

Infraestructura de comercio de criptomonedas con un motor integrado de adquisición de comerciantes

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Se trata de una empresa tecnológica con sede en Suiza centrada en la creación de infraestructuras de negociación de nivel institucional para los mercados de criptomonedas. Más que un proveedor tradicional de SaaS, la empresa opera una capa de infraestructura integrada diseñada para captar, analizar y monetizar el flujo de operaciones.

El valor principal de la plataforma reside en su capacidad para permitir el despliegue de capital y la ejecución de estrategias basadas en datos a través de múltiples bolsas

TARGET PRICE

\$ 26,000,000

BUSINESS TYPE

Servicios financieros

COUNTRY

Suiza

BUSINESS ID

L#20261018

Componentes básicos de la plataforma

- **Terminal de negociación:** Una interfaz multibolsa con ejecución unificada, automatización y análisis avanzados.
- **Motor de evaluación:** Un modelo estructurado de “desafío” diseñado para atraer y embarcar continuamente a una base global de comerciantes
- **Adquisición escalable:** Un mecanismo que convierte el flujo de usuarios en actividad monetizable, incluida la cobertura y la ejecución de estrategias propias

Modelo de negocio y monetización

La empresa utiliza un modelo multicapa en el que la adquisición de usuarios y el acceso a la plataforma apoyan un motor primario impulsado por el comercio:

- **Ingresos directos:** Flujo de caja escalable generado a través de las cuotas de participación en los programas de evaluación de comerciantes..
- **Despliegue de capital:** Extracción sistemática de valor a partir de datos agregados de operadores utilizados para el arbitraje y la cobertura de divisas cruzadas.
- **Participación en los beneficios:** Ganancias capturadas a través del rendimiento de los operadores financiados, alineando los intereses de la empresa con el éxito de los operadores..
- **Expansión estratégica:** Potencial de despliegue de marca blanca y asociaciones institucionales para el uso de infraestructuras de terceros..

Oportunidad de mercado y economía

- **Brecha en el mercado:** Abordar la falta de plataformas dominantes que combinen la infraestructura de ejecución con el acceso al capital y la captación de operadores.
- **Economía unitaria:** Los costes de adquisición de usuarios (aprox. 100-300 \$) se equilibran estratégicamente con las tasas de desafío (100-500 \$), con el objetivo de alcanzar el punto de equilibrio en la entrada inicial..
- **Escalabilidad:** Arquitectura modular basada en la nube diseñada para soportar miles de operadores simultáneos y un despliegue a nivel institucional..

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