



**The easiest way to build helping others into digital products.**

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Draft version 1.1.

*This paper is a work in progress, and is open for review and revision.*

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## Introduction to Existing Concepts

Centralized access to capital is foundational about the notion that we live in a world in which money is a scarce resource. This philosophy leads to fear, distrust, and a lack of generosity, as the energy and intention that goes into this system are about self-protection at the expense of the other.

Zero-sum thinking is increasingly obsolete, as technology affords us the ability to create tools that will generate value for all members of an ecosystem, at the expense of none. We believe that this is the way of the future, and that Seeds is an example of one such technological tool.

Alexander Hamilton is largely credited with establishing a centralized financial system in the U.S. following the Revolutionary War<sup>1</sup>. This was a clever and necessary solution to multiple problems at that time, as the individual States were deeply in debt, and therefore in need of federal funds, and the nascent federal government had to find a way to imbue confidence in and instill loyalty toward the new union that had been forged. However, more than two centuries later, this is an outdated mode which lends itself to a type of control that hinges on an entirely false premise: **that money is a limited resource.**

But it isn't. Rather, money has simply been controlled, to date, by a small, heterogeneous group of people who have benefitted from perpetuating the notion, whether consciously or unconsciously, that this is so. As the philanthropist and philosopher Maria Tope famously said, "We live in a world of abundance, which most of us can't access."

This lack of access has been manufactured by the designers of the old system, and it's high time for another way. With the advent of blockchain technology, we at Seeds believe we have found a way to achieve this.

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Blockchain technology involves "a global network of computers" which "jointly manage the database that records... transactions." This is to say that a cryptocurrency like Bitcoin or Ethereum "is managed by its network, and not any one central authority. Decentralization means the network operates on a user-to-user (or peer-to-peer) basis."<sup>2</sup>

Because of the existence of distributed systems like the Ethereum network, quick, (relatively) affordable, transparent movement of capital, to anyone in the world with internet access, without the need for reliance on third parties to facilitate these transfers, is finally possible.

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<sup>1</sup> [https://en.wikipedia.org/wiki/First\\_Bank\\_of\\_the\\_United\\_States](https://en.wikipedia.org/wiki/First_Bank_of_the_United_States)

<sup>2</sup> <https://blockgeeks.com/guides/what-is-blockchain-technology/>

## What is Seeds?

**Seeds** is a Delaware C-Corporation established in 2013. We've raised over \$1 million in seed funding from investors including Bill Draper (Flurry, Kiva), Adam Draper of Boost VC (Coinbase, Filecoin), Shawn Byers (Andela, Change.org), Techstars, and others. As touched upon, we have been generating revenue since January of 2014. In addition to completing the Boost VC startup accelerator program in 2014 (with commensurate investment), Seeds went through Techstars Barclays NYC in 2015, and we competed in Techcrunch Disrupt Battlefield in December of 2016. We did not win.

Seeds was founded by Rachel Cook, a former futures/equities trader, and the director of a feature documentary exploring the impact of microloans on women around the world, which was part of her quest to uncover what shape the next economic system we're trending into might take. Our "most known" collaborator was the #2 engineer at Whatsapp. He would prefer that we not use his name here.

