



# KARMA COIN

HARNESSING HUMAN CONNECTION  
V0.1

RACHEL KINER  
CHIEF COMMUNITY MANAGER  
[COMMUNITY@KARMACO.IN](mailto:COMMUNITY@KARMACO.IN)  
[HTTPS://KARMACO.IN](https://KARMACO.IN)

# MOTIVATION

MAKE MONEY GREAT AGAIN

“The original purpose of money is simply to connect human gifts with human needs so that we might all live in greater abundance.

So how is it that instead money has come to generate scarcity rather than abundance, separation rather than connection?”

“We recognize the exchange of gifts as a sacred occasion, which is why we instinctively make a ceremony out of gift giving.”

— Charles Eistenstein, Sacred Economics



# PROBLEM

## TIPPING AND APPRECIATION IS TOO CHALLENGING

- The global migration to cashless makes tipping and money gifting less common and harder to do
- No global, broadly-accessible means of showing appreciation and gratitude
- Limited new digital tipping options
- International tipping high transaction fees
- Limited access to traditional banking for appreciated service providers
- Cryptocurrencies failed to date to fulfill the promise of crypto as global usable Internet money



# OPPORTUNITY

## UNLOCKING THE POWER OF APPRECIATION

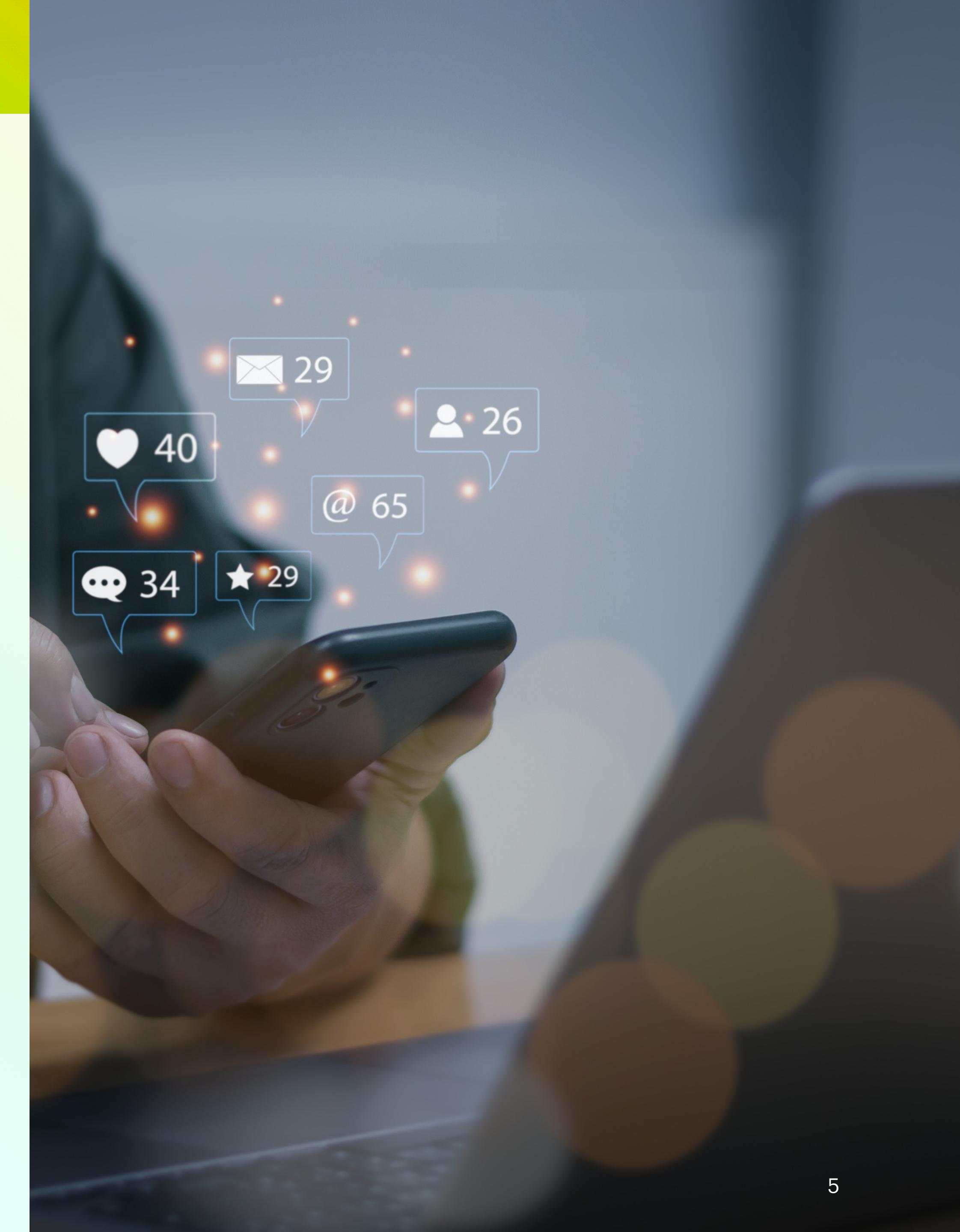
- Fulfill the original intention for cryptocurrency
- Create a coin that everyday people actually use in the real-world
- Kindness and good actions appreciates the coin value
- Newly created revenue and income
- Expanding the gifting economy currently at \$475B
- Community resource and tool for connection
- Enhancing charities and good causes



