

Community Group Leaders Update – June 2022

Please note that the content below, in this newsletter, are the opinions of the writers and do not necessarily reflect the opinions of the Qoin Association and Representatives

Qoin Merchants Fair Trading Group

- Nick Pratt – Co-leader
- Peter Gordon – Co-leader

This month, June 2022, Nick Pratt was invited to join the Merchant Fair Trading Group to contribute as Geoff Gillette had respectfully resigned from the group. Peter Gordon and Nick Pratt will be our dual Merchant Fair Trading Group Leaders moving forward.

During this month's community group leaders zoom meeting, Peter and Nick introduced themselves to the community leader groups and discussed the five group objectives as an overview.

Peter travelled to Perth later in June and dropped into Nick's office to meet face to face and discuss the merchant fair trading groups agenda and the exciting new direction of the Qoin project.

Together with the Qoin representatives – Gianni Romano and Paul Hebbink the Merchant Fair Trading group will be working together with the group's leaders.

During July we will be focusing on the definitions and guidelines which make up a Fair-Trading Merchant and how we can broadcast this to the Qoin community.

Take 5 to ensure your business's Q Shop Directory listing is accurate

Your community leaders sorted out practical enhancements to the Q Shop directory to benefit all Qoiners:

- **Qoin Trading Hours** – Specify the days your business welcomes Qoin customers
- **Qoin Percentage** – Define the Qoin Percentage your business accepts - 25% - 50% - 75% - 100% or Negotiable

We're all busy business owners, please don't waste the time of fellow Qoiner with inaccurate directory listings!

Qoin Technology Development Group

- John Beck – Leader
- Lee Barton – Deputy

The QTDG (Qoin Tech Development Group) is currently working on assisting the Qoin Association with information on new technology, knowledge and connecting to experts that can aid the expansion of Qoin positively.

From a technology standpoint, and with consideration given to available finances, technology and staffing, we see that providing the following will further increase Qoin adoption, security and other benefits...

- Q-Market - Invision Amazon, FB, Yellow Pages and Hootsuite all in one.
- Hard Wallet giving pure and true control of their Qoin to each member
- New Emerging opportunities like Qoinville, Incentives and rewards
- Safe seed phrase alternatives to further protect their Qoin.

- Additional security features to protect the merchants from criminal intent to steal or defraud.
- More Accounting and business tools to further assist in benefitting the Qoin merchant community

These key initiatives will further the growth of Qoin and benefit all that integrate it into their daily lives.

Anyone able to assist in these goals or other ideas that will have a positive result, please reach out.

Kindly,
The QTDG,

Qoin New Projects Group

- Sean Colman – Leader
- Emil Verster – Deputy

Over the last month or so myself, Sean Colman (NSW) and Emil Verster (NZ) have conducted numerous What's App calls as well as liaising recently via Zoom with Mike Caladine, Raj Pathak & Justine Oakhill on the role New Projects will play in the Qoin Community.

It was discussed that the focus of the New Project Group is in the Utility Side of Qoin and as a Sounding Board for Community Members to express their desires for what Projects the Qoin Community should be investigating.

The 5 Main Goals of the New Projects Group are as follows:

1. Identifying New Projects.
2. Prioritising New Projects. Peer to Peer Review & Voting.
3. Advising on Resources & Return on Investment.
4. Advising on Implementation and Process to completion
5. Qoinville as a Community Project.

Emil & I also thought of another Goal of the New Projects group would be as a source for announcements of New Projects the Other Groups are undertaking so we can avoid both overlapping of projects and minimising the waste of resources. This would be the Zeroth Goal.

After our recent Zoom meeting and numerous previous discussions it was decided that Goal 5. Qoinville as a Community Project, would be too complex for our Group to hope to accomplish in a manner that would be expected as this would be a very technical project and require a skill set that we do not expect our Group would be able to support and feel it would be a much better fit for the Technology Group.

To meet our Group Goals we will need community members to join our group that have skills in:

1. Marketing
2. Merchant Acquisitions
3. Strategic Alliances

Some of our methods for deciding on New Projects would involve Focus Groups.

We would also further expand on the Coaching tips for trading successfully on Qoin.

'Welcome to the world of Qoin' series: https://youtube.com/playlist?list=PLM-YsRb0WsNLOcAJ_xtE5hOzOnFC-vFch

'5 great reasons why Qoin is perfect for the Crypto world'

series: https://youtube.com/playlist?list=PLM-YsRb0WsNK2FGzI6t6Od_b3siqqfbOD

'How Qoin can boost your sales' series: <https://youtube.com/playlist?list=PLM-YsRb0WsNKYq1JjaoemTqfbb2cLZpZ>

As well as the Qoin Landing Page

'New customers without costs!' <https://qoin18929.ac-page.com/need-new-customers-in-your-business-au>

An example of a Strategic Alliance can be found with the app Hot Findz <https://www.hotfindz.com/>
From their website

'Qoin will pay on your behalf the HotFindz On-boarding fee of \$139.00 in Qoin for all 38,000 Qoin business members, and if you're not already a Qoin member as an added bonus for joining HotFindz you will receive a further \$250.00 worth of Qoin for completing your registration.'

The Key to helping Qoin increase its Utility is to Help Qoin Grow and the Key to helping Qoin Grow is to increase its Utility.

The New Projects Group will be a major driving force to achieve this ultimate goal as Community Engagement through these Projects will mean more and more Merchants & Consumers joining our Community for the betterment of us all.

Kind Regards
Sean Colman

Qoin Global Expansion Group

- Darryl Toreaux – Leader
- Paull Chaffey – Deputy

As the world marches toward broad adoption of cryptocurrency, for Qoin to become a truly global community, it is a top priority for us to understand how crypto is being adopted and deployed around the world, as well as how to target downloads of our wallet.

Over the last month or so both myself, Darryl Toreaux, (WA) and Paul Chaffey (NSW) ventured to the Gold Coast in Queensland for a number of reasons. Firstly, we attended the Business Expo on the Gold Coast to visit Qoin Alley first-hand and speak with merchants actively trading in the community F2F. We also had several meetings with the Qoin Association, BPS Financial and the marketing team. This was to gather valuable information on current country growth strategies and to identify where we go next moving forward. As a community group it is our intention to work closely, assist and advise rather than re-invent the wheel as such.

The outcome from this trip has left us very confident of our path forward. The Global Group has submitted an in-depth plan that will be enhanced over the coming month or so.

We have also discussed promotions and incentives that will be delivered to the community in the very near future.

One thing that is very apparent in recent times, is that the Crypto & Digital Currency industry is experiencing many challenges. To be on top of our project, we request that every merchant and consumer "Engages" with Qoin. That includes completing the KYC process, updating your directory description with the percentage of Qoin accepted and your opening hours and watching and sharing the weekly QDN for all updates and information first-hand. This is our economy, and it takes all of us to move forward and grow. As a Global group we need to look attractive, to entice businesses in other countries to want to be part of our community. With this in mind, we have no doubt that the International opportunities will be valuable to all Qoin merchants and consumers alike.

With Best Regards
Darryl & Paull