

WHY ARE WE DOING THIS?

The idea behind our exchange is built on a simple but important observation:

The success of any crypto exchange is largely determined by its community – a community that is formed at the very beginning of the journey. Large exchanges that have been operating since 2017 already have established teams and users who are with them for a long time. It is extremely difficult to create such a community nowadays. Why?

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www.betelgeusetrade.com



User Engagement Is A Marathon, Not A Sprint

WHAT CHALLENGES WE FACE:

Long and costly process of attracting an audience	lt can ta
Winning the trust of users takes time	On aver
High cost of attracting users	From \$
Expensive advertising channels	TV, billb
Costly loyalty programmes	From \$

USER ENGAGEMENT IS A MARATHON, NOT A SPRINT & USER ENGAGEMENT IS A MARATHON, NOT A SPRINT & USER ENGAGEMENT IS A MARATHON, NOT A SPRINT



take up to 10 years to form an active community.

erage, it takes 3 years and 300+ trades for a user to start trusting the platform.

\$50 to \$5,000 per client.

boards, sporting events - costly and not always effective.

\$500,000 to \$5,000,000 per month.



Our team has come to the conclusion: It is much more effective to build a referral system and introduce trading bots – not for the sake of quick personal gain, but for the sake of building trust and benefit for our partners.

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A partner receives income from the work of trading bots, and the profit is divided in the ratio of 75/25:

We Found That:

It may cost us nothing to attract a single user through affiliates, but it may result in a profit.





1 Year company.

After 1 year, the partner will consume related products of the partner's



Our Goal

1.0M active users

To achieve it:

- During the year, we will release additional products a P2P platform and rental trading bots, which will increase our revenue and improve the user experience.
- We plan to reach a growth rate of 100,000 users per month.

1.974 Пользователей

Now

5.0M Users

5 years

1.0M Users

4 years

0.75M

Users

3 years



Why Are We Launching Deposit Plans?

Instead of spending billions on marketing, we invest in long-term relationships: trust, partnership and engagement. Deposit plans are a launch tool, not a permanent model. We want to grow with those who share our values.

After the deposit programme is no longer available, all obligations to partners who activated deposits before the withdrawal of the deposit programme will be fulfilled.

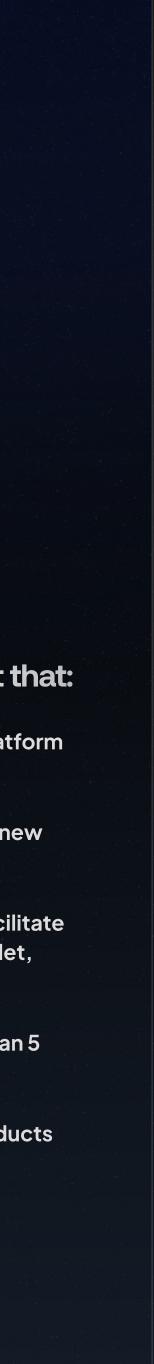
Наши депозитные планы на 1 и 6 месяцев — это инструмент:

- For a quick start and to form the core of an affiliate team,
- To attract a loyal and engaged audience.

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After 1.5 years, they will become unavailable. This is due to the fact that:

- We will be able to focus on scaling the platform without short-term deposit instruments.
- We will focus on scaling the exchange to new continents.
- We will be releasing products that will facilitate the promotion of our exchange (cold wallet, decentralised DEX platform).
- Opening central headquarters in more than 5 countries around the world.
- Listing more than 25,000 new token products (including NFT) per year.



Conclusion!

We are not just building a crypto exchange. We are building a community, an ecosystem and a long-term relationship with our users. Instead of billions on marketing, we invest in loyalty, trust and an honest partnership model.