

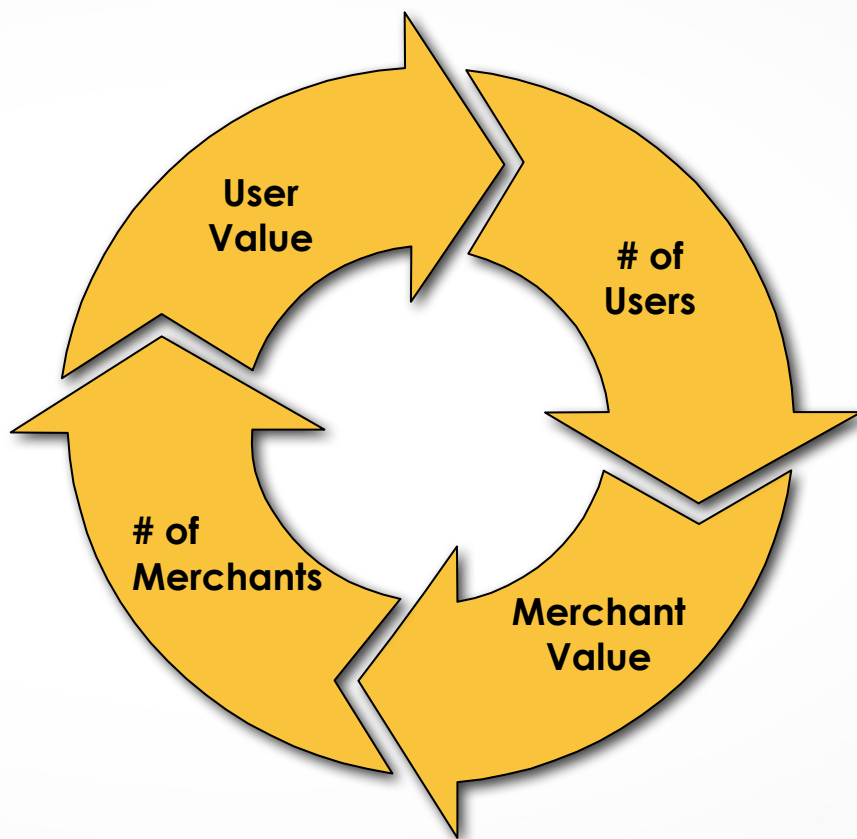
Dash Vision

***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

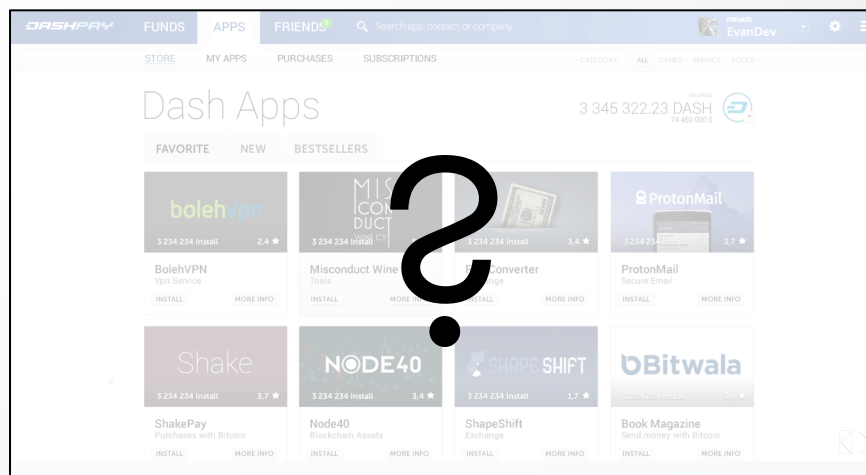
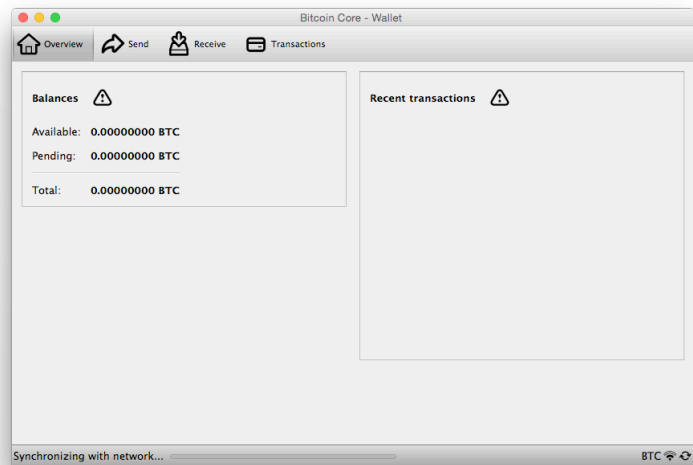
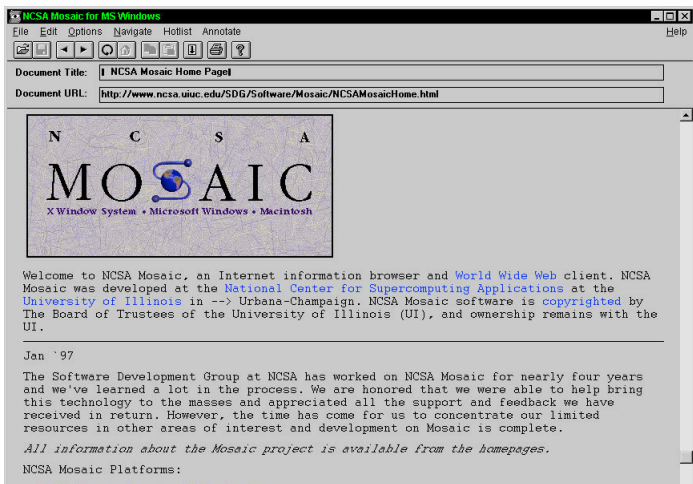


