

CRYPTOCURRENCIES FOR BEGINNERS



Coin of Africa



Crowdfunding | Incubation | Cryptocurrencies

2019

EXECUTIVE SUMMARY

- Cryptocurrencies are a new digital innovation that run on a cutting-edge technology called Blockchain.
- Cryptocurrencies **enable** users to:
 - ☐ MAKE INTERNATIONAL PAYMENTS
 - ☐ RECEIVE DIASPORA REMITTANCES
 - ☐ SAVE MONEY
 - ☐ MAKE INVESTMENTS
- Cryptocurrencies are a revolutionary FinTech invention that are **reframing** local and global **economics** and **returning financial power** to the person that earns the money – **YOU!**



WHAT IS BLOCKCHAIN?

- Blockchain is an **incorruptible decentralized digital ledger** of transactions that **cannot** be hacked, manipulated or altered in any way.
- A Cryptocurrency is therefore a **digital token** that rides on this technology to **enable financial transactions**.
- Blockchain **allows** information to be **processed** and **stored** in a **secure** and **transparent** manner.



WHAT IS A CRYPTOCURRENCY?

- A cryptocurrency is a digital token that rides on the Blockchain technology to enable fast transaction speeds at low costs.
- Through the wallet-to-wallet functionality of Blockchain, it breaks international borders and enables for International Payments to be processed.



HOW DO THEY WORK?

MAKING INTERNATIONAL PAYMENTS

- Users are able to **buy** cryptocurrencies on a **digital exchange** using **local fiat currency**.
- Users are able to **sell** these tokens on a **foreign exchange** to **redeem** their tokens for the **fiat** of that country e.g. Rands – SA.
- Users are then able to use this fiat currency to make International Payments.



HOW DO THEY WORK?

RECEIVING DIAPORA REMITTANCES

- **Beneficiaries** can **receive** tokens from the **Diaspora**.
- Redeem their **cryptocurrency** (tokens) on a local **cryptocurrency exchange** for **fiat currency**.
- Fiat currency gets **deposited** into their **Local Mobile Money Wallet** or **Bank Account**.



HOW DO THEY WORK?

SAVING YOUR MONEY

- The **value** of cryptocurrencies is based on **Supply and Demand**. Therefore as tokens are **used more**, the **value** of them **increases**.
- Users are able to 'Buy & Hold' cryptocurrencies in the Crypto-wallets to **save** their money.
- As the value of the cryptocurrency increases in the market (Cryptocurrency Exchange), so does that value of the cryptocurrency owned by the users.



HOW DO THEY WORK?

INVESTING YOUR CRYPTOCURRENCY

- There are different organizations that enable you to **invest your cryptocurrencies** into **projects** that will increase the value of the cryptocurrencies you own.
- This therefore allows the **value to grow** based on **investment**, in **addition to** the growth experienced through the **market value** on the Cryptocurrency Exchange.





TYPES OF CRYPTOCURRENCIES

Different types of cryptocurrencies exist that run on various blockchain platforms. There are over **1,600** digital coins with a combined **\$250 billion Market Capitalization**.

PLATFORMS: Cryptocurrencies differ in terms of the platform they run on. Some run on platforms like Ethereum, Waves, etc.

UTILITY TOKENS: Do not have any kind of backing to the value – value is solely backed by Supply & Demand.

SECURITY TOKENS: Value is backed by a tangible secure resource that ensures the valued is more stable.





RISK ANALYSIS

Risk is the **possibility** of **losing part** or **all** of your initial investment or making a profit that is less than anticipated.

Every business **opportunity** has inherent **risks** that come.

CAPITAL RISK: There is a chance you could lose your capital if you buy a **highly volatile cryptocurrency**.

