

Business Development Regional Plans

Dash Core Group, Inc.
6 September 2018



A few things before we get started

- This call is being recorded and will be shared on the Dash YouTube Channel
- Audience microphones are muted
- This presentation will be posted on Dash Forum with a Spanish version to follow shortly thereafter.

Moderator: Bradley Zastrow, Global Head of Business Development

Operator: Jon Kindel, Global Manager of Business Capabilities

What is Dash?

Problem

What are we solving?

Payments take too long and cost too much.

Our Mission

What do we want to do?

Improve financial freedom.

Our Values

Why do we want to do it?

Everyone deserves

- Safe and secure access to financial services
- Ability to store value
- Fast and cheap transactions
- No borders, no closing times
- Personal control over one's data

Our Goal

How will we to do it?

Give people a better way to pay and get paid.

Our Solution

What is Dash?

Digital cash with instant transactions and micro-fees.
Anytime, anywhere.

How We Think About Growth

Our goal is to give people a better way to **pay and get paid**.

We offer **fast, cheap, and secure** payments.

DCG creates **open-source** software products **anyone can use, anywhere**.

But we can't focus on everyone, everywhere - we need **priorities**.

We evaluated **market** conditions, **business** opportunities, **resources**, and Dash **community** activity.

Based on this, we identified the best opportunities for DCG to start.

PAYMENTS

C2C
C2B
B2B

=

CURRENCY

US Dollar
Euro
Yen
Pound
Franc
Rand
BTC

+

PAYMENT METHOD

Cash
Bank Transfer
Checks
Credit Cards
Debit Cards
Mobile Payments
Crypto

Considerations

- Masternodes own the Dash network, and continue to decide on overall network priorities.
- We will expand focus to other regions at a later date.
- We will also continue to support legacy partners.

BEST OPPORTUNITIES

=

GREATEST NEED

+

GREATEST FIT

TARGETS

Local Currency

Cash

Remittances

Credit Cards

Digital Currency

PROBLEMS

- Cash shortages
- Inability to store value
- People don't want to use

- Costly to handle large amounts
- Banks restrict deposits & use

- Fees
- Wait times

- Fees
- Chargebacks

- Wait times
- Security

HYPOTHESIS

Hyperinflation

Cannabis

International

High Chargebacks

Crypto Trading



Where We Will Focus

Target	Cash	Credit Cards	Local Currency	Remittances	Digital Currency
Hypothesis	Legal Cannabis	High Chargebacks	Hyperinflation	International	Crypto Trading
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Conclusion	US Cannabis Market	US & Online Gambling Market	Venezuelan Bolivar	Mexico / US Corridor	Crypto Exchanges (Online)





Who are we?

Business Development is a Service (not sales) Organisation

We make it easier for business to work with cryptocurrencies

Problems

Passive Networks are reactive

Many of today's cryptocurrencies are passive networks:

- **Funding:** Initial ICO, crowd-funding or donations
- **Consensus:** Inadequate consensus mechanism drives uncertainty in network direction.
- **Partner:** No consistent point of contact for integration or growth plans

Network Benefit

An Active Network is focused

Dash network addresses each of the major problems with today's cryptocurrencies

- **Funding:** Monthly budget & proposal process
- **Consensus:** Proven voting process
- **Partner:** Proposals are direct to the network without any intermediary

DCG Bus. Development Value Add

Long term relationships

Business development provides a competitive advantage to accelerate network growth

- **Funding:** Own budget to directly fund smaller integrations/promotions
- **Consensus:** Immediate alignment
- **Partner:** Direct relationships to drive growth beyond initial integration

Find opportunities

- Create the opportunities that drive value
- Work with the community to help us identify and target
- Stronger focus & prioritisation for inbound opportunities

Develop relationships

- Long term relationships create long term value
- A requirement to build business management solutions
- Help partners create meaningful connections with Dash community & ecosystem

Create capabilities

- Consultative integrations
- Laboratory to advance partnerships

Business Management Solutions

- We are the only ones who can bring multiple partners together, coordinating in a way in which they would not normally work.
- Building multi-partner solutions into a single integrated value proposition will set us apart from the competition
- Kriptomobile



