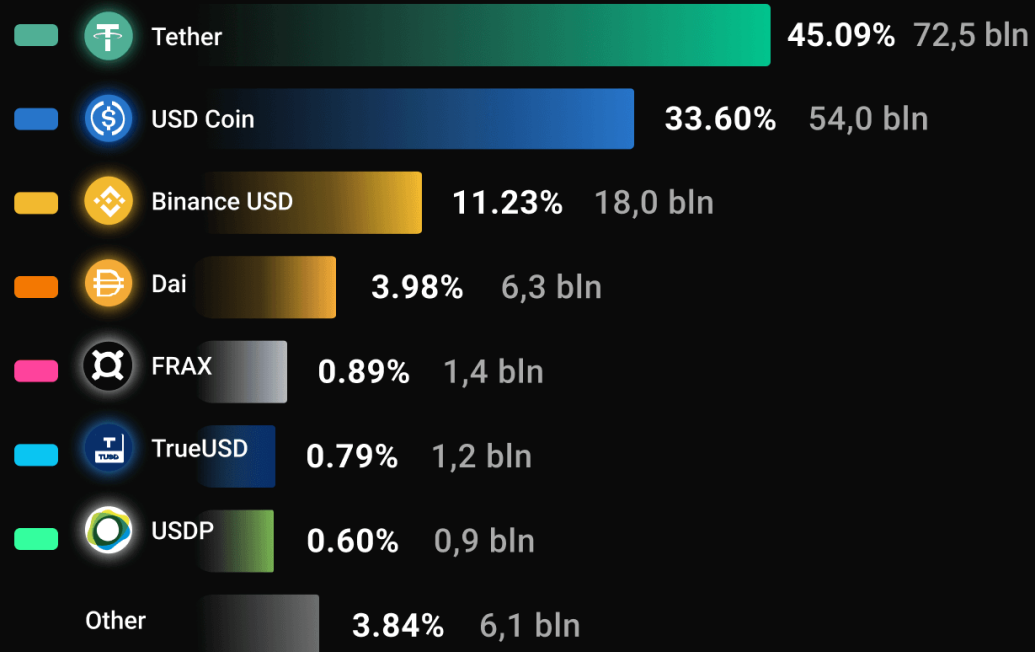
Centralised
unregulated
stablecoins

3.

Decentralised
stablecoins

4.

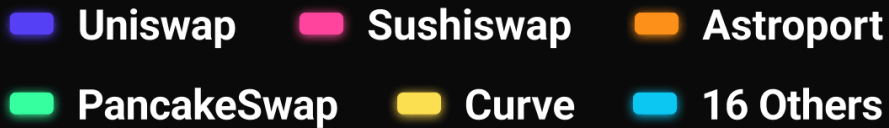
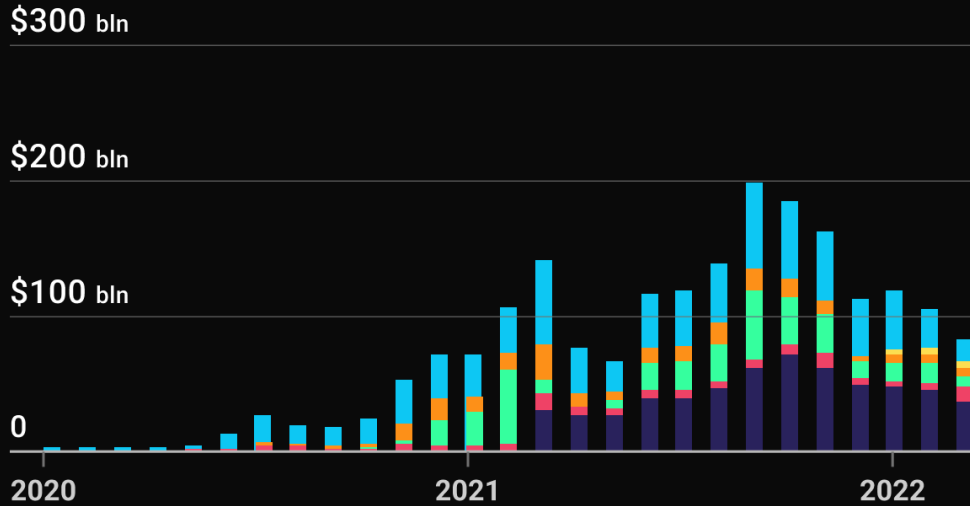
Algorithmic
stablecoins



