

TEAM 9

MY FIRST CRYPTO WALLET

A CHILD'S FIRST WALLET

- Don't lose it
- Teach value of money
- Keep track and control
- Easy to use

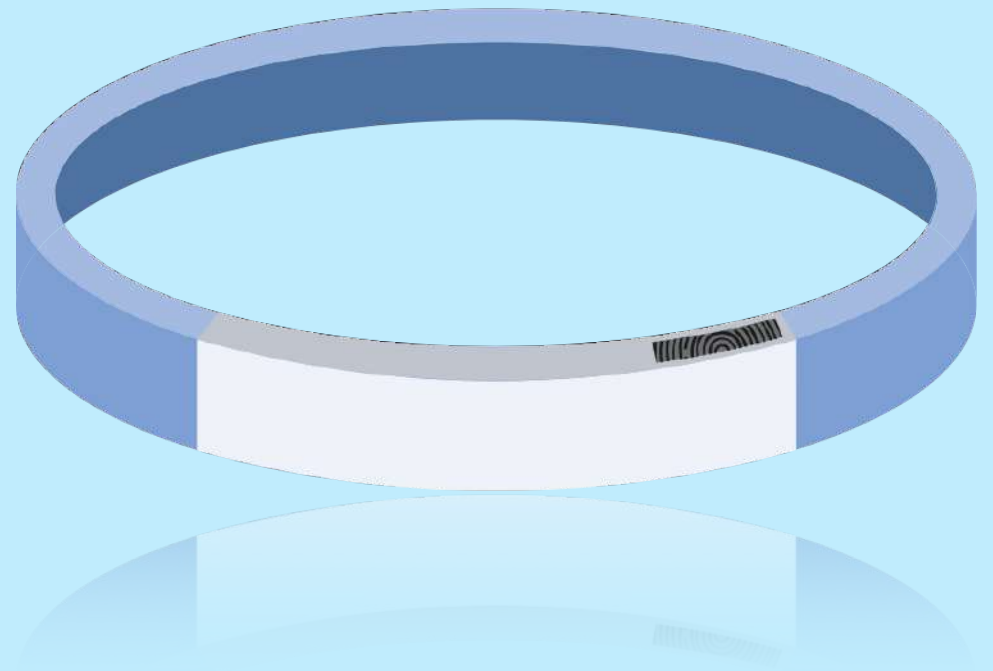


EXISTING CRYPTOWALLETS

- Can be complex to understand how to use
- Might seem too expensive for children
- Require a high level of technical proficiency
- Easy to lose



INTRODUCING CRYPTO BANDS




PARENT'S TRANSFER CURRENCY TO CHILD'S ACCOUNT

Select account:


Checking

Savings

Larry (child) 

Choose amount:

Submit



Success!



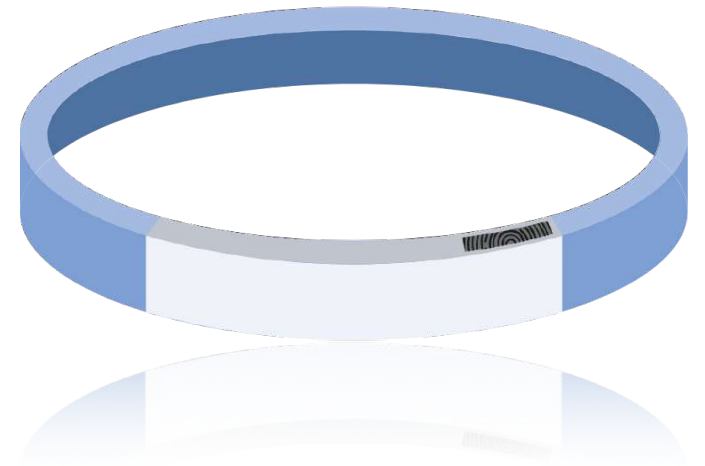
PROTOTYPE DEMONSTRATION

FEATURES

- Lights up to show spending distribution
- Shows balance in account through dual-finger print authentication
- Displays public key in scannable format for retailers
- Vibrates with every transaction to create “physical” memory
- Optionality to set parental rules (limit usage by category of spend or amount)

VALUE PROPOSITION

- Won't easily get **lost**
- **Secure** through dual-finger print authentication
- **Easy** to understand how to use
- Overcomes challenge of teaching **value of money** with non-physical currency
- Can be **personalized** with different wristbands
- **Social** device and provides children a **platform to discuss** financial responsibility and how they use money
- **Entertaining** and **fashionable**



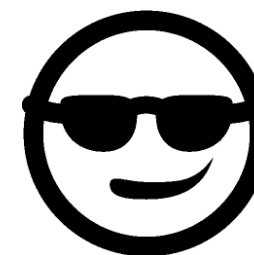
FUNCTIONAL



EDUCATIONAL



SOCIAL



EXPERIENTIAL

BUSINESS PLAN

TARGET MARKET

- Parents of ~24M children aged 8-14 in the US

DISTRIBUTION CHANNELS

- Online sales
- Department stores
- Convenience & grocery stores
- Electronic & toy stores

PROFIT POTENTIAL

- Charge fixed price for basic bracelet
- Upgrade options: different band designs; special limited editions
- Option to charge a fee per transaction