Dash Bus Venezuela – *Transporting us to the FUTURE*

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- Summary

As Dash Bus team, we present to you a proposal for mass use of Dash and its tools as a method of payment in collective transport units for interurban routes, through the provision of knowledge about cryptocurrencies and the Dash community, particularizing the approach to providers and users of transport services, through talks, lectures and distribution of informative material, as well as generating a website that provides the necessary tools for the use of Dash. Initially, it is estimated that 40 service providers and more than two thousand (2,000) users of this cryptocurrency will be incorporated into the Dash community.

In addition to correcting the ignorance and misinformation that exists in broad sectors of society regarding the issue of cryptocurrencies, an increasingly striking issue for Venezuelans, who seek ways to alleviate the different economic scenarios that are currently presented, as well as strategies to solve in a greater or lesser way the shortage of foreign currency and cash of national currency, the importance of this approach lies in Dash being assimilated as a cryptocurrency for real use in everyday life, based on the main characteristics that Dash gives us (secure, private and instantaneous...like a traditional cash).

- What is expected for the benefit of the Dash community

- Will be imparted a series of talks and lectures to servers and users of interurban public transport, so that they adopt the currency and its tools as a payment method for this service, thus increasing the number of members of the Dash community in sectors of the population Venezuelan, that not only handle the currency, but are well informed about it, and act as multiplying agents of this knowledge in different spaces.

- Acceptance of Dash as a form of payment by forty (40) interurban transport service providers, in an initial phase. As well as the incorporation of more than two thousand (2,000) users of the currency and its management tools (2000 wallets discharged), in this first phase.

- Collection of important data about the implementation of Dash as a regular form of payment for different services, as well as defining processes for the expansion, in number and diversity, of Dash as a payment method for mass services within cities logistics operation.

- Promote projects already established and coordinate with these and new entrepreneurs about the use of Dash in the country, so that the Dash Venezuela community grows in number and strength.

- Strengthen the perception of Dash beyond a cryptocurrency to invest, for the speculative market, for protection or increase of capital and big dimensions commercial interchange, and that is assimilated like a coin really usable in the daily life.

- Dash Bus Team

Formed mainly by engineering professionals graduated from the Central University of Venezuela UCV, enthusiasts of the world of cryptocurrencies, specifically Dash, and the scope that can have and contribute to Venezuelan society. As a team we have experience in many types of projects, each one developing different skills, which makes us a disciplined, versatile and capable group.

- Albert Ortega.

  Specialization in project development and continuous improvement methodologies. Trader and investor, on cryptocurrencies.

- Stefan Buhmann.

  Specialist in business development. Management of social media. Online sales strategies. Network Marketing. Management of negotiation strategies.

- Adriana García.

  Specialist in entrepreneur training. Business strategies and neuromarketing. University teacher, pedagogical skill management.

- Miguel Ríos

  Specialist in training strategies. University teacher, pedagogical skill management. Experience in leading high performance teams.

- Luis Zea

  Specialist in procurement and administration, logistics management and general services. Experience in leading high performance teams.

- Andru Moya

  Specialist in Corporate Image. Financial Advisor. Project consultant, development of audiovisual tools, speaker. Management and organization on events.

- Ini Ojeda

  Specialist in project development. Entrepreneur. University teacher. Security management, speaker. Management and organization on events.

- Proposal Fundamentals

- *Current Panorama*

In addition to the headquarters of all the national public authorities, as well as the main ministerial offices and other institutions and agencies of the state, the Metropolitan Area of Caracas, made up of the Chacao, Baruta, Sucre and El Hatillo Municipalities of the Miranda State, and the Libertador Municipality of the Capital District, it houses the largest number of companies in the central region in the commercial, administrative, telecommunications, logistics, transport, engineering, consulting, banking and insurance sectors, among others.

In the same way, it serves as the seat of a significant number of higher education institutions, technological centers, institutes and colleges, and widely recognized universities, both public and private, among which can be mentioned the Central University of Venezuela UCV, Simón Bolívar University USB, UCAB, UNIMET, USM and others of important registration.

For its part, the health infrastructure in the city is generally of higher quality, and provide more specialized services than the interior of the country and neighbor cities, with important public hospitals, private clinics, laboratories, medical centers and providers of therapy services, analysis, preventive and curative medicine of various kinds.

