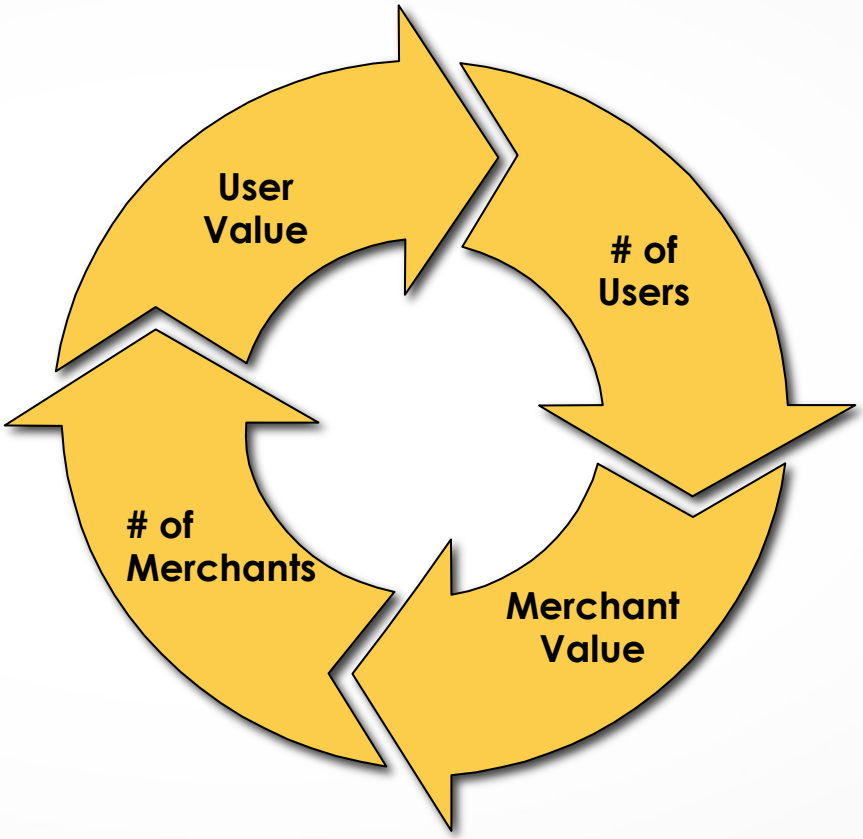
Dash Vision

Dash is digital money for everyday financial transactions

Widespread Adoption Elusive

- Image problems
- The secrecy of Satoshi
- Price volatility
- Block size limitations
- Ignorance

Chicken & Egg Problem

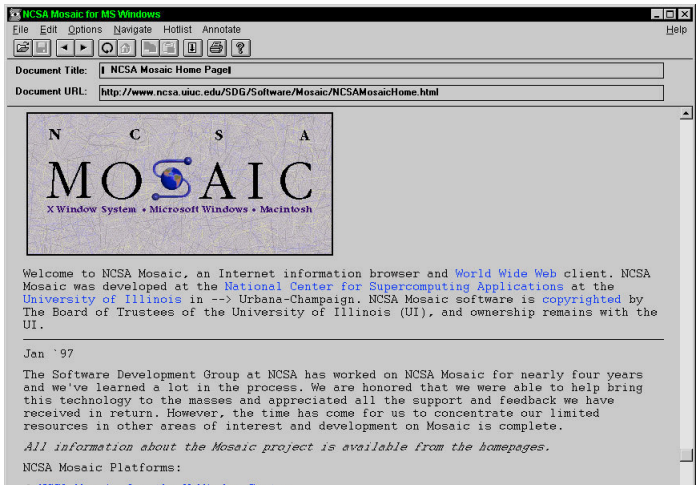


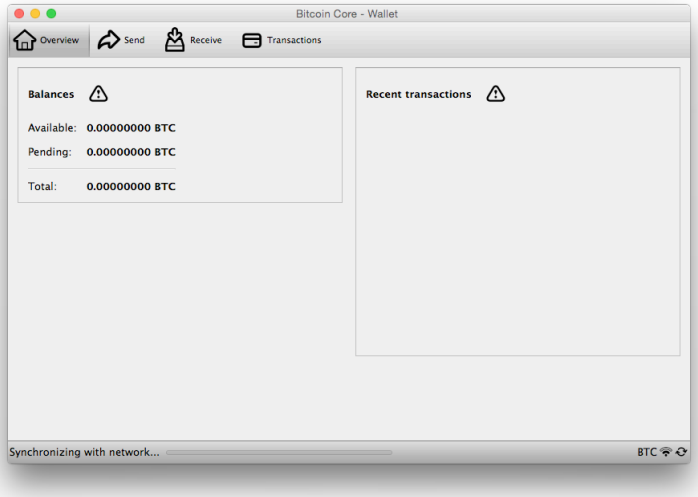
- Merchants don't want to accept payment methods few people use
- Consumers don't want to try payment methods not widely accepted
- Impossible to solve?

