

The background features a central horizontal grey band. Above and below this band are abstract, painterly textures in shades of white, light blue, and pale yellow. On the left side, there are faint, white geometric line patterns resembling a network or molecular structure.

# INFODRIVER CAPITAL

Asset management fund and blockchain consulting company

# Executive Summary



*Online portfolio and asset management platforms have seen immense increases in quality, quantity, and adoption in recent years.*

- The rapid development of financial technology (FinTech) applications has fueled a transition to the web- and mobile-based platforms that can improve the accessibility and delivery of financial services.
- However, many of these solutions lack digital asset integrations. Acknowledging this gap in the market, we have planned to develop a platform that caters to a wide range of cryptocurrency investors.

**This platform will be an all-encompassing app that will include the features of**



Simple crypto portfolio trackers that aggregate data



Automated and copy-trading platforms that help investors manage risk



App-based solutions facilitate mobile oversight for on-the-go access

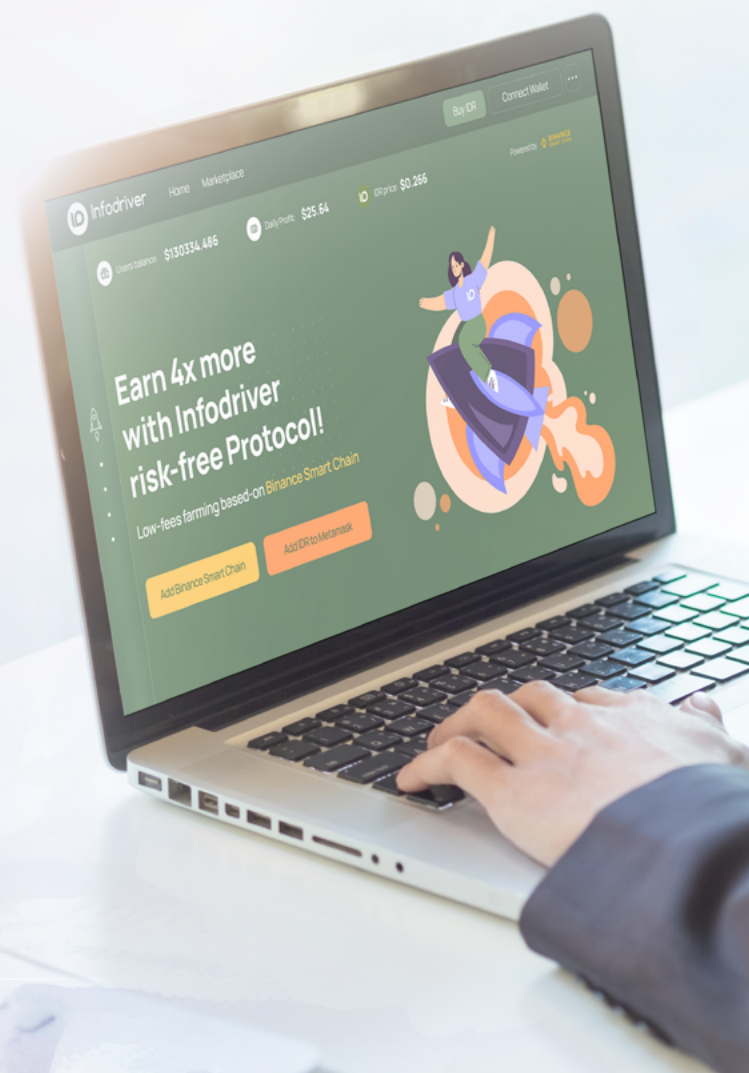


In-app access to cryptocurrency consultants

- Infodriver Quantum will allow its user to track and/or control local or global flows of cryptocurrency funds, exchange tokens for fiat funds, and vice versa.

They will also be able to stay up to date with the relevant information regarding the cryptocurrencies in the market (prices, market capitalization, trading volumes, trading pairs, available markets, and exchanges ranking).

The Unique Selling Point of our application is that it will allow investors to connect with experienced Cryptocurrency consultants online.

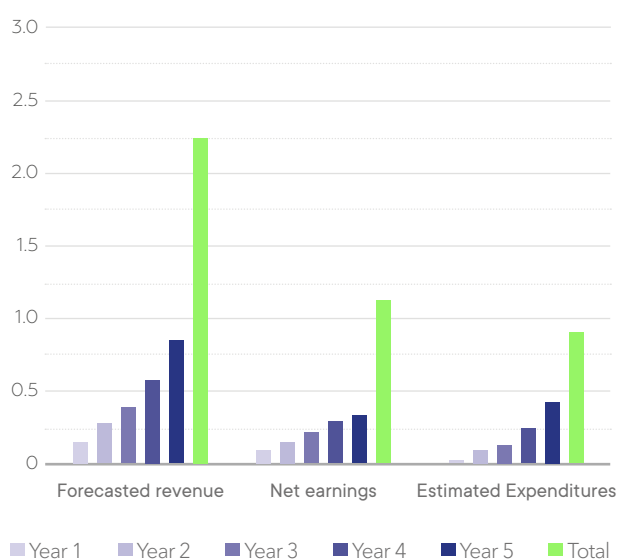




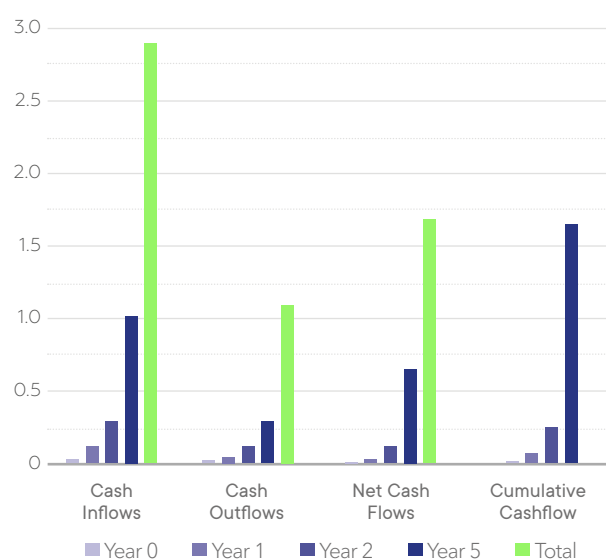
*Infodriver App will be a mobile application created to cater to the needs of new and seasoned crypto traders.*

