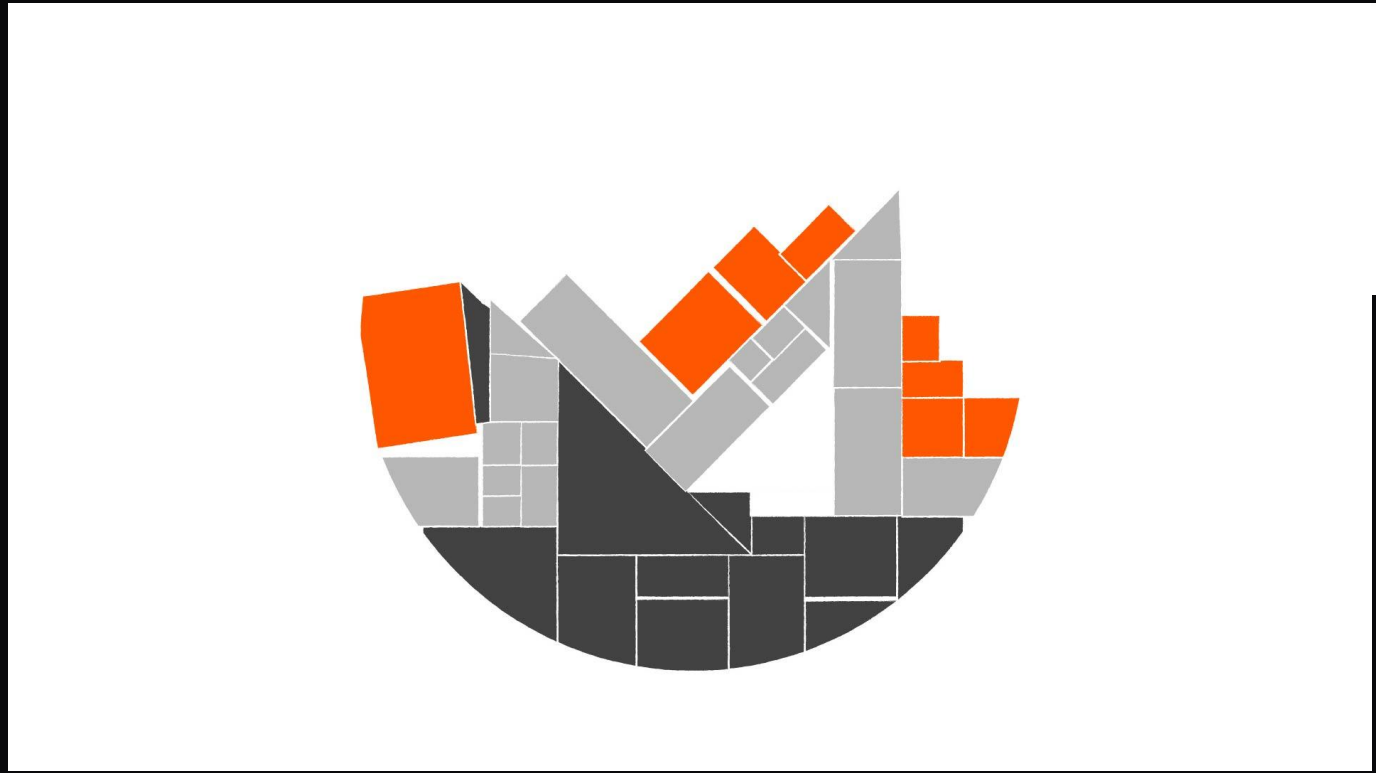
Monero storyboard

1a

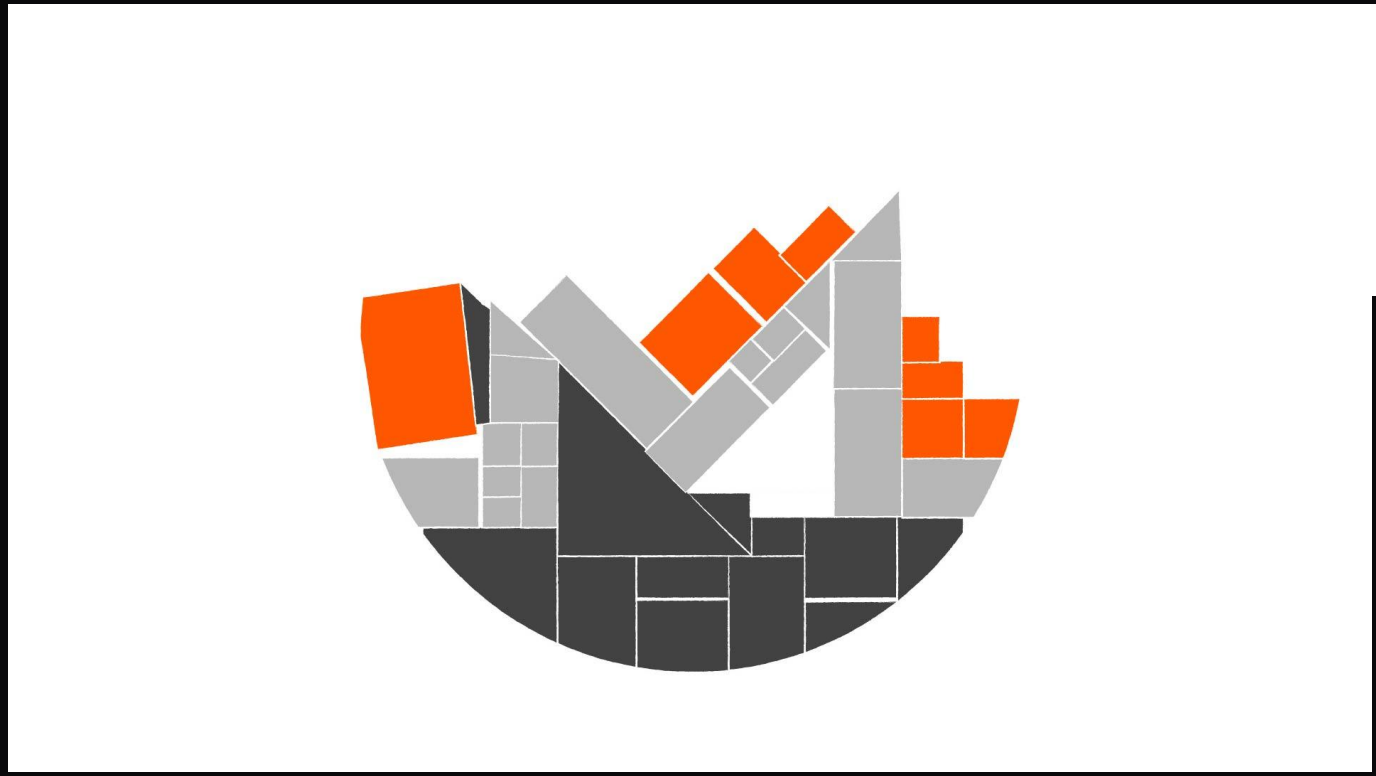




Representation Monero built of cubes and other shapes

Welcome to the introduction to a short video series on Monero. Throughout this series, we will provide a brief overview of what Monero is and why it is useful for commerce, and provide practical information on how you can get started as a merchant

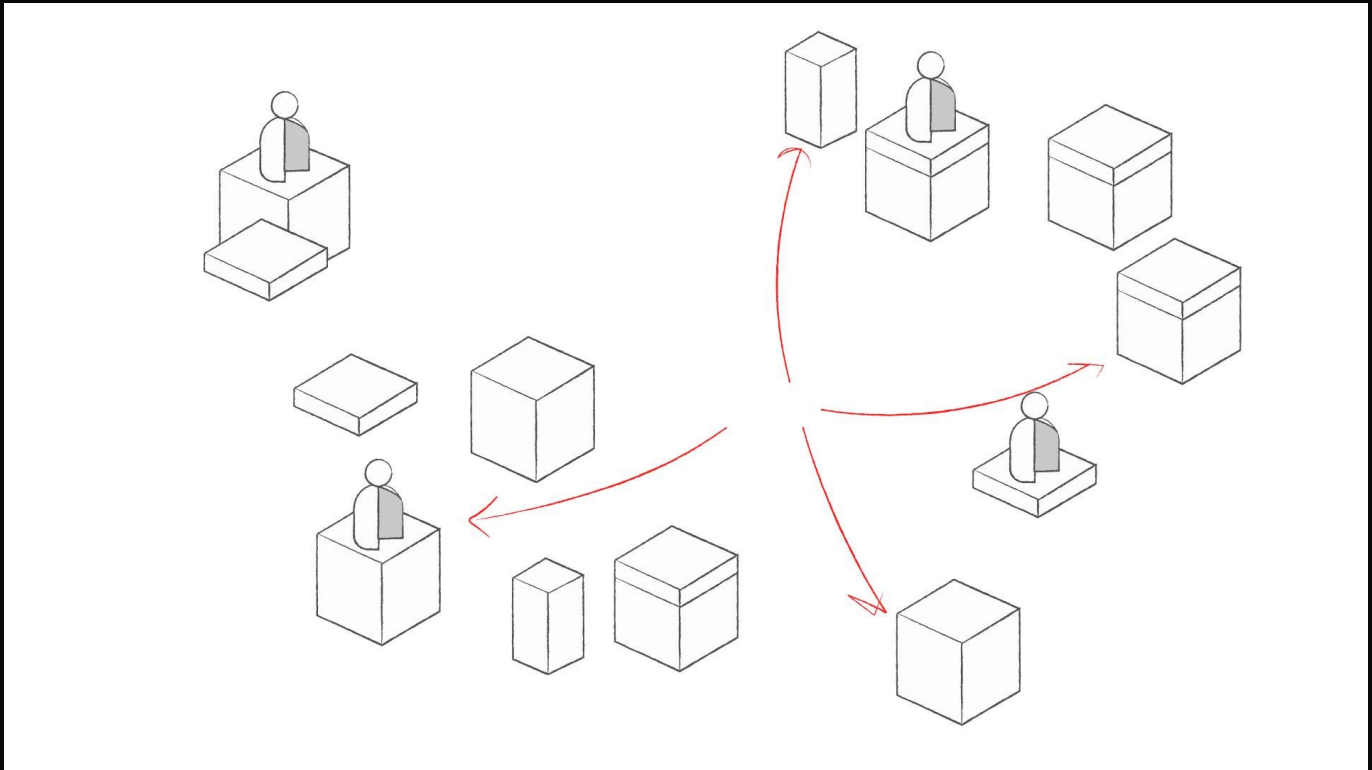
1b





These videos were anonymously funded by donors who have themselves benefited from the Monero project.

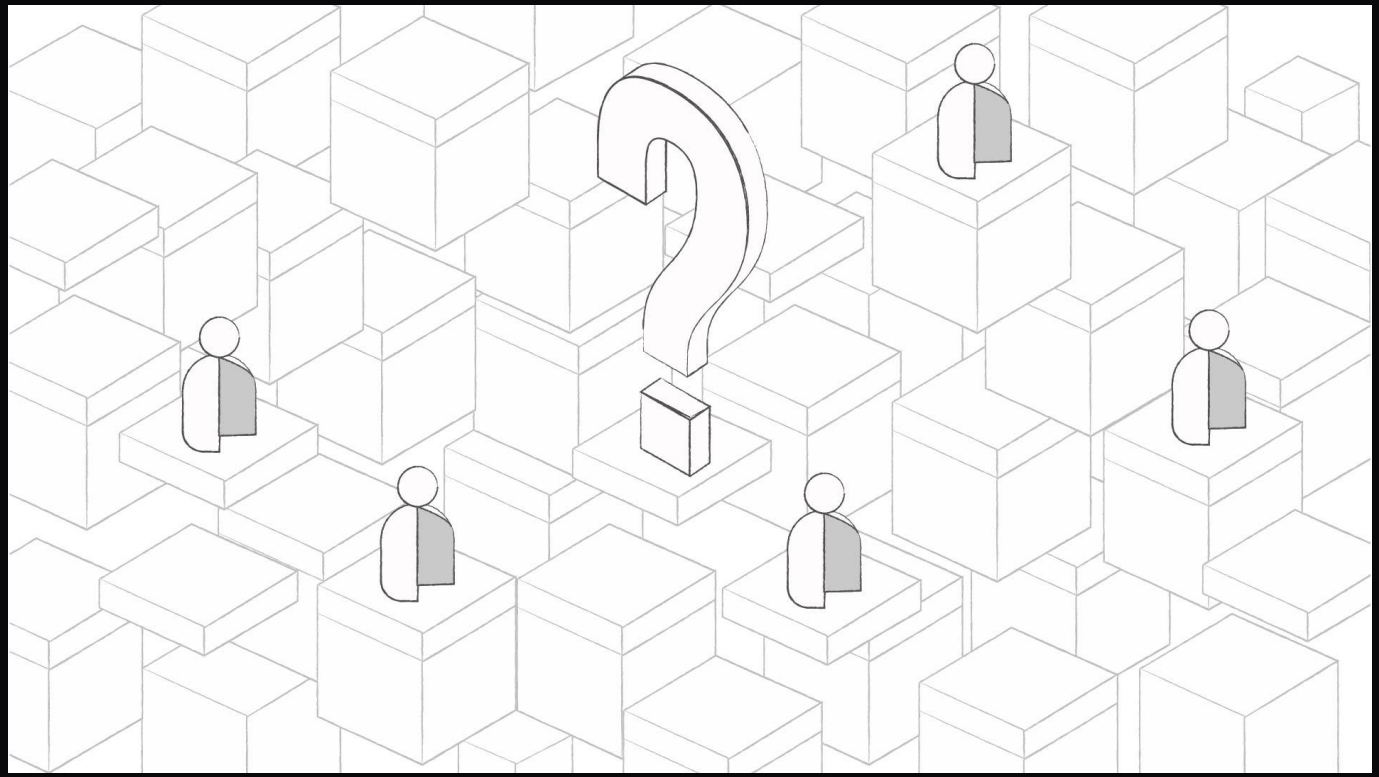
2a



Logo parts expand so it builds a network. Avatars appear above some cubes/platforms