All the above, added to the intense commercial activity, both of goods and services and entertainment, make the population movement in the city be the largest in the country, among workers, students, visitors, people who want to perform institutional procedures, users of health services and different commercial services. Among these not only people from the city of Caracas, but the so-called satellite cities, or dormitory cities, which are population centers bordering the city of Caracas, where people reside but do not develop their daily activities, mainly Los Altos Mirandinos (Los Teques, San Antonio de los Altos, San Diego de los Altos and Carrizal), and the Guarenas / Guatire axis.

Only from the Los Teques city, approximately eighty thousand (80,000) people travel daily to the city of Caracas, through different public and private transport systems, mainly private units of collective transport, transportation system "Metro Los Teques" (subway), and surface transportation public system "Metrobus". The number of users of these services is

distributed in approximately 5, 94 and 1% respectively, which means about four thousand (4,000) users of the private collective transport service, only in Los Teques city.

In the case of the neighboring towns, Carrizal, San Diego and San Antonio de los Altos, the number of people who need to travel to the Caracas city is somewhat lower, however, do not count with other alternatives such as the subway, so that all are forced to use private collective transport. The same for the Guarenas/Guatire population, where there are no significant transportation alternatives, and the number of users that need to travel to the city of Caracas is equal to or greater than that of the city of Los Teques.

- *Problem*

Although private transport units offer a better service, allow greater comfort and offer a much lower transport time than public systems, each day this service is used by fewer users, who must opt for the subway system or other forms of transport, although these are more uncomfortable, lower quality of service, more insecure, without conditions of legality or regulations of use, and with longer transport times from one city to another (double of time or even more), in addition to the long lines and waiting times for the use of them.

On the other hand, there are no official statistics, but every day there are more cases in which users must leave their jobs or their university studies, due to the fact that they do not have reliable means of transport in public systems, and can't be able to use private transport.

One might think that the main reason why private transportation is not used is the cost of the passage, in relation to the cost of public transport, which is practically free. However, this is not the reason. The use of private collective transport has declined so drastically due to the lack of cash, since users do not have enough to cancel the service, and cannot replace it by regular means (banks, ATMs, exchange facilities), which represents long lines and time consumption in banks or ATMs, having to resort to other transport systems less efficient, more expensive, and some more insecure, stop attending their work or study sites for not being able to use private transport, or even have to acquire cash through illegal vending, at rates of up to 200% of their real value.
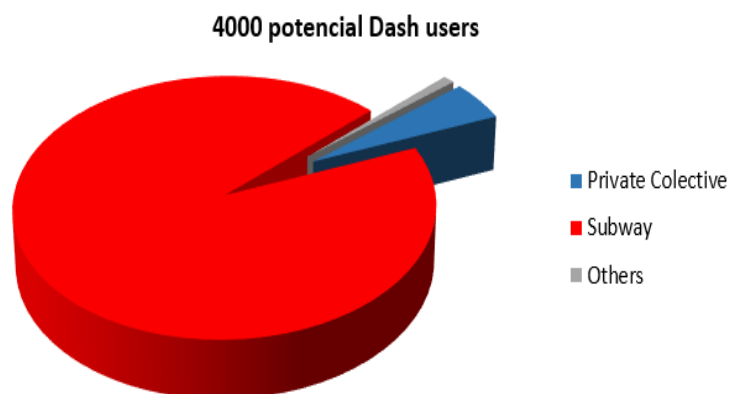
The local authorities have been advancing measures in the face of the collapse of the transport service systems, beginning to require to the service providers to offer payment options other than cash, such as banking transfers or EPOS, which brings with it a series of

other inconveniences both for users and servers, such as having the right equipment (EPOS), having data connection lines, electricity, platform activity of public and private banks, and others. In addition to how cumbersome it is for users add accounts and private data to the banking platform (keys, mail or phone number association, security coordinates cards), and for service providers which is derived from the centralization of payments, which then have to go from a global account to each provider, depending on how many users were transported in their unit, just mentioning some troubles.

- *Validation*

We base the proposal on data analysis from different official and commercial sources and surveys conducted by the Dash Bus team to a group of bus drivers of the Caracas-Los Teques Drivers Union, where they were questioned about the information they handle about cryptocurrencies, Dash, and your interest in accepting it as a regular payment method. Among the most outstanding data we get:

- Only from the Los Teques city, some eighty thousand (80,000) people travel daily to the city of Caracas through collective transportation, and of these 5% use superficial private transportation, which results in a potential scope of four thousand (4,000) users.

