



DASH TRADING CLUB PRE AND BUDGET PROPOSAL

CURRENT STATUS AND INVESTMENTS

Minería Virtual has been building a cryptocurrency community for two years. We have spent time and resources teaching people about this market in both the mining and trading areas. This cryptocurrency community built with determination and perseverance has grown to reach over 36,000 members.

The experts at Minería Virtual have taught hundreds of people with personalized attention and strategies to start trading and using cryptocurrency. People in Venezuela need to find a new way to protect their savings, capital and income because of the dire currency devaluation. Venezuelans need a decentralized digital currency and an innovative way to increase their capital. We realized that Dash is the best solution. Minería Virtual saw an opportunity in the adversity that Venezuela faces, and we decided to start a Dash Trading Club.

We have spent the past six months informing masses about our Trading Club and conditioning the location we dispose of to have the club meetings. We have invested in human capital as well as technological resources. For example, we have bought monitors, laptops, hdmi cables, wifi routers, whiteboards, zoom membership, tradingview pro membership, and more. Details can be viewed on the budget table at the end of this proposal. Minería Virtual has already spent approximately \$ 10,000.00 in this project.

Things have begun to run smoothly, but we would like to do it bigger and better so that Dash and the club members can get the best of out this project. This is how Minería Virtual decided to embark on the development of this proposal and present it to the Dash Community with the hopes of receiving approval.

PROPOSED PRE BUDGET

PHASE 1: PLACE

During this phase the tasks that we will carry on with are to accomplish a proper setup of the place where the first Dash Trading Club will be established. We plan to rent a location that best fits the needs of the potential trading club members. Based on the sites we have visited and evaluated, we have come up with a list of

some general infrastructure changes that will most likely need to be made to the place we decide on, for instance: new decoration, redistribution of space and existing furniture, new furniture, and lighting improvement. Also previous to closing a rent deal with any party, we will go through a legal advisory process in order to prevent any possible future inconveniences.

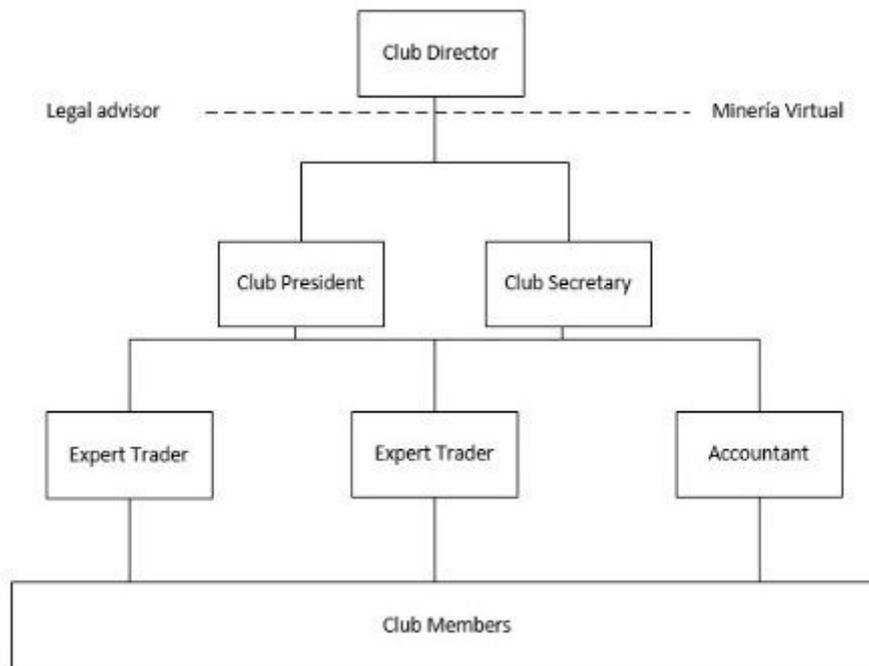
Aside from physical infrastructure details, we will also focus on acquiring all services needed for the club to start operating. Since stable internet connection is essential for trading, this is where we will invest more time and capital. In Venezuela the internet connection can be slow and unreliable. Therefore, we will contact the best internet providers and have wireless bans for each person in case the internet fails. Other services we consider necessary are phone, cleaning, air conditioning maintenance, and computer maintenance.

Lastly, at this point of this initial stage, our team will proceed with stocking of supplies needed for the Trading Club. The items necessary include basic office supplies, backup cables, emergency and first aid kits, cleaning materials, and cafeteria supplies.

PHASE 2: PERSONNEL

Mineria Virtual has a team of experts in trading that will be involved in this trading club. These experts will play the role of incubators for a period of approximately three months or the time necessary. The purpose of this is to help train the personnel that will assume responsibilities necessary to maintain trading club operating smoothly. Once the workers are trained, and the organizational structure is established, Mineria Virtual trading experts will not continue to lead the trading club. However, these experts will stay supportive and provide constant orientation. The proposed initial organizational structure can be detailed in the following figure. The human resources section of the budget was calculated based this structure.

Dash Trading Club Organizational Structure



source: Minería Virtual (2018).

PHASE 3: MARKETING

During this stage we will focus on gaining potential members for the Dash Trading Club. We plan on hosting online meetups and live meetups to promote the Trading Club.

The online meetups will be held using the user friendly platform Zoom. Minería Virtual already has a subscription to Zoom so there is no need to invest in that service as of right now.

As far as live meetups, the team has already hosted a few. These have been held at the facility where Minería Virtual is established in Caracas, Venezuela. However, we plan to rent a better location in order to increase the participant capacity for upcoming meetups. We have successfully held four meetups during this year. Through these meetups we have accomplished to gather more potential club members. We plan on making the remaining meetups before the launch as interactive and interesting as possible. We would like to include giveaways such as: Dash apparel and Dash units.

The launch will be the biggest event. We plan to put in motion a top of the line marketing strategy involving: flyers, email promotion, social media marketing, raffles

and advertising on the radio. Our goal is to fill the Dash Trading Club facility with the most promising potential trading club members that the city of Caracas has. This launch event is the key to the beginning of a successful Dash Trading Club, and it will be very beneficial for Dash adoption and awareness.

PHASE 4: OPERATION AND MAINTENANCE

Once the Dash Trading club begins operating there will be some fixed costs necessary to operate and to maintain the facility and organization. The main costs are related to the location, services and personnel. In order to ensure operability bills for water, electricity, phone, internet, and cleaning services will have to be taken care of. The payroll of the employees will be based upon the final organizational structure established. The budget was calculated using the proposed initial structure discussed in phase 2.

WHAT WE ARE ASKING FOR: DASH SUPPORT AND TRUST

Minería Virtual has already started this project. As stated at the beginning at least \$ 10,000.00 have been invested, 6 months of dedicated work to start the club, and two years building a trading community. We would like to be the founders of the first Dash Trading Club in Venezuela. Once we successfully reach this goal we will expand throughout the country and Latin America.

We would like the Dash community on our side, because Dash is the cryptocurrency that is gaining most popularity and adoption in Venezuela. We believe that our trading clubs will contribute to the growth of the Dash Ecosystem. Using Dash to trade and handle all of our financial operations will accelerate the growth of our clubs.

Minería Virtual will continue investing and executing the phases 2, 3 and 4 described above which requires approximately \$ 24,600.00. We would like Dash to support us with the remaining part of the proposed budget to help us take care of infrastructure costs which can be covered with approximately 68 Dash.