

# 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**

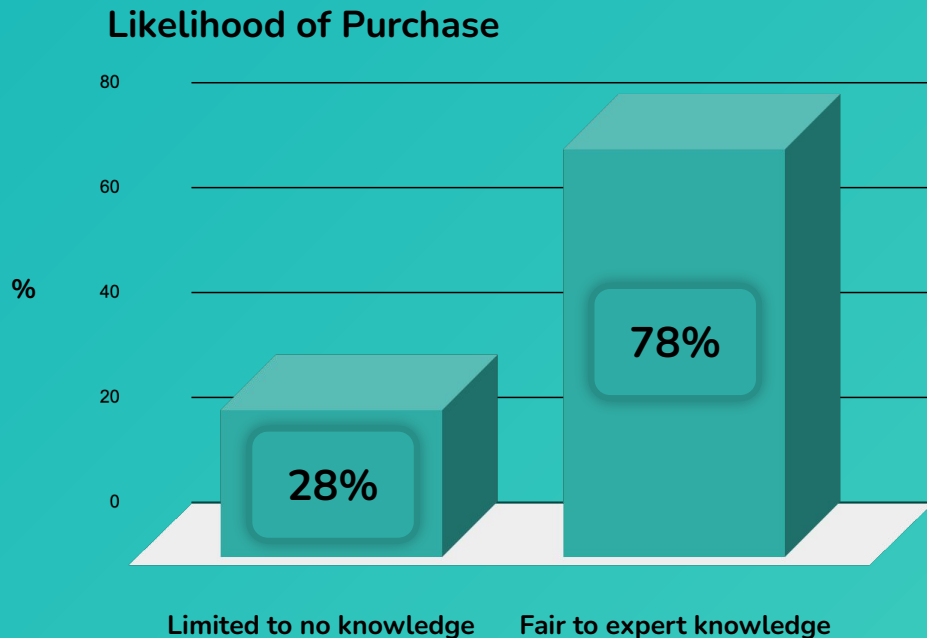
Software engineer with a background in mortgage lending & multiple BTC startups

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.

