

CookieCoin Concept

Anne Kim

Massachusetts Institute of Technology

Jan 5 2018

INTRODUCTION

St. Jude Children's Research Hospital



The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.

"It's my dream to run the Abbott World Marathon Majors (London, Tokyo, Berlin, NY, Boston, Chicago)! Out of 1000 applicants, I was one of 6 selected by St. Jude Children's hospital to run the 2018 London Marathon in the Spring. I want to raise \$10,000 by April for their mission to cure and treat neglected, rare, pediatric diseases."

—Anne Kim



<https://www.stjude.org/about-st-jude.html>
<http://heroes.stjude.org/cookiecoins>

Traditional Fundraising Methods

Reaching out to local communities physically or digitally **doesn't scale** well, and often ends at initialization (one car wash, or a facebook like ). Fundraising rarely achieves **viral network effects** in secondary events



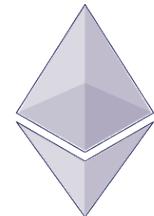
How can engage donors to participate in fundraisers after initialization to **maintain excitement, continue to spread awareness, and raise more money?**

INTRODUCTION

Cryptocurrencies



bitcoin



ethereum

- In recent years, we've seen the emergence of **many cryptocurrencies** all with **different utilities**.
- This excitement has begotten a lot of **speculation** in a positive feedback loop

Specific Aims of CookieCoins

- 1) Keep fundraising current with 2018 by using traditional fundraising ideas (bake sale) and cryptocurrency **#hype**
- 2) Allow for secondary transactions of charity that **#scale** initial donations
- 3) While also **#virtueSignal** via social media

Specific Aims of CookieCoins

- 1) Keep fundraising current with 2018 by using traditional fundraising ideas (bake sale) and cryptocurrency **#hype**
- 2) Allow for secondary transactions of charity that **#scale** initial donations
- 3) While also **#virtueSignal** via social media

Lack of Engagement

The screenshot shows a Facebook profile page for a user named Anne Kim. At the top, there's a blue header bar with the Facebook logo, a search bar, and a notification icon indicating one unread message. Below the header, the profile picture of Anne Kim is displayed, along with tabs for "Anne Kim", "Timeline", and "Recent".

On the left side of the main content area, there's a grid of six small profile pictures. Below this grid, a section titled "Friends · 1,899" lists nine friends with their names and profile pictures:

- Parnian Barekatian (1 new post)
- Isabel Chien (4 new posts)
- Nicole O'Brien (1 new post)
- Orhan Celiker
- Drew Bent
- Chris Kapsaroff
- Eddie De Leon
- Shiaoching Tse

The main content area features a post from Anne Kim dated November 28, 2017. The post begins with "Hi Friends!" and discusses her participation in the London Marathon for St. Jude Children's Hospital, encouraging donations to her page. It also mentions her dream to run the Abbott World Marathon Majors and her selection for the 2018 London Marathon. A "See More" link is present at the end of the post.

Below the post, there's a large photograph of a group of runners in red vests participating in a marathon. The caption for this photo reads "St. Jude Heroes".

At the bottom of the page, there are links for "FUNDRAISING.STJUDE.ORG" and social sharing options: "Like", "Comment", and "Share".

Lack of Engagement

Shiaoching Tse, Carlos Henriquez and 46 others

2 Shares

Olivia Jiaying We support you Anne Kim ❤️👍✍️ 1
Love · Reply · 6w · Edited

Josh Theodore Muffinator whoooooooooooo!
Love · Reply · 6w 1

 ST.JUDE
HEROES

Dashboard Email Registration info R

Compose Message

Drafts 0

Sent messages 0

Contacts

All Contacts 11

Never Emailed 11

Needs follow-up 0

Unthanked Donors 0

Donors 11

Specific Aims of CookieCoins

- 1) Keep fundraising current with 2018 by using traditional fundraising ideas (bake sale) and cryptocurrency **#hype**
- 2) Allow for secondary transactions of charity that **#scale** initial donations
- 3) While also **#virtueSignal** via social media

Donations on Decline

	2014		2015		2016	
Natl - Intl Charities	\$112,294,690	58.1%	\$106,718,753	60.0%	\$97,850,344	58.4%
Local Charities	\$80,911,946	41.9%	\$71,063,207	40.0%	\$69,272,714	41.6%
Total Pledges	\$193,206,636	100.0%	\$177,781,960	100.0%	\$167,123,057	100.0%
<i>Total # Donors</i>	567,805				567,805	
<i>Total # Solicited</i>	4,019,819				4,019,819	
<i>Participation Rate</i>	14.13%				14.13%	

