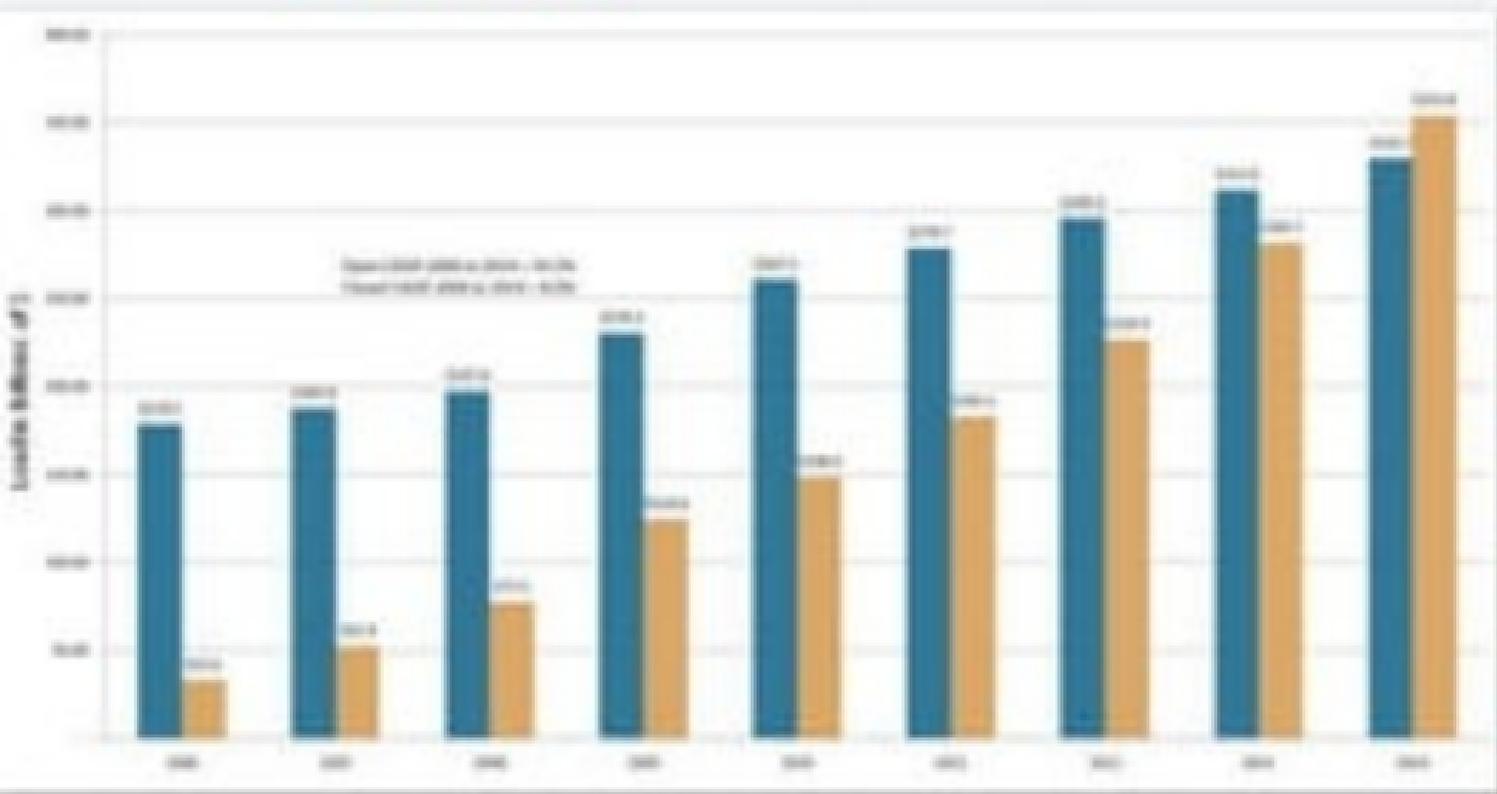


# Prepaid is a growth industry



Open Loop  
Visa GreenDot

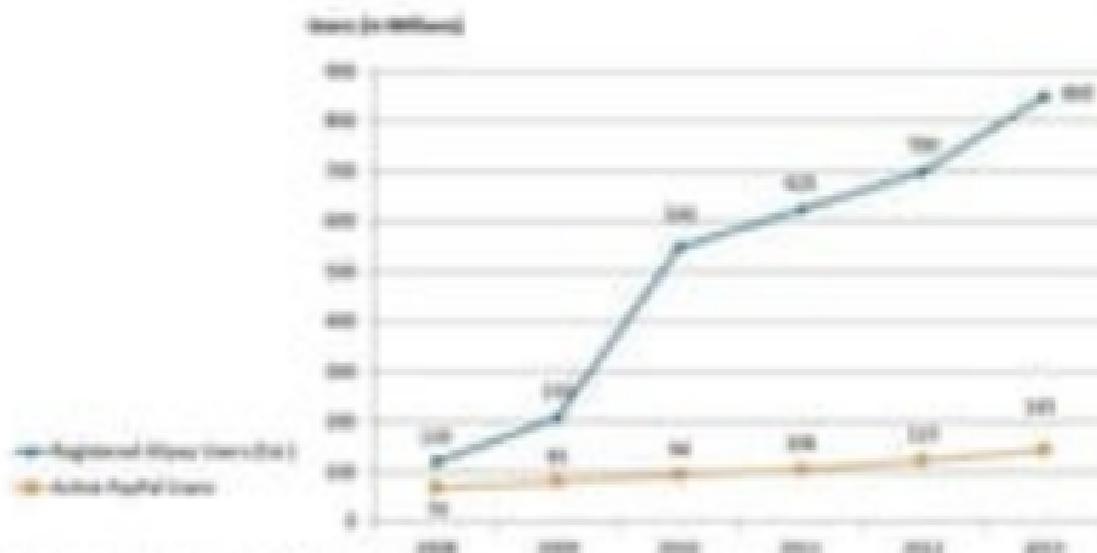


Closed Loop  
Starbucks Amazon

# Payments are a growth industry

Figure 2: Alipay vs. PayPal, 2008-2013

MIRACOR  
Strategic Advisors



Note: Registered Alipay users does not mean active users.

Note: "Active" PayPal users means completed the (verified) transaction in the past 12 months.

Source: PayPal, Alipay.com, Industry Group estimates based on collection of sources.



