

A P2P AND SOCIAL TRADING CRYPTO EXCHANGE



The Next Generation Crypto Social Trading platform

ABOUT COINCHUM

CoinChum is a crypto social trading platform where both novice traders and pros can cash in on crypto trades by facilitating one-on-one interactions between users. Essentially, pros can leverage copy trading to monetize their strategies and profit from novice traders who duplicate their tactics to maximize their returns.

Coinchum integrates web-based features with an intuitive interface that enables users to learn from education resources, as well as trade cryptocurrencies using advanced market tools that allow for the efficient monitoring and analysis of market trends.

In the beginning, users can be able to trade Bitcoin, USDT, Ether, XRP, and the Chum token



THE PROBLEM & COINCHUM SOLUTION



Lack of Social function on crypto trading platforms

- Social trading feeds function
- Traders share info with traders



How to make profits from crypto trading

- Sophisticated leader board
- Copy trading



Lack of Risk control during the trading process

- Implementation of risk scores
- Usage of risk ratios



Less security on account and wallet

- Assets insurance (Wallet Security)
- Fund password (Wallet Security)
- GA (Account Security)
- Anti-phishing (Account Security)

THE PROBLEM & COINCHUM SOLUTION



Lack of crypto analysis tools

- Price analysis tools
- Information terminal



High fraudulent probability

- Anti-Scam(before trade)
- Anti-Scam(after trade)



MARKET

Social trading has long been popular among Forex traders and now it's making its way to crypto. The crypto social trading market is expected to grow from \$2.22 Billion in 2021 to \$3.77 Billion by 2028; it is expected to rise at a compound annual growth rate of 7.8% between 2021 and 2028.

Social Trading has been proven to be a rising Trend in the Crypto

- It allows traders to compare strategies and learn from each other.
- This social element is especially helpful for new traders who are just starting out in the space.

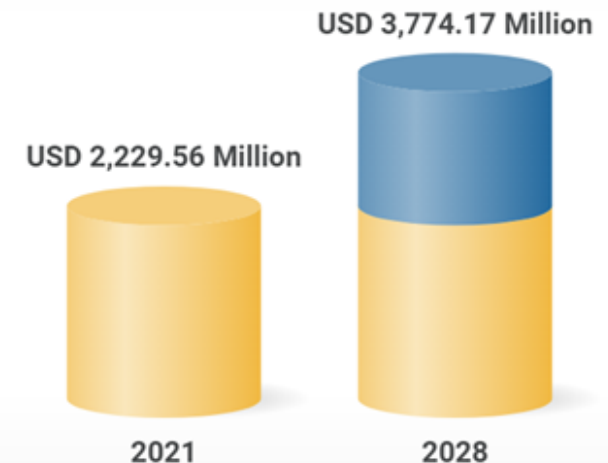
The social factors of crypto trading are what online traders are gaming about. Socialization is at the foundation of many crypto trends, along with non-fungible tokens (NFTs). Now it has made its manner into crypto trading. It materials crypto buyers with interconnectivity during their trading, so the obstacles preventing them from having amusing and much less frightening stories are breached.

Social trading networks such as Kucoin and Etoro open up the cryptocurrency sector to novice and expert traders by simplifying the trading experience and allowing investors to interact and learn from each other.

They allow investors to improve their abilities by interacting with group leaders and successful investors in the network. In conclusion, social trading holds the capacity to speed up the great adoption of virtual currencies. The rising trend is equipping crypto starters with the tools to get easy gains with minimum work and experience.

