

Crypto platform

Business plan and business model.

Vocabulary

P2P – peer to peer exchange (between users).

Example platform: <https://paxful.com>

Crypto exchange – simple crypto exchange (Fiat/Crypto, Crypto/Crypto).

<https://cex.io>

Crypto trading (margin, derivatives) – crypto trading based on leverage or margin.

Example platform: <https://www.binance.com>

DEX - decentralized crypto exchange.

Example platform: <https://pancakeswap.finance>

Types of business models

Earnings on Fee

Platform type: P2P, Crypto exchange, Crypto trading (margin, derivatives), DEX.

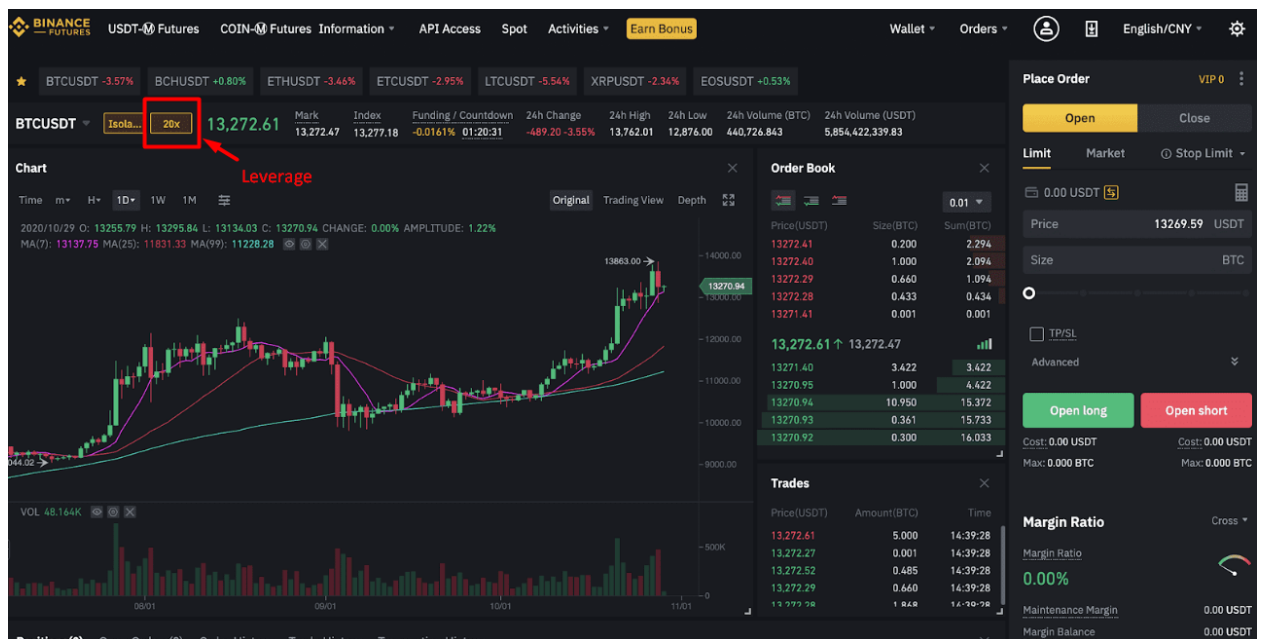
Notes: Earning of a fee is the easiest way to monetize your own platform. Your income depends on the number and amount of transactions (exchanges). As a rule, the fee rate is not very high. Therefore, in order to earn from 1,000 dollars a day, you need to have a turnover of 1,000,000 dollars a day.

Level	30d Trade Volume (BUSD)	and/or	BNB Balance	Maker / Taker	Maker / Taker BNB 25% off
Regular User	< 1 000 000 BUSD	or	≥ 0 BNB	0.1000% / 0.1000%	0.0750% / 0.0750%
VIP 1	≥ 1 000 000 BUSD	and	≥ 25 BNB	0.0900% / 0.1000%	0.0675% / 0.0750%
VIP 2	≥ 5 000 000 BUSD	and	≥ 100 BNB	0.0800% / 0.1000%	0.0600% / 0.0750%
VIP 3	≥ 20 000 000 BUSD	and	≥ 250 BNB	0.0700% / 0.1000%	0.0525% / 0.0750%

Earnings on derivatives

Platform type: Crypto trading (margin, derivatives).

Note: Earnings on derivatives can be the most profitable. The bottom line is that you enable users to trade with leverage. This type of trading is the riskiest on the one hand, but on the other hand, it can bring significant income to the trader. But statistics say that 95% of all users lose funds in the short or medium term. Calculating income in this type of earnings is the most difficult, but as a rule, it can be about 10% of all deposits.



