

FX & Crypto Ecosystem: Challenges & Experience

Evgeniya Mykuliak, COO



b2broker.com



b2binpay.com

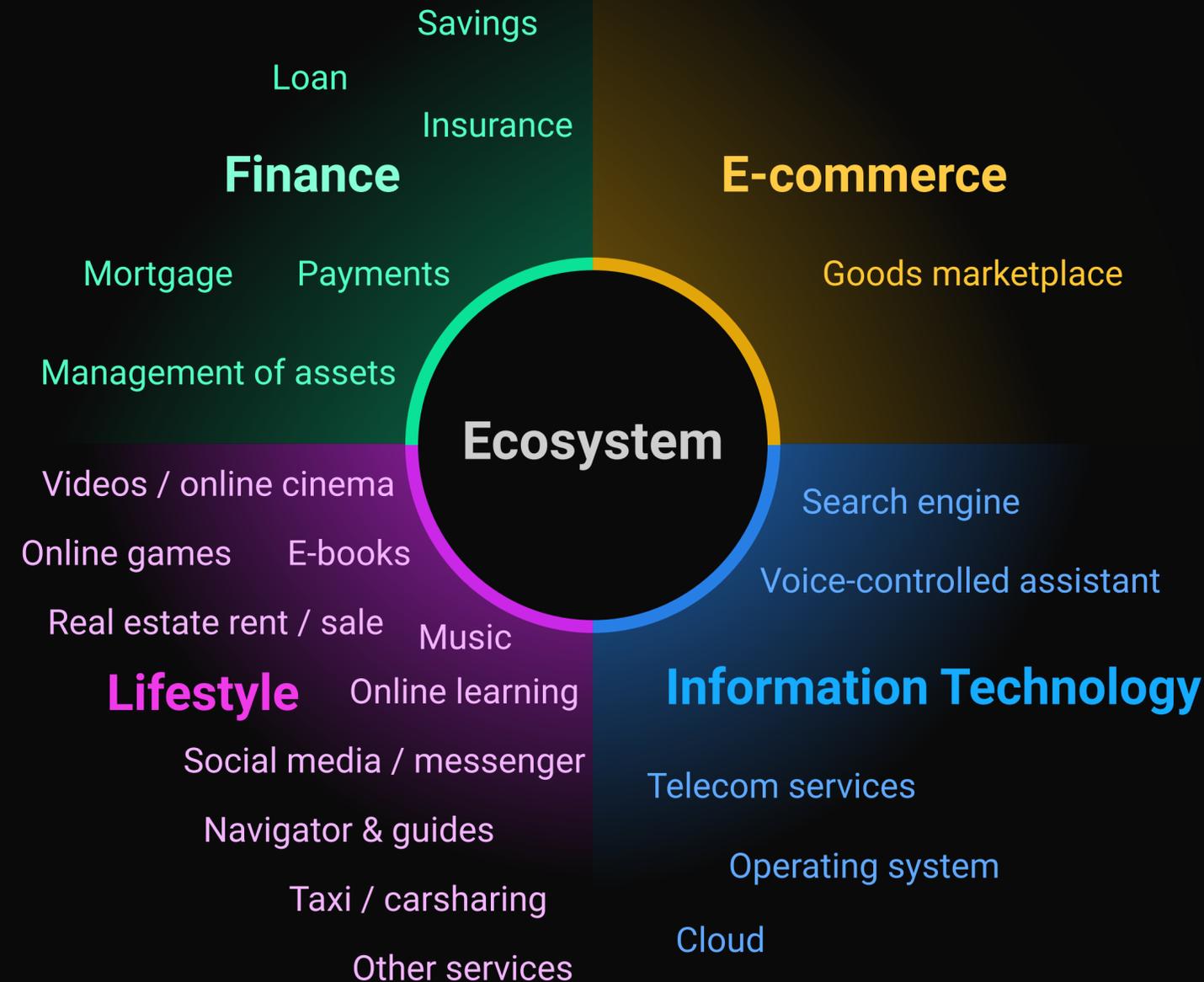
What is Ecosystem

Ecosystem

is ability to connect different services inside one infrastructure

Core advantages

- Accessibility
- Synergy effects
- Better user experience
- Transaction pace



“ Sooner or later demand for the most financial services will be met solely by an ever-evolving ecosystem of financial institutions and markets, whose institutional form varies over time and across-borders

