

BITCOIN AGENTS VENEZUELA 2021



BAV 2021

INTRODUCTION

As I review our mass adoption work over the last 5 years, I am deeply impressed by what the Panmoni team has accomplished.

And I am excited about how we can impact the world for good in the years ahead.

There is only opportunity in our future. The opportunity build, grow and live in a world of unlimited prosperity and unfettered liberty for all people, everywhere.

Together we will make it happen.

panmoni.com



Almuerzos



AREPAS
FULL SABOR C.A
RIF: J-40310541-3

Pizza

MERCHANTS

BCH-accepting merchants are foundational to a thriving BCH economy, as we need to bootstrap recognizable utility before consumers will adopt BCH. The Panmoni team has onboarded more than 1,400 merchants to BCH, mostly in major Venezuelan cities.





A proud new BCH merchant at her place of business.





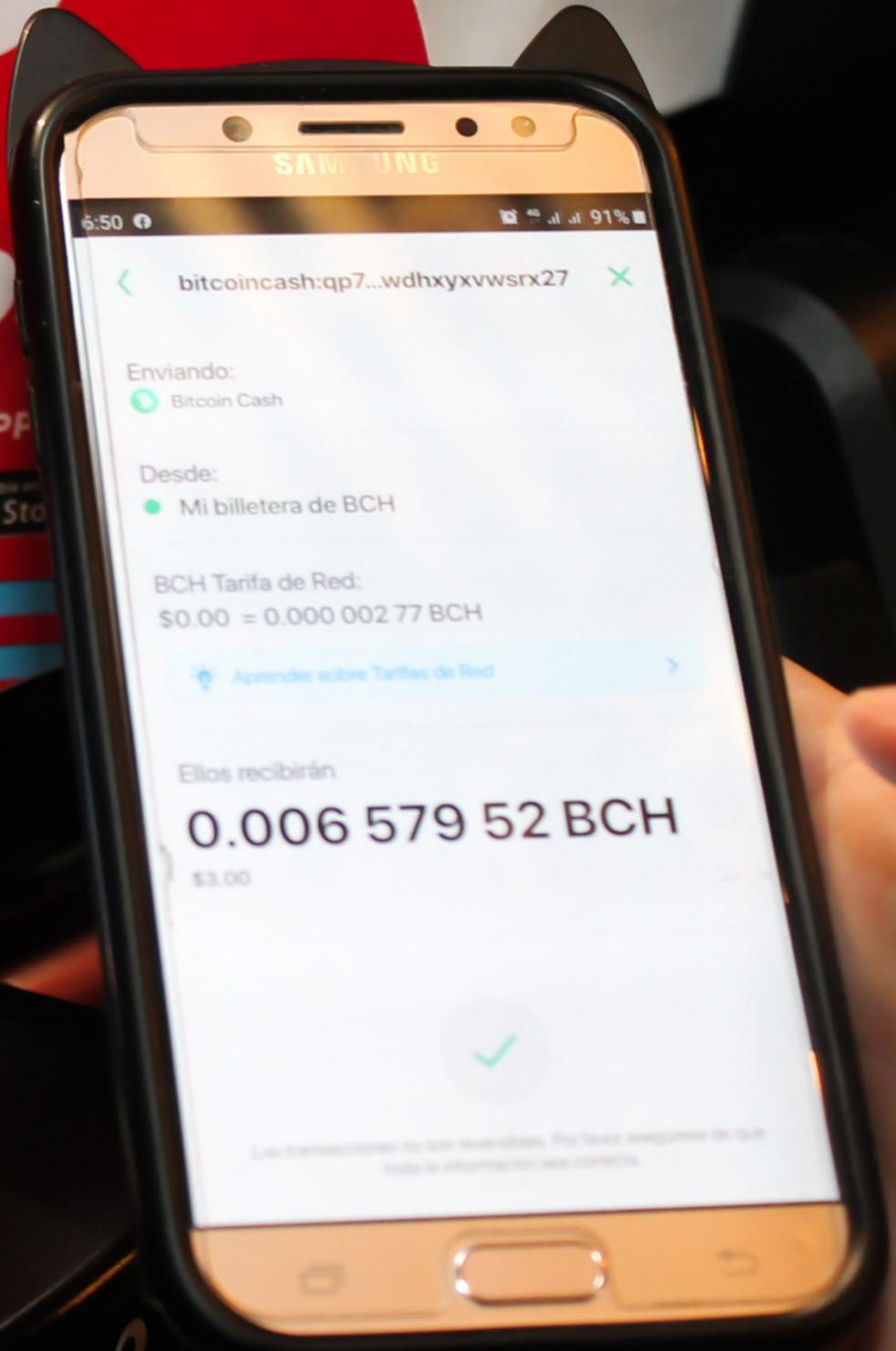
A new user spending BCH for the first time.