Listing Earnings

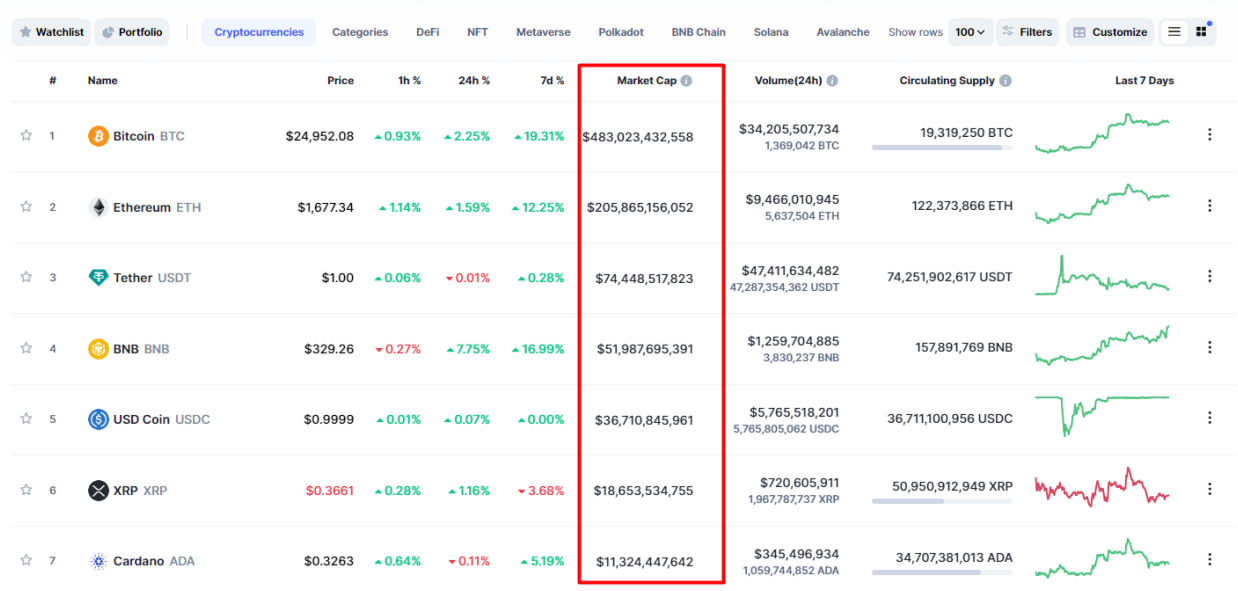
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Note: few people know, but only for you an insider. Once the platform is launched, you can offer listing services for other coins. Many companies will be happy to list their tokens on your exchange. The more popular your site, the more expensive the placement will be. According to our data, the minimum price starts from \$5,000. Top platforms ask up to \$1,000,000 per coin listing.

Earnings on the capitalization of your own coin

Platform type: Crypto exchange, Crypto trading (margin, derivatives), DEX.

Note: after launching the platform, launch your coin. Let users pay with your coin for a fee or participate in draws. The more active your token is, the greater the capitalization. Gradually, you can promote the coins and bring it to the [Coinmarketcap](#) listing. At the first stage, you will not earn money here, but as the popularity of the coin grows, you can achieve high capitalization. It all depends on your marketing strategy.



#	Name	Price	1h %	24h %	7d %	Market Cap	Volume(24h)	Circulating Supply	Last 7 Days
1	Bitcoin BTC	\$24,952.08	▲ 0.93%	▲ 2.25%	▲ 19.31%	\$483,023,432,558	\$34,205,507,734 1,369,042 BTC	19,319,250 BTC	
2	Ethereum ETH	\$1,677.34	▲ 1.14%	▲ 1.59%	▲ 12.25%	\$205,865,156,052	\$9,466,010,945 5,637,504 ETH	122,373,866 ETH	
3	Tether USDT	\$1.00	▲ 0.06%	▼ 0.01%	▲ 0.28%	\$74,448,517,823	\$47,411,634,482 47,287,354,362 USDT	74,251,902,617 USDT	
4	BNB BNB	\$329.26	▼ 0.27%	▲ 7.75%	▲ 16.99%	\$51,987,695,391	\$1,259,704,885 3,830,237 BNB	157,891,769 BNB	
5	USD Coin USDC	\$0.9999	▲ 0.01%	▲ 0.07%	▲ 0.00%	\$36,710,845,961	\$5,765,518,201 5,765,805,062 USDC	36,711,100,956 USDC	
6	XRP XRP	\$0.3661	▲ 0.28%	▲ 1.16%	▼ 3.68%	\$18,653,534,755	\$720,605,911 1,967,767,737 XRP	50,950,912,949 XRP	
7	Cardano ADA	\$0.3263	▲ 0.64%	▼ 0.11%	▲ 5.19%	\$11,324,447,642	\$345,496,934 1,059,744,852 ADA	34,707,381,013 ADA	

Business plan

Here is a short business plan that will give you an idea of where to start and how much it will cost.

Expenses

Step	Note	Term	Price
Choose a type of platform	You need to decide what type of platform you will do. There is such type of platforms for crypto exchange:	1 - 8 weeks	\$0
	P2P		~ \$40k - \$80k
	Crypto exchange		~ \$20k - \$30k
	Crypto trading (margin)		~ \$30k - \$50k
	Crypto trading (derivatives)		~ \$60k - \$150k
	DEX		~ \$40k - \$80k
Choosing a development company	It is necessary to find a contractor who can carry out the delivery and development of the project.	1 - 2 weeks	\$0
Analytics	Discussion with the development team of the project idea. Preparation of documentation.	1 - 2 weeks	\$4k - \$10k

Design	Design preparation	2 – 4 weeks	\$2k - \$4k
Development	Platform development	2 – 4 months	\$15k - \$140k
Launching	Launch of the live version of the platform	1 – 2 weeks	\$0
Marketing	Brand promotion online	2 months	\$10k - \$100k
Support	Platform support		from 1k

Income

We calculate the income for the month of the platform operation.

Deposit: 1% from new users.

Average deposit: \$600 (it depends on the country). As a rule, the average deposit is in the range of \$200 - \$1200 USD.

Model	Number of new users	Average deposit	Income
Fee	2,000 daily	\$600	\$3,600
Derivatives	2,000 daily	\$600	\$34,200
Listing	2,000 daily	-	\$10,000
Own coin	2,000 daily	-	\$3,600
Итого:			\$51,400

Attention! The business plan was developed by Merehead. The figures in the business plan are for informational purposes only. Your income may differ from the stated figures, as it depends on the type of platform, marketing and target market.

Contacts

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