

# PROBLEM

## TIPPING AND APPRECIATION IS TOO CHALLENGING

- The global migration to cashless makes tipping and money gifting less common and harder to do
- No global, broadly-accessible means of showing appreciation and gratitude
- Limited new digital tipping options
- International tipping high transaction fees
- Limited access to traditional banking for appreciated service providers
- Cryptocurrencies failed to date to fulfill the promise of crypto as global usable Internet money





# OPPORTUNITY

## UNLOCKING THE POWER OF APPRECIATION

- Fulfill the original intention for cryptocurrency
- Create a coin that everyday people actually use in the real-world
- Kindness and good actions appreciates the coin value
- Newly created revenue and income
- Expanding the gifting economy currently at \$475B
- Community resource and tool for connection
- Enhancing charities and good causes