Financial Stability Board



Types of Ecosystems

McKinsey expects **12 distinctive and massive ecosystems to emerge** around fundamental human and organizational needs, **accounting for \$60 trillion in revenues by 2025**, or roughly 30% of all global revenues



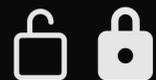
Open Model

Competing suppliers of goods and services have access to the platform.



Close Model

Supplier of goods and services is the platform itself or a limited number of companies.



Hybrid Model

Fusion between close & open models.

Examples of services	Finance		IT	E-commerce	Lifestyle	
	Payments	Other services			Content	Services
	Google Pay		Android	Google Play	Youtube	Translate Art & Culture
	Apple Pay	Apple Card	Siri	App Store	AppleTV	Heart Study
	Friend to friend Pay		Facebook Portal	Marketplace	Instagram	Facebook
	Amazon Pay	Amazon Lending	Fire OS	Amazon	Rapids Twitch	Business Music
	Ant Financial	Ant Financial	Cloud	Aliexpress	Pictures Youku	DoctorYou Ele.me
	WeChat Pay	WeBank	Cloud	WeChat	WeChat Youku	WeChat Qzone

How Crypto & FX Ecosystem works

Trading platform & technology B2B provider

1. Technology

- Trading platform
- Trading terminal
- Tools for trading strategy forming
- Trader's Room Back Office, RCRM,
- Mobile App
- Programming language
- Hostings
- Cloud network
- Connectors
- API
- Cryptocurrency payment system

2. Business tools

- Task management
- Messenger
- Marketing application
- APP for deep analytics

3. Relationship

- Forums
- Education
- Private clubs
- Webinars
- Expos
- Offline meetings

FX and Crypto Brokerage

1. Trading

- Trading platform
- Trading terminal
- FX and Crypto accounts
- Investment possibilities (copytrading, tools for strategy creation & backtesting),
- Multy-Asset types support (currency pairs, CFD, Crypto, Crypto CFD, Perpetual Futures

2. Infrastructure

- Crypto Wallets
- Liquidity distibution
- Trader's room, Client's portal, RCRM

3. Relationship

- Forums
- Education
- Private clubs
- Webinars
- Expos
- Offline meetings

Crypto Exchange

1. Infrastructure

- Crypto Wallets
- Custody service
- Trader's room, Client's Portal, RCRM,
- Integrations
- Liquidity distibution

2. Trading possibilities

- Matching engine
- Cryptocurrencies
- Crypto CFD
- Perpetual Futures, NFT & DEFI

3. Relationship

- Forums
- Education
- Private clubs
- Webinars
- Expos
- Offline meetings

Core issues when building FX and Crypto Ecosystem

Issues	Organic	Boosted	M&A	Hybrid
Costs	High	Low	High	Medium
Time spending	High	Low	Medium	Medium
Team complexity	High	Low	High	Medium
Integration complexity	High	Medium	High	Medium
Autonomy	High	Low	Medium	Medium
Management challenges	High	Medium	High	High
Possibilities for enchansing	High	Medium	High	Medium
Infrastructure complexity	High	Medium	Medium	Medium

