

SHAPESHIFT MEDIA KIT

BOILERPLATE/ABOUT

ShapeShift is a leading blockchain technology company. It operates several crypto products including ShapeShift.io, CoinCap, and KeepKey. Its primary service, ShapeShift.io, is an online marketplace where users can buy and sell digital assets. The popular app enables users to safely trade Bitcoin (BTC), Ether (ETH), Litecoin (LTC) and other major blockchain-based tokens and assets. See more at: shapeshift.com.

MEDIA KIT NAVIGATION

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RELEVANT LINKS

- [ShapeShift Blog](#)
- [Media Page](#)
- [ShapeShift Twitter](#)
- [ShapeShift Facebook](#)
- [ShapeShift Instagram](#)
- [ShapeShift Reddit](#)

SHAPESHIFT'S VISION, MISSION, AND MANDATE

ShapeShift's vision, mission, and mandate represent the core principles that guide the organization. Created to give voice to ShapeShift's philosophy and direction for its future, these words have been carefully crafted to convey to the world what we as an organization stand for.



VISION

Our vision is a borderless financial system built on open, decentralized protocols.

MISSION

Our mission is to become the world's most influential crypto company by building digital asset products that delight, protect, empower, and inspire those around us.

MANDATE

Delight - Our UX and brand should be beautiful and compelling.

Protect - Risk should be decentralized and minimized.

Empower - Our tools should enable financial sovereignty.

Inspire - We should be a light in the darkness.

SHAPESHIFT: A HISTORY

- August 2014: ShapeShift founded
- March 2015: Convertible note round (\$525,000 funding announced)
- March 2015: Erik reveals himself as ShapeShift's founder
- June 2015: New York State blocked after Bitlicense
- September 2015: Closes \$1.6 million funding round
- March 2017: Series A funding round closed, \$10 Million
- August 2017: KeepKey acquisition announced
- August 2018: Bitfract acquisition announced
- September 2018: ShapeShift announces it's Membership Program

HOW SHAPESHIFT WORKS

To use ShapeShift, you will need the following:

- A wallet for whatever sending asset you would like to sell (if you are doing a BTC>ETH transaction, this wallet would be a bitcoin wallet)
- A wallet for receiving the outgoing asset (if you are doing a BTC>ETH transaction, this wallet would be an ether wallet)
- A ShapeShift account (follow the steps outlined in our [How It Works Membership video](#) to create an account)

Now let's walk you through how to do a transaction. Let's assume you have BTC, and you want to exchange it for ETH. It goes like this:



- Go to ShapeShift.io or the ShapeShift.io mobile app (available for [Android](#) and [iOS](#)).
- Choose BTC as the depositing asset and ETH as the receiving asset, then click continue.
- Provide ShapeShift with the ETH address you would like to receive your funds to, and your BTC return address in case your order fails, then continue.
- ShapeShift will generate a BTC deposit address for you. You will send the amount of BTC you would like to exchange to that address and your transaction will begin.
- In a few minutes, your ETH will be sent to you.

PRICING AND FEES FOR SHAPESHIFT.IO

ShapeShift.io earns revenue from the spread between the bid and ask price on ShapeShift exchanges.

All miner fees can be found on [ShapeShift's Miner Fees page](#).

WHAT MAKES SHAPESHIFT UNIQUE

ShapeShift is a non-custodial marketplace. It doesn't hold users funds like a traditional exchange- which keeps user assets safe and secure in their own personal wallet.

As a ShapeShift Member, users can receive various perks by joining different levels of FOX membership like higher transaction limits, FOX back on trades, and transaction data history.

ADDITIONAL PRODUCT OFFERINGS

The ShapeShift API

Cryptocurrency wallets can use ShapeShift's API to enable their users to trade a wide range of cryptocurrencies and tokens without ever leaving their wallet. The process is designed to be seamless, giving wallet users increased functionality and providing beneficial partnerships for both ShapeShift and wallet providers.

Learn more: <https://info.shapeshift.io/api>

CoinCap



CoinCap offers reliable real-time market data for digital assets, giving users the ability to stay informed on the latest market activity. With market capitalization, 24-hour volume, and available supply for over a thousand cryptocurrencies and blockchain tokens, users from seasoned traders to casual observers can stay on top of the crypto market. CoinCap is also available in a high-performance API, and as an app for Android and iOS users, with mobile features such as portfolio tracking, asset alerts, and customized interface options.

Learn more at coincap.io.

KeepKey

KeepKey is a hardware wallet designed to be the safest, simplest and most secure solution for storing cryptocurrency assets. Your private keys are managed and stored on your KeepKey, never leaving the device, securing your cryptocurrency from hackers and thieves at all times. KeepKey is the best cold storage solution for your Bitcoin, Bitcoin Cash, Ethereum, Litecoin, Dash, Doge and multiple ERC-20 tokens.

Learn more at keepkey.com.

QUOTES

"Our mission is to make buying and selling digital assets frictionless; to give people the ability of effortless movement between tokens, and by so doing, increase the efficiency of human society." - Erik Voorhees, Founder & CEO ShapeShift

"ShapeShift has been an industry leader in developing safe and frictionless crypto conversion for over 3 years. We love continuing to innovate and becoming an important part of the crypto eco-system's infrastructure" - Jon, Chief Operations Officer

"ShapeShift was built with consumer safety by design and has shown time and time again the efficacy of this model." - Jon, Chief Operations Officer

"I see a future where almost everything is tokenized on one blockchain or another. Middlemen in all industries will be eliminated, allowing people to transact with each other with all of these various tokens. It will become necessary to convert between these tokens, and ShapeShift will be the fabric built into apps and websites alike that

make these shifts quick, cheap, and secure.” -Michael Perklin, Chief Information Security Officer

FAQs

To see full FAQ click here:

<https://shapeshift.zendesk.com/hc/en-us/sections/115000694670-FAQs>

Q: Is There a Limit on How Many Shifts I Can Do in a Day?

A: You may have noticed that we have minimums and maximums on ShapeShift orders. While each individual order has a minimum and maximum, *you can use ShapeShift as many times per day as you would like.*

Q: I want a coin added to ShapeShift - can you help?

A: Hoping to see a new coin on ShapeShift? We want to know about it! We get a lot of requests from the community to add new assets, it will help us out when deciding our next round of coin additions if you could please fill out our [Asset Request Form](#).

Q: Why did my rate change?

A: The crypto industry and market are ever changing. ShapeShift calculates its exchange rates based on the rates of other exchanges, which are constantly moving with the market. To keep up, ShapeShift must also update our rates.

Q: Where can I see the miner fees?

A: Questions about our miner fees? All of the flat-rate miner fees can be found on our [Miner Fee page](#) at the bottom of the screen.

INVESTORS

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