How will execute on our vision

We start with the strategy, we lay out our plans, and we align with marketing to execute

Phase 1

DCG Strategy communicated in Q2
Community call on 10 Aug 2018

Phase 2

Business Development Strategy and
our plans for achieving our goals

Phase 3

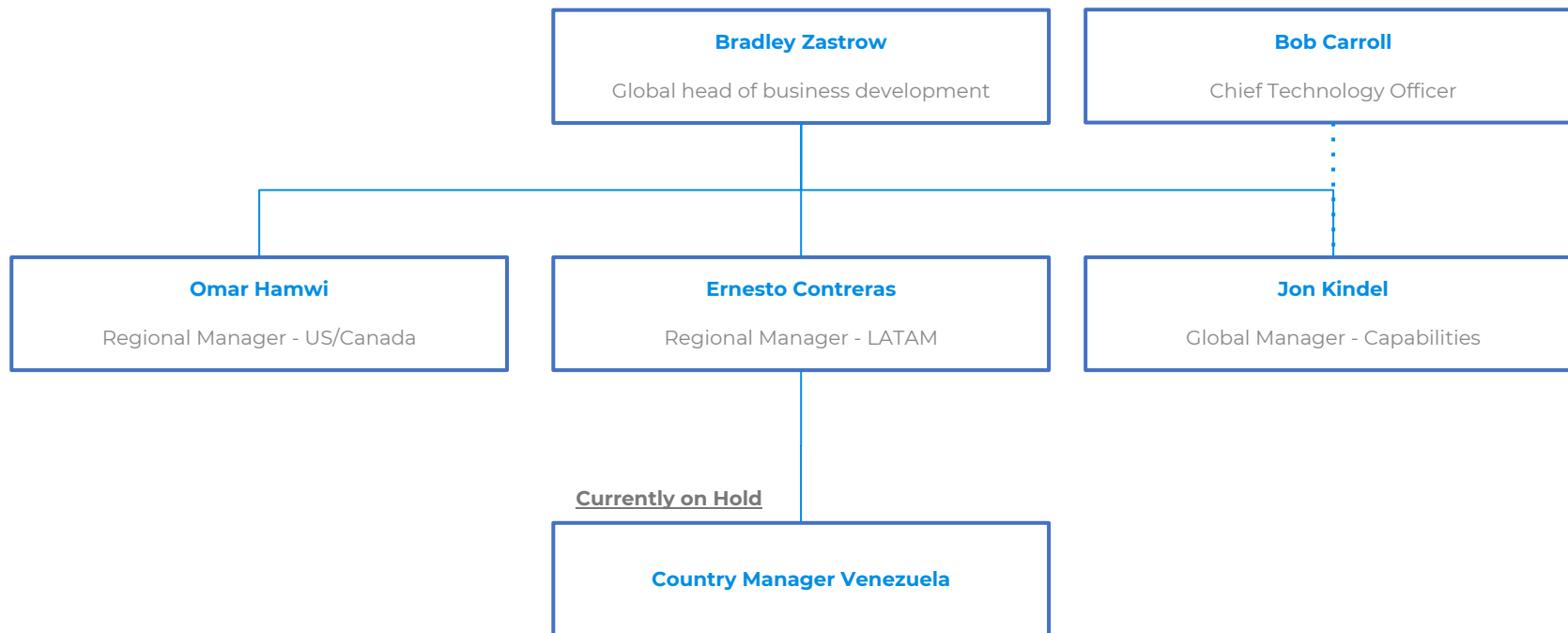
Marketing strategy and alignment
on executing business development
opportunities

How we will work with Marketing

- Develop integrated plans
- Support marketing campaigns against individual and business users
- Drive transactions through our partners with targeted activities (promotion and community)
- Deliver educational materials to support new tools and ways to use Dash