- Infodriver App will allow its user to track and/or control local or global flows of cryptocurrency funds, exchange tokens for fiat funds, and vice versa. They will also be able to stay up to date with the relevant information regarding the cryptocurrencies in the market (prices, market capitalization, trading volumes, trading pairs, available markets, and exchanges ranking). The Unique Selling Point of our application is that it will allow investors to connect with experienced Cryptocurrency consultants online.
- Infodriver App will be a mobile application created to cater to the needs of new and seasoned crypto traders. This app will include the best features a crypto enthusiast needs to track and/or control local or global flows of cryptocurrency funds, exchange tokens for fiat funds, and vice versa. He will also be able to stay up to date with the relevant information regarding the cryptocurrencies in the market (prices, market capitalization, trading volumes, trading pairs, available markets, and exchanges ranking). This app will also connect enthusiasts and power traders to cryptocurrency consultants to help them make informed decisions regarding their assets.
- In 2020, 18-to 29-year-olds in the United Kingdom were twice as likely to own a cryptocurrency as their counterparts aged 45- to 60-year-old. The source does not mention specifically which digital coin these concerns - whether it is Bitcoin or an alternative like Ethereum, Ripple (XRP), or Dogecoin. It does mention, however, that the results shown in this particular survey - held in October 2020 - were «a sharp contrast» to a previous survey from a different source in December 2019: In absolute figures, the owners had changed from around 1.9 million UK adults in December 2019, to roughly 10.6 million seven months later. No information is available on whether UK consumers continued to purchase cryptocurrencies during November or December 2020, or in early 2021. Note it was during this time that the price of Bitcoin started the climb towards a value of 60,000 U.S. dollars.
- Kirill Mishanin will register his company in the name of "Infodriver App" from Companies House. He will start hiring the staff from year 0 and by the end of the 5th year, he will generate up to 10 full-time jobs. We have forecasted to achieve £407,159 revenue by the end of the 5th Year of an established business.

### Profit & Loss Summary, mn\$



### Cash Flow Summary, mn\$





# Problem

*The regulatory environment surrounding cryptocurrency is still vague and developing.*

Even though forms of cryptocurrency like Bitcoin have caused so much buzz and excitement to many people, state laws and regulations are still struggling to keep abreast of this phenomenon.

- This negative aspect means that you'll need a legal consultant to help you navigate the various regulations and legal requirements (however murky) on cryptocurrency. Hiring a lawyer and law firm knowledgeable in a combination of cryptocurrencies, blockchain technology and securities, income tax, and other taxes, as well as banking laws, can be difficult.
- However, just like other legal advisory services, crypto legal support doesn't fit everyone's budget.
- Automation for crypto legal advisory services can make legal consultation accessible for everyone, rather than just those who can afford the high costs. For the last couple of years, Artificial Intelligence (AI) has been changing many fields and increasing efficiency by using improved datasets.
- One of those areas where AI has accelerated evolution is the robo-advisory, which is a field having extensive financial big data to analyze.
- Robo advisors are wildly popular with younger generations, which isn't surprising when you consider that both millennials and Gen Z prefer investing that's user-friendly, mobile, and fee-free.



- Another one of the most common investing trends with younger people is cryptocurrency. It's becoming the norm for even brand new investors to incorporate crypto into their investment portfolios.
- The UK laws surrounding cryptocurrencies can be confusing for the beginners and even for the power traders. As with any new technology or asset, there are different spheres of legal and regulatory influence to consider.
- Artificial Intelligence technology can help crypto enthusiasts access legal advice regarding their crypto assets in a hassle-free and cost-effective method. That's our main business idea. Apart from being a traditional crypto currency trading and portfolio management platform, Infodriver App will introduce AI technology to offer customised legal advice to investors.
- Infodriver App will allow its user to track and/or control local or global flows of cryptocurrency funds, exchange tokens for fiat funds, and vice versa. They will also be able to stay up to date with the relevant information regarding the cryptocurrencies in the market (prices, market capitalization, trading volumes, trading pairs, available markets, and exchanges ranking). The app will allow investors to connect with experienced Cryptocurrency consultants and legal advisor online for detailed legal consultation.



**Our idea is innovative and will make crypto legal advice affordable to people from all backgrounds, while revolutionising the legal sector. We will develop a machine learning-based application to provide crypto assets related legal advice.**

## Artificial Intelligence (AI)

### Machine learning

- Deep learning
- Predictive Analytics

### Natural language processing (NLP)

- Translation
- Classification & clustering
- Information extraction

### Speech

- Speech to text
- Text to speech

### Vision

- Image recognition
- Machine vision

### Robotics

### Planning, scheduling & optimization

### Expert systems

# Why Crypto needs robo-advisors?

*Robotization coupled with artificial intelligence (AI) are reshaping every aspect of our lives.*

- When we hear the term “robo-advisor”, our imagination is filled with images from science-fiction movies.
- But when we refer to robo-advisors, we mean things like bots, virtual robots or algorithms that automate different tasks. Robo-advisors grew out of the ashes of the 2008 financial crisis. Robo-advisors gained traction when people lost faith in traditional financial advisors and were looking for alternatives with lower fees. Startups like Betterment and Wealthfront were among the first to fill this void over a decade ago.
- They offered algorithm-driven financial planning services with little to no human supervision. If fintech wasn't already disrupting the financial services industry, adding AI to the equation is an even bigger game-changer for finance across the globe.

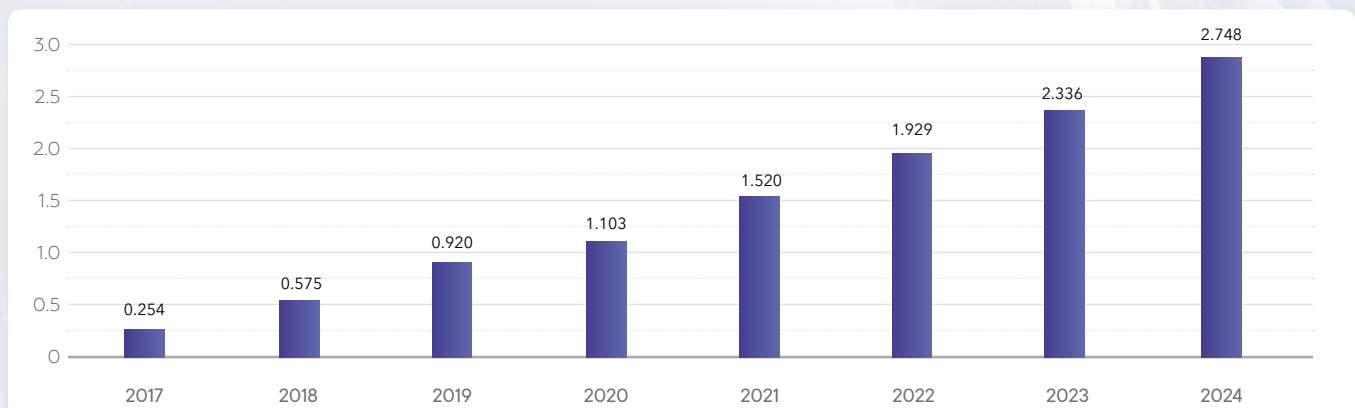


**The cryptocurrency market needs robo-advisors to simplify investing and achieve widespread adoption.**

When you search on Google for “robo-advisor”, the search engine returns 4.3 million results. Today there are more than 300+ robo-advisors in 10 countries. While all of them make use of the term, their offerings vary significantly.

In 2017, the assets under management by robo-advisors were \$240 billion and this is expected to quadruple by the end of the year, reaching \$1.1 trillion.

