

# Brokerage Business Scaling Strategies.

Guideline on running  
Forex & Crypto Broker

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Business Development Manager



[b2broker.com](https://b2broker.com)



[b2binpay.com](https://b2binpay.com)



[b2prime.com](https://b2prime.com)



# Main challenges for FX & Crypto Broker

## Counterparty risks (Integrations)



1. Providers Selection for:  
Liquidity, Trading Platforms, CRM, PSPs,  
Website, KYC, Anti-Fraud, Marketing
2. Fee Schedule Agreement &  
Financial Monitor
3. Custom Development Valuation
4. Legal Compatibility with Providers
5. Support Managers Hiring
6. Technology BackUp on every Provider



[Learn more](#)

## Money flow (PSPs)



1. Payment Options Diversification
2. Competitive Business Fee  
Schedule
3. AML & KYT
4. Reconciliations and Regulation  
Compliance
5. Volatility Management
6. Crypto Payments Support



[Learn more](#)

## Regulation (Licence)



1. Licenses Clasifications
2. Key Requirements  
(capital, shareholder, risk management,  
audit etc.)
3. Jurisdiction Choice
4. Reception Approach  
(own team or agents)
5. Required Management Hiring
6. Legal Documentation Formation



[Learn more](#)

## Margin Liquidity, Spot Liquidity

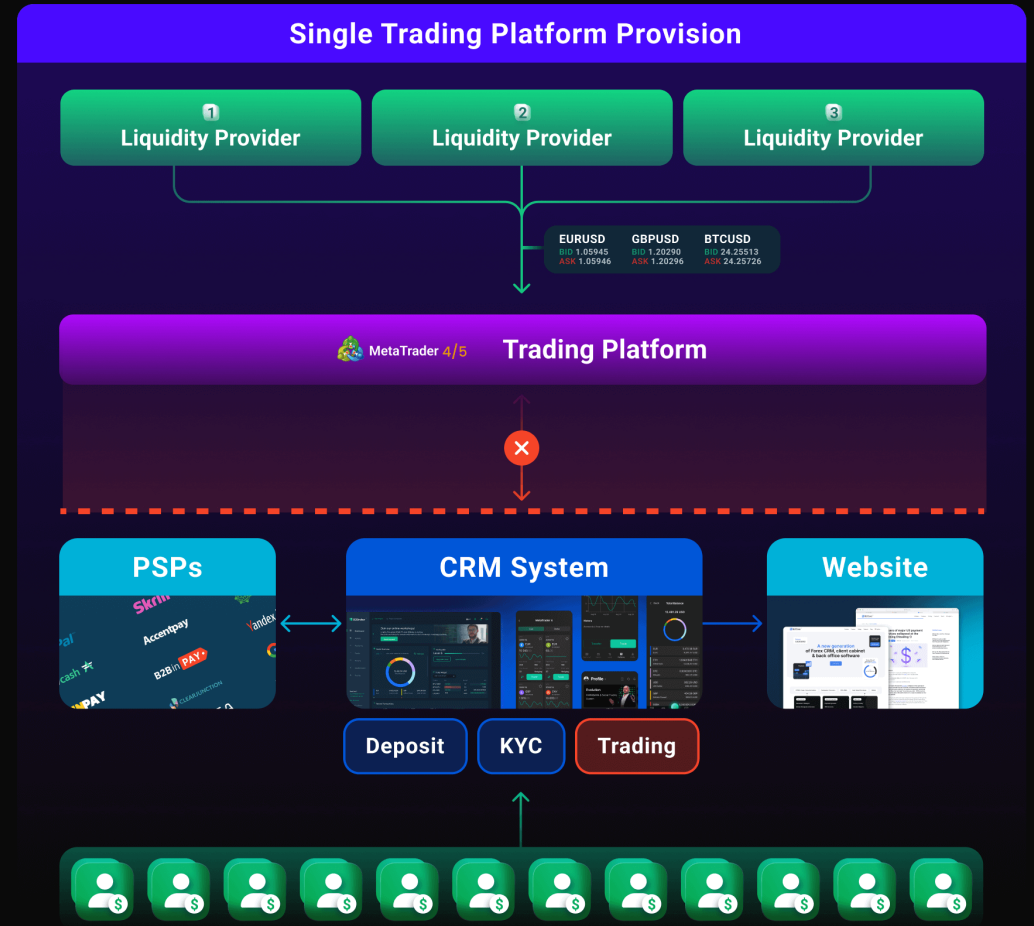
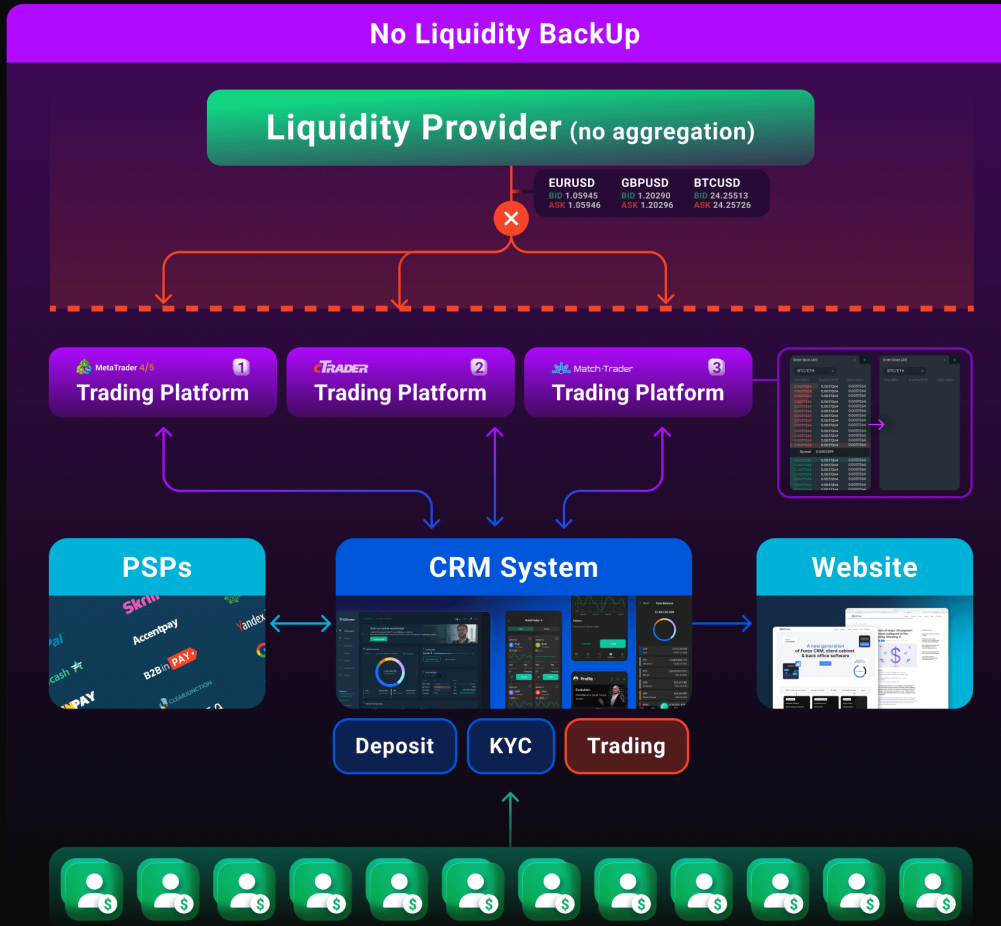


