

Cropty Wallet

Super simple custodial crypto wallet, for everyday needs with access to lending and other defi benefits.

Everything is simple and accessible that even a schoolboy, grandparents, with ease, can accept and send crypto, take loans, accept donations.

cropty.io



— Our Mission

Cropty wants to be at the heart of the crypto game. We're aiming to make Bitcoin and other cryptos more than just collectibles. We want people to actually use them for their everyday stuff. Here's our game plan:

- Let users send money instantly without any fees. You can do it through the app, using just an email or phone number. Way faster than the usual Bitcoin process!
- Letting crypto owners borrow and save money, just like in a regular bank.
- Let businesses get paid or pay others through our app. Smooth and safe for everyone.
- We're making a way for folks to donate in crypto – perfect for charities, causes, or anyone in need.
- Making it easy to buy, sell, or swap crypto with regular money (fiat).

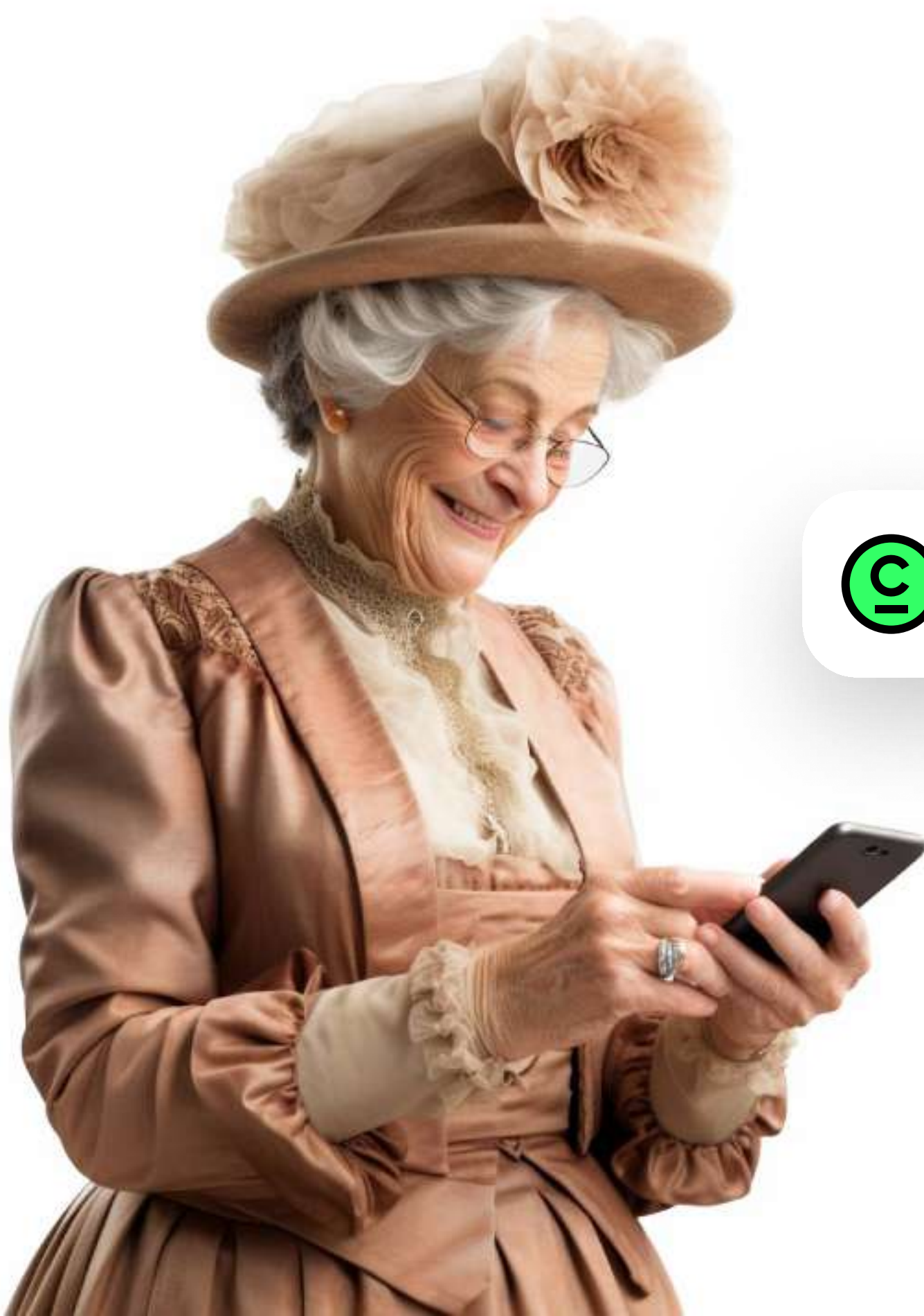
Hope that clears things up!