4000 potencial Dash users

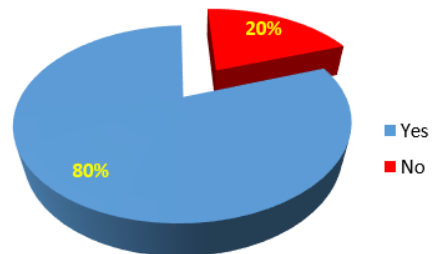- Private Colective
- Subway
- Others

- The main problems with the traditional means of payment, for service providers, consist in a significant decrease in the number of users and the handling of a high volume of cash (bills), which also brings with it a security problem.
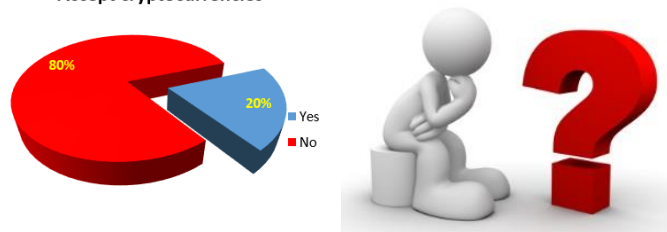
- The service providers were questioned about whether they would accept as a payment a currency different from Bolívares, receiving a strong "Yes" from 8 out of 10.
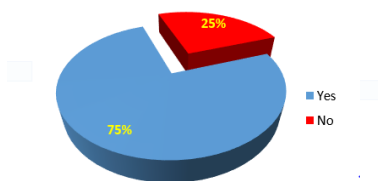
Accept another currency

- Given this answer, they was asked if they would accept cryptocurrencies as a form of payment, obtaining a completely opposite result. Of the 80% who would accept another currency, only 20% would accept cryptocurrencies as a payment method. And this refusal obeys in its entirety, as they stated, that they do not handle enough information about cryptocurrencies and how they work.
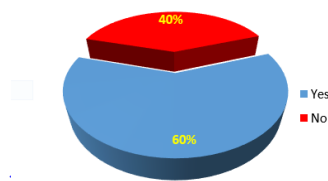
Accept cryptocurrencies

- Of the surveyed universe, among users and service providers, they said they had heard about cryptocurrencies 75% and 60% respectively. And they recognize as cryptocurrencies only Bitcoin and Petro, the first for its fame, and the second one because is the "cryptocurrency" of the Venezuelan state. Only 10% said they had heard of other currencies, and among these Dash.
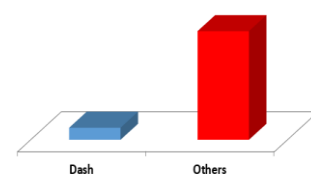
users that heard about cryptocurrencies   **drivers that heard about cryptocurrencies**   **know cryptocurrencies**

- The conclusive question was if they are informed correctly and widely, and provided with the necessary tools, they would be willing to use and accept Dash as payment method, receiving a strong YES for more than 80% of the respondents.

Willing to use Dash

We can conclude that, after adequate training, and provided with the necessary tools, service providers would accept Dash as a payment method, and with this, being also informed about Dash and its benefits, its use would be greatly increased by the transport units users.

- **How are we going to make it?**

- *Regarding service providers*

After correctly forming the work team, it is planned to organize preliminary meetings with the leaders and representatives of the most important associations of drivers of the Altos Mirandinos, in this first stage of the project. In these meetings they will be informed about the objectives of the project, the particularities of Dash and its benefits, and will be extended the invitation to greater assemblies, where all drivers will be convened for a lecture about cryptocurrencies and Dash.

Later, in the lectures with the drivers, they will be informed correctly about the basics of cryptocurrencies, how they work, how they are integrated into the current financial system and its benefits, focusing on Dash, its peculiarities and how its use is possible as a form of payment in everyday life.

The primary objective is to get at least forty (40) service providers to start accepting Dash as a payment method. Identifying itself with the Dash community and integrating to the Dash Bus Venezuela project.

- *Regarding users*

Once established the link with the driver associations, provided these with the necessary tools, integrated into the Dash community and the Dash Bus project, convinced and committed to the acceptance of Dash as a form of payment, comes the calling of users.

The call to mass lectures will be made via advertising, flyer, communications and announcement in the units where they accept the currency, identified as Dash Units, and others massive media. In these, like the assemblies with bus drivers, they will be informed correctly about the basics of cryptocurrencies, Dash and the Dash Bus project.