Jose providing support to merchant staff.





Paying with BCH at a merchant.



Krispy Donuts, a BCH merchant.



& C.A



Paga aquí con
BITCOIN CASH
BCH



Krispy Donuts Mcay, C.A
qq9wjzta4w0w98r2rkymcpms5e3zg8z8v2xn2h8dr

+573218423668

afiliado por
Panmoni.com
BCHLatam.com



A new user spending BCH at the Krispy Donuts in Maracay.



Angel helps a new BCH user.



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NOT JUST MERCHANTS

Merchants alone are not enough for BCH adoption. Merchants want customers above anything else. To maintain merchants, and not lose the work put into onboarding them, we have to onboard consumers. And in a sustainable way. That means education, incentives, and, most importantly, tools that solve problems fiat currency can't (or won't).

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Jose and Talia helping merchant staff.





PAGA CON
 BitcoinCash



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@BCHLatam | @BitcoinCashLatam



You can pay with BCH at this merchant.





Another purchase with BCH.



BitcoinCash

construye tu prosperidad

An event at a BCH-accepting coffee shop in Caracas.



Tony orients a new BCH merchant.



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THE WAY FORWARD

The way forward for BCH is to build more apps that solve real problems fiat can't solve for real people right now in the real world. It's that simple, and that hard. Merchants are foundational, but we can't expect to onboard them forever as our only strategy.



Just after training the staff in BCH at Krispy Donuts.



Arepas Full Sabor is a BCH merchant in Maracaibo.





A customer paying with BCH for the first time in San Cristóbal.





Customers paying with BCH at a Krispy Donuts.





A vertical blue and green promotional banner for BitcoinCash. At the top, it features the Bitcoin logo and the text 'BitcoinCash' in a large, bold font, with the tagline 'construye tu prosperidad' below it. The banner displays two smartphones showing the BitcoinCash mobile application interface. The left phone shows a balance of '\$1802.98' and various wallet options. The right phone shows the 'Bitcoin.com Swap' feature. The banner is decorated with Bitcoin symbols and arrows. At the bottom, it includes the text 'APRENDE A GANAR' and a QR code for scanning.

An event at BCH merchant Burger Center in Caracas is about to start.



Buying electronics with BCH at Lion Tech in Caracas.





A newly onboarded user pays with BCH at a merchant.



CONSUMERS

A constant stream of new, educated BCH consumers keeps BCH-accepting merchants happy and incentivized to keep learning about BCH, as well as increasing on-chain activity. Consumers are the beating heart of BCH mass adoption.





Jose and Maiby lead a BCH onboarding event in Maracay.



w@connect

INTRODUCCIÓN

 BitcoinCash
LATAM



Por Talia Guerrero
talia.guerrero@panmoni.com



 BitcoinCash

Talia gives a presentation on BCH in Caracas.





Angel & Darwin onboarding new BCH users in Maracaibo.



osya

S LABORANDO
COMUNICAT
EROS

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Outside a BCH event in Caracas.





Evidencing a new BCH user.





New BCH users show off their wallets in San Cristóbal.





BitPinCash
LATAM

Talia teaching new BCH users.





Jaifred with new BCH users.





Leticia helping a new BCH user.





New BCH users receiving an orientation in Maracaibo.





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INSTALAR TU WALLET
wallet.bitcoin.com

BitcoinCash
construye tu prosperidad

New users install BCH wallets in Caracas.



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CONSUMER EDUCATION



BCH consumers that keep using BCH are educated consumers, first and foremost. Someone took the time to explain BCH, its principles, values and what makes it different from a cash app, credit card, bank account — and other cryptocurrencies.





