

product updates H1

2023

Product roadmap

H1 2023

b2b

Business Accounts

Release DONE

Interest Accounts DONE

b2c

NTO

Stage 1 DONE

BitDriven index token

Release DONE

Charism

Crosschain Transaction Builder DONE

Earn More DONE

H2 2023

b2b

Business Accounts

Loans

IBAN transfers

White Label - App

Release Crypto Cards

Dual Currency Interest Accounts

Quotes & Predictions

Referral Program

White Label - Web

Release App

White Label - API

Release

b2c

NTO

Stage 2

Choise.com App

Dual Currency Interest Accounts

Loans

Enhancing B2B

Business Accounts

White Label

In H1 2023, Choise.com enhanced the B2B segment, where incomes are more consistent, and used the market downturn to launch new products and services to pave the way during the next bull run.

b2b

Leveraging our competences to B2B has become possible thanks to the experience we have gained over the six years developing B2C services.

In particular, we have already:

- hired one of the best sales teams in the market, headed by Randy Song, former Head of HNW & Institutional Sales at ABRA;
- launched crypto interest accounts (business accounts) for institutional clients where the demand remains high (no institution likes to have idle assets on their balance sheet);
- enhanced B2B White Label offering to such an extent that we can not only support our partners with all their crypto banking needs, but do this in weeks not months, at a fraction of the cost it would take our partners to do it themselves.

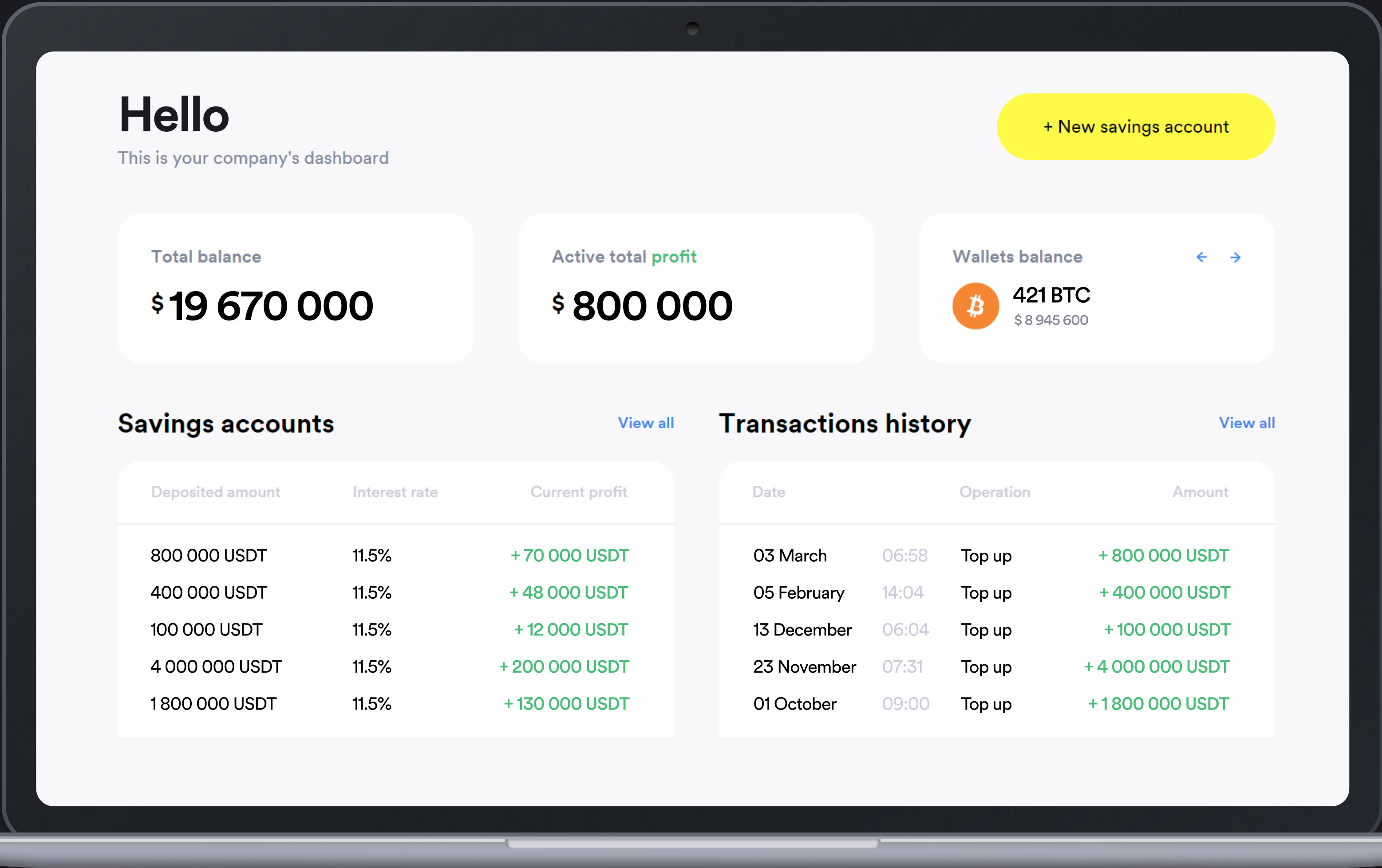
Business Accounts

Raising b2b crypto interest accounts & loans to a new level

6 years of experience in crypto industry have made Choise.com one of the leading service providers for institutional needs.

