



Women's Coin™

Purchasing power for women



Every coin transaction will make a difference to someone somewhere in the world

VISION

Well over a decade ago, I had an audience with HRH Sheikha Fatima bint-Mubarak (Presidents No 1 wife) at her Palace in Abu Dhabi. I and the other women present were each presented with a gold coin. We were a sisterhood of women from all ethnic backgrounds, faiths, and social standing. But together we were united in our purpose to make a difference to the lives and wellbeing of other women and their families.

I looked at the golden coin glinting in the palace lights and wondered “what if there was a golden coin for women? Collectively we could make the impossible happen”

After the audience, Sheikha Fatima gave a media call for Muslim women to join the nursing profession and that was the start of the journey of empowerment for women in the UAE. Sheika Fatima bint-Mubarak has now been awarded “Mother of the Nation” in recognition of her contribution to women’s empowerment. Sheikh Nahyan bin Mubarak said “Women are our main priority in building the nation”

And for me, in the intervening years, I have continued to promote diversity and equality and now ... at last ... the dream of a Women’s coin to support women’ empowerment and education has become a reality.

Welcome to the Women’s Coin Crypto Currency and Education Foundation.

Professor Lady Christine Bamford
President of Women’s Coin Foundation



WOMEN'S BUYING POWER

Women's Coin is not a pink and fluffy idea – it is a business savvy offering. Women have on average 70% decision-making control of household spending. In 2013, globally it was \$29 trillion (23 trillion pounds sterling) projected to rise to 40 trillion dollars (32 trillion pounds sterling) by 2018.

GLOBALLY WOMEN IN 2013 CONTROLLED

64%
household spending

\$29/£23 trillion
consumer spending

Predicted spend
increase by 2018 to
\$40/£31 trillion

Women's Coin crypto-currency is based on Values that are intrinsically but not exclusively female:

PEOPLE Family and friends

PLANET Sustainability and responsibly sourced

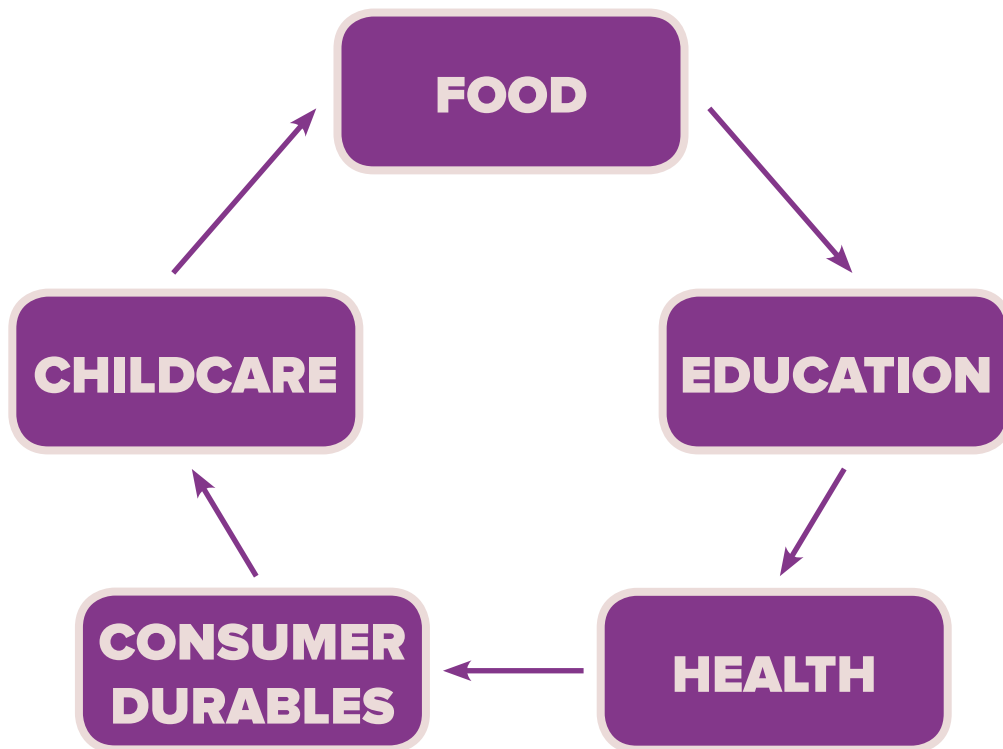
PLACE Environment and Community

The currency of value will shape a world where future generations are proud of the legacy left by their parents

So can men also buy women's coin currency?

