

SwitchBIT Marketing Plan

Table of Contents

- 1. Executive Summary**
- 2. Mission Statement**
- 3. What Are Your Goals?**
 - a. Financial**
 - b. Non-Financial**
- 4. Target Market**
- 5. Budget 2019**
- 6. Budget 2020 planned**

Executive Summary:

SwitchBIT marketing focuses on the acquisition of Cryptocurrency traders, small to medium sized cryptocurrency users, additional tokens can be listed from small sized utility token offerings, our main focus is the exchange business, and token listing is a secondary income, from smaller Token listings.

At first direct marketing efforts will focus on opening markets with the cryptocurrency users, after this process has become effective in a country the focus will change to cryptocurrency trader's support, and after this we will focus on token listing services.

Marketing will be primarily online, and through local partners, marketing campaigns will be developed around the low cost of entry for the users, and ease of access for token listing, with low cost offerings to list on the SwitchBIT exchange.

Online marketing will reduce our marketing spending, but new regulations on cryptocurrency and token listing with both Facebook and Google will limit the platforms we can focus on, and will require working with multiple website and listing sites to conduct our marketing.

Mission Statement:

What do we do?

SwitchBIT, provides an exchange platform for users to trade or exchange cryptocurrencies, for small companies to list their tokens and generate revenue for projects.



How do we do it?

We provide an online exchange platform where both users/traders and companies can exchange cryptocurrencies or acquire tokens, we offer free accounts for users and trading and low cost access to token listing services.

Who are we doing it for?

The main focus of this platform and the services we offer are to the lower end users/trader. We hope to help lower end/low volume users establish their crypto accounts with SwitchBIT and enable exciting companies' access to the new opportunity of a tokenization of a company's assets, enabling companies to raise money from token listings, and access to new token based opportunities.

Both users and traders play an important role in the success of our platform.

- Users help to bring more volume to the platform, and volatility to the trading day.
- Traders will strengthen the platform and stabilize the trading volumes.

Other services to follow.

- Services such as token listing will follow in each region once the main exchange businesses have been well established.
- Other possible services include but are not limited to the following
 - Wallet Services / other Wallet Providers / Wallet Security Services - APIs
 - Transparency Report Services
 - KYC Services
 - Marketing Services
 - Both ICO and IEO Services
 - Venture Capital
 - Mining pools
 - Peer-to-peer lending
 - Gambling
 - Micropayments

What value are we bringing to the table?

Our main value is bringing together the technological experience to the average crypto user, bringing a free/low cost option so everyone can participate, enabling users/traders to profit from the growing interest in blockchain technology and tokens, without having to open expensive accounts, and by offering additional services over time we can grow and expand international markets.

Goals:

Financial Goals:

Our financial goals are outlined in our SwitchBIT Exchange Business Plan.docx, the target is over 2 million euros in sales in the first two years

SwitchBIT targets adding tokens 1 per month with approximate targets of 4 per country, initial markets include, Europe/EU, North Asia, South East Asia, South America, Middle East, and Oceania.

Joining fee for users will be FREE

Non-Financial Goals:

What are your Goals?

Specific: Achieve a sustainable User/Trader count, we expect this will be achieved within the budget period 2019.

Measurable: User sign-ups of between 10,000 to 50,000 individuals.

Aspirational: We hope to support both general users and regular daily cryptocurrency traders within less than 6 months. And start first token offerings within less than 8 months.

Realistic: Our main focus will be to provide a free platform and some additional services will be released over time, when available and after security testing.

Some other examples of non-financial goals:

- Launch additional services such Tally Secure Wallet
- Weekly interviews with crypto new agencies
- YouTube Tutorial Video Channel
- Promotional events around the Asia region
- Promotional events around Europe and South America

Target Market:

What is the majority of my market's gender?



In general our markets is dominated by males, but in recent months females are growing in numbers, a market research was conducted by London Block Exchange (LBX) that shows over the period Dec. 2017 and May 2018 female interest grow from 13% to 20%, subsequent research published April 2019 continues to show a strong 20% interest level from females.

General Users = Female 20% Male 80%

Traders = Female 6% Male 94%

How about their age range?

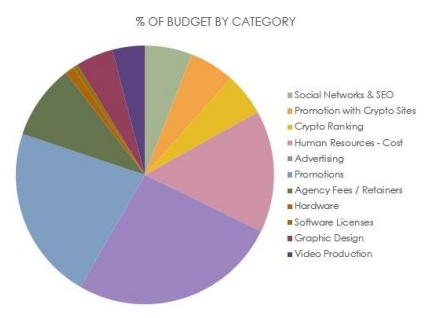
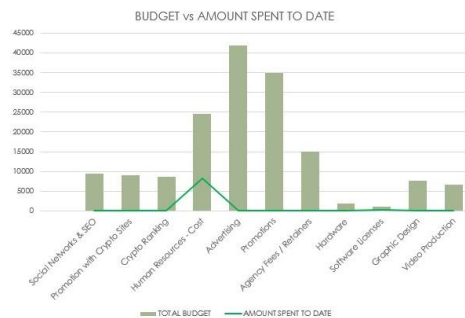
Between 16 to late 30's are our main target market, but this can be deceiving as a large number fall outside of the average groupings.



