



Bit2me Case Study and how Web3 can help the financial industry to innovate

Bit2Me is a company specialised in financial technology founded in 2015, with a deep knowledge of Blockchain technology and digital assets.

The company was founded in Alicante, Spain by Leif Ferreira and Andrei Manuel Costache. Bit2Me currently employs more than 250 employees, with offices in Spain, Ireland and Brazil.

We offer a 360° portfolio of products for a 360° range of customer types, assisting retail users, exchanges, mining pools, token issuers, investment funds, governments, and institutions to access, trade, and manage digital assets in an optimal and secure way.



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Team

Founded by Crypto & Blockchain industry experts



Leif Ferreira
Co-founder, CEO

15 years of entrepreneurship. Blockchain, crypto, computing and development expert.



Andrei Manuel
Co-founder, COO

Crypto & blockchain entrepreneur with +10 years experience. Exit: Bitphone



Pablo Casadio
CFO

Investor, +20 experience, Ex CFO Otis SEMA, Ex EY & PWC

+200 employees

3% employee turnover

34 average age of the team

40% women FTEs

Zeeshan Feroz
Strategy

Ex CEO Coinbase Europe, Advisor BCB Group & Moonpay

Javier Tordable
Capital Markets & Exchanges Advisor

Stock exchange and markets expert, Ex MD at Deutsche Börse, MTS Markets, CME, y NASDAQ

Baldomero Falcones
Senior Advisor

Ex president Mastercard worldwide, Ex president FCC

Rodolfo Carpintier
Venture partner

Serial entrepreneur, since 1982. Tuenti investor (the Spanish Facebook), Glovo, etc.

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Team's previous knowledge







































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Bit2Me today (80% of the UE transacted volume)

1.03B€
Total transacted 2021

+700k
Registered users

+121M€
assets under management

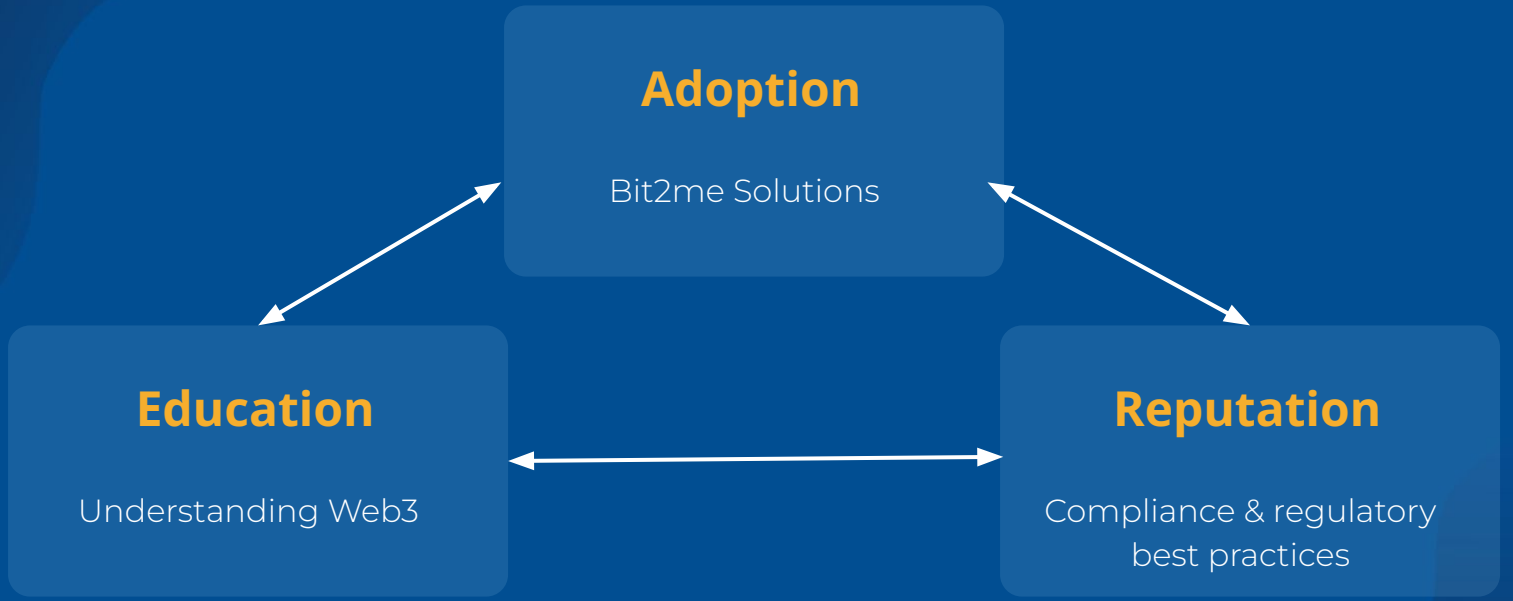
+160
digital assets in the portfolio
+200 by the end of 2022

+5M
Academy visitors in 2021

+1M
Active wallets
(wallet + earn)

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Bit2Me value proposition



Reputation

BANCO DE ESPAÑA

Bit2Me has become the **first company in the world** to be recognised by the Bank of Spain for the exchange of virtual currency for fiat currency and the custody of electronic wallets, as it complies with the requirements of commercial and professional integrity established for credit institutions and the Prevention of Money Laundering regulations.


