

Electric Coin Co.

Empower people with
economic freedom.



Economic freedom requires that people have equal access to economic systems and the ability to participate in economic activity.

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In Venezuela, over and over, corrupt regimes have instituted currency and foreign exchange controls meant to prop up the economy. Instead, these maneuvers and a series of events sparked cycle after cycle of hyperinflation, to the point where the Bolívar is essentially worthless. Regulations and government crackdowns have made it incredibly difficult for people to protect their money by exchanging Bolívars for US dollars or another foreign currency. Through no fault of their own, Venezuelans are now living in a ruined economy; “livelihoods are shattered, and starvation and violence are rampant.” • In 2016, Indian Prime Minister Narendra Modi withdrew the 500 and 1,000 rupee banknotes from the financial system — rendering them completely worthless unless traded in for new rupees — in an effort to crackdown on corruption and “black money.” These two scrapped denominations accounted for more than 85 percent of the value of cash in circulation, and in a highly cash-dependent culture, this move caused a run on the banks with interminable lines. Many were left unable to withdraw their money and were left to survive with no medium of exchange — for food, shelter, transportation or anything else. • China has begun testing a new Beijing-

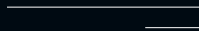
controlled digital currency that would replace the Yuan and allow government tracking of every purchaser and every purchase. The country has been known to use behavioral data to flex “social control” over its citizenry, blocking people from public services, education, travel and other daily life activities. Surveillance of financial transactions would only increase its ability for censorship and discrimination. • In the United States, generations of Americans were excluded from federal housing loans and property ownership through a practice known as redlining. In the 1930s, the Home Owners Loan Corporation (HOLC) issued loans based on color-coded neighborhood maps. The HOLC ranked a neighborhood’s creditworthiness based on characteristics such as the racial composition of the neighborhood. This practice has led to persistent wealth disparities and institutional inequality. The effects of these policies are still being felt today. Research shows that Blacks and Latinos are denied mortgage loans at much higher rates than white applicants. • Banking deserts exclude people from participating in economic activity. For example, the Bronx, NY-15 is one of the poorest congressional districts in the United States, and also one of the



Today, billions of people in the world do not have access to a fair and open currency or supporting financial services.

Many have no choice but to rely on poorly managed, government-controlled fiat currencies and exploitive financial services — if those services are even available.

- We can do better.



Why we are here:

Empower people with economic freedom.

How we do it:

Build and support technology to provide people with access to a fair and open currency.

What we do:

R&D, engineering, regulatory relations, adoption and demand generation in support of Zcash.

ALL PEOPLE SHOULD HAVE:



the access and option to participate
in economic activity



without censorship or surveillance



using technology that evolves as the
world evolves



We built Zcash to provide equality and opportunity.

Zcash is a fair and open currency, well-suited for the evolving needs of digitally connected people and communities all over the world. It gives everyone the ability to participate in economic activity and provides freedom from surveillance and censorship.

Fair, open and safe for today's users:

Open: Zcash is equitable. It can be used freely by everyone and can be used in the same manner by everyone.

Available: All people can easily and inexpensively obtain and use the currency and technology.

Permissionless: Anyone can choose to use it. It requires no third party intermediary. No-one can be excluded from the use of the technology to exchange value with another person.

Privacy Protecting: Users can choose to keep personal, counterparty and transaction details private, or disclose them.

Predictable: The crypto economics are built-in. The monetary supply cannot be manipulated or altered by anyone. The supply can be audited.

Resilient: Both the currency and technology are resilient against attacks.

Evolving with the needs of growing and changing communities:

Adaptable: The technology is adaptable to meet the varied use cases of today, as well as the unforeseen use cases of tomorrow.

Extensible: People can build on top of the technology so that it can be used in other applications to meet the needs of specific communities and use cases.

Interoperable: It can be used and exchanged across different types of technologies including non crypto-currency-based projects.

Self Funding: The technology encourages its ongoing modernization by providing mechanisms to fund ongoing development and support.

Self Governing: The governance is inclusive and capture-resistant.





