

---

## Qoin Community Groups Proposed Objectives

### *Community Standards Group*

1. Setting the community conduct policy guidelines aligned to the project values
2. Setting the social media policy for the community
3. Advising and managing Google search, Product reviews, and App store reviews
4. Educating the community on points 1 to 3
5. Setting and managing the enforcement procedures for breaches of guidelines and protocols

### *Merchant Fair Trading Group*

1. Setting the policy guidelines for fair trading aligning to the project values
2. Setting the educational protocols for upskilling merchants in all trading aspects
3. Advising on the loyalty and rewards programs for merchant customers
4. Advising on incentive programs for attracting new merchants
5. Setting the enforcement procedures for breaches of guidelines and protocols

### *Technologies Group*

1. Advising on blockchain and validator nodes infrastructure
2. Advising on security protocols
3. Working with tech team to set priority wallet features
4. Advising on QShop directory and marketplace features and enhancements
5. Providing input for the 3-year strategic tech roadmap.

### *New Projects Group*

1. Identifying new projects for the community
2. Prioritising new projects by peer-to-peer review and voting
3. Advising on resources and return on investment
4. Advising on implementation and process to completion
5. Qoinville as a community project

### *International Expansion Group*

1. Identifying new country priorities
2. Advising on merchant acquisition strategies within countries
3. Advising on marketing, sponsorship and PR spend and return on investment
4. Recommending international trading guidelines with compliance team
5. Advising on international incentives and competitions.