Jaifred onboarding new BCH users.





Jose helping new BCH users in Caracas.





An onboarding event in Maracaibo.

w@connect_

"Si bien la moneda nació como una institución liberadora y promotora de la cooperación entre los seres humanos, con el tiempo los gobiernos han logrado convertirla en una herramienta de control social cada vez más sofisticada."

 **ELBITCOIN.ORG**
Bitcoin en español

Talia teaching the values behind BCH in Caracas.





Jaifred evidencing a new BCH user in Caracas.





A BCH event in La Guaira.





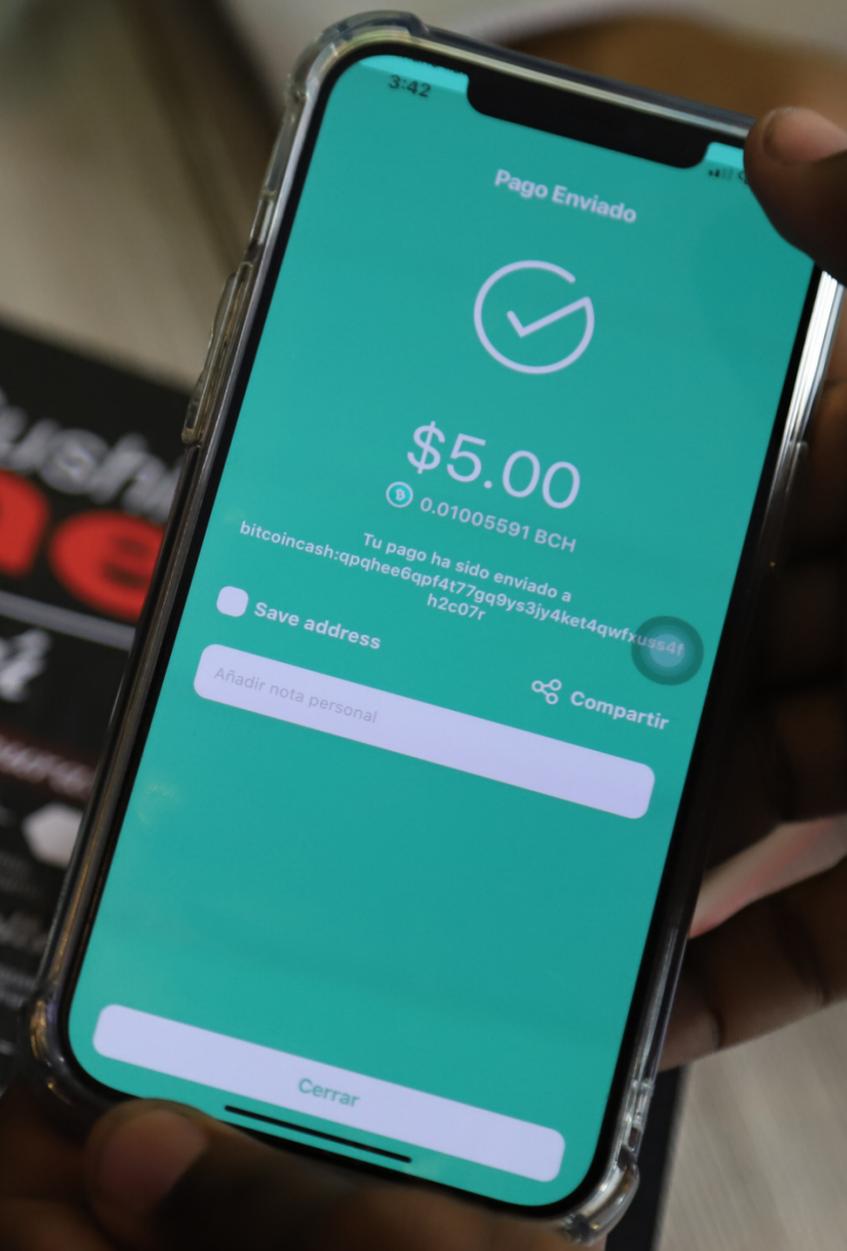
Talia takes questions after a BCH meetup.



