

# SolidarityCard

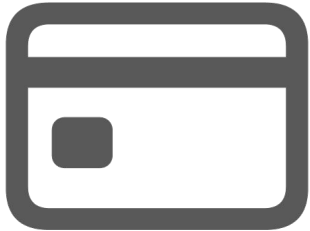
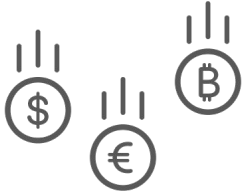
An inclusive approach to the cashless future.

April 2020

# Vision



**Include citizens from all socioeconomic levels** in the development of a more collaborative, dignified, open, and resilient society.



**Provide homeless and undocumented people with money for their basic needs** so they may be liberated from short-term thinking and lead a fulfilling existence.


# Value proposition

Knowing the face, name, and story of homeless and undocumented people will give us the **opportunity to care for them as true members of our community.**

Use of blockchain technology will enable a **reduction of operational costs and improved transparency.**

Adoption of a DAO<sup>[\*]</sup> structure and bounty<sup>[\*]</sup> mechanisms means that **anyone in the world can be part of the solution.**

**Problem**



No bank account.  
No documents.  
No home.  
No smartphone.

Sorry, I don't  
have cash... 😞

Sorry, we don't  
have cash... 😞

Sorry, I don't  
have cash... 😞

# Cashlessness

1

People around the world are quickly going cashless, but the most vulnerable and marginalized population groups are often excluded from participating in this new economy.

2

In developed economies, where the majority is reasonably well served by the traditional system, there's no rush to upgrade all current infrastructure.

3

Even if cryptocurrency point-of-sale payment terminals are available today, they probably won't reach massive adoption before at least 5 years.



When society is blind,  
children are still capable of seeing.



# Dehumanization

1

Homeless and undocumented people are mostly a statistic we hear in the news and quickly forget. We walk past them in the street without even seeing them.

2

Most social programs today are bureaucratic processes that infantilize people by not giving them any choice in the use of funds nor expecting them to be responsible with their freedom.

3

Our world is increasingly polarized. We see those that don't belong to our group as unknown enemies to outcompete instead of potential friends with whom to build.



**Solution**

Works on  
Mastercard or  
Visa networks

Hole for  
lanyard

Lead to  
beneficiary's  
profile

Contactless  
payments  
only



[solcard.org/](https://solcard.org/)  
0123456789abcdef

# Usable without



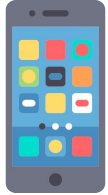
Government ID



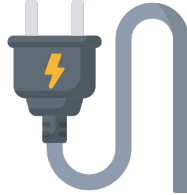
Bank account



Stable home



Smartphone



Constant access to  
electricity

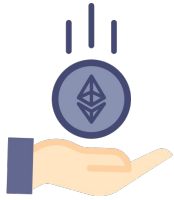


Remembering  
complex codes



Upgrading all  
payment terminals

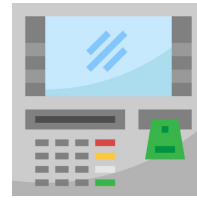
# Restrictions



2000 EUR monthly  
funding limit



100 EUR daily  
spending limit



No ATM withdrawals



# Users

## Beneficiaries

Homeless and undocumented people.



## Activators

Activate cards and record monthly update videos.

