

Community is the Original Currency.

Ekub is a traditional Ethiopian system of collective saving, a circle of trust where members contribute a fixed amount of money at regular intervals. Each cycle, the total contribution is given to one member, rotating until every participant has received their share. More than an informal bank, Ekub is a social contract: it enforces accountability through community, builds credit through reputation, and turns shared responsibility into shared growth.

Before code or currency, there was community. Ekub was more than saving, it was survival, dignity, and trust. Cube carries that ancestral blueprint into the future, building technology on the world's oldest foundation: each other.