DCG Business Development Organisation Structure

Meet the team

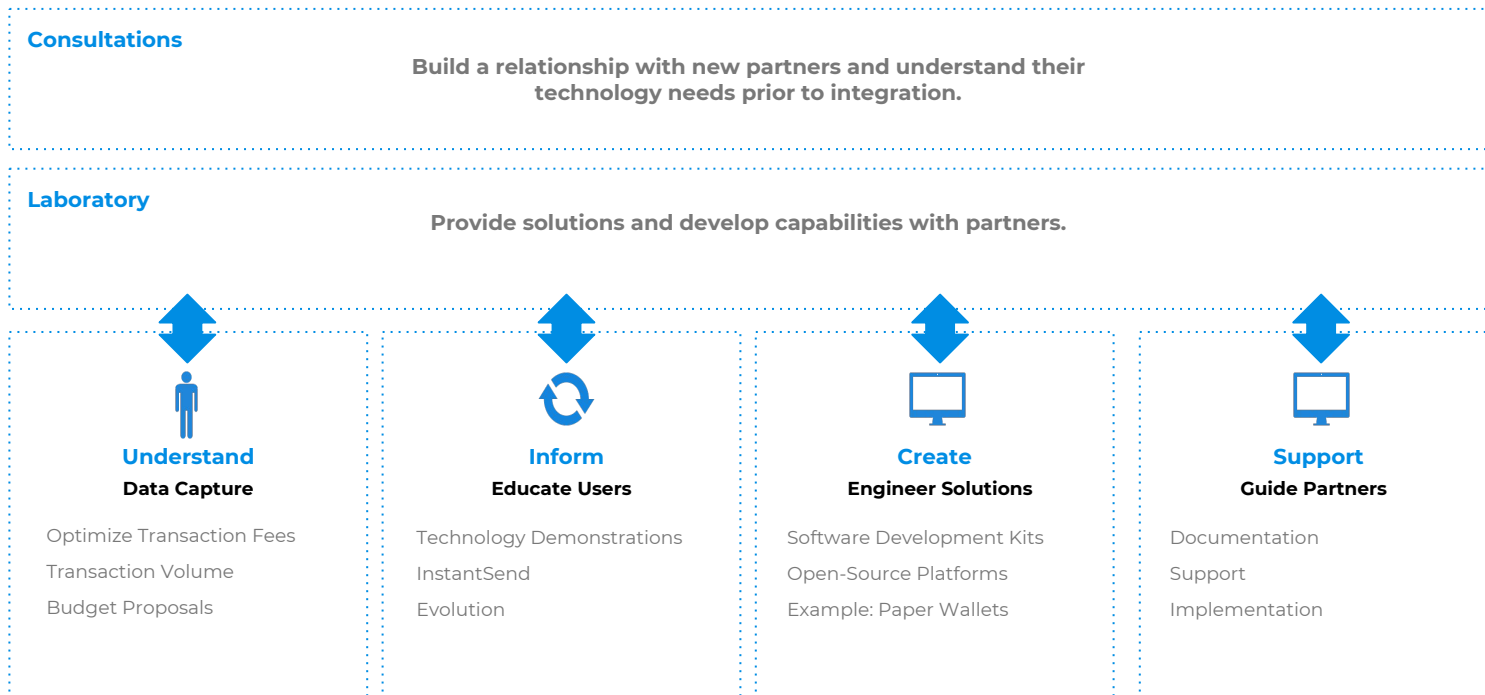




Business Development Capabilities Team

Capabilities is about tailored solutions

We take the time to help our partners achieve a successful integration.