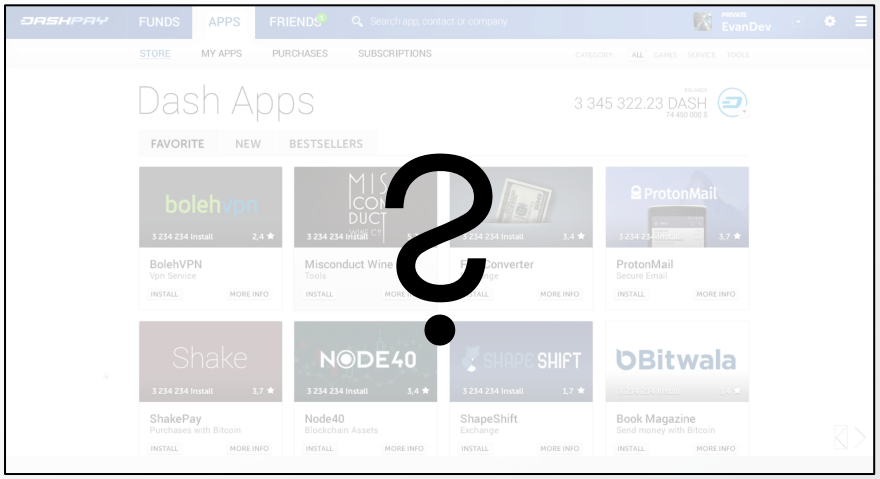
Proven Solution To Chicken & Egg

	VISA	PayPal	
Faster or Easier	Faster and easier than writing a check	Faster than typing in card details No physical card	Long cryptographic addresses 10 minute confirms
AND			
More Secure	Authorization process reduced fraud and eliminated returned checks	Avoids risk of card identity theft online	No recourse for merchant disputes Public balances and transactions
AND			
Switching incentives	Miles, points, cash back, and other rewards Grace period	$20 signup bonus on first use Free person-to-person transactions	Consumers pay transaction fees

Internet & Bitcoin Parallels







The "UX Fund"

teehan+lax
defining experience

jetBlue

RIM

NIKE

PROGRESSIVE

EA

NETFLIX

TARGET

Google

YAHOO!

The "UX Fund"

teehan+lax
defining experience
503% return
vs. 93%
NIKE
NETFLIX
TARGET
Google
YAHOO!

What Is Dash Doing Different?

Faster or Easier

- Username and password – no cryptography
- Fingerprint authorization
- Shipping information sent through network