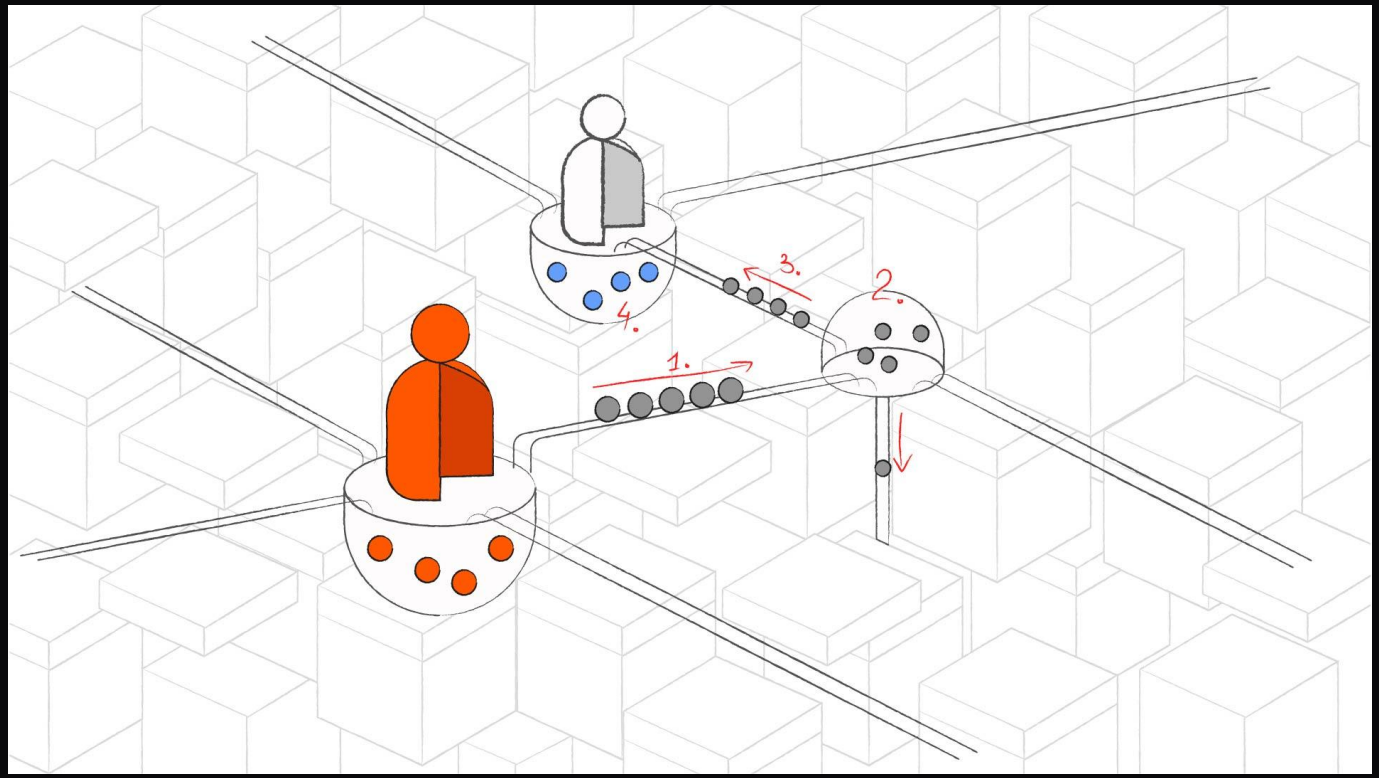
They believe that businesses can benefit from using it, and want to help others learn more about it.

2b



[What Is Monero?]

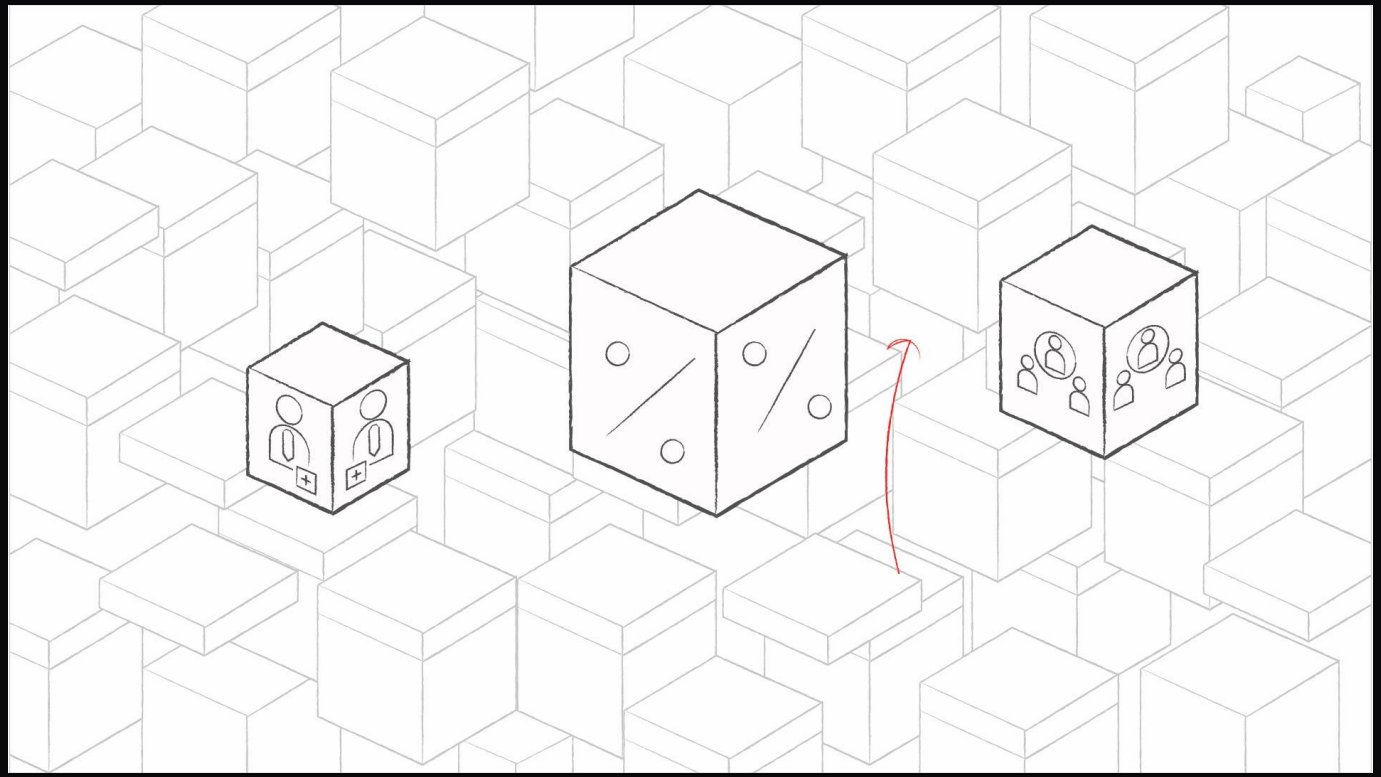
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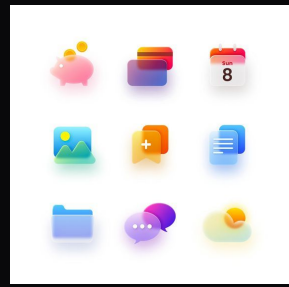


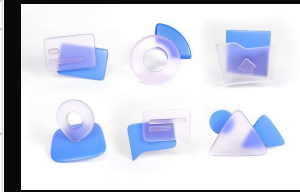
Transaction represented by balls exchange from “payer” to “payee”. They travel through the node and go to payee. One ball falls down (fixed fee) while the rest travel to payee. We see balls turn blue after getting to container.

Monero is a free and open-source payment system for secure and private transactions.

4a-4c



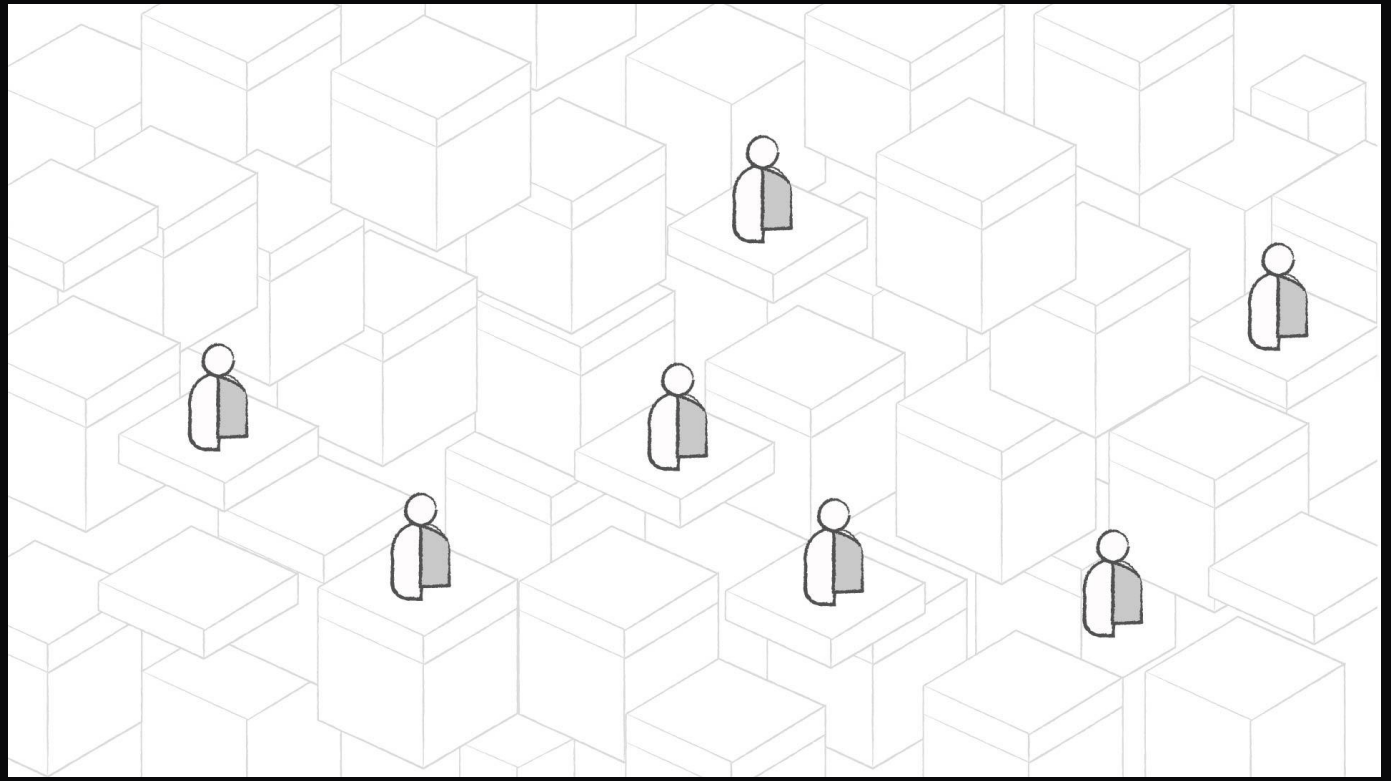




Cubes representing each statement fly up according to the VO. The ones mentioned before shrink down