- Merchants don't want to accept payment methods few people use
- Consumers don't want to try payment methods not widely accepted
- Impossible to solve?

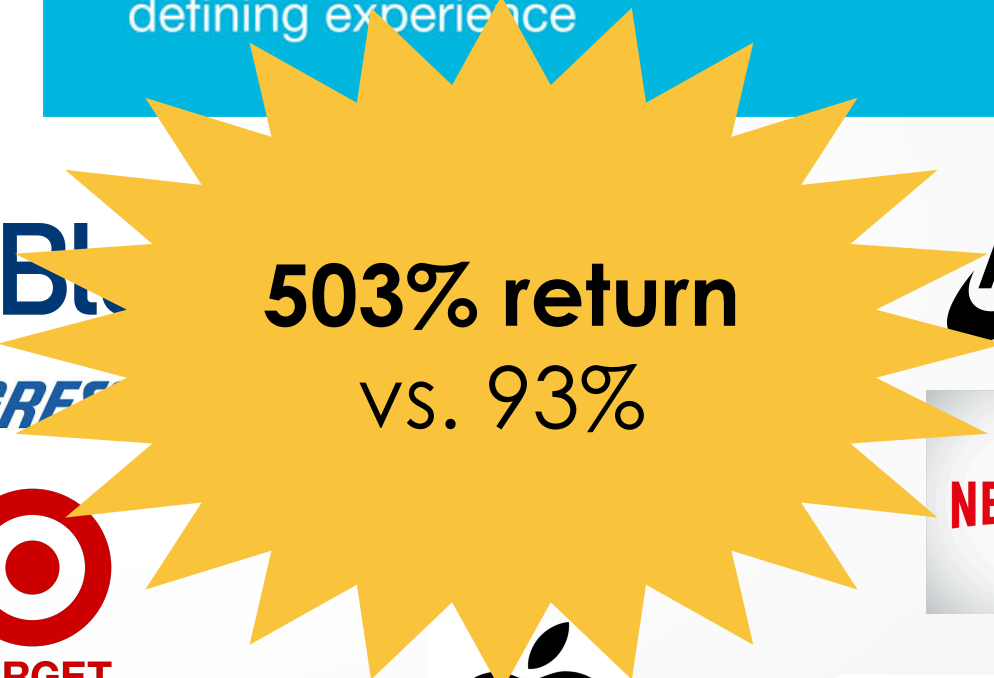
# Proven Solution To Chicken & Egg

			
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"



# 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



Summary Activity Send & Request Wallet Benefits & Offers Log Out

Hi again, Ryan!  
Get the most out of PayPal

Pay or send money Donate to your cause Get more time to pay

Send money between friends. It's free if you're both in the U.S. and you use your bank or balance.

