
Crypto in Context
An Electric Coin Co.
initiative connecting industry
leaders with underserved and
burgeoning communities



We need each other.

Crypto in Context brings together crypto industry leaders and people in underserved communities — for dialog and discovery, networking and collaborative workshops focused on cryptocurrencies and financial literacy.

These programs provide the scaffolding for hands-on experience and personal connection, because we know that product-market fit requires communion between those building the tools and the people that need them.



Through educational workshops and engagement, the program seeks to empower bilateral awareness and understanding — context — so the technologies we strive to create are fitting for today's globally connected world and adaptable to meet the evolving needs of people and societies.

The program took root in 2019 with successful pilots in the South Bronx, among Syrian refugees in Turkey, and in Nigeria. Crypto industry leaders from Gemini, Flexa, Messari and others participated in these programs.

More information and photographs of our pilot in the South Bronx is available at underestimated.electriccoin.co. It was also profiled in Coindesk and the New Yorker.

We can use cryptocurrencies to send and receive money freely. And most importantly, this technology can empower those of us in poor or war-torn countries to catch up with the world.

— MOE GHASHIM, COMMUNITY LEADER

HOW THE PROGRAM WORKS

1. A leader speaks up

The program depends on local leaders who are willing to host crypto workshops in underserved or underexposed communities. These educational sessions are often best for 10 to 30 students who are interested in and can benefit from cryptocurrencies or other blockchain tech. The workshops are intended to be intimate, to allow for meaningful engagement between workshop facilitators and participants.

2. Curriculum established

Electric Coin Co. (ECC) works with the community leader on contextually appropriate and relevant curriculum in support of a series of workshops scheduled over 1 to 2 days. These workshops may be delivered in person or online. A curriculum might include the basics of how cryptocurrencies and wallets work, local regulation and privacy implications, adoption scenarios, and hands-on experience using a cryptocurrency to buy goods or services.

3. Agenda and partners

Once a curriculum is drafted, ECC will work with the leader to identify speakers from a group of volunteer partners with relevant expertise. For example, Gemini has partnered with Crypto in Context to deliver content on how exchanges work, and Messari has presented in these workshops about how to use and understand data.

4. Sponsorships and logistics

ECC will help coordinate and fund logistics, such as the location, food, presentations and SWAG. The leader will be responsible for leading the sessions with our support, and providing language translation if appropriate.



OUTCOMES

Workshop participants receive education and access.

Through our initial pilots, students have engaged in discussions specific to how cryptocurrencies are or may become relevant in their communities. They have been able to open a dialog with industry leaders about contextual challenges and explore local product market fit. A number of program participants have deepened their engagement through internships and mentorships with crypto companies.

Community leaders become part of a unique fellowship of global leaders who are bridging the gap between the crypto industry and their local communities.

ECC continues to work with our cryptocurrency instructors, helping establish connections for them and their communities, elevating their voices through our channels, and delivering tools they need to further engage their local community. They may be invited to speak at events, participate in research, or occasionally meet with others in the program to collaborate.

Crypto industry leaders gain unique access, insight and exposure to communities they may not otherwise reach on their own.

They will be challenged with perspectives and ideas that otherwise might be difficult to attain. In many cases, this is the opportunity to connect their mission to the people that can benefit most. To date, we have worked with leaders from [Gemini](#), [Messari](#), [Flexa](#), [Never Stop Marketing](#), [Casa](#), [Reciprocity Trading](#), [Placeholder](#), [Coinshares](#) and others.

HOW YOU CAN GET INVOLVED

We are looking for Crypto in Context community leaders that are ready to help build connections. If that's you, please fill out [this form](#) and let us know more about your story, your community and why you believe this program would be beneficial. If missions align and the Crypto in Context program can reasonably support your idea, we will reach back out to schedule an interview.

We are also looking for crypto-industry leaders who are interested in heading up workshops, either in-person or remotely. This will usually be a 30 to 60 minute overview about your expertise or product. Industry leaders may choose to opt-in or opt-out for a given community or workshop based on other commitments, geographic areas of interest or other reasons. Optionally, some industry leaders have also provided financial support to cover expenses, such as food, providing crypto for participants to play with, or swag such as t-shirts and stickers. In a few cases, companies have offered internships to participants. If you are interested, please fill out [this form](#) with your name and company information, and we will be in touch.



Electric Coin Company launched and supports the development of Zcash — a privacy-protecting, digital currency built on strong science. Since its launch in 2016, Zcash has quickly grown to be one of the most valued and admired cryptocurrencies in the world.

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