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THE BEST ISN'T ENOUGH

Just being "the best" crypto is not enough. To succeed, BCH has to be better than the best fiat. It has to be inclusive, welcoming, supportive and, most importantly, solve problems fiat currency simply will **never** address.





Jose helping a new BCH user at BCH merchant Lion Tech in Caracas.





Fabian finishing up a BCH onboarding event in San Cristóbal.

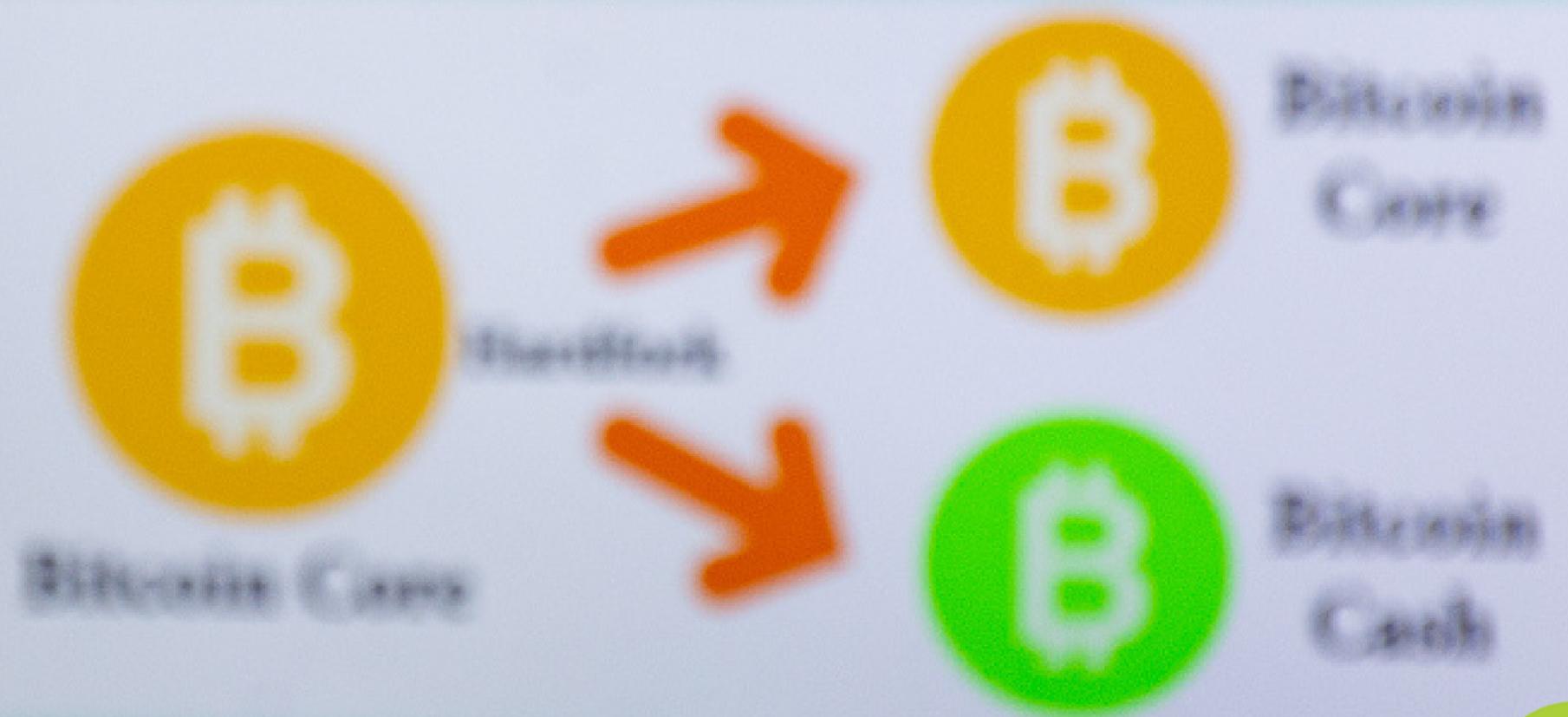




New BCH users show off their wallets in Caracas.