ECC strategy

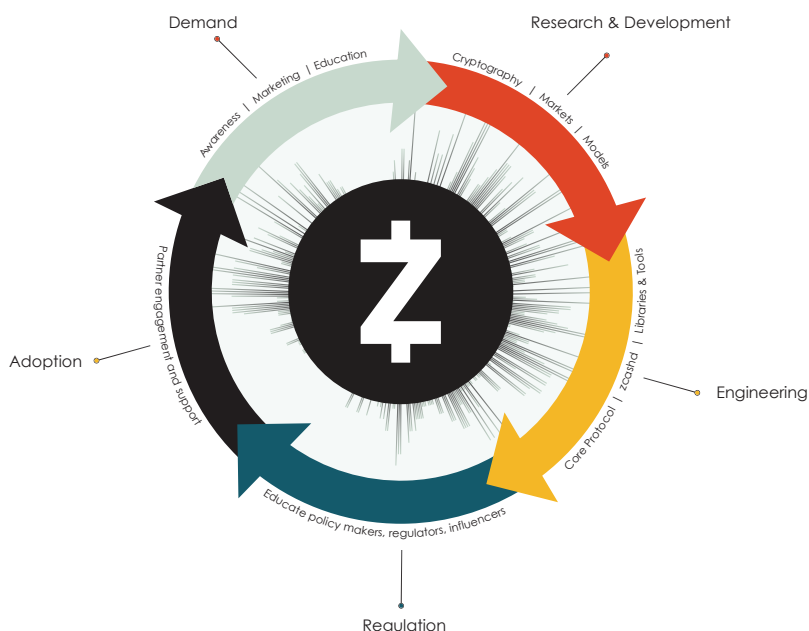
We love fireworks. They're fun and exciting.
But the average fireworks show is 15-20 minutes.
We're not in it for the fireworks. Fireworks won't
deliver economic freedom.

Instead, we've built a flywheel because no single action or project is enough to move the Zcash needle. It takes sustained momentum across a number of vectors. Each effort flows into another. All are necessary for building momentum over time.

For example, our groundbreaking research and development fuels engineering. Sapling was possible due to cryptographic breakthroughs announced in 2017. Our foundational

engineering work on Zcash led to conversations with regulators in compliance, which in turn led to adoption by Gemini, Bitgo, Coinbase and others.

Zcash has become known for world-class cryptography, engineering and professionalism, with consistent delivery across regulatory engagement, responsible disclosure and trademark protection.



Research and Development

Cryptography, markets and models

Since 2016, ECC has been at the forefront of groundbreaking research and development — with implications beyond the cryptocurrency world.

Zcash was the first project to successfully implement zero-knowledge proofs (zkps), a monumental milestone in the world of privacy and security.

And in 2019, ECC cryptographers announced Halo, a discovery that improves on zkps to compress any amount of data into a short proof that can be checked quickly. Not only does Halo avert the need for a trusted setup, it also promises dramatic performance and scalability improvements. Halo has been recognized as a breakthrough, not just for cryptocurrencies but for the entire field of applied cryptography.

An additional ECC proposal for scaling calls for sharding, a technique that partitions a database into sections, or “shards” to improve the throughput limit and scale to high transaction volumes.

Engineering

Core protocol, reference libraries and tools

ECC has established a reputation for shipping quality, production-ready code at regular intervals and has averaged more than one protocol network upgrade each year.

In 2020, our engineering team released the source code for prototype wallet applications built on our SDKs. These are reference implementations for fully-functional, shielded-only, Android- and iOS-native applications. Shielded addresses have been difficult for wallet makers to incorporate in the past, because they are transactionally heavy; so the ECC Wallet code release is significant in our efforts to increase shielded address adoption, improve user experience and empower economic freedom.

Regulation

Education and insight for policy makers, regulators and influencers

ECC believes that well-informed and -educated policy makers produce better guidance and regulation. To that end, we engage with regulators and policy-making bodies through consistent outreach and collaboration, feedback on proposed legislation and regulation, and educational activities designed to improve understanding of blockchain technology, cryptocurrencies in general, and Zcash specifically. We also support and contribute to the efforts of organizations like Coin Center, the Blockchain Alliance, the Blockchain Association and Global Digital Finance.

Earlier this year, we commissioned the RAND Corporation to conduct research on how cryptocurrencies are used within dark markets and for criminal activities, such as money-laundering. The research showed that, though Zcash is widely supported and consistently ranks in the top 10 coins for transactions and payments, there is little to no evidence people are using it for illicit activity.

Recent regulatory wins include Coinbase approval by the New York Department of Financial Services, in addition to past approval for Gemini and Bitgo.

Adoption

Partner engagement and support

Zcash has become one of the most widely adopted digital currencies, supported by high-quality financial institutions and crypto companies around the world.

Zcash is available on top global exchanges and is supported by seven of the Bitwise Real 10, which measures cryptocurrency exchanges by real (vs. faked) transaction volume. Constituent exchanges include: Binance, Bitfinex, Bittrex, Coinbase, Gemini, Kraken and Poloniex. Zcash is consistently ranked by Coinmetrics at or near the top 10 for 24-hour transaction volume, a measurement of on-chain economic activity.



