

Donation-Run
A Special Way to Make Love

- 2PO -

1. Project Introduction

[Give Run - A special way to make love]

Donation-Run is a platform that presents an innovative donation system and provides transparency using blockchain. We introduce a new donation culture to anyone who wants to participate in social issues, which increases the value of donations and coins.

<Project Background>

As a result of analyzing existing donation platforms, it is not easy to achieve the target amount because there are many donation lists. It's also hard to trust the donation process with a Web2-based system. Therefore, to solve these problems and provide new services to users, we came up with a service called 'Donation-Run'.

<Goals>

Through Donation-Run, we can directly connect donors and beneficiaries to increase reliability, and help donors grow into members of the blockchain ecosystem to keep pace with the future society.

<Prior Case Analysis>

Existing donation platforms have a lot of donation lists, making it difficult to achieve the target amount. In addition, the Web2-based system does not know how transactions occur.

<Differentiation from prior cases>

The donation project is divided into two categories: donation progress and waiting lists, and decisions are made with tokens so that waiting donation projects can proceed. In this process, the details of the coins donated are transparently disclosed through the transaction history page. It adds vitality to donations through content such as NFTs and donation rankings paid when donating.

<Expected effects and scalability>

It sets the stage for the socially disadvantaged to grow into Web3 members, allowing them to quickly adapt to the upcoming CBDC. You can also change the

social perception of coins by donating in coins. This will not just end with a Donation-Run, but will be a relay content representing the city, leading to a Seoul-Run, a Donation-Run, and an ECO-Run.

2. Prior Case Analysis



Photo 1. Love Fruit, Happy Bean, CHERRY.

2-1, page that reduces user access

If you look at the existing platforms, you can see that the page contains a lot of donation content with the aim of expanding the user's choice. However, with hundreds of donation pages on one screen, such as the Happy Bean donation page in <Photo 2>, users are often confused about which business to donate to. The intention is good to help as many people as possible, but too much content can result in users giving up their choices or delaying donations.



Photo 2. A compact image displaying the "Happy Bean" donation page.

2-2, Non-Transparent Donation Service

Anyone who makes a donation should be able to know if their money has been delivered to the recipient and how it has been used. So, as in <Picture 3>, donation platforms always emphasize their 'transparency', reveal the source of use, or disclose the delivery process. However, since the existing donation service has a subject called a "broker," there is a problem that transparency is not guaranteed if the transaction details are manipulated or hidden. As shown in <Photo 3>, cases of corruption and abuse by donation organizations have become a constant issue.



Photo 3. The contradictory "Fruit of Love"

3. Differences from previous cases

Donation-Run differs from the above platforms. The following is a description of the differences and features implemented.

3-1. Voting system through token

Donation-Run has reduced many businesses to just six. Instead, we run 'Waiting for Donation'.

On the 'Waiting for Donation' page, projects selected by Seoul-si will be uploaded, and a 'vote' will be held through the 2PO token. When the donation-in-progress business ends, the business that receives the most tokens will be selected as the next business. The 2PO token will be paid at 10% of the amount donated by the user.

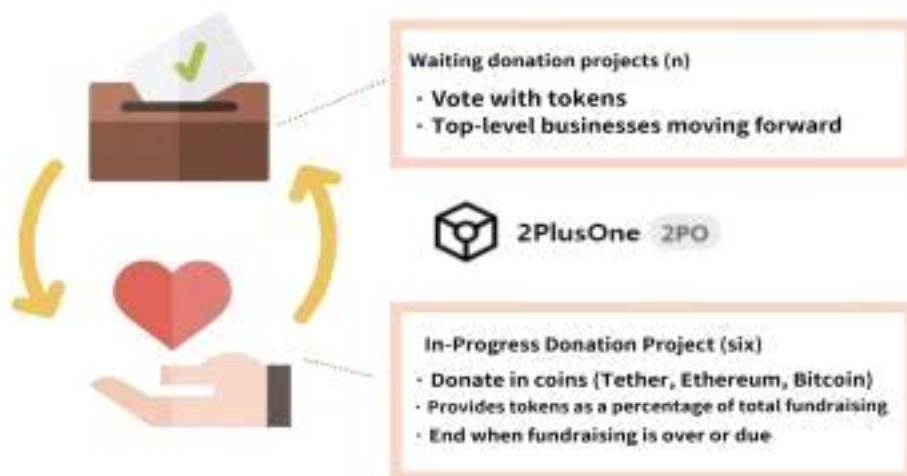


Photo 4. 'Waiting' and 'In Progress'

3-2. Transparent 'Transaction Details'

In order to achieve perfect 'transparency' and 'trust', anyone should check the details and there should be no problem. Donation-Run has a blockchain explorer where anyone can see the transaction details. It has achieved true 'transparency' by recording all user activities in the blockchain ecosystem on the blockchain and implementing them in a user-friendly manner.