DE DONDE SALIÓ BITCOIN CASH



A new BCH user learns the difference between BTC and BCH.





A new BCH user asks Fabian a question.





Luis answers questions at a BCH event.



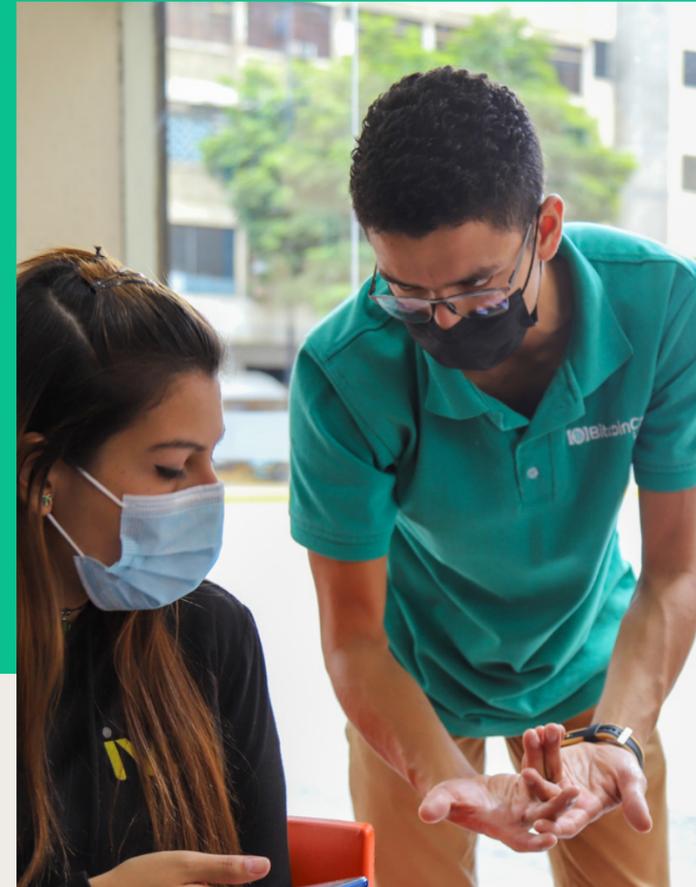
New BCH users show off their wallets.



Fabian onboarding new BCH users at a BCH merchant in San Cristóbal.



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WHERE IT MATTERS

BCH adoption is most likely to happen first in the developing world because that is where fiat and legacy financial systems perform worst. The developing world is where BCH adoption truly matters **the most**.



At a BCH meetup in Caracas.





Jose with two new BCH users in Caracas.





New BCH users at a BCH meetup.





Evidencing a new BCH user.





New BCH users get their questions answered.





Jaifred training the staff of a new BCH merchant.





New BCH users show off their wallets in Caracas.



STRATEGY

Motivation, passion, hype, excitement, commitment — these are not enough to realize the promise and vision of Bitcoin Cash. We must create a strategy that puts these to effective use, that builds on them, that ensures they are not sparks in the night but become enduring flames.



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**THE MOST BASIC IDEA OF
STRATEGY IS THE APPLICATION OF
STRENGTH AGAINST WEAKNESS.**

Good Strategy Bad Strategy by Richard Rumelt



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OUTBUILD THE HATERS



We just have to outbuild the haters. We don't have to out-debate, out-troll or, much less, *out-hate* them. Just **outbuild** them ... while also presenting a convincing and credible narrative to the world. We must meet the world where it is, today, and build the future now.

