

jippi

Bitcoin education for
the masses

Team

Our 3 person team is comprised of x2 engineers & an operations expert.



Oliver - CEO

Software engineer with 5 years experience building software across multiple industries

Previous Software Engineer
Swan Bitcoin



Brad - COO

Experienced technical leader with 18 years experience in public & government sectors

Previous Tech Lead
Department of Defense



Darren - Coder

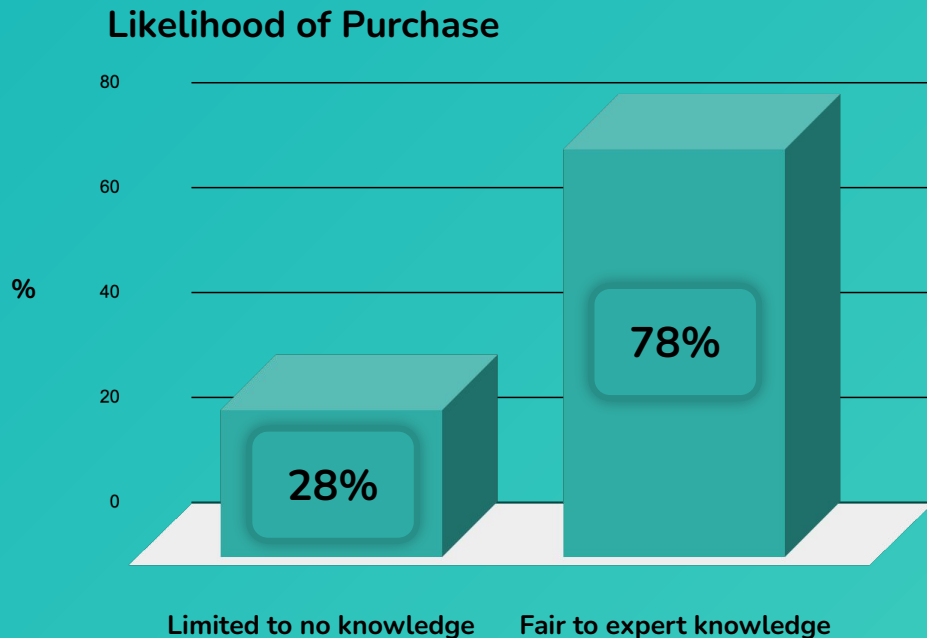
Software engineer with a background in mortgage lending & multiple BTC startups

Previous Software Engineer
at Yopaki



BTC Education & Purchase Intent

According to Block.xyz, education is **directly proportional** to BTC purchase.



Intent to purchase
increases by 50%
following education

Problem

Today, Bitcoin education is hugely **fragmented** and **overwhelming**...



Choice Paralysis

Too many blogs, articles, books, podcasts, YouTube videos, Twitter posts etc.



No guided journey

No structured modules.
Hard to understand how to link together topics & concepts.



No community support

Learning online is isolating, confusing, and demotivating. Content can also be misleading.

Problem

...so beginners find it **difficult** to break into Bitcoin, which is a critical barrier to mass adoption.



51% of people say a **lack of knowledge** is the main barrier to Bitcoin ownership.