## Assets under Management, Mn\$



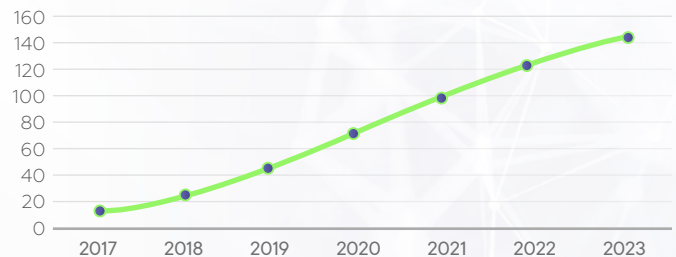




In 2017, there were 13.1 million investors that used robo-advisors. Since, this number has jumped five times to 70.5 million.

At this growth rate, 54% year-on-year, we can expect 147 million investors to be using robo-advisors by 2023.

Numbers of users in the robo-advisors segment, mn



- The US was the first country to introduce the automated financial advisors, and leads the robo-advisory industry with \$1 trillion this year. China is the second largest robo-advisor market at \$300 billion, followed by the UK, Germany and Canada at \$24, \$13 and \$8 billion respectively.
- Robo-advisors appear to be ready to disrupt the cryptocurrency market, the same way they disrupted the traditional market, when they appeared in 2008. Late last year, Staked announced Robo-Advisor for Yield (RAY). RAY is a smart contract that automatically allocates a user's ETH, DAI, or USDC assets as collateral for three different lending markets (Compound, dYdX, and Fulcrum).
- When an investor puts funds into Staked, they might put any given number of units of a single cryptocurrency into a specific lending market, like Compound or dYdX. Before RAY, the investor could leave their assets in that market and hold onto it without paying much attention.
- This was a relatively stable and low-effort way to manage crypto but didn't necessarily optimize for the most profitable yield. RAY runs a network of smart contracts that constantly polls various markets to see where assets might produce the most return.
- For example, if the investor puts \$10,000 of ETH into a specific market, but later a different market provides a higher return, RAY uses smart contracts to identify that opportunity and move the assets to the most profitable place.
- **Robo-advisors are the future.**  
Their speed of adoption in traditional markets is a testament to that. This is especially true for millennials.
- Today's Millennial and Gen-X traders are considerably more sophisticated and past generations. Edelman's 2018 edition of "Millennials and the Future of Money" found that 25% of affluent millennials held or used cryptocurrency, another 31% were interested in using it and nearly a quarter (23%) were using a robo-advisor for financial advice.
- Research by Charles Schwab also found that the majority of robo-advice users were millennials and 90% of robo advice users are satisfied with their experience. Robo-advisors let millennials see their capital working hard for them, while pursuing other endeavors in their lives, whether it be study, work or family commitments.
- More importantly, robo-advisors remove emotions from the formula. Investing is inherently emotional, and volatility can trigger rash reactions. Adopting a more passive strategy through indifferent mechanical mechanisms that stay focused on the long term picture, rather than short term price movements can mean the difference between underperforming the market or maintaining a comparable rate of return over time.
- Whether you're an evangelist or a skeptic, there is no denying that investing in cryptocurrencies will be significant in the future. Investment opportunities in cryptocurrencies can be better harnessed with robo-advisors, than by a trader trying to keep up with different trading venues and assets simultaneously.

# Our Main Idea

*Infodriver Quantum will be introduced as a mobile app that provides automated, algorithm-driven crypto legal advise with very little human intervention.*

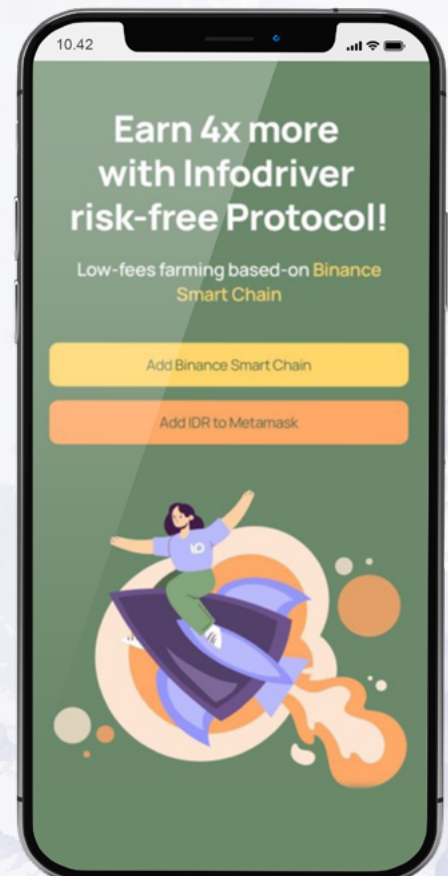
- This app will use Machine Learning technology to provide users with legal advice and support to individuals and businesses to navigate the complex legal and regulatory environment of the cryptocurrency market after completing an online survey.
- Just like other crypto asset management platforms, Infodriver App will allow its user to track and/or control local or global flows of cryptocurrency funds, exchange tokens for fiat funds, and vice versa.
- They will also be able to stay up to date with the relevant information regarding the cryptocurrencies in the market (prices, market capitalization, trading volumes, trading pairs, available markets, and exchanges ranking).



The application will allow investors to connect with experienced Cryptocurrency consultants and legal advisors online for detailed consultation.

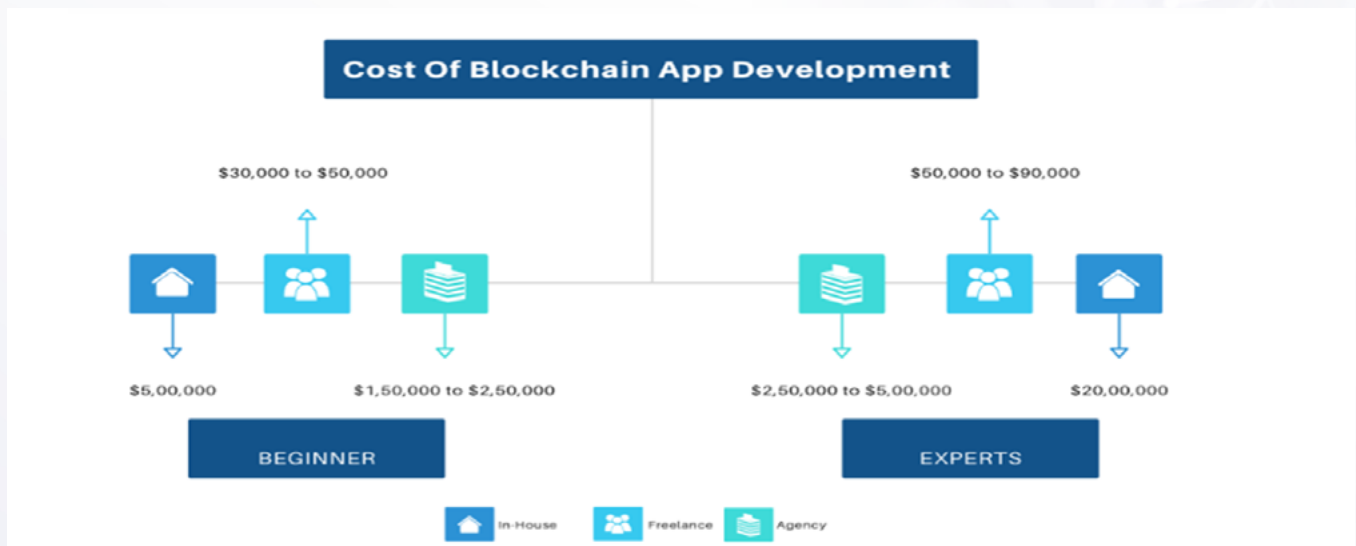
## Business Strategy

- Infodriver App will be a mobile application created to cater to the needs of new and seasoned crypto traders. It will be introduced as a mobile app that provides automated, algorithm-driven crypto legal advise with very little human intervention.
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- This app will also connect enthusiasts and power traders to cryptocurrency consultants to help them make informed decisions regarding their assets.