Specific Aims of CookieCoins

- 1) Keep fundraising current with 2018 by using traditional fundraising ideas (bake sale) and cryptocurrency **#hype**
- 2) Allow for secondary transactions of charity that **#scale** initial donations
- 3) While also **#virtueSignal** via social media

Virtue Signaling

The image shows a social media interface with a light gray background. At the top left, there are three small profile icons: a blue thumbs-up, a red heart, and a yellow person. To their right, the text "Shiaoching Tse, Carlos Henriquez and 46 others" is displayed in a blue font. Below this, the text "2 Shares" is shown in blue. The main content area contains two comments. The first comment is by "Olivia Jiaying" (represented by a black and white portrait icon), which reads "We support you Anne Kim" followed by several emojis: a red heart, a blue thumbs-up, a blue flexed bicep, and a blue hand. To the right of the comment is a small circular icon with a red heart and the number "1". Below this, the text "Love · Reply · 6w · Edited" is visible. The second comment is by "Josh Theodore Muffinator" (represented by a purple and green nature-themed icon), which reads "whoooooooooooo!". To its right is a similar circular icon with a red heart and the number "1". Below this, the text "Love · Reply · 6w" is visible. The entire interface has a thin gray border.

Shiaoching Tse, Carlos Henriquez and 46 others

2 Shares

Olivia Jiaying We support you Anne Kim

Love · Reply · 6w · Edited

Josh Theodore Muffinator whoooooooooooo!

Love · Reply · 6w

So what would **CookieCoin** look like?

Timeline for CookieCoin Sale

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday
& Saturday

Initial
Sale of 20
Cookie
Coins

Continued
Sale of
Cookie
Coins

Continued
Sale of
Cookie
Coins

Flavor
Announced!
Continued
Sale

Continued
Sale of
Cookie
Coins

Delivery
of Cookies
Across
Cambridge

Timeline for CookieCoin Sale

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday
& Saturday

Initial
Sale of 20
Cookie
Coins

Continued
Sale of
Cookie
Coins

Continued
Sale of
Cookie
Coins

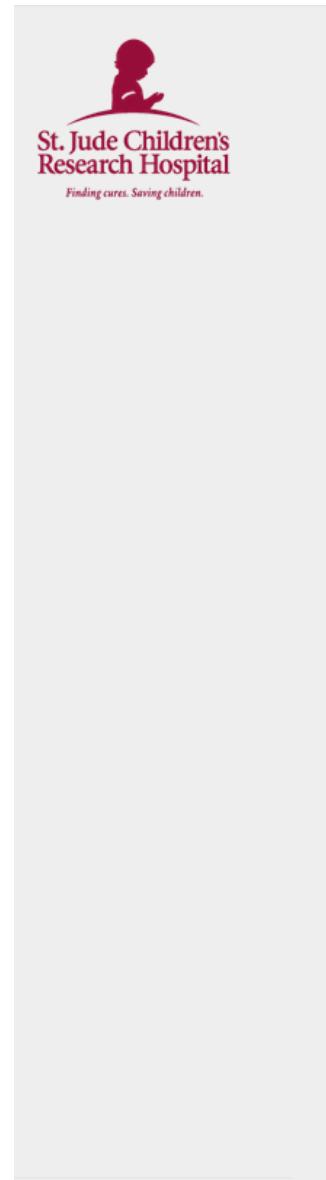
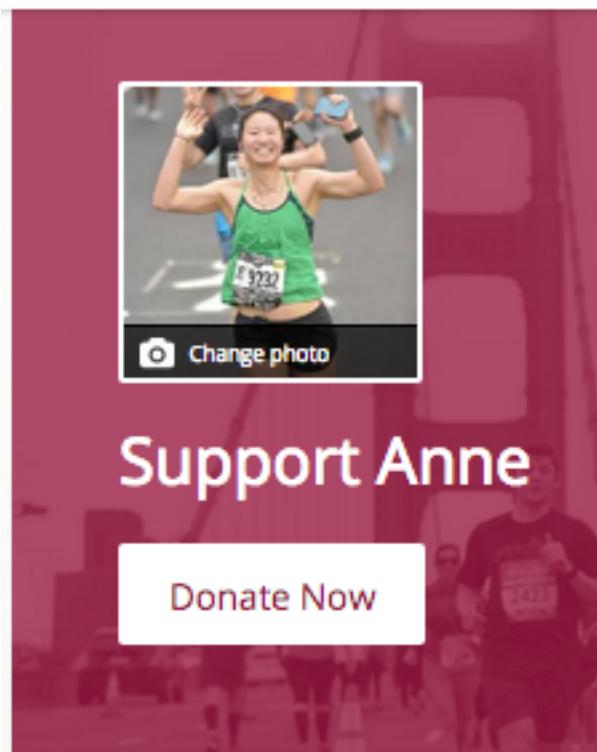
Flavor
Announced!
Continued
Sale