AND

More Secure

- Balances and transactions private
- Purchase protection
- Vault accounts

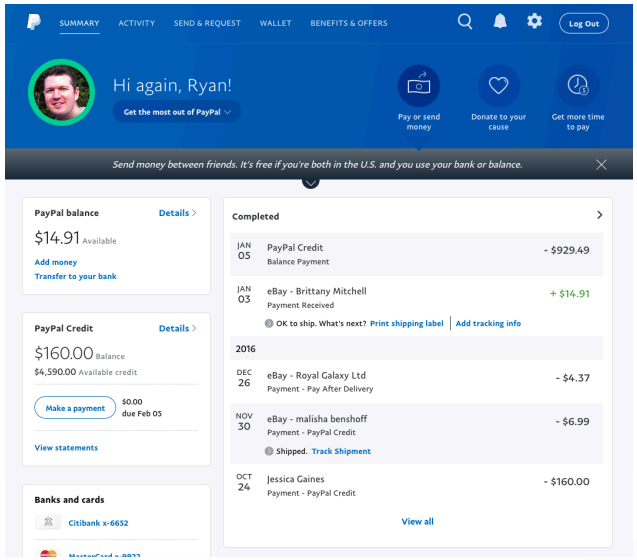
AND

Switching incentives

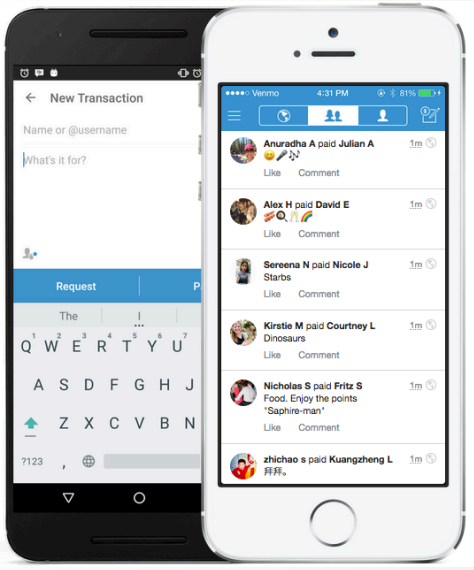
- Loyalty programs
- Free person-to-person transfers
- Interest bearing accounts

Functional Design

PayPal



venmo



Progress Towards Our Goals

Phase I – High-Value Features

- ✓ **Masternodes** – incentivized infrastructure for providing value-added services
- ✓ **InstantSend** – Transactions confirmed in two seconds
- ✓ **PrivateSend** – Keeps balances and transactions private and ensures fungibility

Phase II – Governance & Tech Foundation

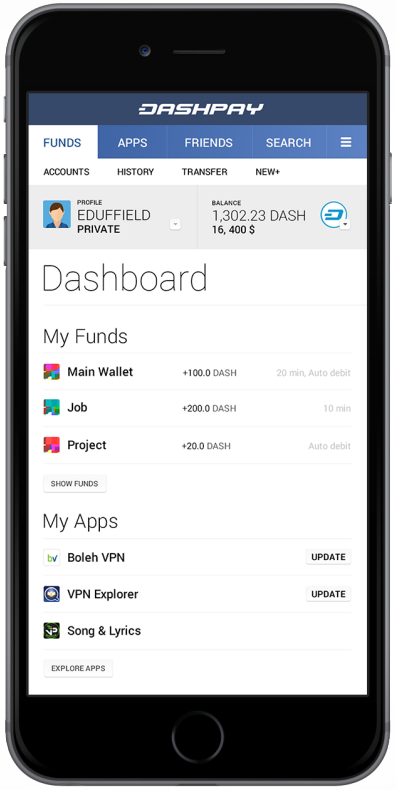
- ✓ **Decentralized governance** – Network-managed funding system
- F **Sentinel** – First programmable object-oriented governance architecture
- F **WatchDog** – First proof-of-service implementation
- F **DashDrive** – First decentralized object-oriented relational database

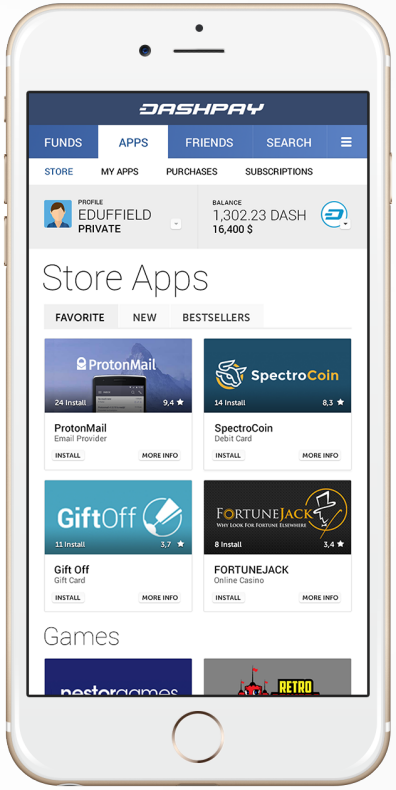
Phase III – "Evolution"

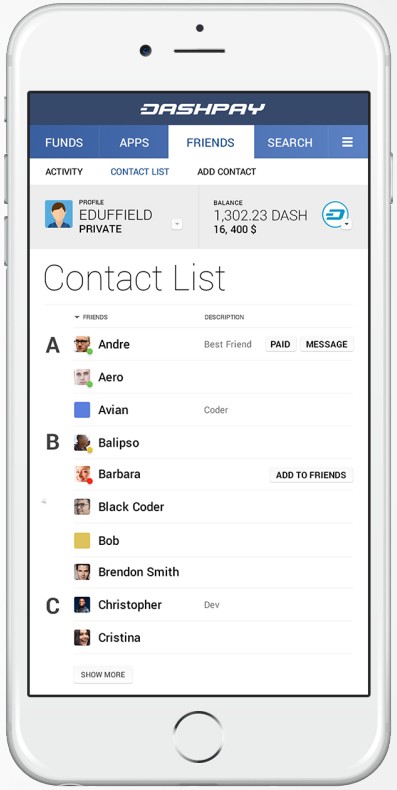
- 17 **End-user accounts – familiar web-based** login and password access
- 17 **Consistent user experience** – Full remote access from any device
- 17 **Merchant marketplace** – Enabling buyers and sellers to connect and transact
- 17 **DAPI** – Fast and secure decentralized network interface for merchants and apps
- 17 **Security enhancements** – Consumer purchase protection & vault accounts