Ecosystem of B2Broker

Technology



Trader's Room, Back Office
RCRM, Client's Portal



Matching Engine for
Spot Crypto Exchanges



Money Management
Platform



Spot Liquidity Hub

White Lable MT 4/5

Complete brokerage
infrastructure

Liquidity



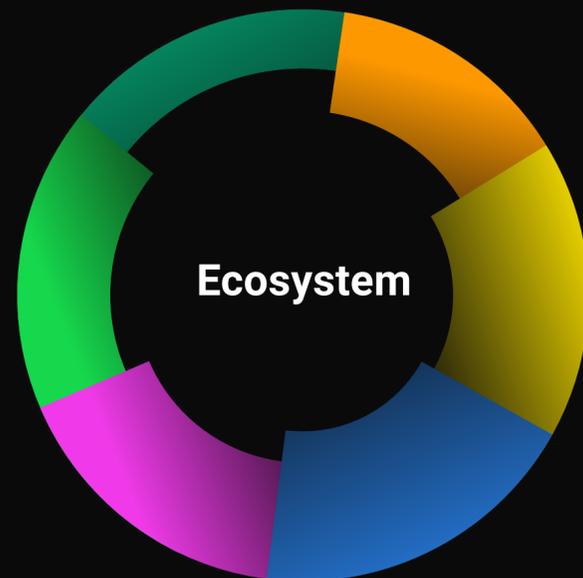
Multi-Asset Prime of Prime
Liquidity Provider



Digital asset exchange
platform



Prime Securities broker
Coming soon



Payment



CryptoCurrency Payment
Provider for Merchants
& Enterprise Clients



Digital Online Bank



Banking solutions

Marketing



Design agency and
Video Production

M&A



Venture capital fund

BAAS



Brokerage and exchange
as a service

Licenses



Fully Authorised AEMI provider



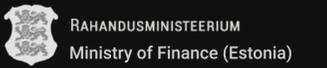
Investment Firm



High Technologies
Park



Fully Authorised Provider
of a Virtual Currency Service



Ministry of Finance (Estonia)

Offices

London Hong-Kong Dubai

Limassol Moscow Minsk

St. Petersburg Kiev Tallin

Employees

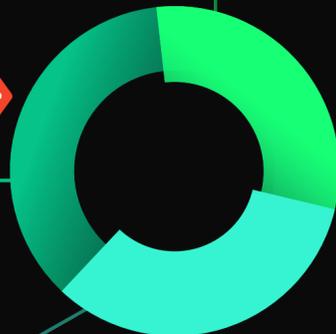
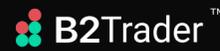
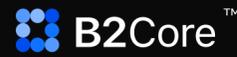
230 +

How to build ecosystem working with vendors (boosted way)

Trading platform & technology B2B provider

1. Technology

- Trading platform
- Trading terminal
- Tools for trading strategy forming
- Trader's Room Back Office, RCRM
- Mobile App
- Matching engine (reselling)
- Programming language
- Hostings
- Cloud network
- Connectors
- API
- Cryptocurrency payment system



2. Business tools

- Task management
- Messenger
- Marketing application
- APP for deep analytics

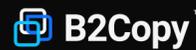
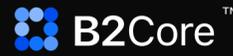
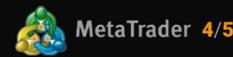
3. Relationship

- Forums
- Education
- Private clubs
- Webinars
- Expos
- Offline meetings

FX and Crypto Brokerage

1. Trading

- Trading platform
- Trading terminal
- FX and Crypto accounts
- Investment possibilities (Copytrading - tools for strategy creation & backtesting),
- Multy-Asset types support (currency pairs, CFD, Crypto, Crypto CFD Perpetual Futures)



2. Infrastructure

- Crypto Wallets
- Liquidity distribution
- Trader's room, Client's portal, RCRM

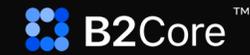
3. Relationship

- Forums
- Education
- Private clubs
- Webinars
- Expos
- Offline meetings

Crypto Exchange

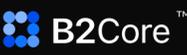
1. Infrastructure

- Crypto Wallets
- Custody service
- Trader's room, Client's Portal, RCRM,
- Integrations
- Liquidity distribution



2. Trading possibilities

- Matching engine
- Cryptocurrencies
- Crypto CFD
- Perpetual Futures, NFT & DEFI



3. Relationship

- Forums
- Education
- Private clubs
- Webinars
- Expos
- Offline meetings

Thank you!

We are here to grow your business

 Diamond Sponsor

 **B2Broker**[™]
Liquidity. Technology.

b2broker.com Stand № **3**

B2Bin 
Cryptocurrency processing

b2binpay.com Stand № **41**

B2Broker.com

We can help you to
Launch Your Broker
or Exchange.

