



# Bitcoin Evangelism Plan Crowdfunding Campaign

Argentina 2015

Prepared by: Ariel Aguilar  
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Plan version: 0.9.3

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# EXECUTIVE SUMMARY

### Objective

Accelerate Bitcoin's adoption by proactively taking the actions required to spread the message of cryptocurrencies and what they can do for mankind. The job will be carried by Ariel Aguilar, known as Evangelista Bitcoin, as Public Relations and Education of Bitcoin Argentina ONG.

### Goal for 2015: Argentina

10,000+ people reached through talks.

500+ influential people evangelized (Journalists, businessmen, politicians, actors, sports athletes, priests and rabbis etc).

120,000 brochures given out.

Establish bitcoin as a tool for solidarity in the media.

Evangelize a whole university, ITBA: organize a Bit Drop and a Hackathon. Have it accept bitcoin for tuition

Widen Bitcoin acceptance in Businesses, NGO's, religious temples, clubs, etc.

Start talks for one municipality/province to accept Bitcoin for tax collection.

One podcast per week.

Tour the country.

### Beyond 2015

The focus is going to be on replicating the same actions, after adjustments made from experience, in Latin American countries in 2016.

### Project Outline

The project consists of a series of actions designed to work systemically:

- Meetings with journalists, businessmen, politicians, sports stars, actors and other influential people
- Talks at senior year High Schools, Colleges and Graduate Schools, Clubs and Companies
- TV and Radio appearances
- Brochure giveout at mass transit spots
- YouTube videos and Podcasts
- Bitcoin giveaway for attendees - Every attendee will leave knowing how to use a wallet and with a tiny amount of bitcoin.

### Governance

- Monthly report and conference call for sponsors who support this plan
  - The funds collected are held in escrow in multisig and released on need by [BitcoinArgentina.org](http://BitcoinArgentina.org) (DECODES Civil Association - in formation).
  - Record keeping of expenses.
  - Private facebook group for funders detailing moment to moment activities.
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## EVANGELISTA BITCOIN

### Evangelista Bitcoin achievements up until now

- Talks at the following universities:
  - ITBA on two occasions
  - Universidad Nacional de La Plata - Informáticas
  - Universidad Nacional de Cuyo
  - Universidad del Aconcagua
  - Universidad Nacional de San Luis
  - Universidad Torcuato DiTella
  - Universidad Nacional de San Juan - Exactas
  - Universidad de San Andres
- Three talks in High Schools (ICEI and San Andres from Mendoza, St. Paul from San Juan)
- Organization of monthly meetups at the Bitcoin Center Buenos Aires
- Talk for Venezuelans
- Managed to get a Bitcoin stand and talk at San Luis Digital 2014 - a mega event held annually about technology. Thanks to it, National and local TV channels and radios did coverage on Bitcoin.
- Managed to get a meeting to evangelize a major TV news presenter, Fernando Carnota of TN and Cristiano Ratazzi, president of FIAT-Chrysler Argentina.
- Talk given at the US Embassy in Argentina for embassy employees.
- Guest speaker at a fundraiser for a foundation that helps children with cancer in San Juan province.
- Expecting meetings with Litita Carrio, a congresswoman, among others.
- Evangelized Gloria Alvarez, political leader of Guatemala with viral videos in excess of 1.5M views

### Next activities for the first half of 2015

- Organization of Bitcoin Argentina's monthly meetups. They include three to four talks each.
  - Talks at the Buenos Aires Institute of Technology and other universities
  - Bitcoin stand at the Economics, Finance and Investments Expo (EFI) at the Hilton Buenos Aires (in talks to get a talk).
  - Introductory talks at the Bitcoin Center Buenos Aires (as many as possible, currently at one per week).
  - In talks to present Bitcoin to managers of BNP Paribas bank
  - Further talks for Venezuelans and other foreigners.
  - Flyer handout at target locations (office buildings, universities, financial downtown, etc)
  - Talk at UTN - Tucuman
  - Organize a network of collaborators
  - Plus the other activities defined in the goal for 2015.
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## SPONSORSHIP CATEGORIES

### **\$10 a month**

Access to private facebook group detailing day to day activities.