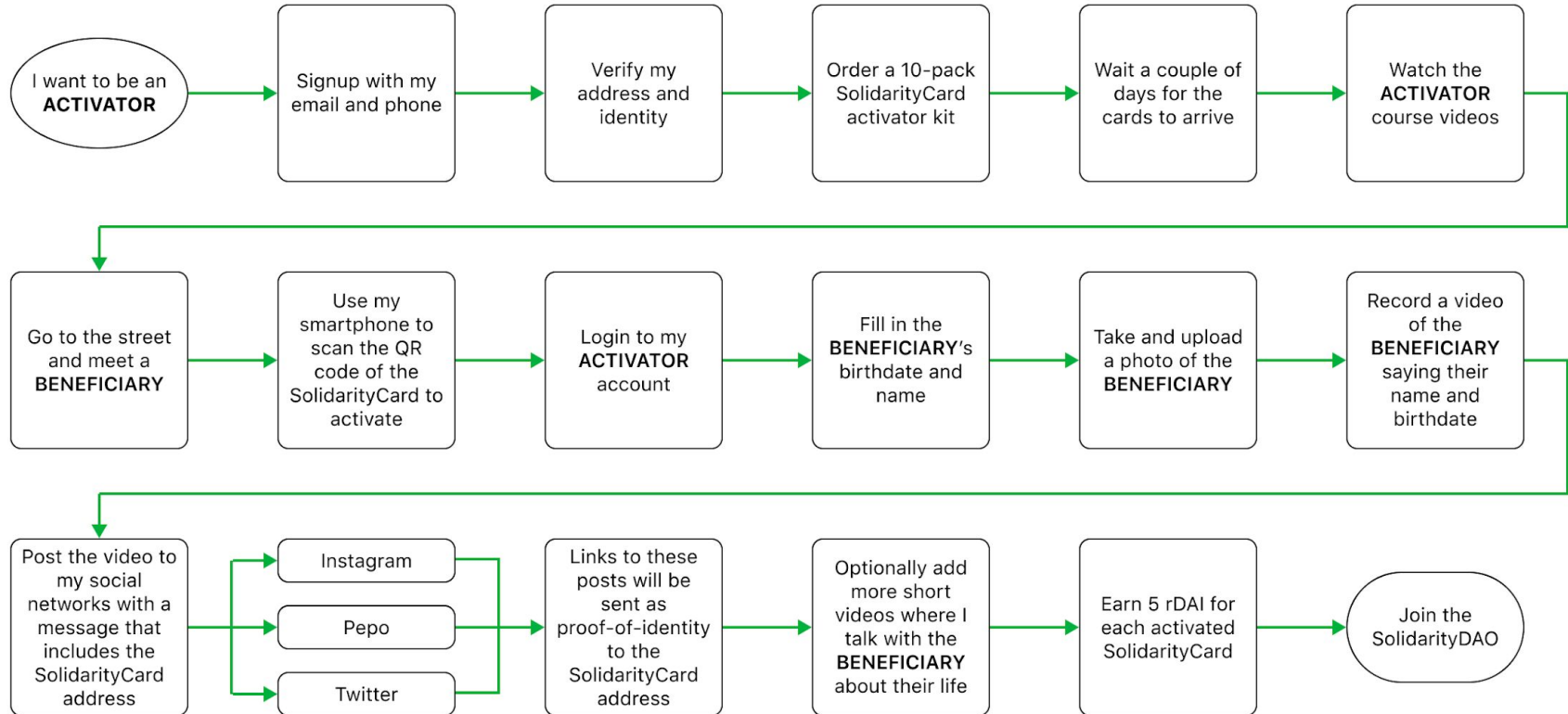


## Donors

