

# PROBLEM

## TIPPING AND APPRECIATION ARE TOO CHALLENGING

- Cryptocurrencies failed to date to fulfill the promise of crypto as global usable Internet money
- 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
- The world is global, yet International tipping transaction-fees are high
- Limited access to traditional banking for appreciated service providers





# OPPORTUNITY

## UNLOCK THE POWER OF APPRECIATION

- Fulfill the original promise of the cryptocurrency disruption
- Create a coin that **everyday people** actually **use in the real-world**
- Grow the gifting economy currently at \$475B USD
- Strengthen communities of positivity
- Enhance charities and good causes

