

# ***dashification***

Hello dear community! We are very glad to introduce you our preproposal for **DASHIFICATION** or how to turn a country into a **Dash Nation**.

**Vision:** turn the countries of the world into Dash Nations by increasing our synergy within the community and achieving results that as a team can reach much more people and better results for DAO.

We love to create **lovemarks** and we are experienced in branding an edutainment, two pillars that offer great results that respond to each market.

Our objective: **DASHIFICATE** Venezuela and Mexico...to begin.

## **Pre-proposal:**

We have developed **DASHIFICATION** as the ideal and **memorable** strategic process that drives the adoption and responsible use of Dash to turn a country into a Dash Nation.

Our proposal includes strategic activities and the creation of media content based on **Brand Experience** and **Edutainment**, with particular emphasis on how to use Dash, and its benefits versus FIAT and other crypto currencies.

We are focused on **3 fully identified targets:** general users / commercial allies and strategic allies.

**DASHIFICATION** has been structured in 5 stages, in order to achieve knowledge and maturity on the Dash brand and achieve the main objective: "Recognize Dash as digital cash you can use anywhere to make instant, private, economic and safe payments".

Each stage responds to a market situation according to the knowledge of Dash and its emotional connection with our targets.

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## DASH ME RESEARCH

**SITUATION**  
Dash is unknown by potential users.



## DASH KEY ESTABLISH

**SITUATION**  
Low potential users awareness of Dash as a payment platform or cryptocurrency.



## DASH DEEP DEEPEN CONNECTION

**SITUATION**  
Growing knowledge of Dash in potential users.



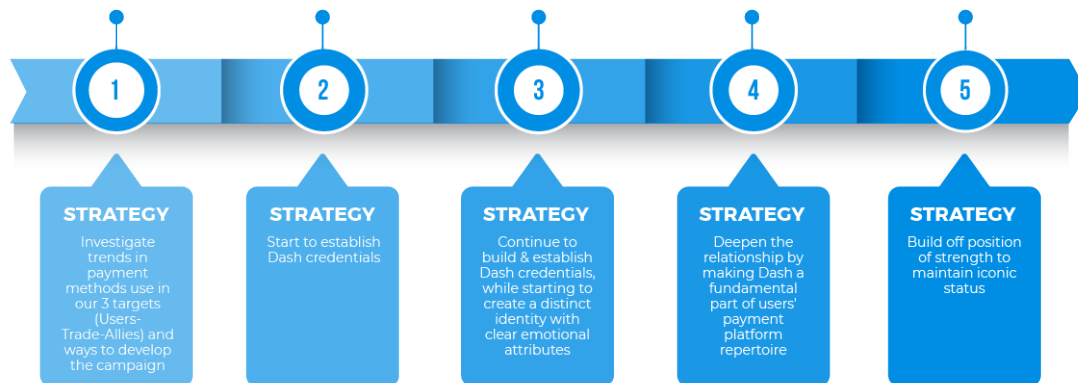
## DASH STRIKE ACCELERATE

**SITUATION**  
Dash has a clear positioning.



## DASH TOPPERMOST KEEP RELEVANT AND DIFFERENTIATED

**SITUATION**  
Dash is a mature payment platform, risk of being taken for granted.



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Our **scope** on this pre-proposal is based on the **first stage** of DASHIFICATION: named "**Dash Me**", where we will meet our targets to gather valuable information for us to create our campaign, besides discovering what are hidden motivations or insights that will allow us to develop Dash as the favorite payment service. These activities we will perform are based on edutainment so we can teach how to use Dash and they also include a vivid experience using Dash on commercial transactions.

Besides this, we will begin to build alliances to develop a network of commercial allies that will allow our community to use Dash for their transactions.

In addition, we will start to build the team that will develop an application to send remittances using Dash from all over the world to our communities in Latin America, immediately, privately, economically and safely.

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Within **10 weeks**, a bit more than 2 months, we have the following **KPIs** as objectives:

## EDUTAINMENT & BRAND EXPERIENCE

10 WEEKS - KPI/ROI

### RESEARCH

10 DASH EVENTS = 150 PAX  
150 wallet downloads



### HIDDEN INSIGHTS

DASHIFICATION LOCAL CAMPAIGN  
(responding to local  
needs and motivations)

10 NEW REGISTERS ON DISCOVER DASH

### SOCIAL MEDIA

CONSOLIDATED  
ENGAGEMENT 1,2 %

REACH  
FOLLOWERS 5000  
IMPRESSIONS 7000

VIEWS OF OUR VIDEOS  
2000

### COMMERCIAL

2 HOSPITALITY SUITES  
+  
KEY ACCOUNT AILIES



=  
2700 POS

+ SOLID  
INTERACTIVE  
DATABASE

+ BRANDING ON  
CRIPTO EVENTS  
(REGIONAL 2)

+ IT TEAM  
COACHING AND  
CREATION  
REMITANCES  
APP

What?

