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## This is How Reddit Users Can Take Part in the Company's IPO

Original:

<https://www.btcc.com/en-US/academy/research-analysis/this-is-how-reddit-users-can-take-part-in-the-companys-ipo>

During its first public offering (IPO) this year, [Reddit](#) intends to do something really out of the ordinary: offer some users the opportunity to become shareholders.

After announcing the concept in its initial public offering (IPO) filing last week, the social media platform is now providing additional information on how users might become “(non-corporate) overlords,” as [Reddit](#) put it. Reddit has started notifying certain users via email about the chance to take part, and for those who are interested, the site has created a “frequently asked questions” website.

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Since institutional investors are usually the only ones allowed to purchase shares in an initial public offering (IPO), Reddit will have to limit the number of users it invites to join a “direct share program.”

Last week, Reddit announced that it started inviting users to the IPO based on two metrics for

engagement: the amount of actions a user has taken as a moderator of a forum on the platform (also called a “subreddit”) or their “karma” score, which represents their reputation and contributions among other users.

Those Redditors who didn’t get an invitation email can still pre-register for the IPO from March 1st until the 5th. Prior to March 5, Reddit will establish a waiting list in the event that the program reaches its limit.

Adults in the United States who have an account that was founded on or before January 1, 2024, and who are not current or former Reddit employees will be eligible to participate in the IPO direct share program.

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The ride-or-die members get priority during the invite-only pre-registration phase, while all Redditors can participate in the general pre-registration phase, according to the company’s FAQ page. The company will send a confirmation email to users who have participated in the direct share program with further instructions when registration closes on March 5.

The initial public offering (IPO) price for Reddit shares has not been determined yet. When shares are priced, users might choose not to buy them.

It will be years before any big social media firm goes public, but Reddit is about to change that. Its application to list on the New York Stock Exchange under the ticker symbol “RDDT” was submitted last week in a filing with the Securities and Exchange Commission.

In spite of what seems like a reduction of losses, the company has not turned a profit in its nearly 20 years of operation, according to the filing. Compared to its \$158.6 million loss in 2022, Reddit’s net loss of \$90.8 million in 2023 was an improvement.

Up 21% from \$666.7 million in 2022, the company’s sales in 2023 reached \$804 million. As for the last three months of 2023, Reddit reported an increase in daily active users to over 73 million, up

from 52 million in 2021.

Offering people the chance to participate in its initial public offering (IPO) is a bizarre but logical move for Reddit, a network with a community of users who are notoriously (or perhaps famously) interested in investing.

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There was a huge ruckus in the market in 2021 because a group of day traders on Reddit called WallStreetBets started buying GameStop shares to punish hedge funds that were betting against the firm. Despite the fact that many Redditors who got in on the action late lost a ton of money, the event highlighted the strength of the Reddit community and individual investors.

Reddit warned that, "As with any investment opportunity, you should make an individual decision based on your own personal circumstances and risk tolerance" when referring qualified individuals to the IPO over email.

In its frequently asked questions, the company also mentioned that after it becomes publicly traded, Reddit users would have the chance to ask the company questions that are normally only answered by Wall Street analysts from big investment companies on its quarterly earnings calls.

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## **Where to Trade Crypto Futures?**

Now you can trade **Crypto** futures on [BTCC](#). [BTCC](#), a [cryptocurrency exchange](#) , was founded in June 2011 with the goal of making crypto trading reliable and accessible to everyone. BTCC is a crypto exchange offering users liquid and low-fee futures trading of both cryptocurrencies and tokenized traditional financial instruments like stocks and commodities.



BTCC offers exclusive bonus for new users. Sign up and deposit on BTCC to get up to [3,500 USDT](#) in bonuses. Meet the deposit targets within 30 days after successful registration at BTCC, and you can enjoy the bonus of the corresponding target levels. **Find out what campaigns are available now:** <https://www.btcc.com/en-US/promotions>

BTCC also has an [iOS](#) app and [Android](#) app if you prefer to trade on the go.

**iOS QR Code**



**Android QR Code**



## Why Trade Crypto Futures on BTCC

To trade Crypto futures, you can choose BTCC crypto exchange. [BTCC](#), a [cryptocurrency exchange](#), was founded in June 2011 with the goal of making crypto trading reliable and accessible to everyone. Over 11 years of providing crypto futures trading services. 0 security incidents. Market-leading liquidity.

Traders may opt to trade on BTCC for a variety of reasons:

- **Security:** safe and secure operating history of 11 years. Safeguarding users' assets with multi-risk management through the ups and downs of many market cycles
- **Top Liquidity:** With BTCC's market-leading liquidity, users can place orders of any amount—whether it's as small as 0.01 BTC or as large as 50 BTC—instantly on our platform.
- **Innovative:** Trade a wide variety of derivative products including perpetual futures and tokenized USDT-margined stocks and commodities futures, which are innovative products invented by BTCC.
- **Flexible:** Select your desired leverage from 1x to 150x. Go long or short on your favourite products with the leverage you want.

## How to Trade Crypto Futures on BTCC ?

To trade Crypto Futures on BTCC, follow these simple steps:

- **Create an account**

Go to the [BTCC website](#) and fill out the registration form with the necessary details. Finish the checks to make sure you're in line with the stock exchange's rules.

- **Deposit funds**

Fund your BTCC wallet once your account has been created and verified. You can fund your BTCC account with a number of different cryptocurrencies and fiat currencies.