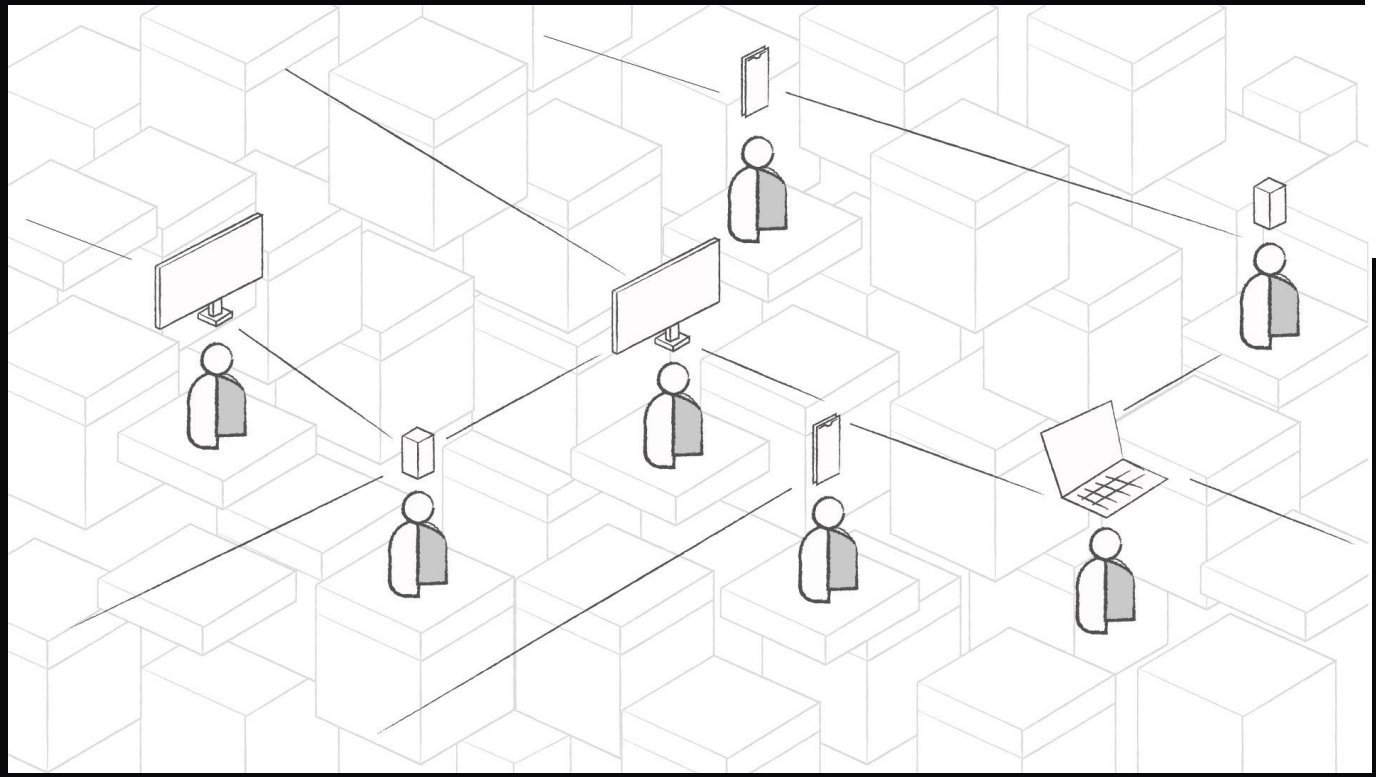
There are no subscription fees, no corporate sign ups or registrations and, most importantly, no middleman between payer and payee when using Monero.

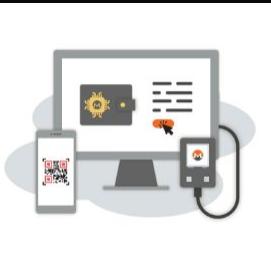
5



The system operates as a network of equal participants, called 'peers', where each peer must follow a common set of rules to participate, whilst also helping to enforce these rules.

6

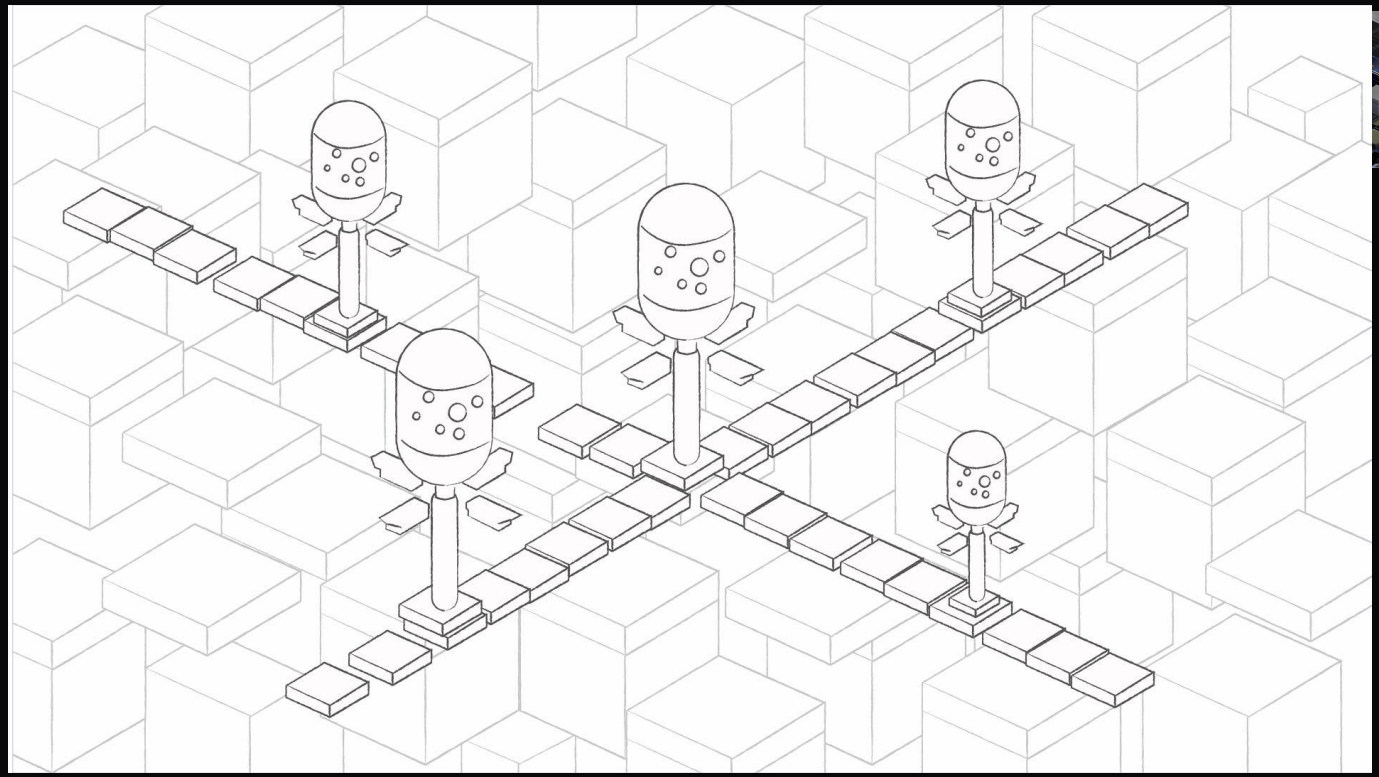




Previous slide + laptops, desktops, smartphones and trezors appear being connected by the network

This is automated by the devices that interact with the network, requires no special training from the user perspective, and can be as simple as using a mobile app

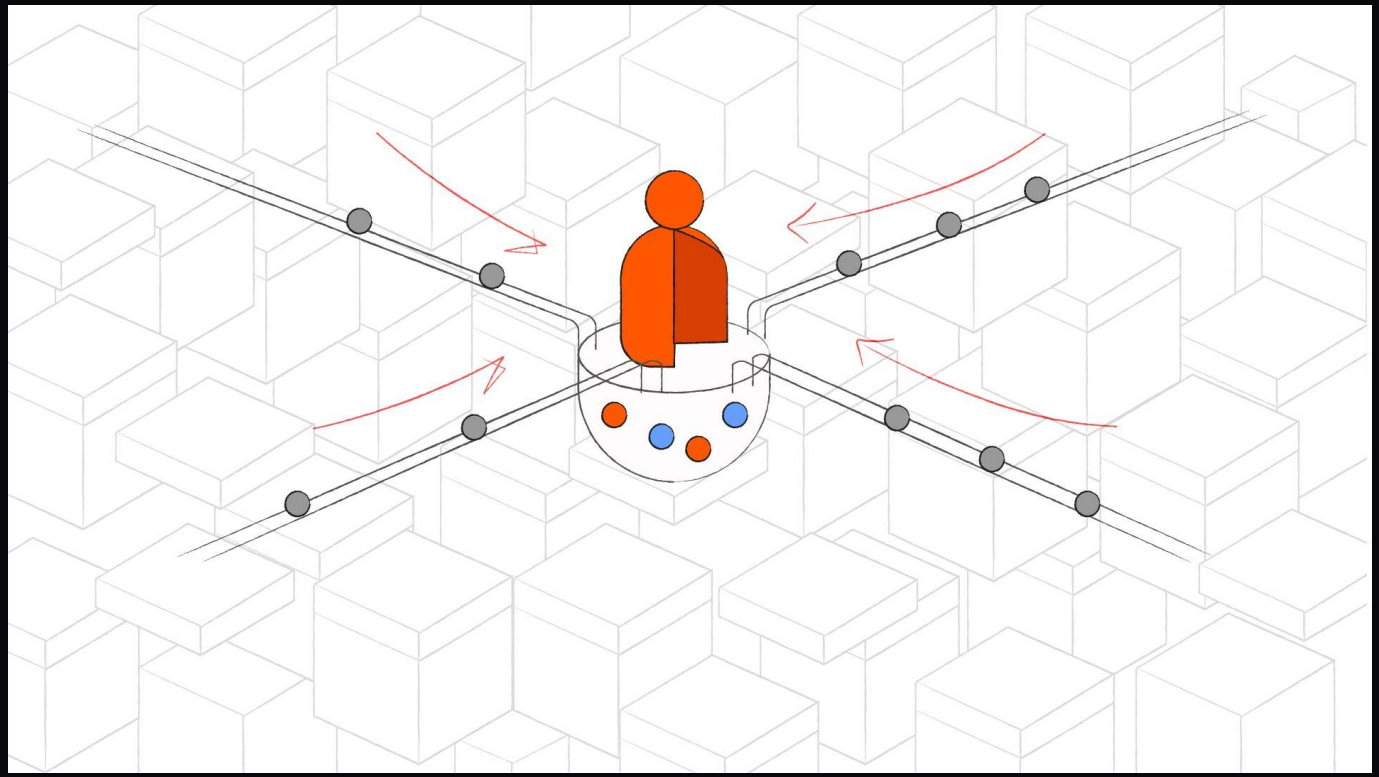
7





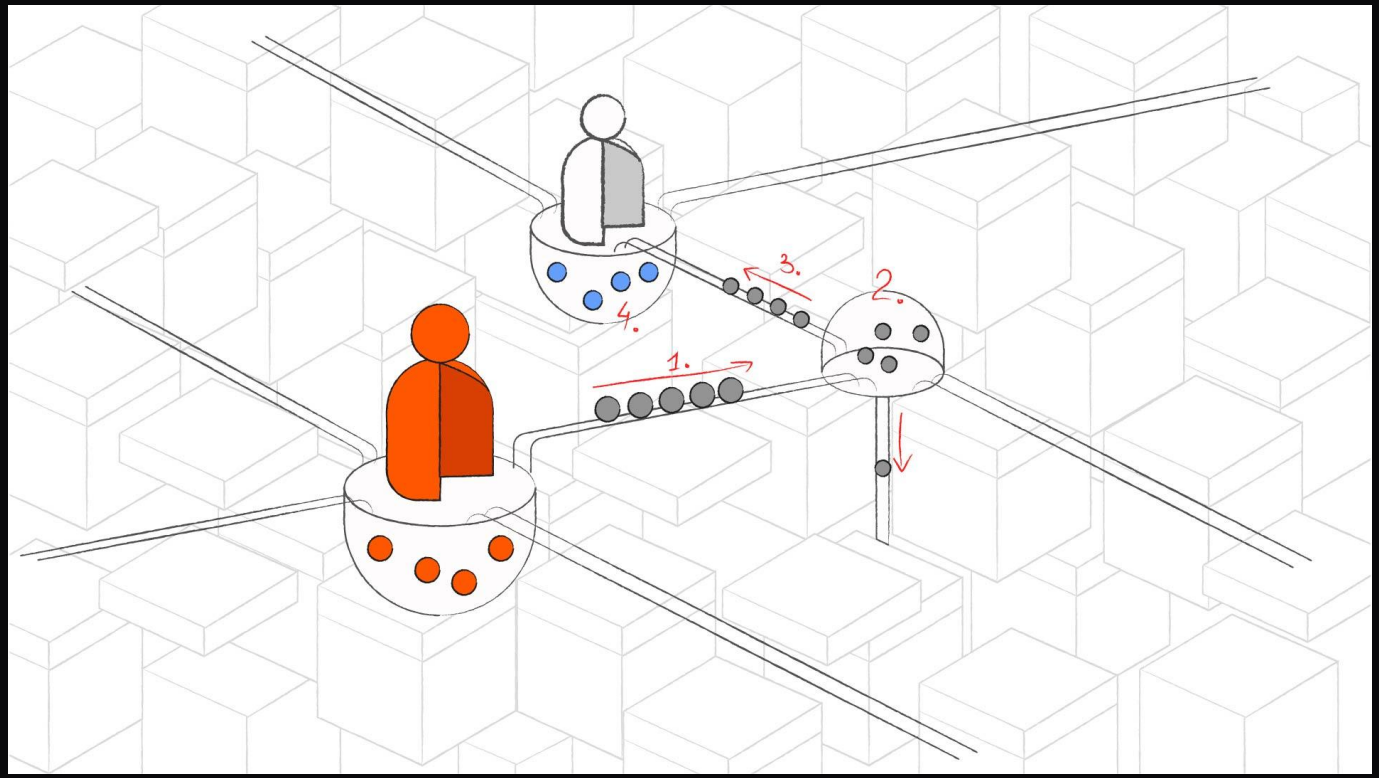
Monero is different from other payment networks like PayPal, Visa, or AMEX because it doesn't require a central authority, like a bank or payment processor