1. Provider Reception
2. BackUp of a BackUp
3. Flexible Confidions Configuration
4. Dealing Desk Hiring
5. Capital Dedication
6. Competitive DoM and Spreads



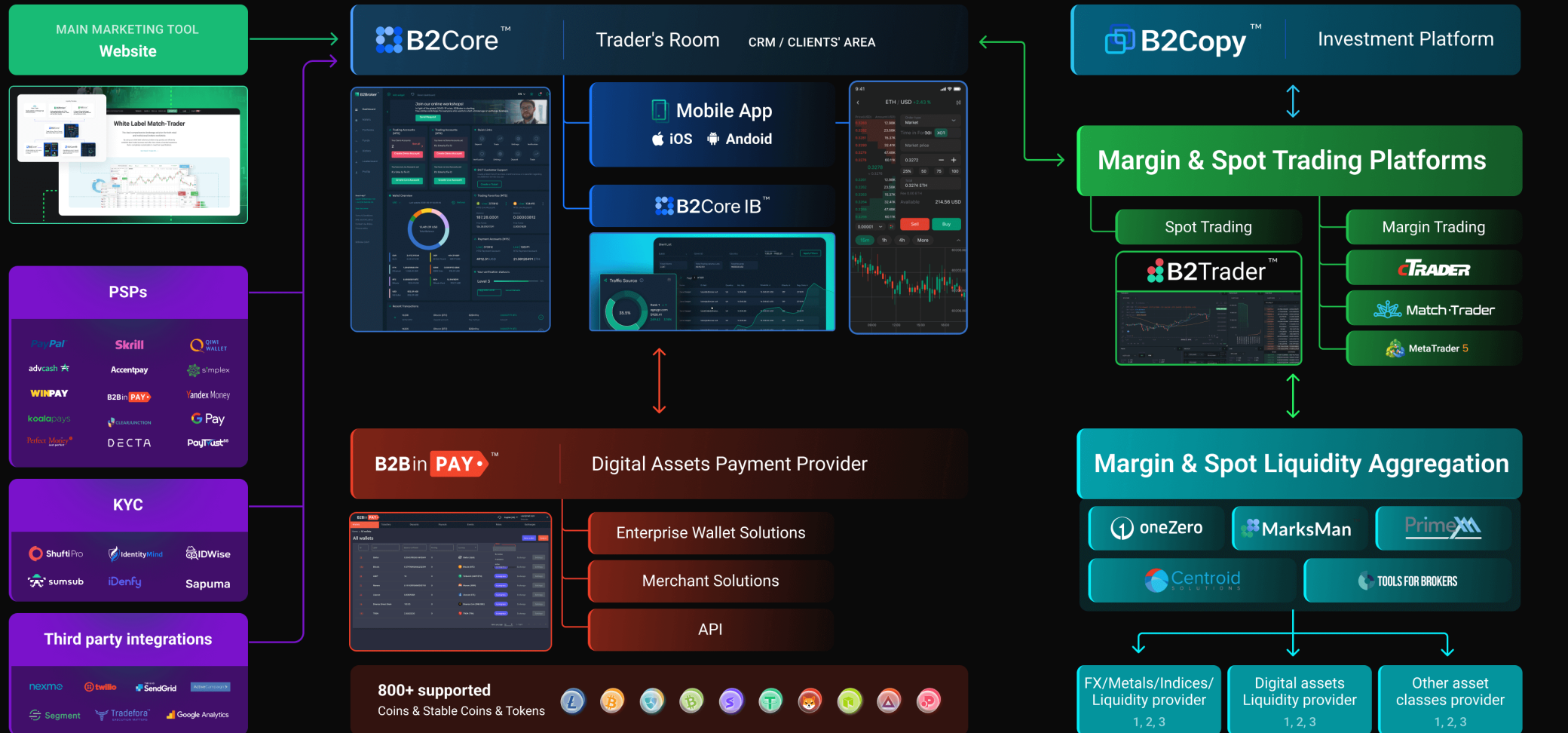
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# Counter-Party Risks: case study





