

Community Group Leaders Update – July 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 Community Standards Group

- Tim Bolot – Leader
- Mark Boden – Deputy

The Community Standards Group is focused on development and implementation of best-practice policy-based guidelines for social media platforms, technology-based applications, internet search optimisation, reputation management and protection of the Qoin ecosystems intellectual property, as well as education of the community around these areas.

During June & July the Group leaders have been working closely with other group leaders, the Qoin Association, Ambassadors and Community Members as its areas of focus evolve and are implemented, including review and enforcement of policies in the interests of the ecosystem and its members to ensure a strong, trusted, and secure global blockchain ecosystem for business, underwritten by the utility value of the products and services.

Tim and Mark welcome others to assist their efforts as they develop these frameworks for the Qoin ecosystem.

Tim and Mark

Qoin Merchants Fair Trading Group

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

During the month of July, the Merchant Fair Trading Group has been working on the definition of Fair Trading within our Qoin Eco System.

Fair Trade should be a transparent partnership between both a Buyer and a Seller, we are working on guidelines to protect consumers and merchants from unfair trading practices.

The first focus needs to be on the Q Shop Directory, to make sure Merchants have updated their listing to clearly show what and when they are trading, so that consumers can have confidence that when they go to trade with a merchant, what their listing states is what they are actually currently doing.

If merchants are not trading or don't have up to date information on the directory, then they should simply **Snooze** their listing. This can be easily done from within the Qoin Wallet.

Nick and Peter

Qoin Technology Development Group “QTG”

- John Beck – Leader
- Lee Barton – Deputy

Currently, the QTG is further exploring on what we feel will help the Qoin grow and benefit the community as a whole.

We are working on the key areas that we feel will best benefit the community. Key App updates, a Q-market where businesses and consumers can sell, promote and spend, and a Qoin Social space that will give more business and community opportunities to connect and interact.

If anyone in the Qoin community have any great ideas, knowledge or connections that will help improve the Qoin experience in regard to the objectives assigned to the Qoin Technology Group please let us know by contacting us at communitygroupleaders@qoin.world and please add QTG to the email.

John and Lee

Qoin New Projects Group

- Sean Colman – Leader
- Emil Verster – Deputy

July has been a very productive and satisfying month for the Qoin New Projects Group.

We have completed our Community Group Leaders Draft Action Plan, launching a new project with another project ready for Beta Testing in a couple of weeks.

Project 1:

In July, Emil launched the Qoin Group Networking Event Project with a roadshow of events held in Brisbane, Sydney & Gold Coast.

The project focuses on the following objectives:

- To introduce potential new merchants to the networking group
- To enable the new merchants to meet the group (only 1 merchant per industry represented within the group)
- To build existing merchant relationships within their networking group
- To support new merchants on the benefits of Qoin and to spend more Qoin
- To connect the new merchants with some top merchants and hear their success stories.

With expected outcomes to:

- Create opportunity for merchants to share referrals and build business partnerships
- Educate new merchants & build knowledge about other merchants industries.

The target audience is:

- Merchants not yet members in the group
- Merchants committed to meeting fortnightly.

These small networking events bring together Merchants from the same neighbourhoods, from various industries and because of the power of Qoin - help grow their businesses.

The Purpose of the Qoin Group Networking Events is to meet regularly as a small, closed networking group and learn more about each other's industries and understand if you have any business needs, e.g. introductions, Qoin best practice, etc.

I attended the Thai Naan restaurant in Chatswood, Sydney North on Tuesday 12th July. The event was well attended with two Qoin Merchants stepping forward to become Event Co-ordinators and run their own small, Qoin event within Sydney.

Two Qoin Merchants, Moe Sibai of Meomic Enterprises along with Paull Chaffey of Fresh Filtered Water, have decided to participate and stuck their hands up to be Event Co-ordinators. They are leading the way with respect to running a successful fortnightly Qoin Group Networking Event in South Western Sydney. They have hit the ground running and grown their Group from seven Members to over 20 in less than two weeks and generated \$10,000 in transactional value amongst the Members over the same period.

Another Qoin Merchant, Phil Scahill of Trend Partners Accountants and myself will be starting another Qoin Group Networking Event in August in Western Sydney, with many Merchants already expressing interest in attending.

On Thursday 28th July Emil hosted a Networking Information Webinar via Zoom explaining the concept and benefits to interested attendees from other states.

There is a great deal of interest in these Qoin Networking Events, and I can confirm from the Thursday 28th July Webinar that some Merchants in both Melbourne & Perth are motivated and planning to host meetings.

For your information and to better understand this exciting opportunity, [click/tap here](#) to view the Qoin Small Networking Event Info Sheet.

If you interested in hosting a Small Networking Group, Emil is prepared to support you through the process from the beginning, including attending your first few meetings via zoom until you confident enough to run your own event. Emil is also available to be your first Guest Speaker if required and has a short presentation of exciting Qoin initiatives that help you spend more Qoin.

Now's the perfect time to get out of your comfort zone and either join or possibly even host a Group Networking Event in your area. If you interested, please contact Qoin HQ Networking Group Support robert.egerton@qoin.world

Project 2:

The Qoin Coupon Offer Website which is starting the Beta testing phase.

The Coupon System, is really exciting, improving liquidity and spending for participating Merchants. When using the Coupon System, you're in a position to Increase your Qoin Deal control in the marketplace. Because if you send people to an offer platform, where they can browse and pay for whatever they're looking for, or if they're a Merchant, or a new Merchant who wants to upload a Coupon to test the system, they'll see a result very quickly. If people are wanting to spend their Qoin, there's an enthusiastic community of people that will want to do this.

Keep a look out to test the Coupon System.

A very encouraging month for the New Projects Group and a very clear path for creating more confidence in Qoin and growing the community.

We are looking forward to the months ahead and keeping everyone updated on our progress.

Sean and Emil

Qoin Global Expansion Group

- Darryl Toreaux – Leader
- Paull Chaffey – Deputy

The global expansion of the Qoin trading community is well underway and all positive community support is valued. Therefore, we are currently engaged in an ongoing campaign to influence the community positively, on the Facebook Qoin World Official page, to assist in the future growth and expansion of the Qoin community. The first Sydney “Meet up” groups in July were a huge success with more to follow in early August and we are working with marketing on being present at the upcoming Australian Crypto Conference in September, which is part of our merchant acquisition and collaboration enhancements for public engagement and new merchant acquisition.

Darryl and Paull