Giveth Brand Identity

IDENTITY

* Dream big, start small

Altruistic, open source

* Open Communication Channels

donor and recipients, community

* Collaboration, co-creation
* Global Charitable projects
* Not For Profit organization
* Security Focused without delaying for idealism
* Decentralization as much as possible
* Trust your team, trust your community, trust your system
* Accountability
  + Accountable for results
  + Milestones payments
  + Open accounting
* Collaboration, minimize duplication of effort
* Everyone is welcomed!

Bitcoin & Ethereum Charities

* Modular development
* Open to feedback
* Building communities around causes
* Easy and Fun
  + Great user experience, making donation a fun things to do
  + Gamification
  + You don’t need to code to give
* Borderless
* Open to evolve
* Make it happen
* P2P donations
* Anyone can work on Great Causes and make a living

VALUES

1- donating should be fun and easy

2- Ridiculously open source

3- Test the code and the culture LIVE

4- Accountability and transparency

5- Open communication channels

6- Dogfooding

COMMUNICATION

Slack App: <http://slack.giveth.io>

TERMINOLOGY

1. **Change Makers** - the people who come up with the idea to create a great cause
2. **Donors** - people who will fund campaigns
3. **Campaigns** [cause, project] - causes, projects to do charitable work
4. **Donation** **Category** - Top level hierarchy that determines the domain in which a campaign is created [animal protection, environmental protection, social welfare, children, education, health, social entrepreneurship, gender equality, child trafficking, slavering, save the forests, sustainable energy]
5. **Delegate -**
6. **Arbitrator -**
7. **Liquid democracy -**
8. **UI** - Giveth Dapp user Interface
9. Smart contracts
10. Addresses
11. Vault
12. Tokens
13. Tags
14. Bucket

PRSENTATIONS

Giveth a (r)evolution in charitable giving