— A global product cannot be complicated

- There are two steps when entering the crypto market that no one can get past:
 - a. Setting up a crypto wallet;
 - b. Buying your first cryptocurrency.
- By default, every cryptocurrency user has a crypto wallet. Over time, the user ends up with 3 wallets (phone app, exchange wallet and hardware cold wallet).
- We decided to be the simplest and friendliest wallet, without complicated terms like "passphrase", "hidden wallet", "gas", "mainnet" and without "web 3.0" stuff.
- After installation we start "developing" our client, educate him, give him access to the whole defi system (but without sophisticated terms), calling everything in simple understandable language. "Take a loan", "exchange crypto", "donate".

— Key advantages of our wallet

- Incredibly simple wallet.
- Seamless cross-network conversions (all supported tokens can be deposited and withdrawn on any network without additional conversions).
- Transaction fees can be paid with the token being transferred (no need to buy native cryptocurrency to transfer tokens).
- One application for all assets (wide range of blockchains and tokens).
- Easy backup (you don't really need it).
- Easy and secure access (PIN or biometric entry).
- Sync across multiple devices.
- 24/7/365 support.



Cropty

Bitcoin has reached a value of
\$44 000

— Why Custodial?

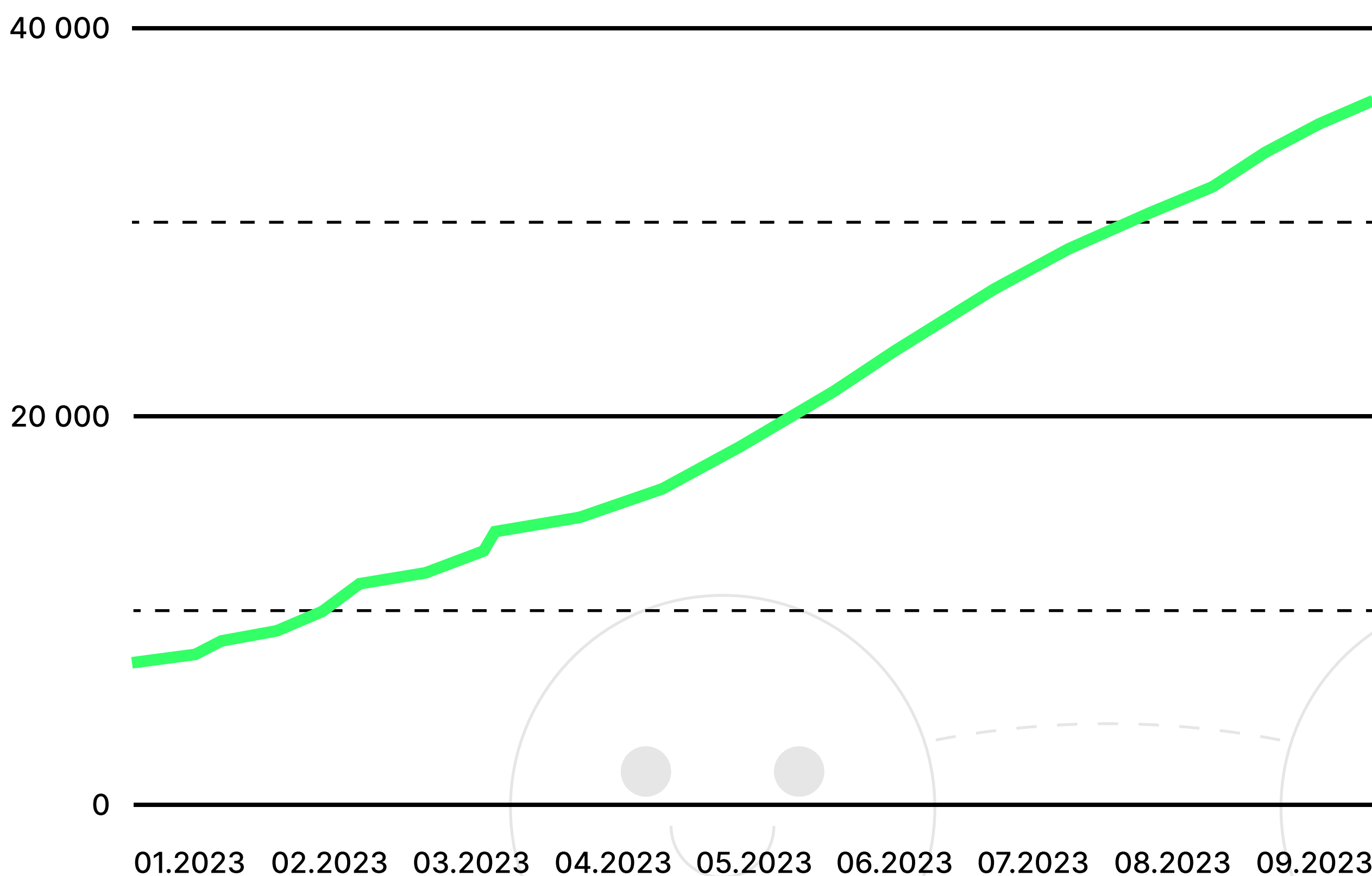
This seems to contradict the idea of cryptocurrencies, but it is the only way to make a wallet convenient to use.