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This preproposal as we see, is focused on the first of **4 stages**. It is our starting point for a much bigger process we named **DASHIFICATION**.

We include on this stage:

1. Market research to consolidate Dash Community: by developing close and effective branding dynamics for the next stages.
2. Media contents:
  - a. Digitally
    - i. Traditional Social Media platforms: Facebook, Twitter, Instagram, LinkedIn, web site, YouTube Channel
  - b. Audiovisual
    - i. Videos during our events
    - ii. Videos for digital platforms (YouTube Channel, Instagram TV, Facebook, WebSite)
3. Advertising campaign according to local insights revealed during DashMe Research Events.
4. Conference/First DashMe Event in Mexico City, including the experience of commercial transactions using Dash during the event
5. Participation on 2 relevant FinTech Events:
  - a. FinnoSummit (September 12 & 13)
  - b. FinTech Conference (November 14 & 15)
6. Two Hospitality Suites Events to consolidate alliances and a business network for the use of Dash (more than 2.700 POS).
7. Creating and coaching an IT Team to develop a remittance APP that will allow anyone throughout the world send remittances to LatAm using Dash (and its benefits of Private and Immediate Send Policies).

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How:

## 1. DASH ME / MARKET RESEARCH AND EXPERIENCIAL EVENTS TO CONSOLIDATE DASH COMMUNITY:

Meet and greet of people with the same interests in which, through edutainment, we will generate the opportunity to share knowledge, tools and interact commercially with Dash currency.

Periodicity	Reach	Duration	Where	Themes	KeyGoal	Quantity	Target
Weekly	150 people	2,5 hours each	TBD	1. Research Speech: Blockchain, Dash, attributes, responsible use. 2. DashExperience as payment method	1. Reveal local market insight to create advertising campaign 2. Users verbatims 3. Event themes 4. DASHIFICATION experience (wallet downloads, giveaway, Dash Wallet use) Volunteers recruiting for upcoming events	10	Users (general) Commercial business owners Strategic Allies

## 2. MEDIA CONTENTS:

**Social Media:** interesting and learning contents for our audiences (general and specialized) in Dash Dinero Digital through networks of daily use (Facebook, Instagram, Twitter, YouTube, WebSite, LinkedIn) and also in the natural technological networks (Dash Forum, Discord).

Periodicity	Reach	Where	Themes	KeyGoal	Quantity	Target
Daily	Engagement 1,2% Followers 5K Impressions 7K	Facebook Instagram Twitter YouTube WebSite LinkedIn DashForum Discord	According and as a result of the insights, all of media contents are going to be aligned with the DASHIFICATION campaign and will be responsive to	7.000 impressions so we can put Dash Digital Cash on the mexicans top of mind and impulse its responsible	At least 2 daily posts.	Anyone with access to social media platforms.

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			the audience needs.	use as a payment method.		
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**Audiovisuals:** audiovisual content for exhibition during the events, as well as for all digital platforms (social networks, website, YouTube channel).

Periodicity	Reach	Duration	Where	Themes	KeyGoal	Quantity	Target
Variable	2.000 views	Variable	Facebook Instagram TV YouTube WebSite DashForum	According and as a result of the insights, all of media contents are going to be aligned with the DASHIFICATION campaign and will be responsive to the audience needs.	8 videos <ul style="list-style-type: none"> <li>• Preproposal (2)</li> <li>• Proposal (1)</li> <li>• Dash Me Events (2)</li> <li>• Dash Me Reviews (2)</li> <li>• Big Dash Me Resume (1)</li> </ul>	8	Anyone with access to social media platforms.