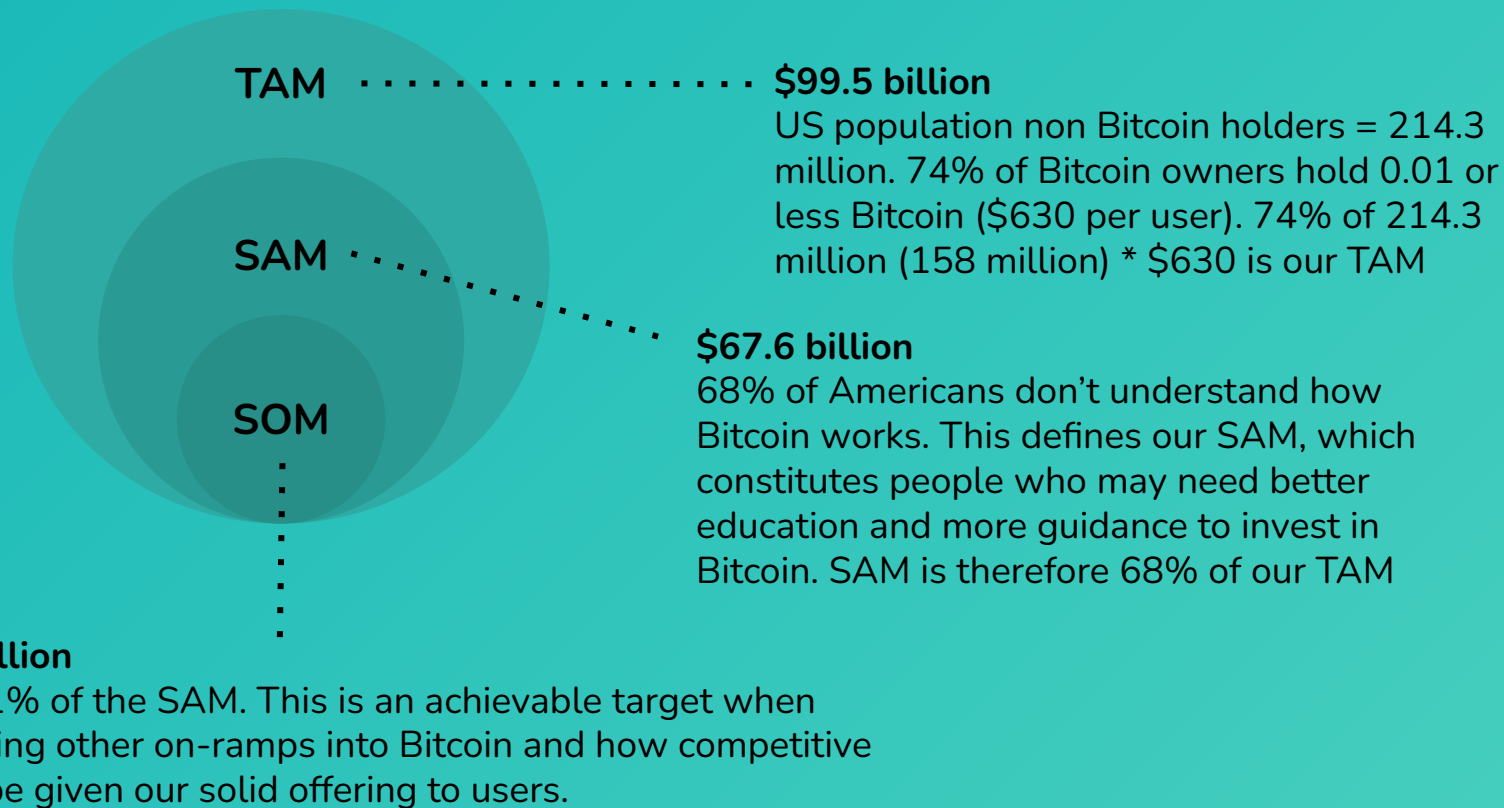


76% of people rate the current state of Bitcoin education to be **fair or poor**.



Beginners take on average **2.4 years** from first hearing about Bitcoin to **making their first purchase**.

Our market is worth \$99.5 billion





Existing Solutions

Current solutions provide an adequate learning experience but offer no compelling reason to stay.



Sat rewards are low and not worth the time investment



Limited education, people drop-off after completing the modules



Some gamification & challenges, but no killer educational game for stickiness



No in app communities or social learning to keep engaged



Yzer.io

60k users

4.8 star rating

Launched 2023



Simple Bitcoin

100k users

4.8 star rating

Launched 2023



Mission

Our mission is to lower the barrier to entry into the Bitcoin ecosystem by providing the easiest, friendliest way for beginners to start their educational journey.





Solution

Introducing Jippi, a **gamified social education app for Bitcoin beginners.**

Jippi helps you learn about Bitcoin in an interactive and compelling way with other beginners.

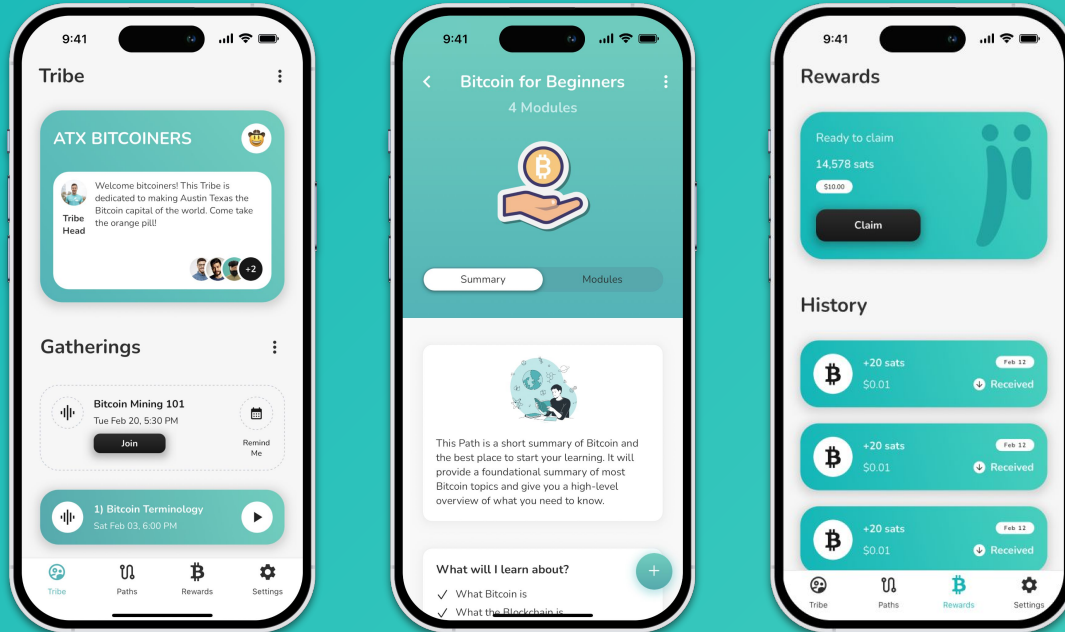
We're a tool that can attract and educate a new generation of Bitcoiners from laymen to experts by owning the whole user journey.