8



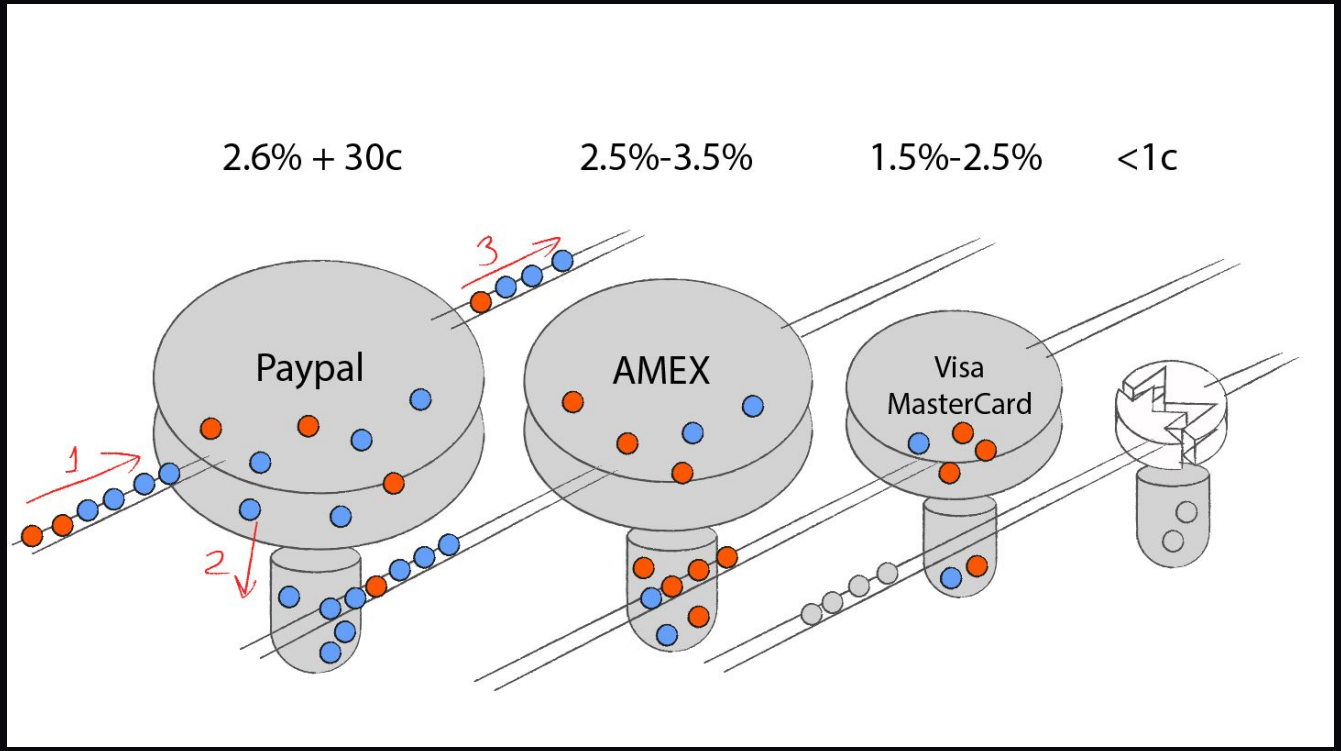
Balls are collected to the container of avatar representing business. Grey balls represent that the amounts of transactions are anonymous. Turn colored when getting to container, representing businesses can see the amount of transactions

This means that businesses can use it without corporate service fees or central intermediaries



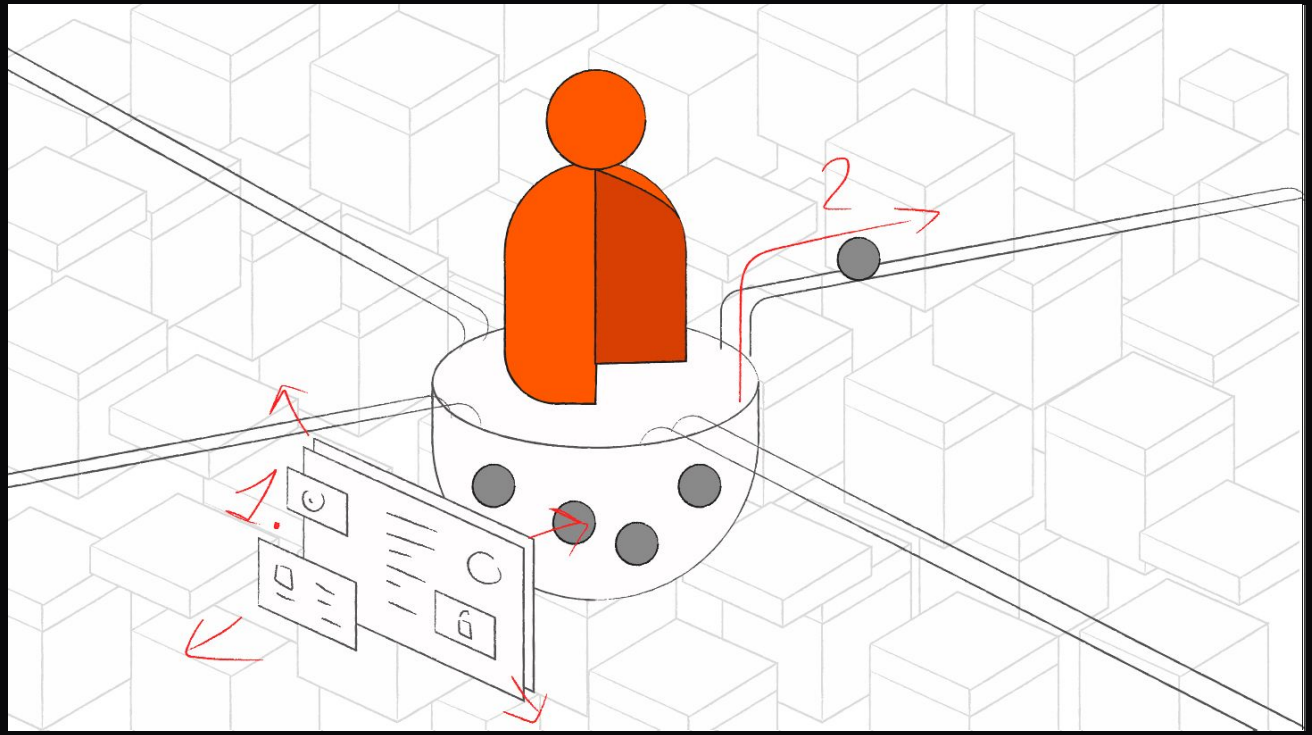
As at slide 3, we see portion of balls come to a node, each time with the different count. Only one ball falls down each time (representing fixed fee)

While middlemen commonly take percentage-based fees, Monero only has very low fixed fees, regardless of amount transacted



Representing action in similar way to the previous slide. Different amount of balls travels through the companies. A small amount of balls drops to the according chunk each time balls stack get to the company (each time different amount, depending of percentage of service fee). For instance, 10 balls travel to paypal, 2 of them drop to the down chunk, the rest 8 travel to the business

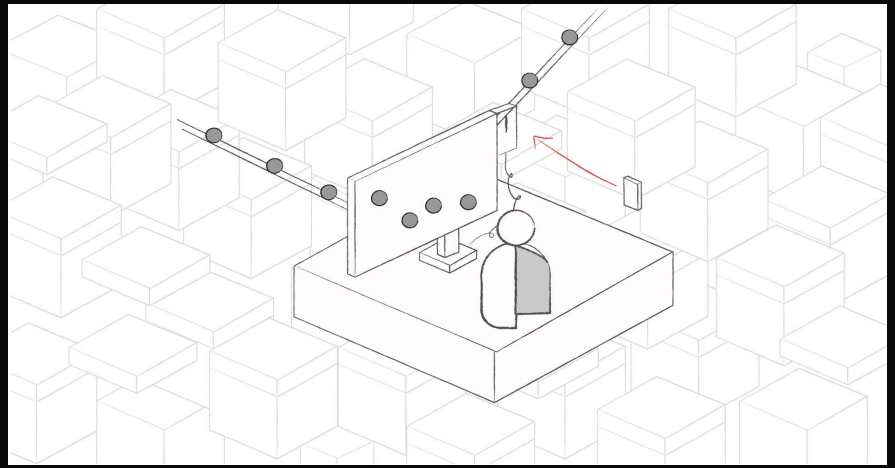
While middlemen commonly take percentage-based fees, Monero only has very low fixed fees, regardless of amount transacted. These fees are paid by the sender and are given back to the community of network contributors, who anyone is free to join

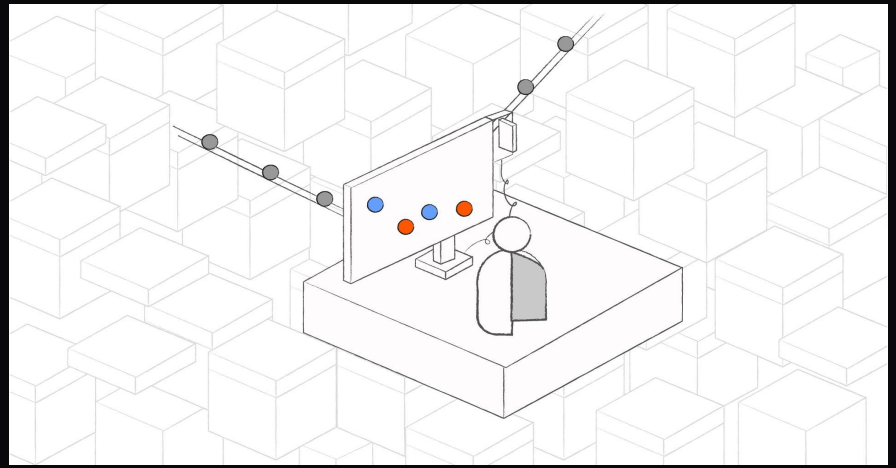


Close-up the business avatar. We see some windows pop up with dropped down text, some loader bars. Then the grey ball pops out

Monero places a strong emphasis on transaction confidentiality, using advanced encryption and verification techniques developed and improved since its inception in 2014.

13a-13b

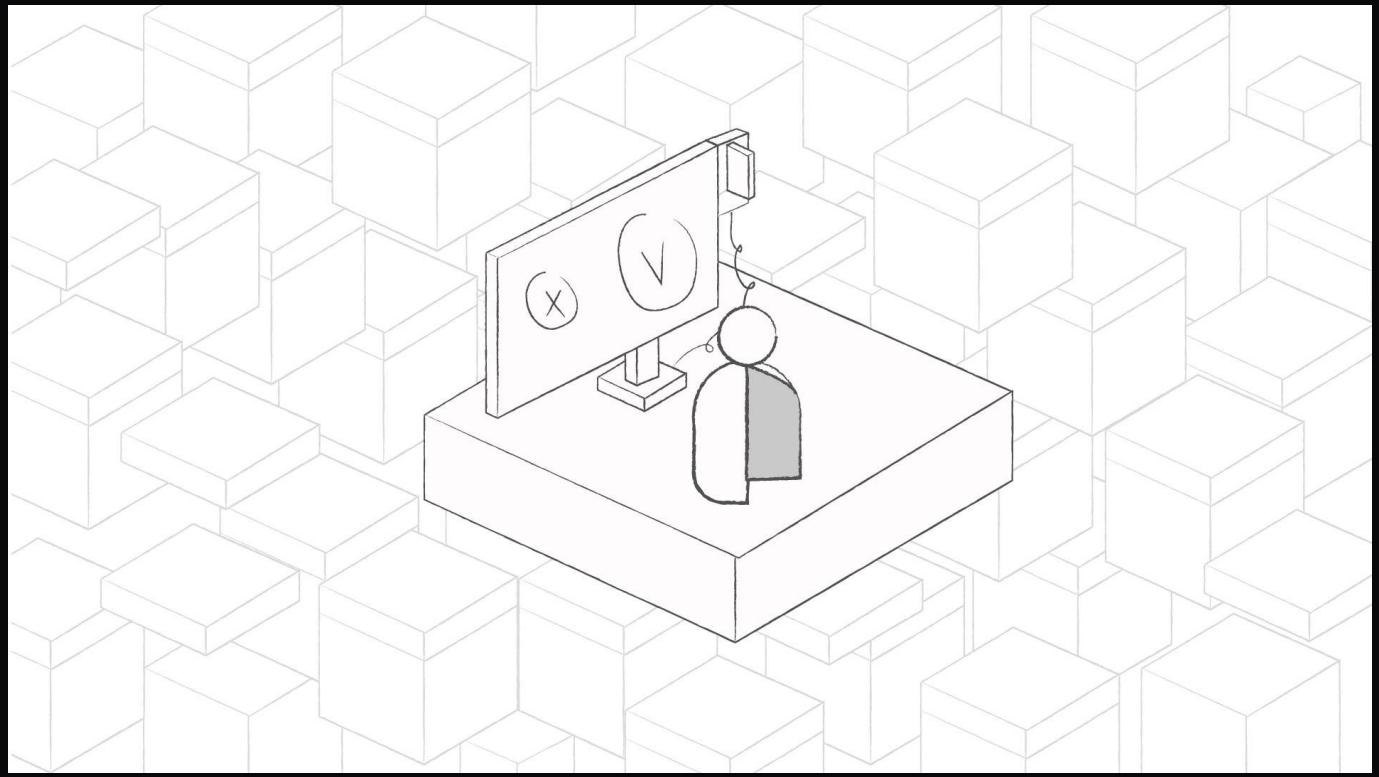




1. Spheres come to behind the monitor. We see a cartridge representing key. It moves to the port. 2. When the cartridge is inserted, spheres on the monitor come colorful

