

Tab 1

EsteemExchange MARKET RESEARCH.

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - 98% men, 2% women
- Approximate Age range?
 - 18 - 35 years
- Occupation?
 - 99% Internet-based workers who receive/store crypto or gift cards as payment/asset.
- Income level?
- Geographic location?
 - Lagos, Akure, Nigeria

Painful Current State

- What are they afraid of?
 - Some are afraid/hesitant of getting scammed on their previous exchange.
- What are they angry about? Who are they angry at?
 - They want straightforward trading –I don't just understand what this app is doing. The app transaction process is not straightforward.
 - They are angry of delayed payment especially in times of emergency
 - I downloaded this app in hopes of selling my gift card for cedis. To say they have the shittiest rates is an understatement 😂😂. These people had the nerve to offer me 1\$ for a 25\$ gift card 😂😂😂. This is broad daylight thievery. Better leave that gift card to rot than to sell to these thieves.
 - Few of them are angry about the non-transparency of the previous exchanges they've traded with– "This app scam me \$500 by rate. At the initial, I found in the option that the rate is 1,180/\$, but immediately I sent the card worth \$500 they decreased the rate to 300/\$ and paid me 150,000 instead of 590,000 it's outrageous."
 - They are angry at the delayed transactions–"I made a bitcoin transaction, and it completed on my end. I uploaded it to them and it took almost 7 hours before I got paid which was horrible.. So I can't make an emergency transaction and get paid quickly... Bad experience for me as it was my first time using XYZ."

- They are angry at the non-responsive support–The support system don't reply on time I hate this app.
- "...After the transaction, the gift cards were accepted, but never received the payment or any compensation. Their customer support is non-existent, and they don't respond to any of his mails or messages. This site is clearly not trustworthy, and I strongly advise anyone against using it. Don't make the same mistake I did and lose your hard-earned money to these scammers!"
- **What are their top daily frustrations?**
 - They are not allowed/in control of their funds during emergency times–“Didn’t allow me to withdraw despite being stranded.”
 - They were not allowed to get paid with another payment process–“This app can't even allow me to add another bank account. This is crazy, since the day before yesterday. I can't even do any transactions because of the rubbish the app is doing. I don't just know what to do, Customer service is giving me rubbish answers. Please fix the rubbish.”
 - They are frustrated by unresponsive customer support –“They won't give me my money. I've contacted customer support so many times and I gave them info, and now I can't get them to answer!!!”
 - They are frustrated of non-negotiated charges– “They'll even remove charges from the money they sent you.”
 - They are tired of the complexity of the transaction process-they believe it's suppose to be straightforward and simple– “The app is giving me stress. It took so long to confirm and pay out.”
 - They are tired of complexities – “Every day maintenance, In a week, I can have access to my wallet just once or twice”
- **What are they embarrassed about?**
- **How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?**
 - They don't have a trustworthy exchange they can always bank on– “When you need money urgently, XYZ will turn you down.”
 - After years of trading and referrals with the app still I got scammed last night.
 - They feel like they weren't smart enough, cause it's hard to explain to their friends how they got scammed off their money while they literally cannot do anything about it.
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**
 - Don't be deceived by people's remarks here They're all scammers. My first experience was terrible, I got 10 cards for sale and tested them with 50\$ ebay card, unfortunately, they ripped the card and told me REJECTED I went on other platform and sold the remaining 900\$ successfully.... They're bunch liar
- **What is keeping them from solving their problems now?**
 - Lack of trust with exchange of getting scammed
 - Unsure of Non-negotiated hidden charges
 - Slow and delayed withdrawal

- Skeptical of not getting whole of their payment
- Unsure of trade limit; Some have units to trade but don't know if they can get their withdrawal
- Afraid of their cards getting rejected
- Unsure of the response rate of the customer, if push comes to shove
- Unsure of the rate they'll be getting because of low rates

