

ChapSmart Crowdfunding Impact Report

Executive Summary

This report outlines the expected impact of raising 5,700,000 sats for ChapSmart's expansion. By enhancing our platform, we aim to reach 10,000 users in Tanzania, reduce remittance fees by 90% versus traditional services, and promote Bitcoin adoption in East Africa.

Key Impacts by Category

- **Increased Liquidity:** Faster trades for 5,000+ remittances, reducing average fees from 5% to 0.5%, saving users approximately \$50,000 annually.
- **Paybill Services:** 2,000 users paying bills with Bitcoin, saving time and costs for utilities and education fees.
- **On-Chain Payments:** Secure large transfers for businesses, enabling \$100,000 in on-chain volume over four months.
- **Buy Bitcoin Feature:** Onboard 3,000 new users to Bitcoin with easy purchases via local money, boosting financial inclusion.
- **Website Improvements and App Creation:** Mobile app targeting 4,000 downloads, improving UX and achieving 70% user retention.
- **Mobile Network and Bank Integrations:** Integration with TigoPesa, Airtel Money, and banks, covering 80% of Tanzanian users and enabling \$20,000 in transactions.
- **Tourist Bitcoin Payments:** Partnerships with 20 tour operators, allowing 1,000 tourists to pay with Bitcoin.

Overall Impact

- **Economic:** Save users approximately \$50,000 in fees annually.
- **Social:** Empower over 10,000 people with financial tools and Bitcoin education via the app.
- **Environmental:** Reduce paper-based remittances and support a digital Bitcoin economy.
- **Measurement:** Analytics tracking with monthly reports on users, transaction volume, and savings.

Thank you for supporting ChapSmart – let's build Africa's Bitcoin future!

ChapSmart Team

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