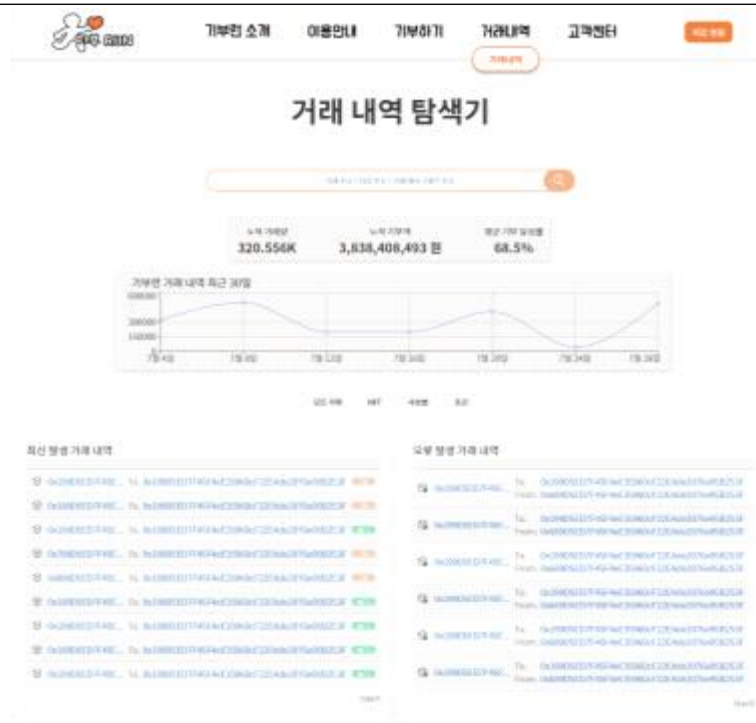


Photo 5. The 'Transaction Details' page of 'Donation-Run'

3-3. Content that energizes donation

Donation-Run provides vitality so that users can continue their donation activities more pleasantly, not just stop donating. Just as companies enhance their brand image and contribute to society through donations, individuals who donate can use the NFTs they received as their PR and certify them on SNS. Also, the ranking system can induce more donations by making users feel a greater sense of accomplishment.

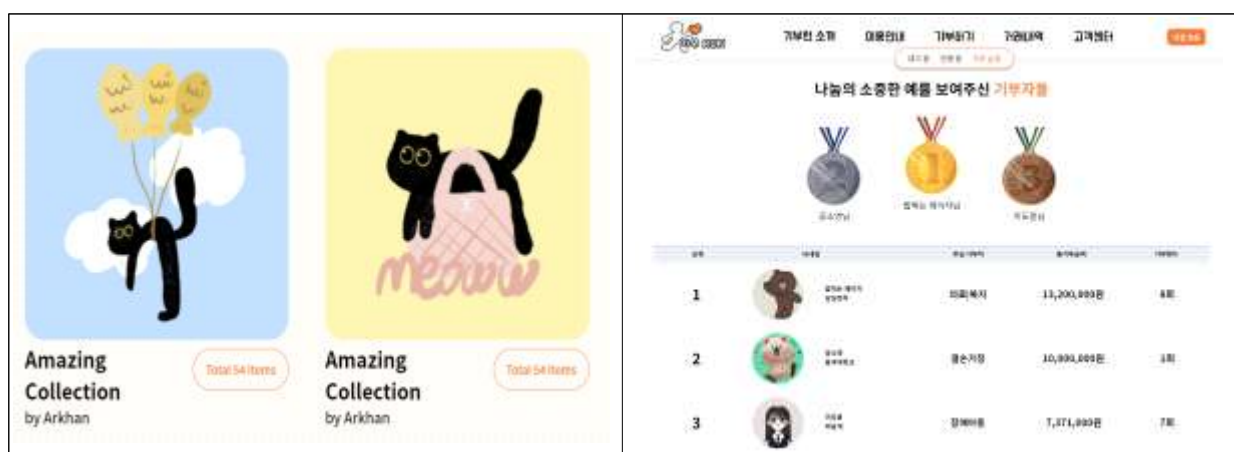


Photo 6. NFT of Donation-Run

4. Expected Effectiveness and Scalability

4-1 Expected effect

First. From "Social Weakness", "Web3 Member", and "CBDC"

On July 31, the Bank of Korea selected Jeju, Busan, and Incheon as pilot areas for CBDC payments, while South Korea recently conducted an experiment to issue digital currency. Web3 trained donor recipients provided by Donation-Run will have the ability to adapt quickly based on a high understanding of digital currency systems such as CBDC.

Second, increasing the donation culture and the influence of the blockchain ecosystem

Donation-Run connects donors and beneficiary, and through this, can lead to social development and change. In addition, if the number of Donation-Run users increases, non-coiner will also participate with interest in the blockchain ecosystem through Donation-Run. Furthermore, people's interest and participation in the activities of various blockchain ecosystems will increase.

Third. Change of perspective on coins

There is a negative perception among the general public because there is an image that it is used for fraud and speculation in relation to 'coins'. If people donate with coins through Donation-Run and fundraising cases are known through the media, the general public will also be able to look at the coin with a positive view.

4-2 Scalability

First. Seoul's relay content

We would like to propose Donation-Run as a content that connects Seoul-Run that is underway by Seoul-si. These relay contents can provide public services in various fields such as the environment and animals, not just in Donation-Run.



Photo 7. Relay content

Second. Platform Expansion

If Donation-Run grows, we plan to expand it nationwide and around the world with Seoul as the starting point. As it grows in size, it will increase the number of donation businesses, increase donation volume, and add stablecoins in addition to Ethereum, Bitcoin, and Tether to grow into a donation platform that more people can easily participate in.