Category	Amount
PayPal balance	\$14.91 Available
PayPal Credit	\$160.00 Available credit
Completed	<ul style="list-style-type: none"> <li>JAN 05 PayPal Credit Balance Payment - \$929.49</li> <li>JAN 03 eBay - Brittany Mitchell Payment Received + \$14.91</li> <li>DEC 26 eBay - Royal Galaxy Ltd Payment - Pay After Delivery - \$4.37</li> <li>NOV 30 eBay - malisha beshhoff Payment - PayPal Credit - \$6.99</li> <li>OCT 24 Jessica Gaines Payment - PayPal Credit - \$160.00</li> </ul>



New Transaction

Name or @username

What's it for?

Request

The 1

Q W E R T Y U

A S D F G H J

Z X C V B N

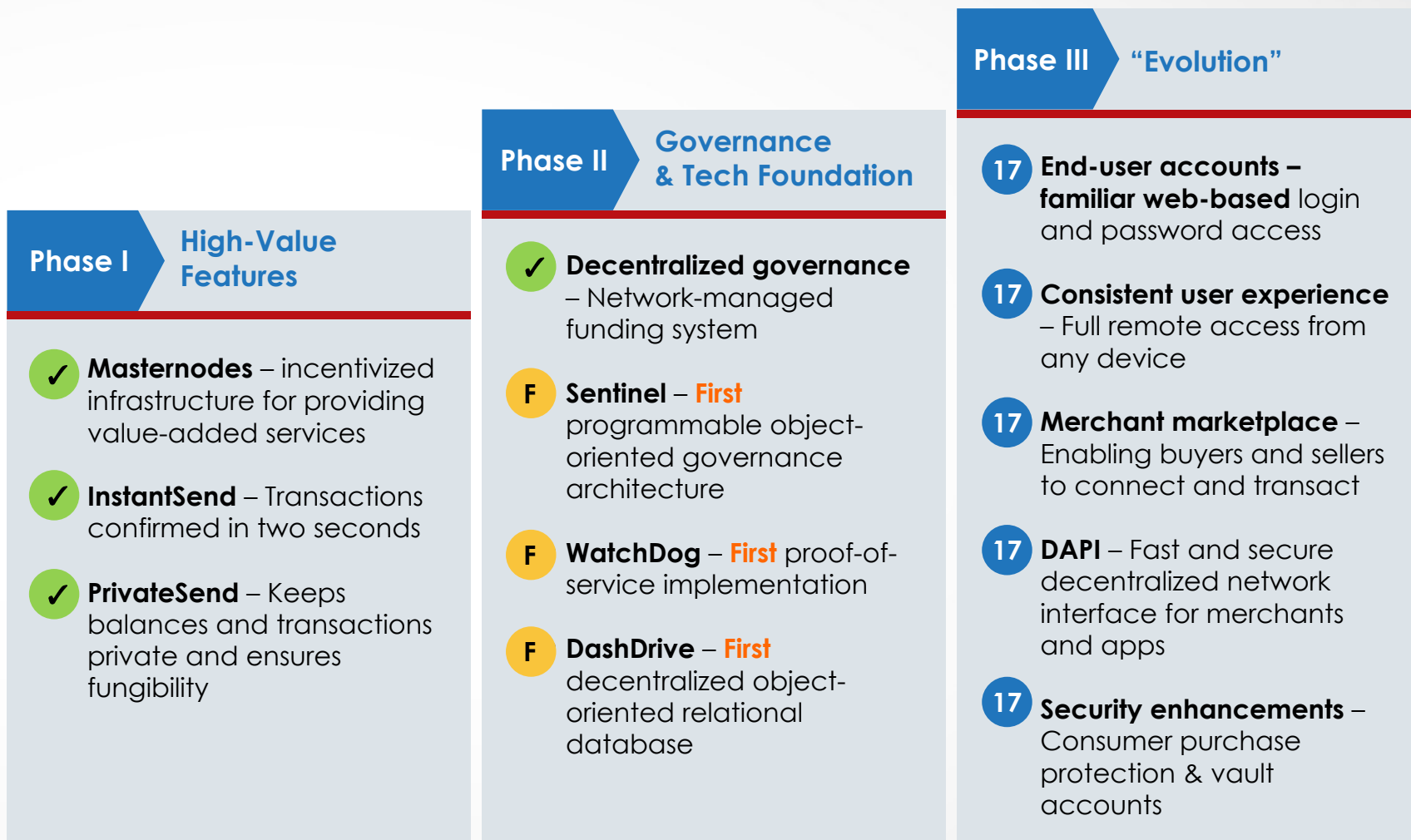
7123

Venmo 4:31 PM 81%

- Anuradha A paid Julian A 1m
- Alex H paid David E 1m
- Sereena N paid Nicole J Stars 1m
- Kirstie M paid Courtney L Dinosaurs 1m
- Nicholas S paid Fritz S Food. Enjoy the points "Saphire-man" 1m
- zhichao s paid Kuangzheng L 1m



# Progress Towards Our Goals

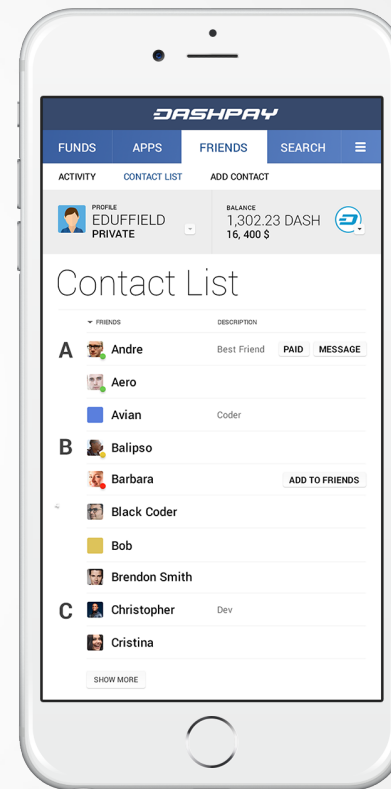
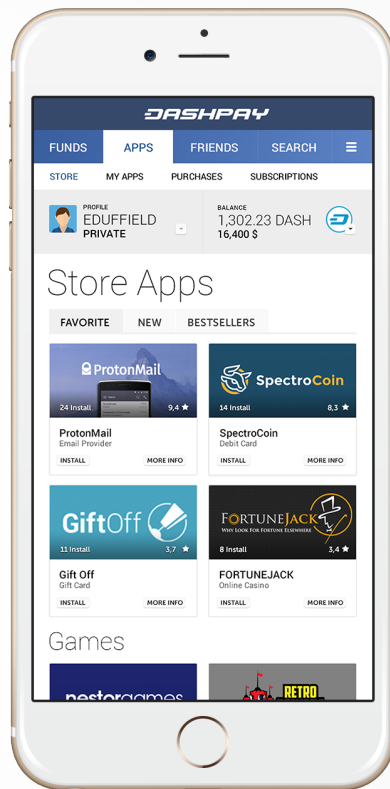
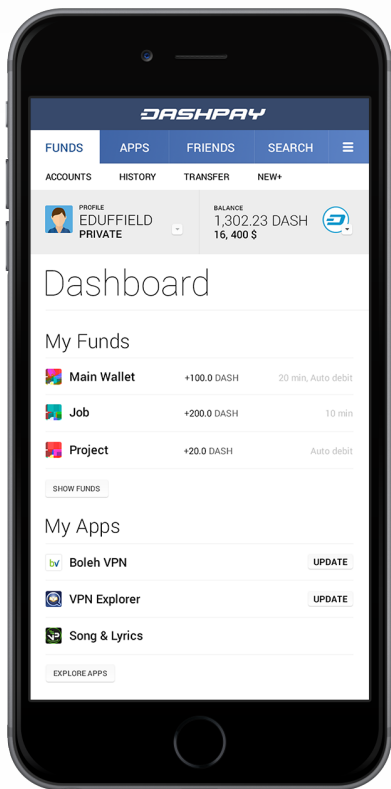