Fast support, solving possible problems of users, protecting user's funds from their own mistakes (today we know that before learning how to work with cryptocurrency everyone loses phrases at least once, makes incorrect transfers. To be sure of this, it is enough to read ledger/trezor forums and look at reviews on trust/metamask in stores).

People need a reliable and experienced trustee.

We think “Not your keys, not your crypto” is a biggest trap on crypto market.

Our Community








Today (September 2023), we have 36 500 registered users, 2 250 active wallet users (with positive balance), and we are growing at a rate of 1 400 registrations per week.









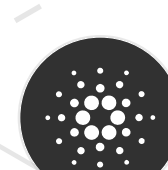




The number of registered users required for success is 10+ million. It seems almost unrealistic to finance our growth to this number with our own resources.

Blockchains

Supported Blockchains:

-  Bitcoin
-  Tron
-  Ethereum
-  Binance Smart Chain
-  Polygon

Planned for implementation:

-  Avalanche
-  Ton
-  Dogecoin
-  Bitcoin cash
-  Solana
-  Arbitrum
-  Litecoin
-  XRP
-  Cardano
-  Lightning
-  Near
-  Aptos
-  Polkadot

How We Make Money

The only app-like wallet that can earn money on every transaction.

Additional existing sources of revenue:

DeFi products (stake, earn, loan)

Future sources of earnings:

Donations, with the possibility of creating a service like BuyMeACoffee, patreon.