# MARKET

ALL PEOPLE WITH A MOBILE PHONE ABOVE THE POVERTY LINE

- 6.4B smartphone users worldwide
- \$31B global online gifts market
- \$50B US tipping economy
- \$1T total value of existing cryptocurrencies
- 103M Coinbase users
- 30M Metamask wallet users
- \$47B / year estimated annual tips in the U.S. food industry alone, the service provider industry is valued at \$1.2T
- Many millions of young people worldwide who wants to use crypto as a force of good in society



# VISION

Empower people and communities  
to appreciate and tip,  
fostering generosity, connection,  
and positivity on a global scale.



# SOLUTION

A GLOBAL CURRENCY AND APP FOR TIPPING & EVERYDAY APPRECIATION

- Create a new standard global token of appreciation
- Easy to use app with dead-simple onboarding
- Preloaded with karma coins for instant gratification
- Karma Mining. The more you give, the more we all get
- Partnerships with communities
- An open, permission-less app-blockchain and a native cryptocurrency



# FOUNDING TEAM

THE VISION AND THE HEART TO BRING KARMA COIN TO THE MASSES



Rachel Kiner

Head of Communities

[r@karmaco.in](mailto:r@karmaco.in)



a healing-arts practitioner, communication specialist, and organizational development ambassador

Decade of experience in business and nonprofit sectors. Startup experience in community building and engagement. Strong in communications and team management.



Oriya Pollak

Head of Partnerships

[o@karmaco.in](mailto:o@karmaco.in)



20 years of experience in technology, product development, psychedelic & consciousness research and sales

At Spacemesh, Oriya was responsible for driving the development and advancement of a new blockchain protocol, strategic planning, and project management.



Aviv Eyal

Founder & CEO

[a@karmaco.in](mailto:a@karmaco.in)



Serial entrepreneur with 23 years of experience building consumer web and mobile applications. Designed top-charting iOS Apps. 8 years experience building blockchain and web3 platforms. Created one of the first NFTs and worked on the first successful crypto game

# LAUNCH TIMELINE

## BUILDING A BETTER FUTURE WITH KARMA COIN

### SPRING 23

- Open source product and tech development
- Finalize community and validator v0.1 launch partners

### SUMMER 23

- Launch app v0.1 for iOS, Android and Web with a permissioned blockchain
- Initial coin distribution to community launch partners
- Permissionless Karma Coin blockchain testnet