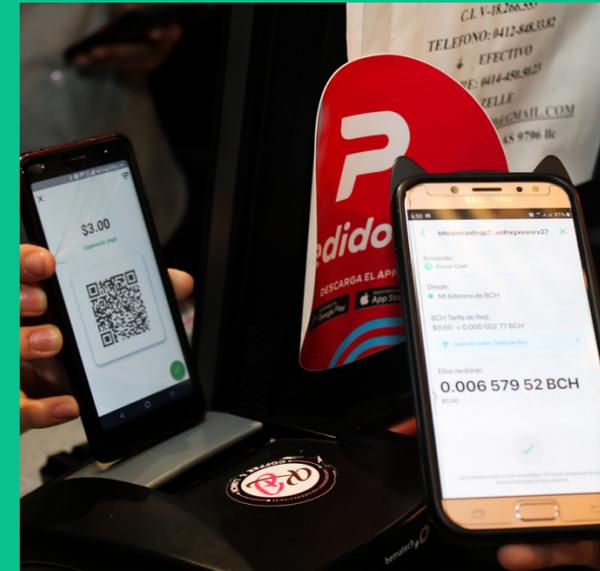


BITCOIN CASH'S ULTIMATE STRATEGY RELIES ON ONBOARDING LARGE NUMBERS OF NEW PEOPLE, SINCE THAT IS HOW MINERS WILL BE SUSTAINED ONCE THE BLOCK REWARD GOES TO ZERO. ALL THE OTHER COINS CAN GO WALL STREET AND VC ALONE, BUT BCH DARE NOT. BCH MUST ALWAYS BE GROWING IN THE REAL WORLD.

George Donnelly

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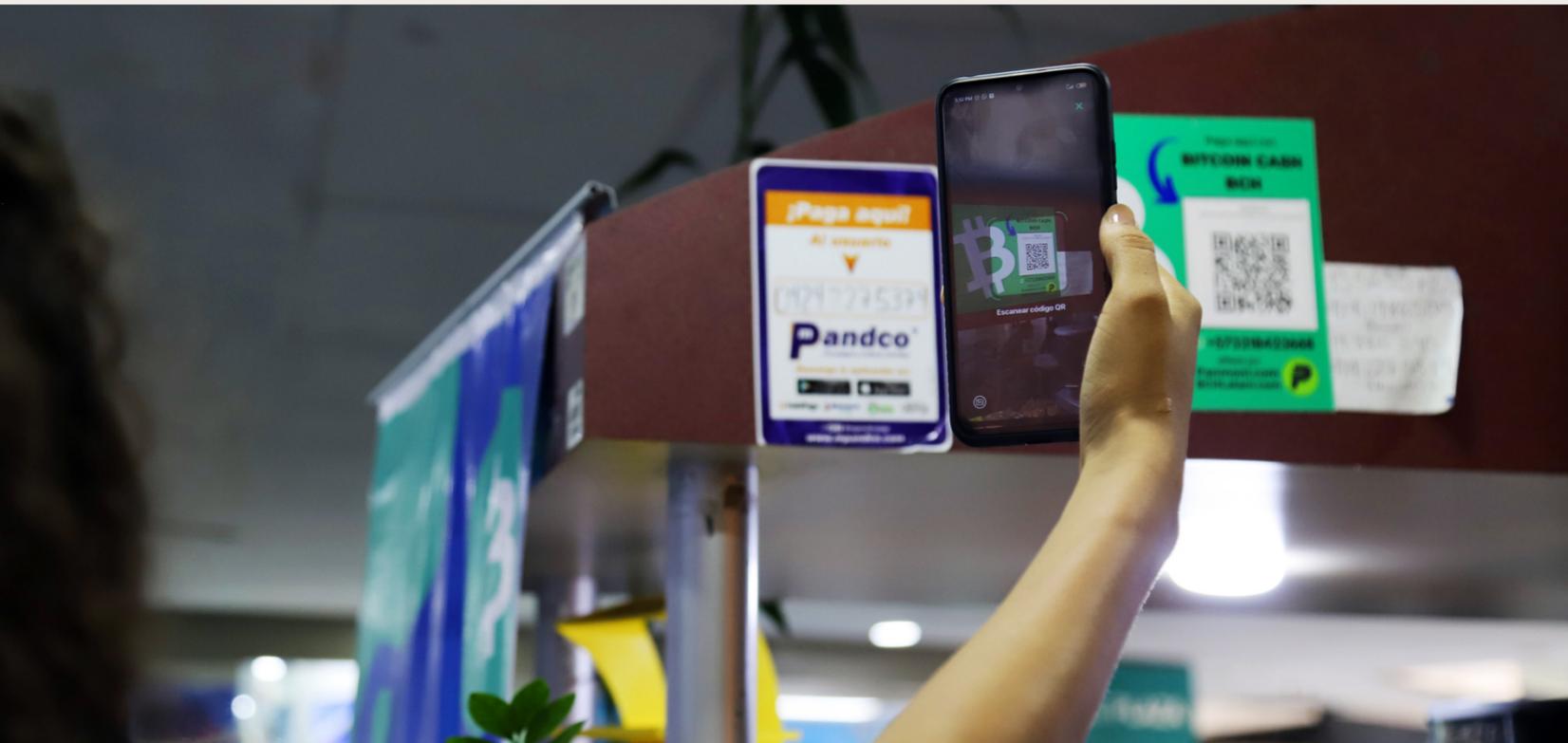
OSM STRATEGY



