



BritCoin Roadmap White-Paper

July 2014

Introduction

The purpose of this document is to inform you of the development plans and ideas we the BritCoin staff are planning to undertake in the coming weeks and months, to grow awareness and adoption of BritCoin within the UK. This document is subject to change, so please, remember to check back often for the latest version. We plan on releasing an updated roadmap each month which will report our progress so far and future plans & developments.

Friendly Notice : Please keep in mind that there is no “owner” of BritCoin, the coin belongs to the public, every single person who owns even 1Brit. The success of this currency is completely dependent on the users, we the BritCoin staff are users just like anyone else. Neither of us want another pump, dump, die coin when considering the commercial possibilities involved in the British e-commerce and retail market. So to put simply, if you want the coin to grow and succeed, do what you can to help spread awareness of BritCoin. Something as easy as sending an email to one of your favorite e-commerce websites asking to accept BritCoins or sending a message on Twitter is growing awareness.

Where we are currently

BritCoin was launched on the 27th of June 2014. We have come a long way in a short period of time since then and have received an amazing amount of support from the community, which we hope will continue in to the future. In the eyes of history, we're still in the very early stages with BritCoin.

So far we have all the basics you would expect from a new coin - a working and functional coin, wallets for Windows/OSx/Linux, website and social media platforms, chat room, block explorer, faucet and a few other smaller things. We have also been published in a few Crypto news outlets, which has been a positive for BritCoin. We are now listed on 4 different exchanges, Bittrex being the largest. We have also decided to name the smallest unit of BritCoin a Britoshi.

Vision & Goals For BritCoin

To put in the most simple way possible, BritCoin aims to be the top digital cryptocurrency for individuals and business to transfer wealth/value to one and another in the UK, without the need for central banks or government involvement in the currency. Currency is based on faith that you will be able to trade it for services and commodities in the future. For us to achieve this, the public has to put faith in BritCoin, do this and you will be rewarded. Our goal for BritCoin is to become a real alternative to the GBP and to overtake 3rd party services such as PayPal and Skrill in the future. This will not happen overnight, but in years if not decades, so stay patient and have faith.

Developments

We have a long list of development ideas for BritCoin, in this first report we will only be focusing on going into greater detail of the development tasks we think are most important in the short term and can be completed in the coming weeks & months. More long term

projects will be announced once we have made some progress with more immediate features and when we believe we are ready.

Making BritCoin Available To The British Public

We believe the only way BritCoin can ever become adopted by the British general public is by giving new users simple platform to buy BritCoins using GBP online, straight into their BritCoin wallet. The average person will not put up with the hassle of buying BTC, signing up to an exchange and then trading BTC for BritCoins. It sounds ridiculous trying to explain the process of obtaining BritCoins, to someone who has never bought a crypto currency before.. “Why would I need to buy Bitcoins first?” will be the most common response. So addressing this issue is a high priority for us.

We will be creating a web platform that will allow British people buy BritCoins via instant bank transfer. Once the web platform is completed, we will begin to integrate FIAT to BRIT exchange into an updated wallet. Development on this platform has only recently started, we are hoping it will be launched in testing/beta mode as early as the 21st of July. Updates on our progress will be published as we get closer to launch.

We will also be getting in contact with current fiat to crypto coin exchanges, such as bittylicious.com, quickbitcoin.co.uk and bitbargain.co.uk to name a few to make BritCoin more accessible for UK users. We believe the more outlets people have to purchase BritCoin, the better. This will increase competition and reduce the price for the end user.

Development Bounties

Here is the list of current bounties we have available for anyone who wants to earn some BritCoins while helping us provide more features for BritCoin users. We will be constantly adding to and revising this list, if you think of any features and ideas for BritCoin, please let us know.

1. Android Wallet - 10,000 Brit

Development of a functional and sleek Android Wallet app to help make BritCoin wallets mobile and portable. This is a very important feature for spreading BritCoin to the masses. We would also like to be able to launch iOS & Windows wallets too, but Android is our main priority.