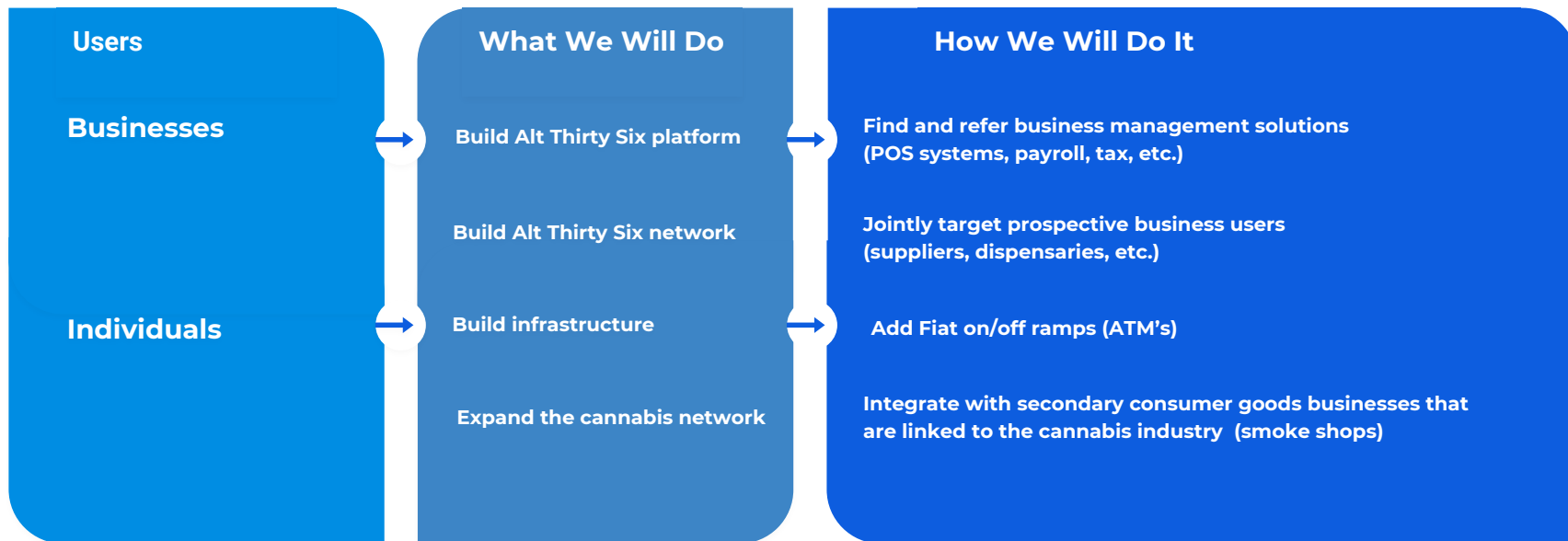
Cash & High Chargebacks

First Area of Focus: Cash & the US Cannabis Market

Target	Cash	Credit Cards	Local Currency	Remittances	Digital Currency
Hypothesis	Legal Cannabis	High Chargebacks	Hyperinflation	International	Crypto Trading
Opportunity	<p>Cost of cash sales up to 30%</p> <p>\$9.2B legal cannabis industry in US</p> <p>Legal complications a high barrier to entry</p>	<p>Up to 8-12% MDR for businesses to accept credit card</p> <p>#1 market for gambling (29.5% of global market, or \$31B)</p> <p>Recent legal decisions allow online sports betting (\$400M)</p>	<p>1M% inflation projected by IMF</p> <p>46,300% increase in 2018 consumer prices</p> <p>99% loss of value since 2012</p>	<p>7-10% fees</p> <p>Several hours to receive funds</p> <p>92% (\$28.1B) incoming MX remittances come from the US</p> <p>MX is the 4th largest receiving remittance market (\$30B+)</p>	<p>Average \$100M+ USD Dash traded every 24 hours</p> <p>No ability to fund trading accounts instantly</p> <p>Increased user risk by keeping funds on exchanges</p>
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Conclusion	US Cannabis Market	US & Online Gambling Market	Venezuelan Bolivar	Mexico / US Corridor	Crypto Exchanges (Online)

Integrate Dash across the cannabis industry to remove reliance on cash

Build around Alt Thirty Six partnership with B2B businesses in legalized cannabis markets