# Scalable Business. Ecosystem Approach

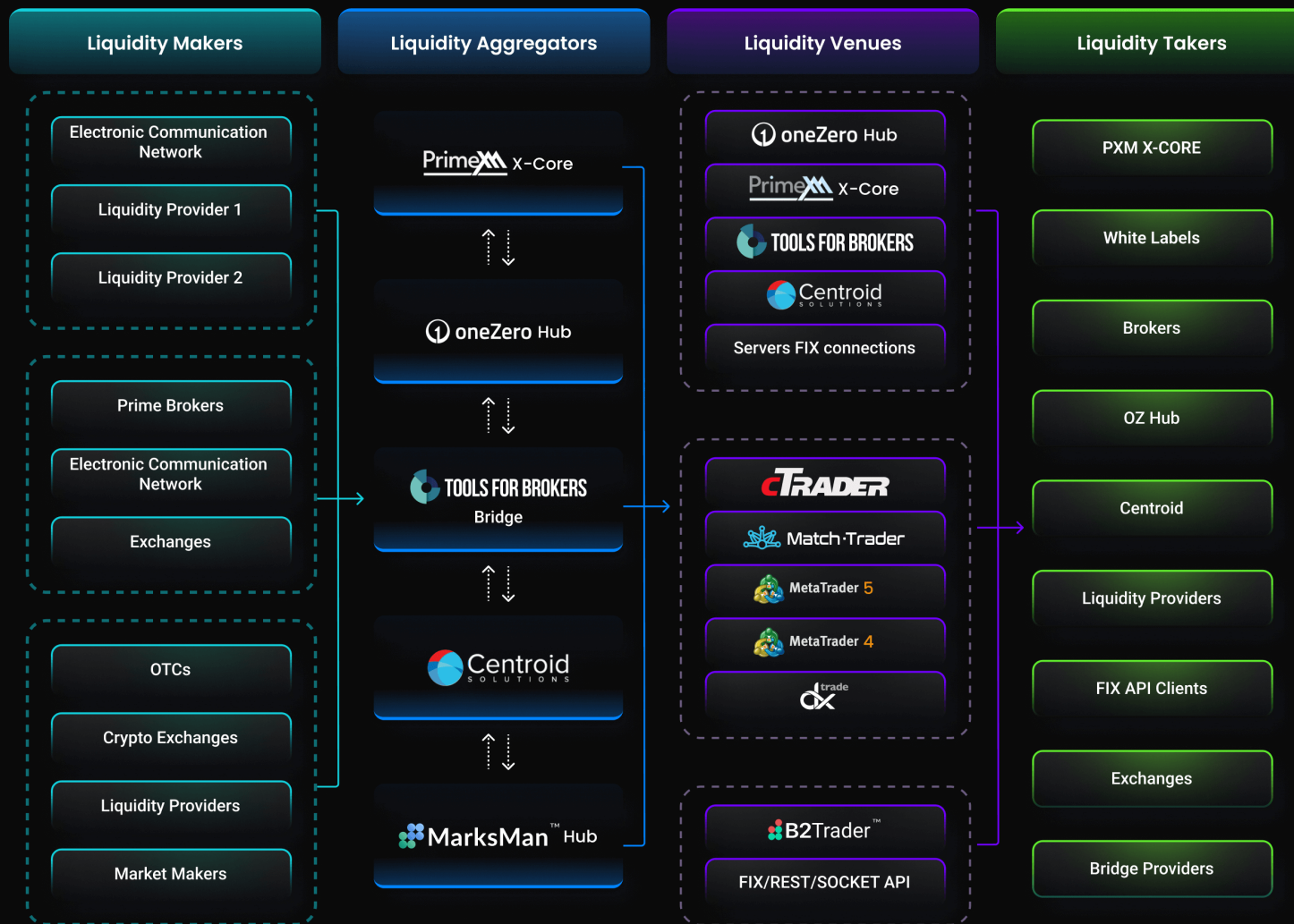


# Liquidity Aggregation & Distribution

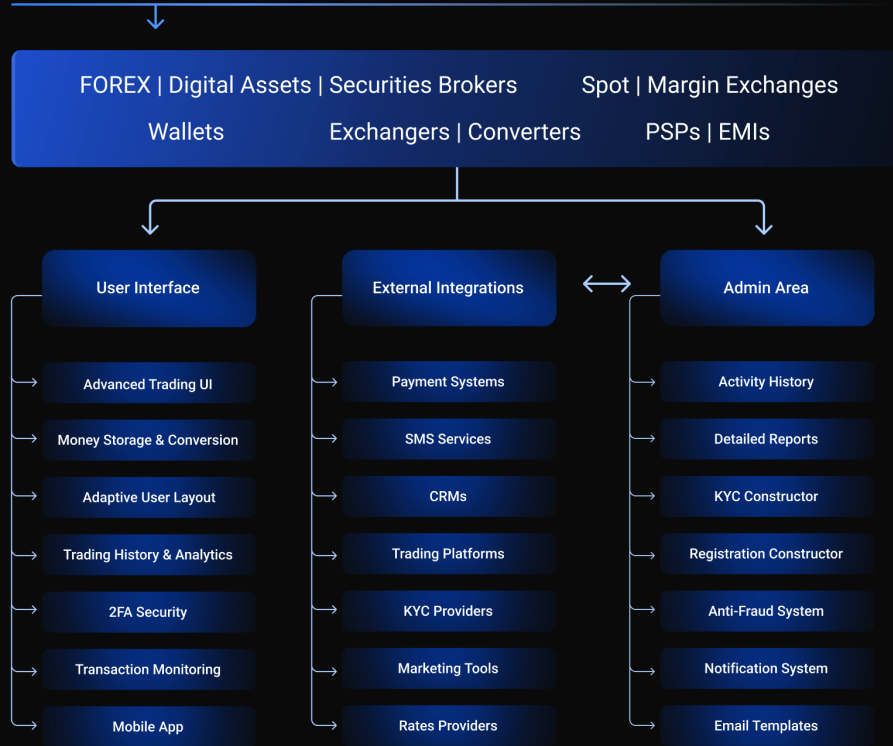
Crypto CFD Liquidity pool  
**150+ Instruments**