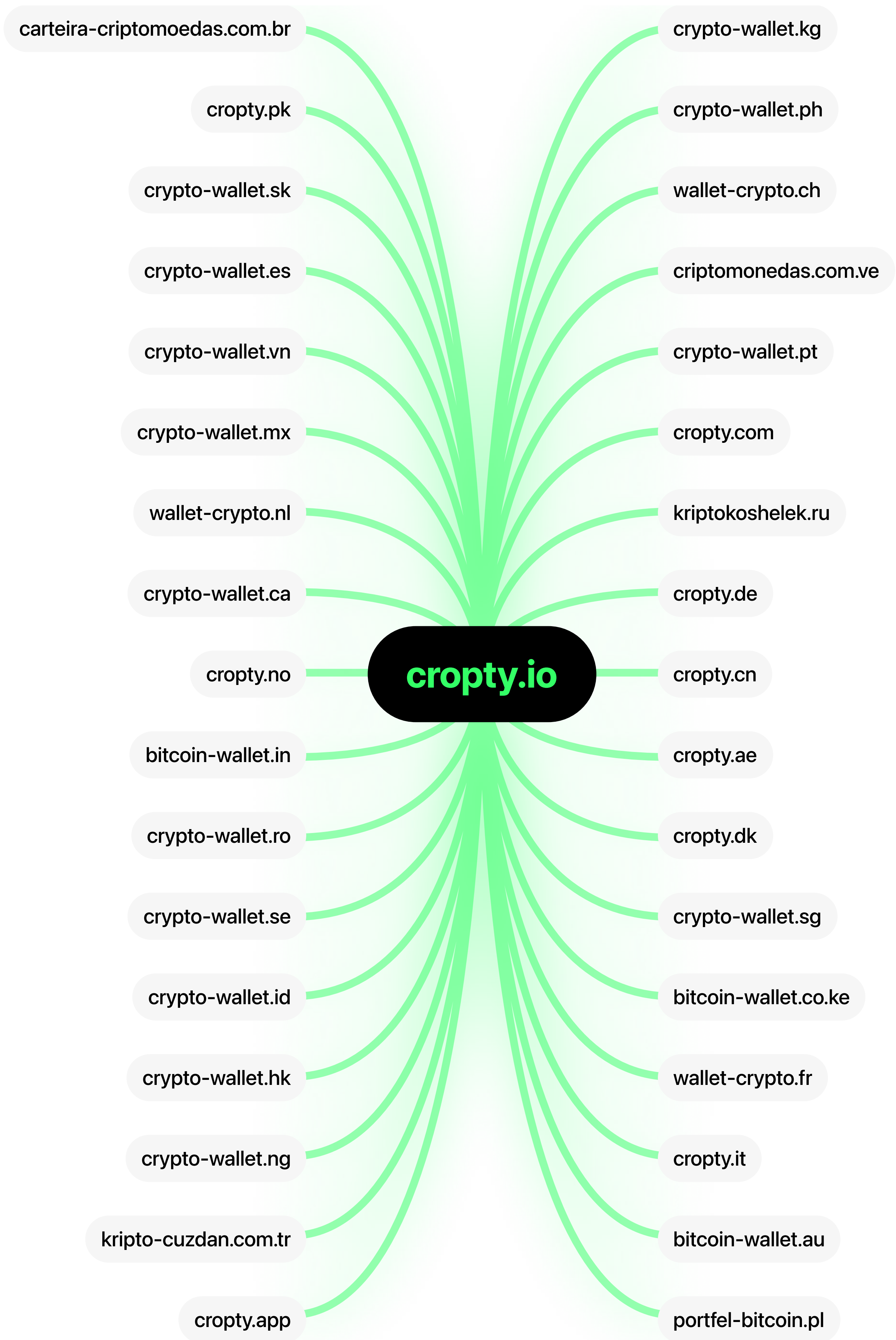
Swap – Full-fledged exchange, a competitor to Binance, OKX, Kraken

Advertising – Selling media advertising to the crypto/fintech audience. Historically, our team is strong in international SEO, and currently this is one of the main channels we use to acquire users.

In six months of operation, we have reached a monthly audience of 10k users, and we plan to double it every two months.

Affiliate – In the near future, we plan to launch a loyalty program and an affiliate program with the issuance of our own token.

Our media network



Our Team

Project Lead – an entrepreneur with 18 years of experience in IT and traditional business, who has achieved success in 3 industries. Education in mathematics. 41 years old. Married, with a son.

CTO – a programmer with more than 15 years of experience, mathematician by education, winner of numerous olympiads and contests in mathematics and programming. He has repeatedly acted as a speaker at various IT and Crypto-conferences and has dozens of enterprise-level projects in his portfolio, in which he acted as the head of a development group. 35 years, married, two sons.

Lead Reliability Engineer – former head of SRE at one of the major Eastern European banks. Educated as a mathematician and aeronautical engineer. Has extensive experience in building systems that operate reliably and without failures.

Head of UI/UX Design – a seasoned professional designer who specializes in creating user-friendly solutions for websites and mobile applications. He is adept at creating exceedingly simple products that are enjoyable to use.

What we need money for

We have 100+ more ideas to increase revenue but lack resources.

We can finance our growth from our own sources, but not more than 50000 usd/month. Now we are working at the limit of our investment abilities.

Today we are thinking about attracting a strategic investor, who will come not only with money, but also with marketing resources and competence.

Our project today is maximally "decentralized" – out of politics, out of states, maximum level of anonymity. And we would like to keep our "status quo" for the sake of the safety of our clients' funds.

The project's launch in the app stores was in August 2022, the start of the advertising campaign - December 2022. Today we are still very far from breaking even.

Current expenses 40000-50000 usd/month.

What money is needed for:

- Hiring developers, content specialists, marketers.
- Adding new blockchains.
- Marketing budget.
- Acquiring licenses.
- Marketing affiliate program.

Our Future

Goals:

- To have 10-20-30 million active wallet users per month.
- Monthly global audience of our websites – 20-25 million visitors.

By achieving these goals we will be able to:

- Launch any product
- Launch any high margin service



Cropty Wallet App



cropty.io

