Social Media Identity

# Who We Are

**Independent:** We provide unbiased, independent Bitcoin education.

**Impartial:** We resist outside influences, either from sponsors or governments.

**Collaborative:** We welcome and encourage others to replicate and iterate upon our work.

**Community-led:** We seek to create an open and decentralized governance network.

**High-Quality:** We always strive to improve ourselves and our systems.

**Transparent:** We operate with complete transparency in all our endeavors.

**Educational:** We are laser-focused on Bitcoin-only education.

**Empowering:** We empower individuals with knowledge, personal responsibility and self-sovereignty.

**Pioneering:** We have a pioneering spirit, forging new ground in Bitcoin education.

**Global:** Our mission extends beyond borders and encompasses the world.

**Resilient:** We persevere through challenges with humility and resilience.

# How We Talk

|  | Description | Do | Don’t |
| --- | --- | --- | --- |
| Authentic | We present our organization in the most open and genuine way possible. | Write in a clear and direct way. | Add bloat to our messages. |
| Powerful | We believe Bitcoin education is the only path to a better, more sound world and that Mi Primer Bitcoin is the best organization to achieve this objective | Show confidence and strength in our tweets. | Appear pretentious or better than the “competition”. |
| Passionate | We’re on a mission and everything we do is fueled by the desire to pursue our goals. | Show our commitment to achieving our goals and objectives. | Appear close-minded or uninterested in other projects, people etc. |
| Inspiring | We wish to inspire others to spread Bitcoin education and participate in our mission | Present our projects to the world in the best light possible. | Forget to mention similar projects that seek to achieve the same goals. |
| Enthusiastic | We believe a better world is possible and we’re working towards making it a reality. | Share our vision of a bright future thanks to us fulfilling our mission. | Appear naive or unconscious of the challenges that lie ahead. |

# What We Talk About

**Bitcoin Education**: We provide valuable resources and educational content to help individuals understand Bitcoin.

**Transparency and Accountability:** We share insights into our work and hold ourselves accountable to our mission.

**Collaborative Initiatives:** We highlight collaborations within the Bitcoin community and showcase the power of working together.

**Global Impact:** We emphasize the global nature of our mission, with a focus on the positive example set by El Salvador.

**Revolutionary Spirit:** We celebrate the revolutionary potential of Bitcoin and our role in making the status quo irrelevant.

# Vision Highlights

*My First Bitcoin is built around a core concept: that independent, impartial, community-led Bitcoin education will change the world.*

INDEPENDENT

IMPARTIAL

COMMUNITY-LED

HIGH-QUALITY

BITCOIN-ONLY

GRASSROOTS

TRANSPARENCY

COLLABORATION OVER COMPETITION

FOCUSED ON BITCOIN EDUCATION ONLY

Personal responsibility

Self-sovereignty

Control over our lives and future

Empowerment

NEVER DICTATE TO STUDENTS

THEY COME TO THEIR OWN CONCLUSIONS

Resist cooption and outside influence from sponsors, governments etc

Forge new ground, pioneering

# Mission Highlights

CHANGE THE WORLD

1. El Salvador is the example

-> Quality

-> Self-critical

1. Create a toolkit to make that example easy to copy

-> Open-source everything (not only educational materials but accounting, media, comms etc)

-> Create easy international communication channels (node network)

El Salvador is the focus, but the mission is the world.

We will make mistakes and learn a lot of lessons -> HUMILITY

BUILDING A DECENTRALIZED COMMUNICATION LAYER

-> Network of nodes

“This is a serious attempt to replace the existing order and making the status quo irrelevant.”

“Diffusing the core ideas in a way that is efficient, decentralized and international will make it extremely resilient. Once something becomes unstoppable, it becomes inevitable.”

1. Create a common banner under which diverse interests can align

-> Creation of an advisory board with diverse industry leaders