- easy-to-use business accounts with detailed analytics
- highly intuitive UX/UI design simplifying business finance management

Own unique CeFi and DeFi earning tools ensure consistently attractive interest accounts and loans rates for clients: HNW individuals, Institutional investors and Family offices.



Assisting businesses to effortlessly launch their crypto and banking operations through our White Label and API solutions

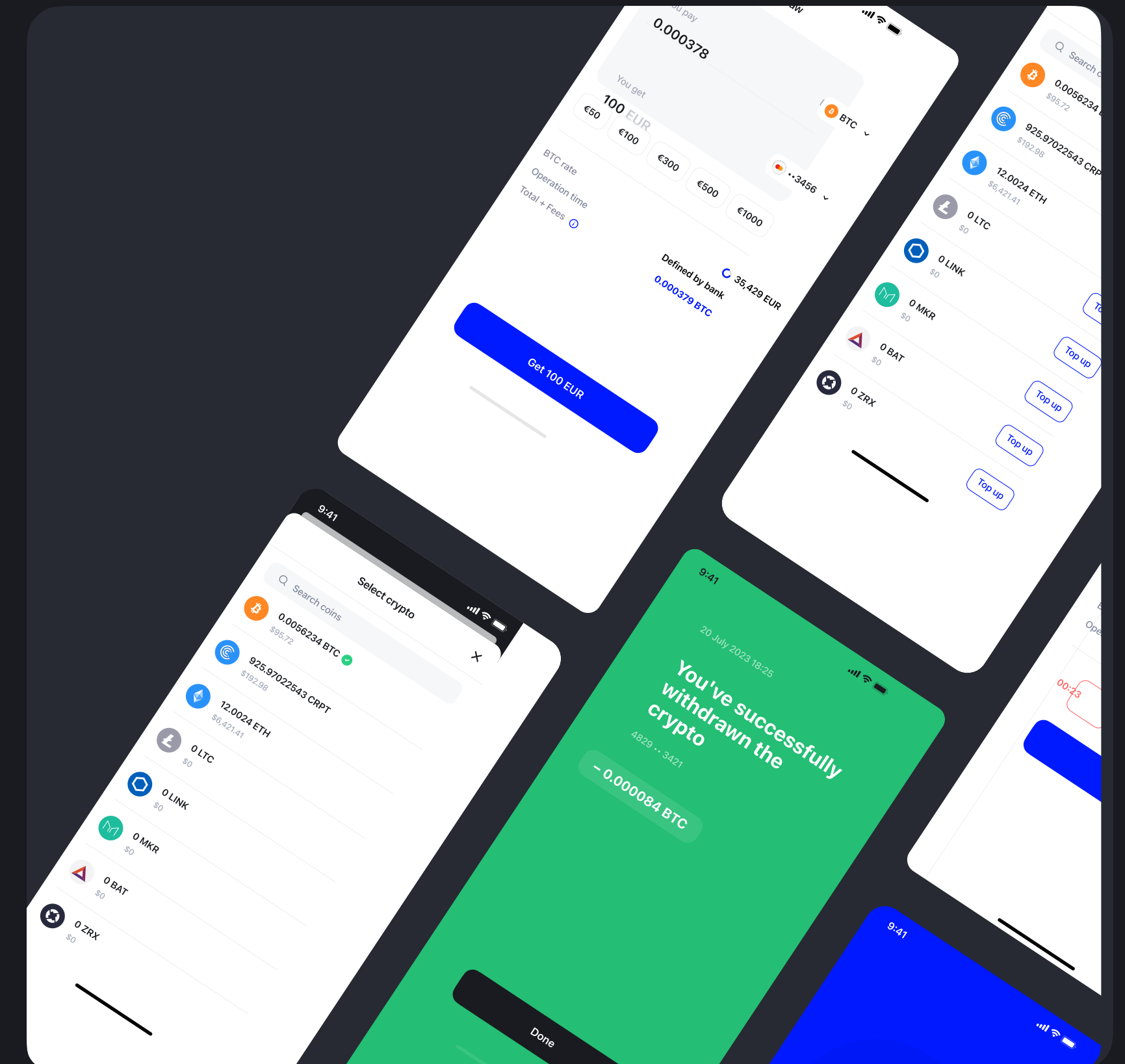
20K+ companies worldwide accept crypto for their services, and the number is constantly growing. White Label solutions are a valuable tool for businesses looking to tap into the expanding world of crypto and blockchain tech. In 2023, there are less than a dozen crypto White Label companies on the market and we are the one to offer a full-cycle solution.

