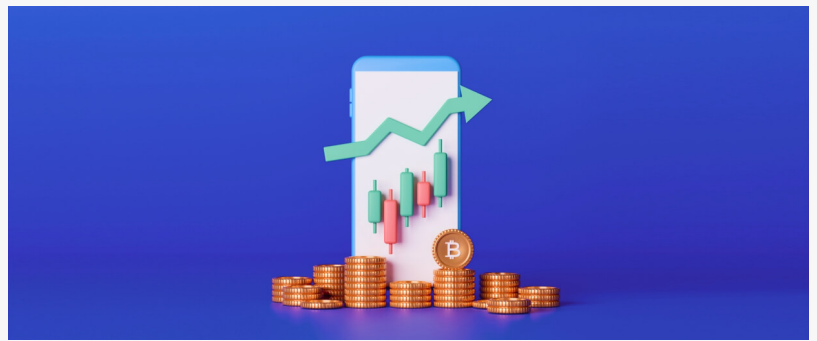


# Merkeleon Launched Crypto Software for Launchpad and OTC Exchange

*Merkeleon expanded their services and introduced technologies for crypto launchpad and OTC crypto exchange.*

PÖTTELSDORF, AUSTRIA, May 3, 2023 /EINPresswire.com/ -- Merkeleon, a software company that specializes in technologies for crypto business, e-commerce and online auctions, has introduced new products: software for a crypto launchpad and OTC crypto exchange.



What is SaaS Solution for Crypto Launchpad?

[Cryptocurrency launchpad software](#) builds a centralized platform for listing tokens. On a launchpad site, evolving projects list tokens. Users buy these tokens and thus invest in projects. The platform brings together investors and developers who can build fruitful partnerships.

Business owners collect fees for listing, charge investors for using the service, engage the audience. Startups get publicity, trust and finance on a launchpad. Investors access web3 technologies and diversify investment portfolios.

Crypto launchpad software can be used as a separate service or part of an ecosystem. As an application, launchpad is a crowdfunding environment for crypto startups. As an ecosystem element, the software integrates into the existing functionality: crypto exchange, auction, NFT marketplace, games, etc.

Software for crypto launchpad is customizable. Owners can modify user interface, integrate 3rd party security providers, improve business configuration, add new functionality.

‘Crypto launchpads help emerging projects to profile their ideas to a bigger audience. Every user can participate in token sales and invest in a crypto startup. Raised funds go to developing and promoting the project,’ says Alexander Riedinger, CEO at Merkeleon.

[OAuth API](#). With this feature, users can log into a launchpad via other accounts: Google, Apple. OAuth API allows keeping login and password information as a user can enter with the means of other services.

Multicurrency crypto processing gateway. Such a gateway enables transactions in various cryptocurrencies. Clients can add new tokens, making a request for listing.

Content management system. CMS helps to build a website without coding. Its other benefit is that non-technical specialists can modify it: create content, publish and delete it.

Feedback form. With a feedback form, a business can collect user opinions. It helps platform providers develop launchpads: add new functionality, fix bugs, delete obsolete tools.

Email template. Owners can choose an email template, logos, styles, colors. Setting an email template saves time when a launchpad needs to notify users about changes and makes a mailout.

Multiple languages. To make a launchpad accessible in various regions, the software supports multiple languages. There is also a translation option that users can use to translate the platform into a local language.

What is SaaS Solution for OTC Crypto Exchange?

OTC [crypto exchange software](#) allows introducing a service to transact large amounts of cryptocurrencies directly between a buyer and seller. With an OTC technology, such transactions do not affect the market rates of transacted currencies because operations are not registered in an order book. Counterparties to large deals keep confidentiality.

Software provides algorithms for KYB and AML checks. These measures guarantee the safety of assets since participants are verified. Inbuilt verification eliminates the risk of fraudulent activities on-site.

Software for OTC crypto trading can be a separate service or additional functionality to an existing exchange. As a stand-alone application, OTC exchange has a separate login. OTC as part of a crypto exchange is an alternative means for large P2P transactions employed to keep currency rates untouched.

‘Software for OTC crypto desk allows heavyset crypto operations that will not hurt market rates. With an OTC, clients can divide the sum into smaller portions and transact them. The negotiated exchange rate remains,’ notes Alexey Sidorowich, Chief Commercial Officer at Merkeleon.

API for 3rd party integrations. An OTC desk can connect other services via API: charts, graphics. With this functionality, users can get up-to-date information from specialized services.

Adaptation to large businesses. Software features high scalability. It means the program is well-adjusted to the big volumes of trading and can handle a high workflow.

Pool of liquidity with leverage. The ability to link several liquidity providers to an OTC exchange guarantees good liquidity. This allows investors to borrow money from brokers for executing larger transactions.

KYB verification. This check determines the identity of business clients, Know-Your-Business. KYB verification enables safe transactions and reduces fraud.

Financial reporting tools. Clients can review their financial statuses. Financial reporting tools automatically collect data and analyze them. Further, the information is displayed in the user account.

## About Merkeleon

Merkeleon is a software company that digitizes business. The company develops turnkey solutions for crypto business, e-commerce, auctions: marketplaces, exchanges, auction, wallets, payment gateways. Merkeleon also offers technical support, provides marketing services, assists in getting a business license for blockchain projects. Learn more about Merkeleon.

Alexander Riedinger

Merkeleon

+43 2626 21555

order@merkeleon.com

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