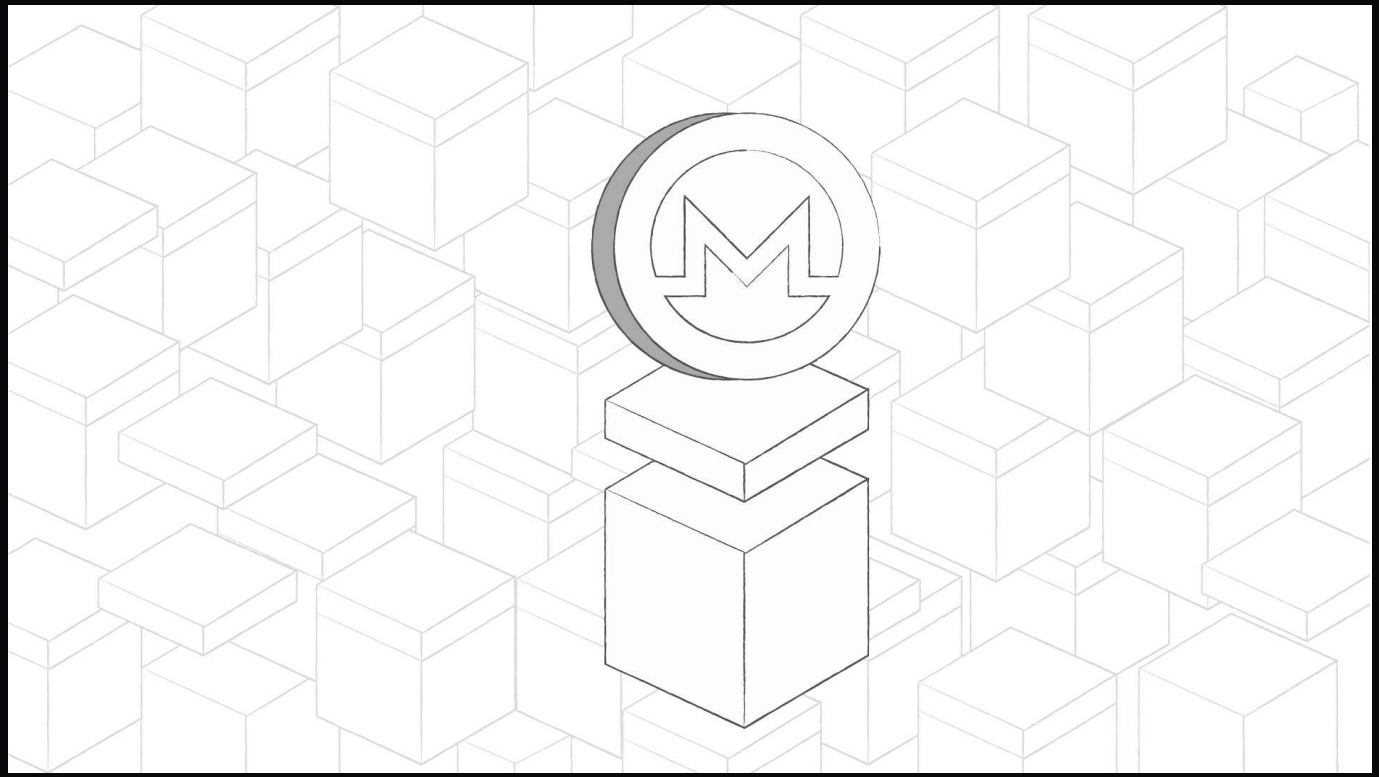
This ensures the privacy of both transaction details and account balances, earning Monero its reputation as a tool for financial privacy and freedom.

13c



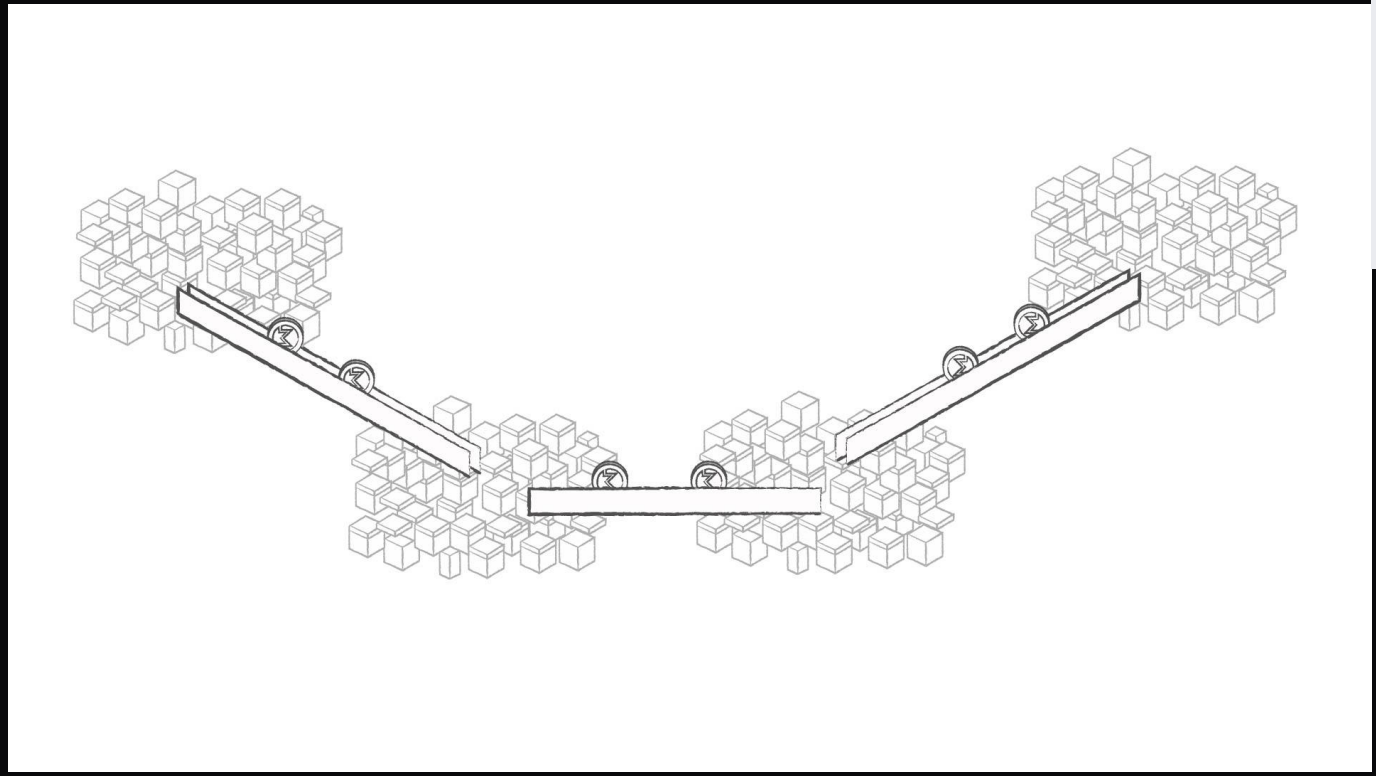
Platform exchanges by another, so we see a monitor with tick and cross. When the key inserted, tick highlights by green

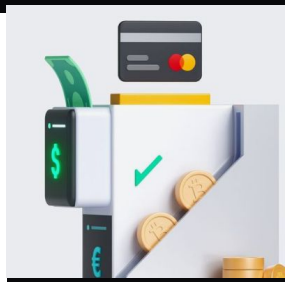
However, it's important to note that digital receipts may still be audited by third parties in case of disputes, highlighting the absence of a central authority for appeals.