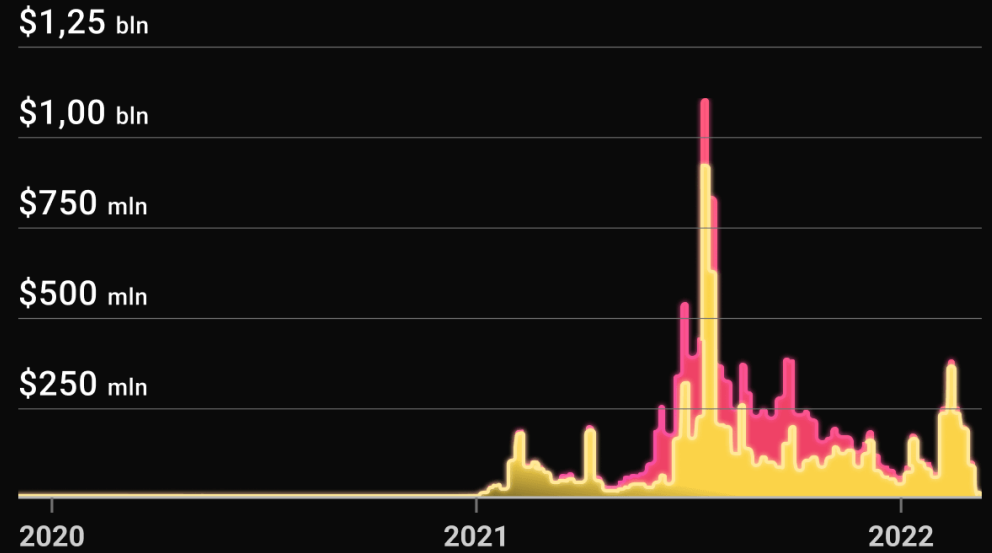
Stablecoins in
total exceeded **\$160,9 bln**