Yes of course. Together we can make the impossible happen. We can have a currency that is of value that seeks to re-invest in coin subscribers providing a virtuous circle of investment and re-investment; improving the lives of women and their families and creating economic vitality within the communities in which they live.

Women purchase differently to men. More specifically, women are more likely to purchase goods and services that will benefit families.



*Ref: Goldman Sachs report
"Credit where Credit's due"
G.20 Countries*



49.6% of the world population are women

Approximately 70% of women work

Women power over 70% of household spend



By 2018 working women income will increase by \$6 trillion globally

Women in work is set to increase



Unleashing women's potential predicted at £23 billion in UK and

G20 countries 12% boost in income

WOMEN FINANCIAL POWER IS BIG BUSINESS – WOMEN'S COIN WILL HARNESS THAT FISCAL BUYING POWER TO MAKE A DIFFERENCE TO SOCIETY, ECONOMY AND ENVIRONMENT



WOMEN'S COIN CURRENCY

Blockchain technology enabled Bitcoin to be a viable alternative currency - Bitcoin is still an upward trend.

Opening a rapid growth of fintech companies offering crypto-currencies through blockchain and ethereum technology.



WOMEN'S COIN CREATES A VIRTUAL MARKET PLACE FOR WOMEN

WOMEN'S COIN creates a new and vibrant platform for a virtual market place for women.

Women can offer goods, services, advice, investment, mentoring and friendship to other women anywhere in the world.

WOMEN'S COIN SUPPORTS UN WOMEN'S EMPOWERMENT PRINCIPLES

UN Women Empowerment principles support women to participate fully in economic life across all sectors to build stronger economies, sustainability and improve the quality of life for women, men, families, and communities. UN Women is the global champion for gender equality seeking to create an environment in which every woman and girl can exercise her human rights and live up to her full potential. The UN has already intimated that a women's coin may have merit in enabling the delivery of the UN Women's key priorities.

Women's Coin intent is to support the UN agenda of empowerment, education, and entrepreneurship of women to enhance the economic vitality of communities.

WOMEN'S COIN EDUCATION FOUNDATION

WOMEN'S COIN Initial Coin Offering will donate £5 million to establish the Women's Coin Foundation. The Foundation will provide:

- Investment and education support for women in business
- Business angels to support women in business
- Global Blockchain Business school providing access to education and training for girls and women anywhere in the world

WOMEN'S COIN FINANCE FOR FEMALE SMALL MEDIUM ENTERPRISES

The World Bank estimate 2 billion people are not in the financial system or don't have access to bank accounts. The International Finance Corporation highlight globally there are 40 million formal SME's – versus 340m informal. 12 million are women-owned formal small businesses (pay tax) – 70% of women SME's are unserved or underserved by financial services. Women's Coin will support women access lines of credit through blockchain technology, which will issue personalized digital verified passports supported by smart contracts for investors.