### FALL 23

- Improve user experience based on real-world usage

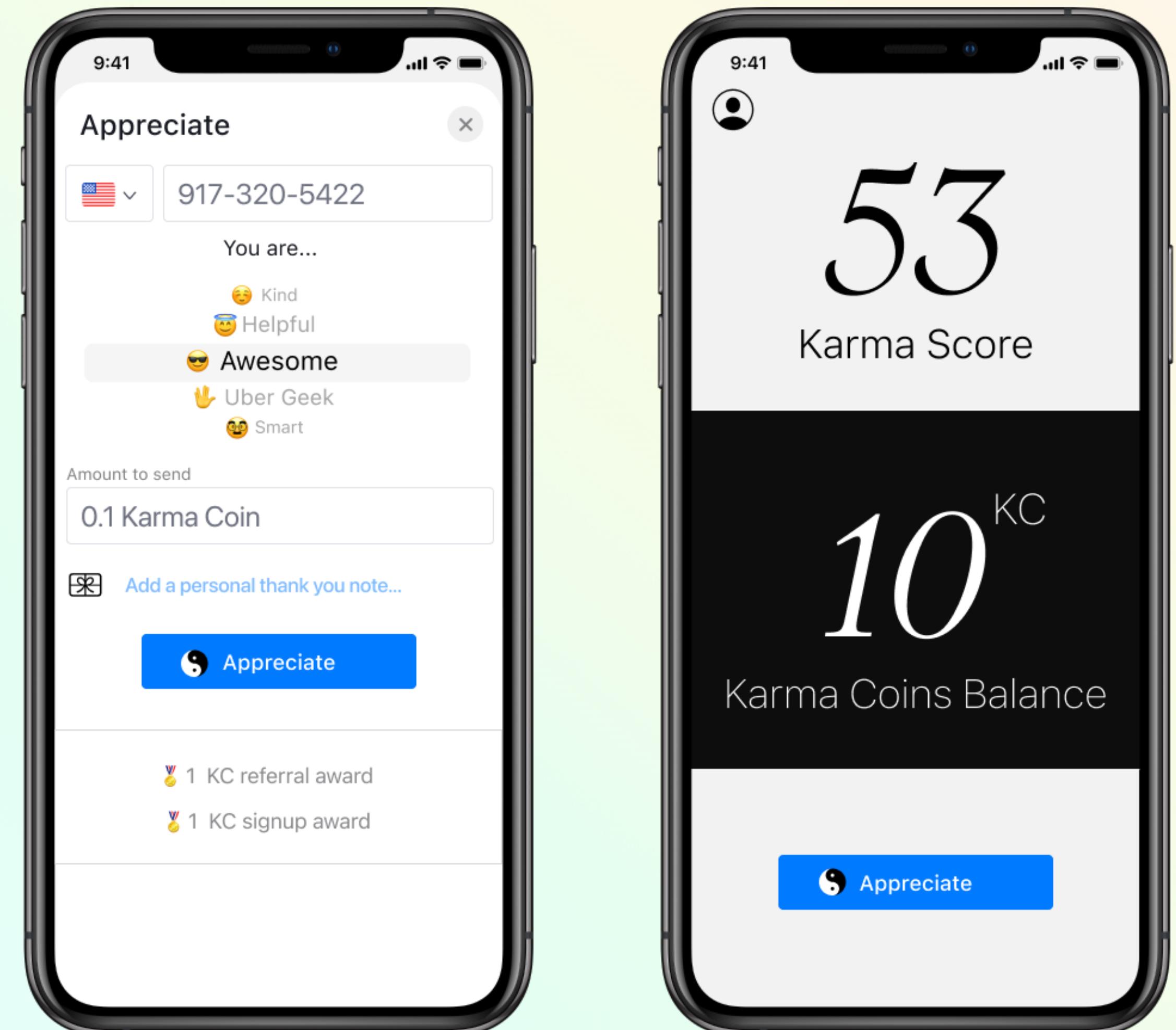
### WINTER 23

- Launch App v0.2 with the permissionless Karma Coin blockchain backend

# PRODUCT

## ONE APP FOR GLOBAL TIPPING & APPRECIATION

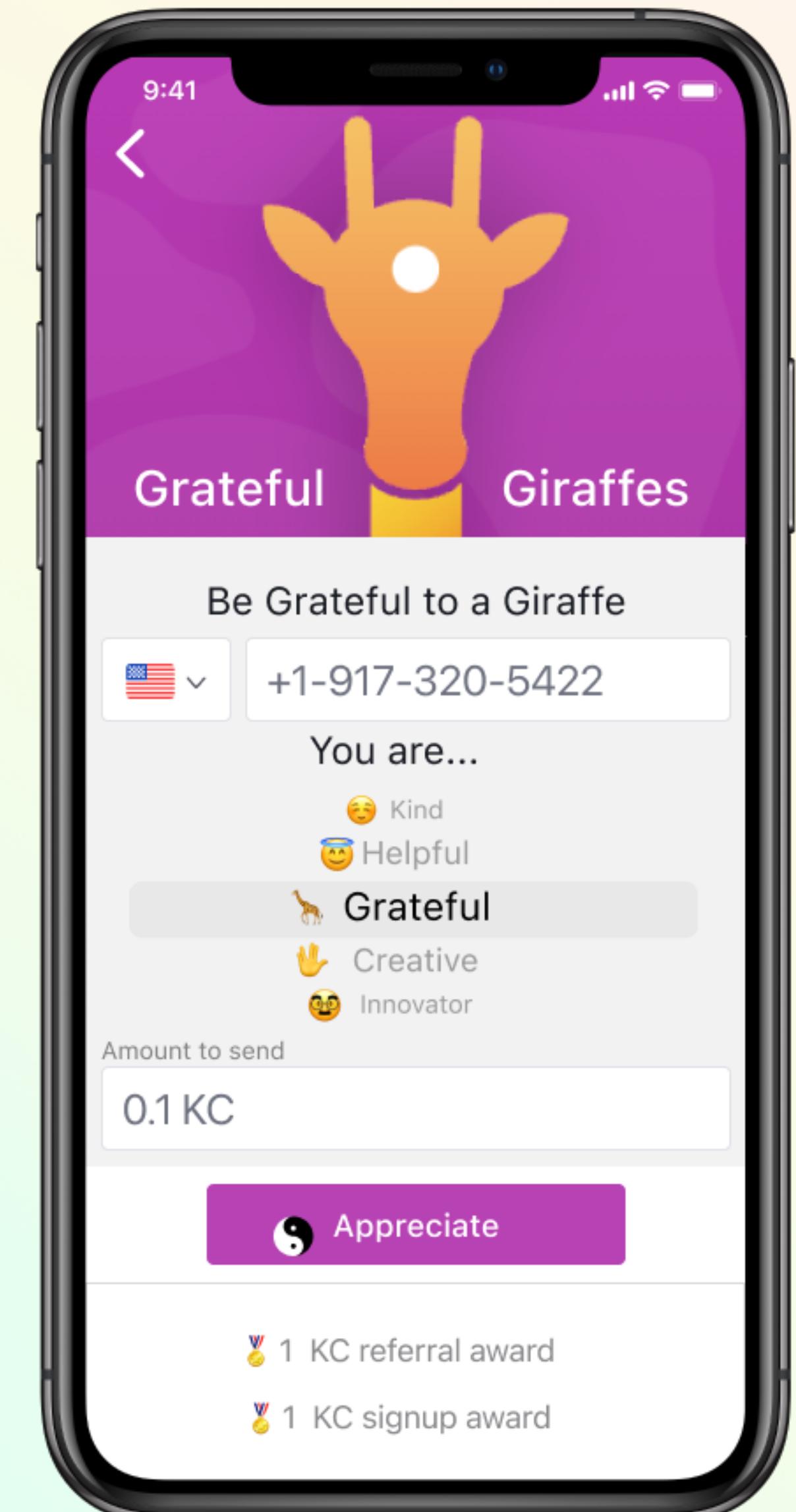
- iOS, Android, and Web platforms
- Super easy to use without sacrificing funds security
- Simple onboarding in less than a minute
- Zero crypto jargon
- No crypto onramp or KYC needed
- Gamified karma and appreciations
- Branded communities experience



# KARMA COIN FOR COMMUNITIES

## YOUR COMMUNITY KARMA

- Karma Coin Grant to share with your members
- Your community's branding, logo, and images prominently in the app
- Personalize the appreciations using your values - increasing engagement
- Use unique icons and metrics tailored to your specific needs
- Personalize sender and receiver experiences to match your community's requirements
- Connect to your preferred charities and causes