DeFI and NFT

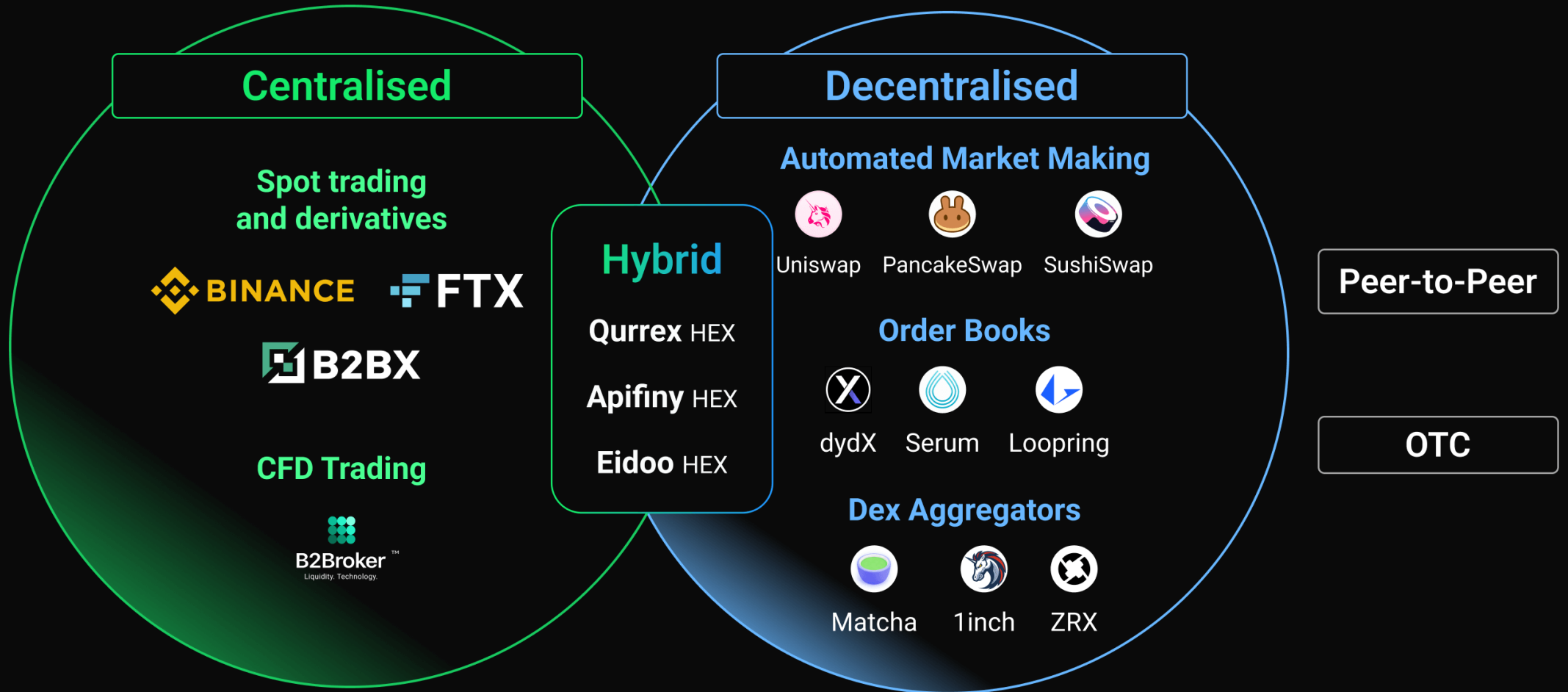
TVL – TOTAL VALUE LOCKED IN DEFI



NFT VOLUMES DATA



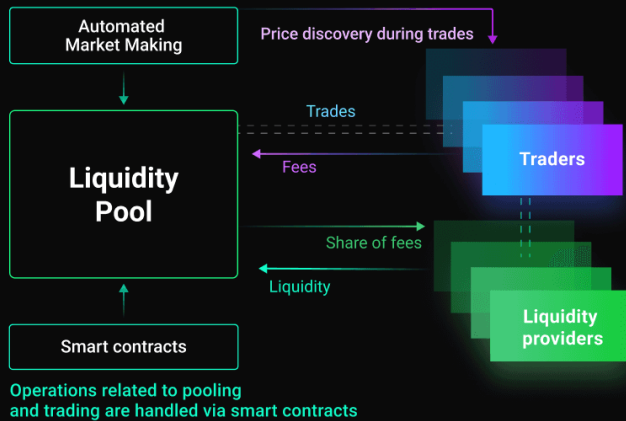
Ways to trade crypto



3 Types of Decentralised Exchange

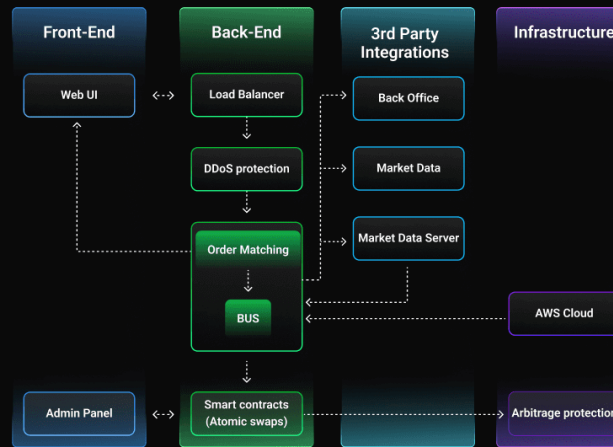
Automated market Making

- No order book
- Liquidity pool is created by liquidity providers in exchange for rewards
- Traders take specific crypto from the pool by adding other coins to the pool in exchange



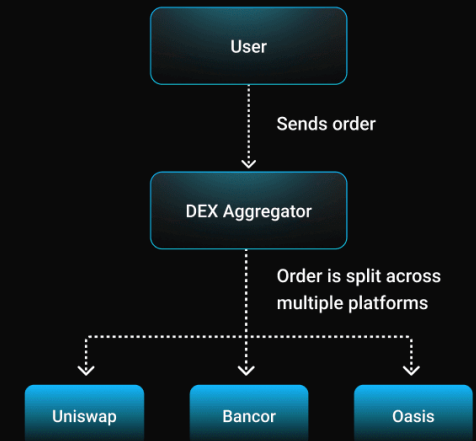
Order Books

- Very similar to centralised exchanges in terms of order execution
- Often most data is processed off chain, but actual exchange is always recorded on chain



Dex Aggregators

- Order is split across multiple AMM platforms
- Idea is to achieve best prices by combining liquidity