Continued
Sale of
Cookie
Coins

Delivery
of Cookies
Across
Cambridge

Alice
donates
\$12 and
gets a
CookieCoin

Initial Donation



Make a donation to end childhood cancer

You are currently logged in as Anne Kim. [Not Anne Kim?](#)

Donate on behalf of Anne Kim participating in the [Virgin Money London Marathon](#).

Donation Amount

 Other

Payment Method:



Card number:

Expiration date

01

2018

CVV

All donations made in US dollars. [Currency Converter](#)

Your Information

Your default country is [United States](#). [Edit](#)



First name:

Last name:

Email address:

Opportunity for Cookiecoins

1. Alice's donation > \$10 Alice's location
2. Alice donates after Sunday (token sale)
3. I haven't sold all 20 cookiecoins for the week

Primary Donation

-12

+12



Timeline for CookieCoin Sale

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday
& Saturday

Initial
Sale of 20
Cookie
Coins

Continued
Sale of
Cookie
Coins

Continued
Sale of
Cookie
Coins

Flavor
Announced!
Continued
Sale

Continued
Sale of
Cookie
Coins

Delivery
of Cookies
Across
Cambridge

Alice
donates
\$12 and
gets a
CookieCoin

+19 Donations
+Other CookieCoin
Trades/Auctions

Brown Butter
Shortbread
Cookie
Is the cookie of
the week

Brown
Butter
Shortbread
Cookie
Is the cookie
of the week

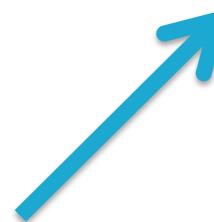
Bob missed
out!

Secondary Donation



+ 12

There are no more cookiecoins (20 per week) left, and Bob REALLY wants brown butter shortbread cookies!!!



- 12

Alice Donated \$12 and got a CookieCoin



Secondary Donation

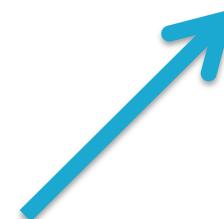


He's willing to pay Alice \$15 for a CookieCoin!