2. Block Explorer - 5,000 Brit

A new block explorer is needed for BritCoin, it has to be an explorer that we can host ourselves on our servers and integrate in to our website and wallets, as opposed to the temporary 3rd party block explorer we currently use.

3. **Multipool Setup** - 5,000 Brit

We are looking for someone to implement a multipool in order to allow users to mine other coins and be paid out in Brits.

4. **Promotional Video** - 10,000 Brit

An animated promotional video to be created that is similar to;

<http://youtu.be/Um63OQz3bjo>. We will provide a script and more details before get started.

The video will explain in the simplest of terms what BritCoin is and what it can be used for.

5. **Marketplace & Sports betting websites** - 10,000 Brit (each)

We require a talented web designer/developer to create an ebay style marketplace for BritCoin as well as a sports betting website where users bet against each other in Brits.

More details will be provided on request.

Promotion & marketing

Our short term promotion and marketing goals for BritCoin are simple, to create as much public awareness of BritCoin through conventional and social media as possible. This is something we the BritCoin staff can only give direction on, the real work has to be done by the BritCoin community. We have prepared a list of tech media outlets that we think BritCoin can get published on within the next few weeks or even months if enough support is shown;

BBC Tech - [@BBCTech](#) - <http://www.bbc.com/news/technology/>

Forbes Tech - [@ForbesTech](#) - <http://www.forbes.com/technology/>

Wired UK - [@WiredUK](#) - <http://www.forbes.com/technology/>

Tech Crunch - [@TechCrunch](#) - <http://techcrunch.com/>

DigitalSpy - [@DigitalSpy](#) - <http://www.digitalspy.co.uk/>

Our goal is to get at least one article published by one of the media outlets listed above by the end of July, if this happens then we will see a huge increase in new users and growth. But this is all dependent on how much effort is put in by the BritCoin community, so every tweet or email to these outlets is immensely beneficial.

We also plan on having various competitions which will be announced shortly through the BitCoinTalk thread. If you have any ideas for fun competitions, let us know.

Merchants And E-commerce Acquisition

The long term success is heavily dependent on the adoption of BritCoin by British merchants (retail and e-commerce) as an alternative to accepting VISA/Mastercard and 3rd party gateways such as paypal. For this to happen we need the software to enable merchants to accept BritCoins online through their existing POS software, for example shopping carts etc. Fortunately there is pre-existing SaaS (software as a service) that is currently available that can do this, which is CoinPayments.net. For BritCoin to be accepted on CoinPayments.net we need to show that there is a demand for people to spend BritCoins, so please get in touch with them and tell them.

The next question is “where can you spend BritCoins?” We have been in discussion with the owner of pock.io who enables British users to buy ‘gift-cards’ for a range of online/offline retailers in the UK, such as Amazon and ASDA. If BritCoin gets added to CoinPayments.net it opens up a world of possibilities for new merchant acquisition. It means we can target large e-commerce websites, focusing on tech hardware suppliers such as ebay and novatech etc. But any British business that accepts payments online is a potential BritCoin merchant, so please make sure to get in contact with any ecommerce business that you think would benefit from accepting BritCoin.

Public ATM Machines

Regarding our BritCoin ATM machine implementation, we are still in early talks with providers and will update on the progress as soon as we have more information. Keep in mind this coin is under 2 weeks old so you can't expect miracles in such a short period of time, but it is something we will be implementing in the near future, with London being our first location.

We are also looking into ways of making payments to merchants that currently accept Bitcoin, through the BritCoin wallet. So soon you should be able to use BritCoins anywhere that currently accepts BTC.

Final Words

The road ahead of us is long and full of challenges, BritCoin is still in very early stages and things are moving very fast. The most important thing for growth of BritCoin is our community, so please do what you can to promote BritCoin and we'll succeed together. This is a huge project that will not be completed overnight, so do your bit for Brit.

Rule Britannia - BritCoin team.