![Treehouse Technology Group logo]

CASE STUDY

OBX COIN

BACKGROUND

In early 2018, Treehouse Technology Group (TTG) partnered with a digital currency company, OBXcoin. Our client sought to create a cryptocurrency that was as easy-to-use as fiat money. This meant creating a currency that did not force customers to change their spending habits, while also providing an appealing option for merchants to accept as payment. With the plethora of cryptocurrency options, OBXcoin sought to create a digital currency that did not require hours of studying on how to buy a cryptocurrency or weeks of watching market fluctuation.

The creators of OBXcoin also understood from the onset that to be used as a global, decentralized currency, they would have to create a coin that took into account the rules regarding securities from the first line of code.

OUR PARTNER'S CHALLENGES

Challenge #1: OBXcoin needed a company who could develop out their vision for an ICO that was easy to use for token exchange.

Challenge #2: With the number of subpoenas handed out to cryptocurrency development firms who had created non-compliant security tokens, compliance was a very important matter for OBXcoin to operate within the United States.

Challenge #3: As part of OBXcoin's goal to create an easy to use digital currency, the company wanted to ensure that their digital asset was not only available on the web, but also as an Android and iOS application.

Challenge #4: Our client sought to create a platform where merchants had the ability to easily accept tokens as a form of payment.
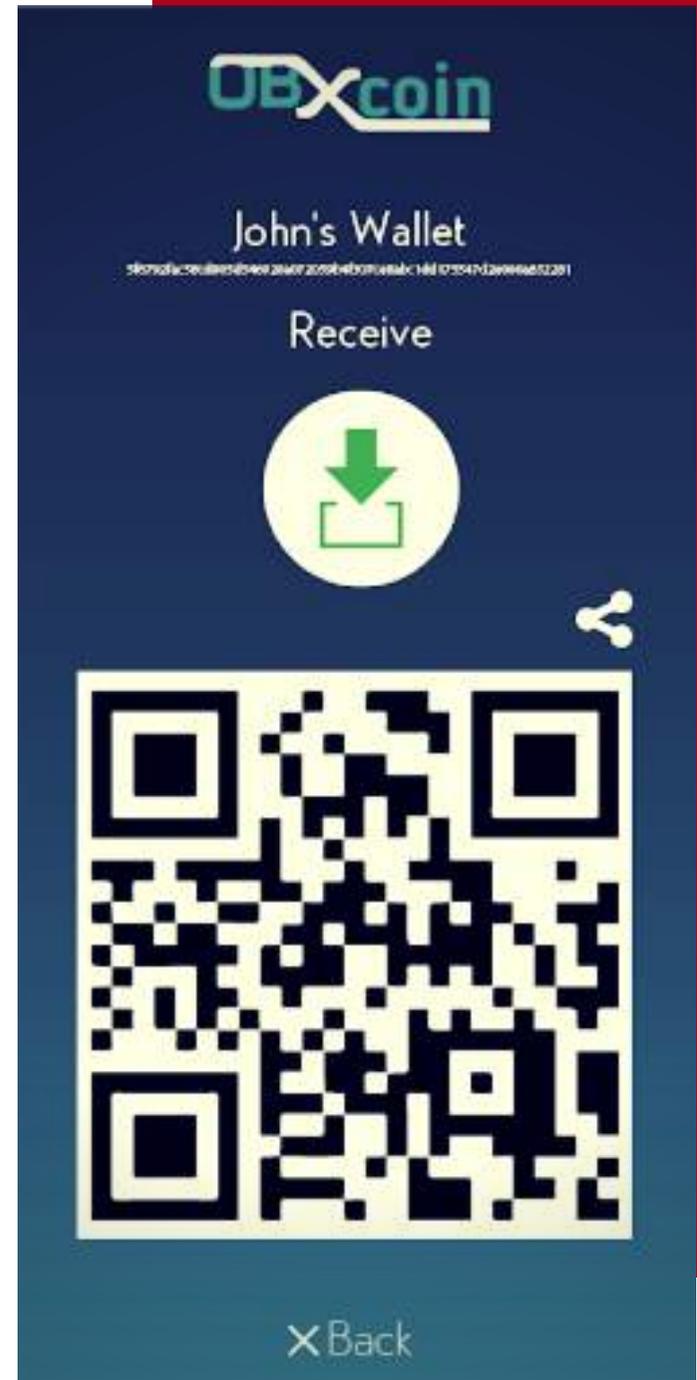
TTG'S SOLUTIONS

TTG took a multi-phased approach to implementing OBXcoin's ICO, tailored specifically to our client's needs:

Phase I: TTG began the project by gathering requirements from our client's sponsors, stakeholders and subject matter experts to document the requirements in measurable detail.