We're onboarding the world. So our strategy has to be simple. **Onboard, Story, Mentor.**

- 1) Onboard the users.
- 2) Narrate for them the BCH story.
- 3) Mentor them as builders.

It's that *simple* — and that *hard*.



THE IDEA THAT COORDINATION, BY ITSELF, CAN BE A SOURCE OF ADVANTAGE IS A VERY DEEP PRINCIPLE.

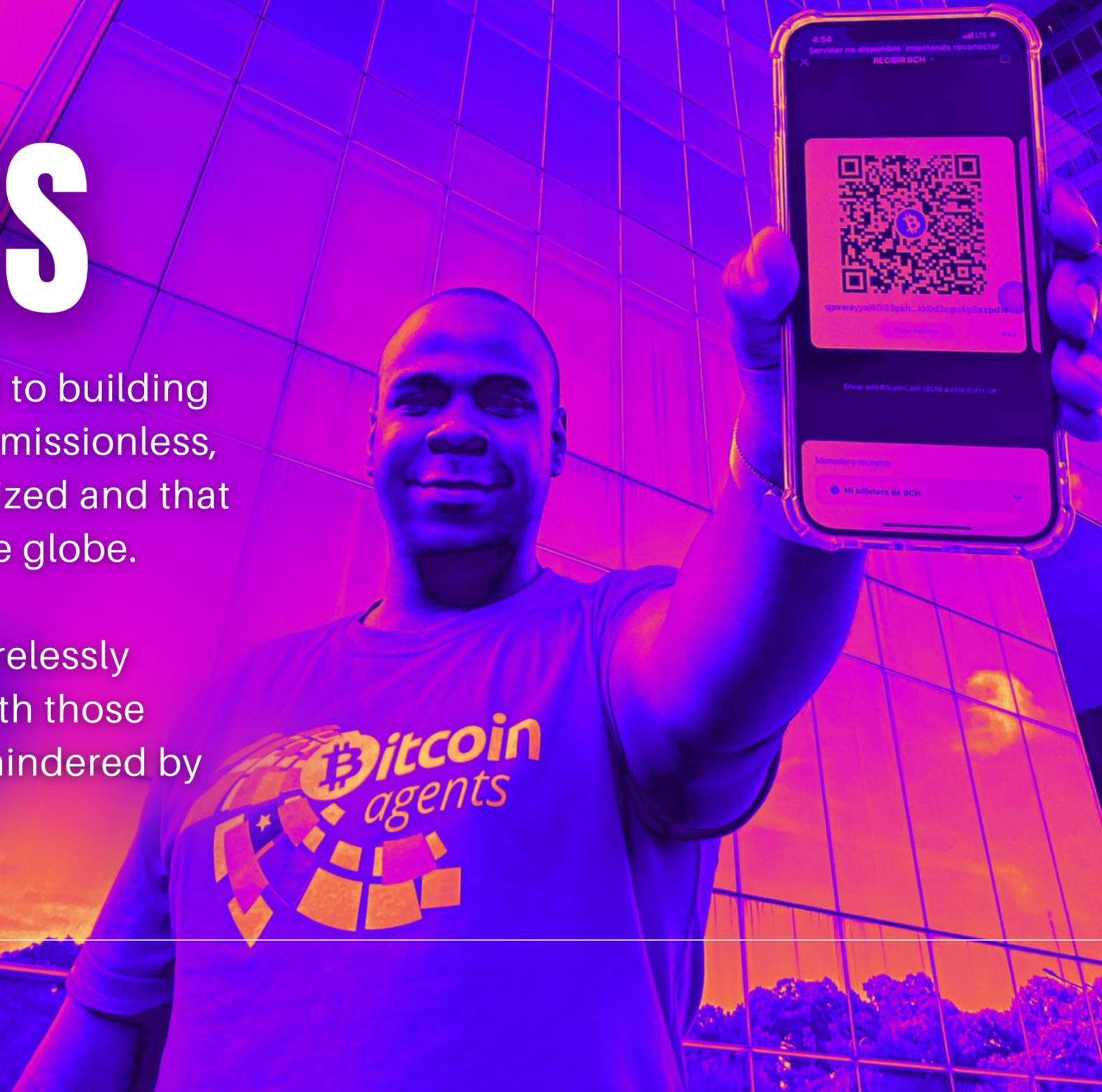
Good Strategy Bad Strategy by Richard Rumelt