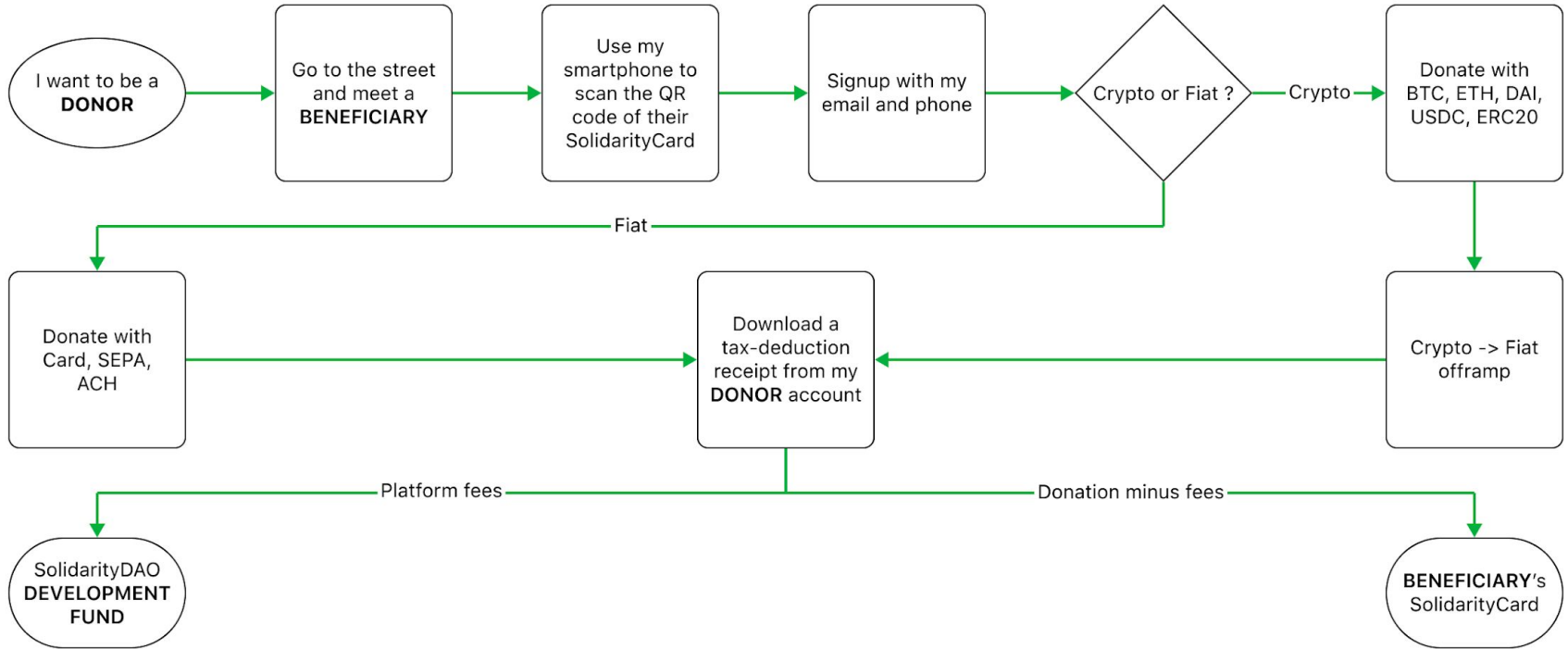
Make lots of tax-deductible donations.



