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**TRAIPSE**

# My Local Token

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@GoTraipse

**It's harder than ever for local, independent merchants and historic business districts, in a world of chain stores, online shopping, and high rents.**



***COVID-19 has further exacerbated the problem.***



*“This place just doesn’t feel the same anymore.”*



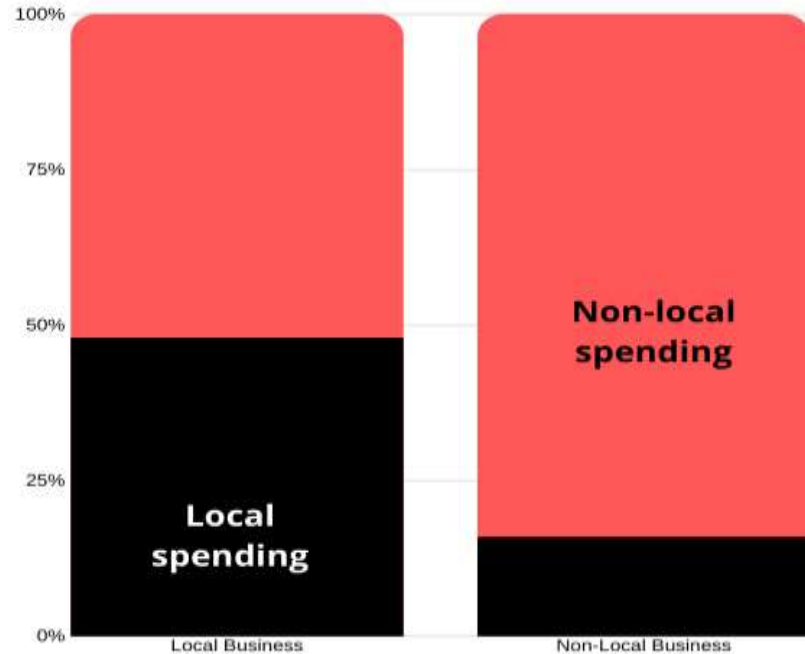
Invariably, that statement is followed by the realization that a neighborhood has lost its character because its locally-owned businesses have vanished.

Traipse Founder Darren Smith’s Hometown of Lawrence, Kansas

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# Sustainable, resilient local-scale economies are still critical to our future.



*Local businesses spend ~2.5x more of their money at other local businesses*

*U.S. counties with the highest percentage of locally-owned businesses have the highest overall economic growth rates.*



***But capital “leaks” from communities via big businesses and banks, stifling their growth and prosperity.***





MLT arose from a happy confluence of business and client need.



**TRAIPSE**

A successful location-based gaming app in need of a user incentive system

**My Local Token**



An existing local partner/client in need of a better Downtown Gift Card Program

***A comprehensive platform for local transactions, merchant loyalty and discount programs, community organizations, and events***



# MLT is a huge step forward in the evolution of local currencies.

## *Historical goals of local currencies:*

Promoting CBDs and historic commercial areas as destinations

Discouraging the “leakage” of capital from the local economy

Enhancing the competitiveness of independent merchants (esp. by minimizing credit card transaction fees)





# **MLT will be the currency of local exploration, local commerce, and local community.**

- Easy to spend and accept
- Remote distribution and redemption
- Secure from theft or loss
- Fast, low-cost transactions
- Robust, anonymized data collection
- Merchant control over incentives
- Less administrative burden (and cost)
- Enables charitable donations
- Network effects of multiple locales
- Platform for complementors



# MLT offers limitless possibilities for local ecosystem participation.



## **Individual Merchants**

Retail and restaurant proprietors within an MLT community can work within the ecosystem and its easy admin interface to promote their businesses, offer tailored and time-sensitive discounts, use MLT for their own loyalty rewards, and even use MLT as employee incentives.



## **Local fundraisers / charities**

In addition to encouraging MLT users to use stale account balances to donate to charities, local causes will be able to partner with MLT to raise money through a percentage of MLT sales.



## **Festivals**

Local events within MLT communities could even go completely cash-free, and get creative with MLT as prizes and other incentives.



## **Other Local Agencies**

Parks and recreation, public health, and other municipal agencies can take advantage of the opportunity to encourage physical activity or other public goals through MLT incentives.



## **Lodging Providers**

Downtown hotels and B&Bs may wish to purchase bulk amounts of MLT that they can use to promote and distribute as part of local stay packages or other options.

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## This model provides early, consistent, and diverse revenue.

- **3-year implementation contracts** with local agency/organization partners priced around **\$50,000**.
- **Add-on subscription fees for individual merchants** to manage their own presence in the ecosystem, including promotion, rewards, and loyalty program, priced around **\$500/year**.
- **Transaction fees charged on redemption** of MLT to \$USD
  - 1% merchant, 25% user, 10% charitable donation
- Traipse gamified **tour content development** and management (with MLT user rewards), priced at ~\$5,000 as an add-on or ~\$10,000 stand-alone.
- **MLT “complementor” agreements** with partner companies/organizations priced at \$50,000-100,000 initially.







