

# K1 Technology

El Salvador

Presented by  
Edgar Borja, CEO



# MISSION & VISION

BITCOIN ATMS ARE JUST THE FIRST STEP

## Mission

To create technology for the 80% of people living in less developed communities, improving their productivity and economic opportunities.

## Vision

To be the catalyst of a technology manufacturing revolution in regions that have yet to reach their full potential.

# THE PROBLEM

## BITCOIN ADOPTION

### Bitcoin Literacy

Even people who live in developed countries and have heard of Bitcoin may not know a safe way to buy and use it.

### Onboarding Friction

The amount of effort and research it takes for anyone to acquire their first satoshis is still significant.

### Cash is King

Buying bitcoin usually requires a credit card or a bank account. The majority of people in Latin America still work only with cash, and minors have few other choices.

# OUR SOLUTION

LIGHTNING ATMS FOR EVERYONE

## The 5 second rule

We provide a simple onboarding process that can be completed in a short time.

## Low Risk, High Reward

By working on the Lightning Network we allow people to buy small amounts for extremely low fees.

## Cash In

Everyone, from a young child to a technophobe elder has used coins, we use that connection to bring them onboard.

# MARKET SIZE

MASS ADOPTION HAPPENS HERE



Source: World Bank Financial Inclusion Report 2021  
<https://www.worldbank.org/en/publication/globalindex/Data>