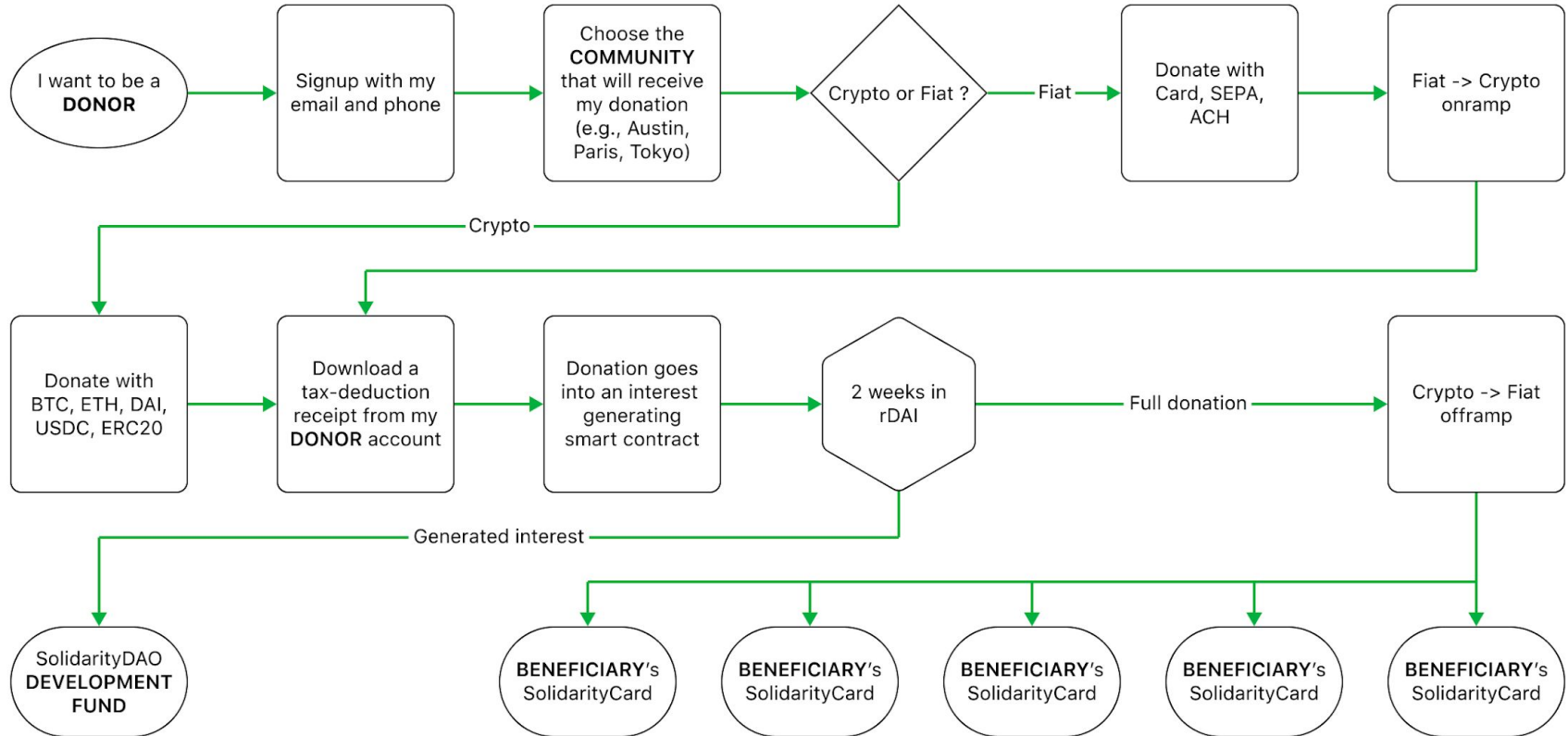
# Community-powered trust



# Donate to one person



# Donate to a community





# Revenue model

## Donate to one person

SolidarityDAO<sup>[\*]</sup> takes a small transaction fee and the remainder is instantly credited to the beneficiary so they can use the money within minutes.

## Donate to a community

The money goes into an interest generating smart contract (rDAI<sup>[\*]</sup>) during two weeks, after which SolidarityDAO<sup>[\*]</sup> takes the accrued interest and the full donation is credited to all the beneficiaries of the community.

# Impact measurement

## Humanize

- What do you feel about engaging with people that surround you?
- Do you feel that people interact with you in a different way?
- Do you feel more confident about your capabilities?

## Stabilize

- Do you feel that your basic needs are being met?
- What can you buy, that you couldn't buy before?
- Do you feel less depressed?
- Do you feel more secure?

## Reconnect

- Did you use your money to support friends, family?
- Did you use your money to build something?
- Do you feel that you can contribute to society?
- With how many new people have you felt connected?

# KPIs for success

## Beneficiaries

- Number of lives changed.
- Number of daily active beneficiaries.
- Number of total beneficiaries.
- Average weekly & monthly income received.
- Percentage of target minimum income received (2000 EUR).

## Activators

- Number of monthly active activators.
- Number of recurrent activators.
- Number of total activators.
- Number of donating activators.
- Use frequency.

## Donors

- Number of monthly active donors.
- Number of recurrent donors.
- Number of total donors.
- Use frequency.
- Average amount per donation.
- Total amount donated.

# Target market and opportunity

**150M**

homeless in  
the world.

(Chamie 2017)

**200K**

homeless in  
France.

- 2K die every year.
- Most die before the age of 50.
- 30% don't have a smartphone.

**10-15K**

homeless in  
Paris.

(Declerk 2002)