## Test Market Current Programs:

~\$20,000/year on Downtown Gift Card and Downtown Discount Card programs (not including set-up costs)

~\$40,000/year sales of Downtown Gift Cards

*We have established credibility, networks, and sales pipelines within this market in the Mid-Atlantic and beyond.*



# It's a deep and growing market.

~3,000 Community Business Districts (U.S./Canada)

B2B

B2B

B2C

~\$30,000 annual budget for area loyalty/gift credit programs

~60 independent merchants per district;  
~\$300 annual loyalty program spend

~\$50,000 annual sales of area gift cards/credit

~\$90 million potential client market

~\$54 million merchant loyalty program market

~\$150 million gift card/credit sales market

~\$2 million annual tourism/econ. dev. budget per 50,000 population = \$14 billion annually

~\$1.1 trillion annually in purchases from small businesses

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**There is a clear path to profitability in the near term.**

Projected	Q 2-4 2021	2022	2023	2024
Outlays	(\$447,986)	(\$608,972)	(\$1,055,261)	(\$1,818,120)
Revenue	\$98,000	\$366,623	\$1,081,908	\$3,252,724
Net	(\$349,986)	(\$242,350)	\$26,647	<b>\$1,434,604</b>
Cumulative	(\$349,986)	(\$592,336)	(\$565,689)	\$868,915

Per Community (1 <sup>st</sup> Cohort)	Year 0 (Acquisition)	Year 1	Year 2	Year 3	Total
Expenses	(\$4,500)	(\$31,867)	(\$14,267)	(\$14,267)	(\$64,900)
Revenues		\$57,910	\$7,456	\$11,838	\$77,204
Net	(\$4,500)	(\$26,043)	(\$6,811)	(\$2,429)	<b>\$12,304</b>
Cumulative	(\$4,500)	\$21,543	\$14,733	\$12,304	





# "Complementors" will fuel adoption and bring additional revenue opportunities.



The Traipse app will be the showcase example of how businesses and platforms who support local-scale economies can tokenize their own systems using MLT. *Imagine Pokémon Go with real-world engagement and rewards!*



Platforms for sustainable living can give MLT as reward for user engagement.



MLT will be ripe for partnership with national tourism providers, or anyone with customers, members, or users they want to orient toward local commerce.



# This is an increasingly crowded space, with a notable gap.

- POS Payment Processors
- Digital Loyalty Programs
- Gift Card Providers
- Shop Local Sponsors
- Shop Local Directories