✓ Operational F February 5th Release 17 Releasing Near Year-End

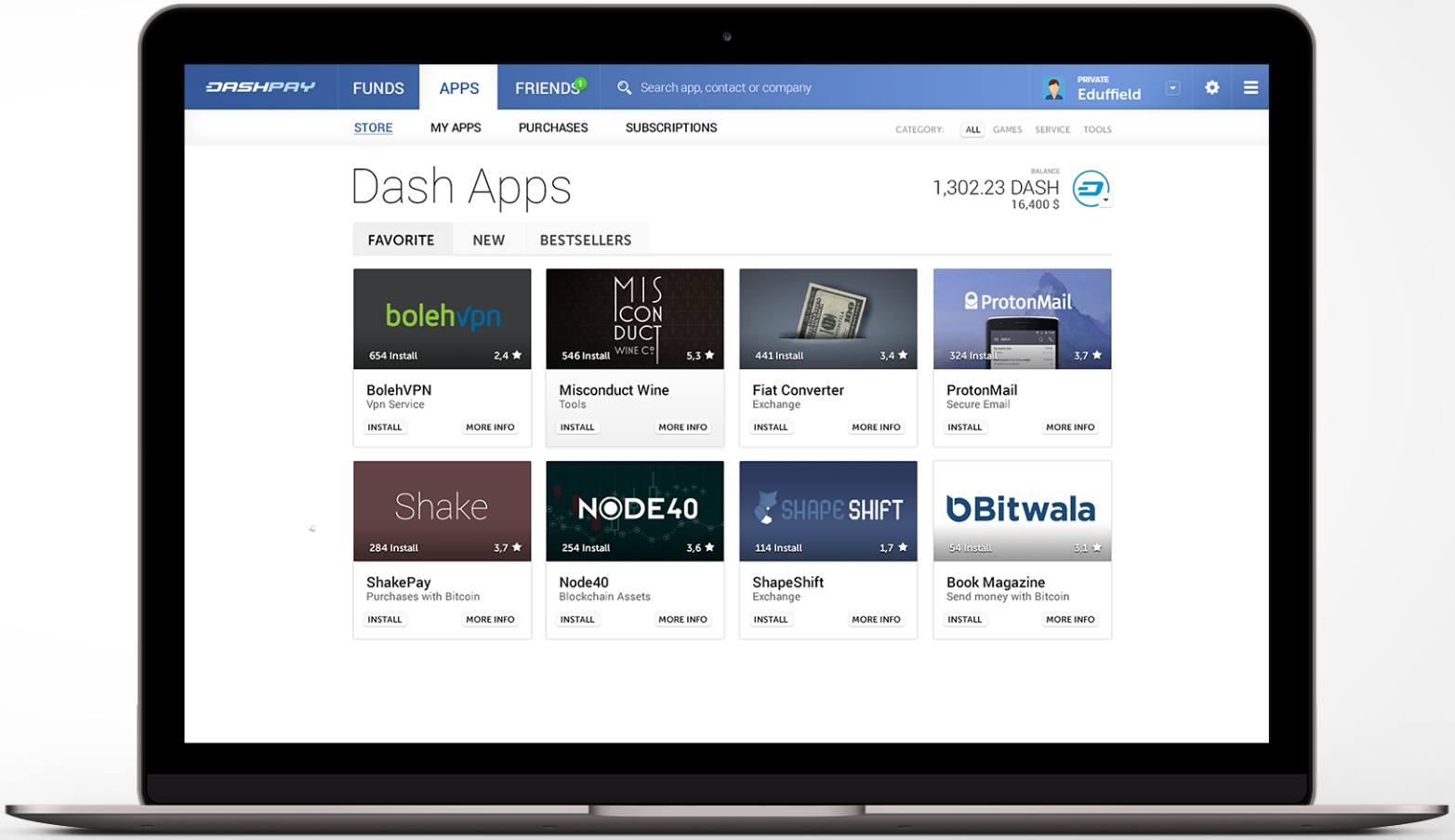