We can turn any company into a crypto bank

We provide a cutting-edge, reliable and cost-effective cryptobanking infrastructure for almost any White Label brand.

Through our comprehensive suite of tools, businesses can effortlessly incorporate crypto functionalities, such as secure payment systems or fiat on-ramps, and core banking into their current infrastructure. This enables them to offer crypto-related services including own branding payment cards to their customers while benefiting from the advantages of decentralized systems.

Alternatively, we assist in building a specialized crypto service – a crypto exchange, a digital wallet, or a dApp. This approach allows platforms to fully immerse themselves in the crypto market and capitalize on the growing opportunities presented by the digital economy.



New b2c products

Despite the crypto winter resulting in low crypto users' activity, Choise.com has never stopped working on the B2C business segment.

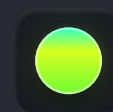
In H1 2023 we have:

- Introduced **BitDriven** index token allowing users to earn up to 12X with a portfolio of the promising coins by simply holding crypto
- Launched the 'Earn More' feature on **Charism DeFi platform**
- Successfully completed **Stage 1** of the first-ever **NTO** and launched **Stage 2**

b2c



BitDriven



Charism
Powered by Choise

CHOBIES

More great B2C solutions are on the way.

BitDriven is an index token that represents a Bitcoin Driven Portfolio. While BTC regularly goes through x5 price growth during halvings, some altcoins show x10 or even x15 growth alongside it. The BitDriven portfolio consists of coins that have strong fundamental reasons to grow up to x12 during the next Bitcoin halving.

Several tokens inside the portfolio have already been revealed – Cardano (ADA), Polygon (MATIC), Aragon (ANT) and Bancor (BNT); the full list will be provided to holders after the launch of the strategy.

Choise.com users have an exceptional chance to earn by simply holding the BitDriven token.



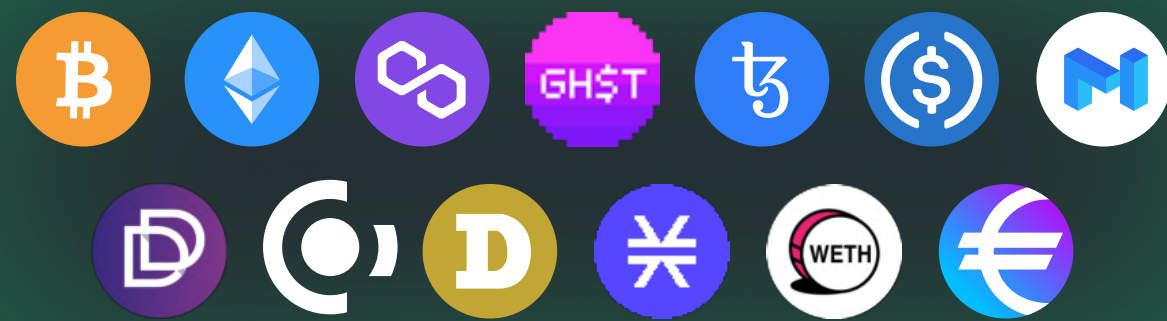
Drive the way to up to 12X profit with BitDriven index token

- The 200-hour BitDriven sale ended in success with \$1,318,595 invested the pool
- More than 1,500 users participated in the sale

Missed out? Don't worry! We are considering more opportunities for launching index tokens. Stay tuned!

[Learn more about BitDriven](#)





CHARISM DEFI PLATFORM

Navigate through DeFi from a single dashboard, with a single click

Introducing the 'Earn More' feature



Choise.com introduced a new feature on DeFi platform Charism – 'Earn More'. It allows users to enter a liquidity pool with increased yield by choosing to earn part of interest in CHO rather than the native token of the pool.

Super simple, even for crypto novices.

Currently, the 'Earn More' feature is available for three liquidity pools – USDC, DAI, and ETH. Over time, we will expand the number of 'Earn More' pools based on the users' suggestions and proposals in Choise.com DAO.

What's important, users can withdraw funds anytime without the loss of the yield.

Earn More

Successfully finished Stage 1 and moved to Stage 2

At the end of 2022 Choise.com launched the first-ever NTO (NFT Token Offering) - The Chobies collection.

The NTO is a unique form of token distribution, combined with NFT minting, which is used for secondary market sales of valuable tokens.

The first Stage – Green – was **100%** sold out, with **5,000 Chobies** worth **\$750K** minted in just **12 days**.

[Learn more about NTO](#)

The Chobies collection made much noise



THOMAS KRALLOW
200K+ followers



DUSTYBC
141K+ followers



THOMAS KRALLOW
200K+ followers



BOLSA PARA PRINCIPIANTES
260K+ followers



DIGITAL BUZZ
87K+ followers

CHOBIES
2nd stage is **live**





thanks
for staying
with us

more updates are on the way 🙄