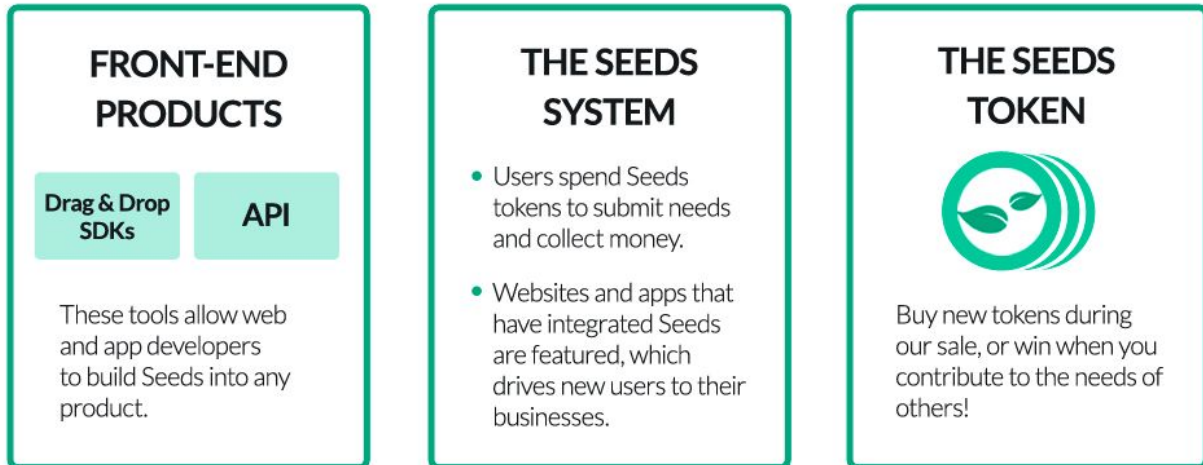
## Current Product Scope

**Seeds** consists of a distributed platform for submitting and fulfilling monetary needs, built on blockchain technology. Needs submitted to the Seeds system can be virtually anything. For example, requests for the money to buy a house, to pay for an education, to buy a dream trip, or to cover costs in an emergency can all be submitted to Seeds - and granted in kind - with no strings attached. So long as it's legal and ethical, we would love to help you meet your needs.

A need can be submitted to the Seeds system with the redemption of a single Seeds token. When a need is redeemed, our recommendation algorithm will display it to the members of the ecosystem who will be most excited to contribute to fulfilling it. The need is shown to those users through the interface of the websites and apps who have integrated one of the Seeds front-end products.

Seeds can work on any digital platform that enables purchasing. The earliest version of our core product went live and began generating revenue in early 2014, and updated versions have been continually in use ever since.

The full Seeds ecosystem consists of the following:



- **A suite of front-end products** which allow developers to integrate Seeds into any app or online product in 30 minutes or less, for free. These tools show the users of those apps a tailored opportunity to help others, while simultaneously making an in-app purchase. This increases the likelihood that a user will spend by up to 60%, boosting revenue for the app more effectively than any other known solution.
- **The Seeds system**, which is currently a web portal offering Seeds tokenholders the opportunity to redeem tokens to make Requests for Help, which are then shown to the end-users of the apps that have integrated the Seeds front-end products, and these users are invited to contribute. When a user contributes to fulfilling a need, s/he will be automatically entered into a lottery that awards a fixed number of tokens at random each month. Each contribution is a lottery entry. Lottery winners can then use the tokens to submit their own Requests for Help to the Seeds system.
- **Seeds tokens (SEEDS)**, which allow anyone in the world the opportunity to ask our system for anything at all (again, so long as it's legal) that s/he may need. One token is redeemed per Request for Help, no matter what the request may be, and regardless of its size.

## The Customer's Journey

The below is a verbal, chronological overview of the journey of a web or app developer using one of our front-end tools:

