

# Litecash: Global Reward Currency

## Our Universal Approach To Loyalty Programs

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### **Abstract**

Loyalty programs are ubiquitous and especially important in digital commerce. Consumers are enticed with the opportunity to accumulate points and rewards when spending their money at businesses. Often times these reward points are unredeemed because they are miniscule and consumers are restricted to using them with only one specific company.

We propose a universal cryptocurrency where consumers can accumulate Litecash (CASH) to transfer value over a globally distributed ledger and redeem at any given time with retailers worldwide.

## **1. Introduction**

The transfer and store of value has been revolutionized with peer-to-peer cryptocurrencies. Some of the benefits are universal where Bitcoin is accepted at select merchants across the globe. Among the leading payment alternatives to fiat, crypto or reward points, consumers now have multiple options with non-governmental money when purchasing goods and services.

Rewards points that are accumulated from loyalty programs can function as a form of money or currency within a specific business. These enterprises are incentivized to retain customers so they can maximize their long-term value.

Points or rewards are therefore used to entice consumers to keep them loyal to a specific business. A lot of these points are never used or redeemed because they aren't of enough present value to the consumer. This can be solved with Litecoin's (CASH) Back reward for loyal customers.

## 2. MicroRewards

Litecash's mission is "real-world adoption via mobile." We intend to realize this goal by allowing consumers to acquire Litecoin (CASH) via loyalty programs. Businesses can acquire Litecoin (CASH) and reward qualified spenders with our cryptocurrency based on any criteria. This will increase the demand for Litecoin (CASH) and allow customers to receive MicroRewards of (CASH) and they can accumulate crypto over time in effective functioning as a store of value for incremental spending.

A global reward currency addresses a major problem in loyalty programs where most points aren't redeemed because they haven't crossed a particular threshold. Cryptocurrencies enable micropayments and Litecoin (CASH) will be used to give consumers MicroRewards to acknowledge their loyalty.



### 3. Target Markets

Our initial pilot program for Litecash (CASH) back will be with restaurants. This is a very competitive industry where loyalty is greatly lacking. The introduction of crypto MicroRewards can significantly distinguish participating partners. A crypto competitive advantage can help further create additional revenue by offering incentives for customers to return to these restaurants.

Imagine getting small amounts of BTC back in 2010 from your favorite restaurant for eating a \$100 meal. Over time that BTC would have accumulated into a small fortune. Not only will the restaurant receive benefits from increased loyalty, consumers will have an option to redeem their Litecash (CASH) for BTC.



We also believe there exists a large opportunity in the market of Gaming PCs. The industry of competitive gaming is a fast growing market and many Gaming PCs could be used to mine Litecoin (CASH) during non-gaming hours.

Part of our mission is to remain ASIC resistant and available for anyone to mine from anywhere in the world. Given that there are millions of gamers worldwide, a Litecoin (CASH) back program could work for manufacturers looking to build loyalty with a young customer base that may purchase several Gaming PCs over the course of their lifetime.

### Redeem your rewards

Select from a wide range of award winning Dell PCs, monitors and accessories as well as thousands of the best electronics brands, from audio to TVs and everything in between



Below is an example of where Litecoin (CASH) can compliment an existing rewards program. Dell is one of the world’s largest manufacturer’s of personal computers. They acquired a Gaming PC company Alienware and we could envision Litecoin (CASH) being bundled with the original equipment manufacturer’s product to give gamers an easy way to mine Litecoin (CASH) along with receiving crypto back from their purchase.

### Rewards add up fast

	Example Price	Dell Rewards* with \$500 purchase in 12-month period	Dell Rewards* with Financing* on any purchase amount
Laptop	\$1500	\$45 back (3%)	\$90 back (6%)
Gaming PC	\$700	\$21 back (3%)	\$42 back (6%)
TV and speaker purchased within 12-month period	\$425 + \$75	\$15 back (3%) when reach \$500	\$30 back (6%)

## 4. Mobile Wallet

This mission of Litecoin (CASH) has always been to achieve real-world use via our mobile app. We have released a beta app v3 on Android and plan to have a MainNet app redesigned later in the year. Our focus is building core functionality and starting a pilot program with restaurants to ensure our system is adequately prepared and tested for mainstream adoption.



*New Design Planned for 2020*

## 5. Privacy

Privacy is a basic human right. Litecoin (CASH) is supported by the Mimblewimble protocol where all transactions are confidential. We feel this is important for any monetary system to have real anonymity built into the base layer of its protocol.

Mimblewimble also allows our blockchain to scale. This is an important attribute when operating in a mobile world. At the moment, our app connects to a remote node, but in the future we expect full nodes to run on cellphones due to the unique scalability properties of Mimblewimble.

## 6. Growth

The core team of Litecash (CASH) intends to launch a pilot program for a handful of participating restaurants to get feedback on the global reward currency use case. After completing our pilot program, we can leverage our global community to onboard restaurants in their local area. This will allow us to penetrate new markets in a decentralized structure where each community member can also function as a local representative for Litecash (CASH) back reward program.

## 7. Conclusion

Litecash (CASH) will establish itself as the global reward currency for businesses interested in giving crypto back for customer loyalty. We anticipate this market to exceed several hundred billions and our mobile app to play an instrumental role in the future of customer rewards.

The universal nature of cryptocurrencies allows Litecash (CASH) an unprecedented opportunity to take a leadership role in becoming the preferred means of customer rewards.

We believe restaurants and Gaming PCs are ripe for disruption and plan to further strengthen our mobile app and pilot our loyalty program throughout the world with a decentralized community facilitating and providing support to businesses that are interested in blockchain technology.

**CASH**  
**IS KING**