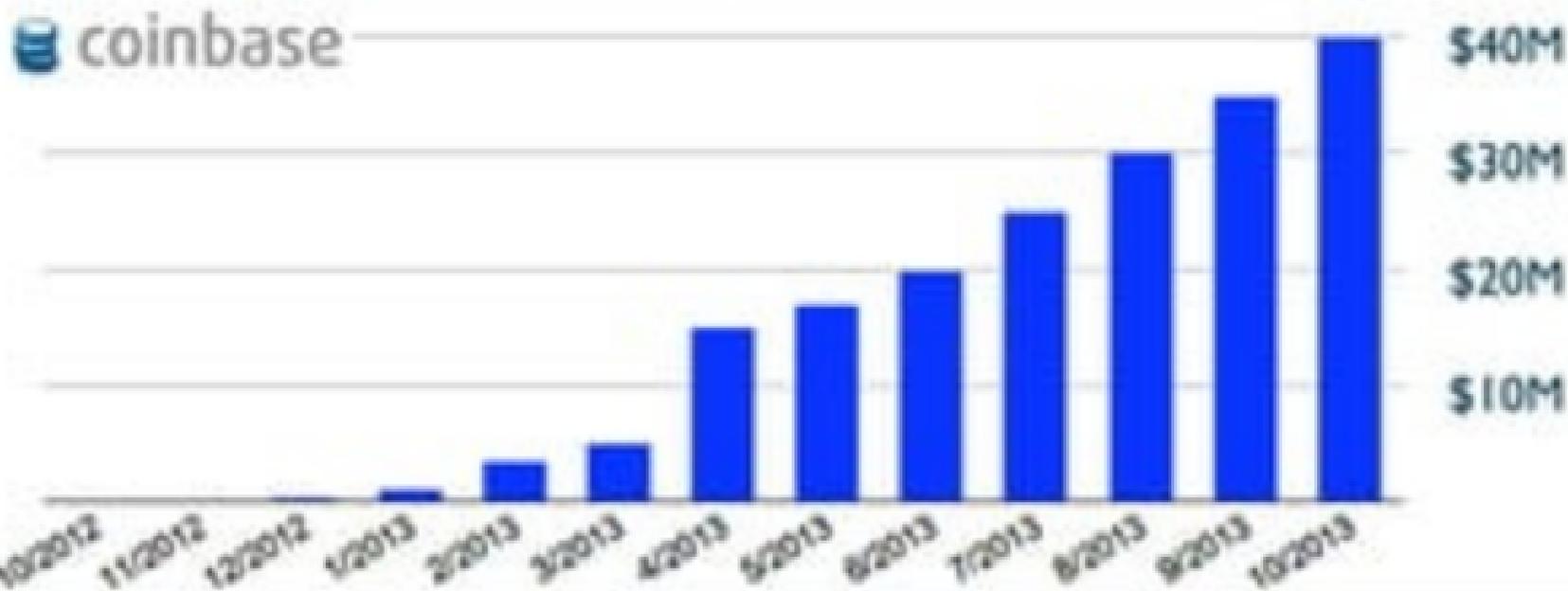
850M Users

Over \$150 billion in Transactions

PayPal

143M Users

# Bitcoin is a growth industry



~\$200M of bitcoin sales in 1st year

# GogoCoin is the **onramp to Bitcoin**

Our company enables **prepaid access** to **bitcoin** and other forms of **digital cash**, enabling **payments** worldwide.



## Step 1: Buy Prepaid Card



Spend at these places and more:

[TigerDirect.com](https://www.tigerdirect.com)

[Humble Bundle](https://www.humblebundle.com)



[reddit](https://www.reddit.com)



[verstock.com](https://www.verstock.com)

[dish NETWORK](https://www.dishnetwork.com)



[WORDPRESS](https://www.wordpress.com)



[namecheap](https://www.namecheap.com)

[gyft](https://www.gyft.com)



[adafruit](https://www.adafruit.com)



[FARGO  
3D PRINTING](https://www.fargo3dprinting.com)

# Four Retailers in San Francisco and Los Angeles this June

7% fee on redemption, Smartphone / iPad POS



Whitelabel Bitcoin Cards for Blockchain.info



[redeem.bitcoin.com](https://redeem.bitcoin.com)

A screenshot of the 'REDEEM CARD' website interface. The top section has a blue header with the text 'REDEEM CARD' in white. Below the header, there are two columns of text. The left column contains a form with fields for 'PIN and other' and 'Your email address'. The right column contains a QR code and a 'SCAN QR CODE WITH YOUR PHONE' instruction. At the bottom, there is a dark grey bar with a white 'SCAN' button.