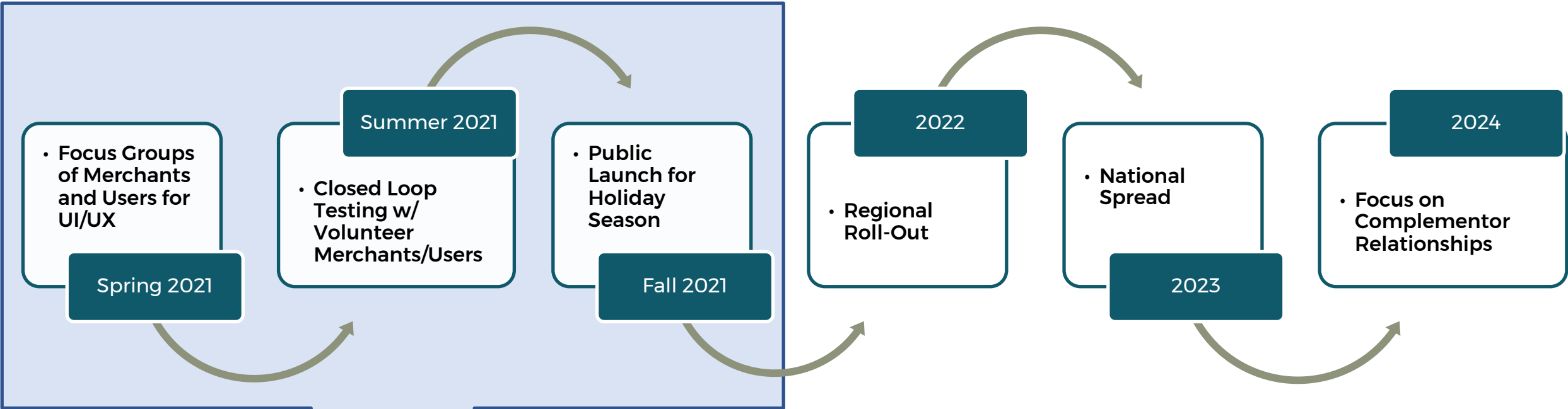




	MY LOCAL TOKEN	LEVEL UP / FIVE STARS / BELLY	SQUARE / CLOVER / SHOP KEEP	BLACKHAWK / EML / PAYA	WALMART / STARBUCKS	RIPPLE / LIBRA	DISTRX	PAYPAL / VENMO	APPLE PAY / G PAY	SUPPORT LAND / THE LOCAL FREQ.	CONPOTO
LOYALTY/REWARDS PROGRAMS FOR INDIVIDUAL MERCHANTS	✓	✓	✓	✓	✓						
LOYALTY/REWARDS PROGRAMS FOR MULTIPLE MERCHANTS IN AN AREA	✓			✓		✓				✓	✓
INTEGRATION WITH POINT OF SALE	✓	✓	✓	✓	✓				✓	✓	✓
EXCLUSIVE TO LOCAL/INDEPENDENT BUSINESSES	✓						✓			✓	✓
OPERATES IN MULTIPLE LOCALES	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
USES CRYPTO / BLOCKCHAIN TECH	✓					✓					
REDEMPTION TO USD FOR MERCHANTS	✓			✓	✓			✓	✓	✓	
CONNECTION TO EXISTING POINTS/INCENTIVES ECOSYSTEM	✓										

***No one else combines new payments technology with a social impact/small business focus, and a multi-community ecosystem approach involving local partners and complementors to ensure adoption.***

# We have an eager local test market partner and a plan for steady growth.



**Test Market Pilot**

*Staunton, Virginia*  
*pop. 24,528*





# The Traipse/MLT Team is up to the challenge.



**Darren Smith**  
**Founder/CEO**

Former **urban planning / economic development** professional; experience in policy, advocacy, technical assistance, grants



**Austin Auclair**  
**VP of Creative Content**

**Digital marketing** expert; 18+ years of marketing and communications experience; **geolocation gaming** expert



**Michael Jacobides**  
**VP of Strategy**

Chair of **Entrepreneurship & Innovation**, Professor of Strategy at London Business School; Academic co-lead in World Economic Forum **Digital Platforms & Ecosystems** project.



**Daniel Wright**  
**Director and Tech. Adviser**

Experienced developer, sys-admin, and researcher; Library and Info. Science PhD with expertise in high-performance **computing, database systems, and app development**

## + Additional Investors/Advisers Include:

- Christina Cain, Chief Experience Officer, Alternatives Federal Credit Union
- Dan Gould, Former VP of Technology, Tinder
- Sid Winter, Prof. Emeritus of Mgmt., Wharton School



# Ownership remains consolidated at an advanced stage; The opportunity remains for a significant equity share

- Organized Nov 2017 as Delaware C Corp w/ Virginia Principal Address (authorized as “foreign entity”)
  - Subsumed previous Virginia LLC formed Oct 2015
- Current sole ownership
- Employee Options Plan in process
- 15 Pre-Seed Convertible Note Holders
  - \$65,000 Shenandoah Valley Angel Investors (4)
  - \$135,000 Friends & Family (11)
  - 5% Interest, 2023 Maturity
  - No Valuation Cap





# Our Seed Round plan charts a third way.

- Looking to attract social impact investors with a focus on building sustainable ventures
- Working with prominent Bay Area mission-aligned finance attorney
- Priced Round for Preferred Stock
  - First \$300,000 at pre-money valuation
  - Immediately subsequent \$200,000 at higher valuation
  - Continued stretch goal of additional \$450,000 to \$950,000 total
  - 5% target annual dividend
  - Put and Call Options at Board discretion
- Virginia investors eligible for up to 50% tax ***credit*** on investment



# My Local Token uniquely harnesses five key innovations:

1. Blockchain technology that enables secure digital transactions and remote distribution of alternative currencies, and the ability to limit usage to a (local) subset of economic activity;
2. “Proof-of-Stake” advances that make it feasible and sustainable to process every day micro- transactions on blockchains;
3. Automatically adjusting cryptocurrency stable coins pegged to the US Dollar, which enable a regulatorily compliant local currency platform at scale by avoiding the need to handle Dollars or provide liquidity.
4. Geofencing and geolocation gaming with mobile devices that allow for the mixing of real and virtual worlds
5. Incentivizing mobile gaming activities and user-generated content development with tangible, real-world rewards, tapping an existing user community as early adopters of a local currency

**Follow MLT on Medium  
to learn more!**

***Your investment will build the technology for My Local Token, and establish a lasting, positive economic effect on the communities you live in and love to visit.***







Now more than ever we need tools for local resilience.  
Join the effort that will lead a renaissance of the local-scale economy.

**Together, let's  
unlock the full  
potential of  
Main Street!**



Sign up for updates at:  
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[info@mylocaltoken.org](mailto:info@mylocaltoken.org)



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