

### **Richard Groen**

Community & Loyalty Manager

Hello I/O Coin community, my name is Richard Groen. I am 38 years old and live in the Netherlands. I'm a Managing Director of a medium sized tech-company in the Netherlands. My management style is all about teamwork. It is not my project, it's our project. We are all in it together, with the same goal, the same drive and expectations.

For the past 15 years, I have been involved in numerous projects for large national and international companies. We created websites, apps and applications for them. I've developed interaction designs, done prototyping and made strategic marketing plans. My specialties are interaction design, prototyping and loyalty plans combined with a programming background from my earlier days.

#### **MY DRIVE**

My journey in crypto started early 2013. I always noticed that most coins had excellent developers, but they lacked on marketing, community projects and ease of use. Most of the time they were blind for the adopters real needs. Don't get me wrong, Developers are the true innovators here, but for a coin to get more interest, it needs more than just good development. New non-tech people must be given a chance to get involved and current investors more involved in the coin. I believe that new people need to get involved in crypto without the need of an advanced technical knowledge.

#### **WHY I/O COIN?**

I have been following I/O Coin for a long time. During this time I have learned that the I/O Coin team is actually one of the most innovative, hardworking and constant delivering teams out there. A lot of features and developments are already finished, but most of the community does not know about it. Yet.

I/O Coin has an incredibly gifted and enthusiastic team of developers, designers and volunteers. Everything they have been delivering is according expectations and even beyond. This is a team that has crypto running in their veins and won't just give up. After talking and advising the I/O Coin team for some time, we learned that we see the crypto world alike. We share the same enthusiasm, effort and understand what needs to be done. Short term, long term. This is why we decided to work together.

My part in the I/O Coin team will be, managing the community and loyalty of existing and new I/O Coin investors.

I have a lot of ideas, already written in a few white papers, to get existing and new investors, more involved in I/O Coin. One of these white papers explains, an easy way for new non-tech people to get I/O Coins, with a digital gift card. Another idea is to create a loyalty plan, where investors and believers of I/O Coin reward for their efforts. The rewards can vary in extra bonus I/O coins or other lucrative incentives.

These are just two of the projects we are starting, and will continue to improve in the coming days. These ideas need development so please give us some time. The planning for these first projects have already started and we will announce them in due time. We have the ideas and we certainly have the team.

I'm looking forward to collaborating with the I/O Coin team and community members. Please join us for more discussion about our future projects (and your ideas) at [iocoin.slack.com](https://iocoin.slack.com), [iocointalk.com](https://iocointalk.com) IRC #I/OCoin or Twitter.

Regards,

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