Operational

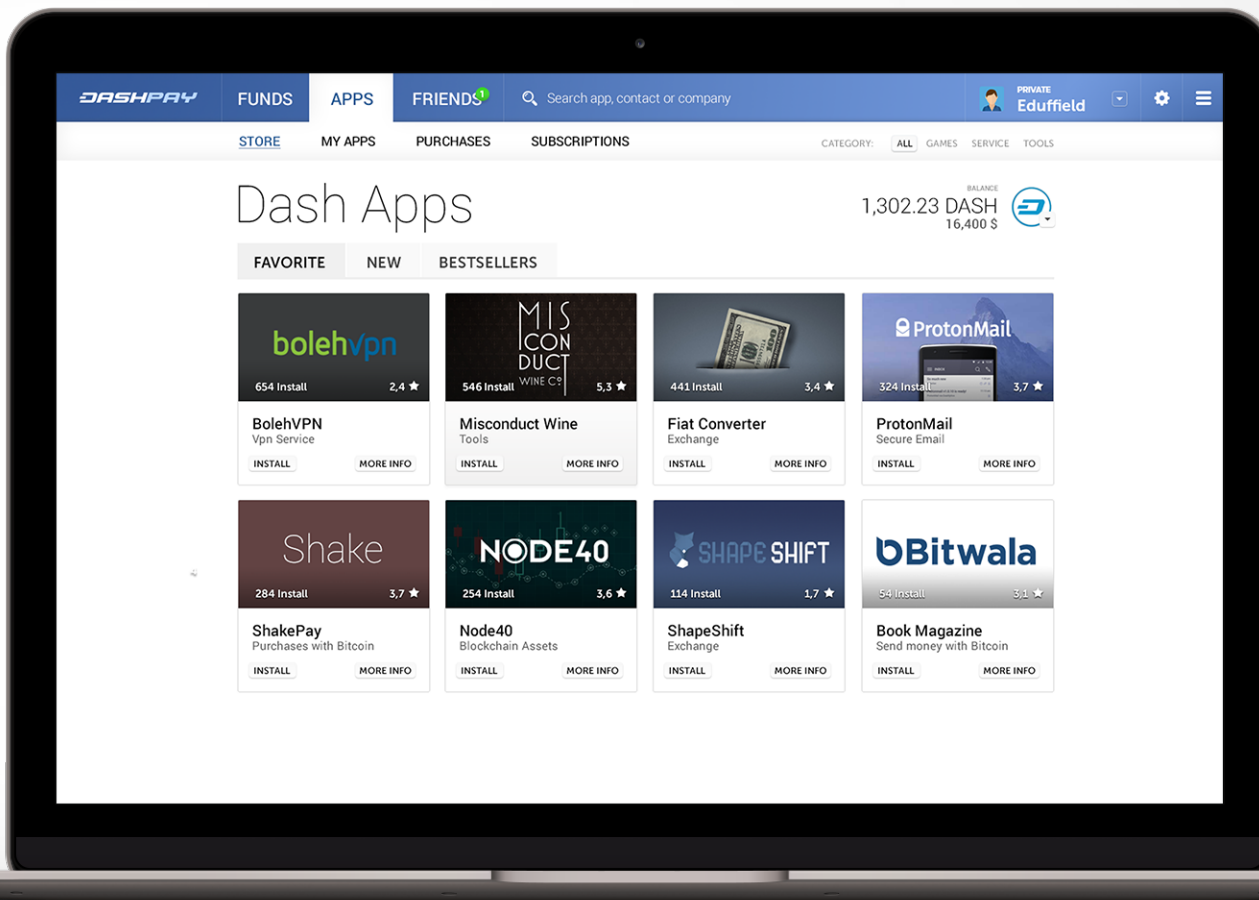
February 5<sup>th</sup> Release

Releasing Near Year-End

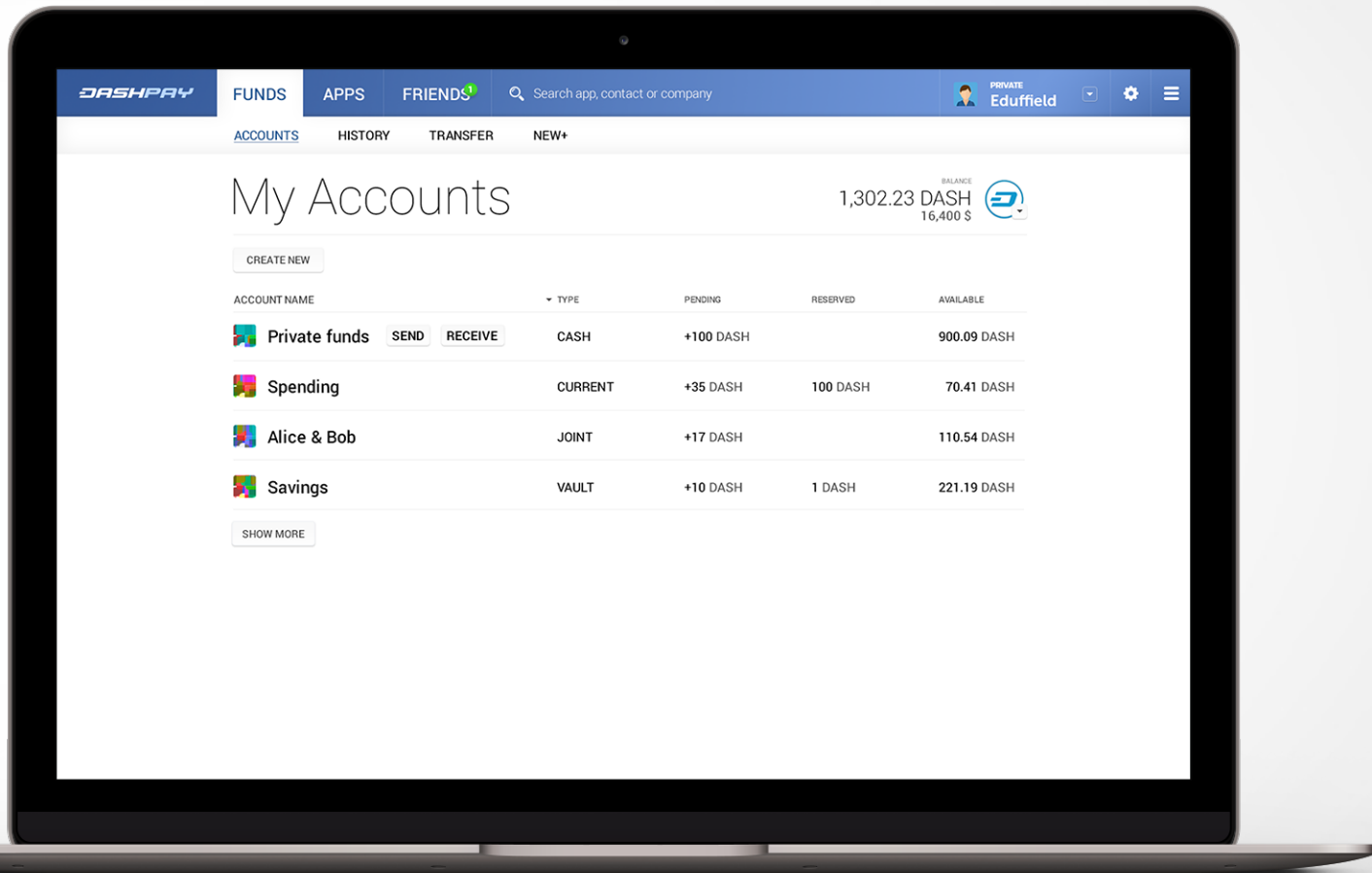
# Evolution – Mobile



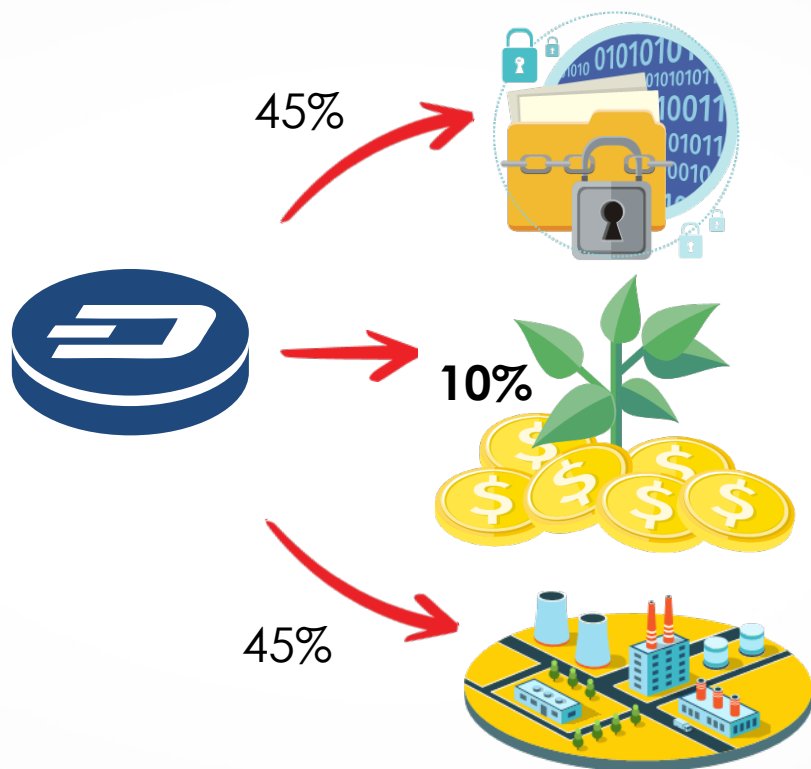
# Evolution – Desktop



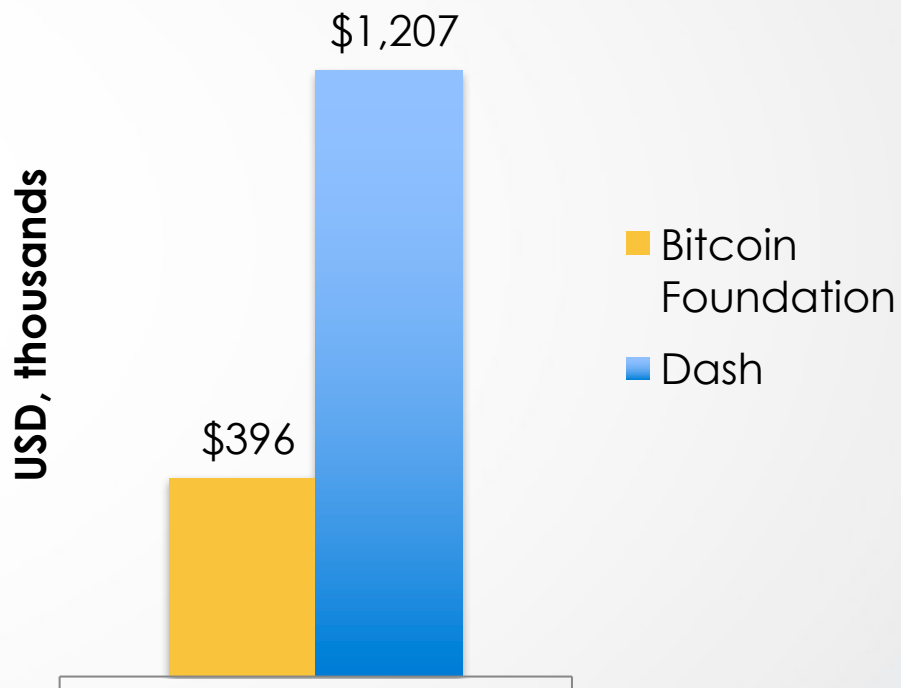
# Evolution – Desktop



# Decentralized Project Funding



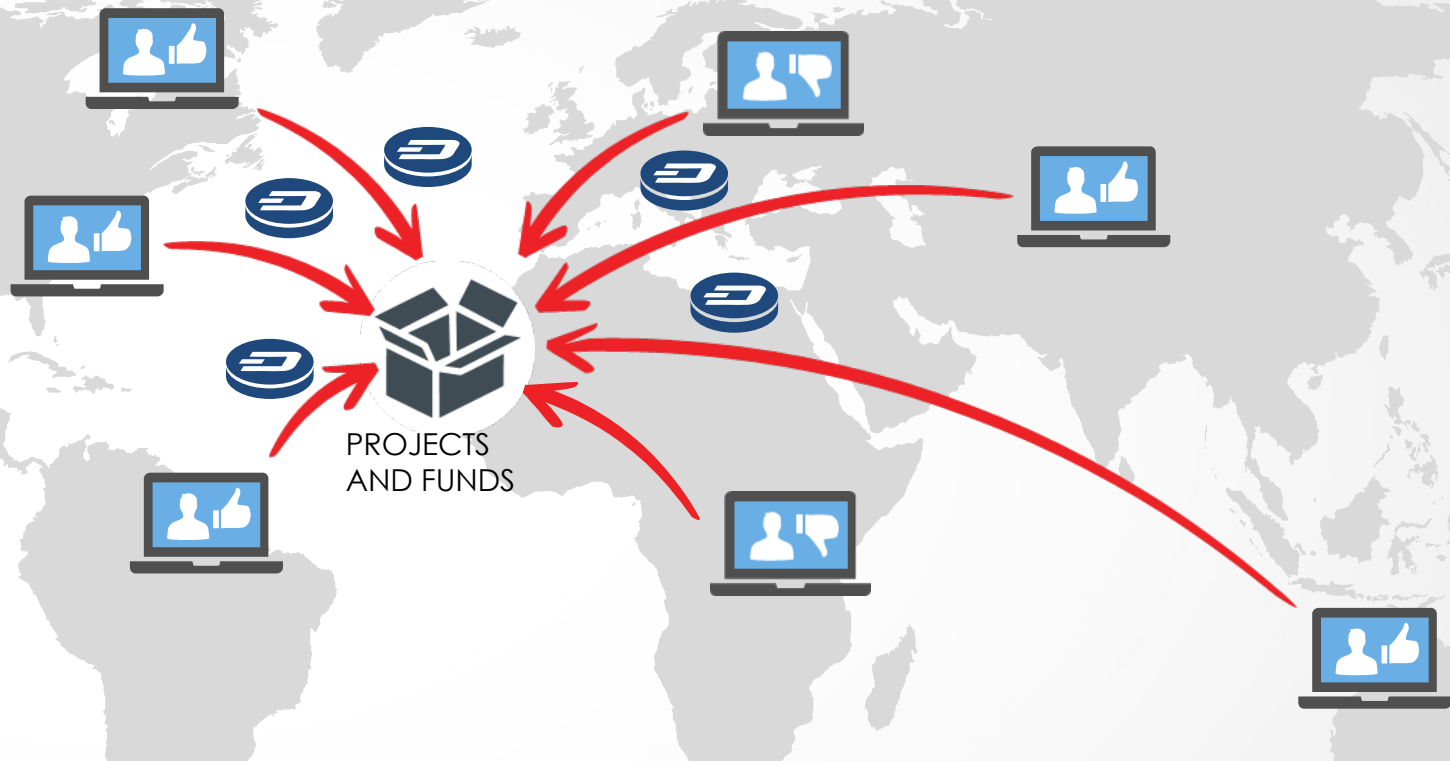
## Annualized Funding<sup>1</sup>



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 Autonomous Organization (DAO) since 2015

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

# 2016 Integrations & Partnerships



# Dash's Growth

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

KPI	Q4 2015	Q4 2016	YoY Growth
Daily Price Volatility ( $\sigma$ )	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%

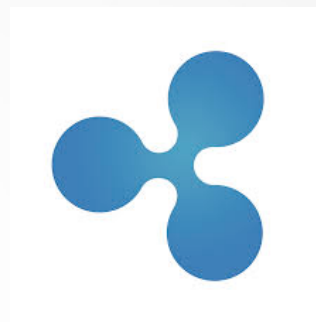
1 Starting February 24<sup>th</sup>, 2014 when Dash trading began; altcoin growth is an estimate

2 Through January 16<sup>th</sup>, 2017

Source: BitInfoCharts; Cryptolization



# Consistent Performer



# Are Network Effects Of Market Leaders Insurmountable?



VS.



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



VS.



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



# What's Next For Dash?



## **12.1 SENTINEL**



120,000 locations in the U.S.  
11 other countries

**Q4 / 2016 Conference Call** – February 16<sup>th</sup>, 2017

