



Girl Coin |

A crypto-currency for good





Judy (20) and Jake (24) | Millennials

- Skeptical of business and government
- 1/3 prefer Bitcoin over stocks
- Use their phones for everyday purchases
- Jaded by most social outreach
- Want to be a part of something bigger
- Believe they can change the world



Millennials cannot relate to charities and do not know where their money is going |

Millennials see the **lack of transparency** in charity as a deterrent to giving. They want **results**. They want to contribute to something that they **personally feel makes a difference**.



Create action by showing them that doing good is tangible |

1. Inspire participation in something **bigger than themselves** for the betterment of humanity.
2. Prove that you can quantify a **social return on investment**.

The Big Idea | Introducing Girl Coin

Transparent |

The blockchain—a distributed ledger—publishes each transaction and ensures coins are used only for good. All administrative fees are declared.

Accountable |

Built-in “smart contracts” stipulate that a transaction does not occur until goods are delivered (e.g. MLL delivered to students, teacher has been trained, etc.).



Measurable |

Each coin measures the cumulative progress of Guatemala's infant mortality rate, maternal mortality rate, female education rate, and female per capita income.

Transactable |

Girl Coin can be used in everyday purchases through utility apps and tap-to-pay devices.

Initial Coin Offering | Everywhere There Is Money

Girl Coin launches their ICO with a **huge multi-media campaign**, encouraging users to **be a part of the very first** crypto-currency for social good.



OOH | \$100k

Street level in shopping and financial districts.



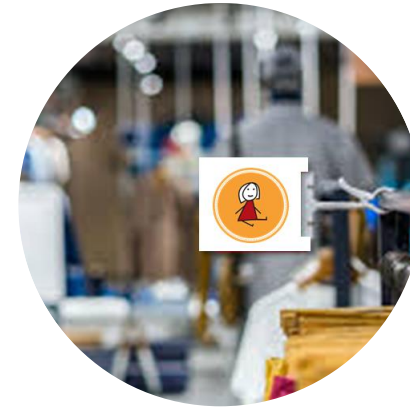
Print | \$50k

Financial and Business sections in local dailies.



Digital | \$250k

Mass awareness across web and social platforms.



In-Store | \$50k

Be at point-of-purchase.

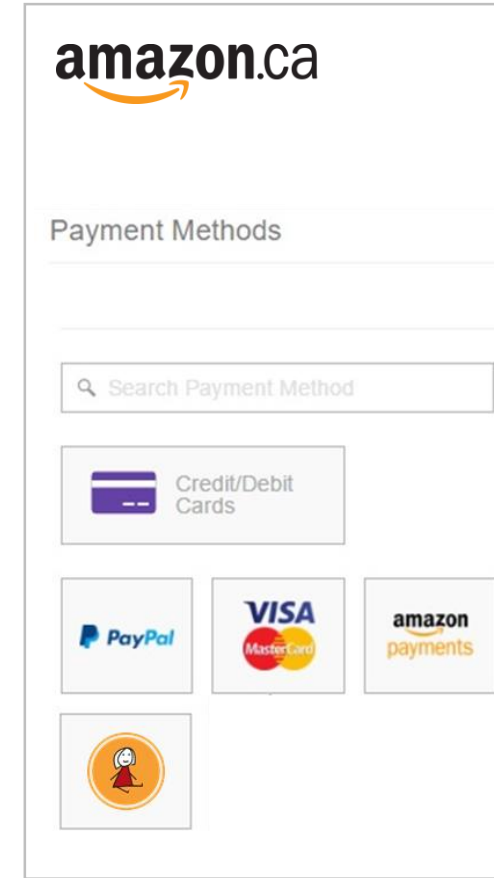
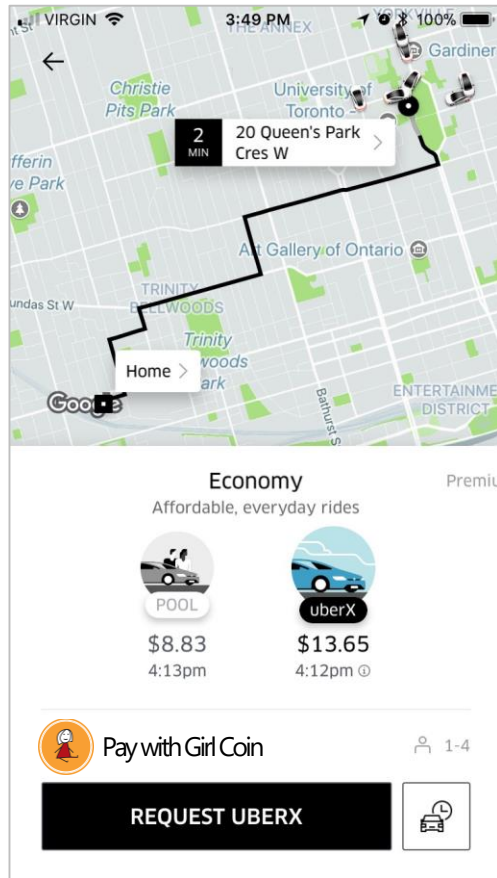


PR | \$50k

Sponsored segments and news (i.e. CP24).

Everyday Use | Buying and Spending Girl Coin

1. Users buy into the 60MG Exchange through donations, generating **1 Girl Coin for every dollar**.
2. For every Girl Coin transaction, 60MG receives an additional **1% that is invested exclusively on education for girls**.



Transparency & Results | Shared Success

Real-time dashboard provides full transparency to users and allows them to track their **social return on investment** in education for girls.



Media KPI |

- Girl Coins Sold – 300,000 GC
- CPA – Cost per GC sold

Social ROI | For every \$1 invested in education for girls:

- **16** women saved at childbirth
- **252** infants saved at birth
- **CA\$40.43** of female per capita income generated

Executive Summary |



The Audience | Social Entrepreneurs

Millennials

- Skeptical
- Need meaning and belonging
- Believe they can change the world



The Big Idea | Introducing Girl Coin

A social good crypto-currency that is:

- Transparent
- Accountable
- Transactable
- Measurable



The Insight | Skepticism Causes Aversion

Wants:

- Transparency
- Results
- Personal feeling of making a difference



The Media Solution | Girl Coin Everywhere

A huge multi-media campaign promoting the Initial Coin Offering. Users buy into the exchange and can transact with it in everyday purchases.



The Strategy | Inspiration & Evidence

1. Make them a part of something bigger.
2. Show tangible results.



Transparency & Results | Shared Success

- Total Girl Coins sold
- Media cost per Girl Coins sold
- Social return on investment