# THE K1 MINI

**Our coin-only Lightning ATM,**  
designed and built in the developing world,  
for the developing world.

Low-Cost

Durable

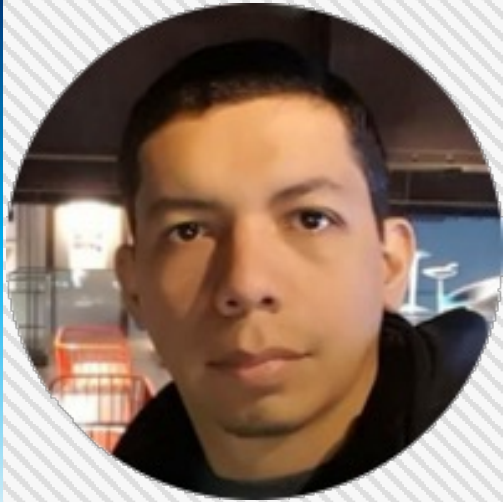
Approachable

Upgradeable



# OUR TEAM

A WORLD-CLASS SALVADORAN TEAM



**Edgar Borja**  
CEO



**Edwin Escobar**  
CCO



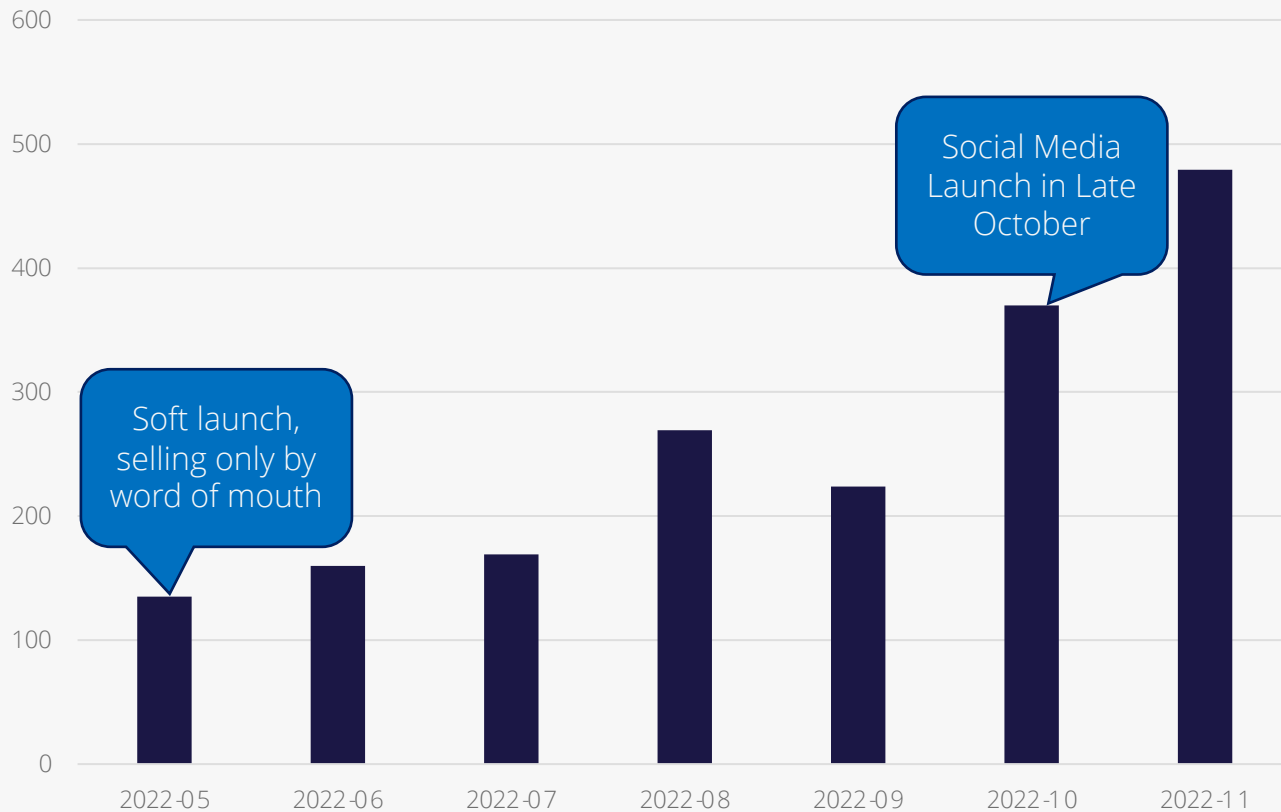
**Daniel Guardado**  
CFO



**Alvaro Angulo**  
COO

# HEALTHY GROWTH

## TRANSACTIONS PER MONTH



**1,000+**

people bought their first satoshis using a K1 ATM