- To develop the Infodriver App application, we will hire freelance crypto blockchain, app developers. Hiring in-house app developers will be expensive.
- Therefore, the best approach within our defined budget is to go with experienced freelance app developers. According to our research, it will cost us around £30,700 to create the type of app we desire.

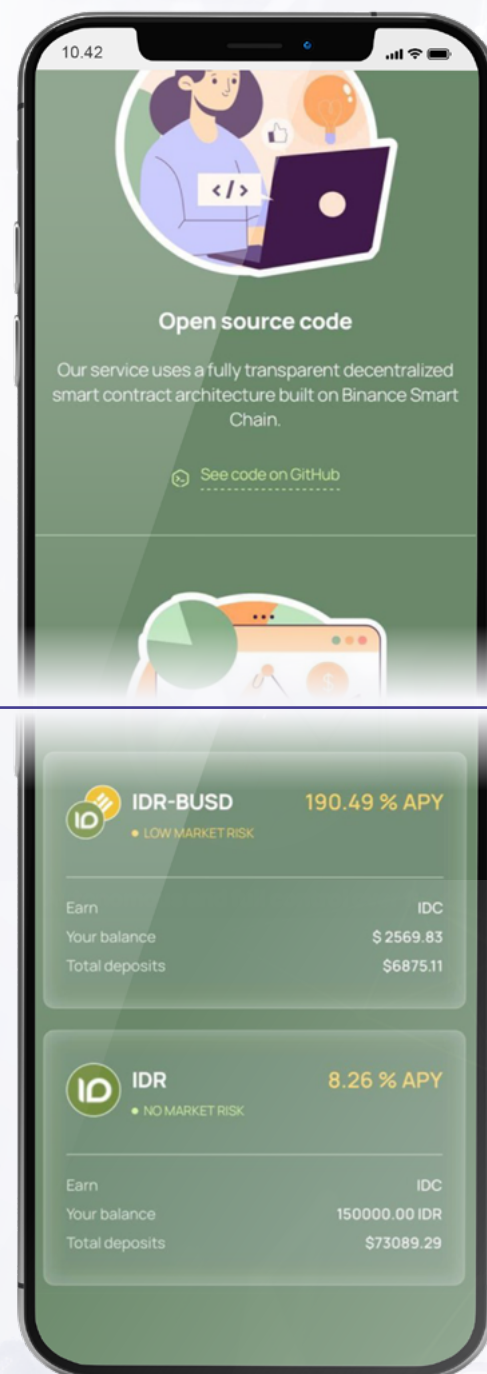


## Stages Of the Development Process

- **Design:** System Blueprint, user interface/ experience design including wireframes, high-fidelity designs with a prototype, and low-fidelity designs with app flow.
- **Development:** Coding and Testing
- **Deployment:** Delivery and DevOps, Deployment on Cloud Platforms
- **Migration:** Moving the existing solution to the Blockchain platform
- **Maintenance:** Maintaining new updates and testing that the app runs smoothly on every OS release
- **Upgrade:** Changes in Smart Contracts, New features,
- **Third-Party Tools:** Notification System, Collaboration, Hosting, Storage.

## Cost of development using specialized Bitcoin software development kit (SDK)

Backend Development	• \$2000
Android	• \$5000
IOS	• \$5000
Web/Desktop	• \$1000
Design	• \$1600
QA/PM	• \$1000
<b>Total</b>	<b>• \$15600</b>



## Business Model overview

*We will rely on the B2C model to sell our app to the end-users.*

- Infodriver App will be created for professional traders and enthusiasts alike. We will create an application that is user-friendly for both target audiences.
- The first-timers only need basic options and usually trade from their smartphones. Power traders prefer to use tablets. They need a full-out trading terminal with stock analysis tooling to match. Therefore, the app will work on both smartphones and tablets.

The crucial point is to make the service fast.

- The app will be stable and displays quote updates instantaneously. Users can see all the topmost trading information: the chart, depth of market, orders, and quotes for currency pairs.



The app suits both professional traders and enthusiasts. The mobile version supports cryptocurrency trading and shows portfolio statistics and changes in open interest.

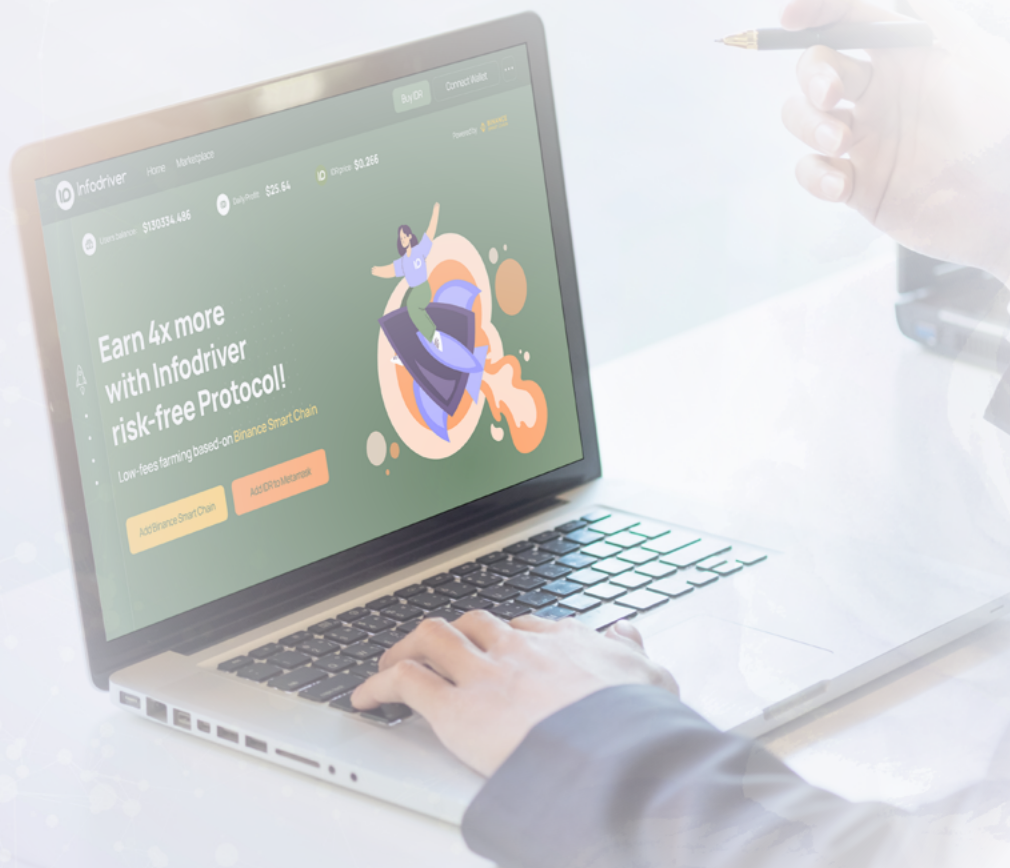
*Meanwhile, in the tablet version, a trader can access a full-out trading terminal and other advanced analytic tooling.  
We will offer 3 packages to our users including:*



