

**DO WE
REALLY
WANT A
RETURN TO
NORMAL?**

**ISN'T IT
TIME
WE BUILD
SOMETHING
BETTER?**

Aviv Eyal - Personal background

- Software builder and [serial entrepreneur](#) for 20+ years.
- Crypto-first person and a coin founder and [open source developer](#) since 2017.
- Created one of the [world's first NFTs](#) and [artist token](#) in 2018.
- Collaborated on one of the world's [first crypto games](#) in 2018.
- Organized blockchain community [technical events](#) and is [funding blockchain open source development](#) since 2018 via bounties and grants.
- Co-founder and CPO [Spacemesh](#), a fair and energy-efficient cryptocurrency and took it from deck to beta in 4 yrs under \$20M.
- Founded and grew 4 previous consumer software startups in San Francisco and in NYC.
- Co-founded and CTO Grouper Networks in 2004. A P2P Social media platform. Lead product and tech. <\$5M funding. Lead successful growth hacking effort. Acquired by Sony in 2006 for \$65M. Became [crackle.com](#) - Sony's main video global website.
- Self-funded and owned Musicsoft Arts a mobile music apps company. Grew it to >\$1M USD yearly revenue and achieved profitability in less than 12 months.



Cmail - Crypto mail

Problem

- **Email is web 2.0 killer app - everybody uses it daily. How will email look in web 3.0?**
- People's attention is the world's most valuable resource.
- Email's main problem has always been **users spending their attention for free on unwanted emails** (not spam) as email doesn't distinguish between different kind of messages.
- People waste valuable time on offerings for products and services they don't really care about.
- This makes **everyone hate email** and makes **the getting to 0-inbox** impossible to achieve.

Solution

- Cmail solves this by **enabling people to get compensated with crypto for their attention**.
- But how much does a person's attention worth? Answer: it is subjective.
- Users specify how much these activities are worth for them: **read an email, write a reply, have a 10 minutes zoom call** and the crypto token they would like to receive for their attention.
- Companies, individuals and small businesses that want to get the attention of specific cmail users, use cmail to send paid messages. They specify payment for on or more activities. They must provide the minimum price set by each cmail for their messages to get into his inbox.
- Receiver gets the message into his inbox, reads it and collects its read crypto payment.
- Receiver gets paid if he replied to a paid message which specified a reply payment.
- Receiver gets paid in crypto if he schedules a 10 min call with sender specified a call payment.
- Cmail is like gmail but with built-in crypto payments for users attention

ReadyPlayerCrypto!

Problem

- Creating a community around a crypto project is hard.
- Marketing and educating people about a crypto project is hard.
- Projects spend marketing budgets on ineffective activities such crypto events sponsorships.

Inspiration

Satoshi's Treasure - a game I was involved in creating. \$1M in BTC treasure. Requires collaboration of people and knowledge of Bitcoin concepts and wallets. Local quests in different parts of the world - Ready Player One style. People must collaborate in the physical world in order to find the treasure. Generated lots of buzz for Bitcoins in several major markets.

Solution

Build platform to gamify marketing of crypto projects in a fun, authentic and casual way.

Platform

- Build a scalable platform for crypto companies to create games that market their coins and tokens.
- Ideal to run games sessions around crypto community events around the world.
- Education about the project is built-into the game content.
- Customers are funded crypto projects that aim to build a community, generate bus and grow awareness to

BestCoin

- One can think about crypto is a pyramid schema which can be for bad purposes (enrichment of people at top of the pyramid) or for social good (society, young people, the poor).
- One of the biggest challenges in crypto is lack of usage by everyday for small payments - crypto is over-financialized and is becoming a form of an alternative investment asset class and a base currency for financial derivatives and options.
- This happened because focus in crypto has been on too much on the tech side, and not enough the user experience of crypto as global means of payments.
- Dealing with crypto is way too complex for normies to go mainstream.
- BestCoin aims to be the easiest cryptocurrency in the world - making it as easy as possible to pay from one to another using a mobile phone.
- BestCoins aims to be the world's most distributed cryptocurrency to everyday people by having robust built-in mechanism to let people earn coins for each new user they gift some coins.
- BestCoin product will be laser-focused on ease of use and ease of gifting to create strong viral coin distribution.
- We envision Bestcoin used in the early day as a gift currency between people and not be adopted by merchants yet.
- Once a large number of people have BestCoins wallets on their mobile phones, merchants will start accepting it as a legal tender and it will become a global means of payment.
- The backend technology can be an existing layer 1 consensus protocol - these protocol are going to become common non-interesting Internet infrastructure, the same way DNS, HTTP and SMTP are today.

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