Evolution – Mobile







Evolution – Desktop



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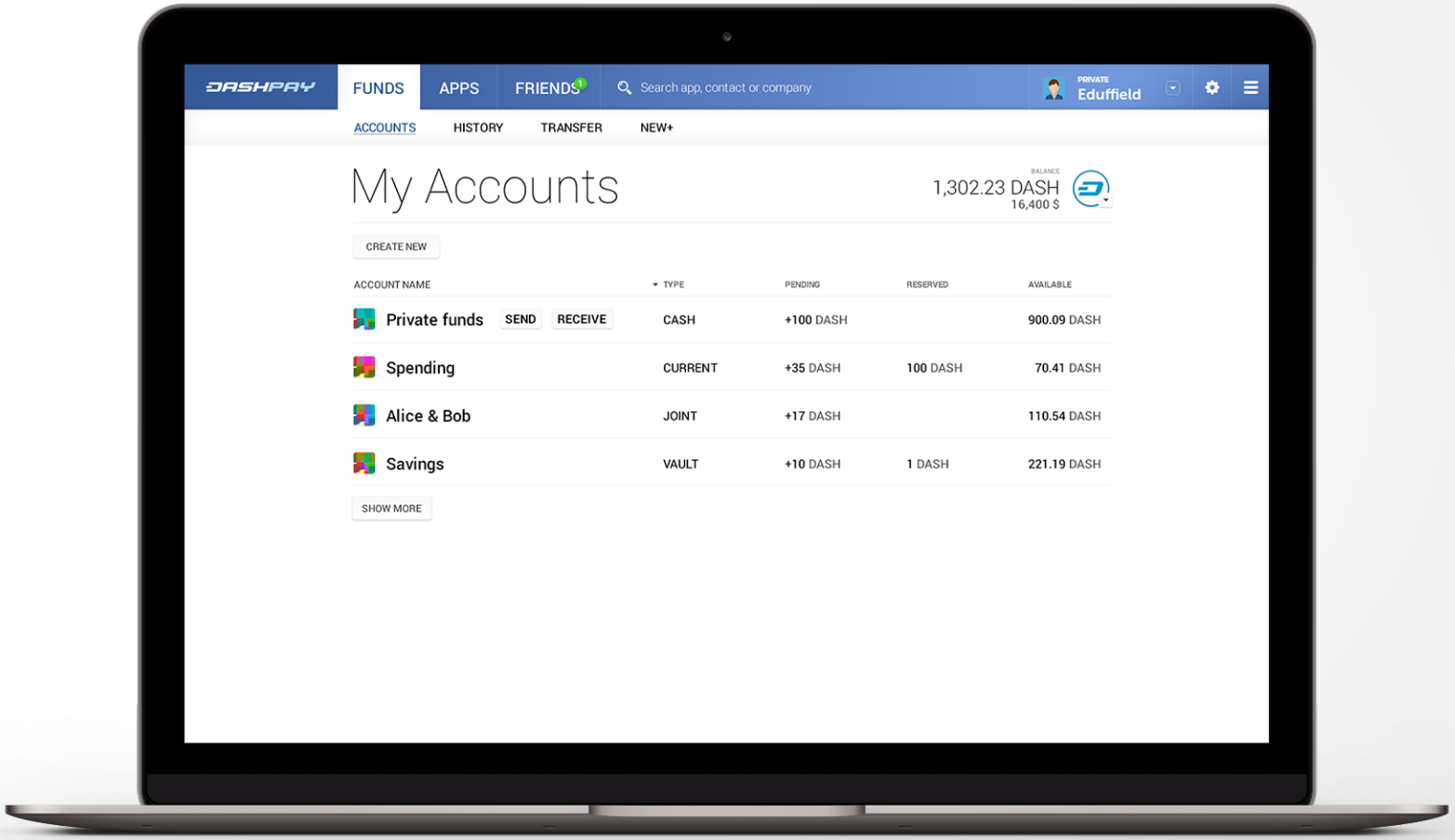
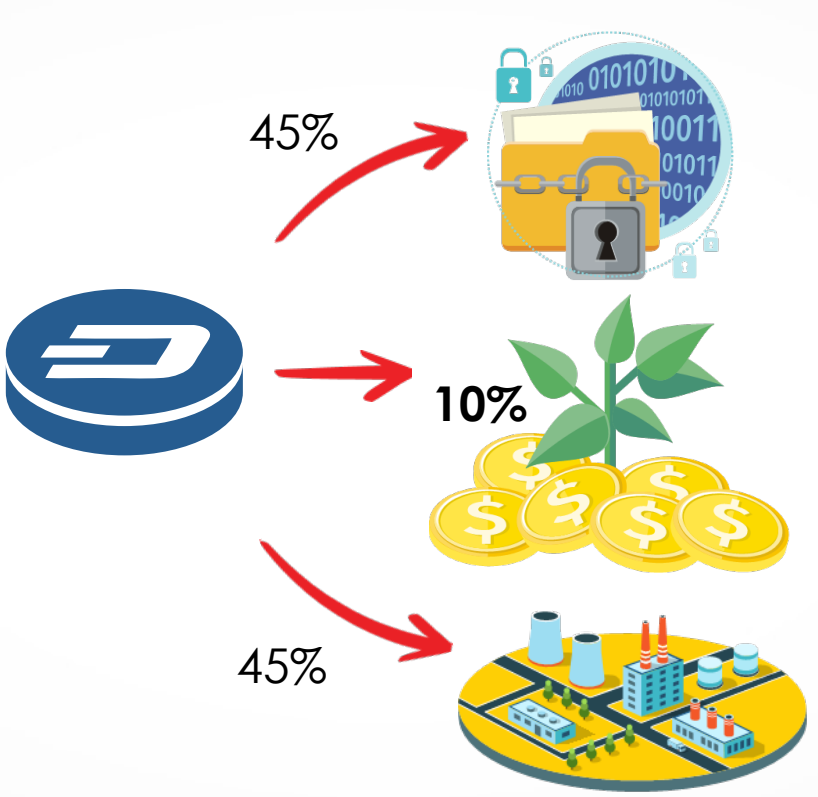
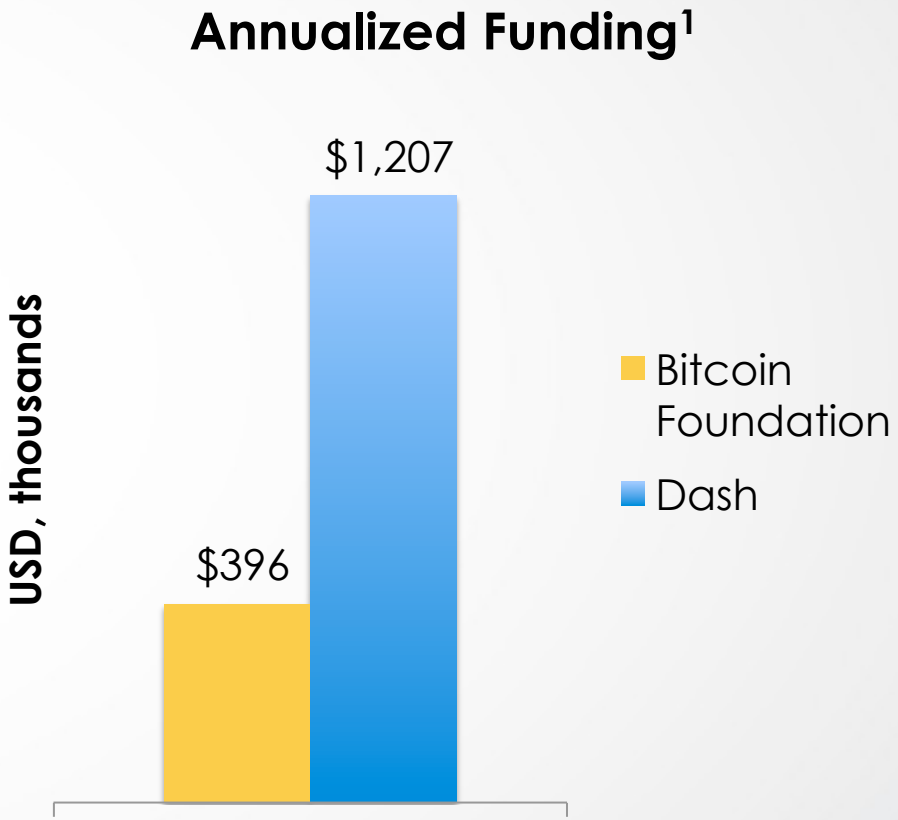