Most Mobile-Only Crypto Apps are simple and only available through mobile applications. But that's not the case with Infodriver Quantum.

Although experienced crypto investors often require the more advanced features found in portfolio management platforms, many beginners may find these mobile-only solutions more accessible and easier to use.

By offering three different packages, Infodriver Quantum will cater to both beginners, power traders, and even those who want custom solutions.





## Crypto Consulting and Financial Advisory

*Infodriver App will also include a social feature where users can pay for expert advice and personal crypto-consultant via 1-on-1 video sessions.*

- Our expert advisors will include some of the most accomplished entrepreneurs and thought leaders on our team, supervised by Kirill Mishanin. The mobile app will handle discovery (based on subject areas and industry categories), scheduling, payment, and video calls - all in one turnkey solution that makes it easy and safe for both parties.
- Crypto consulting services will encompass providing solutions to those who need help with investing and growing their finance with crypto. The purpose of consulting will be to translate users' finance goals into technology and investment roadmaps that they can use to accomplish their desired results and revenues.



### Enthusiast £14/ month

**All the essentials for crypto users**

- Forum + email support
- Current portfolio overview
- Daily portfolio updates
- Portfolio allocation
- Performance over time
- Performance by crypto

### Pro £99/ month

**Powerful tools for active traders**

- Priority support
- Current portfolio overview
- Daily portfolio updates
- Portfolio allocation
- Performance over time
- Performance by crypto
- Performance by date
- Tax loss harvesting



### Custom Priced individually

**For power users and businesses**

- Priority support
- Current portfolio overview
- Daily portfolio updates
- Portfolio allocation
- Performance over time
- Performance by crypto
- Performance by date
- Tax loss harvesting
- Accounting
- Custom functionality

### 60-minute crypto consulting session

**£200 - One-Time Payment**

- Pay with £GBP on PayPal (card/wallet)
- 60-minute crypto consulting session with an experienced cryptocurrency consultant with tailored strategies
- Know the exact steps to take within the next 30 minutes to start earning in crypto
- Get set-up on relevant platforms that fit your lifestyle and income.
- Get personalized directions



## Primary Features



### *AI-powered Advisory service related to legal aspects of crypto/ digital currency*

Infodriver Quantum AI-powered crypto advice will help beginners and professional investors and maintain compliance with UK securities laws, resolving disputes between customers and cryptocurrency exchanges (including locked accounts and frozen funds), assisting Bitcoin and cryptocurrency exchanges of all sizes in complying with the Bank Secrecy Act and state money transmitter laws, and guiding a variety of crypto enthusiasts and professional investors in compliance matters as they interact with the crypto-sphere.

AI powered, machine learning based application will ask clients to complete an online survey and uses the data to offer customised advice related to the legal aspects of crypto/digital currency.

The app will Provide the users with instantaneous and accurate advice without having to read long FAQ documents or engaging a lawyer.

### **This innovation will allow the following:**

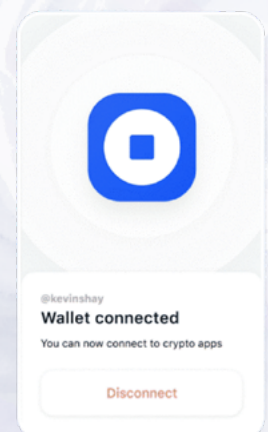
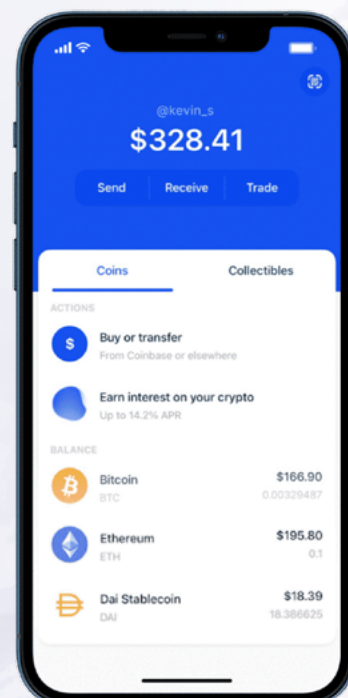
- Development of smart, dynamic forms with complex rules and decision-tree logic, empowering users to self-serve their questions.
- Automation enables standardized and accurate advice the first-time round, without requiring input from the legal team.
- Automatically prioritize and determine a priority and risk weighting to legal requests and use workflow automation to ensure the correct lawyers are assigned to the request.
- Track the real-time status with dashboards where information such as approval status with timestamps can be displayed.
- All legal requests will be recorded with full audit trails, and insights can be drawn over time with the dashboard.
- Further, any data and documents generated will be sent to store in other document repository systems such as Google Drive, SharePoint, iManage, or NetDocuments.



### *Infodriver App as a Crypto wallet*

Infodriver App will have the features of a cryptocurrency wallet. It will be an application, using which users can safely store their cryptocurrencies and related transaction records. Generally, crypto wallets support the two most popular digital currencies – Bitcoin and Ethereum. Infodriver App will support both of these currencies including others.

Infodriver App cryptocurrency wallet app will make transactions easier and faster for the users. This way of transferring money will be cheap and decentralized, which means that there will be no central authority to control transactions that are fully anonymous and encrypted.