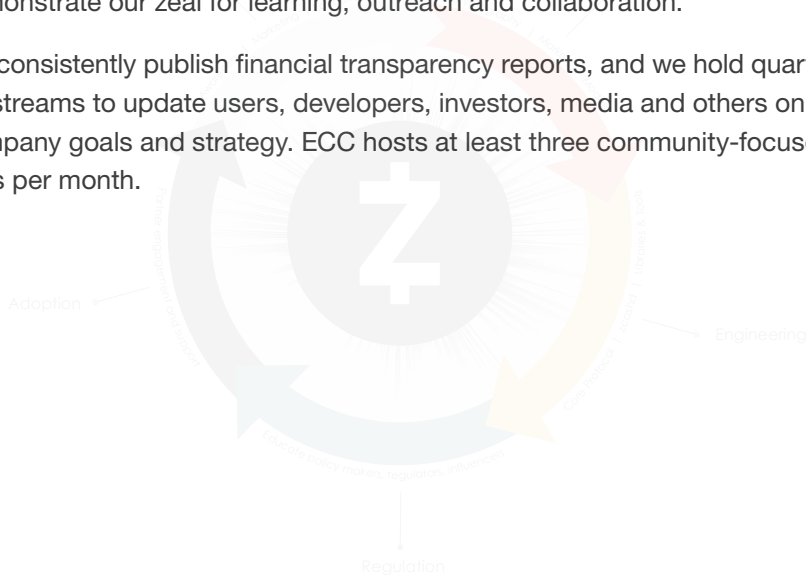
Zcash is supported at top cryptocurrency payment providers, including Flexa and Gemini Pay. Today, Zcash can be used at more than 39,000 major retail locations, coffee shops, movie theaters and more.

Demand

Building and nurturing community

ECC continues its commitment to openness and transparency, education and community development, because we believe these are essential to drive demand. Our work with programs like Crypto in Context (see page 14), the Zcash Developer Alliance (page 15) and many other programs demonstrate our zeal for learning, outreach and collaboration.

We consistently publish financial transparency reports, and we hold quarterly livestreams to update users, developers, investors, media and others on company goals and strategy. ECC hosts at least three community-focused calls per month.



Empowering economic freedom
will require many people across a
diverse range of projects, industries
and countries.

ECC will support a fair and open digital currency through research and development, engineering and regulatory efforts, and we will enable others to build, experiment, and meet the needs of people across geographies and demographics.

We'll continue our adoption efforts with third-party services such as wallets and exchanges, and we've already begun to expand our support of developer engagement with regard to the core protocol and products and services others wish to develop alongside or on top of Zcash. Examples of those programs include the Zcash Developer Alliance (ZDA), the Gitcoin Hackathon, the Gardening Club, Arborist Club and Zeal community calls.



Similarly, **Zcash must be contextualized to use cases and people groups.**

We recently launched the Crypto in Context program to equip community leaders and connect industry teams. Communities have stepped forward in the South Bronx, among Syrian refugees (Moe) and in Africa (Bola-Ige) to bring Zcash into context. This allows us to bring strategic industry leaders alongside us to build a common mission and drive Zcash support as has occurred with notable partners such as Gemini, Flexa, Placeholder and Messari.



Program spotlight:

Crypto in Context

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.

Learn more at <https://underestimated.electriccoin.co/>



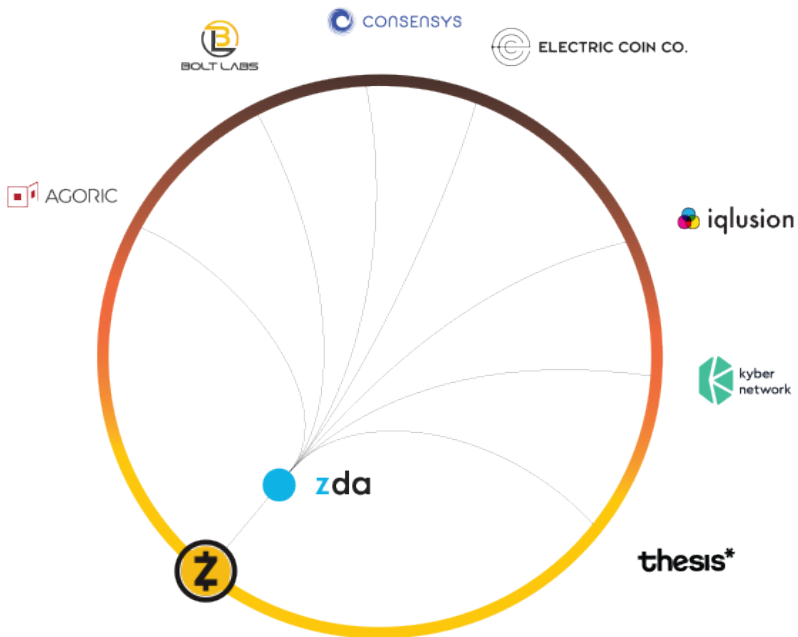
Program spotlight:

Zcash Developer Alliance

A community of innovators coming together to work on Zcash

The Zcash Developer Alliance was formed for one purpose: to grow the Zcash ecosystem in support of economic freedom for everyone. Its first deliverable will be Zcash interoperability across select cryptocurrency projects.

Learn more at <https://electriccoin.co/zcash-developer-alliance/>



ECC builds financial tools that protect economic freedom and ensure people have access to a fair and open currency. Requisite to this mission is providing for freedom from surveillance and censorship.

If you share this purpose and would like to work together, please reach out to info@electriccoin.co.





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