Decentralised Exchange

Liquidity

- TVL
- Available pairs
- AMM curve
- Aggregation

Operations

- Client support
- API
- Product management

Execution

- Latency
- Slippage
- Fees
- Ability to speed up transaction
- Ability to revert transaction

Frontend

- Smart contracts
- Wallets integrations
- Blockchain

Marketing



- Motivation program for LPs
- Traders acquisition
- Integration with other platforms: Twitter, Discord, Reddit

Security





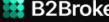
- Hacks
- Exploits of smart contract logic

Centralised Exchange


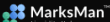
LEGAL

- Payment systems 
- Bank Accounts 
- Compliance
- Reports & Audit
- Policies, Terms & Conditions, etc.
- KYT
- Counterparties
- Internal Control


TECHNOLOGY

- Order Matching System 
- Trader's Room / Client's Cabinet 
- Mobile Applications 
- Wallet Management System 
- Third party Integrations 
- Hosting / Data-Centers
- Blockchain Infrastructure 
- Trading Platform 
- Liquidity Bridge Hub 
- PSP / EMI Integrations

LIQUIDITY

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



FINANCE

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

SALES

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

MARKETING

- Google, Yahoo Ads, etc.
- Website Development 
- Social Media
- CPL, CPA, CPC
- CRM
- Affiliate Program 
- Events / Expos
- Community Management
- PR
- Data Analytics
- E-mail Marketing

SECURITY

- Anti-throttling system
- Ledger and custody services
- DDoS-protection
- Order throttling protection
- Multi-signature system
- Anti-spoofing system
- Anti-fishing system
- Arbitrage protection
- Human Engineering
- Back-End Security