EL PAÍS

Economía

Bit2Me se convierte en la primera plataforma de criptomonedas reconocida por el Banco de España

La firma española cree que su registro abre la puerta a una "adopción masiva" de las criptomonedas





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Education

WEB3MBA

The first tokenized online program in Web3 technology

+150 hours in Tier 1 - quality video content and top-notch professors

+300 students (+ corporates) in 3 months



bit2me ACADEMY



Largest free educational cripto community for LatAm (+5M registered users)

Guides, articles and certified courses

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Adoption

Bit2Me aims to bring the benefits of the digital asset ecosystem to all people regardless of their country of residence.

What is Bit2Me Suite?

1. A platform that unifies the best of **traditional finance** and the best of the **crypto world**.
2. **Intuitive, user-friendly and versatile.**
3. The best financial products for **retail, corporate and investors.**

Bit2Me has developed the leading suite in Southern Europe.

Platform all-in-one



Exchange - Crypto Financial Products - Card

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Adoption

Consultancy and professional services

- Ad-hoc development
- Legal / Tax services

Create and launch fungible tokens

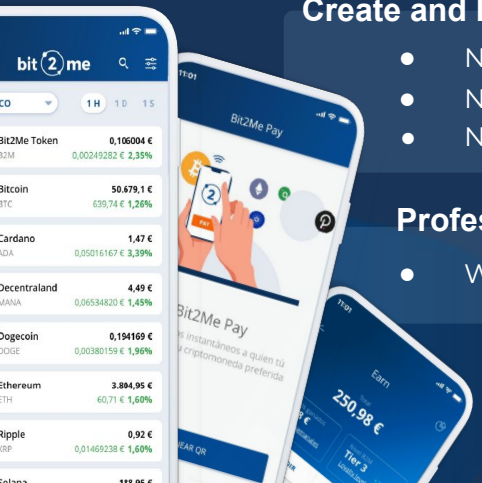
- Launchpad connected to Bit2me community
- ICO Launcher to your own community
- Utility and Security Token Creation

Create and launch NFT collections

- NFT creation as a Service
- NFT Minting page
- NFT sales services

Professional Education

- Web3MBA



Bit2Me B2B products suite

Trade your tokens

- Trading Platform
- Listings
- Market Making
- Trade Execution
- OTC

Work with cryptos

- On/Off ramping
- Buy, sell, swap cryptos

Easily introduce your users to crypto

- DeFi / NFT Wallet
- Custody

Pay with crypto

- Crypto Point of Sale (Commerce)
- Crypto card issuing (Cards)

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Practical cases with Web3 & B2B Solutions

Web3 Innovation Solutions

Our solutions

Banking solutions

- Facilitate crypto operations
- Crypto custody
- Compliance & regulatory support

Real estate solutions

- Tokenize real estate
- Buy/Sell with crypto
- Institutional custody
- Legal services

Retail solutions

- Loyalty programs
- Accept crypto payments
- Cashback with cards

Assets solutions

- Tokenize precious metals, companies, etc...
- Buy/Sell with crypto

Community Solutions

- Community engagement
- Non fungible tokens (NFTs)
- Custody, DeFi Wallet
- Legal services

Learning Services

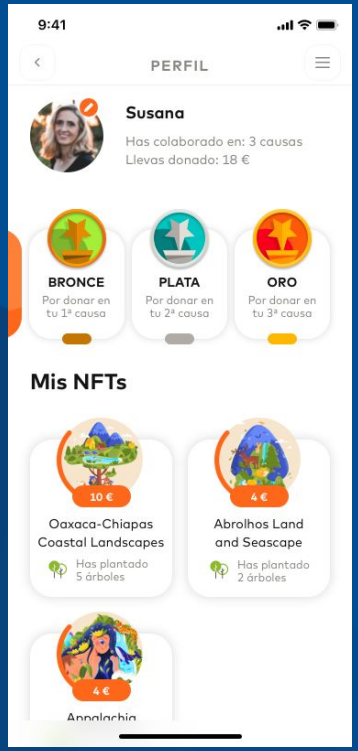
- Web3MBA
- Personalized learning experience
- White label solution

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Community Solutions

A CSR platform to engage users in climate-related initiatives





Problem defined

- Visibility with CSR initiatives
- Engagement traceability
- Certified visibility

Project description

- Mobile white-label DeFi wallet
- NFTs to certify donations & users enrollment in activities
- “Soulbound token” - membership

