

Bit Trade

We help Australia buy and sell bitcoin

Bit Trade is a blockchain asset investment and portfolio management platform that was established in 2013 to provide investors in crypto currencies with a marketplace for trading. Bit Trade is the oldest provider of bitcoin and blockchain services in Australia and is one of the founding members of the industry body Australian Digital Currencies Association. Bit Trade believes that investing and engaging with blockchain assets should be as simple as using email. It has a number of significant projects underway including a contract with Sydney Stock Exchange. The business is a fully bootstrapped organisation with 45,000 beta customers at low acquisition costs with capacity to scale.

Background

Bit Trade was founded by Jonathan Miller, Ronald Tucker, Hugo O'Connor and Alex Tian in 2013. It is based in Australia and has a core team of multi-skilled technologists and blockchain enthusiasts. Bit Trade plans deeper expansion into Asia, America and Europe over the next 12-24 months.

What is Blockchain?

Blockchain, the technology behind Bitcoin, first came to light in 2008. It provides a decentralized database (digital ledgers) of transactions that can be seen by everyone on the network. The network comprises a chain of computers that must all approve an exchange before it can be verified and recorded. Just as the internet has allowed for an exchange of information, blockchain will allow an exchange of value. The distributed ledger is not managed by a database administrator but instead is synchronised via the internet. Because the data is stored on every computer in the network, after validation of the transaction block it is possible to securely transfer digital assets without the need for an intermediary or middleman.

In addition to this, blockchain is now being used to secure large data networks and to provide the basis for distributed computing; it is the infrastructure of the 'secure internet'. Institutions and individuals are leveraging the power of distributed ledgers to build new business models and manage exchanges of information with immutability – heralding the rise of 'smart contracts' (auto executing agreements) and distributed organisations with no centrally owned assets/management.

The business model

Bit Trade is a platform and a brokerage providing customers with a fast, transparent and reliable way to buy and sell crypto currencies. Trades between \$50 and \$20,000 can be done online for a 4.9% fee. Transactions of sums above \$20,000 are negotiated off-line via a fully-fledged OTC desk with Bit Trade at lower commissions.

Share details

Investment to date	SELF FUNDED
Number of shareholders	6
Shareholders include founders and operators	

Market size

A\$1B market opportunity for annual investment in blockchain assets in Australia

Upside Case

- At the forefront of a disruptive technology with the capacity to revolutionise digital asset transactions
- Experienced management team
- Significant contracts with mainstream market players

Downside Case

- Early stage company which will require additional funding
- Possibility of government regulation (eg recent changes in South Korea)
- Needs to enter new markets and new geographies

Company contacts

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