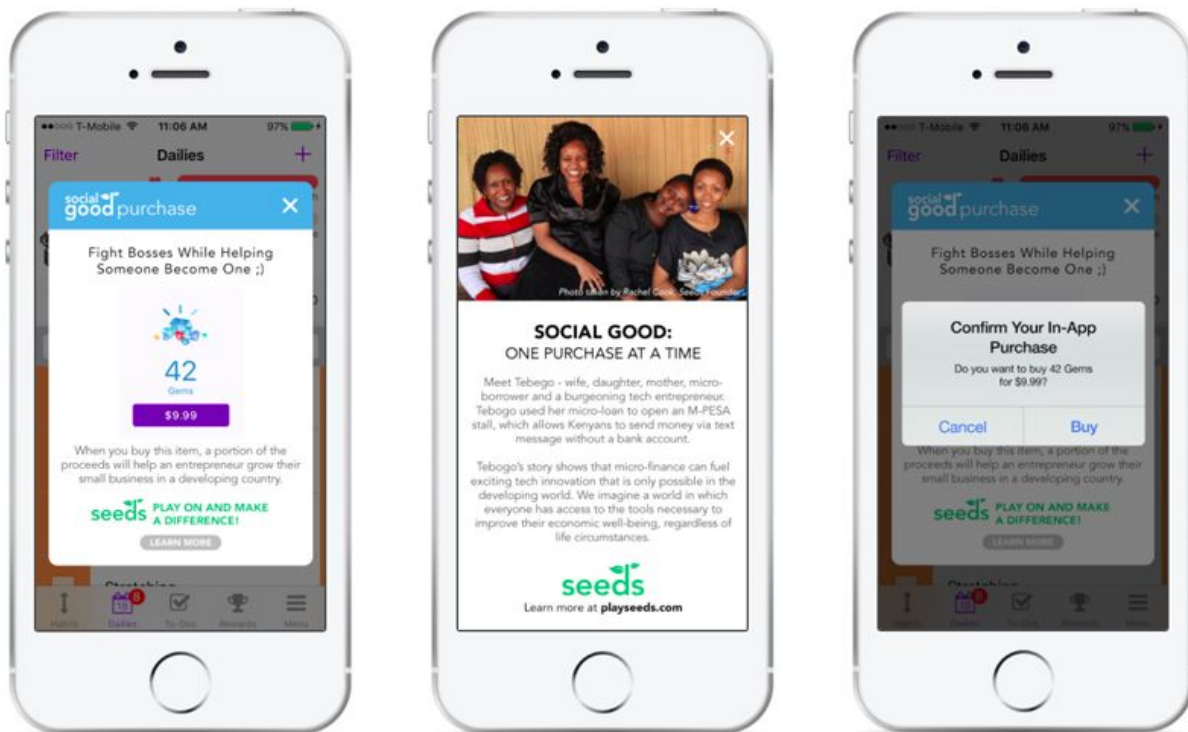
- 1) A app or web developer, or the owner of a digital business, visits us [here](#). We have a suite of SDK products - including an iOS, Android, and Unity version - as well as an API. The appropriate product is chosen, and can be integrated in as little as 30 minutes, depending on the skill level of the developer. All of the products are free.
- 2) Once a Seeds front-end product is set up, it shows the users of that app, or the visitors to that website, an opportunity to help others which is tethered to an in-app purchase. Both

the in-app item and the opportunity to help are tailored to the preferences of the end-user. Please see examples of the Seeds UX below.

- 3) The opportunity to help someone else while buying something they like makes the user nearly 60% more likely to spend. The data we've collected over the past 4 years has shown this to be true across user demographics and app types, even when the social good opportunity is not tailored to that specific user.
- 4) Seeds moves the capital sourced in the app to the person who requested help. It is given as a gift.

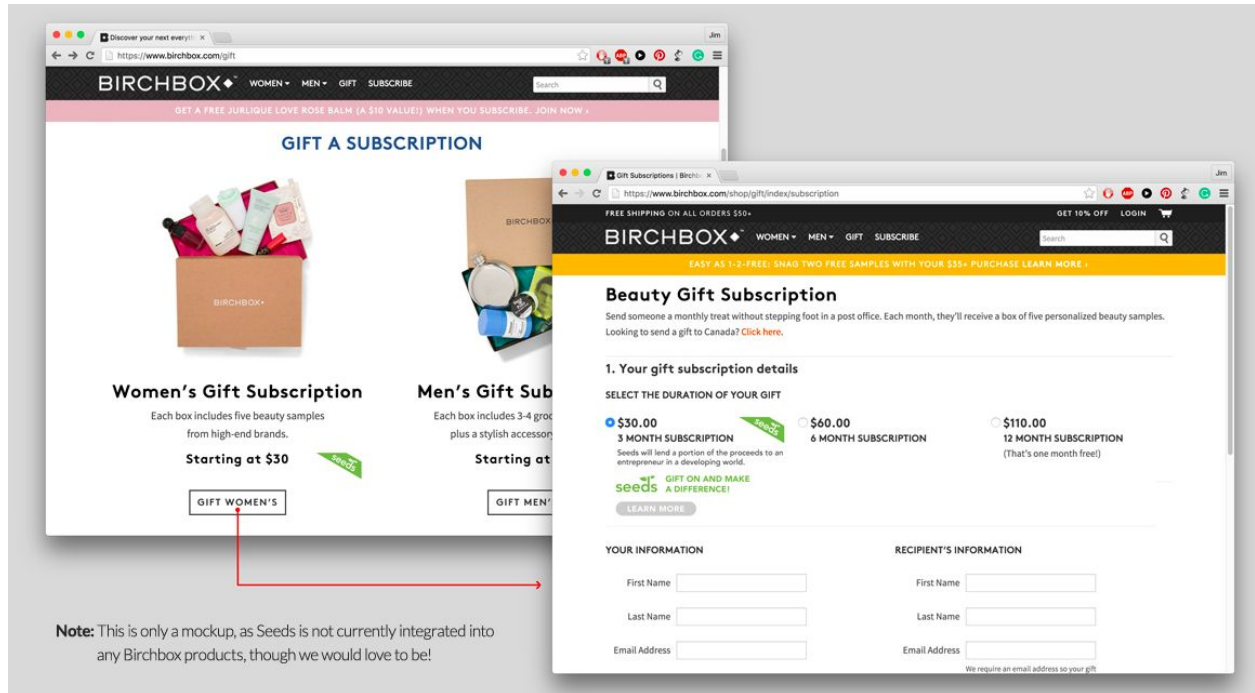
## Examples of the User Experience Through Seeds Front-End Products