We're engaged in **bitcoin** and **advancing access to digital cash**

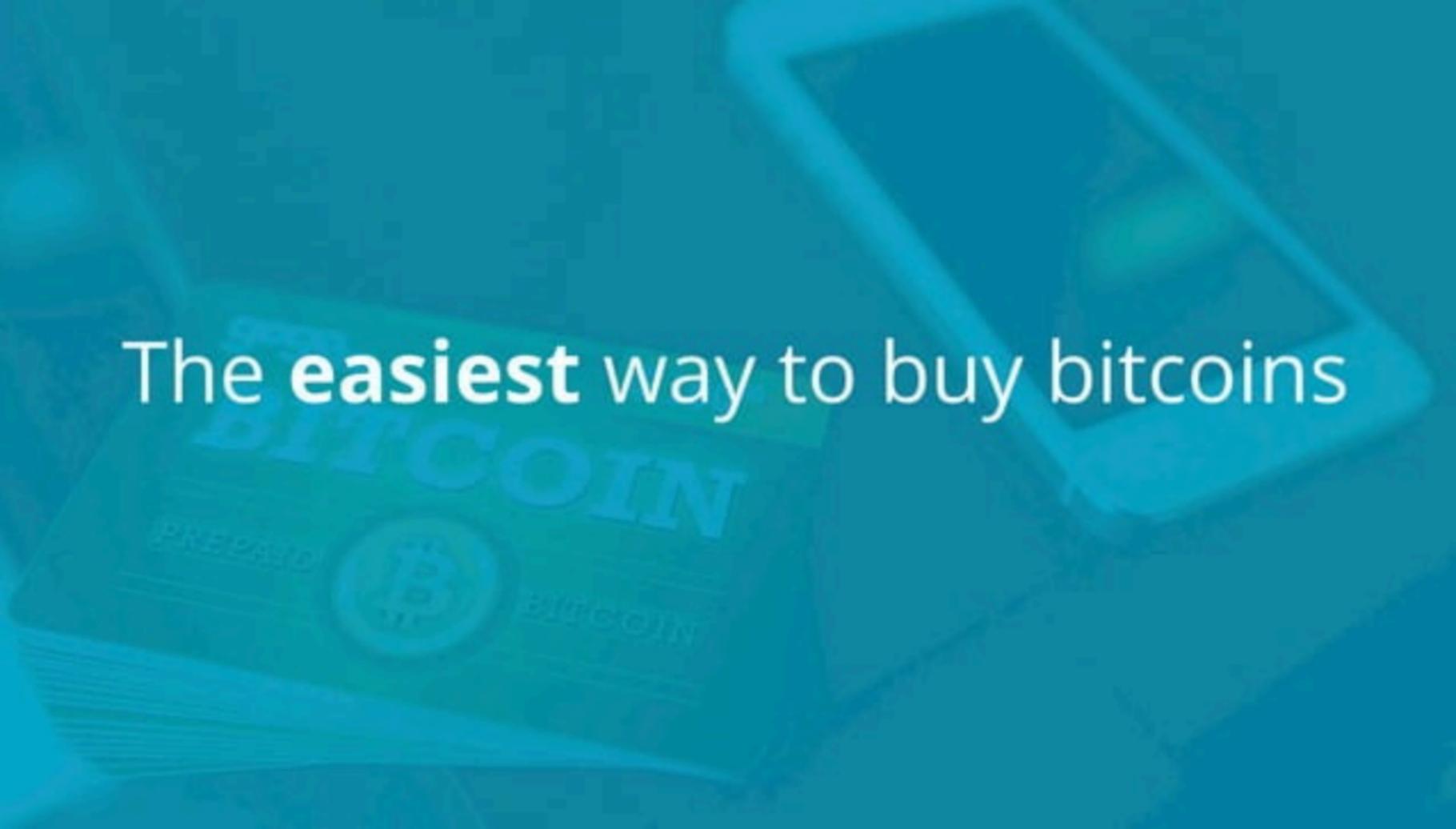


Our vision is to  
put the power of  
**digital cash**  
into the hands  
of everyone,  
everywhere.

**gogo**<sub>coin</sub>

[gogecoin.com](http://gogecoin.com)





The **easiest** way to buy bitcoins

# About Us

<https://angel.co/gogocoin>



**Tom Longson** Founder + CEO  
Previous: Wells Fargo, Sony,  
Cars.com, Walt Disney



**Dan Silberman** Lead Developer  
Previous: Gamador (YC),  
Predict Wall Street



**Pierre Basmaji** FinTech Legal Counsel  
Previous: Tradehill, Inc

## Advisors



**500 Startups**  
Batch 9



**Jered Kenna**  
Money and Tech, Tradehill



**Mitchell Shapiro**  
Nexxo



**Kevin Lacker**  
Facebook, Parse, Google



**Toby Morning**  
Citizen Space

Access to payments online is  
**difficult** and **expensive**

“Most prepaid cards charge between 7  
and 15 different fees, with the median  
fees ranging from \$0.50 to \$9.95”

*Pew Charitable Trusts, “Loaded with Uncertainty: Are Prepaid Cards  
a Smart Alternative to Checking Accounts?” Sept. 2012*

