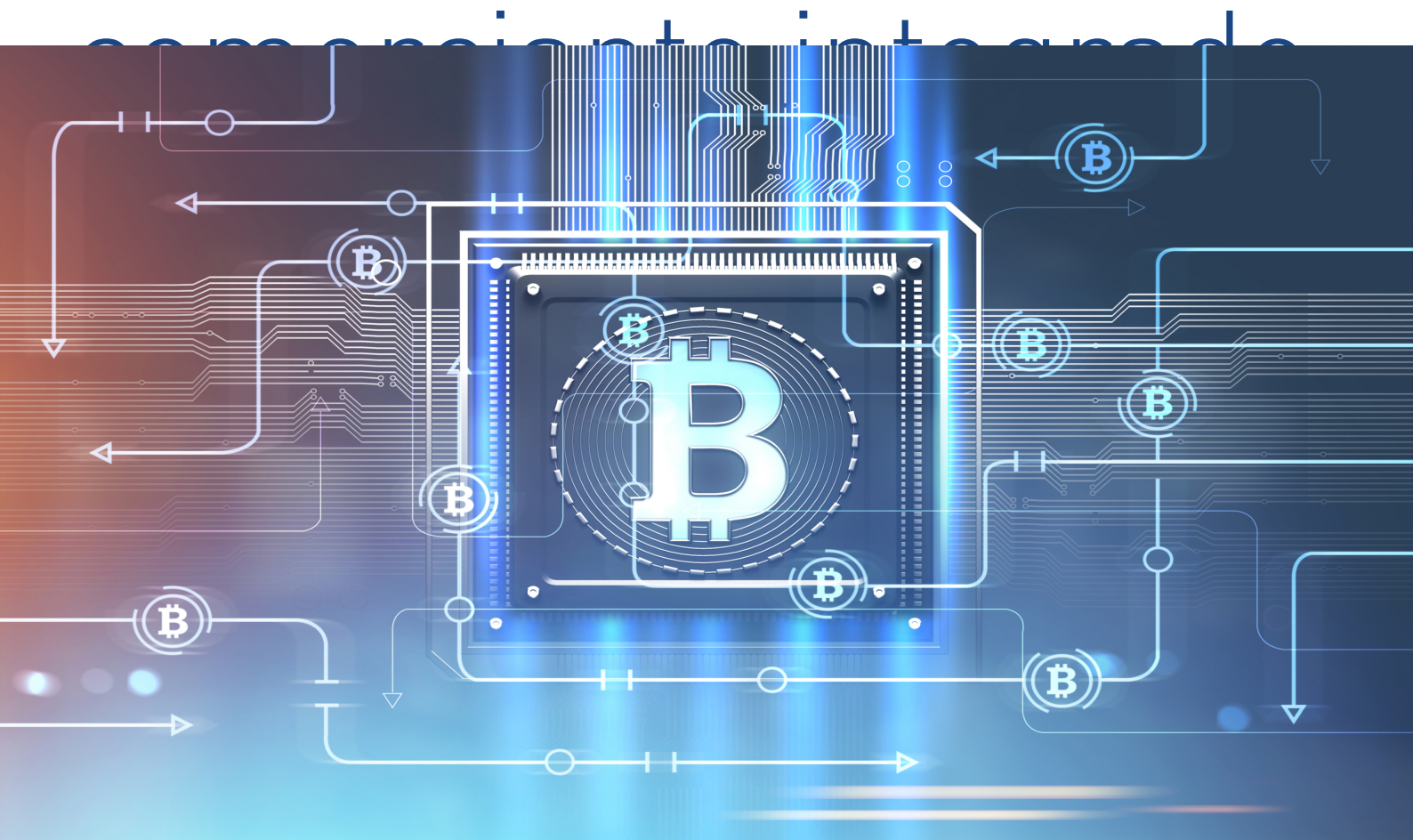


# Infraestrutura de comércio de criptografia com um mecanismo de aquisição de



**MERGERSCORP**

## Infraestrutura de comércio de criptografia com um mecanismo de aquisição de comerciante integrado

O assunto é uma empresa de tecnologia com sede na Suíça, focada na criação de infraestrutura de comércio de nível institucional para mercados de criptomoedas. Em vez de um provedor de SaaS tradicional, a empresa opera uma camada de infraestrutura integrada projetada para capturar, analisar e monetizar o fluxo de traders.

O principal valor da plataforma está em sua capacidade de permitir a implantação de capital e a execução de estratégias orientadas por dados em várias bolsas.

TARGET PRICE

\$ 26,000,000

BUSINESS TYPE

Serviços financeiros

COUNTRY

Suíça

BUSINESS ID

L#20261018

### Componentes principais da plataforma

- **Terminal de negociação:** Uma interface com várias bolsas que apresenta execução unificada, automação e análise avançada.
- **Mecanismo de avaliação:** Um modelo estruturado de “desafio” projetado para atrair e integrar continuamente uma base global de traders.
- **Aquisição escalável:** Um mecanismo que converte o fluxo de usuários em atividade monetizável, incluindo cobertura e execução de estratégia proprietária

### Modelo de negócios e monetização

A empresa utiliza um modelo de várias camadas em que a aquisição de usuários e o acesso à plataforma dão suporte a um mecanismo primário orientado para a negociação:

- **Receita direta:** Fluxo de caixa escalável gerado por meio de taxas de participação em programas de avaliação de traders.
- **Aplicação de capital:** Extração sistemática de valor a partir de dados agregados de traders usados para arbitragem e cobertura de câmbio cruzado.
- **Participação nos lucros:** Ganhos capturados por meio do desempenho dos traders financiados, alinhando os interesses da empresa com o sucesso do trader.
- **Expansão estratégica:** Potencial para implantação de marca branca e parcerias institucionais para uso de infraestrutura de terceiros.

### Oportunidade de mercado e economia

- **Lacuna no mercado:** Abordar a falta de plataformas dominantes que combinem a infraestrutura de execução com o acesso ao capital e a aquisição de traders
- **Economia da unidade:** Os custos de aquisição de usuários (aprox. US\$ 100 a US\$ 300) são estrategicamente equilibrados em relação às taxas de desafio (US\$ 100 a US\$ 500), visando o ponto de equilíbrio na entrada inicial
- **Escalabilidade:** Arquitetura modular, baseada na nuvem, projetada para suportar milhares de operadores simultâneos e implementação em nível institucional.

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