WOMEN'S COIN FORCING THE PACE

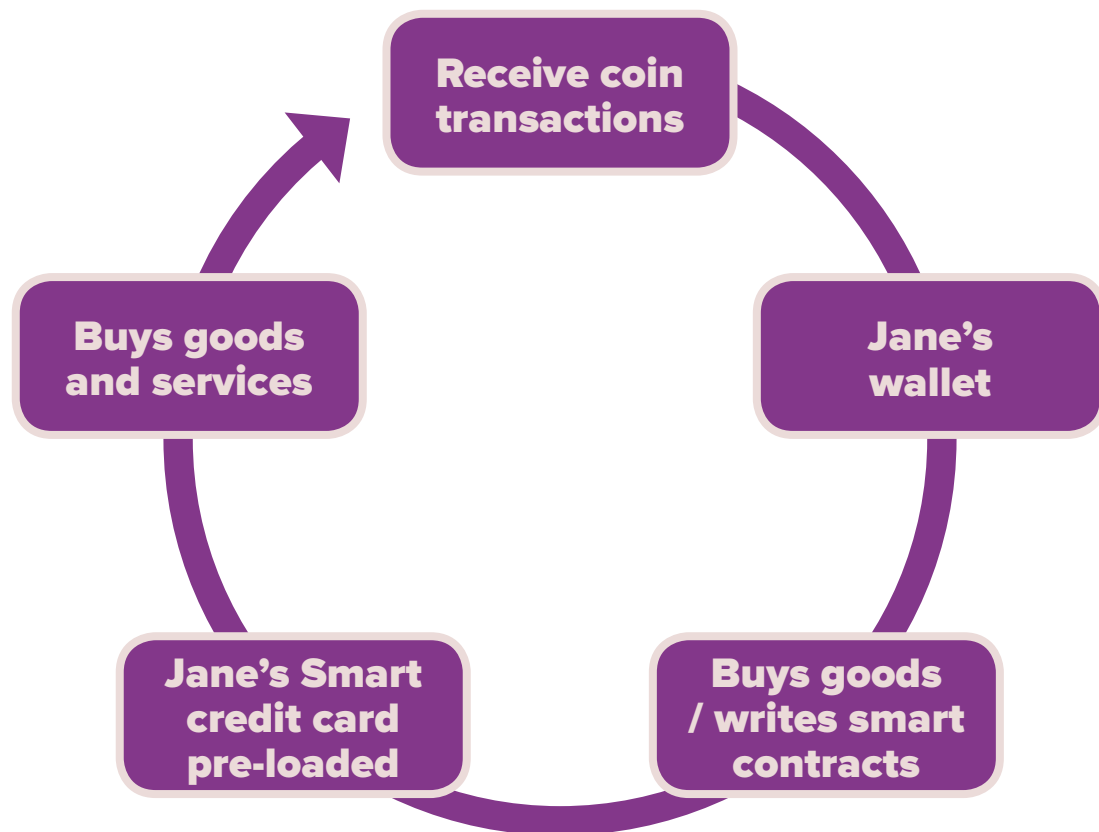
The impact and scale of women's purchasing power can force the pace of change. Women's Coin Foundation will add weight to individual and collective purchasing decisions by engaging directly with manufacturers, suppliers, and services to support the acceptance of Women's Coin as a viable form of currency. Women's Coin ethical business logo will be awarded to corporations, businesses, manufacturers, and suppliers who achieve charter mark standards for ethically sourced products.

YES - YOU CAN BE ETHICAL AND BUSINESS SAVVY

WOMEN'S COIN will be competitive in the market place. Using blockchain technology and Ethereum payment wallets, Women's Coin offers a viable alternative currency option that ensures swift, safe, cheap, transparent, traceable, and virtually unhackable financial transactions, Smart money – smart contracts.

HOW DOES IT WORK?

Jane has a personalized Women's Coin (Ethereum) Smart Wallet which holds her digital currency and records transactions. No transaction can be actioned without Jane's signature. Instead of her normal signature – the signature is a dedicated code. Each transaction has a dedicated signature code which cannot be copied or used in the future, ensuring safe and secure transactions. The smart wallet will also enable Jane to write or deploy smart contracts (eg contract for services). Jane can also pre-load a women's coin credit card which can be used as well as digital transaction



Women's Coin using Ethereum wallets and smart contracts is a new generation of value based crypto-currencies. Initial Coin Offering will launch with early bird discounts in March 2018

Women's Coin aims to be the market leader in value crypto-currencies by 2020

Visit WomensCoin.com to register interest