



# masari

digital cash made simple

## 2018-19 Goals

The first goals we have are to reach more people by way of podcasts and interviews. To do this, there needs to be a coordinated effort to attract new media to the project. The marketing arm of the Masari Core have been reaching out on this front but a community driven model could bear more fruit.

Furthermore, since we are still new and fledgling, funds should be assumed to be scant. That being said, more of our efforts will be relegated towards a grassroots approach of individuals getting the message out there. So far, we have created a multitude of graphics, stamp outlines, and other shareable media. The overall aim of such efforts is oriented around a grassroots guerilla style marketing effort to combat the problem of limited funds.

In addition, the use of MasariPay ought to be utilized for bigger endeavors such as buying adspace on social media sites like Twitter and Reddit. While the money needed to be raised for this is not great, it would have to be done on a monthly basis or yearly basis.

Lastly, the creation of infographics, fact sheets, and media hand outs will be organized in a new repository entitled "Masari Marketing" where users can volunteer their efforts to add new content that promotes Masari. While we have used a bounty style system before in the past, we would like to move towards a more altruistic approach for content going forward. That being said, the more complex content like videos and animations would still follow the bounty approach. We hope that this pushes Masari into the right direction as a community driven privacy coin.



[getmasari.org](http://getmasari.org)



**Use masari world wide.**  
you can send and receive  
money anytime and anywhere.



[getmasari.org](http://getmasari.org)



**masari is digital cash.**  
It can't be stolen from  
you on the street. Play  
without worrying.





**masari pays you  
instantly.**

There are virtually no  
fees and no  
middlemen.



[getmasari.org](http://getmasari.org)

A photograph showing the back of a person wearing a grey hoodie, walking away from the viewer through a subway station platform. The platform is dimly lit by overhead lights, and blurred train carriages are visible in the background.

**Privacy is a right  
not a privilege.**



[getmasari.org](http://getmasari.org)