

Bitcoin exposure with downside protection.

Our Bitcoin Collateralized Performance Contract (BCPC) targets steady, tax-deferred growth tied to Bitcoin's market performance with downside protection.



The Bitcoin Collateralized Performance Contract (BCPC) offers investors a compounding preferred return position on an overcollateralized spot bitcoin position, granting structured exposure to Bitcoin's long-term performance while providing downside protection. Designed for family offices and high-net-worth investors, the BCPC is an investment that targets steady, tax-deferred growth tied to Bitcoin's market performance.

Key Features

- ✓ Principal preservation through 1:1 BTC collateralization - total backing of 2:1
- ✓ Targeted 10% CAGR performance over contract term
- ✓ Long-term capital growth with downside protection
- ✓ Tax-deferred structure under IRS Revenue Ruling 2003-7
- ✓ Offered under SEC Regulation D Rule 506(c)

Investment Mechanics

Clients subscribe to BCPC contracts through CoinSure Inc., which issues and manages participant notional accounts. All collateral is held in the CoinSure BTC Trust (Reserve Account) on a minimum of a 1:1 BTC basis. CoinSure Capital LLC manages separate yield and surplus strategies that support overall company strength. CoinSure Inc. collects management fees from the BTC Trust for administration and contract servicing.

Bitcoin Exposure. Principal Protection. Zero Compromise.

"In a world of opaque crypto products, CoinSure believes in overcollateralization. Your principal is preserved through 1:1 BTC collateralization in the CoinSure BTC Trust, backed further by agreements with BTC treasury companies for a 2:1 backing. This isn't just an investment; it's a fortress for your capital."

- James Reeves, CoinSure CEO

Our Team



James Reeves
CEO & Co-Founder

James brings 20+ years of experience, with focuses in financial services, wealth planning, and fintech. With a strong foundation in financial products, insurance-linked solutions, and digital assets, James leads CoinSure's mission to democratize risk-managed Bitcoin exposure for high-net-worth individuals and family offices. He holds an MBA and certifications including the FINRA Securities Industry Essentials (SIE), Series 65, and a Certificate in Blockchain and Digital Assets (CBDA) from the Digital Assets Council of Financial Professionals (DACFP). As CEO, he oversees strategy, regulatory alignment, capital formation, and investor engagement.



John Bromfield
CRO/CTO & Co-Founder

John brings over 25 years of product/services sales, customer success and go-to-market leadership across both direct and channel-led sales motions. John has been involved in the Bitcoin ecosystem since 2019 and is a staunch advocate for sound money principles. John is a graduate of the Yale University School of Engineering. As CRO, John's focus is on developing and executing relevant routes to market that will attract HNW investors, family offices and other accredited investors.



Matthew Ball
CMO & Co-Founder

Matthew brings deep experience at the intersection of marketing and bitcoin. After spending 5 years at GE leading digital product systems and a historic rebrand, he joined Onramp Bitcoin as Head of Design to scale Multi-Institution Custody and build out their bitcoin financial services products. He also serves as an Advisor to The Bitcoin Layer, is a contributor to Bitcoin Magazine, and member of Presidio Bitcoin in San Francisco, CA.



Scott Marmoll
CDO & Board Member

Scott is a seasoned investment banking professional and deeply engaged bitcoiner, with a mission to bring high-touch advisory services to the private markets — exclusively for bitcoiners. With a decade of experience across mergers & acquisitions, capital raising, and growth equity, Scott has advised on transactions across a wide range of sectors including consumer and retail, business services, software, industrials, and healthcare. He has held roles at leading financial institutions such as Cantor Fitzgerald and Fifth Third Bank.