

Blue Horizon Advisory

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INVESTMENT OPPORTUNITIES

July 2018

‘VENEZUELA-1ST-DASH-NATION’

We vote **YES!**

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1.SUMMARY

OWNER : “Dash Venezuela” Organization

SECTOR : Crypto community – Lobbying

PROPOSAL: Countrywide massive adoption strategy

RECOMMENDATION: POSITIVE

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2. OWNER PRESENTATION

Name:	“Dash Venezuela”
Inception:	2014
Presentation:	<ul style="list-style-type: none">▪ Dash Venezuela is an organization that promotes Dash in Venezuela and works on a national scale to expand Dash community in the country▪ The organization holds conferences in different cities to introduce Dash to Venezuelan citizens and promotes its daily usage for individuals▪ Dash Venezuela organizes training sessions and accompanying measures to entrepreneurs and merchants willing to integrate Dash as a payment solution.
Key figures:	<ul style="list-style-type: none">▪ Held 9 conferences out of 12 planned this year.▪ Has accompanied 250+ merchants in different sectors to adopt dash as a payment solution▪ Made Venezuela becomes #2 in the world for most downloaded Dash wallet and visits to Dash.org
Link:	http://dashvenezuela.org/

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3. FACTS ABOUT VENEZUELA

- **Hyperinflation in Venezuel keeps breaking records - +25000%** in late may and causing huge disasters on the economic situation in the country. **With 6 \$ as a minimum monthly wage**, the 31 million population is sinking in the poverty while the government strategies and reforms (Even with the creation of Petro, a government crypto currency) seem unable to save Venezuela from collapse and bankruptcy.
- In parallel and due to this situation, Venezuelan started to get more interested by Cryptocurrencies as a potential plan B that could save them from the economic agony their nation was going through. The first cryptocurrency boom in Venezuela was experienced in the beginning of 2017 **with a record volume of 805 bitcoins exchanged in a week**. Lately, this trend kept confirming itself, the volume of Venezuelan Bolivar to Bitcoin exchange increased by 138% from March to April, and by 39% from April to May 18 (Source Localbitcoins data).
- Venezuela is currently, and as long as its economy keeps having hard times, a perfect prototype of a nation switching to a wide/full cryptocurrency system as more and more venezuelan believe today that Crypto can be their only/last hope.

Economic Freedom Score



POPULATION: 31.0 million	UNEMPLOYMENT: 6.9%
GDP (PPP): \$427.0 billion -18.0% growth in 2016 5-year compound annual growth -4.2%	INFLATION (CPI): 254.9%
FDI INFLOW: \$1.8 billion	PUBLIC DEBT: 28.2% of GDP

Data compiled as of September 2017

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4. INVESTMENT OPPORTUNITY

3.1. GOALS

- Introduction and Promotion of Dash in Venezuela to assist Dash community growth in the country.
- Organization of meetups and Adoption programs to entrepreneurs and merchants in Venezuela to expand the usage of Dash as a payment solution
- Promotion of Dash as a solution to the ongoing devaluation of the local currency, Bolivar. The goal is to expand Dash in Venezuela's economy and push it to be adopted as a national currency in the few coming years.

The funding request aims to:

- Hold the "Caracas 10th Conference + 8th Dash city" (Dash city targets entrepreneurs for the adoption of Dash as a payment method) (Nearly 1.3K participants expected)

5. FUNDING SCHEME

4.1. REQUESTED FUNDS

Total: 198 Dash

4.2. FUNDING SCHEDULE

Payment type:	One-time payment
Start date:	18 th June 2018
End date:	18 th July 2018
Final voting:	18th July 2018

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6. VOTE STATISTICS

Completed	NO
Votes	608 YES
	90 NO
	20 ABSTAIN

As of July 8th, 2018

7. RECOMMENDATION

Upside	Downside
<ul style="list-style-type: none">▪ The hyperinflationary situation that crosses the country (over 2,500% annual inflation and continuous devaluation of Bolivar) and the creativity of Venezuelan merchants to create wealth and benefit their society, allows Dash presence to grow very quickly in Venezuela's landscape.▪ "Dash Venezuela" projects have shown great results in educating Venezuelans and convert thousands of people to real time users.▪ The organization efforts have led Venezuela to become the 2nd in ranking of downloads of the Dash wallet.▪ More than 4K people Attended the organizations events.▪ Dash Venezuela target to open services to other Spanish speaking countries on the region(Colombia, Mexico, Ecuador, etc).	<ul style="list-style-type: none">▪ Petro, Venezuela's national cryptocurrency could present a serious barrier to Dash expansion, through government's "protectionist strategies."

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The results achieved by “Dash Venezuela” during this year, and the efforts deployed to expand the daily usage of Dash in Venezuela, along with all the programs that the organization ensures to introduce more and more entrepreneurs and merchants to the Dash landscape in Venezuela, demonstrate the importance and the heavy impact that this type of projects has on Dash promotion and how effectively it participates in the growth of the Dash community.

The fact that the organization has been successful in playing the “Dash Ambassador” role in Venezuela, gives real and solid signals that it can have a great impact on the Latin America region in the mid-term, which is also part of the bigger plan of “Dash Venezuela”.

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