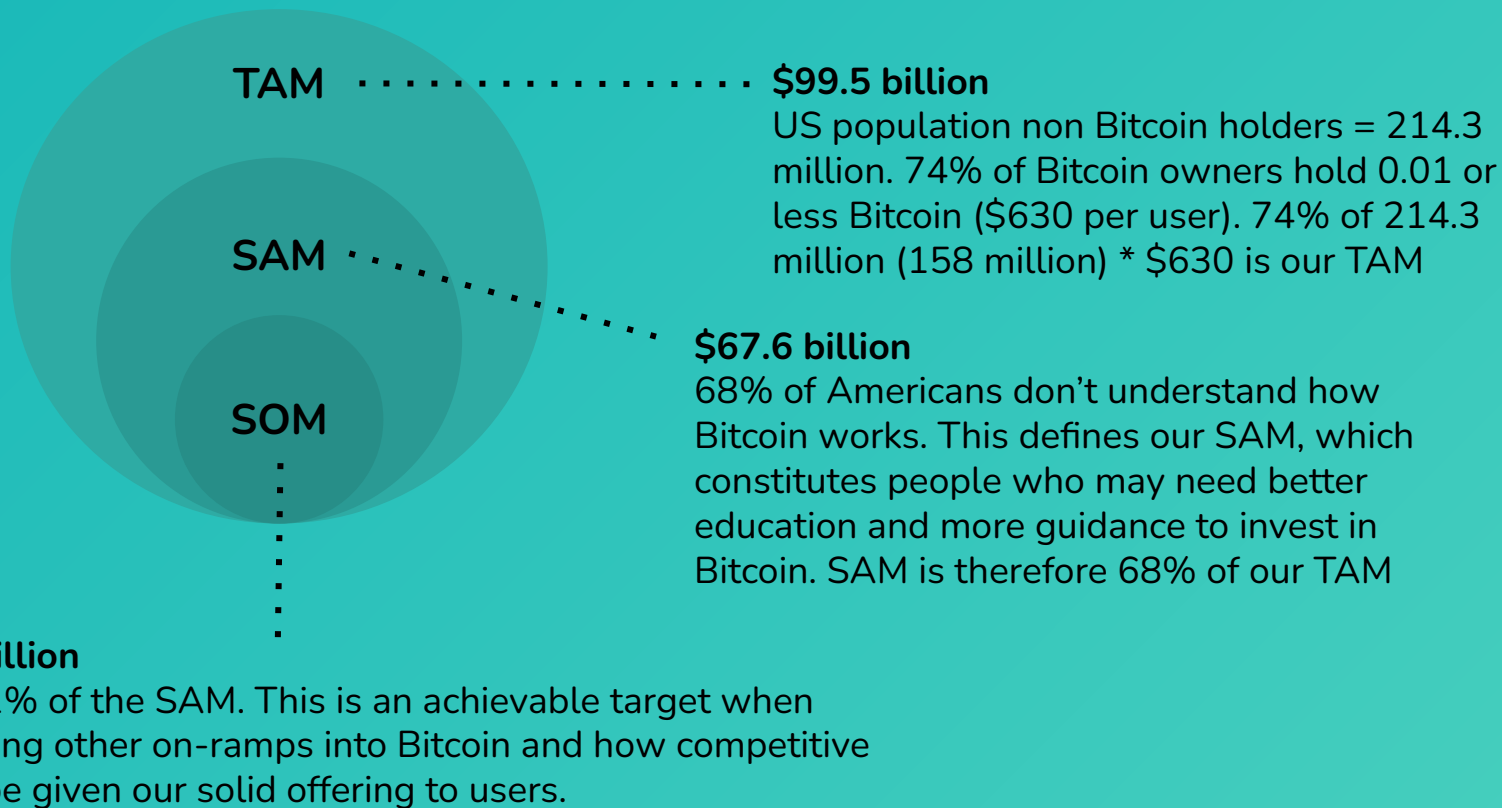


**76% of people** rate the current state of Bitcoin education to be **fair or poor**.



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.

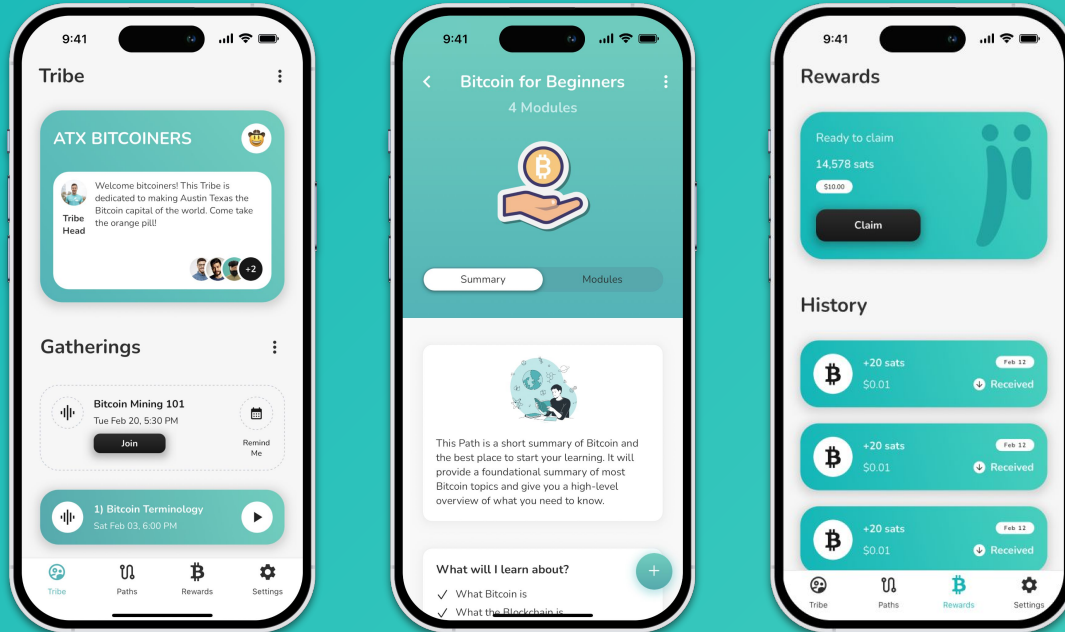
We're a tool that can attract and educate a new generation of Bitcoiners from laymen to experts by owning the whole user journey.





# Our MVP

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



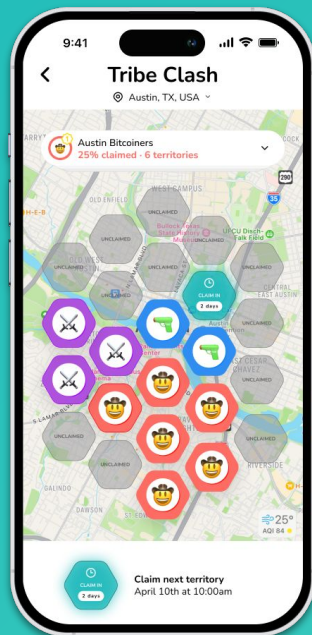
## Our **MVP feature set:**

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](https://jippi.app)