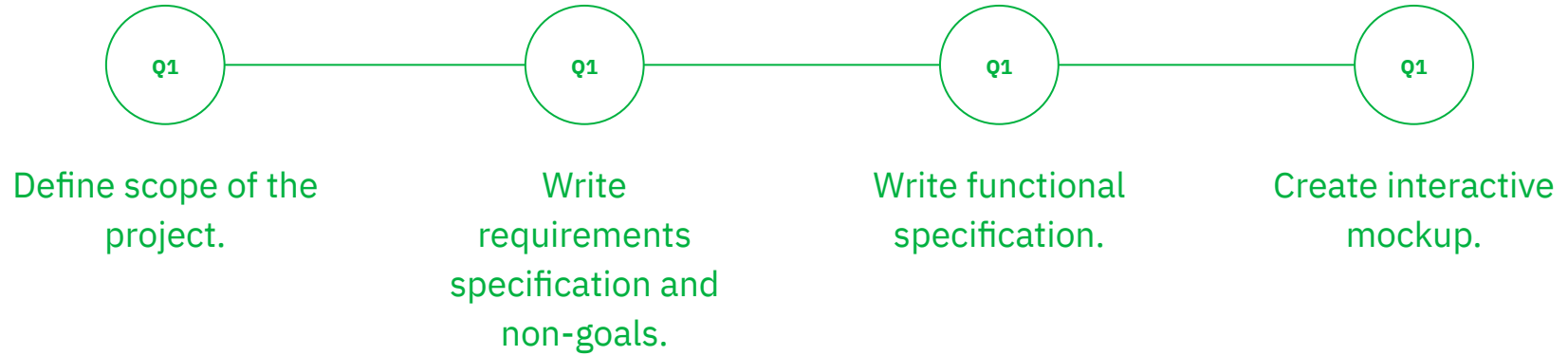
**4.5K**

homeless in  
Paris don't  
have a  
smartphone.