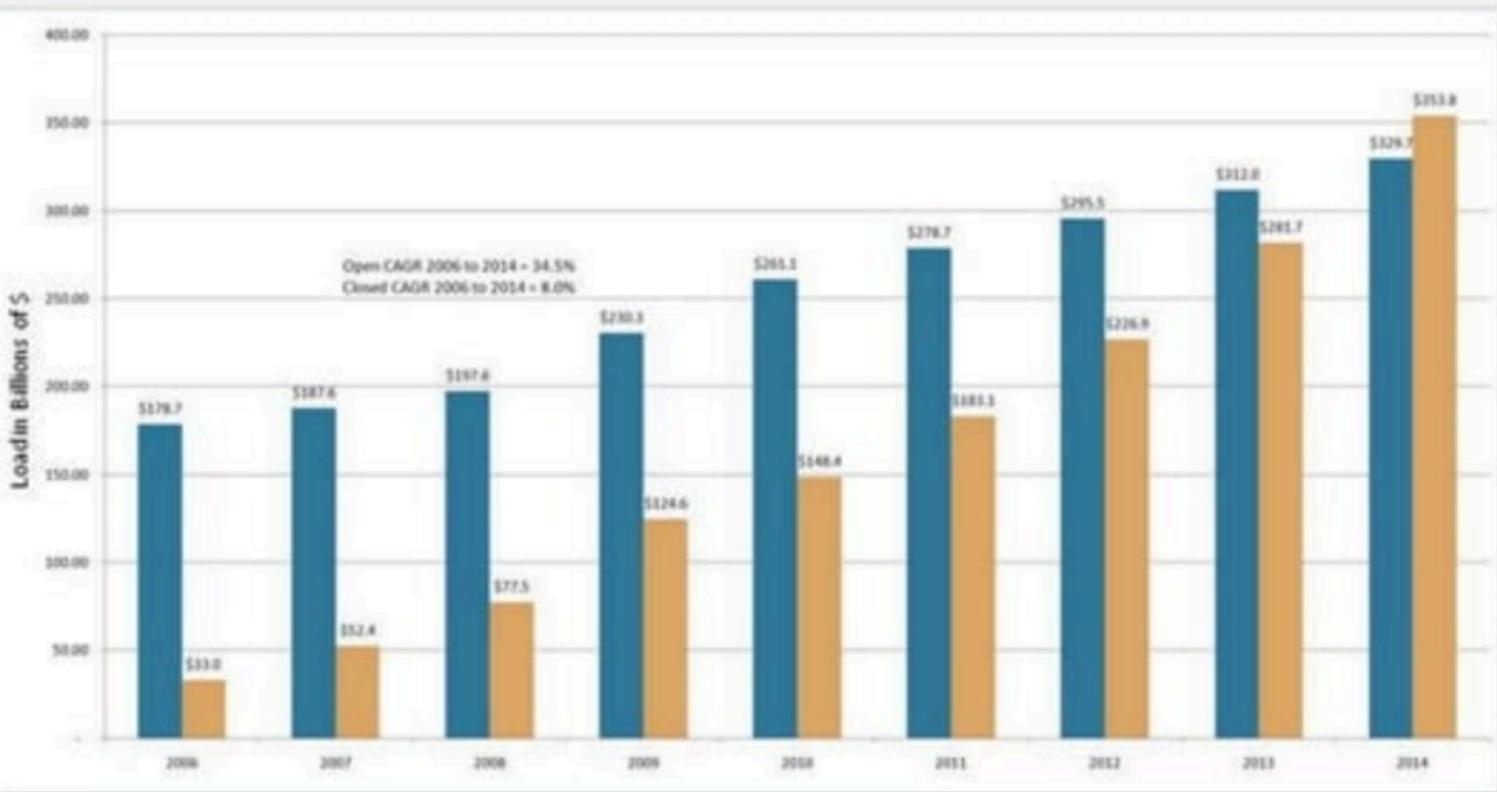
# Digital cash is the answer

Bitcoin and other forms of digital cash are changing the payment landscape, and allowing unprecedented ease and minimal fees.

**Average bitcoin transaction cost:**



# Prepaid is a growth industry



**Open Loop**  
Visa, GreenDot

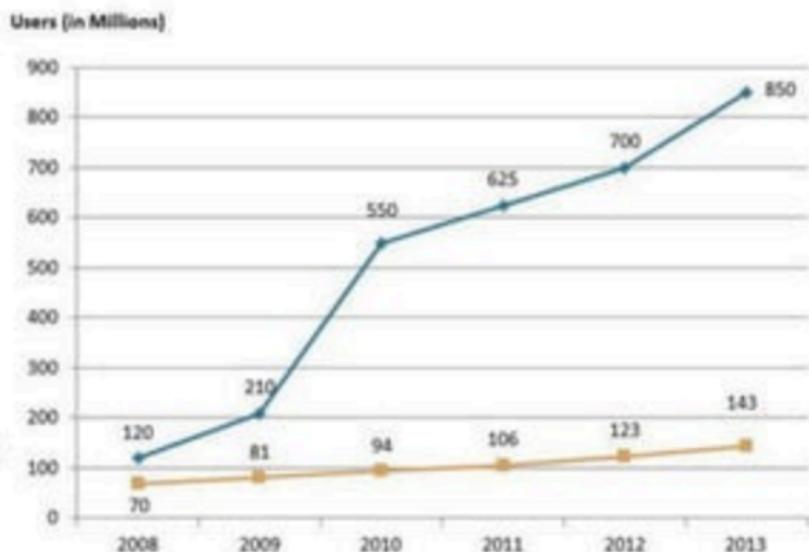


**Closed Loop**  
Starbucks, Amazon

# Payments are a growth industry

Figure 2: Alipay vs. PayPal, 2008–2013

MERCATOR  
ADVISORY GROUP



Note: Registered Alipay users does not mean active users.