### 3. ADVERTISING CAMPAING “DASHIFICATION”

Development of advertising campaign, based on the discovery and development of the Dashification’s credentials

- Know and describe our targets users
- Determine the motivation that drives Dashification
- Discovery of functionals and emotionals Dashification’s attributes
- Building the key brand benefit of Dashification
- Development and construction of Dashification selling line and campaign theme

### 4. CONFERENCE – DASH ME EVENT · LIVE DASH

Periodicity	Reach	Duration	Where	Themes	KeyGoal	Quantity	Target
Once	200 people	3 hours	TBD	DASHIFICATION Live Dash	1 big event for closure of the DashMe stage	1	General users Commercial Business Strategic Allies



#### 5. PARTICIPATE IN 2 FINTECH REGIONAL EVENTS (BRANDING)

- FinnoSummit (September 12 and 13)
- FinTech Conference (November 14 and 15)

Periodicity	Reach	Duration	Where	KeyGoal	Quantity	Target
Variable	Event assistants (we estimate at least 1500 people during both events)	Variable	Mexico City	Dash presence during both events	2	All the people assisting to these events.

#### 6. LOBBY TO CONSOLIDATE ACCEPTANCE OF DASH IN BUSINESS PLACES (HOSPITALITY SUITES)

Periodicity	Reach	Duration	Where	Themes	KeyGoal	Quantity	Target
Variable	10 Key Account Allies which will reach up to 2.700 POS	3 hours each	TBD	DASHIFICATION and how to use Dash as a payment method	At least 10 Key Accounts per event	2	Exchange owners / Key Accounts Representatives of commercial places such as SevenEleven & Oxxo which accept other criptocurrencies today

#### 7. IT HACKATON TO CREATE A REMITTANCE APP USING DASH

Periodicity	Reach	Duration	Where	Themes	KeyGoal	Quantity	Target
TBD	100 people	TBD	TBD	Dash and innovation to create a remittance APP using Dash (for LatAm)	Consolidate IT specialist team Develop web and mobile applications	1	Blockchain and bank developers

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## Where?

We are going to begin by working in **Venezuela** as an ally of **Dash Ve**. Since Eugenia Alcalá and her team have been so inspiring for us, we contact each other and have been working since some months ago to create and align goals with **DASHIFICATION**.

We have been studying the possibility of effectively turning Venezuela into the first Dash Nation and we have great expectations of it. During the next weeks we are going to start implementing this process to Dash Venezuela and letting all of our community know and have a closer approach to the results.

On the other hand, our next country on the radar is **Mexico**.

## Why México?

**Issue:** Is there any payment method different from cash in Mexico that is instantaneous, safe and gives me privacy without the intervention of third parties? How do I use it and what benefits does it give me?

Faced with a statistical reality of a **56% unbanked population** -preferring to have cash- (El País, January 2018), Mexico presents itself as an indisputable opportunity to publicize Dash, its uses and benefits versus FIAT. Only a few months ago, a landmark was marked with the same operation repeated hundreds of times: young people without a credit card buying a video game through cryptocurrencies.

A solution for entertainment purchases as videogames (outside of banking), the acquisition of major assets or even as an investment, are just some of the facilities that this currency offers and that through edutainment we can teach.

**Entertainment** and **learning** in a single **experience** that will generate **emotional links** between users and tools and place Dash as their favorite payment method for any financial operation (pay / buy / sell services or goods). Similarly, **55% of SMEs are not banked in Mexico** (Bolsamania.com/BMS, February 2018), which represents limited access to credit and other financial instruments, often restricting their exercise and growth plans, making the use of Dash as payment method more important to our project.

Internet penetration in Mexico is an interesting opportunity for the potential adoption of Dash as a payment method, since **63% of the population has access to Internet** and 72.2% of the population over 6 years of age has a cell phone; out of this population, **8 out of 10 have smartphones** (Milenio Digital, February 2018). Likewise, the Smartphone has become the most used medium by Internet users in Mexico, with a penetration of 96%. The fixed Internet at home was the second access point for the Internet with 78% "(Web Financial Group S.A).

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Likewise, **remittances** in Mexico draws attention: during the month of February 2018, 2,198 million dollars went into the country for remittances, which is equivalent to an increase of 6.9% over the same month of the previous year (BBVA Research, April 2018). As you can see, we consider Dash as the ideal cryptocurrency to receive remittances, **reducing commission costs and facilitating those who do not have a bank account to receive capital from** anywhere in the world. The problem of knowing Dash, its use and benefits vs. FIAT and other cryptocurrencies, encouraging their use and becoming the ideal payment method is our focus of attention. The **solution**: to make this tool known and to guide the initial use of it in a personal, entertaining and close experience.

**THANK YOU,**

**THE DASHIFICATION TEAM**