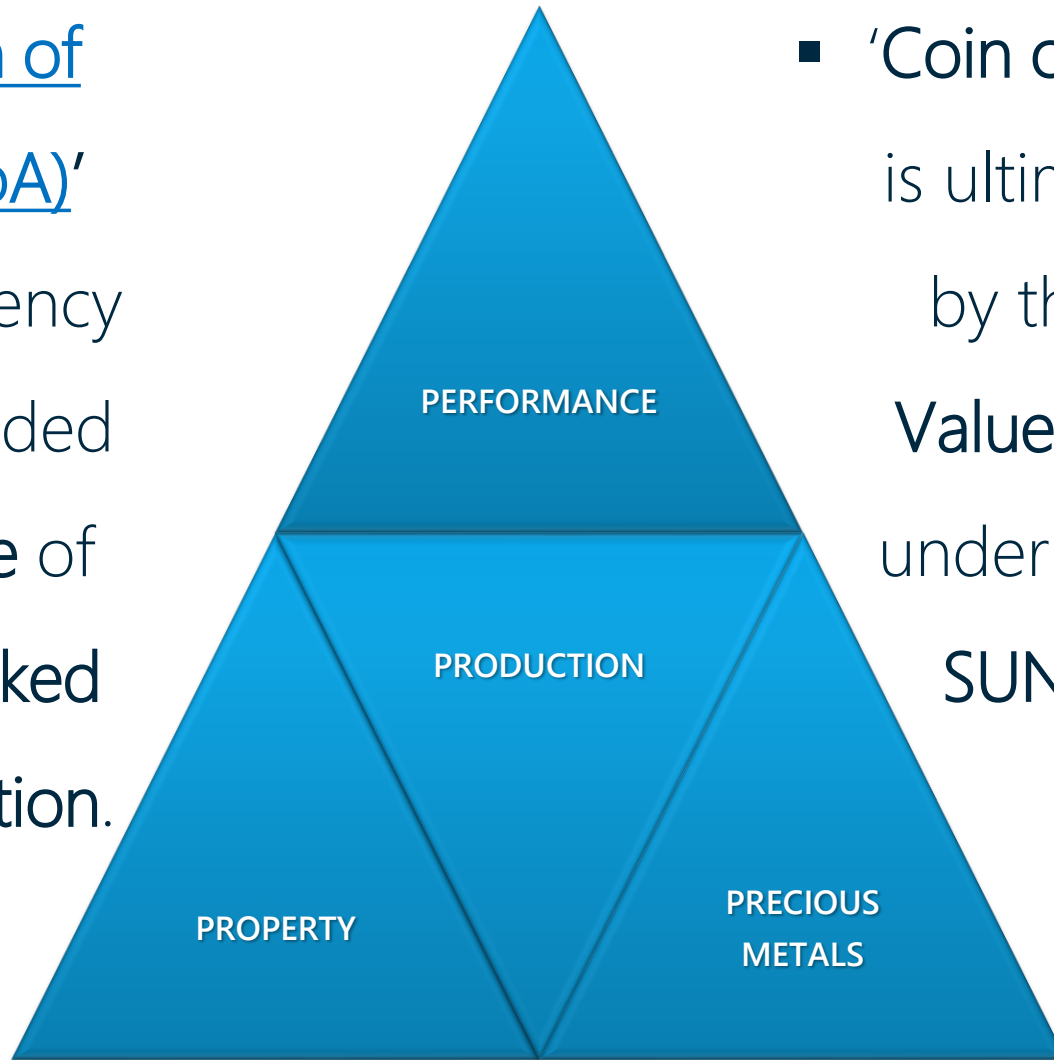
VOLATILITY RISK: The **backing** of a cryptocurrency creates more **stability** and make the price less prone to **bubbles**.

SECURITY RISK: There is need to ensure that the exchange you are dealing with is **well-secured** and has **no bad records** of being hacked. Crypto-Wallets are have more security features making them more secure.



RISK MINIMIZATION

- The '[Coin of Africa \(CoA\)](#)' cryptocurrency has the added advantage of being backed by production.



- 'Coin of Africa (CoA)' is ultimately backed by the **Net Asset Value (NAV)** of the underlying assets of SUNFundAfrica.



HOW CAN I ACCESS CRYPTO?

- You can access Coin of Africa (CoA) through our ongoing Initial Coin Offering (ICO) through our website www.sunfundafrica.co.zw.



DO I NEED A LOT OF MONEY?



Cryptocurrencies enable **micro-transactions** so you can start with **as little as \$5**. With these tokens you can decide whether you want to:

1. Make a Local or International Payment
2. Save your Money
3. Invest your Cryptocurrency.

- Cryptocurrency puts you back in the **driver's seat** of your **financial life!**



THINGS TO CONSIDER



Pick n' Play South Africa piloted the acceptance of Bitcoin as a payment means.



Venezuela have introduced the Petro – an oil-backed cryptocurrency.

Akon is building a city in Senegal that will run on a cryptocurrency called Akoin.





GETTING STARTED

CONTACT US

Start-Up Nation (SUN)

Global Business Innovations (GBI) Hub

336 Hebert Chitepo, Harare

www.sunfundafrica.co.zw

+263 71 901 1755

+263 78 596 9333



[Crowdfunding](#) | [Incubation](#) | [Cryptocurrencies](#)