

Proposal Name : Dash Retail Ambassadors

Project: Creating Dash Retail Ambassadors in key US cities

Location: Washington DC, Richmond, Charlottesville market then expanding to other US cities

Funds Request: 507 Dash per month for 3 months

123 Dash/mo direct to customers as incentives and 384 Dash/ mo for execution by myself and a small staff

Concept:

This is a project focused on helping people who have barely heard of crypto currency and have no idea how to setup a wallet and proceed through a transaction. This is 99.999% of the world.

Do you know how to get everyday people to use Dash in retail transactions? I don't mean in five years but right now in 2017, three or four years ahead of any other crypto currency.

You put an actual face on Dash and guide people in their first exposure to crypto currency by way of a real person who walks you through the steps face to face.

You meet with customers in a retail store that they already love. I am imagining a coffee shop, an ice cream store or a brew pub.

You setup the event in partnership with the retailer and promote it well ahead of the date.

You direct interested people to your table or booth which has been provided by the retailer.

You explain to the customer why they should use Dash/crypto and give them a convincing discount for doing so right there on the spot. As part of this encounter you teach them how to setup a wallet, send currency and make a purchase. You buy them a pizza, an ice cream or a coffee just for opening up a Dash wallet while in the store. If they later ping you with an email etc. you send them back enough Dash to buy another cup of coffee etc. at that store. Now they are comfortable with the process and they know at least one merchant who takes crypto currency. They also go and tell their friends to get in touch with you. You only need one group of people loyal to one retailer to get this started. Pick the right store – get the right customers.

As a Dash Node holder and voter you might ask: why are we giving up valuable Dash to buy coffee for people in one silly US market? In short this is a very cheap way to steal the retail market from Bitcoin by way of actual retail brick and mortar adoption of Dash ahead of the slowly growing trend. Dash becomes stratospherically more valuable than Bitcoin because there are tangible places to spend the currency in your neighborhood. Try buying a hot coffee online. Want to wait 4 years until Bitcoin penetrates to your favorite hangout? Don't wait for Bitcoin to solve the problem of instant transactions. This window will close.

You don't need big purchases to make this a success nor do you need to make this happen on a worldwide scale at first. It's called market concentration. That is not happening with Bitcoin that I am aware of. Further- you want to penetrate to the everyday person – not the cutting edge early adopters. All you need to realize to fund this again in the future is that this method opens markets for Dash ahead of

Bircoin and that will translate into Dash gaining in value against the Bitcoin. Dash could overtake the present value of Bitcoin much sooner than anyone expects. And I ask- who benefits from this by a huge multiplier? Every Dash holding, node holding person. If you truly believe in the virtues coded into Dash such as instant spend, anonymity and democracy- get directly to the average person right where they live.

The Numbers:

As part of this proposal ask that the Dash community earmark a dollar amount for this “ giveaway” Lets say-2 coffees per person or 8\$ (.7 Dash/person appx). For example -123 Dash gets potentially 175 new and unique customers per month to setup and use a Dash wallet for a purchase at a store they already support. These 525 new users concentrated in one market will infect the region with interest and a direct experience with Dash. I estimate that this group of 525 new users will cluster around 4-6 retailers and neighborhoods. This is enough people to create a noticeable effect through concentration.

Until the process has been refined and additional staff trained I would plan 1 to 2 events per month. The goal is to give each person the appropriate time to go through the steps so time per customer can only be estimated at this juncture. Much planning and coordinating will be needed ahead of each event to make it successful. I am looking for a reusable tool set to bring this to other retailers with more personal contacts per Dash spent.

Operational steps

Getting started

Select food retailers who are located near colleges or an educated influential population.

Identify, train and pay a small team of **DASH Retail Ambassadors** to:

- Communicate the idea to select retailers in that region

- Work with those retailers to get the project in operation.

- Speak effectively, persuasively and comfortably with customers

- Train new Dash Retail Ambassadors

Achieving Larger Goals

Get a large population to continue to use Dash beyond the trial phase

Help people understand Dash and the value of the crypto currency revolution.

Fine tune the approach and repeat each success until there is a momentum in the area that reaches a critical mass.

Use the project to consolidate the local users of Dash /crypto into a class of customers with enough purchasing power to attract more retailers.

Once a retailer has a small horde of Dash, get one of their food suppliers to accept Dash as payment on deliveries. (I am hoping to move this currency into the farmer, producers network surrounding the city)

Focus the retailer and customer's attention on the features of Dash that are unique and exceptional among the crypto currency options such as: anonymous usage, fast settlement times and the democratic decision making of its community.

Since P2B requires a near instant settlement of transactions, using Dash in a point of sale retail initiative will showcase Dash's strengths.

Focus marketing on retailers of consumable products for a high level of repeat use of the currency

Create a report monthly as to the status of the project
Set the duration for 3 months.

If successful I would like to reserve the food markets of DC, NY, Boston, Chicago, Denver, Seattle, Austin, San Francisco for further implementation and funding under my management.

Target food retailers selling:
Local sourced food, produce and prepared foods
Artisanal small batch Ice cream
High end artisanal Pizza
Retailers at farmers markets

The Action Agenda

Work with ONE retailer at a time
explain to them that Dash will be used to get new and surplus business directed at their store.
Explain that their company will be advertised to a growing list of crypto users who are looking to spend their crypto in brick and mortar stores in Washington DC.
Ask the retailer what they would offer as a discount to those customers if we could move them there on one particular day as a proof of concept project.
Ask if they would agree to keep accepting Dash after the event with a lesser discount for a period of time. (for ex-2 months at 10%)
Explain the ins and outs of Dash and crypto currency to them
Help them setup a Dash wallet to receive funds
Send them Dash (a small amount)
Get them to send it back
Establish that the retailer risks nothing on this project
Set a value of Dash to be received in these purchases (example 200 Dash per event\$)
Give them a fiat cash advance to HOLD while you test the project at their business and they accept Dash.
Create a marketing piece for them to send off to their subscriber base
In this marketing piece the event will be on one day only.

Stay at the place of business for the majority of that day and help customers setup a Dash wallet make a purchase and ask questions.

Project Managers Background:

Deep roots in the local food system around the Washington DC metro area with hundreds of contacts in the grower, producer, wholesale and retail system. A producer of wild foods, artisanal cocktail mixes and originator of charred oak ice cream among others. Founded the largest online farm-to-table retailer in the DC to Philadelphia region until sold in 2012. An expert in staging coupon and incentive based sales. Hopes to supplant the current monetary system with Dash in the farm-to-table system and export it to networks of small batch producers worldwide. Please request a one-on-one interview if interested as part of voting process.