# EMPOWERING COMMUNITIES

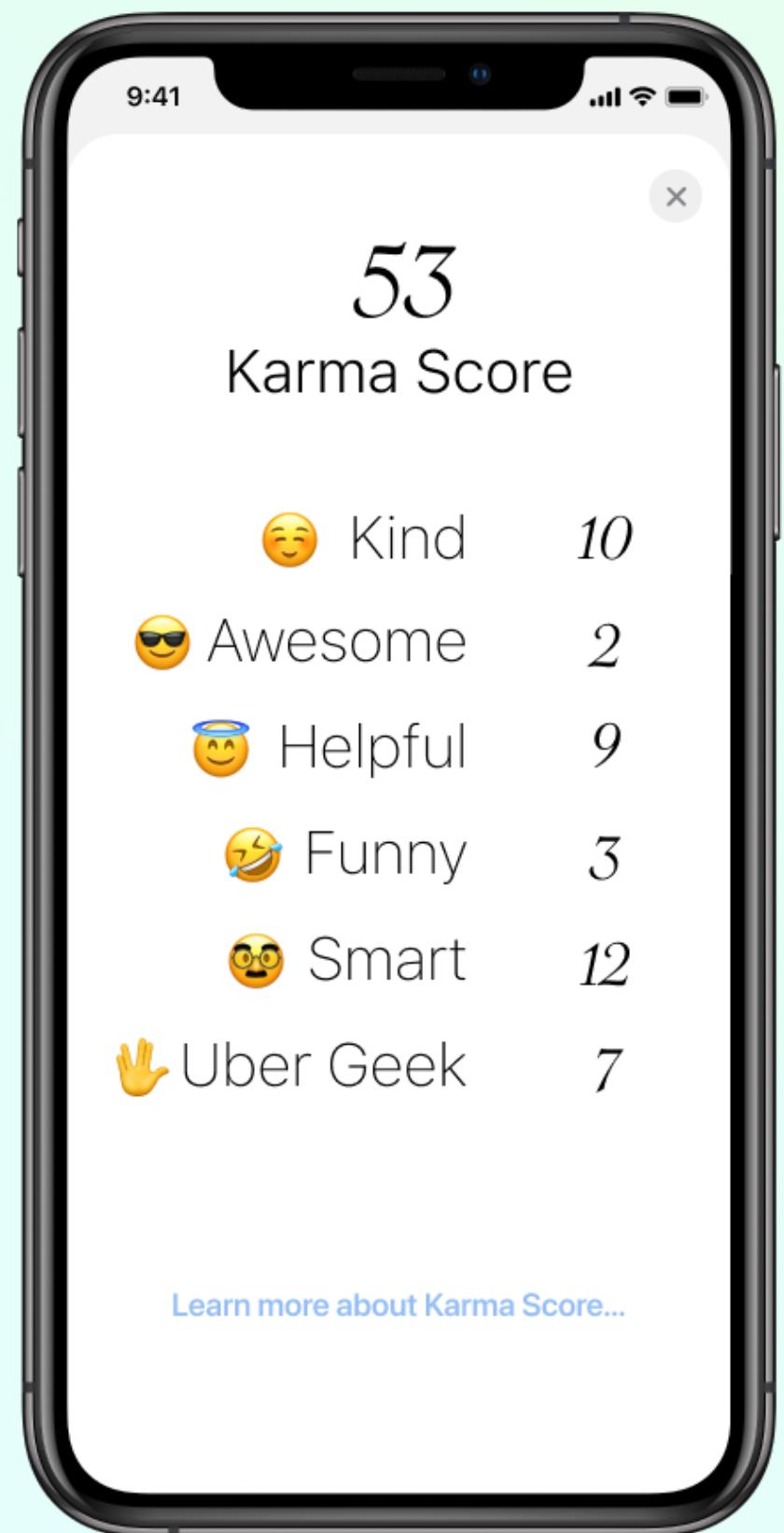