Decentralized Project Funding

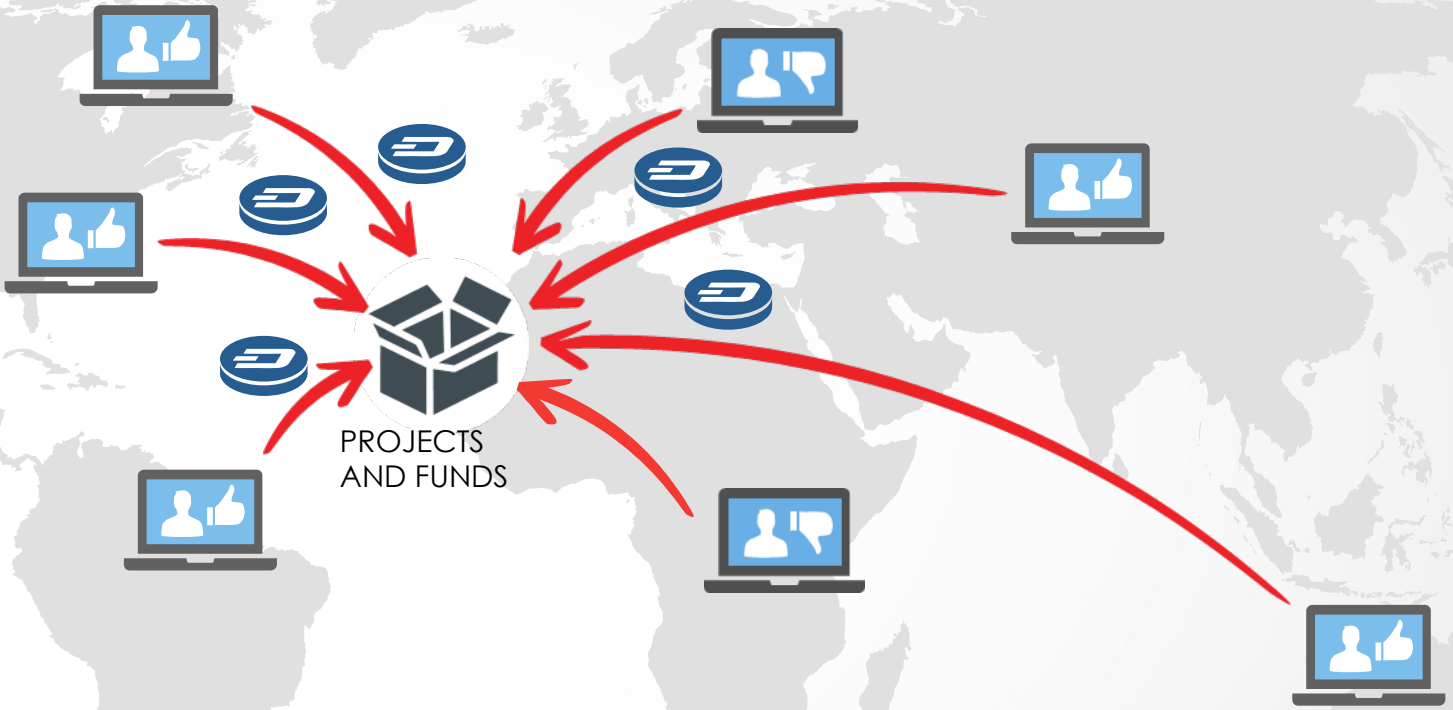




At Bitcoin's market cap, it would be ~$170 million!

1. Based on $13.50 per DASH & Bitcoin's most recent Form 990 submitted to IRS on Aug. 23rd, 2016

Decentralized Governance



Decentralized Autonomus Organization (DAO) since 2015

- Decentralized decision-making process
- Blockchain as a source of project funding

DASH

2016 Integrations & Partnerships

ASU SkySong
ARIZONA STATE UNIVERSITY

ProtonMail

BTC38

Living Room of Satoshi

EXMO

keepkey

SpectroCoin

Jaxx

UQUID

TREZOR

LIVE COIN

coinfirm

BTC e

wallofcoins

Purse
"Top Altcoin"

xBTCe
Bitcoin Exchange

Shake

Dash's Growth

Market Cap	2014[1]	2015	2016	2017 YTD[2]	Since 2/24/2014[2]
DASH	**+215%**	**+112%**	**+289%**	**+12%**	**+2,805%**
bitcoin	-40%	+51%	+140%	-13%	+86%
Altcoins	+78%	-52%	+272%	+6%	+238%

KPI	Q4 2015	Q4 2016	YoY Growth
Daily Price Volatility (σ)	3.8%	2.3%	**-41.3%**
Avg. Daily Trading Volume ($, th)	63	1,166	**+1,742%**
Payment Volume ($, m)	22	77	**+243%**
Hashrate (b/s)	87	1,312	**+1,416%**

1 Starting February 24th, 2014 when Dash trading began; altcoin growth is an estimate
2 Through January 16th, 2017

Source: BitInfoCharts; Cryptolization

Consistent Performer

Are Network Effects Of Market Leaders Insurmountable?