Shown below is an example of the Seeds UX in a productivity app called *Habitica*, one of our current customers. Seeds pulls non-paying users into the purchase flow, inviting them to buy an in-app item while simultaneously helping someone in need.



The user can then make the purchase, receive the in-app item, and simultaneously help someone.

The below is a mockup of the Seeds UX on a retail website, for the sake of example:



In enabling end-users to help others while making a purchase in any digital product, we have found that products using Seeds have improved their revenues by up to 30%, for periods as long as 2 years, for free. We can also inform the Seeds community when Seeds is integrated in a new web or mobile app, thereby sending an app potentially tens of millions of new users.

In such a way, Seeds creates a new type of transaction that transcends the old zero-sum model, creating value for every member of the Seeds ecosystem: the end-user, the digital product owner who has integrated a Seeds front-end product, Seeds itself, and the recipient of the gift. Everyone wins.

## Future Product Development

Near-term product additions and improvements will include the following, though this list is not necessarily comprehensive:

- A more comprehensive suite of **front-end tools** tailored for platforms like Shopify, Etsy, and upcoming platforms that will enable non-developers to build apps without having to know how to code, a robust web-based product, mobile products for feature phones used by people in the developing world, etc.
- Mobile interfaces that allows users to redeem their tokens and make Requests for Help of the Seeds system, to expand beyond the [alpha version of our web portal](#).
- The **Seeds recommendation algorithm**. We currently invite users to voluntarily share data about themselves when redeeming a token via a Seeds interface, which will provide us the foundation to build a robust algorithm that will grow progressively smarter over time. This will allow us to ethically garner the information we need to optimize our ability to generate abundance for all involved.
- The **Seeds end-user community**. To date, we've reached about 15 million end-users through the course of the life of the business, but having the ability to engage and grow this community by virtue of the issuance of Seeds tokens **gives us the opportunity to engage the community to to encourage more apps to use Seeds more quickly**. As the community grows, we will also have an increasing ability to send larger numbers of users to new apps that have integrated Seeds, driving greater value for our app customers through this mechanism as well.





## Applications

- Not having to work a job you hate to support yourself before you're able to make a living doing what you love
- Working capital for your business
- Emergency funding when tragedy strikes
- Funding for a creative project like a play, film, handmade works, etc.
- Money for education
- Childcare needs
- Taking a dream vacation
- Transportation needs
- Medical expenses
- Funeral costs

## Miscellanea and Concerns

1. Because we're working on the honor system, it's possible that a user who adds a Need Request to the Seeds platform could be lying about what the money will go toward. Because the system is based on a 'Give First' foundation that is intended to generate goodwill, the hope is that the community will self-moderate, and that incidences in which this happens will be rare at worst.
2. The app or website that has integrated Seeds takes a transaction fee, as does the App Store and Seeds. We will have to clearly communicate this to all parties involved, so that no one feels surprised that this is not a non-profit model.

## Conclusion

Seeds has been conceived to help us move into a New World Order - one which transcends the perceived need for centralized capital control and institutionalized finance, as well as the scarcity mindset baked into a way of transacting that is purely self-interested. Because Seeds creates a Give First mentality by its very existence, we hope to create an energy of abundance in every member of our community, and thereby, in a dream scenario, to shift the global economic system at large.