SwitchBIT - Marketing Budget 2019:

SwitchBIT MARKETING BUDGET 2019

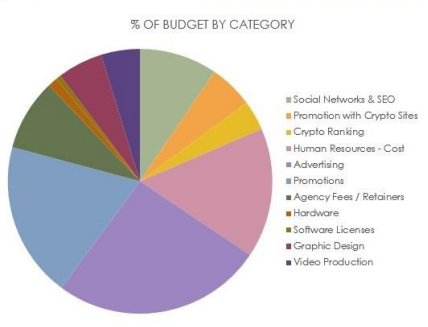
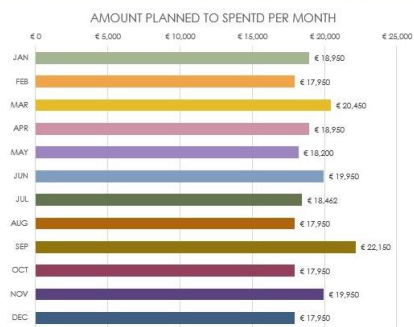
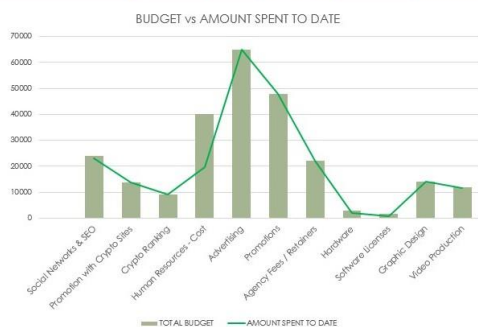
CATEGORY	TOTAL BUDGET	% OF BUDGET	AMOUNT SPENT TO DATE	BUDGET REMAINING	% OF BUDGET REMAINING	JAN	FEB	MAR	Q1	Q2	Q3	Q4
Social Networks & SEO	9,500	8%	0	9,500	100%	0	0	0	0	0	0	0
Promotion with Crypto Sites	3,100	8%	0	3,100	100%	0	0	0	0	0	0	0
Crypto Ranking	8,600	5%	0	8,600	100%	0	0	0	0	0	0	0
Human Resources - Cost	24,500	95%	8,250	16,250	66%	1,650	1,650	1,650	1,650	1,650	0	0
Advertising	42,000	26%	0	42,000	100%	0	0	0	0	0	0	0
Promotions	35,000	22%	0	35,000	100%	0	0	0	0	0	0	0
Agency Fees / Retainers	15,000	9%	0	15,000	100%	0	0	0	0	0	0	0
Hardware	1,800	1%	0	1,800	100%	0	0	0	0	0	0	0
Software Licenses	1,000	1%	250	750	75%	0	0	0	0	250	0	0
Graphic Design	7,540	5%	0	7,540	100%	0	0	0	0	0	0	0
Video Production	6,550	4%	0	6,550	100%	0	0	0	0	0	0	0
TOTALS	€ 160,590		€ 8,250	€ 152,090		€ 1,650	€ 1,650	€ 1,650	€ 1,650	€ 1,900	€ 0	€ 0



SwitchBIT - Marketing Budget Plan 2020:

SwitchBIT MARKETING BUDGET PLAN 2020

CATEGORY	TOTAL BUDGET	% OF BUDGET	AMOUNT SPENT TO DATE	BUDGET REMAINING	% OF BUDGET REMAINING	JAN	FEB	MAR	Q1	Q2	Q3	Q4
Social Networks & SEO	24,000	90%	23,000	1,000	4%	1,000	2,000	2,000	2,000	2,000	2,000	2,000
Promotion with Crypto Sites	10,600	5%	10,596	4	0%	1,133	1,133	1,133	1,133	1,133	1,133	1,133
Crypto Ranking	3,200	4%	3,192	8	0%	766	766	766	766	766	766	766
Human Resources - Cost	40,000	38%	19,560	20,440	51%	1,630	1,630	1,630	1,630	1,630	1,630	1,630
Advertising	65,000	26%	64,960	40	0%	5,415	5,415	5,415	5,415	5,415	5,415	5,415
Promotions	46,000	19%	45,900	100	0%	4,000	4,000	4,000	4,000	4,000	4,000	4,000
Agency Fees / Retainers	22,100	9%	22,080	20	0%	1,840	1,840	1,840	1,840	1,840	1,840	1,840
Hardware	3,000	1%	2,992	8	0%	0	0	0	0	0	0	0
Software Licenses	1,500	1%	1,492	8	0%	0	0	0	0	250	0	0
Graphic Design	14,000	6%	13,992	8	0%	1,166	1,166	1,166	1,166	1,166	1,166	1,166
Video Production	12,000	5%	11,970	300	3%	2,000	0	2,500	0	0	0	0
TOTALS	€ 252,400		€ 228,862	€ 23,538		€ 18,960	€ 17,960	€ 20,450	€ 18,960	€ 18,200	€ 19,960	€ 17,960



2020 Budget plan reflects a change from a startup budget in 2019 as we started to grow and add resources to a stable budget in 2020, after completing the startup, the company will shift focus to stable marketing budget while still adding more countries to the network, this is achieved but focusing on online marketing in just three languages, English, Chinese, Spanish, 2020 Human Resources budget remaining reflects possible additional staff requirements to offer additional languages.