Our MVP

We have spent **\$100k worth of development time** with x1 software engineer to build our working MVP.



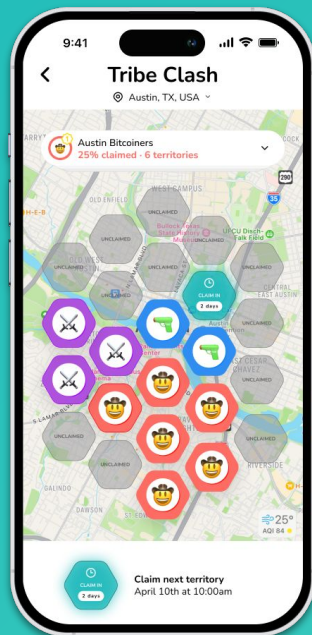
Our **MVP feature set:**

1. Online communities
2. Audio classes
3. Bitesize courses
4. Free Bitcoin rewards



Version 2.0 - Tribe Clash

Our next app version will implement a competitive social education game we call **“Tribe Clash”**.



Tribe Clash Rules:

1. User joins a Tribe of Bitcoiners in their city e.g. Austin Bitcoiners
2. Each week an unclaimed territory in the city is chosen at random for a Tribe to claim
3. The first Tribe member to be physically present in the territory will receive a timed 10-second multiple choice quiz to answer about Bitcoin
4. The first person who answers 100% correctly the quickest will claim the territory for their Tribe
5. The first Tribe to claim the most territories in a city will win 0.5 BTC which will be dispersed to all members of that Tribe



Monetization Strategy

Jippi will rely on sponsorships to subsidize Tribe Clash rewards. We will charge each company **\$2,000 to sponsor** one of the 24 territories in a city each game. We also charge users **\$40 entry to play**.

Year	Tribe Clash players	Entry fees (players * \$40)	Number of cities	Revenue	x2 annual games per city	Total annual revenue (not including sponsor revenue)	Sponsor Revenue (\$2k)	Total Annual Revenue
1	2,000	\$80,000	x1	\$80,000	x2	\$160,000	\$96,000	\$256,000
2	2,000	\$80,000	x4	\$320,000	x2	\$640,000	\$384,000	\$1,024,000
3	2,000	\$80,000	x8	\$640,000	x2	\$1,280,000	\$768,000	\$2,048,000
4	2,000	\$80,000	x12	\$960,000	x2	\$1,920,000	\$1,152,000	\$3,072,000
5	2,000	\$80,000	x16	\$1,280,000	x2	\$2,560,000	\$1,536,000	\$4,096,000



We're looking to raise \$250,000

This pre-seed round will help us become **feature complete** & hire **x3 employees**. Our future roadmap includes:

1. Build Tribe Clash social education game
2. Run first Tribe Clash experiment twice in 1 city across 12 months
3. Expand Tribe Clash to 5 other cities across USA
4. Bring Tribe Clash to every major city in USA
5. Become the most popular on-ramp into Bitcoin for beginners
6. Achieve profitability



Traction

So far we've made good progress, but we need funding to make Jippi a **multimillion dollar company**.

- Built working MVP application for iOS and Android
- Partnered with Joltz to offer Lightning rewards in our application
- Completed a closed beta with a dozen users
- Progressed to semifinals of TopBuilder competition
- Partnered with TopBuilder winner Yopaki to offer exceptional Bitcoin education to their users
- Our next goal: **funding, partnerships, more funding!**



Find us at jippi.app