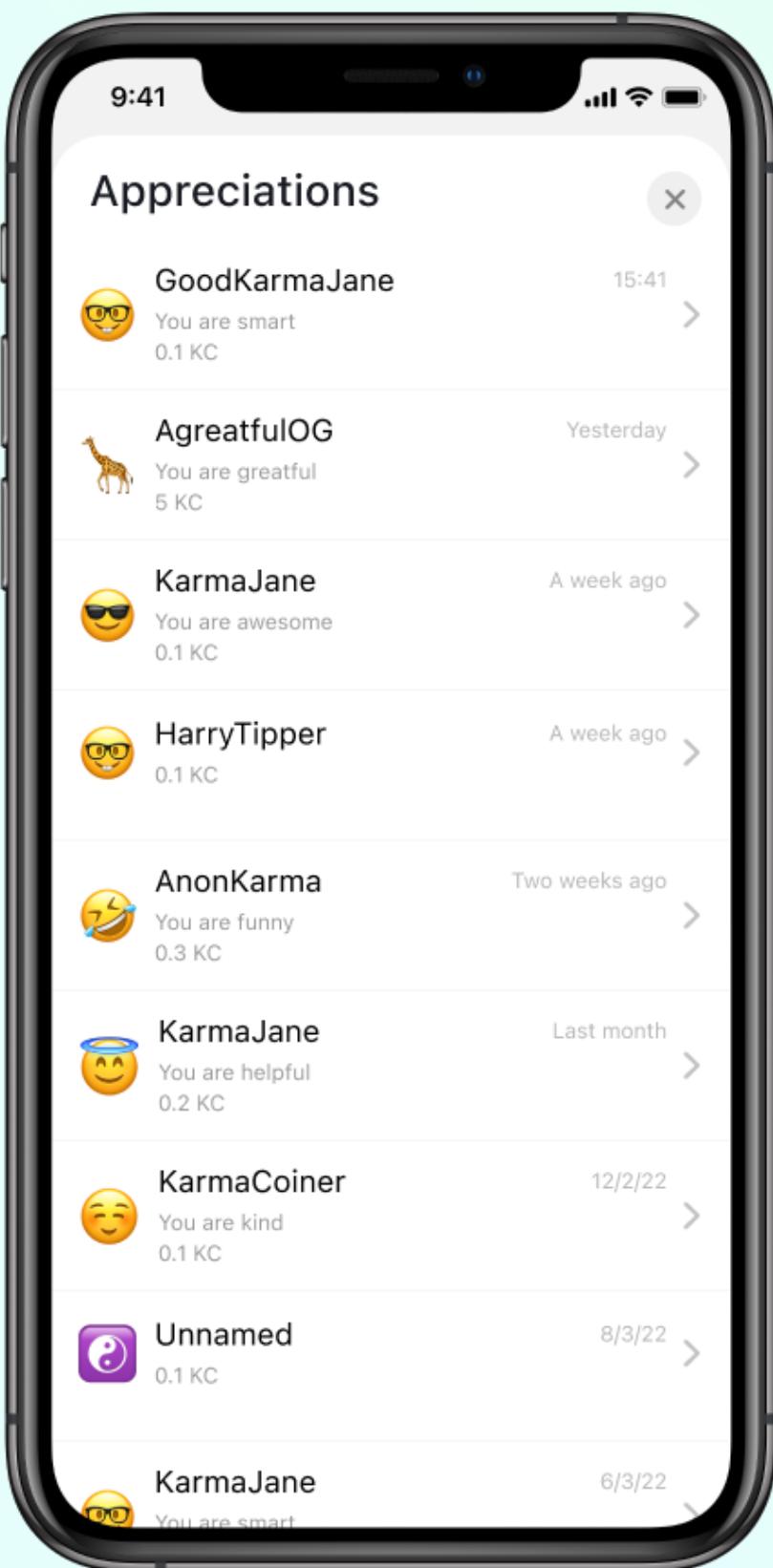


