

# Netcoins Case Study

*Netcoins is a Regulated Canadian Crypto Platform Expanding their Presence to US Market*

Netcoins is a cryptocurrency trading platform that allows users to trade 24/7 on their web and mobile apps. Their parent company BIGG Digital Assets is a publicly traded company on the OTCQX under BBKCF.



Founded in 2014, Netcoins started out as a virtual Bitcoin ATM solution provider but quickly pivoted to a cryptocurrency trading platform, now supporting over 30 cryptocurrencies including Bitcoin and Ethereum. They're registered with the British Columbia Securities Commission (BCSC) and are one of 10 crypto trading platforms in Canada to hold a Restricted Dealer license, allowing them to operate across the country.

## Challenge

As an established competitor in Canada, Netcoins was looking for opportunities to expand their presence and brand to new markets—setting their sights on the US. Before launching in the US, they wanted to refresh their branding with a rebuilt user interface and improve user experience by rebuilding user flows and implementing new app features.

### KEY RESULTS



Expanded Netcoins presence into the US market.



Implemented push notifications as a new channel of communication with users.

# Solution

Needing a partner with both crypto and banking expertise and experience deploying apps globally, Netcoins partnered with TribalScale. Our engineers worked in pairs, holding regular sessions with the Development team at Netcoins to discuss the implementation and plan of action for specific flows. They also collaborated closely with the companies that provided third-party SDKs (Plaid and Sardine) on a weekly basis to ensure a successful integration.

Our team achieved the following for the Netcoins US launch:

- Rebranded the Netcoins app for a fresh new look.
- Built out 5 unique user flows that support the deposit and withdrawal of US user funds.
- Built out key front-end integrations to support Automated Clearing House (ACH) Funding.
- Implemented the technology required to launch Push Notifications.
- Built out the price widget for iOS and Android.

## TECHNOLOGIES

- + OneSignal
- + SardineSDK
- + PlaidSDK



# Outcome

The Netcoins platform was successfully launched in the US on web and mobile, going live in five states to start and growing to a total of 14 states with more to come. Our engagement continues as we support the Netcoins team with the development and implementation of new app features for both their Canadian and US apps.



“We leaned into TribalScale’s expertise with launching one application in multiple jurisdictions—including how to route users through onboarding and how to launch in global app stores.

TribalScale’s experience with launching apps across multiple countries, not just Canada and the US, but also in the Middle East and outside of North America, has really helped us and we were able to take those lessons learned and apply it to this project.”



**FRASER MATTHEWS**

President of Netcoins



# TRIBAL<sup>7</sup> SCALE

TribalScale is a global innovation firm that helps enterprises adapt and thrive in the digital era. We have years of experience in digital strategy, design, and multi-platform engineering and through agile practices, we transform teams, build best-in-class digital products, and create disruptive startups.

Whether we're righting the ship for another company or creating a fresh end-to-end solution, we innovate for a better tomorrow.

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