Crypto Spot Liquidity pool  
**70+ Instruments**

Crypto Perpetual Futures  
**Various Integrations**



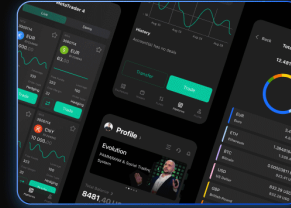
# B2Core: Front & Back Office, CRM system



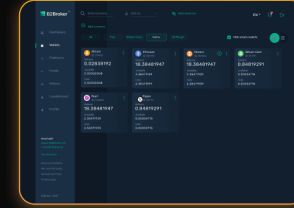
Perfectly works with



Mobile App



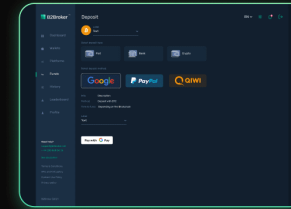
Wallets



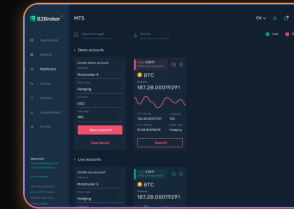
Trading Analytics



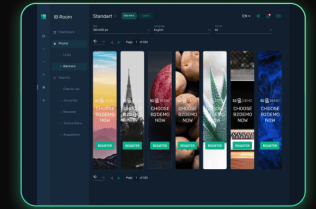
Funds



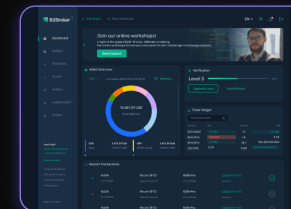
Trading Platforms



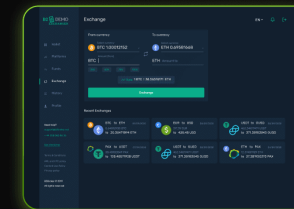
IB Module



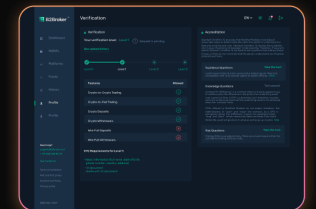
Dashboard



Converter



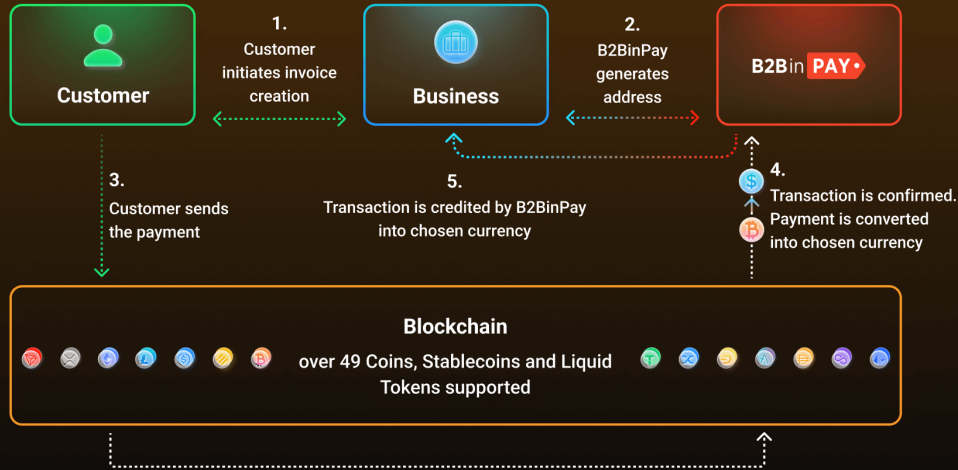
KYC





# B2BinPay: Crypto Payments Solution

## Merchants



On-chain & Off-chain transactions

Crypto-Crypto & Crypto-Fiat Business models

Automatic conversion of incoming payments

### Perfect for

Forex & Crypto Brokers  
Marketplaces  
Service Providers  
Gaming  
Regulated Gambling  
Consulting  
E-commerce

## Enterprise



Unlimited Crypto wallets denominations  
(no conversion)

Custom tokens integrations

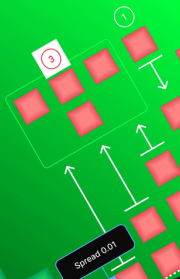
On-chain Exchange


### Perfect for

Perpetual Brokers  
Wallets Providers  
Custody Providers  
Crypto Spot Exchanges  
Margin Exchanges  
Crypto Brokers


