

Stamps

Executive Summary

Monetize your inbox.

A new email/messaging system where users receive money for each messaging received.

Earn money in each email/messaging you receive. Your time is money, monetize your time and your emails.

No more spam: marketing advertisers pay you to receive emails.

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Project overview

Problem solving:

No monetizing your inbox, and lot of spam that consumes your time reading email.

Solution:

Stamp, an email/messaging system, where you monetize your inbox. Receive money from each mail you receive. No more unwanted spam.

Potential Impact:

In 2021, there were an estimated 319.6 billion e-mails sent and received daily around the world. This figure is projected to increase to **376.4 billion daily e-mails by 2025.**

By 2025, the number of global e-mail users is expected to reach a total of **4.6 billion users**

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Background and context

E-mail marketing:

Despite the increasing popularity of messengers, chat apps and social media, **e-mail has managed to remain central to digital communication and continues to grow in uptake. By 2025, the number of global e-mail users is expected to reach a total of 4.6 billion**- an approximate six hundred thousand increase in users, up from 4 billion in 2020.

Click-through rates:

Not only that, when it comes to online advertising **e-mail has seen higher click-through-rates than on social media**. In Belgium and Germany, these were 5.5 and 4.3 percent respectively - compared to the 1.3 percent global average CTR for social media during the same time period.

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Value proposition

Receive money with each email you receive.

Monetize your inbox.

No more unwanted spam, receive money from every email you receive.

Set different ranges of value of stamps for your emails received.

You set your own monetization scheme, from email from family, friends, company, marketing campaigns. Monetize your inbox.

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Technical description

Range of stamps.

Personalize your inbox:

Choose the value to receive from email/messaging from different senders like company, marketing campaigns, friends, family.

Monetize your inbox. Receive money from each email/messaging you receive.

No more lost time reading emails. Your time is money, earn money in each mail received.

Multicurrency supported.

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Market analysis

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Project Plan

Develop Stamps

-email & messaging system where users monetize their inbox, earning money with each email they receive.

Integrate support for digital money, currencies.

Launch the service, getting part of the global email market of 4.6 billion users, who sent 376.4 billion email daily, in 2025.

Plus: Add additional financial and non financial services directly available to the email.

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Team and resources

Developers: 3

Knowledge of blockchain, cryptocurrencies, offsets and credits, green assets, banking, financial and non financial services, email systems.

Computers: 3

Internet: 3

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Conclusion

A new email/messaging system where users receive money for each messaging received.

Earn money in each email/messaging you receive. Your time is money, monetize your time and your emails.

No more spam: marketing advertisers pay you to receive emails.

Choose the value of money for the emails you want to receive.
Companies, marketing campaigns, friends, family, just add postal stamps to the email they send to you.