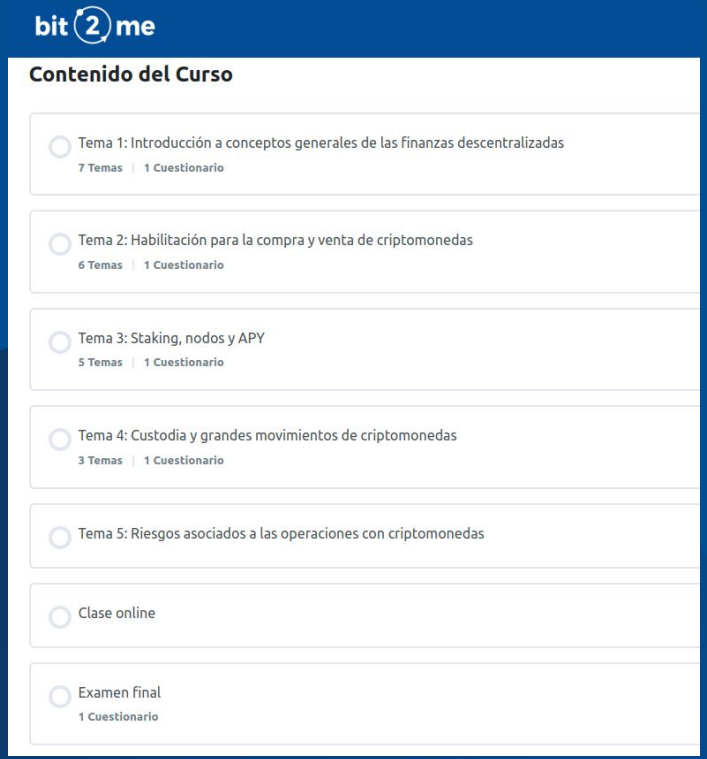
Products used

- DeFi Wallet
- Custody
- NFT minting platform
- Ad-hoc development

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Banking Solutions use cases

A MIFID equivalent crypto learning path for a top 10 Spanish bank



Problem defined

- The bank wants to learn more about crypto business opportunities
- Understand risks and processes associated with product development

Project description

- 5 month engagement focused on a learning product offering for end users, with ability to operate in bit2me
- 0 technology for first steps but with immediate referral revenue
- data analysis and quick testing with a multi-skilled team

Products used

- Bit2Me Academy and Web3MBA, MICA specific itinerary (equivalent of Mifid)
- Bit2Me Custody, brokerage and earn
- Bit2Me Consulting

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Banking Solutions use cases

A solution to transform a Neobank into a crypto-enabled digital bank

BNEXT



Problem defined

- Issue utility token for fidelization
- Raise capital from market
- Liquidity management

Project description

- Developing and issuing B3X token for Bnext
- Launching the token to raise more than 10M euros in sales
- Listing the token in Bit2Me and provide liquidity

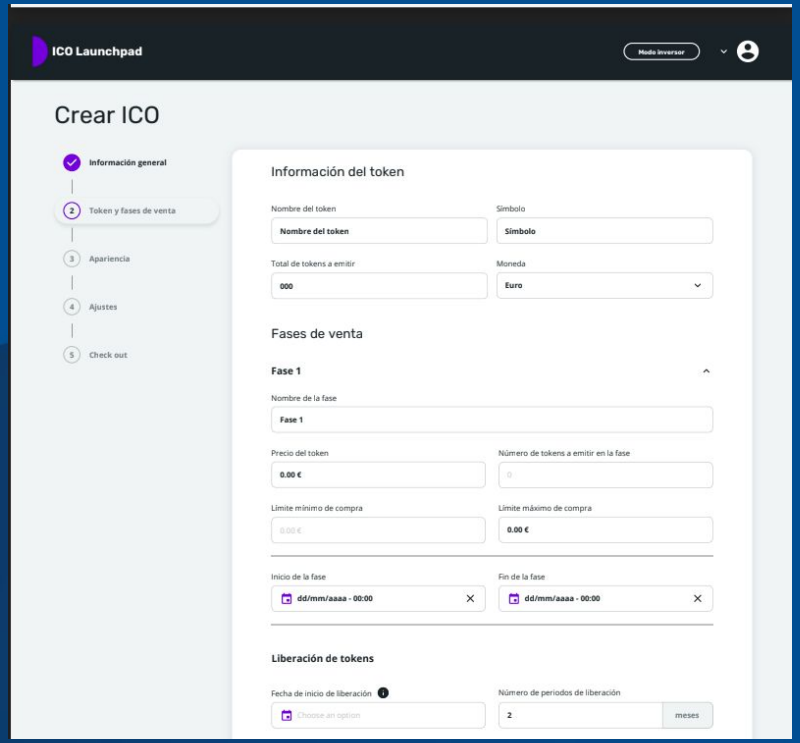
Products used

- Bit2Me Consulting
- Bit2Me Launchpad
- Bit2Me Listing
- Bit2Me API

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Real Estate Solutions

A solution to create a tokenized RE ecosystem for distributed ROI



Problem defined

- New RE multiple-owners models
- Difficulty to distribute returns
- Impossible to legally tokenize a RE asset

Project description

- White-label platform for RE publishing
- RE buy/sell/rent contract with tokenized capabilities
- Wallet to distribute earnings

Products used

- ICO launcher
- Custody
- Tokenization & legal services
- Ad-hoc development

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How we work



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Team



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Thank you!