**8**

Countries we have exported to so far

**135k**

Views on our most popular video

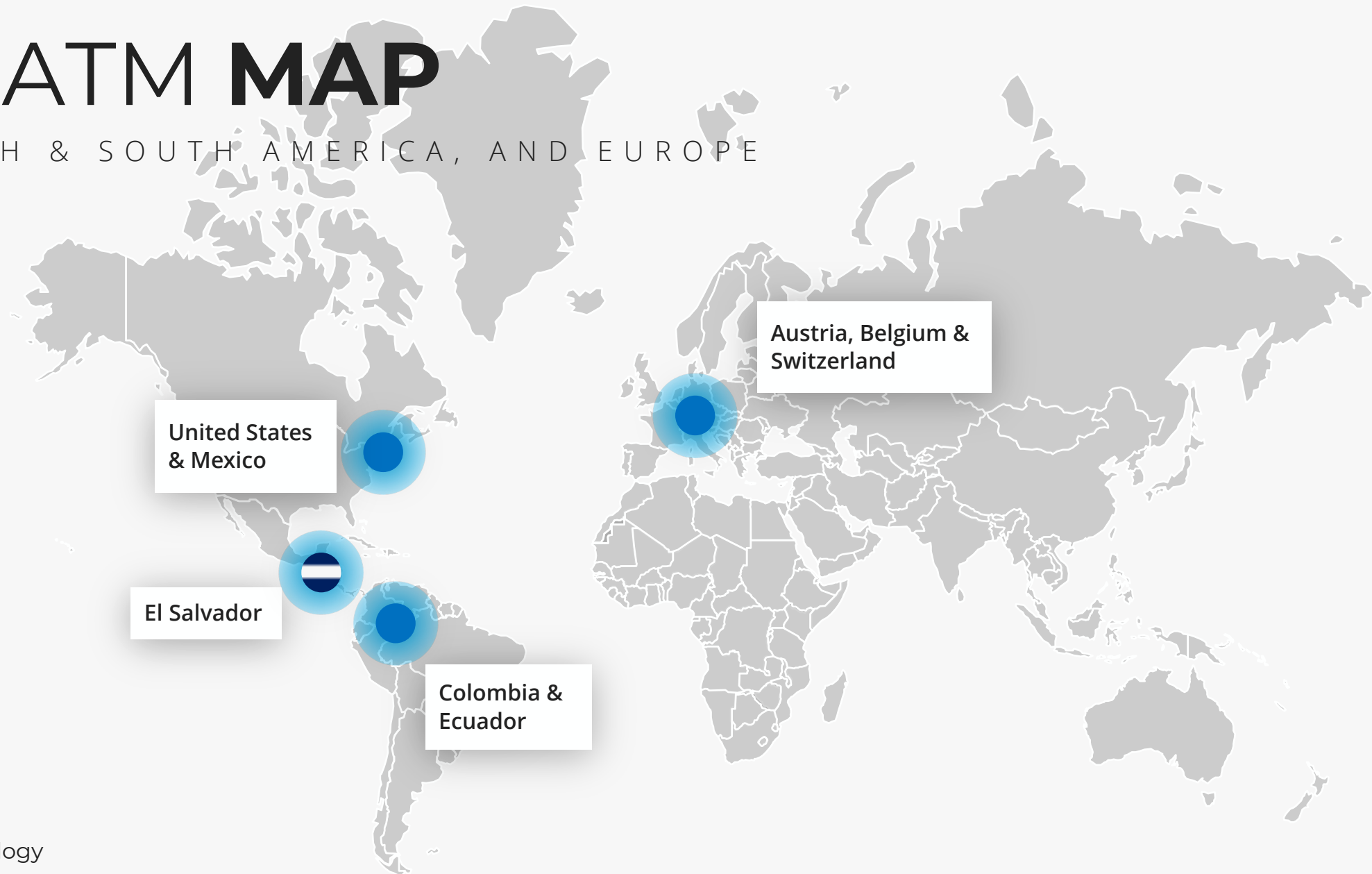
**25**

ATMs sold since soft launch



# K1 ATM MAP

NORTH & SOUTH AMERICA, AND EUROPE



# BUSINESS MODEL

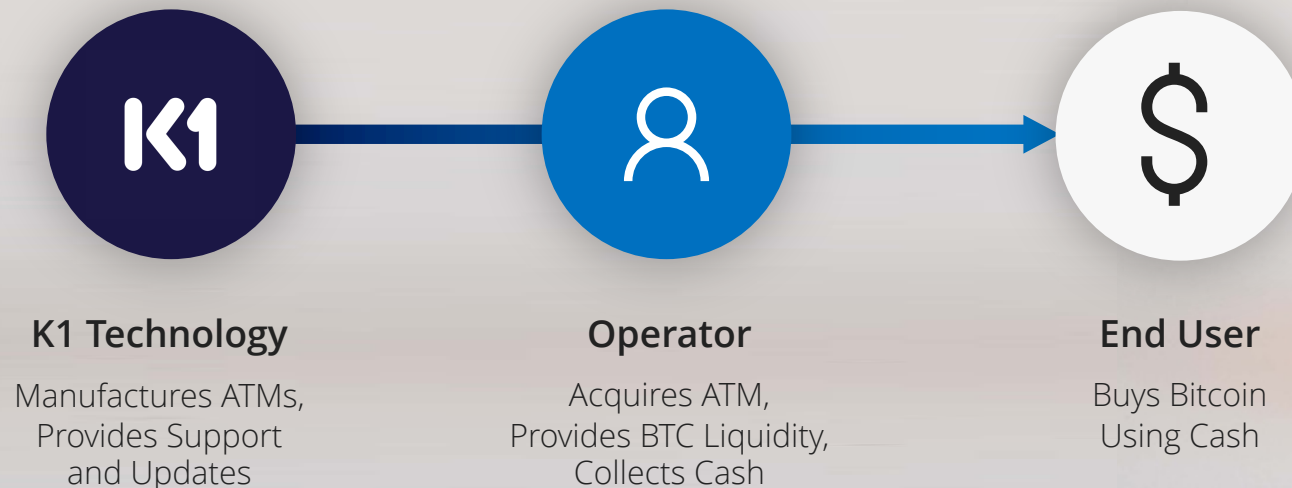
## THE BITCOIN CANDY MACHINE

It's just like a candy machine, **but for bitcoin!**

**Operators** own their K1 Minis, and set them up in high-traffic locations.

The K1 Mini creates **3 sources of revenue**:

