

CASE STUDY

ON-AND-OFF RAMP



MoonPay successfully scales partnership with Zero Hash across past 4 years

MoonPay expanded into U.S. in less than a month in 2019. Zero Hash's crypto-as-a-service platform has enabled MoonPay to seamlessly onboard close to a million customers in the U.S. since 2019.



SUPPORTING GROWTH

Zero Hash began working with Moonpay as a 4-person startup and continues as it has scaled to a \$3.4B company.



FEATURES USED

Zero Hash Features used by MoonPay:
Crypto liquidity, Regulated Settlement Infrastructure, and On-Chain Withdrawals.

About Moonpay

MoonPay launched in 2019 with a simple aim: increase cryptocurrency adoption. Co-founders Ivan Soto-Wright and Victor Faramond set out to create a simple and secure software solution that would enable people from all over the world to participate in the biggest digital revolution since the internet.

MoonPay's suite of on-and-off-ramp products provides a seamless experience for converting between fiat currencies and cryptocurrencies using all major payment methods including debit and credit card, local bank transfers, Apple Pay, Google Pay, and Samsung Pay.

MoonPay services companies including Opensea and Universal Studios to enable their customers to interact with cryptocurrencies and NFTs.

2019

Founded in 2019

18m*

Customers globally

\$3.4 billion

Evaluation in November 2021

300+

Trusted by leading wallets,
websites and applications

BACKERS:



BLOSSOM

TIGERGLOBAL

COATUE



Key objective: Launch

Expanding to the U.S. quickly and compliantly, across 51 jurisdictions was critical to becoming a global leader.

Top 3 results



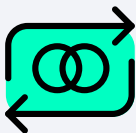
LAUNCH

Launched in the U.S in less than a month, through Zero Hash's full stack API, developer-first solution



SCALE

Scaled the business seamlessly, increasing monthly trades by 1387% in just 18 months



ONBOARDING

Onboarded more than 500,000 customers in less than 18 months from launching in 2019

The Challenge

The U.S. is a complex market with the regulatory compliance varying across each State, District and territory. MoonPay's mantra is making crypto easy. The challenge was finding a partner who could support them to deliver a seamless cryptocurrency buying and selling and scale through their hyper growth. Zero Hash was the solution.

“The partnership with Zero Hash enabled us to ensure complete coverage within the US market”

– Max Crown, Co-Founder of MoonPay



The Zero Hash Solution

MoonPay used Zero Hash's API-first technology and turnkey regulatory and technology infrastructure to achieve rapid-time-to-market; less than a month in integration time to launch in the US.

Zero Hash's, crypto-as-a-service platform abstracts the end-to-end complexities of launching crypto products. We provided MoonPay with the complete building blocks to rapidly expand into the United States and scale seamlessly. Using our platform, Moonpay unlocked access to crypto liquidity, settlement, purchasing and withdrawal capabilities across 46* cryptocurrencies.

Zero Hash's developer-first platform with a full developer sandbox environment provides complete end-to-end testing, including crypto deposits and withdrawals.

“We are able to own the end-to-end customer experience, by simply integrating Zero Hash's API platform. The flexibility of their APIs and scalability of their platform, allowed us to build fast, with complete control and rapidly grow our trading volumes sustainably”

- Tech stakeholder at MoonPay

*Zero Hash supports 50+ digital assets. MoonPay chose to support only a subsection of these for their launch

Results

Zero Hash has enabled MoonPay to operate in the U.S from 2019 to the present day. In these three plus years, a once 4-person start-up, MoonPay has bootstrapped its way to unicorn status and a \$3.4 billion valuation.

< 1 month

Launched in the U.S across 51 jurisdictions

507K

Onboarded customers in U.S. through Zero Hash

\$619 million

Total trade volume in USD through Zero Hash

8.2m

Highest trading volume (USD) in a single day (20th April 2021)

125m

Highest trading volume (USD) in one month (April 2021)

Powered By Zero Hash, MoonPay has enables their U.S. customers to easily purchase and sell since 2019 46 cryptocurrencies.*

Top Traded Digital Assets

BITCOIN - 61%

ETHEREUM - 19%

USDT - 9%

OTHER - 11%

*Zero Hash supports 50+ digital assets. MoonPay chose to support only a subsection of these for their launch