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ABOUT US

The Panmoni team is committed to building crypto mass adoption that is permissionless, free of intermediaries, decentralized and that serves target markets around the globe.

Towards those ends, we labor tirelessly across the globe, in solidarity with those whose liberty and prosperity is hindered by the limits of fiat currency.



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THE TEAM

Left to right, Leticia Araque, Stefany Urbina, Tony Kubar and Angel Hermoso.





Jose and Talia train new team members in Caracas.





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Andrés answers a new user's questions in Caracas.



Angel helping a new user in Maracaibo.



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THE TEAM

Left to right, Darwin Ramirez, Luis Ramirez, Wuilman Azuaje and Jennifer Aguilar.





Talia and Jose setting up for a big BCH event in Caracas.



The team active at an onboarding event.





Jose and Talia after an arduous but successful event.



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THE TEAM

Left to right, Fabian Contreras, Jesús Marín, Ricardo Bracho and Trina Lopez.





The team excited after a BCH training session in Caracas.



que le haya dado el discurso al comerciante, déjelo responder! Tranquilízase. Otorga una idea de su reacción. No debes hacer más del 40% de la conversación, como máximo. Su trabajo consiste en obtener información sobre el comerciante, sus prioridades, intereses y reacciones. ¡No puedes hacer eso si no lo dejas hablar!

La cartera

Un buen vendedor siempre está cerrando, así que una vez que haya pronunciado el discurso, si el comerciante no dice enfáticamente que no pídasales que instalen la billetera. Por ahora, recomendamos [la billetera Bitcoin.com](https://la.billeteraBitcoin.com).

Saque su teléfono con la billetera abierta. Muéstrales repetidamente. Pídasales que saquen su teléfono y busquen la aplicación en Play / App Store. Dígalos que solo toma un segundo, es gratis y es una gran oportunidad para aprender algo nuevo.

Su trabajo ahora es hacer que instalen una billetera Bitcoin Cash. O instalan la billetera o te vas. No hay término medio.

Postura

Le está brindando al comerciante una nueva oportunidad. La oportunidad es para que aprendas, se unan a la red Bitcoin Cash, obtengan nuevos clientes y más. ¡La oportunidad para que el comerciante se asocie con nosotros es extremadamente valiosa!

Por lo tanto, si el comerciante lo trata de manera grosera, lo ignora o no se relaciona con usted de manera respetuosa, salga de allí y trate con el próximo comerciante.



Jose giving a training presentation to the team.





The team receiving BCH training.



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THE TEAM

Left to right, Jaifred Pastran, Talia Guerrero, Jose Araujo and George Donnelly.





Jaifred and Leticia working on merchant verifications.





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Jose and Talia at a BCH merchant in Caracas.



PERO PUEDES
COMPRAR
PIZZA!

The La Guaira team with Jaifred comparing notes before an event.



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THANK YOU

Thank you to all those BCH community members who have funded us, most notably Mike Komaransky, Georg Engelmann, Roger Ver, Marcelo Fleischer, Satoshi's Angels, btcfork, molecular and so many more.

We would not have been able to produce all of these results without your faith and support.

Thank you also to the entire, wonderful Panmoni team, the people who work tirelessly to reach, persuade and educate new people across Venezuela, and the world.

panmoni.com



KEEP IN TOUCH

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@Panmonicom



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