# Income generation scenarios

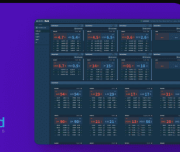
## Margin Side


**Spread Configuration**


**Account Denomination**


**Trading Commissions**


**Multi-Asset Trading**


**Advanced Risk Management**

**Referral**

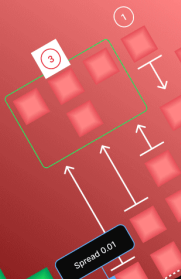
**Trading Marketing Campaigns**

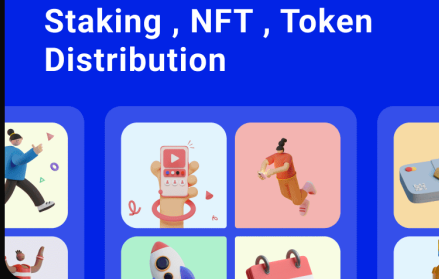
 MetaTrader 5

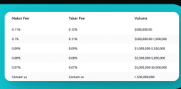
 Match-Trader

 CTRADER

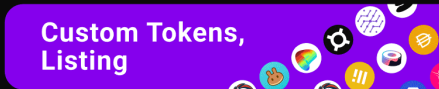
## Spot side

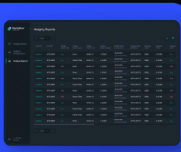
**Spread Configuration**


**Staking , NFT , Token Distribution**

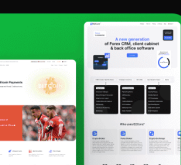
**Maker taker fees**


Order Type	Fee Type	Rate
Limit	Maker	0.01%
Limit	Taker	0.02%
Market	Maker	0.02%
Market	Taker	0.03%

**Custom Tokens, Listing**

**Advanced Risk Management**

**Referral**

**Marketing Campaigns**

 B2Trader™  
Matching engine



# Why License is vital for the business?

## Legal side

Operating **without a license** may result in punitive actions

All your advertisement are considered **illegal without a license**

## Business side

**Trust** of your clients and partners

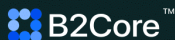
Widening **possibilities of cooperation** and advertisement

## Operational part

Possibility to **open banking account**

Possibility to **become diversified**

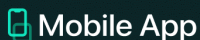
## In-house Development of SAAS Technology Systems



- Trader's Room & CRM
- Client's Portal
- Back Office



- Affiliate System
- Introducing Brokers Software
- Module of Partnerships Program



iOS & Android

- For B2Core & B2Core IB
- For B2BinPay
- For B2Trader



Spot Exchange Trading Platform

- Matching Engine
- Pure Order Book
- Trading API



Liquidity Hub

- Bridge to Spot Exchange
- Bridge to Perpetual Futures



Money Management Platform

- Copy Trading & PAMM & MAM
- Social Trading

[B2Broker.com](https://B2Broker.com)

since 2014



**B2Broker**<sup>TM</sup>  
Liquidity. Technology.

## Offices Around the World

Dubai

Limassol

London

Tbilisi

Hong-Kong

Tallinn

and others

B2B in **PAY**<sup>•</sup>

## Digital Assets Processing

Digital Assets Processing

- Merchants
- Blockchain Infrastructure
- Wallets
- Enterprise
- Custody Service

[B2BinPay.com](https://B2BinPay.com)

Regulation:  
FIU (Estonia)



## Prime of Prime Multi-Asset Liquidity

- Crypto CFD
- FOREX
- Metals
- Commodities
- Indices

[B2Prime.com](https://B2Prime.com)

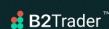
Regulation: CYSEC (Cyprus, EU),  
FSC (Mauritius)

## White Label Trading Platforms. BAAS (Broker as a Service)

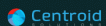
Platforms



MetaTrader 4/5



Liquidity Hubs



[B2Broker.com](https://B2Broker.com)

7  
licenses

400+  
employees

24/7  
support



Check more our presentations  
on [B2Broker.com](https://B2Broker.com)



## Digital Banking Services

- Virtual IBANs
- Business Accounts
- Payment in Open Banking Environment

[Eqwire.com](https://Eqwire.com)

Regulation:  
FCA (UK) AEMI License





# Thank you!

We are here to help you grow your business



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Digital Assets Processing

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