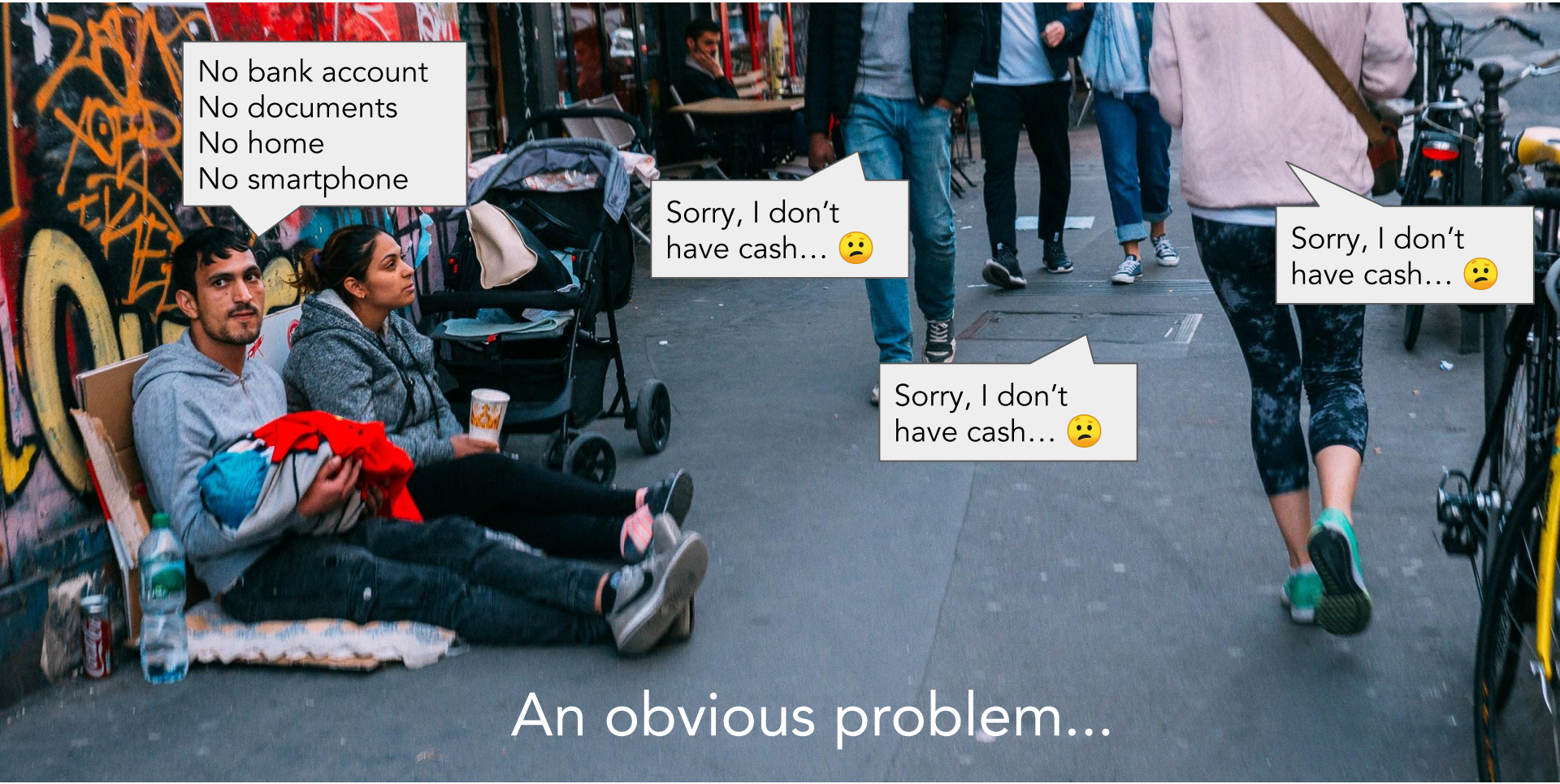
SolCard

BSIC Week #2 Checkpoint

March 2020



An obvious problem...