### **\$15 a month**

Plus: Mention on website.

### **\$25 a month**

Plus: One free canvas every five months, 8" x 12" Canvas or smaller, examples at the end, shipping not included.

### **\$50 a month**

One free canvas every two months, 8" x 12" Canvas or smaller

### **\$100 a month**

One free canvas per month, 8" x 12" or smaller.

### **\$150 a month**

Logo placement of your business on brochures/banners made for this campaign. Canvas size 12" x 16".

### **\$250 a month**

Plus: Your Brochure/Coupon handout to attendees/VIP's, Canvas size 16" x 24" or smaller

### **\$500+ a month**

Plus: Service explained in slides/presentation, Right to have an employee at any stand I get in conferences, one free canvas, 24" x 36" or smaller.

### **Banner placement in events**

Goes to the highest two sponsors above the \$500 category.

### **Special Category: Bitcoin giveaway for attendees**

Each sponsor can choose to bid on how much bitcoin they would give attendees. The highest bidder wins (on a per person basis, measured in USD). It can be handed out as a Paper Wallet with the sponsors logo or as a Signup coupon that leads to a pre-funded Bitcoin wallet. Needs to be a \$250 or greater sponsor.

### **Salary**

50% of monthly funding. The other half is for expenses, should they be less than funding, they roll for next months.

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## TARGET EXPENSES PER MONTH

### Example of an ideal month

- Talk in the morning for high school students
- Talk at businesses
- Lunches with important persons
- Cafes with important persons
- Talks at Colleges, Clubs or Bitcoin Center Buenos Aires in the afternoon
- Dinners with important persons

Description	Quantity	Unit Price	Cost
Lunches	15	\$ 9	\$ 135
Cafes	15	\$ 4	\$ 60
Dinners	15	\$ 15	\$ 225
Taxis	10	\$ 4	\$ 40
City bus fares	80	\$ 0	\$ 20
Long distance bus fares	1	\$ 80	\$ 80
Air fares	1	\$ 170	\$ 170
Hotels	4	\$ 30	\$ 120
10,000 Brochures	1	\$ 180	\$ 180
Brochure giveout person salary	1	\$ 350	\$ 350
Phone expenses	1	\$ 30	\$ 30
Banner	1	\$ 16	\$ 16
<b>Total</b>			<b>\$ 1,426</b>

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CURRENT SPONSORS



MULTI-SIG ADDRESS FOR THE CAMPAIGN



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Thanks for your consideration on making this possible.

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## EVANGELISTA BITCOIN

# ARIEL AGUILAR - EVANGELISTA BITCOIN

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## Education

### **Bachelor in Business and Information Technology**

*Buenos Aires Institute of Technology - ITBA.2009*

### **Organizational Coaching**

*Accem Argentina.2011*

## Scholarships

### **Freedom University**

*Foundation for Economic Education - FEE, Atlanta, GA.2010*

### **Strengthening Youth Political Organizations**

*International Academy for Leadership, IAF, Friedrich Naumann Stiftung, Gummersbach, Germany.2013*

## Experience

### **Education and Public Relations** 2014 to present

*[BitcoinArgentina.org](http://BitcoinArgentina.org) (DECODES Civil Association)*

### **Technology Evangelist** 8.2014-10.2014

*Bitpagos*

### **Owner** 2010 to present

*Ariel Aguilar Fine Art Printing*

### **Sales** 2008-2009

*Galeria-Museo Aguilar*

## Volunteer work

### **Partido Liberal Libertario (Liberal Libertarian Party)** 2009-2014

*Treasurer, Member of the Board, Legislative Candidate for the City of Buenos Aires, 2013 elections*

### **Junior Achievement Foundation** 2012-2013

*Ad-Honorem adviser in "The Company" program (15-weeks where kids learn to manage their own company)*