# Roadmap

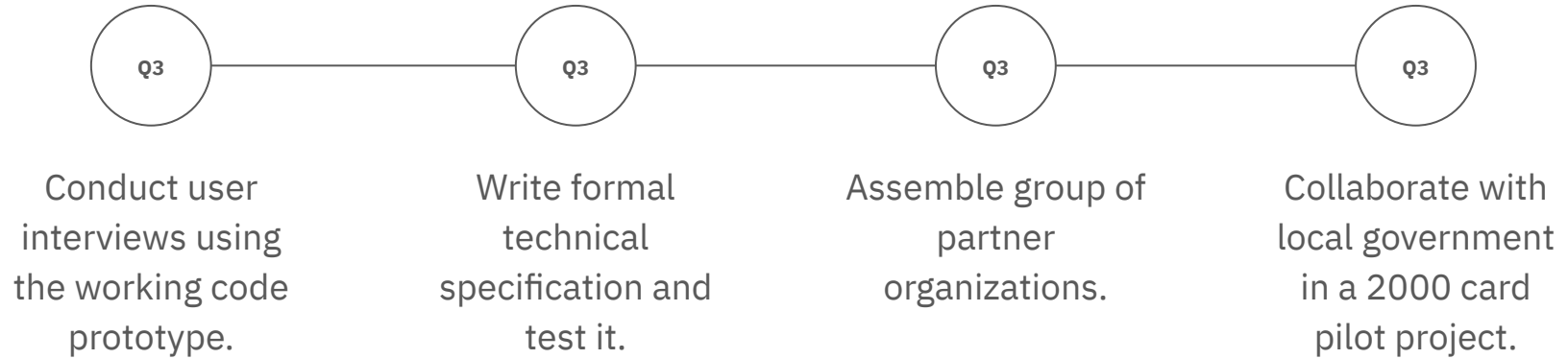
# Q1



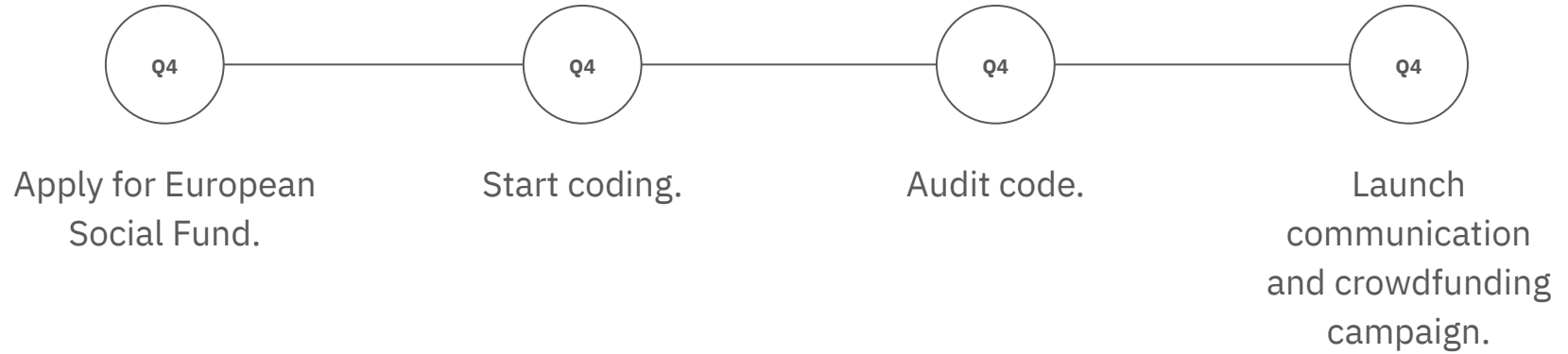
# Q2



# Q3



# Q4



# Team

**Juan Diosdado (@xuanmir)** is a creator of experiences, images, and stories. Shared narratives cultivator. Holistic designer. Perpetual learner. Social dreamer. He's also a writer-director interested by the power of narratives to touch the emotional fiber of individuals and drive social change.

**Pauline de Mortain (@popeline5)** is a freelance psychomotor therapist, illustrator, screenwriter, and choreographer. She is an autodidact and likes to explore meaningful projects. She feels concerned about this issue because she has a brother who lived in the streets for few months.

# FAQ

## **How can we be sure that beneficiaries won't have more than one card?**

Every beneficiary is publicly listed in the local community page, so during the activation process we would know if that person already has a card. This could be automated through facial recognition.

## **How can we be sure that beneficiaries won't use the money for alcohol or drugs?**

We expect people to be responsible for themselves and think alcohol or drugs should not be only for rich people. However, since the cards can only be used for contactless payments and ATM withdrawals are not possible, buying drugs without cash would be quite hard.

## **What happens if beneficiaries lose their cards or they are robbed?**

They can ask anyone with internet access to report this on their profile. They can also record a video explaining what happened. We can then block the card to ensure no additional charges are made until it gets recovered. And in the meantime we can get them a new card.

# Projects that inspire us

**Blockstack|Keybase|uPort** : For the way they use the web-of-trust model through social networks.

**Bounties Network** : For showing us a better way to reward people for their work.

**Give Directly** : For trusting in people to make the best decisions with their money.

**Gitcoin** : For implementing quadratic funding to empower open source builders.

**Monolith Card** : For making an easy way to finally spend crypto in the real world.

**Pool Together** : For turning saving money into a game where nobody loses.

**rDAI** : For giving us a glimpse of the magical things that are possible with decentralized finance.



# Glossary

## **ATM (Automatic Teller Machine)**

A machine that dispenses cash or performs other banking services when an account holder inserts a bank card.

## **Bounty**

A payment incentive for the accomplishment of a task. Used by emergent internet communities so that anyone can be remunerated for contributing to their projects.

## **DAO (Decentralized Autonomous Organization)**

An organization represented by rules encoded as a computer program that is transparent, controlled by shareholders, and not influenced by a central government. Commonly implemented through smart contracts on a blockchain.

# Glossary

## **KPI (Key Performance Indicator)**

A quantifiable measure used to evaluate the success of an organization in meeting objectives for performance.

## **KYC (Know Your Customer)**

A process requiring that professionals make an effort to verify the identity, suitability, and risks involved with maintaining a business relationship. Commonly used in the context of opening a bank account with the requirement of government id and proof of address.

## **MVP (Minimum Viable Product)**

Version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort.

# Glossary

## **rDAI**

Redeemable DAI is a stablecoin that's pegged to the value of USD which allows you to invest in an interest generating pool, used for collateralized loans. You can either keep the accrued interest or program your rDAI to automatically transfer it to anyone else with an Ethereum address. You still hold on to the exact amount you invested, and can spend and transfer it at will.

## **Web-Of-Trust**

A term used in cryptography to describe decentralized security models in which participants authenticate the identities of other users. (i.e., I trust my friend and he says that another person is trustable, therefore, I will also trust this other person.)

# Acknowledgments

Huge thanks to Sonia Ganess for all her help!

# SolidarityCard

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