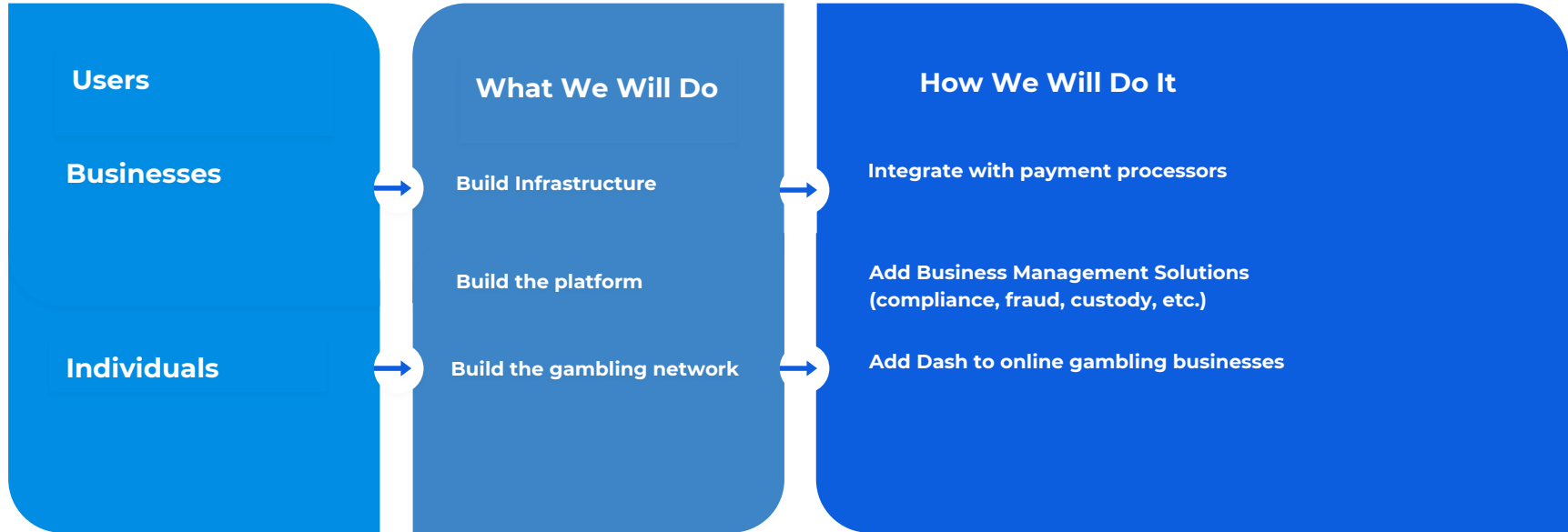


Second Area of Focus: High Chargebacks & the Gambling Market

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Integrate Dash across the gambling industry to lower chargebacks and costs

Make it easier for businesses to accept and work with Dash, and convert existing gamblers to gamble with Dash