Global Social Trading Platform Market

Market forecast to grow at a CAGR of 7.8%



COMPETITOR ANALYSIS

	ETORO	KUCOIN	COINCHUM
Social feature	Medium	Medium	High
Copy trading	Yes	No	Yes
Risk Control	Yes	No	Yes
Top traders history	Yes	No	Yes
Anti-scam system	Yes	Yes	Yes
Analysis tools	Yes	No	Yes
Education resources	Yes	No	Yes
C2C and B2C	No	Yes	Yes
Customer service	Medium	Medium	High

BUSINESS MODEL



UNIQUE SELLING PROPOSITION



Buy and trade cryptos safer, easier, quicker



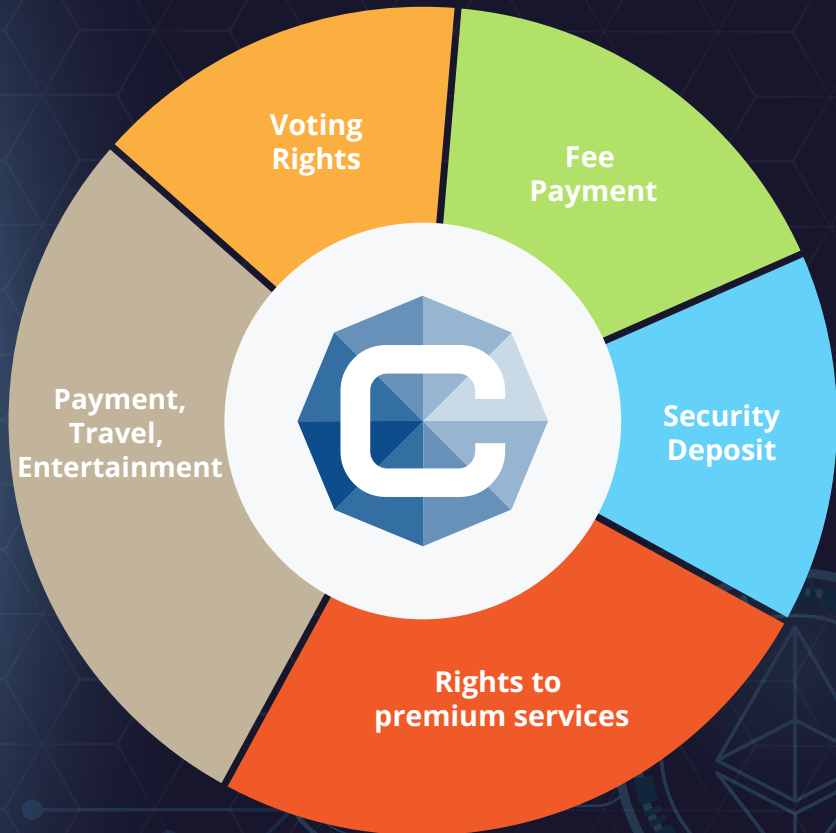
Traders make profits by social trading



Knows users core needs deeply



TOKEN USAGE



- ✓ 1. Trading fees can be paid with CHUM, at a discount to as much as 50% to normal trading and withdrawal rates.
- ✓ 2. We will set up different risk levels for payment methods. High risk payment methods will require CHUM as a security deposit in order to reduce and screen for fraudulent activities.
- ✓ 3. Voting rights for coin listing or other priority activity.
- ✓ 4. To gain access to the platform's social trading functions, a member must have a minimum Chum balance. Higher balances will be needed to access premium levels of service.

GROWTH STRATEGY



OUR VISION

Coinchum aims to expand horizontally into new market segments in the future, thereby moving beyond its initial function as an innovative trading platform for crypto currencies

- B2C, Social trading, Contract and Margin trading, as well as professional trading system
- A closed loop ecosystem where traders can achieve their goals : trading and profiting
- Development of Chum intelligent chain (CIC)
- CoinChum charity foundation
- Setup of CHUM labs