## Conferences attended

### **Macworld** 2005

### **Real Estate and Wealth Expo - Jacob Javitz Center, NY** 2005 and 2006

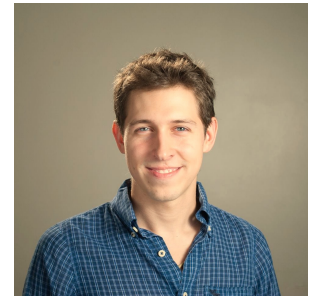
*Talks by Tony Robbins, Robert Kiyosaki, Donald Trump, Jim Cramer and Mike Maloney among others*

### **North American Bitcoin Conference** Miami.January 2014

### **International Students for Liberty Conference** Washington DC.February 2014

### **Texas Bitcoin Conference** Austin.March 2014

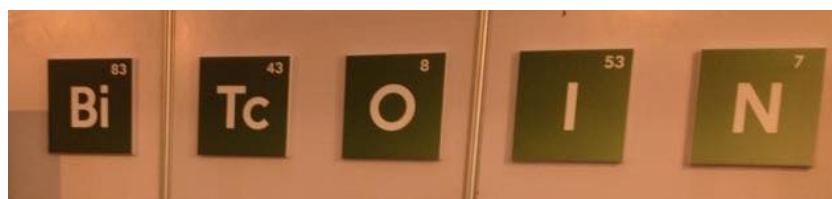
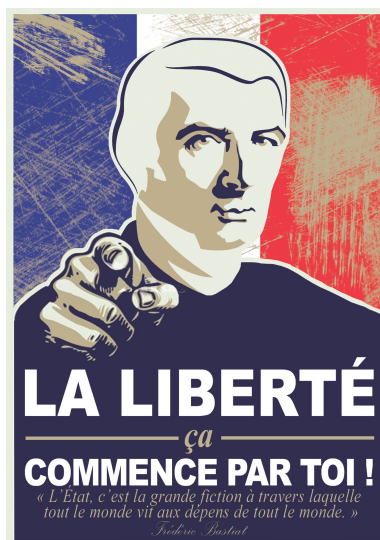
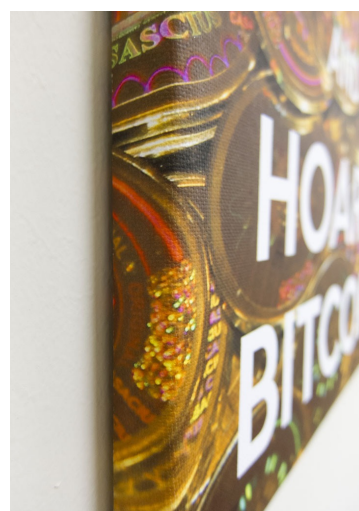
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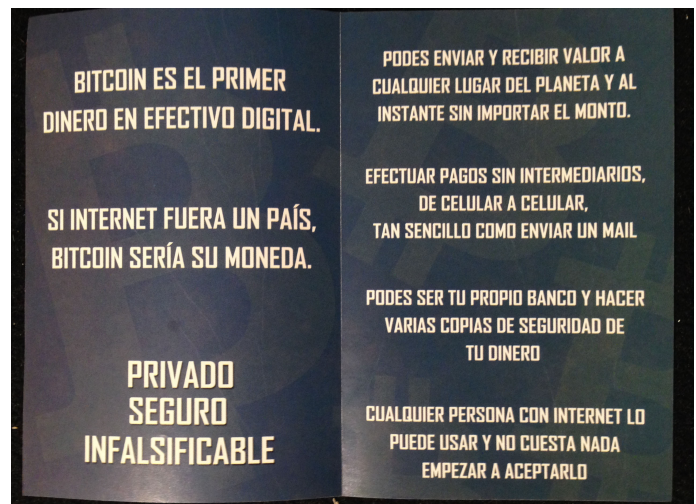
## FREE MONTHLY CANVAS WITH YOUR SPONSORSHIP

You can decorate your office, home or have them ship to a friend as a gift!  
Bitcoin/Libertarian related designs or bring your own photo/design.





## BROCHURES AND BANNERS



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## PICTURES OF PREVIOUS TALKS











