BIT2ME

MARKET ENTRY

JAN 2022 - JAN 2023

Managing Director, Bit2Me Launchpad

Bit2Me

Launchpad, product positioning, market infrastructure and distribution

Bit2Me

MARKET ENTRY

Launchpad, product positioning, market infrastructure and distribution

Turning a launchpad from a listing venue into market infrastructure with a defensible position and real distribution.

REGISTRATION

PERIOD	Jan 2022 - Jan 2023
REGION	Europe · Latin America
ROLE	Managing Director, Bit2Me Launchpad
DISCIPLINES	Launchpad · Product positioning · Market infrastructure · Distribution
DOSSIER	iov.agency/interventions/bit2me

CASE STUDY

The four-panel short read, as filed on the dossier page. Provenance travels with each panel.

01 · PROBLEM

The decision on the table, and the market conditions around it.

Provenance · Founder account · Reconstruction

How should a regulated regional platform position and distribute early-stage digital-asset opportunities when launchpads were becoming commoditised?

Launch venues had commoditised: differentiation claims were interchangeable across the category and access alone had stopped being a product.

Bit2Me held a regulated European footing with reach into Latin America - two markets with different retail trust conditions.

02 · EVIDENCE

Observable outputs only - no metrics attached to the individual.

Provenance · Founder account

- launchpad strategy
- market and product positioning
- partner development motion
- early-stage opportunity development across Europe and Latin America
- distribution framing around market access and launch infrastructure

03 · IMPLICATIONS

What this engagement argues about building in unformed markets.

Provenance · Founder account

A launchpad's real product is credibility transfer. Whoever underwrites quality owns the position.

Regulated footing is a distribution advantage, not a constraint, in markets where retail trust has been repeatedly broken.

Every launchpad says it is selective. Almost none can describe the mechanism. The mechanism is the product.

04 · READING LIST

The filed record behind this dossier, linked where public.

Provenance · Public source · Founder account

S-01 · PUBLIC SOURCE

Bit2Me - official site

Bit2Me · Accessed 2026 · bit2me.com

S-02 · FOUNDER ACCOUNT

Launchpad scope account: strategy, market and product positioning, partner development and early-stage opportunity development across Europe and Latin America

John Izaguirre - founder account · 2022-2023

THE DECISION

How should a regulated regional platform position and distribute early-stage digital-asset opportunities when launchpads were becoming commoditised?

Provenance · Founder account · Reconstruction

CONTEXT

Launch venues had commoditised: differentiation claims were interchangeable across the category and access alone had stopped being a product.

Bit2Me held a regulated European footing with reach into Latin America - two markets with different retail trust conditions.

ROLE

Managing Director, Bit2Me Launchpad · Jan 2022 - Jan 2023.

Launchpad strategy, market and product positioning, partner development, and early-stage opportunity development across Europe and Latin America.

THREE MOVES

01 · POSITION

Set market and product positioning around market access and launch infrastructure rather than around access to a listing slot.

02 · DEVELOP

Build the partner development motion and the early-stage opportunity pipeline across Europe and Latin America.

03 · DISTRIBUTE

Frame distribution so a regulated retail base and issuer-side demand were served by the same launch infrastructure.

WHAT WAS BUILT

- launchpad strategy
- market and product positioning
- partner development motion
- early-stage opportunity development across Europe and Latin America
- distribution framing around market access and launch infrastructure

ARTIFACTS

— Launchpad strategy.

— Market and product positioning around market access and launch infrastructure.

— Partner development motion.

— Early-stage opportunity development across Europe and Latin America.

— IOV reconstruction - the launch lattice, drawn across issuer side and regulated retail reach.

SOURCES

S-01 · PUBLIC SOURCE

Bit2Me - official site

Bit2Me · Accessed 2026 · bit2me.com

S-02 · FOUNDER ACCOUNT

Launchpad scope account: strategy, market and product positioning, partner development and early-stage opportunity development across Europe and Latin America

John Izaguirre - founder account · 2022-2023

RECONSTRUCTION

MARKET ACCESS - THE LAUNCH LATTICE

I.O.V key art and positioning treatment: issuer side, regulated retail reach and two-region distribution drawn as one lattice. Derived from S-02

IOV reconstruction · no confidential client material reproduced.

FOUNDER NOTE

Every launchpad says it is selective. Almost none can describe the mechanism. The mechanism is the product.

John Izaguirre - Founder, I.O.V

CONFIDENTIALITY

No confidential Bit2Me material is reproduced in this dossier. No launch counts, revenue, token performance or user numbers are claimed - the scope described is founder-supplied.