Monero operates on its own internal currency, XMR,

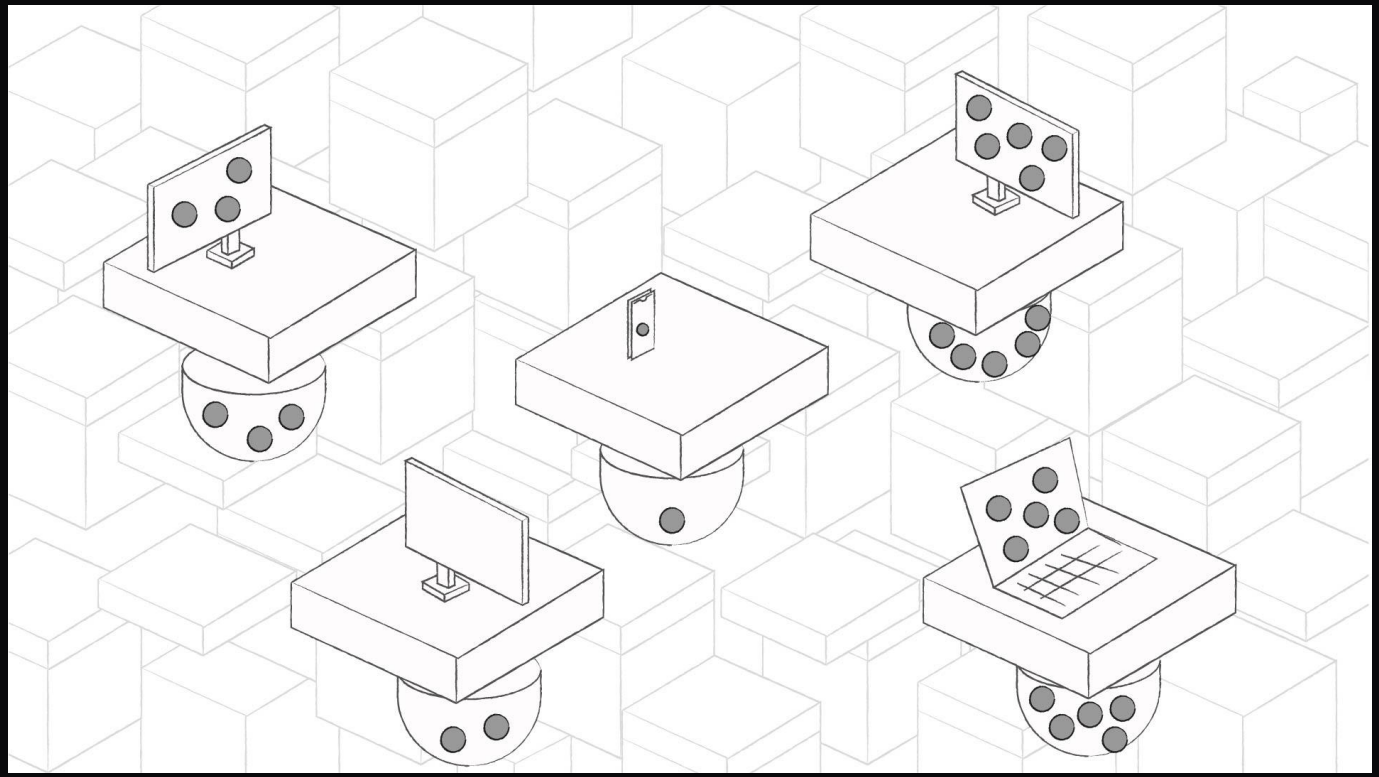
15





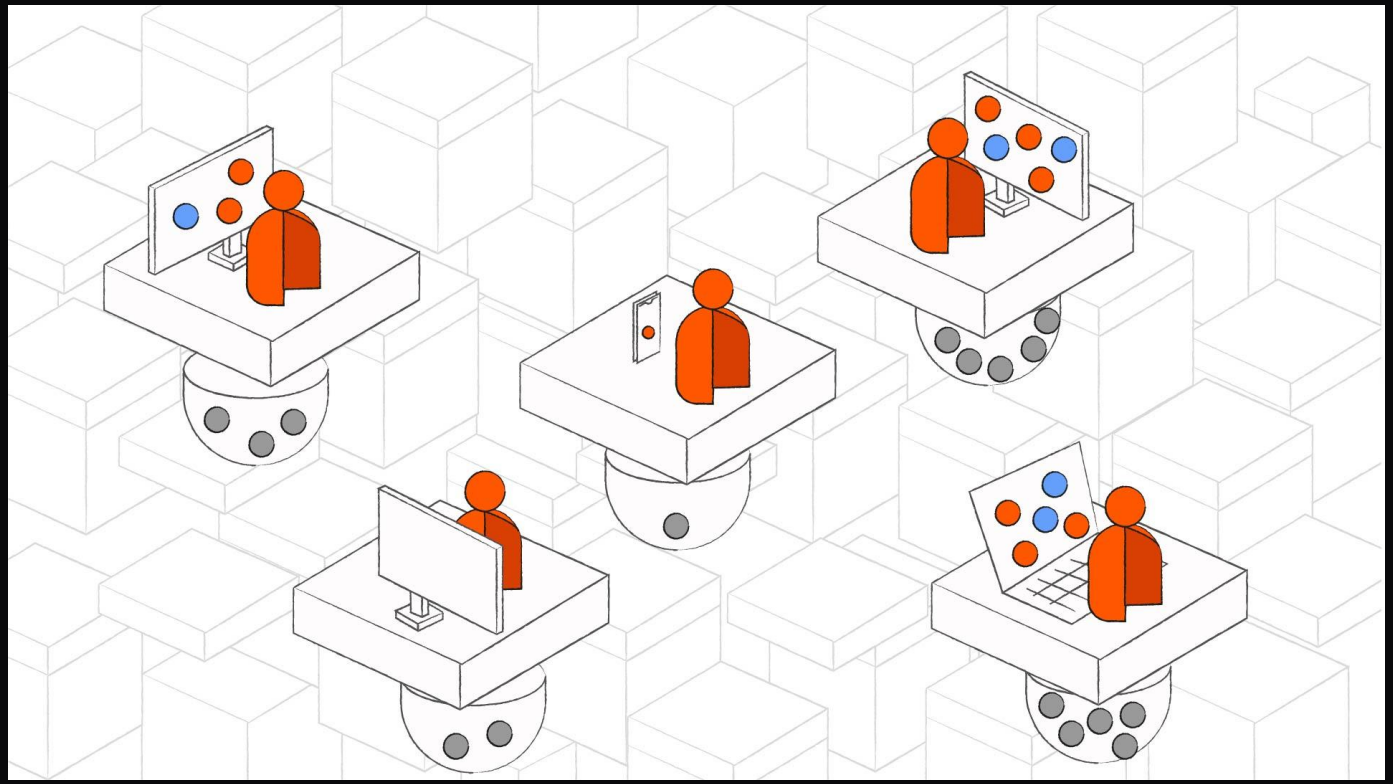
Zoom out so we see some lands of monero network representing different countries. Make the stacks of blocks similar to the continents allowing for independence from sovereign states and unrestricted international use.

15b



Different devices show grey ballance. Now it’s represented by grey spheres

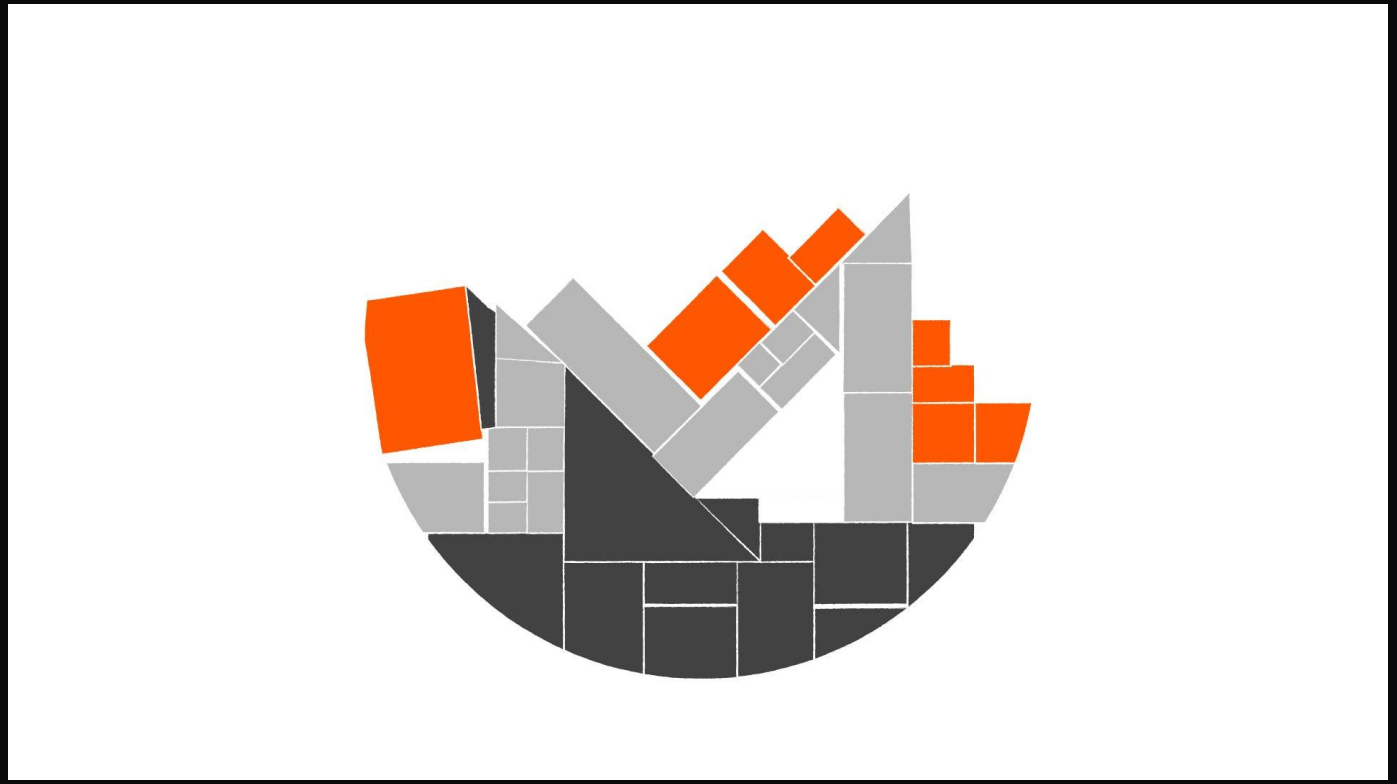
Unlike traditional currencies like USD or EUR, XMR has no central authority or printing facility. It exists solely in a virtual form, monitored by network peers tracking the total supply



Avatars appear. Now we can see a coloured balance on the screens

Transactions and account balances are encrypted for privacy, but the integrity of the system is publicly verifiable.

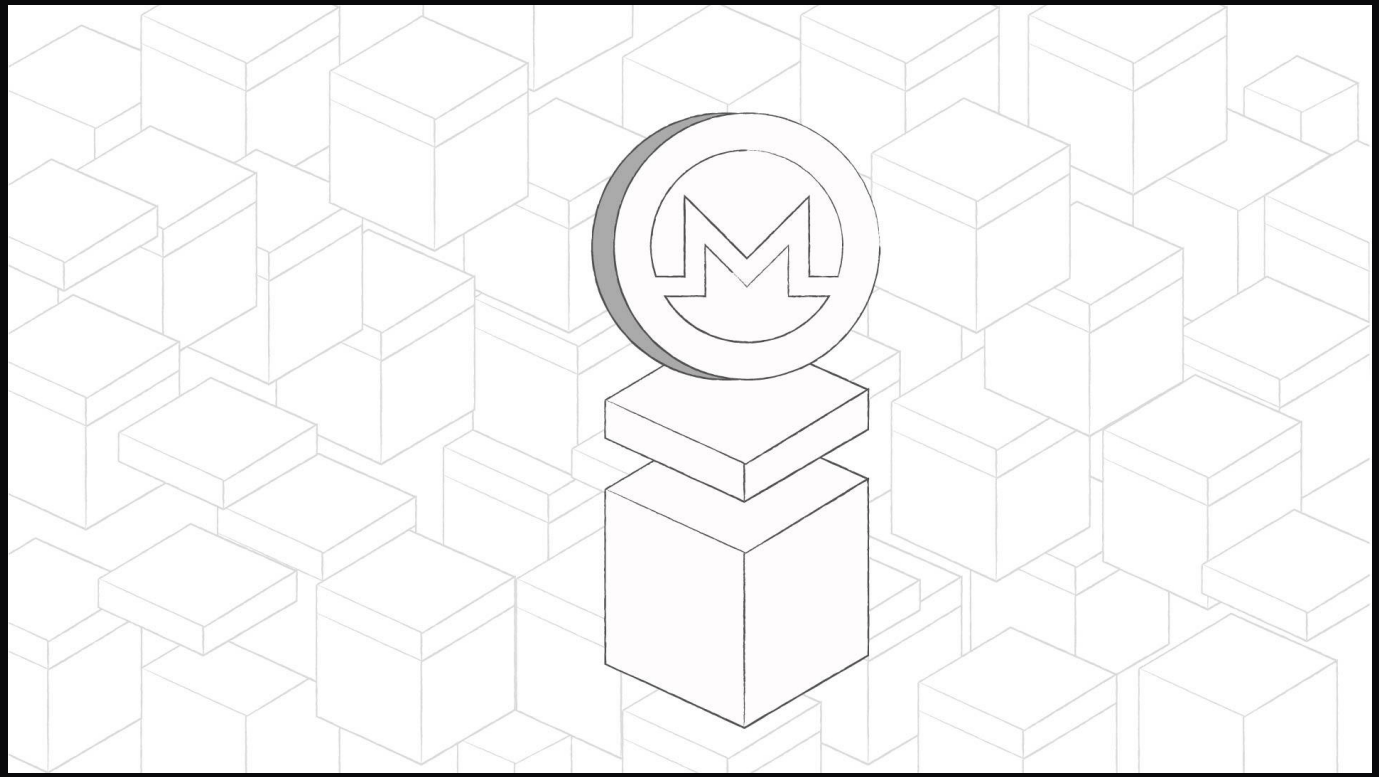
17a



Logo built of shapes as at the slide 1-2

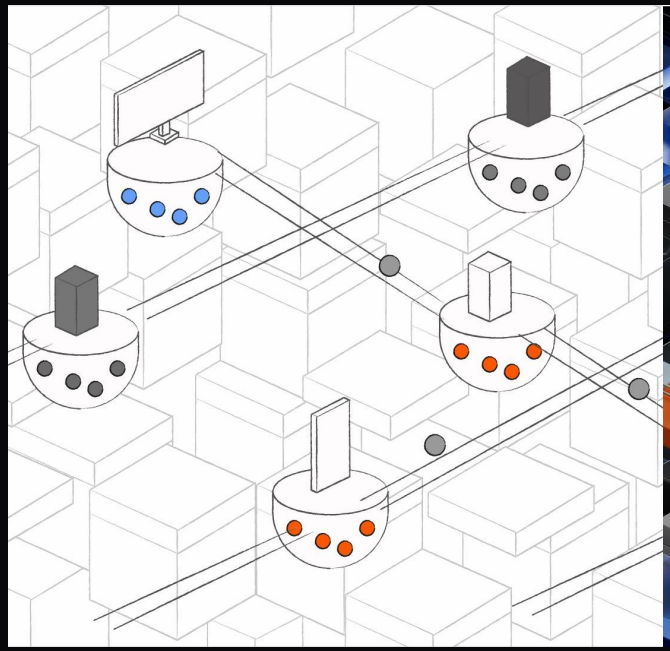
Monero's decentralized structure makes it resilient to censorship and manipulation, and its open-source code promotes transparency and community-driven development.

17b

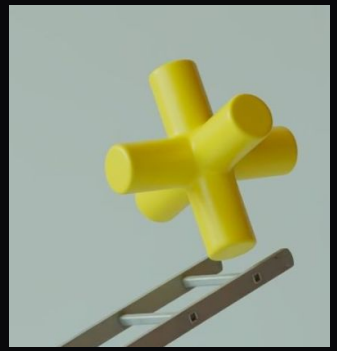


Why use Monero for commerce?