### Top cryptocurrency wallet app features to develop

- User authorization (two-factor authentication)
- Multi-cryptocurrency support
- Conversion rates
- QR-code scanner
- Push notifications
- Transferring and receiving operations
- Transaction history
- Security features



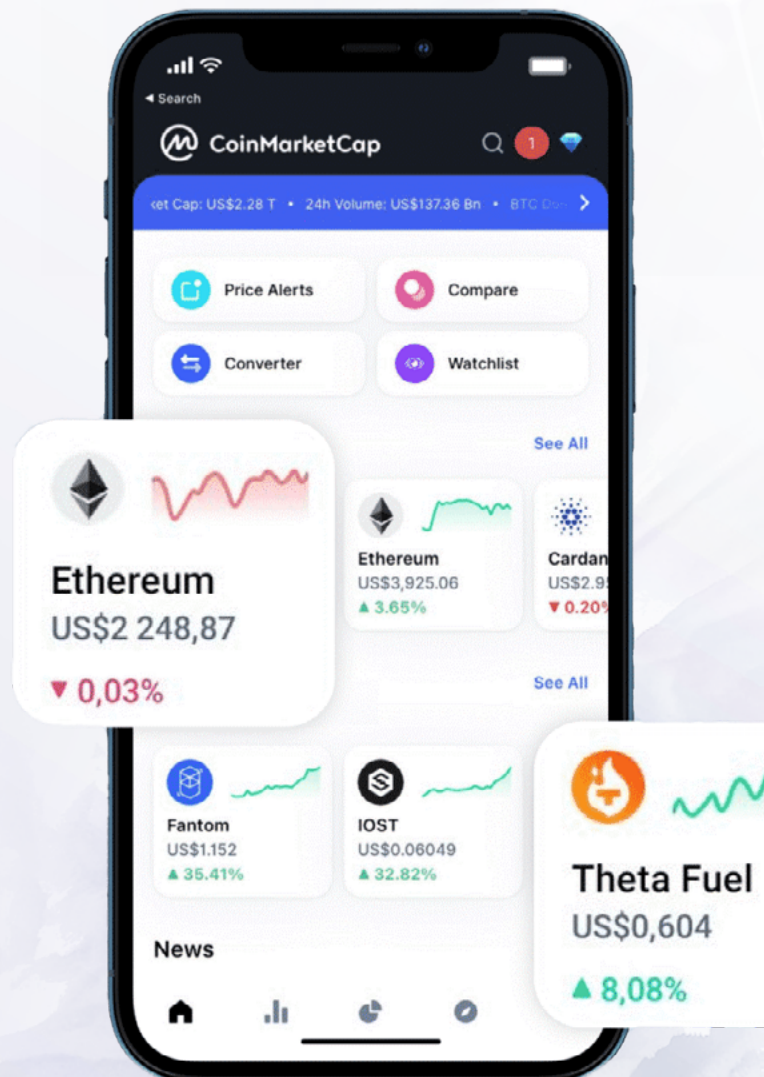
#### *Infodriver App as a Crypto data aggregator*

Infodriver App as a Crypto data aggregator will aim to provide users with the relevant information regarding the cryptocurrencies in the market (prices, market capitalization, trading volumes, trading pairs, available markets, and exchanges ranking). This platform will be used by investors to delve more deeply into the crypto market.

While developing crypto data aggregation features, we will pay extra attention to the UI/UX design, as in this case, it will largely determine user experience, including the perception of the visualized data, which affects the success of such services the most.

### Top crypto aggregator features to develop

- Live prices and charts
- Price alerts (notifications)
- Newsfeed
- Watchlist
- Synchronization with user's portfolio







### **Cryptocurrency exchange platforms (cryptocurrency trading apps)**

Infodriver App will also include the features of the Cryptocurrency trading app. It will work as is an online platform similar to a marketplace that serves as an intermediary between the sellers and the buyers in trade transactions, which are mostly limited to buying, selling, or exchanging between fiat and virtual money.

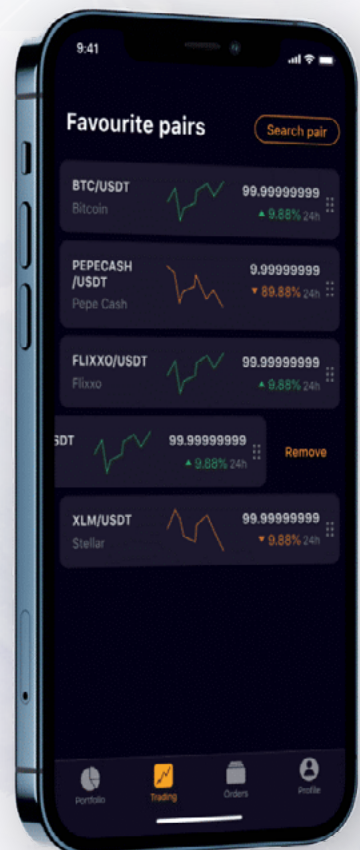
#### **Top cryptocurrency exchange app features to develop**

- User authorization and verification
- Trade engine
- Transaction history and order book
- Analytical tools (Moving Average Convergence Divergence (MACD), Relative Strength Index (RSI), Bollinger Bands (BB), etc)
- Push notifications
- Cryptocurrency wallet
- Security features
- Admin console



### **Infodriver App as a Cryptocurrency investment consultation platform.**

- Infodriver App will also serve as consulting app which will work by the standard process whereby the requester will put up a request on the consulting app platform, which will be then transmitted through the administrator to the expert and then answered. The administrator will be an algorithm that identifies the category of the request and pushes it to the category experts.
- **Video Call Assistance**  
Infodriver App consulting platform will be based on the model where one could interact on a video and feel more at home. The person/user is first required to book an appointment with the doctor and then, they can discuss their concerns on a live chat.



## Interface



- The app features a dark theme, which is more suitable for late-night work and is easier on the eyes. Other elements like buttons and texts are of contrasting colours to make them stand out on the dark screen.
- It's stable and displays quote updates instantaneously. Users can see all the topmost trading information: the chart, depth of market, orders, and quotes for currency pairs.
- The app suits both professional traders and enthusiasts. The mobile version supports cryptocurrency trading and shows portfolio statistics and changes in open interest.
- In the tablet version, a trader can access a full-out trading terminal and other advanced analytic tooling.

## Accessibility



- Infodriver App will be featured on android as well IOS devices along with a web-based platform that would be easily accessible across huge android and IOS marketplaces e.g.: App Store, Google Play Store, Galaxy Store, and Huawei App Gallery, etc.

## Innovation



- Infodriver Quantum AI-powered crypto advice will help beginners and professional investors and maintain compliance with UK securities laws, resolving disputes between customers and cryptocurrency exchanges (including locked accounts and frozen funds), assisting Bitcoin and cryptocurrency exchanges of all sizes in complying with the Bank Secrecy Act and state money transmitter laws, and guiding a variety of crypto enthusiasts and professional investors in compliance matters as they interact with the crypto-sphere.
- AI powered, machine learning based application will ask clients to complete an online survey and uses the data to offer customized advice related to the legal aspects of crypto/digital currency. The app will Provide the users with instantaneous and accurate advice without having to read long FAQ documents or engaging a lawyer.





#### This innovation will allow the following:

- Development of smart, dynamic forms with complex rules and decision-tree logic, empowering users to self-serve their questions.  
Automation enables standardized and accurate advice the first-time round, without requiring input from the legal team.
- Automatically prioritize and determine a priority and risk weighting to legal requests and use workflow automation to ensure the correct lawyers are assigned to the request.
- Track the real-time status with dashboards where information such as approval status with timestamps can be displayed.
- All legal requests will be recorded with full audit trails, and insights can be drawn over time with the dashboard.
- Further, any data and documents generated will be sent to store in other document repository systems such as Google Drive, SharePoint, iManage, or NetDocuments.
- Automate Legal Requests including sending letters to crypto exchanges for a variety of purposes, such as asking exchanges to unfreeze funds. The first form will be for getting funds frozen and unfrozen much more quickly, so we will compiled all the laws around the freezing and unfreezing of funds, and we force the exchange to back up their policies
- Another service will track funds stolen through hacks and notify exchanges if the stolen funds land in an exchange wallet.