Phase II: TTG built out a web application that allowed OBXcoin users to purchase merchandise as they would with fiat money.

Phase III: Lastly, TTG formatted the application for Android and Apple/iOS approval and implementation.
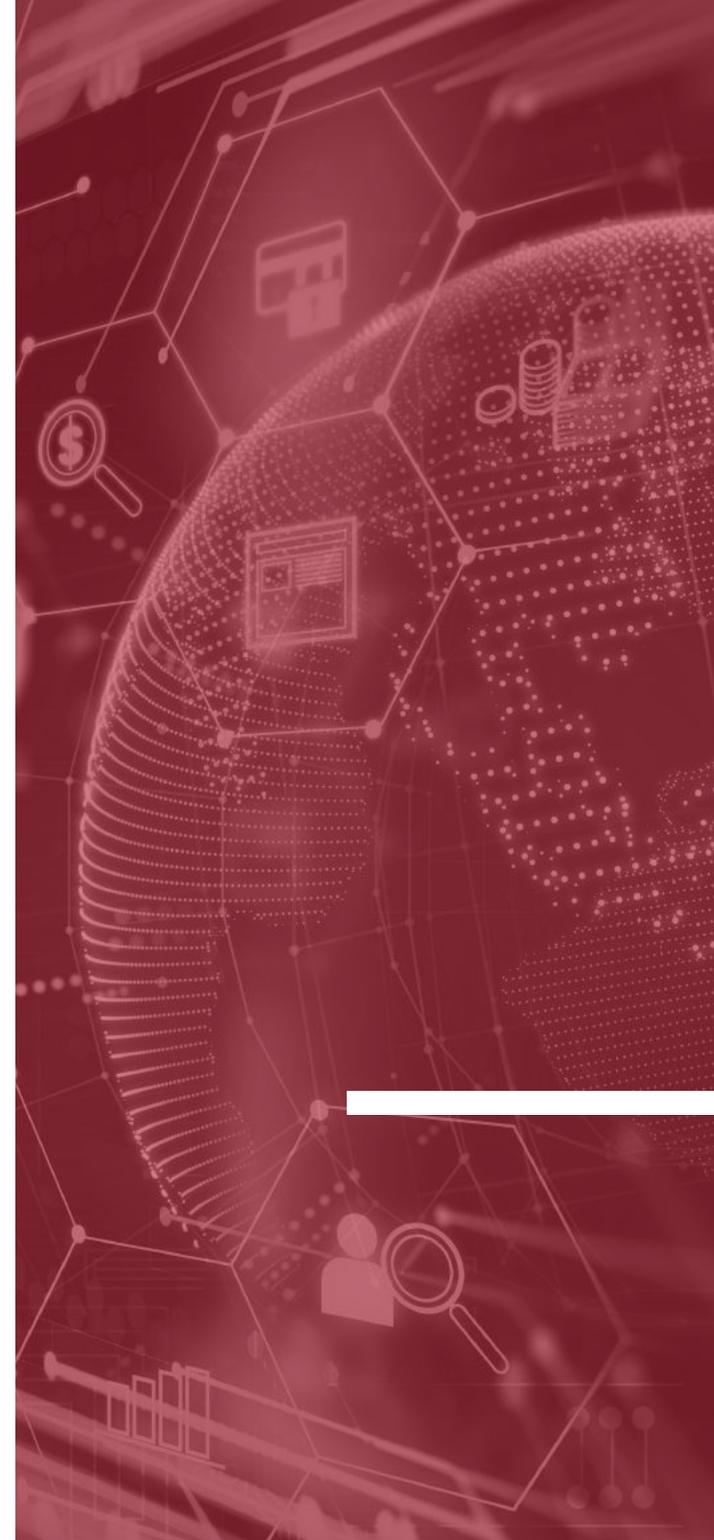
RESULTS

TTG was successful in developing an easy-to-use digital currency. The platform allows for peer-to-peer token transitions via web, Android, and Apple/iOS applications.

The ecosystem TTG developed also provides merchants and businesses a platform to access potential customers who already have a digital currency and who are looking to spend it.

KEY RESULTS

› Developed blockchain solution for client's vision of an easy to use digital currency system

› Approved use for iOS/Apple and Android applications

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