19a



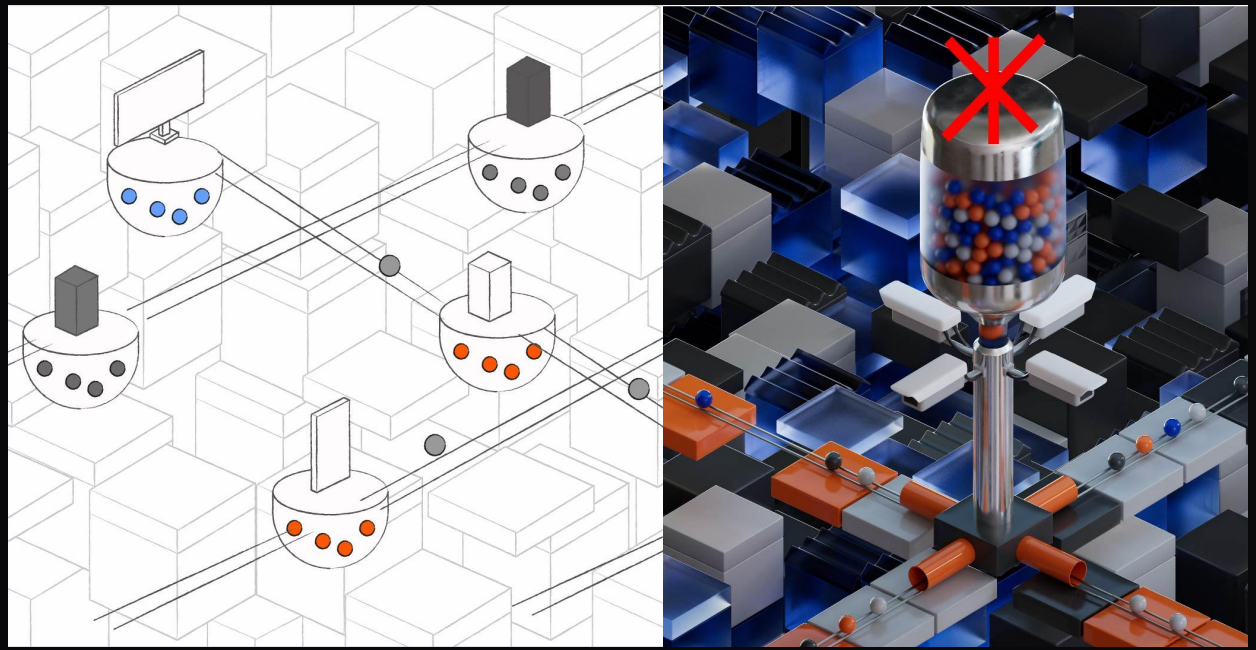




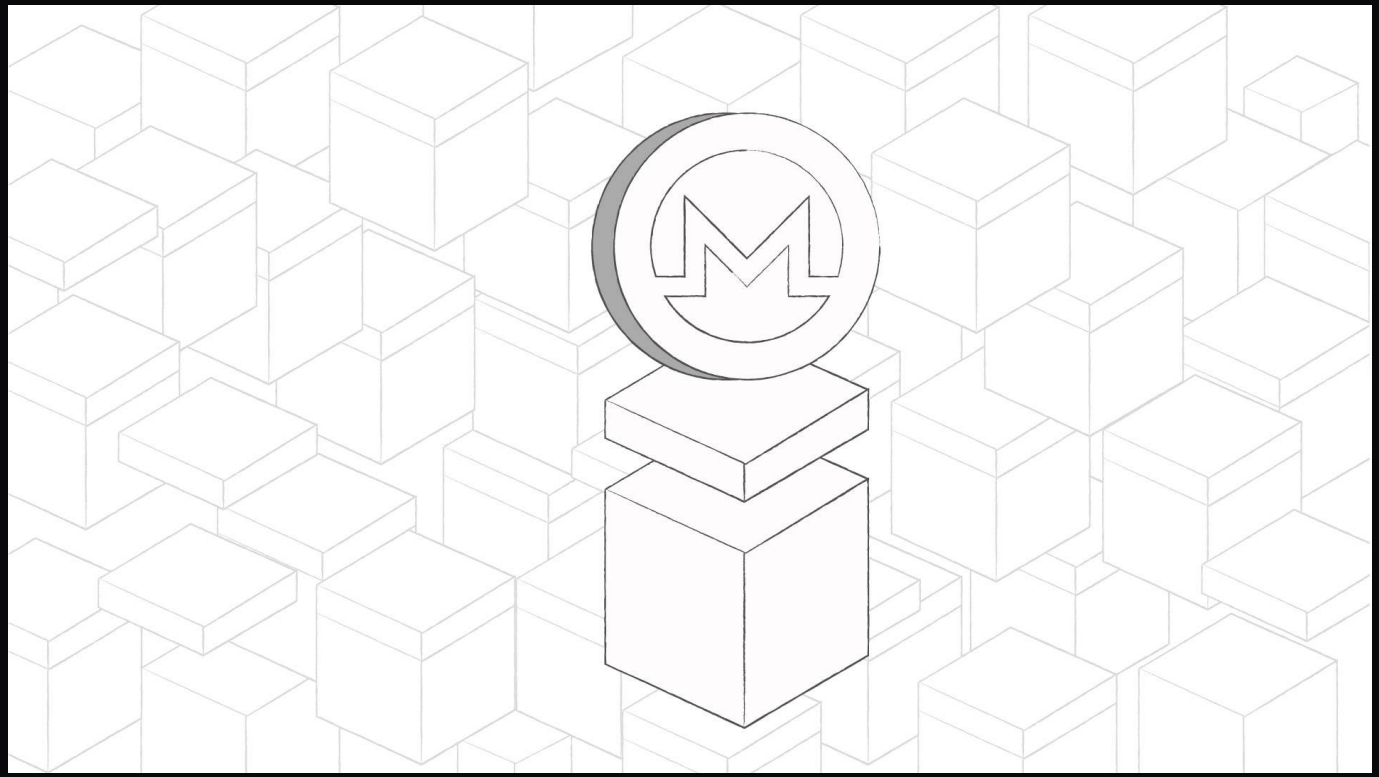
Split the screen. 1. We can see that some nodes come offline while the system still works. 2. We can see the central authority attacked (visually represent as an aggressive shape that comes from above) and the interaction of sheres stops

It offers the benefits of both physical cash and electronic payments - privacy, low costs, no restrictions, and no downtime

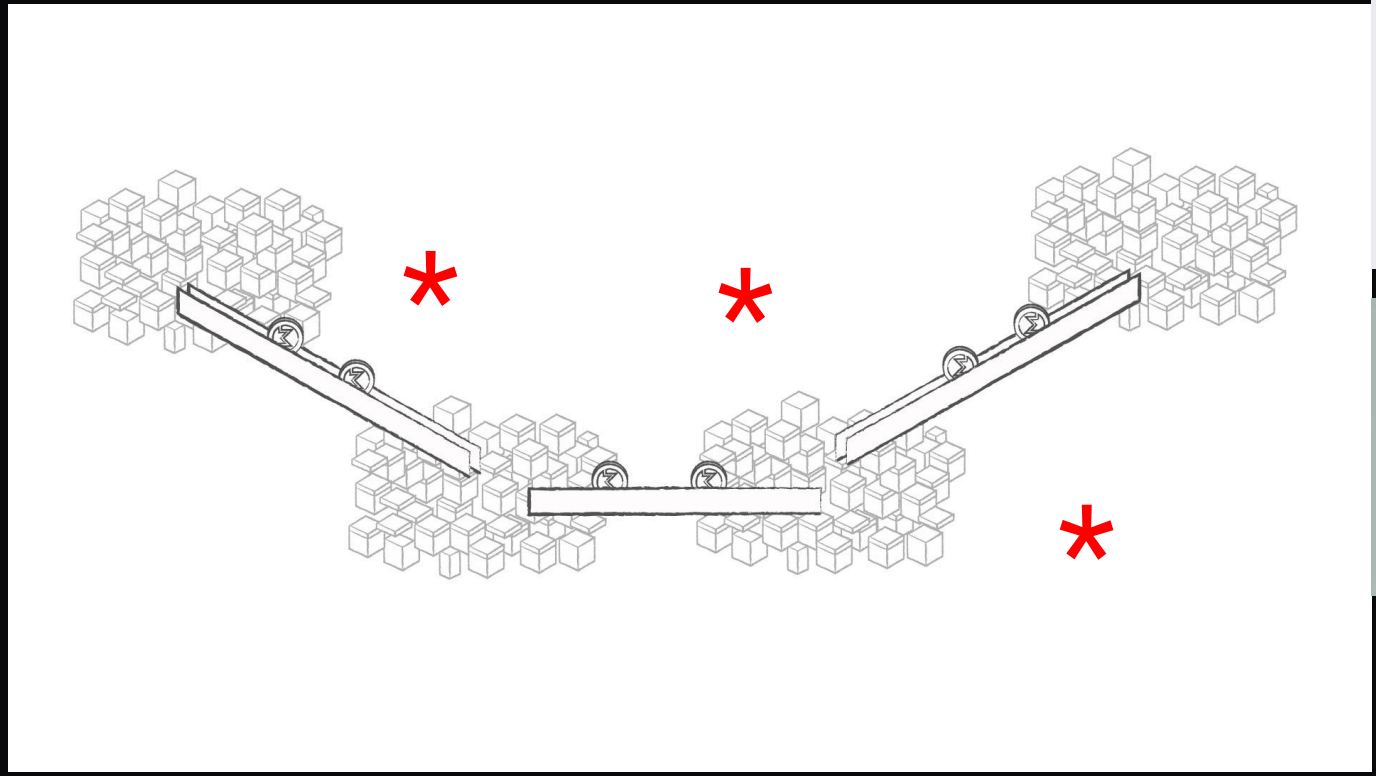
19b

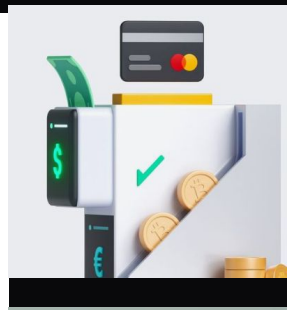


It is free for businesses and inexpensive for customers, and provides easy use, theft protection, and eliminates the need for cash counting or safes.



Additionally, Monero payments provide other, unique advantages.

