Naima

Trust ≠ Crowdfunding

Naima

An open, transparent and trustworthy nonprofit service, supporting social enterprises and changemakers based on Blockchain

https://www.aidcoin.co

https://www.provenance.org

What’s our USP?

Bitcoin
BTC
Myriad
MYR
Dogecoin
DOGE
Dash
DASH
Expance
EXP
Stellar
STR
Ethereum
ETH
Bitshares
BTS
Supernet
UNITY
Monero
XMR
Factom
FCT
Dashcoin
DSH

PayPal
2CO
Google Checkout
Authorize.Net
eway
amazon payments
moneybookers.com
Skrill
Payza
WorldPay
USAepay
quickpay.net
sagepay
NETbilling
PAYJUNCTION
iPayment
BluePay
VISA
MasterCard
AMERICAN EXPRESS
DISCOVER NETWORK
Maestro
Diners Club International

THE ISSUE : TRUST

Social fundraising is not trusted by most of the people whom would be able to give support and to invest money.

58% agreed with the statement that charities spend too much of their funds on salaries and administration.

Of the people in the sample who said that their trust and confidence in charities had decreased over the last years, the most frequently mentioned reasons were:

- media coverage about how charities spend donations (22%)
- don’t trust them/don’t know where the money goes/waste money (22%)
- media stories about charities generally (21%)

Transparency Service

The feature is offering users a total transparency of where the funded money is going, used to or spent for.

Our target are Fundraising platforms, governments etc., working in a Open Source context.

Small fundraising companies need to address transparency and trust concerns.

They have a need for an easy-to-use, affordable solution.

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Usability

Accessibility means our API is easy to understand and easy to implement

Maintaining and updating the documentation will enhance usability as the product grows

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User perspectives

Documentation for different proficiency levels

Can we maintain our documentation in several languages as we grow?

Consider the implications of different programming languages

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Promotional Plan

Promotion on

- **Fundraising Platforms**
  - **Better Place**
  - **Crowdfunding.de**
  - **Eventbrite**
- **Reddit**
- **Factory Berlin - Coworking Community in Tech, Politics, Arts and Science**

Future Project Timeline

Expanding in Germany within 6 month
in Europe within 1 year
and Worldwide within 2 years

- **Great benefit from**
  - **Not depending on any language**
  - **Open Source**
  - **Easy to implement**

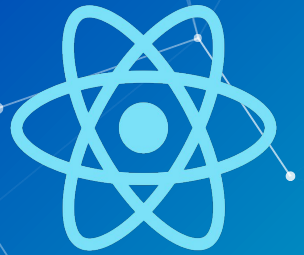
TECH STACK

BigChainDB

A scalable database with blockchain characteristics offering decentralization, immutability and native assets.

IPFS: InterPlanetary File System

A protocol and network designed to create a content addressable, p2p method of storing and sharing hypermedia



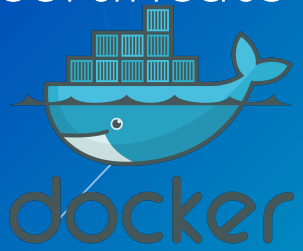
REACT JS

A declarative, efficient, and flexible JavaScript library for building user interfaces.

NAIMA TESTNET

We created our BigchainDB Test Network (or “Testnet”) using a **Docker** container and **AWS** (Amazon Web Services)

The landing page is also hosted on AWS and secured with LetsEncrypt certificate



COLLABORATION TOOL

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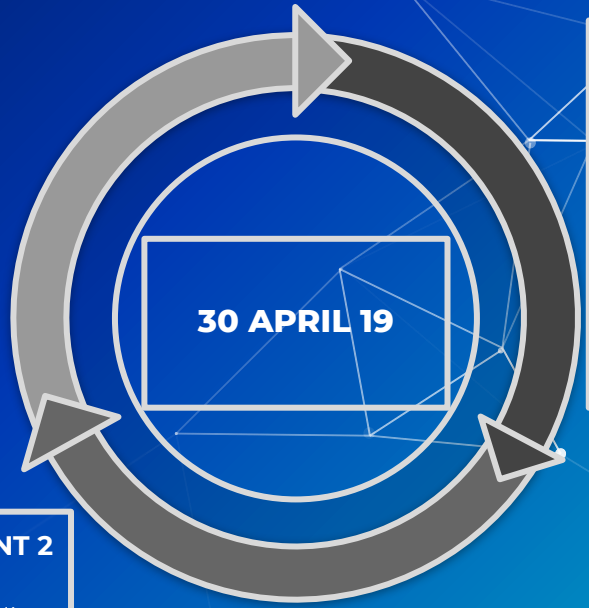
THE PROCESS



SPRINT 1

Fundraising issues,

Intro to Blockchain, BigchainDB & IPFS

User Stories / Tasks

Coding

SPRINT 2

Coding

Finishing

Presentation

TOPICS

1. Marketing
2. LANDING PAGE
3. PROOF OF CONCEPT

WHAT NEXT?
AFTER THE HACKATHON

CONTINUOUS INTEGRATION

Creating and expanding the infrastructure and functionality.

THANKS!

Any questions?

Stay in touch!

hello@naima.io

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