1. Operator-defined transaction fee (10% is recommended)
2. Display video advertisements
3. Bring more foot traffic to the store



# PRICING INFORMATION

EARLY RECOVERY AND LONG TERM RECURRING REVENUE



## Retail Price

K1 Mini introductory price:	\$1,200.00
K1 Mini Plus with bill acceptor:	\$2,400.00

## Support Fee

1% transaction fee provides operators with:  
Support, Updates, Dashboard and Advertising Platform

## Advertising Revenue

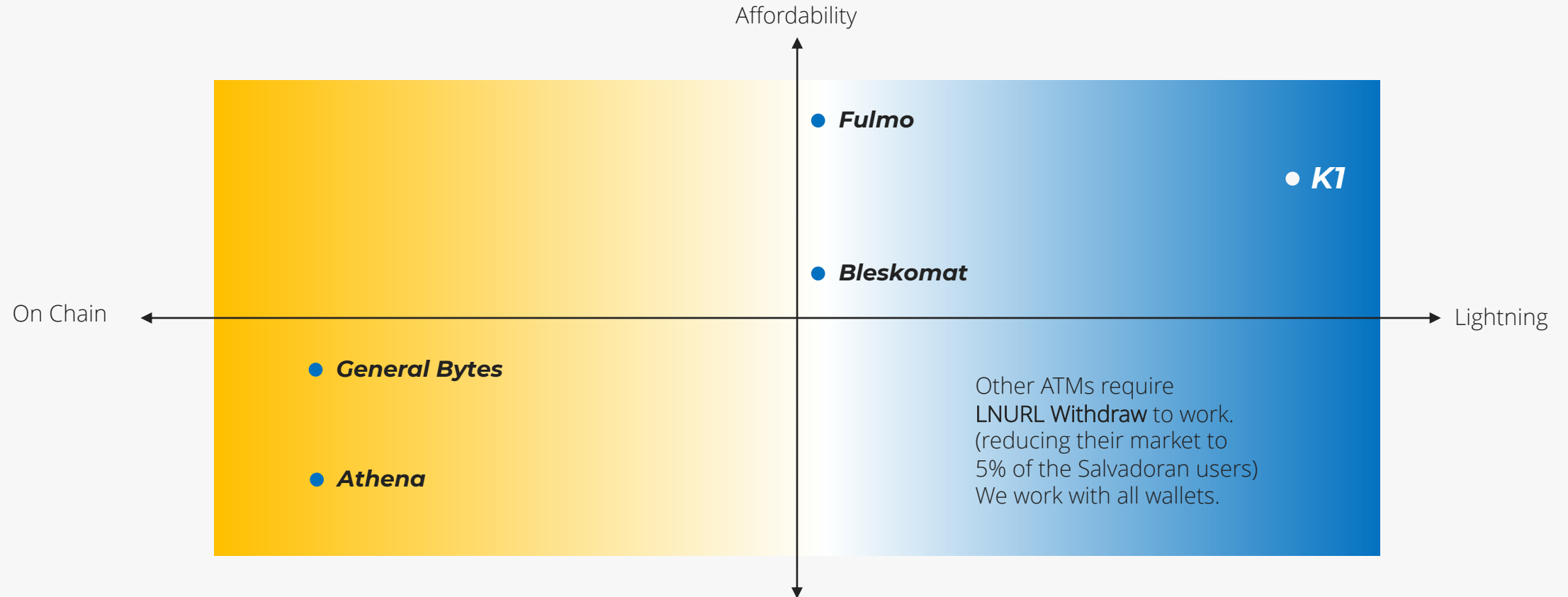
K1 Technology is creating a network of advertisers.  
The revenue will be shared 50-50 with the ATM operators.