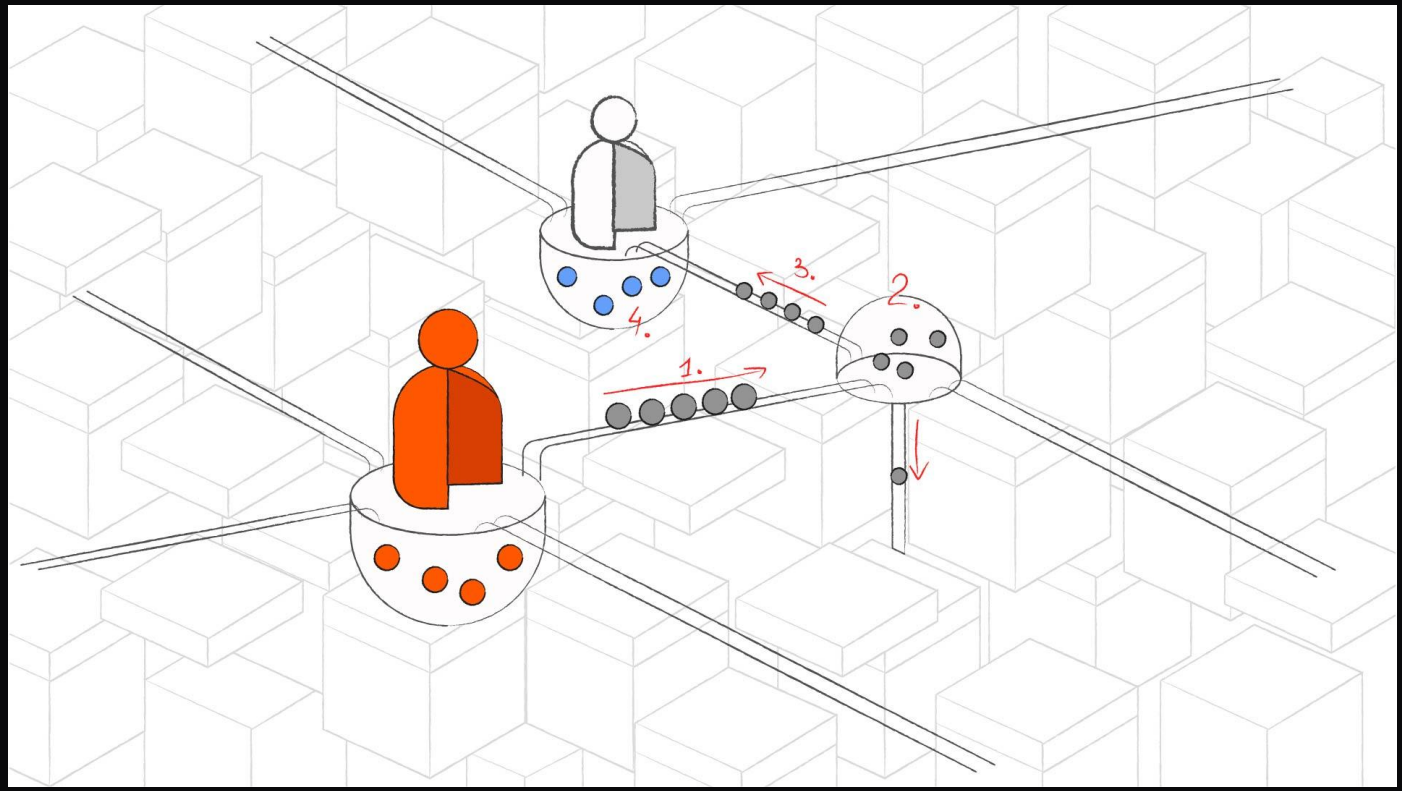






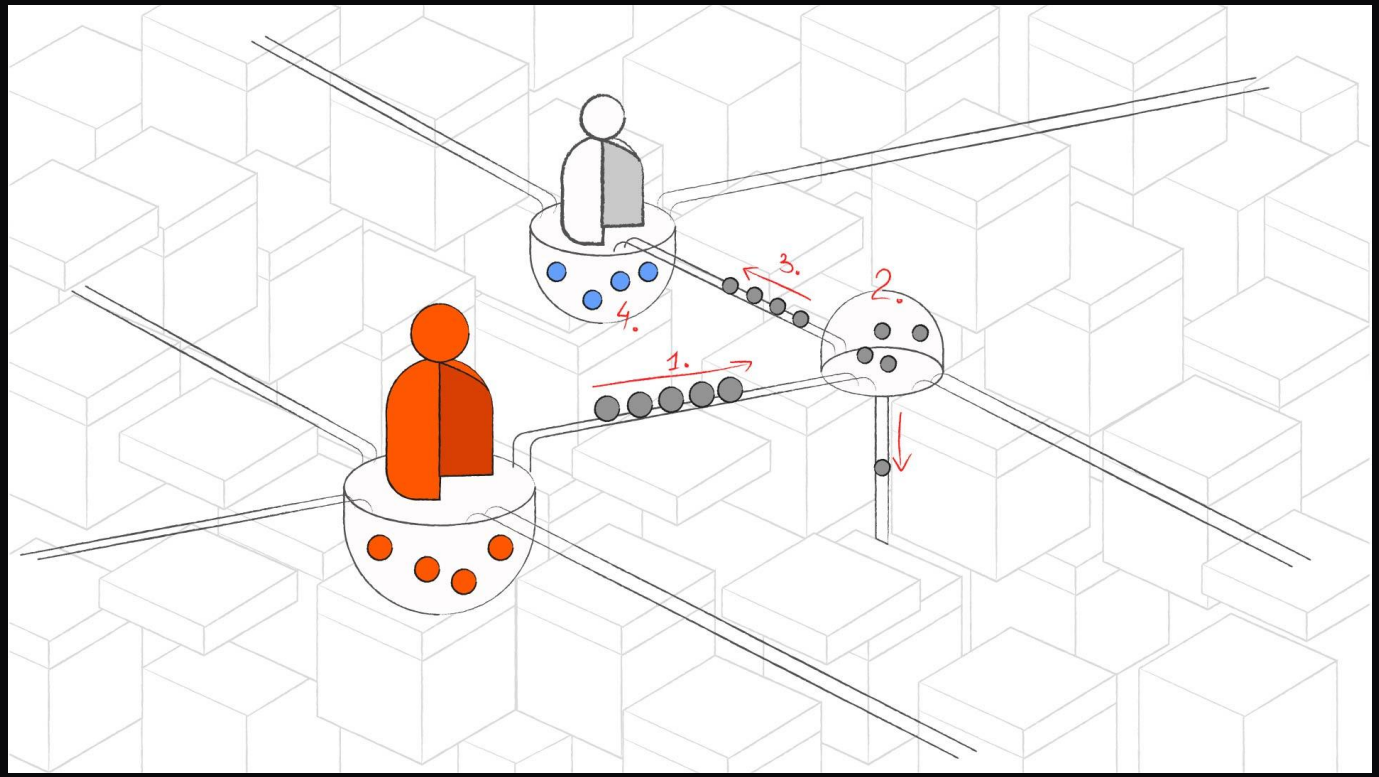
Representing attack by aggressive shapes that come from different sides and vanishing when hit the network.

It works globally without restriction, is more secure from theft or seizure, and is fraud resistant.



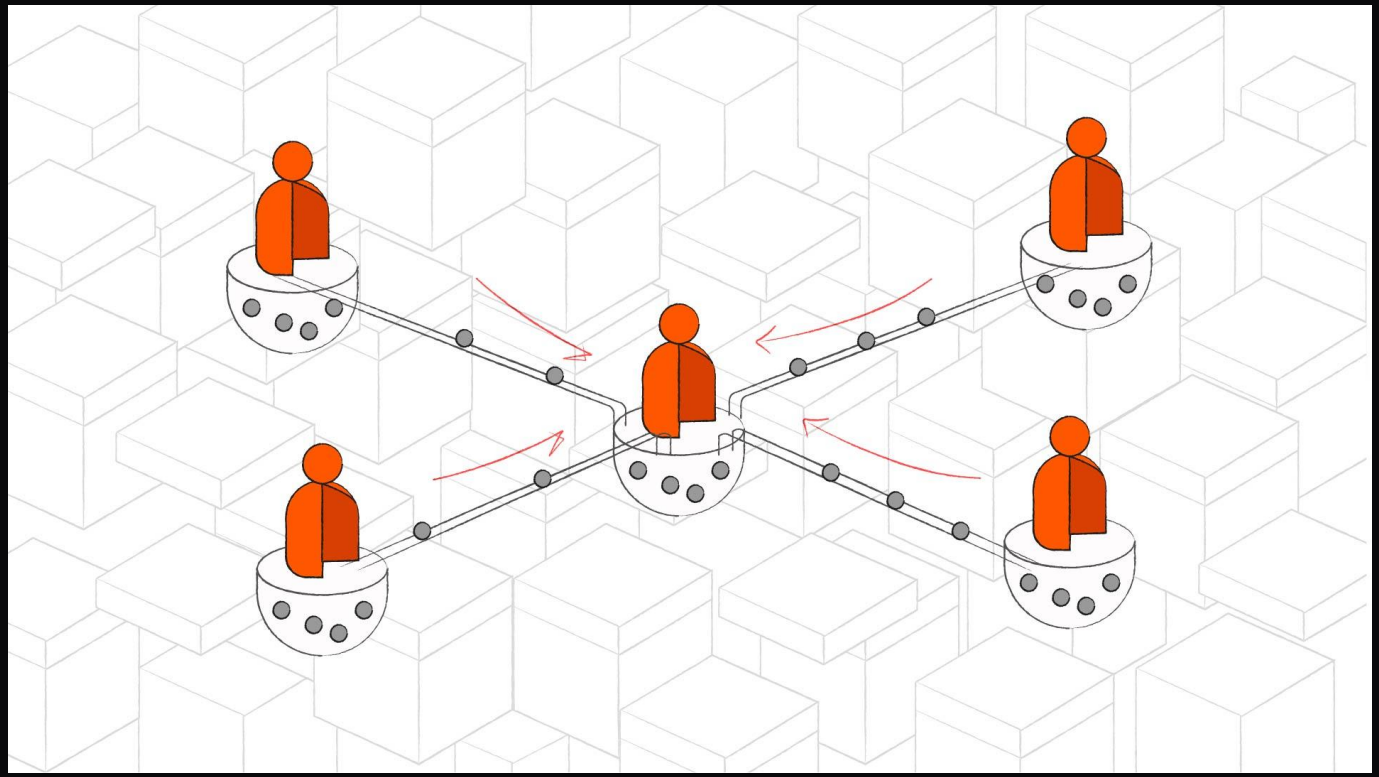
Transaction happens (payer-payee as we showed before)

Transactions are irreversibly settled after a few minutes, unlike traditional payments that can take days to clear, not counting weekends or holidays.

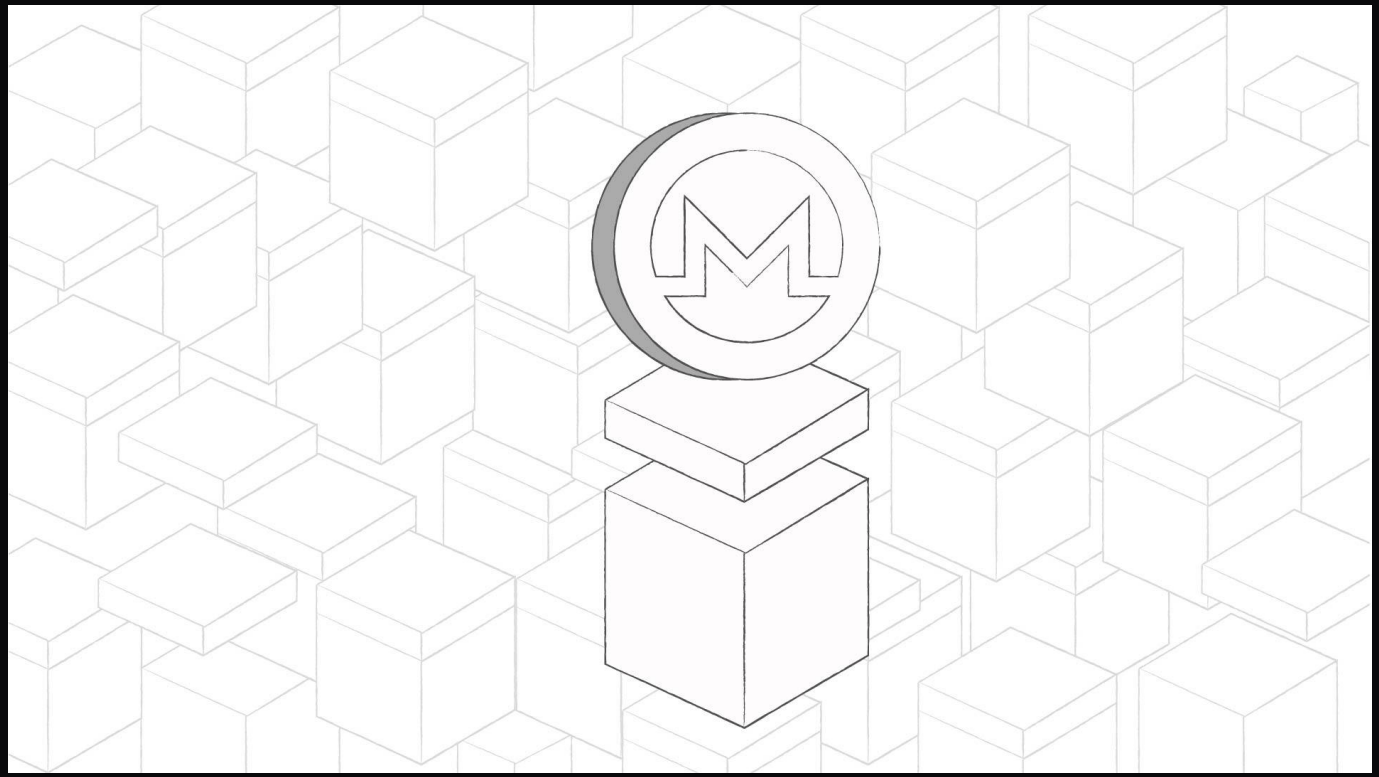


Transaction happens the way around

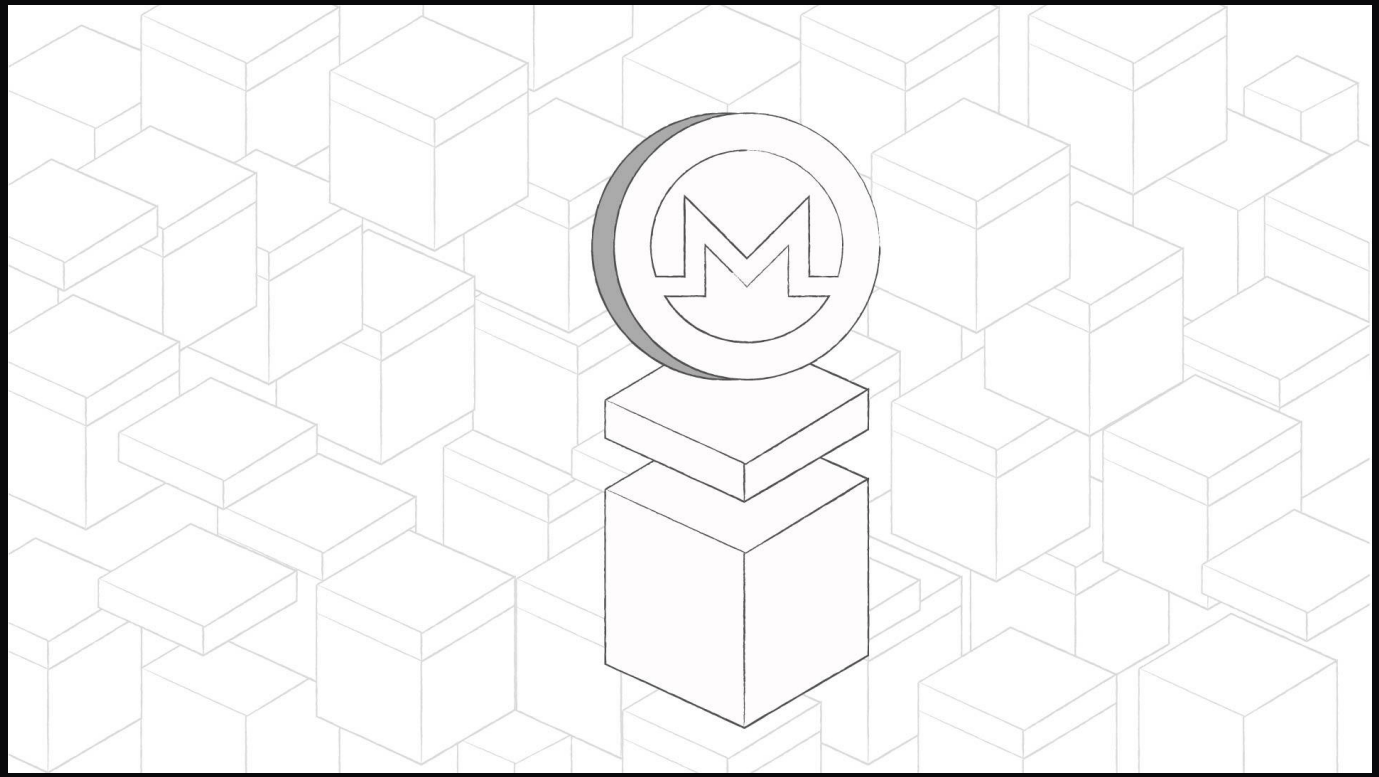
After rapid settlement, only the recipient has the power to issue a refund.



Finally, Monero can bring unique benefits to your business by tapping into the demand from consumers who prefer using this currency.



Popular among younger generations, those seeking financial independence, and international travelers, Monero can expand your customer base and increase sales.



In the next video, we will show you how to set up a Monero wallet or account, which is free and only takes a few minutes.