Note: "Active" PayPal users means a customer has conducted 1 transaction in the past 12 months.

Sources: PayPal, Mercator Advisory Group estimates based on collection of sources



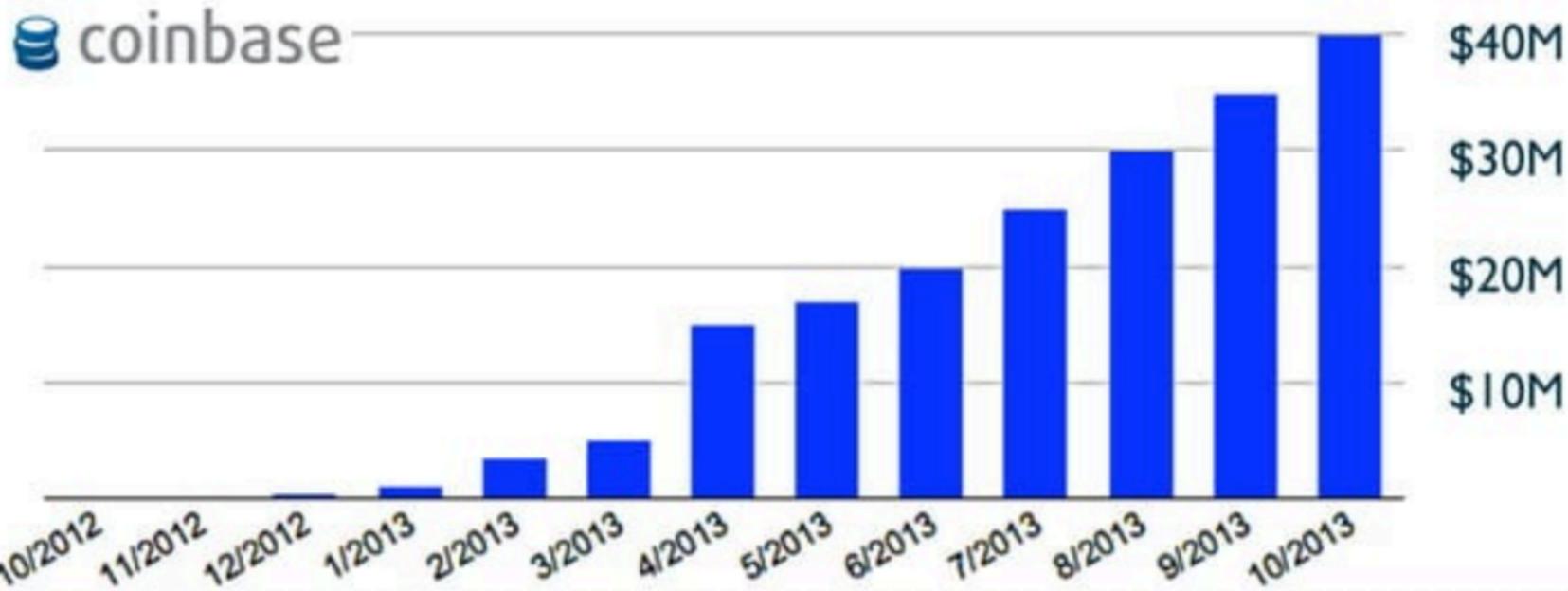
**850M Users**

Over \$150 billion in Transactions

**PayPal™**

**143M Users**

# Bitcoin is a growth industry



~\$200M of bitcoin sales in 1st year

# GogoCoin is the **onramp to Bitcoin**

Our company enables **prepaid access** to **bitcoin** and other forms of **digital cash**, **enabling payments** worldwide.