Direct donations UX

Physical debit card

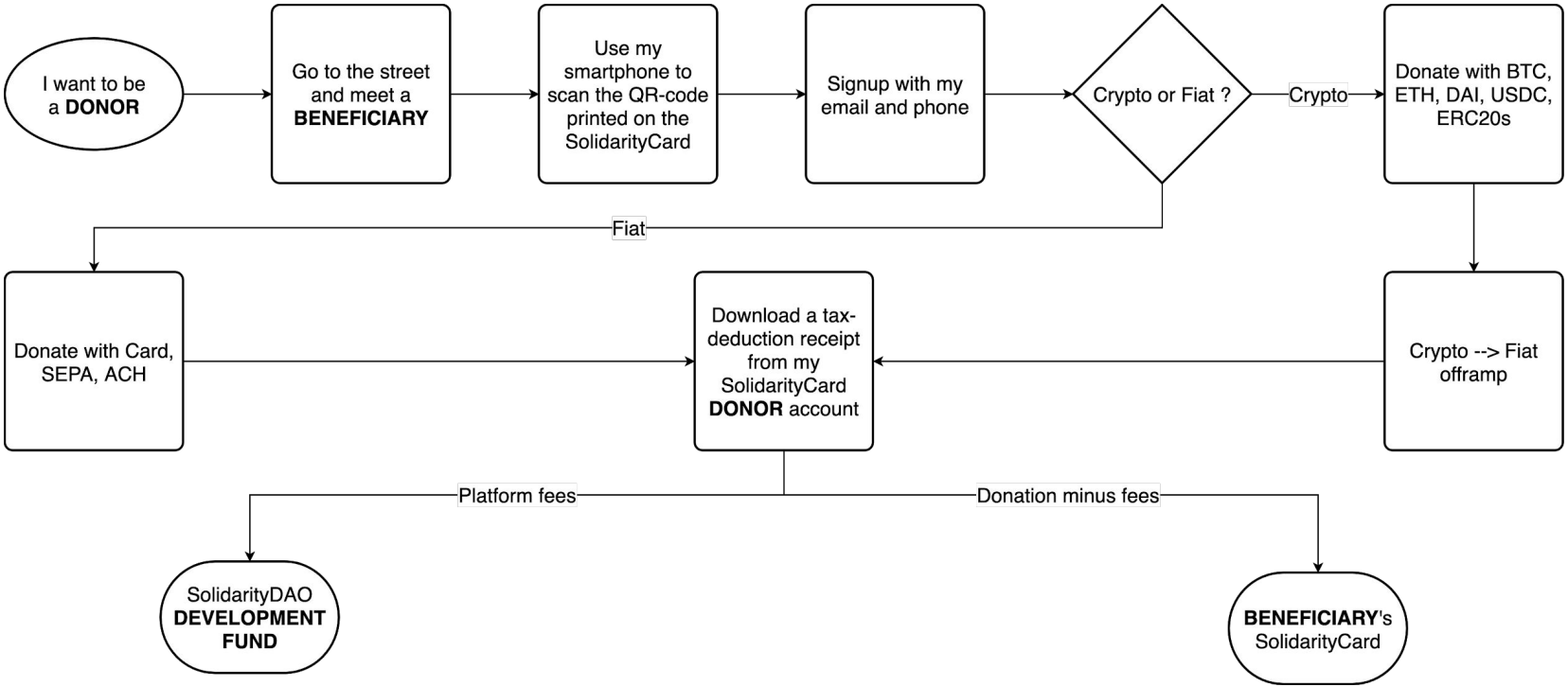
https://solcard.org/0123456789abcdef

Francis Lejeune
1984-01-24

Pay

Payment page

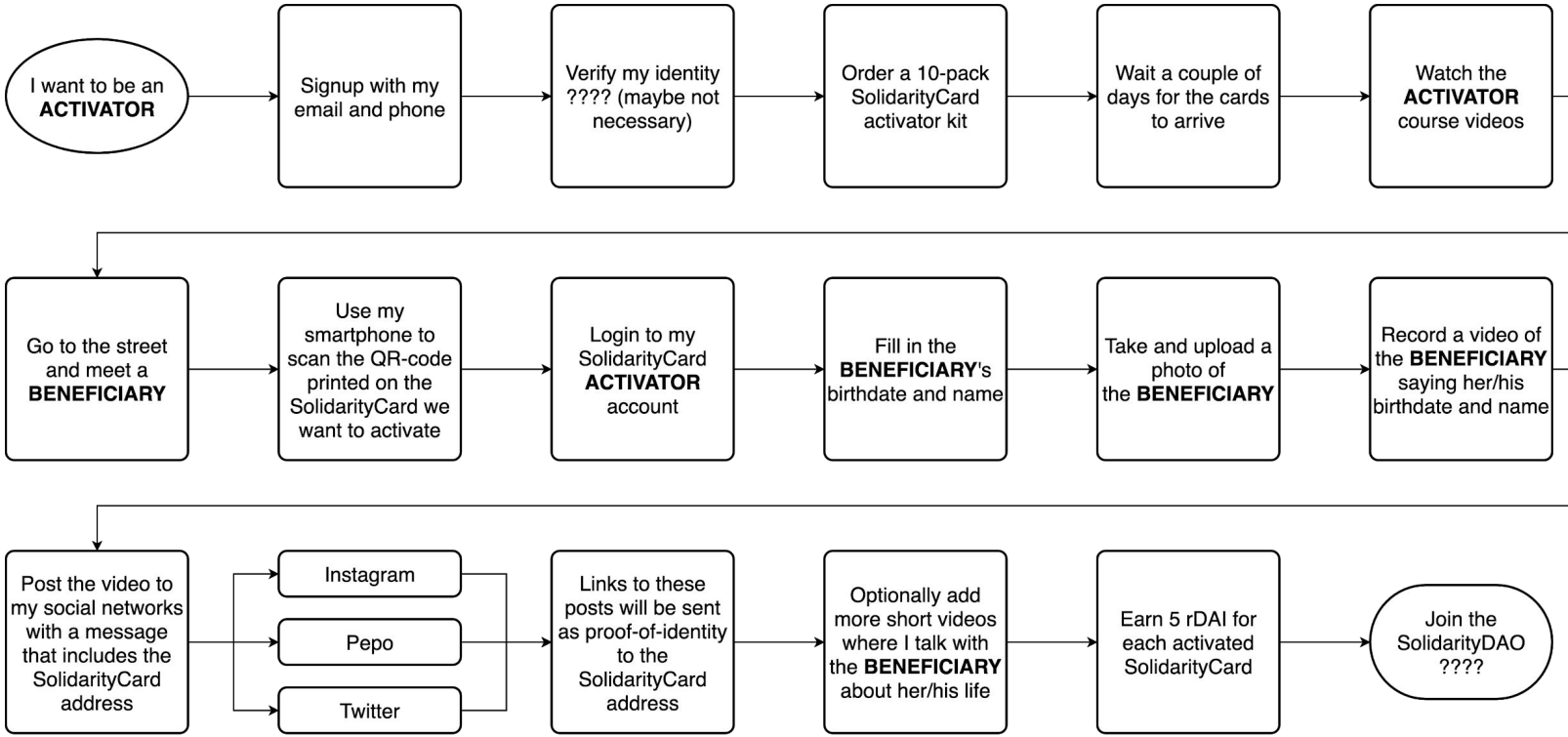
Direct donations - flow chart



Community-powered KYC

- Amounts are capped to 2000 EUR/month/*beneficiary*.
- *Activators* share their email, phone number and physical address when they order a pack of cards.
- *Activators* can then onboard/register new *beneficiaries*.
  - The *activator*
    - collects the name and date of birth of the beneficiary
    - deploys the payment web page
    - publishes a video with the SolCard ID in the comments

Community-powered KYC - flow chart



Testing the MVP

- Will people actually donate online?
  - *Activator* can share the URL of the payment page, but will people actually donate?
- Will people actually donate IRL?
  - QR code on a sign?
  - QR code on flyers?

Pain points

Legal

- Innovative KYC process

Tech

- Which software for KYC (Ethereum? uPort? Keybase? Kleros PoH? Celo?)
- Which software for the debit card (Stripe? Plaid? Contis? Multis?)

How do we measure the impact?