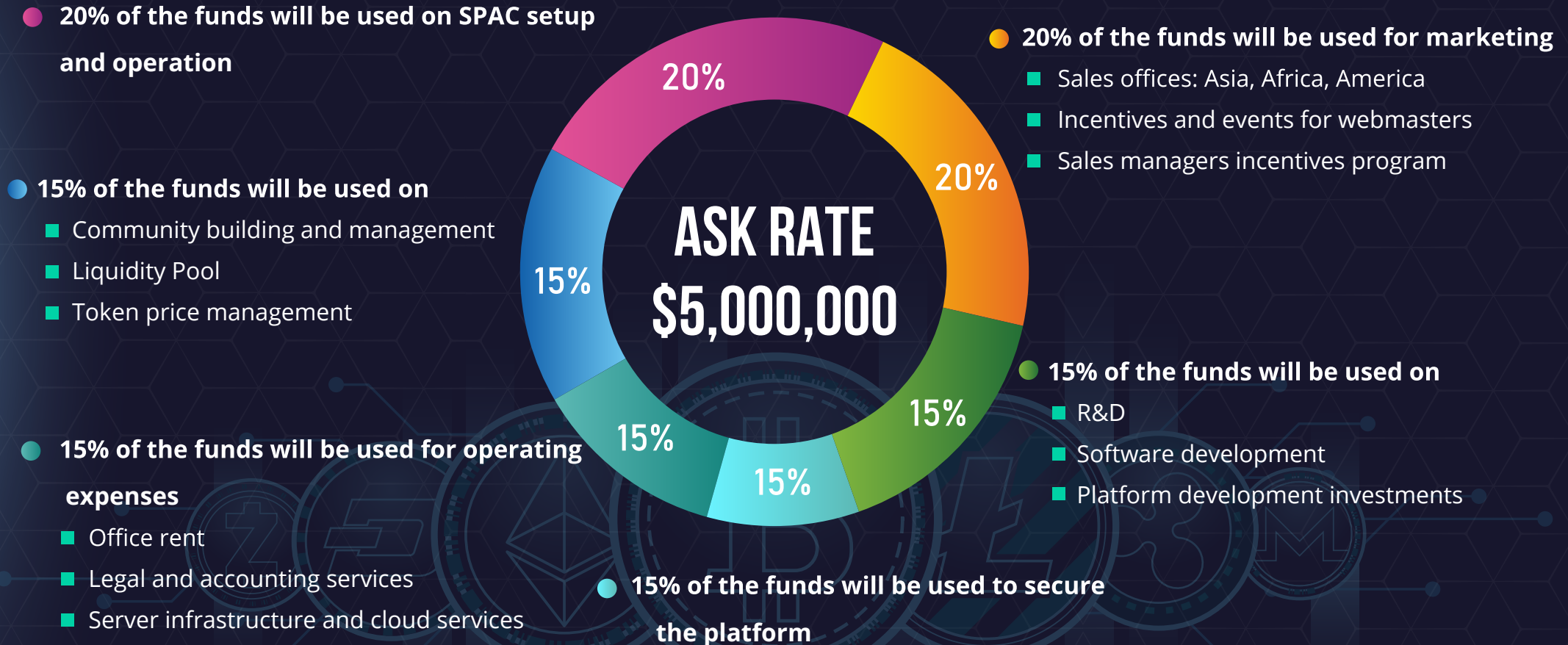
FINANCIAL PROJECTIONS

DATE	TOTAL USERS	REVENUE PER MONTH (\$)	CHUM TOKEN DEMAND	CHUM TOKEN CONSUMPTION (DAILY)	MORE FUNCTION
2023.03	864	3,024	50k	1K	
2023.06	4,286	14,999	250K	5K	
2023.09	9,691	33,917	500K	10K	B2C
2023.12	18,372	65,403	1 Million	20K	IEO Pad
2024.03	32,434	204,662	1.6 Million	36K	Social C2C
2024.06	55,129	358,891	3 Million	60K	
2024.10	108,933	751,639	5.8 Million	116K	Margin Contract
2025.02	212,872	1,488,820	10.8 Million	216K	
2025.06	421,027	2,905,084	20.6 Million	420K	
2025.12	1,161,865	8,016,866	60 Million	1.2 Million	

Assumption:

Each user needs a minimum of 1,000 CHUM as security deposit to enjoy fee discount or other privileges