Desirable Dream State

- **If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?**
 - They want fast and swift payment, to be able to make emergency transaction and get paid quickly.
 - They want friendly responsive, and effective customer support– “...Plus, the speed of the transactions and the friendly customer support have made it my go-to choice for trading, and at wonderful rates.”
 - “I just made my first successful withdrawal. That's awesome 👍 I am really pleased, never thought it would be easier. Spent about three hours seeking for how to sell my crypto and receive the money to my account. It's awesome.”
 - They want a simple, effortless, and straightforward process– “The xyz App Is Just Different...even a layman can understand it.”, “Bring back the original version and the easiest method to sell bitcoin.”
 - They want Prompt efficient transaction – “Prestmit was super convenient and the app is very user friendly. My transaction was completed promptly and efficiently! Will definitely use again and highly recommend!”
 - They want withdrawals like “the speed of light” – “Customer service is applaudable, and withdrawal is like the speed of light.”
 - They want transparency in rate, if any charges, should be affordable – “XYZ is affordable, and barely charges a dime to exchange Bitcoin and Gift cards for cash.”
 - They don't want to worry about their funds– “I don't need to worry about my funds/money again cuz I know they are in safe hands.”
 - They want a reliability and efficiency and professional team – “The team behind XYZ is reliable and highly efficient. They don't disappoint.”
 - They want to be assured of 100% commitment to their own interest – “They are very timely and consistent with responding and show a very vested interest in their handling of each specific issues and

making sure that it is taken care of as well as it can be. Thank you for the great service and support provided each time. I've received assistance while using the platform." "...the app is intuitive, user friendly, and reliable, the features are well thought out and the customer support is top-notch"

- They want the easiest way to manage their finance – "It has made managing my finances so much easier."
- They want a safe way to trade their cryptos – "It's safe to do your business."
- They want the best value for their cryptos (Good rates) – "I highly recommend prestmit to anyone looking to get the best value for their cryptos. It's reliable efficient, and offers some of the best rate out there."
- They want a clear and transparent exchange rate – "The transaction is convenient and the exchange rate can be clearly seen."
- **Who do they want to impress?**
- **How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?**
 - "I have used so many app but i can assure you that app is really the best, it works like magic and they are fast and reliable,they credit so fast in less than 3 minutes 😊😊"
 - They feel **relaxed, unbothered** - "If I had a million-dollar bitcoin, I would genuinely trade with XYZ without any worries."
 - They feel **lucky** - "I am so happy using this app to sell my bitcoin, I never believe I can be so lucky to see this kind of easy and fast app where you can buy and sell all kinds of cryptocurrency and bitcoin."
 - "I trade with my mind in peace.I give it 5 star because only **Genuine app** like Prestmit I can trade with"
 - "The best crypto trading app I have come across so far, fast and smooth."
 - "Don't overlook Prestmit...with Prestmit you don't trade with fears."
 - "This review is nothing but the truth, I got to know about Prestmit via a search on Google and little did I know that was the beginning of convenience for me. Their services are top notch, very professional teams. They are prompt with payment, you will receive your payment like right now and the rates are next to none. I also wonder if these people sleep at all because I once traded at night and got my alert that same night instantly. If you are not trading with Prestmit, sorry o, Olorun a wa pelu e."
 - "This is one platform that is remarkably good and trust worthy."
 - "I found them in the internet as I was looking for a platform that will help me change my doge coins to naira. That same night, they change my coins of more than #400,000 worth. I give them more than 5 stars. I was so happy that I called the number on their

platform to appreciate him with a little token, he refused to take the token. God bless them!"

- "Prestmit , I am happy to be part of the family. I appreciate your support and ability of meeting up"
- "I've never come across an easy access website where trading can be done with ease and less stress and time saving. Would continue to recommend this website to all friends."
- "Fast and furious loaders this has always been my experience no complain at all. You guys are best of the best"
- "I don't have much to compose but trust me, they're the best without any doubt"
- **If they were to describe their dreams and desires to a friend over dinner, what would they say?**
 - Their payment is fast and reliable. Their customer service is always available via WhatsApp.