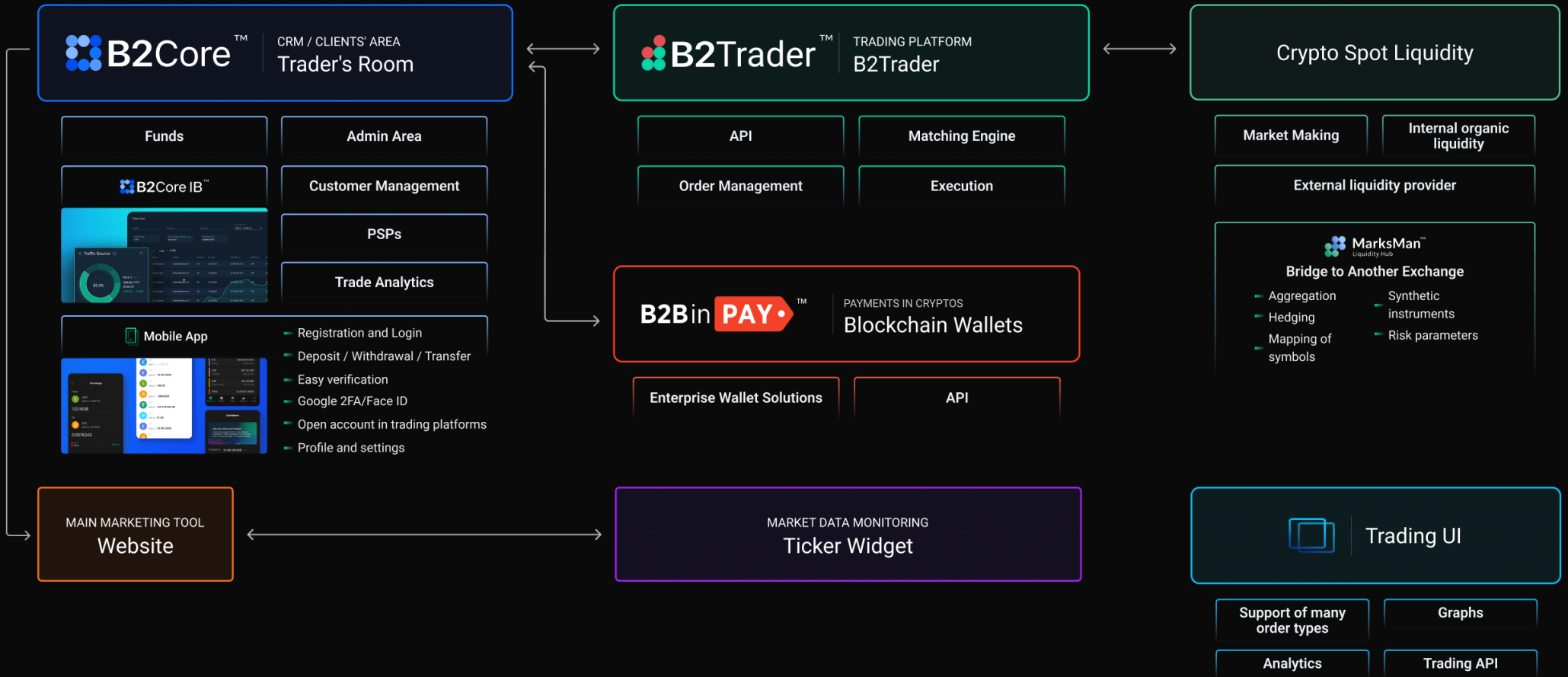
OPERATIONS

- Account Management
- Project Management
- Technical Support
- Product Management
- Client Support
- Risk Management
- Dealing Desk
- Technica Architecture
- BA
- SA

Centralised Exchange



Core Components of Centralised Exchange



Centralised vs Decentralised Exchanges Part 1

	Centralised	Decentralised		Centralised	Decentralised	
Arbitrage Possibility	✗	✓	Dexes tend to have rather limited liquidity and can be subject to price spikes resulting in off market quotes	✓	✗	On DEX there is no possibility to use and exchange fiat funds
Margin Trading	✓	✗	DEX do not offer leverage for trading in comparison to centralized exchanges	✓	✗	On centralized exchanges the set of assets is way larger more-over on DEX non-popular instruments are commonly exchanged
KYC And AML Policy	✓	✗	DEX are quite often used for money laundring therefore are chased by governments due to suspicious activities	✓	✗	In case of DEX fees are based on blockchain network load therefore may rise up in hundreds of times
Funds Custody	✓	✗	The user's funds are not stored in one centralized place in case of DEX	✗	✓	All the client's funds are located on their own wallets, i.e. there are no 'common hot' and 'cold' wallets
Fiat Transactions	✓	✗	Due to the nature of DEX it's impossible to use any fiat funds	✗	✓	Centralized exchanges have regulatory obligations and report about users with high volume or suspicious transactions
On-Chain Transactions	✗	✓	DEX work as p2p (peer-to-peer) using the cross-chain atomic swaps and smart-contracts	✗	✓	The clients' funds are stored on the side of the organization in case of centralized exchange that may be a subject for fraud activities by onwers
No Recovery Ability	✓	✗	Users store private keys on their own. If they lose it - then the funds will be lost forever	✗	✓	Low Trading Fees
Deep Liquidity	✓	✗	It might de no enough volume to exchange the desired assets on DEX	✗	✓	In general the trading fees are lower on DEX

Centralised vs Decentralised exchanges Part 2

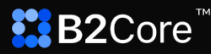
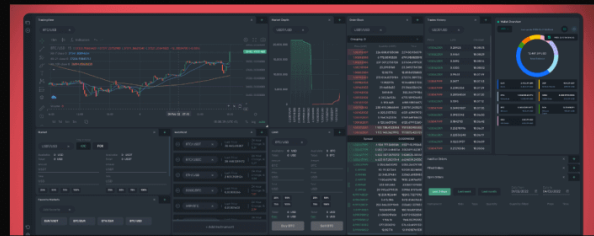
	Centralised	Decentralised	
Immediate Execution	✓	✗	Due to transactions in DEX are held in blockchain it takes time to execute them
Variety of Order Types	✓	✗	Centralised exchanges have limit, stop, trailing, etc orders while DEX have only market orders in common
Maker/Taker Fee Structure	✓	✗	On decentralised exchanges there is no difference between the maker and taker
Features Availability	✓	✗	Centralised exchanges offer spot/margin/futures trading, staking options, cloud mining pools etc, while DEX are used purely for trading
User-Friendly	✓	✗	For end-users the interface of the centralized exchanges is way more familiar in comparison to DEX
Obligatory Registration	✗	✗	In centralised exchanges the registration is mandatory while DEX do not store any client's data and there is no registration in its sense
Popularity	✓	✗	The majority of users prefer to use centralised exchanges due to various reasons