APPRECIATE OTHER COMMUNITY MEMBERS  
BASED ON THEIR ACTIONS ACCORDING TO THE  
COMMUNITY CORE VALUES

GET APPRECIATED BY OTHER COMMUNITY  
MEMBERS ACCORDING TO YOUR ACTIONS IN  
RELATION TO THE COMMUNITY VALUES

# KARMA COIN APP

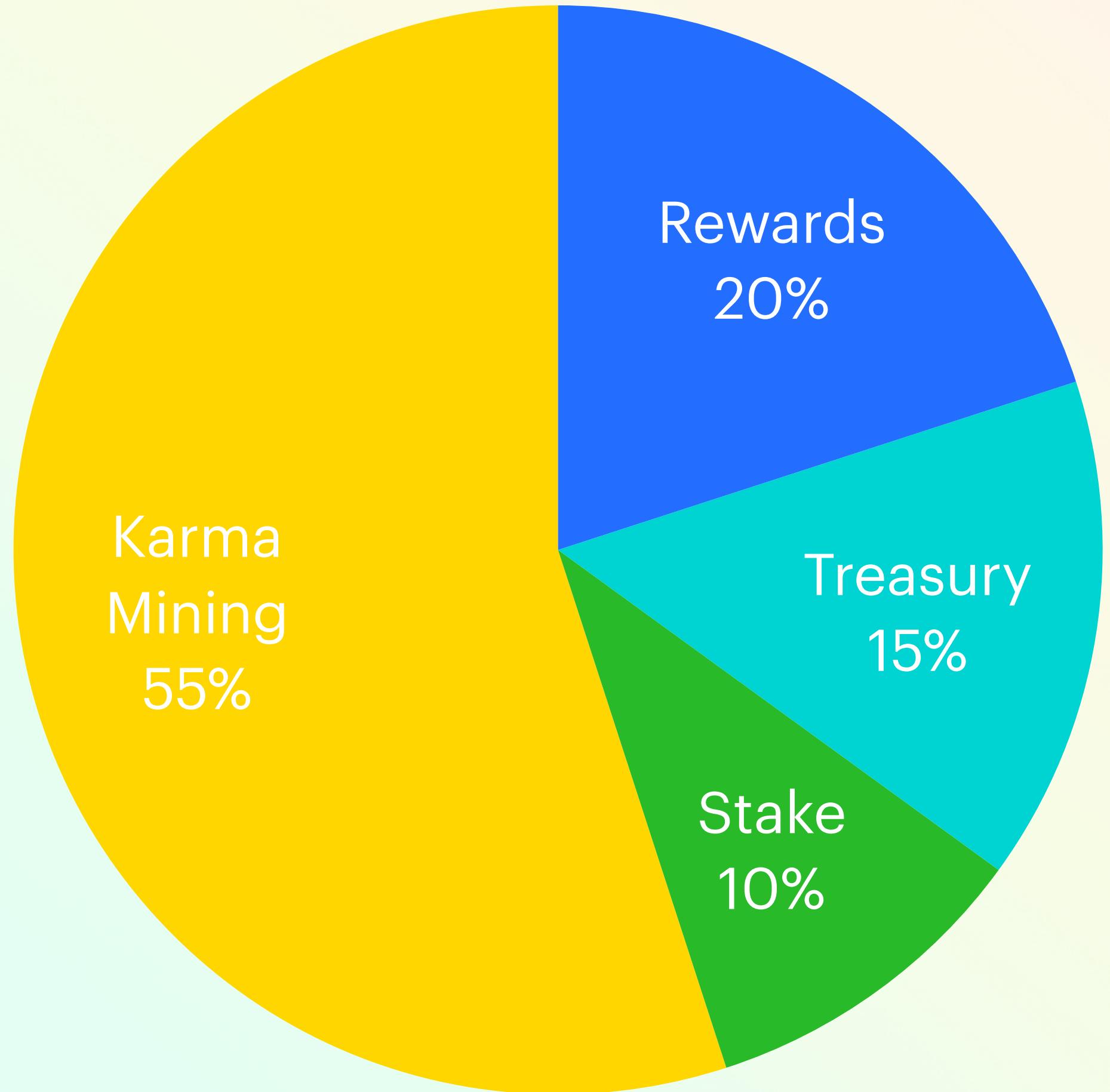
## DEMO



# TOKEN ECONOMICS

## 20 YEARS SUPPLY BREAKDOWN

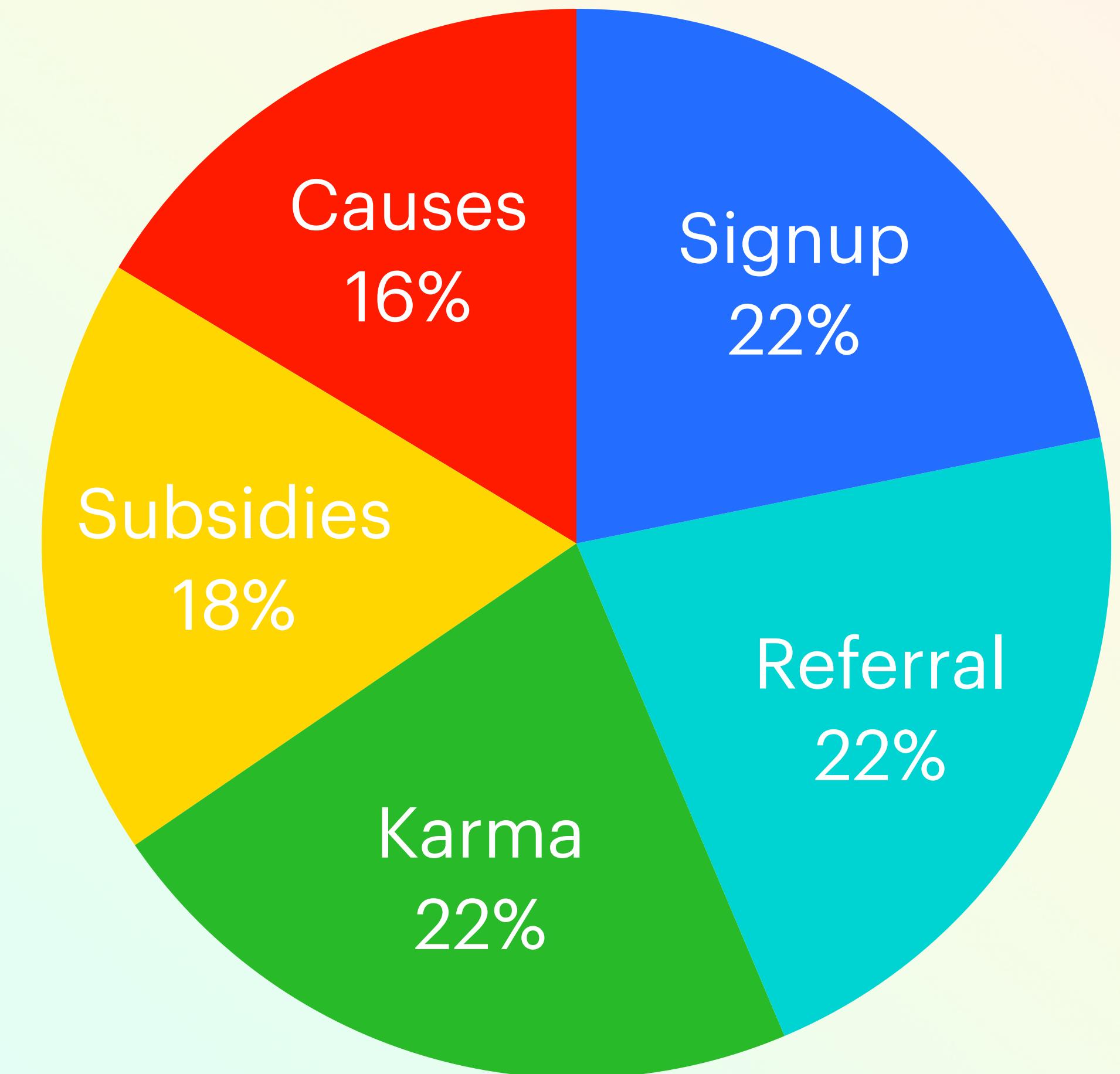
- Total supply: 2.5B KC
- Protocol minted rewards: 1.875B KC
  - Validators and block producers rewards: 500M KC
  - Karma Mining: 1.375B KC
- Genesis mined: 625M KC
  - Treasury: 375M KC
  - Validators stake: 250M KC
- Year 21-40 minted validators reward: 3M KC
- Additional details at <https://karmacoin.in/docs/tokenomics>



# KARMA MINING

## REWARDING GOOD KARMA

- The Karma Coin blockchain is optimized for rewarding users for good actions
- Total rewards minted over 20 years: 1.375B KC
- Users rewards
  - Signup: 300M KC
  - Referral: 300M KC
  - Karma: 300M KC
  - Transactions fees subsidies: 250M KC
  - Causes: 225M KC





"Sacred money then will be a medium of giving, a means to imbue the global economy with the spirit of the gift that governed tribal and village cultures, and still does today, wherever people do things for each other outside of the money economy."

— Charles Eistenstein, Sacred Economics

# THANK YOU

RACHEL KINER

CHIEF COMMUNITY MANAGER

[COMMUNITY@KARMAKO.IN](mailto:COMMUNITY@KARMAKO.IN)

[HTTPS://KARMAKO.IN](https://KARMAKO.IN)