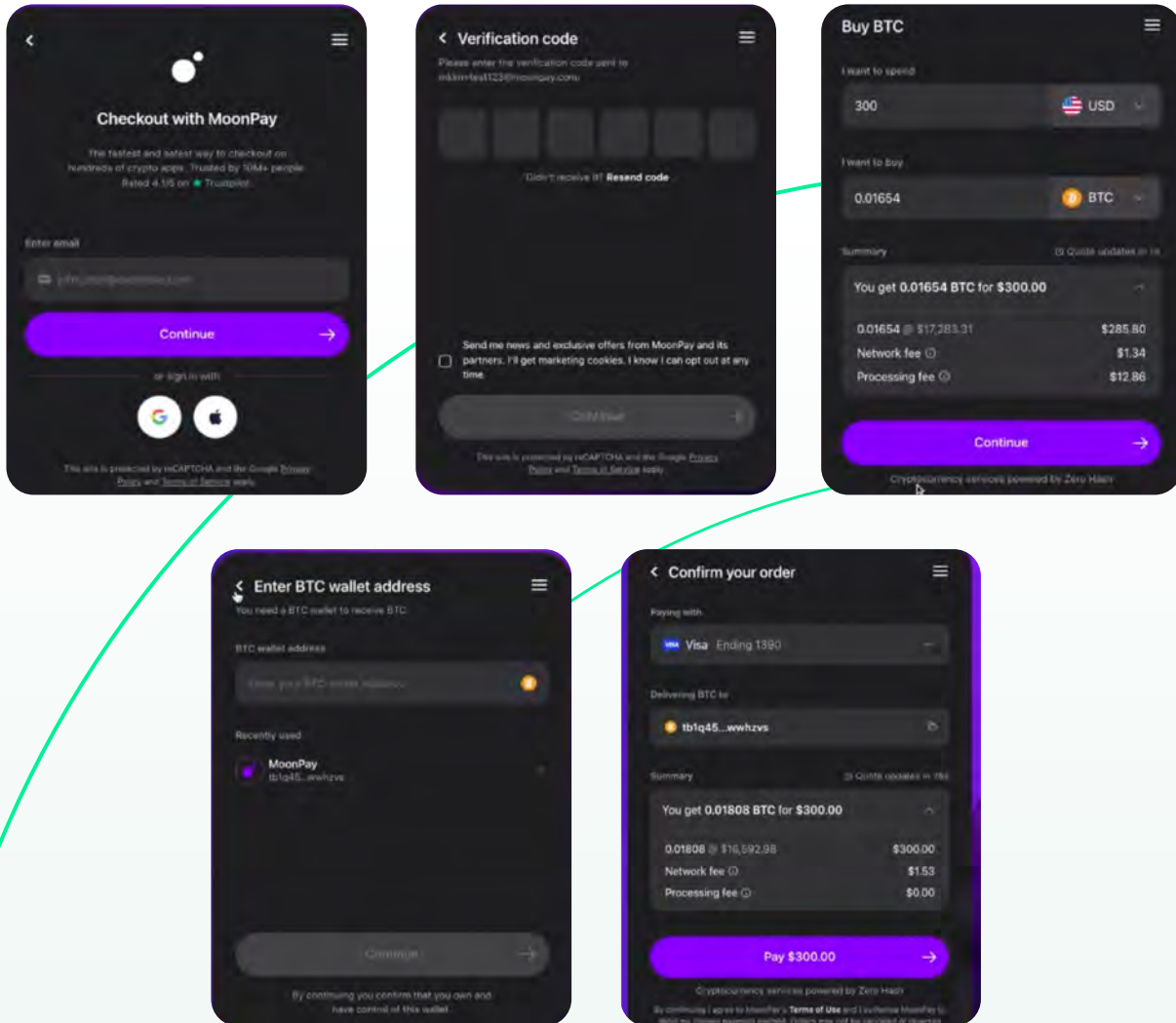
Why Zero Hash?

“At MoonPay, our mission is to make digital assets accessible to the masses. One of the cornerstones of realizing this ambition is a commitment to the highest level of global regulatory compliance. The partnership with Zero Hash enabled us to ensure complete coverage within the US market. Now our partner network of 500+ wallets, exchanges, and decentralized applications can enable their US-based users to make seamless purchases of cryptocurrencies.”



Max Crown,
Co-Founder of MoonPay

MoonPay's payment flow powered by Zero Hash



Built for developers

Seamless onboarding into crypto economy with a few lines of code

API PRODUCTS LEVERAGED IN MOONPAY INTEGRATION

Onboard	Account opening for MoonPay's customers	POST	/participants/customers/new
Convert & Withdraw	Purchasing Crypto through Zero Hash Liquidity services	GET	/convert_withdraw/rfq
		POST	/convert_withdraw/execute

- Simple and Straightforward APIs
- Sandbox and Testing environments
- Dedicated Technical Support 24/7

Turnkey regulatory solution for digital assets

Zero Hash provides MoonPay access to over 300 million consumers in 51 U.S. Jurisdictions

- ISO 27001 Certified and SOC Type 2 Compliant
- BitLicense from NY Department of Financial Services
- Registered as a Money Service Business with the Financial Crime Enforcement Network ("FinCEN")
- Registered as an FX Dealer the Financial Crime Enforcement Network ("FinCEN")
- Licensed as a Money Transmitter with 45+ States and approved to operate in 51 U.S. jurisdictions

ZeroHash

What's your crypto product strategy?

GET IN TOUCH

Zero Hash API endpoints are modular and suitable for any digital assets strategy.

Speak to us about your requirements; we'd love to hear from you.



contact@zerohash.com

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