*Our AI-powered legal advice will help the users keep with*

**01** *Bitcoin Regulation*

Including advising our clients on this fast changing industry and the impact that proposed regulation may have upon their business.

**02** *Taxation Issues and Disputes*

Including advising our clients on HMRC Crypto-currency statements, regulation and guidance.

**03** *Mining Pool Agreements*

To ensure that any cryptocurrency client is aware of the terms concerning any agreement they are entering into.

**04** *Joint Venture Agreements*

Including advising our clients on the relative benefits of a cryptocurrency JVA.

**05** *Money Exchange Regulation*

As the cryptocurrency industry becomes more widespread, it is inevitable that regulation will follow. Therefore, if your cryptocurrency portfolio is set up correctly, the effects of future regulation can be minimised.

**06** *Digital Currency Regulation*

Each day there are rumours as to what governments may be considering around the world. We have a wide cryptocurrency network and are always ahead of the game concerning regulatory announcements. We will ensure our clients are informed immediately upon any new regulation being either considered or imposed.

**07** *Breach of Contract involving Bitcoin*

Cryptocurrency related agreements raise unique problems in the legal industry and our AI powered legal robo-advisor will be provide the quickest route to solving these problems. It will consider factors such as Jurisdiction or any potential proceedings and assist users to a successful resolution.

## Scalability

**Infodriver App is a scalable business idea as it will cater to those who want to effectively manage their crypto portfolio, and assets and make informed crypto trading decisions.**



- This app is created to cater to a wide range of audiences belonging to all ages and gender groups.
- Every day, more and more people are deciding to invest in cryptocurrency to grow their wealth. With the advent of blockchain technology, various new crypto apps with advanced features have emerged.
- They need a one-stop platform that allows them to manage their crypto portfolio and assets. Infodriver App will be the platform that provides its users with the most basic to advanced crypto portfolio and asset management features. It will also provide them access to seasoned cryptocurrency currency consultants with years of experience and industry knowledge.

Our application will be scalable. We will keep adding new features that make cryptocurrency trading easier and safer for investors. We will hire in-house app developers as well as freelance blockchain app developers to help us scale up Infodriver App from time to time, considering the needs of the users.

## Viability

***Our idea is viable as we aim to provide Crypto traders and investors with a single platform to manage their crypto portfolio and assets.***

- It will be a crypto portfolio tracker that aggregates data, an automated and copy-trading platform to help investors manage risk and app-based solutions and facilitate mobile oversight for on-the-go access. The innovative feature of this app is access to cryptocurrency consultants.
- This business idea is viable because the use of cryptocurrency apps in the UK grew between January 2021 and December 2020, as Coinbase reached its highest number of daily active users (DAU) and reached over 100,000 DAUs in the United Kingdom. With more people investing in cryptocurrency every day, now seems the ideal time to launch our app.
- The CEO of the project, Kirill Mishanin has been involved in the crypto space since 2015 and runs technical partnerships with TOP IT companies (IBM, Oracle, Alibaba, Lenovo) for the Credits startup (raised \$20 million). He also participates in World NFT&DeFi Summit, World Blockchain Summit, Smart Summit, and broadcasts on the blockchain Youtube channel.
- Kirill is an advisor for Aimesis medical data storage solutions and Liquidity Partner Acquisition Director at Smart Contract Solutions UK. He sees his mission in the mass adoption of blockchain technologies and easy access to highly profitable DeFi tools for everyone.
- We also have the financial capacity to develop the type of platform we have in our minds. With years of experience, access to the latest technology, and financial capacity, we have all that takes to establish a successful and viable business in the United Kingdom.

## Future Approach

*We have planned to make this application more, easy to use, and easily approachable but it's not possible to launch it with a full advanced feature in one go. So, we have decided to launch some of its features in the future to increase reliability and scalability.*



- Blockchain technology is still in its infancy. This means various applications of this technology are yet to be explored. As time will go by, we will add various new features to the app to cater to the needs of the newer audience. We will keep adding more cryptocurrencies with time to provide a wider range of options to the users.

We will also add more experts to our team of consultants to help beginners and professionals make the right decisions. Once we have launched our MVP

- in the market, we will also look for blockchain app development agencies to improve our app and scale it up to meet the current market requirements.

## Corporate Registration



- The Business would register itself as an entity in the name of Infodriver App. We have researched and found that there is no company registered already in the aforementioned name. The proposed name has been cross-checked and duly verified from government and private corporate registration websites. The proposed name does not violate the trademarking rights of any other corporation in the United Kingdom. The company will be registered as a private limited company in the UK.

## Our Mission and Vision Statement



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## Road map

We have divided our map into 6 phases, in each phase different operations will be conducted to establish the business and run it smoothly.

### ● PHASE 1 Y1Q1 - Y1Q4

We will complete the development of our app and launch the beta version in this phase. We will also conduct marketing in this phase.

### ● PHASE 1

**Y0**

In this phase we will conduct all the basic operations like renting an office, registering the business, hiring staff, app development, setting up terms & conditions for users, and getting required Licences.

### ● PHASE 2 Y2Q3 - Y2Q4

In the 4th phase, we will achieve leads through the in-website referral program.

### ● PHASE 3

**Y2Q1 - Y2Q2**

In this phase, we will achieve clients through leads and build relations with them.

### ● PHASE 4 Y5 - ∞

We will partner with Government Bodies and 3rd Party Applications to incorporate more features in the software according to future needs.

### ● PHASE 5

**Y3 - Y5**

In this phase, we will hire more staff according to our requirements and expand our business.

### Updates and Security Patches

- We project to release regular updates and security patches every month on our website.

## Competitive Analysis

The latest research from the UK regulator the Financial Conduct Authority showed that about 2.3m Brits own cryptocurrency in one form or another. It's very easy to get caught up in the hype of news headlines. Crypto mistakes are startlingly common, and below we list some of them.

Crypto investors need to keep up with the volatile crypto sector whilst they are on the move, so smartphone apps are on the rise. The best crypto apps in the UK allow you to flag up promising assets as well as buy, sell, exchange, and even send crypto – all from your smartphone.