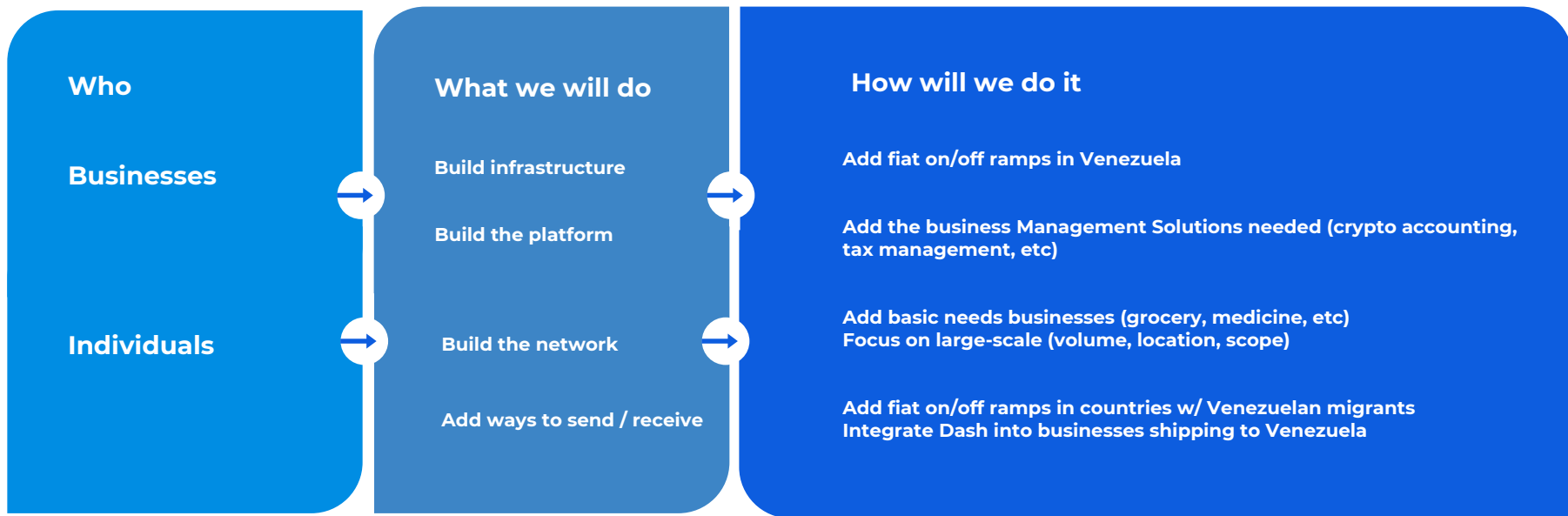
Hyperinflation & Int'l Remittances

First Area of Focus: Hyperinflation and Venezuela

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Give Venezuelans a better way to buy the things they need for the people they love

Make it easier for Venezuelans to require less cash and pay for basic goods

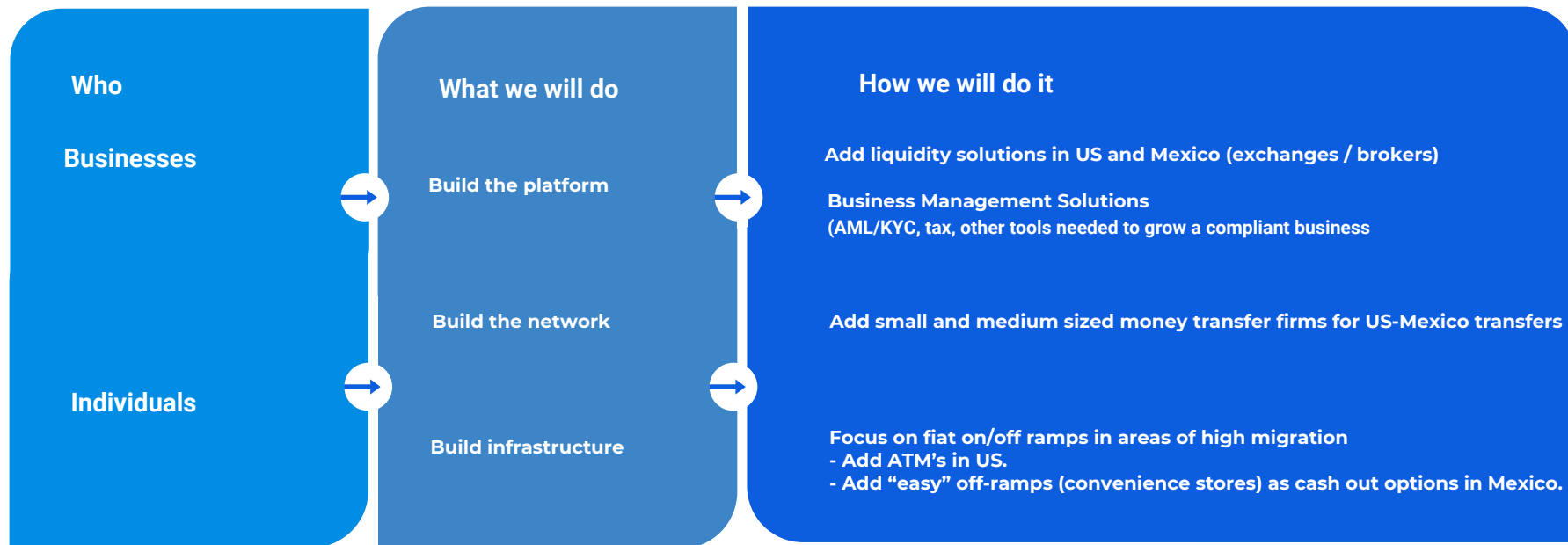


Second Area of Focus: Remittances & MX/US Corridor

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Help people and businesses find savings in the US-Mexico remittance corridor