+ 12

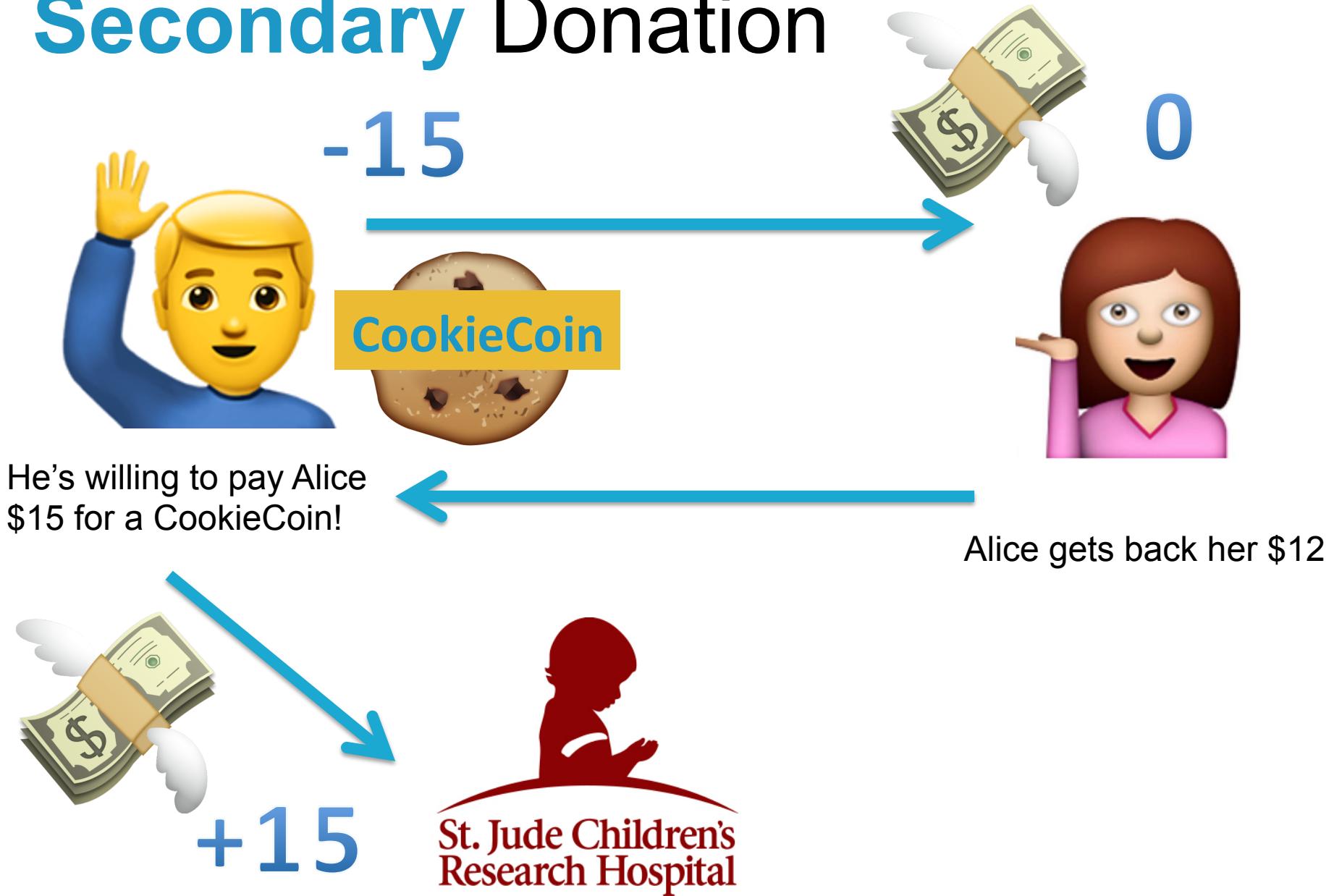


Alice Donated \$12 and got a CookieCoin



- 12

Secondary Donation



Timeline for CookieCoin Sale

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday & Saturday

Initial Sale of 20 Cookie Coins

Continued Sale of Cookie Coins

Continued Sale of Cookie Coins

Flavor Announced! Continued Sale

Continued Sale of Cookie Coins

Delivery of Cookies Across Cambridge

Alice donates \$12 and gets a CookieCoin

+19 Donations
+Other CookieCoin Trades/Auctions

Brown Butter Shortbread Cookie
Is the cookie of the week

Brown Butter Shortbread Cookie
Is the cookie of the week

Bob gets cookies 😊

Bob bought from Alice

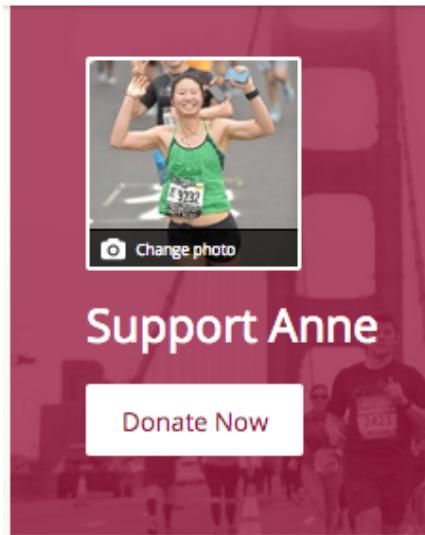
Projection

- 20 coins x \$10
 - = \$200 per week
- February, March, April, May
 - = 4 months
 - = 16 weeks
- \$200x16 weeks
 - = \$3,200
- Potentially more through secondary donations

Technical Aspects

- St. Jude Payment API
 - Or PayPal
 - Or VenMo
- Chain API or Ethereum (ERC721)