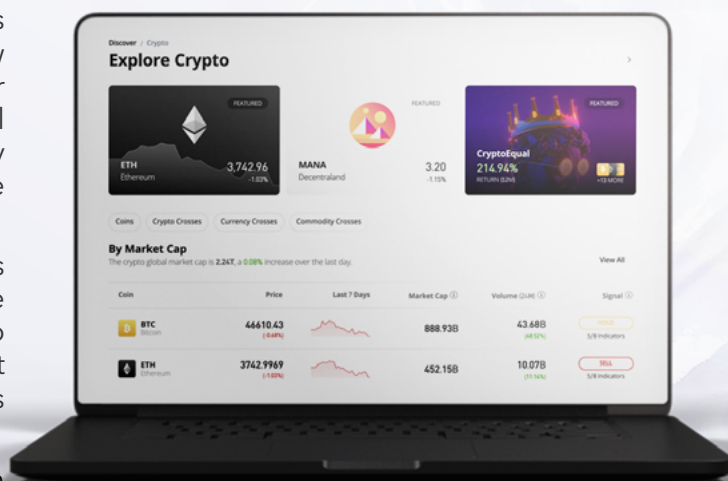
*The overall best crypto exchange in the UK right now is eToro. You can buy and sell digital currencies securely here - as eToro is authorized and regulated by the FCA.*

*It also holds regulatory licenses in other jurisdictions - including the US and Australia. You can open a verified crypto account with this exchange in less than five minutes.*

In doing so, you can then instantly deposit funds with a UK debit/credit card or e-wallet, or wait a few days for a bank transfer to process. Either way, after you have made a deposit, you can then buy and sell over 50+ cryptocurrencies. This means you can buy Ethereum, Bitcoin, Dogecoin, Cardano, and more with the click of a button.

You can also invest in trending meme coins as eToro lets you buy Shiba Inu with an average spread of just 2.9%. GBP deposits are cheap too – with eToro charging just 0.5%. We also like that eToro allows you to buy any of its supported coins for just \$10.

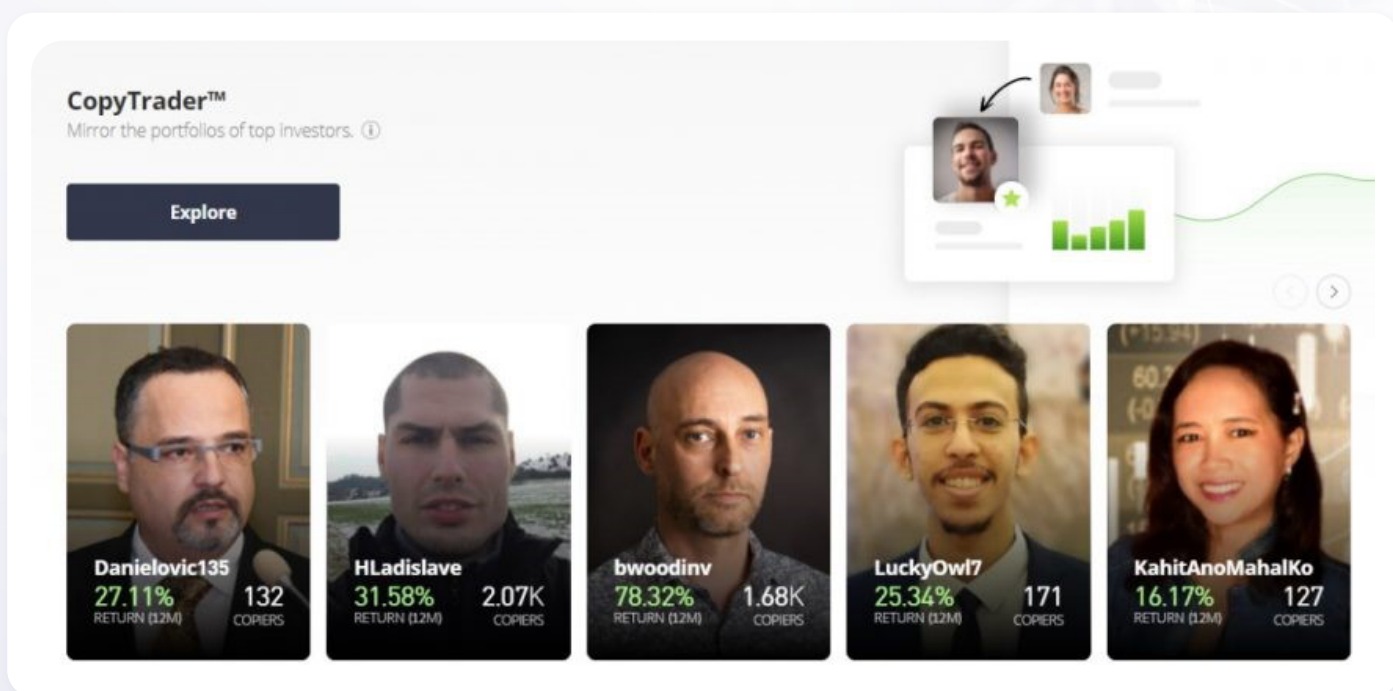
eToro is also one of the best crypto exchanges in the UK for passive investment tools. For instance, there is a professionally-managed Smart Portfolio that gives you access to a diversified basket of digital assets. Alternatively, if you want to actively trade cryptocurrencies – you might consider the Copy Trading tool. As the name suggests, this allows you to copy an expert trader with solid experience in the digital currency arena.



**It's also worth noting that eToro is always adding the newest cryptocurrencies to its portfolio, meaning you can buy ApeCoin in the UK with low fees straight from your mobile device.**

If you're looking to invest in financial products other than just cryptocurrencies, eToro also allows you to buy thousands of UK and international stocks and ETFs at 0% commission. You can also trade forex, commodities, indices, and more.

In terms of user-friendliness, eToro is ideally suited for beginners. You can access your eToro investment account via the provider's website or by downloading the iOS/Android app.



● Number of Cryptos	56
● Pricing Structure	Tight spreads
● Bitcoin Trading Fee	0.75%
● Minimum Deposit	\$10

### Features

- Fully regulated
- Low trading fees
- No deposit or account fees
- Supports copy trading
- Offers a wide range of payment methods





## Crypto.com

Another of the best crypto exchanges in the UK to consider is Crypto.com. Crypto.com has burst onto the scene during the past year and now has over 10 million users globally. The platform caters to beginners and advanced traders alike, offering a web-based exchange and a handy mobile app. Crypto.com's exchange allows users to buy and sell cryptocurrencies with a 0.4% maker/taker fee - which can be reduced if you opt to pay fees in CRO.

The Crypto.com app is very well-designed, with clear tabs along the bottom for all major sections. Users can track specific assets and even stake CRO, with 34.6% APY offered. Notably, Crypto.com allows users to buy crypto via the app using a credit or debit card - removing the need to deposit. This feature is free for the first 30 days, although it will accrue a 2.99% fee after that.

Aside from the trading app, Crypto.com also offers a free crypto wallet app, which is non-custodial and supports over 100 different coins. The wallet app even allows users to send crypto to other Crypto.com wallets at various speeds, providing scope to save on network fees. Finally, Crypto.com even has a dedicated 'University' section, complete with an array of educational articles targeted at beginners.

Number of Cryptos	250
Pricing Structure	Maker-taker fees
Bitcoin Trading Fee	From 0.4%
Minimum Deposit	£20

### Features

- Only a 0.4% maker/taker fee
- Fee-free card purchases for the first 30 days
- Free crypto wallet app
- Over 150 cryptos to trade
- Dedicated educational section