- **Navigate to the crypto trading section**

You can begin trading on the BTCC platform as soon as your account has been funded. Find the crypto exchange rate, which is written as crypto/Bitcoin (BTC) or crypto/US Dollar (USDT) depending on the other pairs available.s.

- **Choose your trading type**

Both spot trading and futures trading are available through BTCC. If you want to purchase or sell crypto tokens at the current market price, you may want to investigate spot trading. If you'd rather trade crypto with leverage and speculate on its price movements, you can do so with crypto Futures.

- **Place your trade**

After deciding which type of deal you want to make, you can enter the amount of crypto you like to buy or sell, as well as your preferred price (if necessary). If everything checks out, go ahead and make the deal.

- **Monitor and manage your trades**

Be sure to monitor your crypto holdings on the BTCC exchange. To limit losses and protect gains, you can use stop-loss and take-profit orders. It is also important to keep up with the latest crypto market trends and news if you want to successfully trade this cryptocurrency.

Before becoming involved in any kind of trading, make sure you've done your homework. Due to the extreme volatility of the cryptocurrency markets, it is crucial to have a well-defined trading strategy and risk management framework in place. To successfully trade crypto on the BTCC market and take advantage of the chances it provides, follow these procedures and keep yourself updated.

[Look More:How to Deposit Crypto on BTCC?](#)



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## BTCC Bonus

BTCC bonuses apply to different categories of users. Every new user gets a **10 USDT** coupon after completing their registration. You will also get an additional **20 USDT** coupon on completing your KYC verification.

- **Bonus On First Deposit And Trade**

You will get a bonus worth 10 USDT when you deposit 200 USDT and above within 7 days of opening an account. The reward includes a 5 trading fund and a 5 USDT coupon.

**Get 20 USDT**  
Identity verification (KYC)  
20 USDT coupon  
Verify identity

**Get 10 USDT**  
First deposit  
Make your first deposit of 200 USDT or more within 7 days to get a 5 trading fund + a 5 coupon  
Deposit

Or

**Get 20 USDT**  
First deposit  
Make your first deposit of 500 USDT or more within 7 days to get a 20 trading fund  
Deposit

If the deposit is 500 USDT and above, you will get a 20-trading fund. Furthermore, if you make a cumulative deposit of 2000 USDT within 30 days of opening an account, you will get a 30 USDT trading fund. Trading within 7 days of signing up will also earn you a 20 USDT coupon.

## • BTCC Futures Trading Bonus

You can earn bonuses from trading futures on BTCC within a stipulated time.



**Get 30 USDT**  
**Cumulative deposit**  
 Make deposits of 2,000 USDT or more cumulatively within 30 days to get a 30 USDT trading fund. Deposit

**Get 210 USDT**  
**Cumulative futures trading volume**  
 Trade 200,000 USDT or more in volume cumulatively to get a 10 USDT trading fund and a 200 USDT coupon. Trade

**Get 320 USDT**  
**Cumulative futures trading volume**  
 Trade 500,000 USDT or more in volume cumulatively to get a 20 USDT trading fund and a 300 USDT coupon. Trade

**Get 550 USDT**  
**Cumulative futures trading volume**  
 Trade 1,000,000 USDT or more in volume cumulatively to get a 50 USDT trading fund and a 500 USDT coupon. Trade

- A cumulative future trade of 200,000 USDT and above will earn you a 10 USDT trading fund and a **200 USDT** coupon.
- A cumulative future trade of 500,000 USDT and above will earn you a 20 USDT trading fund and a **300 USDT** coupon.
- A cumulative future trade of 1 million and above will earn you a 50 USDT trading fund and a **500 USDT** coupon.
- A cumulative future trade of 5 million USDT and above will earn you a 125 USDT trading fund and a **1000 USDT** coupon.
- A cumulative future trade of 10 million USDT and above will earn you a 250 USDT trading fund and a **2000 USDT** coupon.
- A cumulative future trade of 20 million USDT and above will earn you a 500 USDT trading fund and a **5000 USDT** coupon.

**Get 1125 USDT**  
Cumulative futures trading volume  
Trade 5,000,000 USDT or more in volume cumulatively to get a 125 USDT trading fund and a 1000 USDT coupon.

**Get 2250 USDT**  
Cumulative futures trading volume  
Trade 10,000,000 USDT or more in volume cumulatively to get a 250 USDT trading fund and a 2000 USDT coupon.

**Get 5500 USDT**  
Cumulative futures trading volume  
Trade 20,000,000 USDT or more in volume cumulatively to get a 500 USDT trading fund and a 5000 USDT coupon.

## • Other Bonus

### Invite a Friend

Invite a friend to BTCC to get a 25% rebate on their trading fees. You can get up to 530 USDT in rewards per referral.

[TRADE\_PLUGIN]BTCUSDT,ETHUSDT[/TRADE\_PLUGIN]

**Deposit and Receive Up to 10,055 USDT!**  
**Trade on BTCC Now**

## BTCC FAQs

### 1. Is BTCC safe?

Since its inception in 2011, BTCC has made it a priority to create a secure space for all of its visitors. Measures consist of things like a robust verification process, two-factor authentication, etc. It is considered one of the most secure markets to buy and sell cryptocurrencies and other digital assets.

## **2.Is it possible for me to invest in BTCC?**

Users are encouraged to check if the exchange delivers to their area. Investors in BTCC must be able to deal in US dollars.

## **3.Can I Trade BTCC in the U.S?**

Yes, US-based investors can begin trading on BTCC and access the thriving crypto asset secondary market to buy, sell, and trade cryptocurrencies.

### **Don't miss:**

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