# FINANCIAL INFORMATION

Operator	K1 Mini	K1 Mini Plus	K1 Technology	K1 Mini	K1 Mini Plus
Retail Price (With Tax)	\$ 1,200.00	\$ 2,400.00			
Retail Price (Pre Tax)	\$ 1,061.95	\$ 2,123.89	K1 Initial Sale Profit	\$ 530.97	\$ 1,061.95
Daily Ad Impressions	20	20			
Daily BTC Sales	\$ 20.00	\$ 60.00			
Daily Phone Top Up Sales	\$ 20.00	\$ 20.00			
Ad revenue per impression	\$ 0.05	\$ 0.05	Ad revenue per impression	\$ 0.05	\$ 0.05
BTC transaction fee	9%	9%	BTC transaction fee	1%	1%
Top Up Profit	5%	5%	Top Up Profit	0%	0%
Daily Operator Profit Ads	\$ 1.00	\$ 1.00	Daily K1 Revenue Ads	\$ 1.00	\$ 1.00
Daily Operator Profit BTC Sales	\$ 1.80	\$ 5.40	Daily K1 Revenue BTC	\$ 0.20	\$ 0.60
Daily Operator Profit Top Up	\$ 1.00	\$ 1.00			
<b>Daily Operator Profit Total</b>	<b>\$ 3.80</b>	<b>\$ 7.40</b>	<b>Daily K1 Profit Total</b>	<b>\$ 1.20</b>	<b>\$ 1.60</b>
Operator Yearly Profit	\$ 1,185.60	\$ 2,308.80	K1 Yearly Profit (Plus Initial Sale)	\$ 905.37	\$ 1,561.15
Units Sales Estimate 12 Months				120	120
K1 Yearly Gross Profit			\$ 108,644.81	\$ 187,337.63	
Gross Profit 1 Yr				\$ 295,982.44	













# COMPETITION ANALYSIS


## BITCOIN ATM MANUFACTURERS



# COMPETITION TABLE

IN A CATEGORY OF OUR OWN

Competitions	Athena	General Bytes	Bleskomat	K1 Technology
Buy Coins <b>AND</b> Bills				
Receive BTC in 2 seconds				
Wallet Compatibility				
Audio/Video Advertisements				
Prepaid phone top up and other services				

 \* Partial Solution



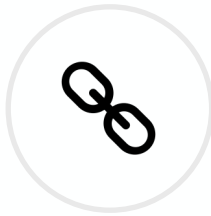
# K1 IS NUMBER 1

WE HAVE DISCOVERED A NEW MARKET SEGMENT



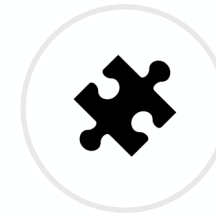
## More than an ATM

The K1 Mini is a flexible system that can be used for buying bitcoin, but also to buy prepaid phone balance, to pay your electric bill, save fiat to your bank account, pay for parking, and more.



## Reliable Supply Chain

We have carefully picked the components we use and the local partners we rely on. In a time when global supply chain issues are slowing the rate of innovation we are growing and have no supply worries.



## Modular Innovation

Our software can be upgraded, and our hardware can too. With new modules currently in development like an enhanced QR Camera, an RFID reader for identification and, of course, a **bill acceptor**.

# FUTURE PLANS

WE ARE AHEAD, AND WILL STAY AHEAD

2023	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
JAN	Bill Acceptor																														
FEB	Micro-loans and Micro-savings																														
MAR	High Definition QR Camera																														
APR	Next Gen Dashboard & Advertising Platform																														
MAY	RFID Identification																														
JUN	Version 7 Box																														
JUL	Pay your Electric Bill																														
AUG	Pay other services																														
SEP	More things to come...																														
OCT																															
NOV																															
DEC																															



# INVESTMENT **NEEDED**

TAKE OVER THE MARKET BEFORE COMPETITION ARISES

**USD 250k**

**20%**

## **SW & HW Development**

Create new **hardware** product lines and their required software

**60%**

## **New Stock**

Lock in better prices with vendors through volume purchases to increase profit margins

**20%**

## **Sales & Support**

Provide the back office support for the expected growth

# THANK YOU



Avenida Manuel Gallardo #2-8  
Santa Tecla, El Salvador



+503 7926 8776



borja@k1.sv



[fb.com/k1elsalvador](https://fb.com/k1elsalvador)



[@k1elsalvador](https://www.instagram.com/k1elsalvador)



[@k1elsalvador](https://twitter.com/k1elsalvador)