

Miami Proposal



Prepared for: Crown
Prepared by: Team Miami
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CROWN MIAMI & LATIN AMERICA

Crown Miami integration

Proposal hash: fb8889b6138c2a70b7dcc8f478583aef4360795c6a4d317bf58b07a376cc729f

to vote no: mnbudget vote-many fb8889b6138c2a70b7dcc8f478583aef4360795c6a4d317bf58b07a376cc729f no

to vote yes: mnbudget vote-many fb8889b6138c2a70b7dcc8f478583aef4360795c6a4d317bf58b07a376cc729f yes

Project Name: Crown_Miami

Author: Crown Miami Team

Proposer's Email Address: jruiz@crown.tech

Proposers Name: Jerry Ruiz

Funds requested: 24000 CRW



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Overall Project Vision

The objective is to capitalize on [Miami's position as the hub to LATAM](#) and its recent push towards becoming a financial and technology center.

The Miami team will act as an extension of Crown's reach into the local and LATAM market in order to educate [local business owners](#), [financial professionals](#), and [local communities](#) on the innovative ideas and products that Crown is developing to revolutionize the emerging crypto-space.



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Team

Jerry Ruiz – Rain Maker and Relationship Maven

Hedge fund marketing manager with 17 years as business developer, and relationship specialist in the financial sector.

<https://www.linkedin.com/in/jerry-ruiz-b57aa8a1>

Andres Jeanton – Marketing Magician and Closer

Serial entrepreneur and negotiations specialist in international logistics, government bid proposals and business services to LATAM and greater Caribbean area.

Hans Schleifer (Mikey) – Crypto Insomniac and Road Warrior

Over 8 years of management consulting and scaling operations in developing economies and bringing technology to the third world.

<https://www.linkedin.com/in/hpschleifer>



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FLORIDA IS THE GATEWAY TO LATIN AMERICA



Team

Jerry Ruiz - jruiz@crown.tech

Andres Jeanton - ajeanton@crown.tech

Mike Schleifer - mikey@crown.tech





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Key Objectives

- Bring the Crown logo into public consciousness
- Raise community awareness about CROWN as Digital Commodity Application Platform.
- Generate network to fuse financial, social and technological tribes in Miami and LATAM around the Crown nucleus.
- Social media presence and guerrilla marketing initiatives.
- Communicating, educating and informing on the developments of the Crown Digital Commodity Application Platform.
- Presence at major networking and entertainment events
- Open discussions with governments and decision makers about potential use cases for CROWN technology



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Phase 1 – Fortify MIAMI

Graph Phase I

- Months 1-2: Miami
- Months 3-4: Mexico, Panama (Miami continued)

Phase 2 - Expand

Graph Phase II

Months 5-6: Colombia and Ecuador (Miami continued) Months 7-8: Brasil, Argentina and Chile (Miami continued)

MIAMI

Create local awareness: Focus Miami as a hub





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Phase I – Definition of Success



- 1) Connect to Major hubs and networks in Miami:
 - a) Miami Chamber of Commerce
 - b) Greater Miami Chamber of commerce
 - c) Latin American chamber of commerce of the USA
 - d) Micro VC Club of south Florida
 - e) Wyncode Academy
 - f) North American Bitcoin Conference



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Phase I – Definition of Success



2) Host events and Connect to Incubators / Accelerators in Miami:

- a) FIBA – Florida Business Incubation Association
- b) Florida Small Business Development Center Network
- c) Beacon Council
- d) Scott Ellington Technology Business Incubator
- e) Founder Institute
- f) Hialeah Technology Center
- g) Innovation Hub at Broward College
- h) The LaunchPad (University of Miami)
- i) Miami Entrepreneurship Center (MEC 261)
- j) StartupUP FIU
- k) Startup Miami
- l) TED Center Business Incubator
- m) Venture Hive
- n) VentureWave

Co-Working Spaces

- a) [The LAB Miami](#)
- b) [Pipeline Brickell](#)
- c) [MiamiShared](#)
- d) [MEC261](#)
- e) [Miami Innovation Center](#)
- f) [Büro](#)
- g) [Right Space 2 Meet](#)
- h) [HUBB Coworking](#)



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Phase I – Definition of Success



- 1) Host events
 - a) Waffle Wednesdays – tech meet up in Midtown hosted by Crown. Weekly get-together of VC, entrepreneurs, creators and enthusiasts
 - b) Block chain information / awareness campaign University of Miami

- 2) Social Media
 - a) Increase Community engagement : Twitter, Instagram, Linked in



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Phase I – Definition of Success



- 1) Meetings with government officials
 - a) Ecuador, Haiti, Venezuela
 - b) Discuss potential use cases for Crown based applications

- 2) Coins Bank
 - a) Meeting with exchanges to list Crown



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Next Steps

The Miami Team is requesting funding of 8,000 Crown on a monthly basis in order to implement the above mentioned objectives over the next 3 month time horizon. Based on successful deliverables project “Crown MIAMI/LATAM” will extend for additional 3 months.