Integrate with SME money transfer businesses and create P2P remittance solutions





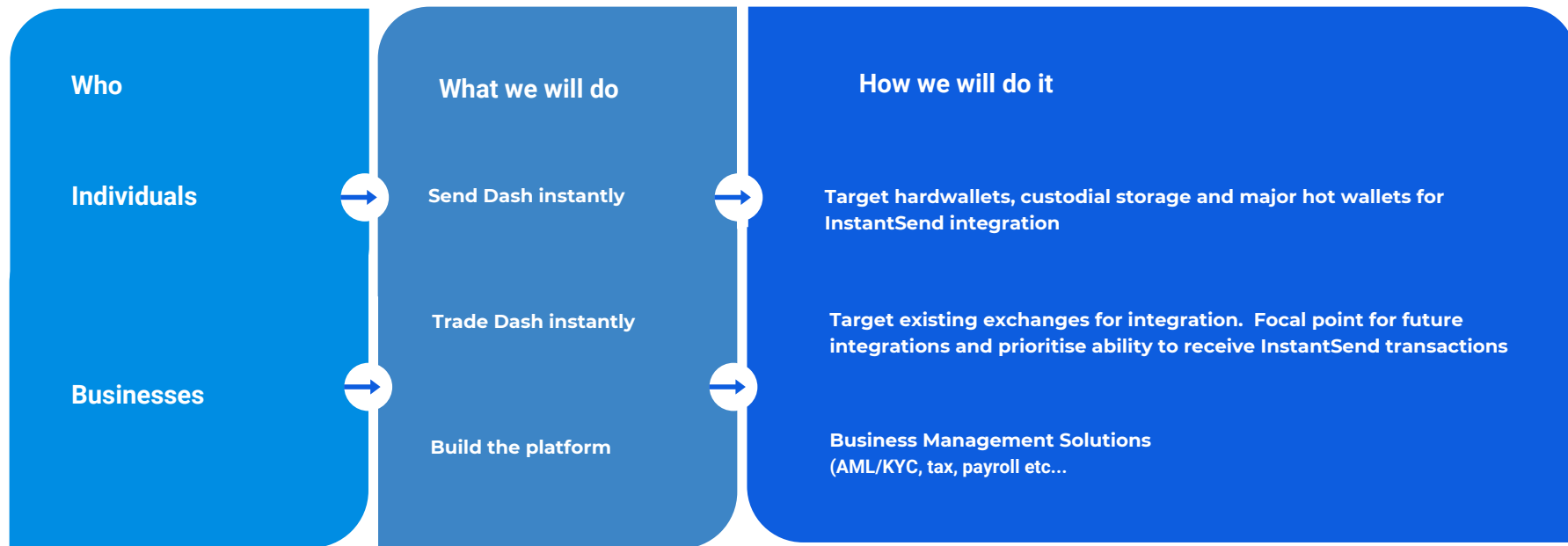
Digital Currency (Crypto Trading)

Final Area of Focus: Cryptocurrency exchanges

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Increase user security and trading opportunities

Target InstantSend integration through every stage within the lifecycle of a trade





Final Thoughts

Key Takeaways

Business development makes it easier for businesses to work with crypto and our plans are phase 2 in a 3 part process

How we think about Growth	Where we will focus	Business Development is a Service Organisation	Our Plans
<p>Greatest Need</p> <ul style="list-style-type: none">• Hyperinflation <p>Greatest Fit</p> <ul style="list-style-type: none">• Cash• Int'l Remittance• Credit Card High Chargebacks• Digital Currency	<p>Greatest Need</p> <ul style="list-style-type: none">• Venezuela <p>Greatest Fit</p> <ul style="list-style-type: none">• Cannabis• MX-US Corridor• Gambling• Cryptocurrency Trading	<ul style="list-style-type: none">• Passive vs. Active Networks + value add• New Partner onboard• Existing Partner relationships• Laboratory	<ul style="list-style-type: none">• Cannabis targets Dash integration throughout the industry to remove reliance on cash.• Gambling with Dash eliminates chargebacks which reduces costs.• Venezuela gives people the freedom to buy the things they need for the people they love.• MX/US remittance corridor will help people and businesses find saving• Digital currency targets InstantSend through every stage in the life cycle of a trade• Marketing will help us execute through close alignment.

Next Steps

- This call will be shared on the Dash YouTube Channel
- This presentation will be posted on Dash Forum with a Spanish version to follow shortly thereafter.
- We will be soliciting Questions via the forum and Discord channels. We will post further instructions, within the forum.





Thank you for your time and
support