	Centralised	Decentralised	
Simplicity for End-Users	✓	✗	DEX are more complex for the understanding of the customers and therefore are less popular
Availability for Corporate Clients	✓	✗	Companies do not and even can not sign agreements with DEX because there is no registered entity behind DEX
Marketing	✓	✗	Google, Twitter and other Advertising networks require licensing for the cryptocurrency exchange that is not applicable for DEX
Frequent Updates	✓	✗	Centralized exchanges tend to improve the UX way more often in comparison to DEX
Commissions Ladder	✓	✗	Centralized exchanges commonly use commissions ladder while on DEX it is impossible to set it because the transactions are on-chain
Industry Standard	✓	✗	On CoinMarketCap there are almost 500 centralized exchanges versus 75 decentralized ones
Variety of API Methods	✓	✗	REST, WebSocket and even FIX are available on centralized exchanges while DEX have scarce API or even don't have any

For Developing Your Business



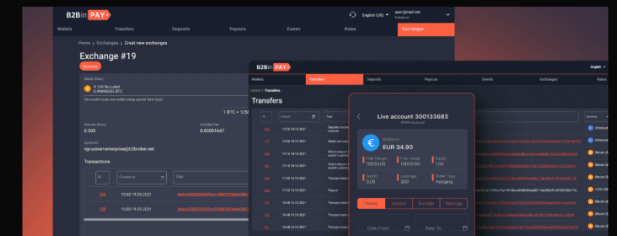
SPOT EXCHANGE TRADING PLATFORM



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



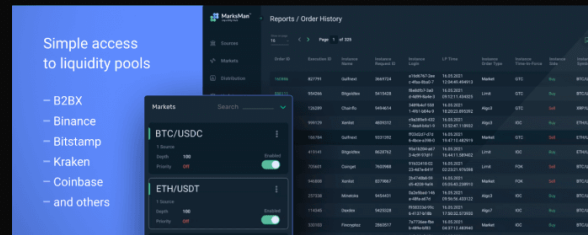
CRYPTOCURRENCY PROCESSING



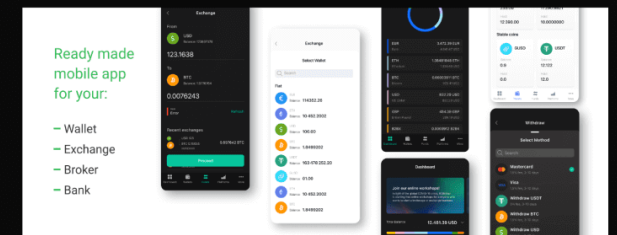
COPY TRADING SOLUTIONS. MONEY MANAGEMENT SOFTWARE



BRIDGE GATEWAY TECHNOLOGY



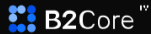
IOS APPLICATION FOR YOUR CRYPTO BUSINESS



B2Broker Ecosystem

as of May 2022

Technology



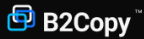
Trader's Room, Back Office
CRM, Client's Portal
b2broker.com/products/b2core-traders-room



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



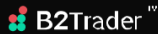
Mobile app working across
the range of our products
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Money Management
Platform
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Liquidity Aggregation Hub
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Matching Engine Platform
for Crypto Exchanges
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Turnkey Brokerage
Infrastructure
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Liquidity



Global Multi Asset Prime
of Prime Liquidity Provider
B2Prime.com



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



Banking solutions
b2bpaysolution.com

BAA S



Brokerage and
exchange as a service
B2Broker.com

M&A



Venture capital fund
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Marketing



Design agency and
video production
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Licenses



Fully Authorised
Investment Firm

Cyprus



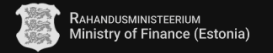
Fully Authorised
AEMI provider

UK



Fully Authorised
Investment Dealer

Mauritius



Fully Authorised Provider
of a Virtual Currency Service

Estonia

Membership



United Kingdom



Global

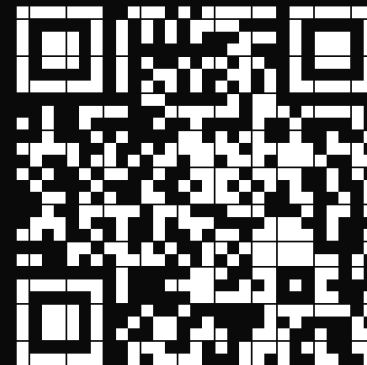
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or Exchange