Technical Aspects



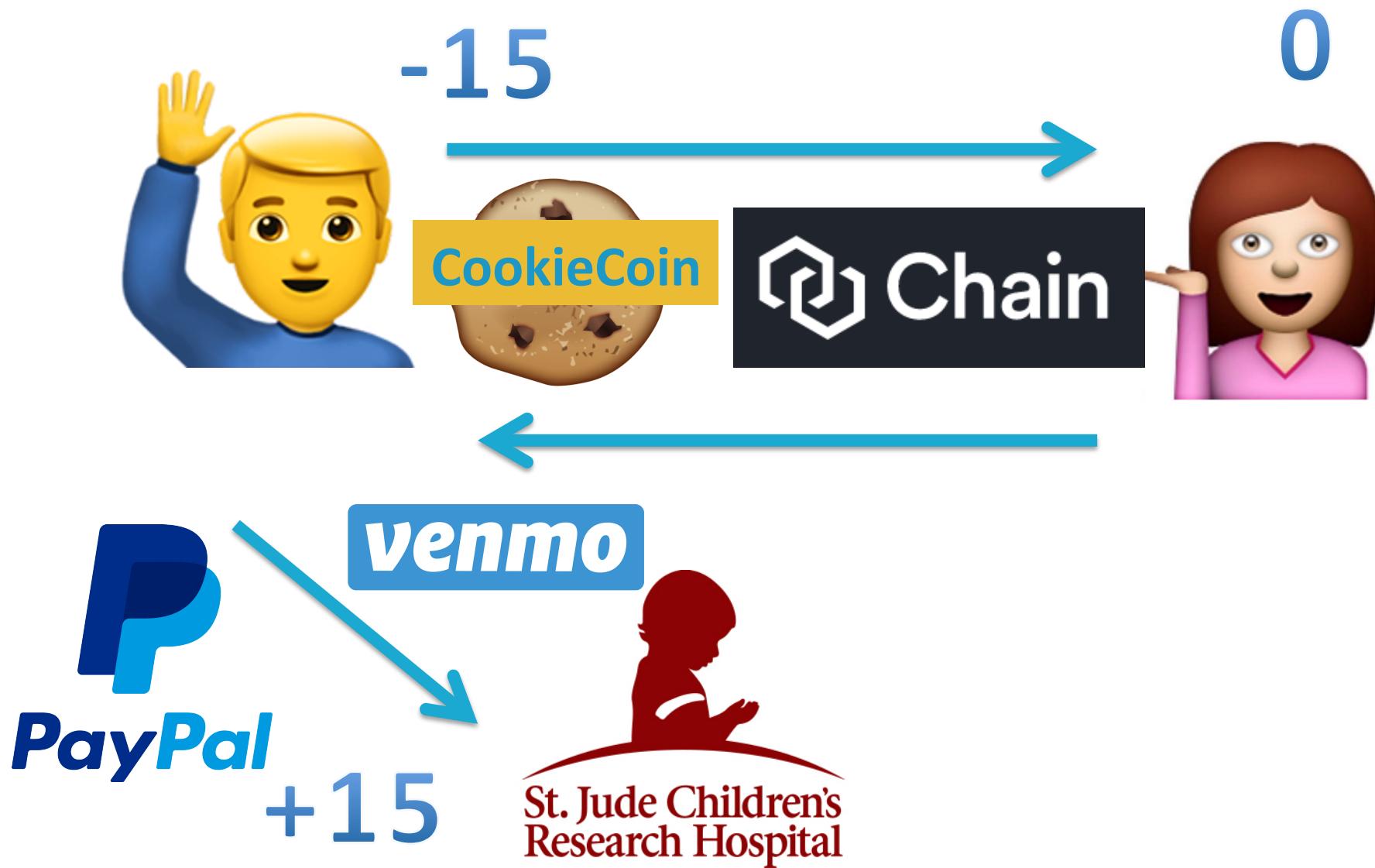
Subject: Thank you for supporting the kids of St. Jude

Dear Alice,

Thank you....

Your donation is redeemable for one CookieCoin at CookieCoins.org/aliceDonated02012018. This is redeemable for one delivery of cookies on Feb 9th, 2018.

Technical Aspects



Next Steps

- Potential Social Physics Aspect
 - Giving Alice a consolation cookie in order to encourage more people to donate
- This could also apply to other fundraising ideas (carwashes, etc)
- This could be the future of Saint Jude fundraising

Acknowledgements

Susan Graham, Jenn Hamilton, Phil Law,
Brandon Thornburg, Bob Shaeffer,
Malanee Hannock, Ken Zakalik

Appendix