In this first stage, three cycles of conferences have been programmed, each consisting of two massive meetings, one for the communities of Los Teques, and one for San Antonio de los Altos and Carrizal.

- *Dash Bus Website*

The scope of the project includes the generation of a website, where you will find information, relevant links and various tools available to users and servers about Dash. How to go to the official sites, download the wallet, frequently asked questions, links to the Dash community, link to other Dash projects and pertinent information.

This site will also serve to register the service providers and register users, where they can communicate directly with the Dash Bus team, and vice versa, in addition to constantly updating the scope of the project, assimilating data, doubts, opinions and comments for the improvement of the system and its progress to other communities. As well as promotion of establishments and commerces that accept Dash as payment method, anothers Dash projects and Dash entrepreneurs.

I n the same way, important data will be handled in real time, such as currency valuation, exchange rates and links to related sites.

- *Proposed Calendar*

May						
Sunday	*Monday*	*Tuesday*	*Wednesday*	*Thursday*	*Friday*	*Saturday*
		1	2	3	4	5
			Team training Preparing meetings with driver associations			
6	7	8	9	10	11	12
	Team training - Website Design					Meet 1 Los Teques
13	14	15	16	17	18	19
	Website development					Meet 1 San Antonio
20	21	22	23	24	25	26
	Website release					Meet 2 Los Teques
27	28	29	30	31		

June						
Sunday	*Monday*	*Tuesday*	*Wednesday*	*Thursday*	*Friday*	*Saturday*
					1	2
						Meet 2 San Antonio
3	4	5	6	7	8	9
						1 conference Users Los Teques
10	11	12	13	14	15	16
						1 conference Users San Antonio
17	18	19	20	21	22	23
24	25	26	27	28	29	30
						2 conference Users Los Teques

July						
Sunday	*Monday*	*Tuesday*	*Wednesday*	*Thursday*	*Friday*	*Saturday*
1	2	3	4	5	6	7
						2 conference Users San Antonio
8	9	10	11	12	13	14
15	16	17	18	19	20	21
						3 conference Users Los Teques
22	23	24	25	26	27	28
						3 conference Users San Antonio
29	30	31				

Type	Details	USD	Dash
Lecture Equipment	2 Laptops (for presentations and data base)	1300	2,58
	1 Video beam	130	0,26
	1 Portable screen for projection	50	0,10
	Electrical and data connection elements	50	0,10
	Sound system	250	0,50
	Mobiliary	50	0,10
Services	Transport of team and equipment (20 USD por evento/8 eventos)	160	0,32
	Internet service	50	0,10
Website	Website design	350	0,70
	Website development	300	0,60
	Hosting (3 month)	150	0,30
	Maintenance (3 month)	150	0,30
salaries	Coordinator (600 USD x 3 month)	1800	3,58
	administration and procurement (600 USD x 3 month)	1800	3,58
	operation and logistics (600 USD x 3 month)	1800	3,58
	Data and Dash information (600 USD x 3 month)	1800	3,58
	Entrepreneurship specialist (600 USD x 3 month)	1800	3,58
	lecturer (2) (600 USD x 3 month)	3600	7,16
	Staff (4 persons per event/2 hours per event/10 USD per hour/8 events)	640	1,27
Video Making	Filming and postproduction	1200	2,39
Catering	Snack and drinks (80 USD per event/8 events)	640	1,27
Marketing and Advertising	graphic designer (300 USD x 3 month)	900	1,79
	Community manager (200 USD x 3 month)	600	1,19
	promotional t-shirts for staff (20)	300	0,60
	promotional material	200	0,40
	flyers	300	0,60
	Banners	200	0,40
	Advertising on social media	800	1,59
Project Advisory	Advisor (40 horas/30 USD por hora)	1200	2,39
Giveaway	1 USD per user (2000)	2000	3,98
	giveaway and tools for the drivers	1600	3,18
	Total	26170	52,03

For the development of this phase of the project a budget of 52.03 Dash is estimated, in payments of 17.34 Dash per month, for a period of 3 months.

If this phase of the project is completed and funds are still available, actions of the next phase will be advanced, expanding the project to other communities.

if the price decrease and the budget devalues, we would cut down expendables and our salaries, with the objective of execute all the Project.

- **and…later**

After reaching the expected success in this first phase, the Dash Bus team plans to expand the project to other communities, mainly to areas near Caracas, such as the Guarenas / Guatire axis, and subsequently to other interurban transport systems, both short routes (neighboring cities) as long routes (interior of the country).