ALLOCATION OF FUNDS



TEAM



Daniel Yan
CEO and founder



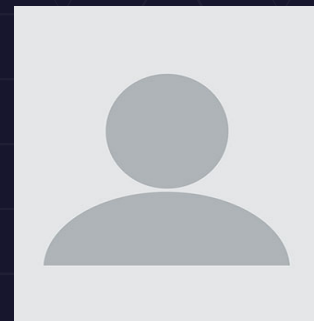
Tech Entrepreneur, founder of Smart Web Construction Platform, senior crypto P2P and OTC trader, 10 years experience on forex and equity trading



Nitesh Mishra
Co-founder and CPO



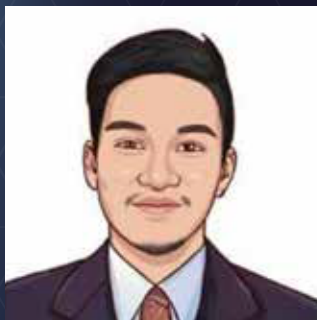
Serial Tech entrepreneur, Founder of Bramble (Publicchain), Blockchain Development & Implementation, ML / AI Analyst



Mattia
CFO

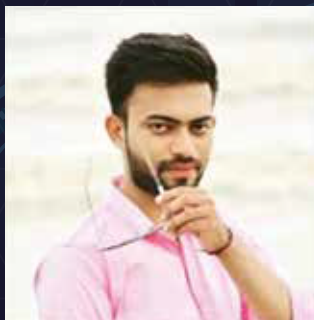


Serial entrepreneur, 20 years experience on Global Asset Management & Hedge Fund Strategies



Kristoff Molina
CMO

Expert in the cryptocurrency and NFT space, master on social media and online marketing



Kartik Patel
CTO

Full stack senior web developer, 8+ Years experience software development, Certified Bitcoin Expert™, Blockchain Expert™ and Ethereum Expert™



Sandip Kundu
Strategic advisor



Corporate financing, strategy and operations management, 15 years experience on PE funding, investments

TEAM



Zachary Hsu
Strategic advisor



Private Crypto Investor and advisor on fundraising. Current Portfolio Director with expertise in Equity, Derivative products, Crypto trading and Risk Management



Moshood Animashaun
Strategic advisor



Experienced P2P cryptocurrency trader and researcher. A strong believer in the evolution of digital currencies and education to African Youths



Lokesh Shanbhag
Financial advisor



Early crypto investor and tech entrepreneur with expertise in the world of Metaverse, NFTs and P2E. Strategic Advisor for early stage projects & helping companies to fill in the gaps by connecting dots.



Xavier Bravo
Compliance advisor

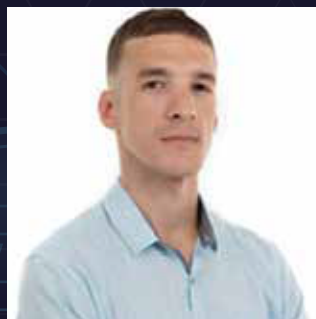
Nine years of expertise in Customer Management and Compliance, Expert in the FinTech industry, Certified Bitcoin Expert™ (CBE) and Certified Crypto currency Expert™



Emanuela Luisa
Investment advisor



Fintech entrepreneur. Experienced advisor on crowdfunding and blockchain strategy. Helping early stage companies to reach investors



Yury Salamakho
Marketing advisor



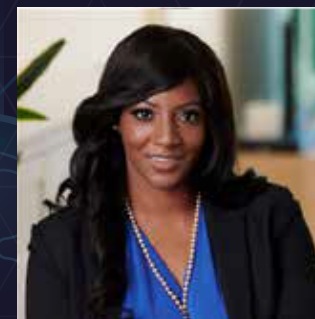
Blockchain professional with C-level startup background and extensive experience in Marketing, Business Development, Operations, and Research. Experienced in startup investments and trading.



Simon Huss
Strategic Advisor



Strategist focusing on blockchain Technologies A decade of experience of solving Senior Leadership Teams toughest business problems, working with leading global corporations and with startups.



Jamilia Grier
Legal advisor



Global regulatory and Blockchain attorney and entrepreneur, Founder & CEO of ByteBao, Legal Advisor to NFT and crypto projects

THANK YOU



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