## Step 1: Buy Prepaid Card



# Step 2: Redeem online

The screenshot shows the gogo.com website interface. At the top left is the gogo.com logo. Below it is a navigation menu with 'LOGIN' and 'REDEEM CARD' options. The main content area is titled 'Redeem Card' with a card icon. Below the title is the instruction: 'Type in the code under the scratch off to redeem card.' There is a text input field containing the placeholder code '0000-0000-0000-0000-0000'. Below the input field is a 'View Card' button. At the bottom of the page, there is an image of a physical card. The card has the text 'NO VALUE UNTIL ACTIVATED AT REGISTER' at the top. Below that are two instructions: '1: Visit <http://gogocoin.com/redeem/>' and '2: Scratch label off of card & enter code'. A scratch-off area is shown with the code '0000 0000 0000 0000 0000' visible underneath. The card also features the 'Treat like cash' slogan and the gogo.com logo.

gogo.com

LOGIN

REDEEM CARD

## Redeem Card

Type in the code under the scratch off to redeem card.

View Card

NO VALUE UNTIL ACTIVATED AT REGISTER

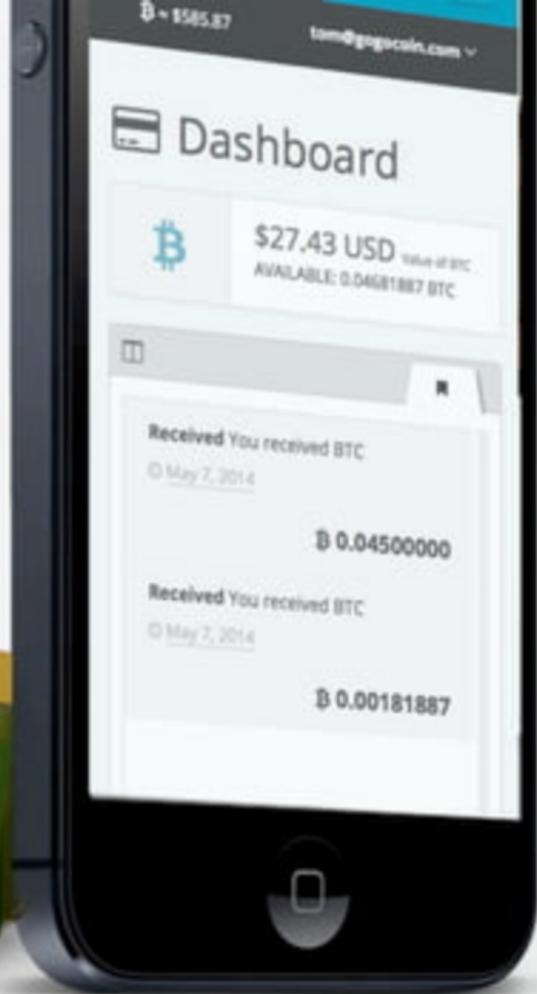
- 1: Visit <http://gogocoin.com/redeem/>
- 2: Scratch label off of card & enter code

0000 0000 0000 0000 0000

Treat like cash

gogo.com

**Instant  
access  
to bitcoins**



Spend at these places and more:

**TigerDirect.com**

*theHumble  
Bundle*



reddit



Overstock.com<sup>®</sup>

**dish**  
NETWORK



WORDPRESS



namecheap

**gyft**



 **adafruit**



**FARGO**  
3D PRINTING

# Four Retailers in **San Francisco** and **Los Angeles** this June

7% fee on redemption, Smartphone / iPad POS



Whitelabel Bitcoin Cards for Blockchain.info



[redeem.bitcoin.com](https://redeem.bitcoin.com)

## REDEEM CARD

Scratch off the back of the card and type in the following:

PIN and email:

0000	0000	0000	0000	0000
------	------	------	------	------

Your email address:

Copyright © 2013 Blockchain.info. All rights reserved.

1. Scratch off the email PIN 2. Go to [redeem.bitcoin.com](https://redeem.bitcoin.com) to redeem

**1584 0123 7084 2126 4616**

Powered by **gogo**

Blockchain.info is a registered trademark of Blockchain.info. All rights reserved. Blockchain.info is not affiliated with any government or financial institution. Blockchain.info is not responsible for any loss of funds or other damages resulting from the use of Blockchain.info. Blockchain.info is not a bank and does not provide any financial services. Blockchain.info is not a financial institution and does not provide any financial services. Blockchain.info is not a bank and does not provide any financial services. Blockchain.info is not a financial institution and does not provide any financial services.



We're engaged in **bitcoin** and **advancing access** to digital cash



Our vision is to  
put the power of  
**digital cash**  
into the hands  
of everyone,  
everywhere.

**gogo**  
COIN

[gogocoin.com](http://gogocoin.com)