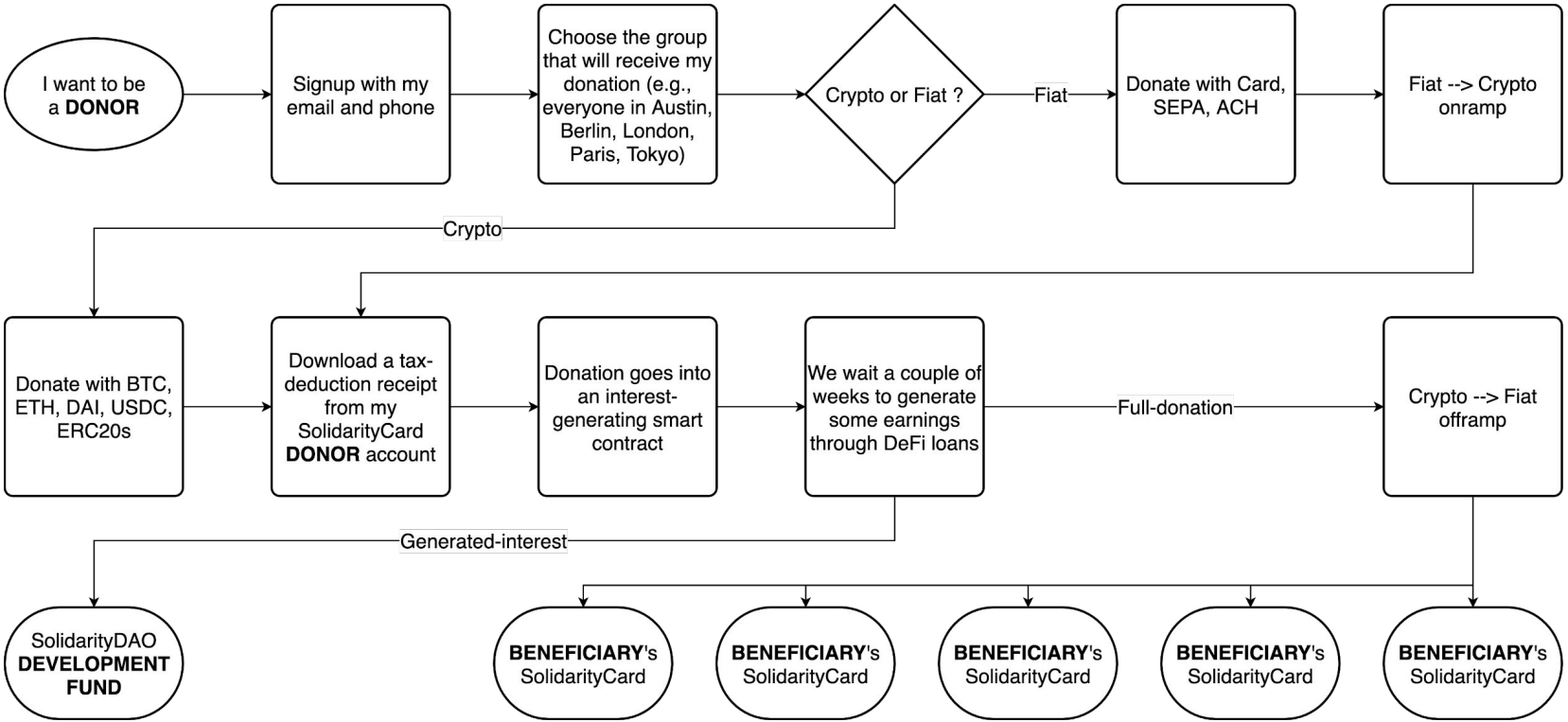
The metrics we watch:

- Total amount of money received (in euro)
- Number of *beneficiaries*
- Number of *activators*
- Number of active *donors*

Post-MVP features

- Donations to a group of beneficiaries
  - Automatic wire transfers to several accounts
  - Allows donors to give to all the beneficiaries of a certain group (i.e. in the city)
- Crypto donations
  - A ‘crypto-to-fiat’ bridge is required if we want to allow donations in crypto
- Take advantage of DeFi
  - We can imagine several different ways to take advantage of the many financial services generating interests, we see it as a possible source of funding the development of the project.

Donate to a group - flow chart



Targeted Institutional Partners

The KYC process SolCard provides must be endorsed by institutional partners who share our objectives.

- Paris City Hall
- French Ministry of Finance and Economy
- AMF (the French SEC)
- ESF (European Social Fund)