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?**
 - They are suspicious of subtle changes like wallet address—"This app is a scam app the are scammers working as insiders with the app ..I tried them with a 30\$ card and or paid but when I send \$230 BTC to them after the gave me an address to use when coin was sent I did not get a notification showing the address was one of the workers' wallet address or a manipulative address used by insiders to ripe people off there money...I tried contacting them but the keep telling me the address I used was not a prestsheet address bunch of idiots"
 - They believe they should have control over their money – "This is so sad , you need to upgrade your terms and condition for coin deposits to jeroid and now I got another transaction and it keep telling to retry 30mins later and its almost 2hrs now , i need my money why do you have to delay my money ,i should be able to withdraw my money anytime when i need it, thid app is giving me stress , do something now"
 - "If anyone rate this app he's among them, they're scammers running behind the app."
 - "They trade with you a couple of times to get you comfortable, then when you have a major transaction, they rip you."
- **Who do they blame for their current problems and frustrations?**
 - The app/platform is operated by untrustworthy admin and greedy customer care agents.
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**
 - They tried contacting customer care.
- **How do they evaluate and decide if a solution is going to work or not?**
 - Don't think I'm ready to take the risk with all this bad reviews, I would have loved the app for its ability to purchase crypto directly, but I'm not trying.
 - Transparency in rates
 - No hidden charges
- **What figures or brands in the industry do they respect and why?**
- **What character traits do they value in themselves and others?**
- **What character traits do they despise in themselves and others?**
- **What trends in the market are they aware of? What do they think about these trends?**
- **What tribes are they a part of? How do they signal and gain status in those tribes?**

Other resources:

- This people are scammer they would spoil your money if you trade with them be warned, I traded a card of \$100 which is 48k after the trade they credited my wallet 47k okay fine I should withdraw the 47k they didn't allowed me to not until I withdrew 46,500 left the balance there when I got alert on my phone I was credited 46,300 making it 1700 I lost on one trade really bad

- I'm trying to login my account but I can't and I need to made a transaction now I'm even doing forget password I'm not receiving any code I don't know why. you people need to improve in the app because if I'm using my password it will be saying incorrect password once I remove my Bitcoin I'm not using the app again...
- So you don't know how to develop app, no rate in app on gift card before trading, rubbish go and learn from cardtonic, this could be wired
- With their app, it makes it more easy, it consumes low storage and has a simple interface for ease of use. I've been using this app for some time now, and it is just perfect no complaints whatsoever.
- So far so good this App is the best with amazing rates, first time using it. less space in your phone and easy to download, love the features when I used it to trade my steam card and I'm so happy because the rates are madly high, unlike many gift cards Apps with lesser rates, I'm giving this App a five (5) 🌟 rating, my account is breathing well 🙌
- When I first downloaded this prestmit, I was like let me just try and see, but now am amazed, although I have issues with withdrawal most of the time, which the have to work on it, but I can say they are reliable

<https://www.coinpayments.net/>

<https://www.pinterest.com/pin/1085860160157126390/>

<https://www.pinterest.com/pin/9781324182427250/>

<https://www.pinterest.com/john2nett31/cryptocurrency-web-design-inspiration/>

<https://www.instagram.com/monicanigeria/>

<https://www.instagram.com/jeroidng/>

<https://www.instagram.com/tarshub/>

<https://moniepoint.com/ng/business>

<https://prestmit.io/>

Prestmit Reviews –

https://www.google.com/maps/place/Prestmit+Whatsapp+number/@8.8799473,-2.0008625z/data=!4m12!1m2!2m1!1sprestmit!3m8!1s0x103b923ec672d199:0xf21553506fd32280!8m2!3d9.0338725!4d8.6774567!9m1!1b1!15sCghwcmVzdG1pdFoKlghwcmVzdG1pdJIBEmVfY29tbWVvY2Vfc2VydmljZeABAA!16s%2Fg%2F11k0n9r59j?entry=ttu&g_ep=EgoyMDI1MDEyOS4xIKXMDSoASAFQAw%3D%3D

<https://www.instagram.com/prestmit/>

<https://www.instagram.com/prestohq.io?igsh=cW0wcWlmamtubmNz>

<https://www.instagram.com/monicanigeria/>

<https://www.instagram.com/jeroidng/>

<https://www.instagram.com/ipaybtc.app/>

<https://www.instagram.com/puexchange/>

<https://www.instagram.com/myfurex.co/>

<https://www.instagram.com/globusbankng/>

<https://www.instagram.com/dtunes.ng/>

<https://www.instagram.com/perrypays/>

99% security

Na God get the rest of the 1%

Basic Avatar

CIA Target market Insider Resources

Questions for EE's Target market insiders?

- Had you ever bought something like this before?
- What initially caught your attention?
- What steps led you to finding EE and their service? (Find out if Active or Passive)... **ACTIVE** - Keywords? **PASSIVE** - What got your attention, awareness, sophistication
- How did you evaluate your options? (Good to know what they had in mind before buying)
- Why did you choose this business and product over the competitor's product? (**Sophistication**)
- What made you decide to buy now and not later?
- What questions or concerns did you have before buying?