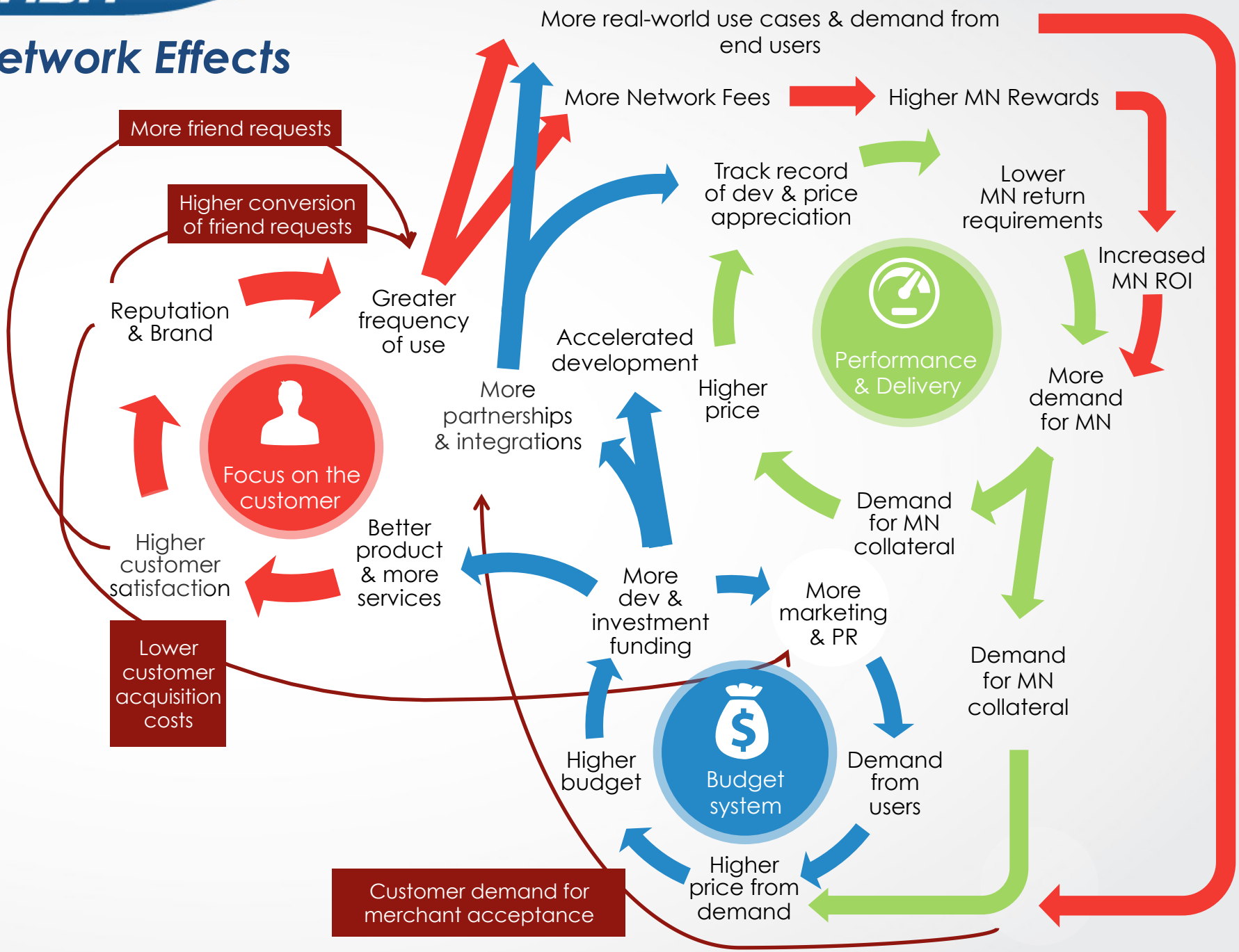
Betamax VS. VHS

- Betamax – picture quality, sound, and image stability
- VHS – record length

VS.

- Diners' Club – Exclusive Diners
- Bank of America – General purpose card

Network Effects



What's Next For Dash?

ASU SkySong
ARIZONA STATE UNIVERSITY

12.1 SENTINEL

wallofcoins

120,000 locations in the U.S.

11 other countries

Q4 / 2016 Conference Call – February 16th, 2017

DASH Evolution