

## My Local Token powered by Traipse The Currency of the Shop Local Movement

A comprehensive platform for local transactions, merchant loyalty programs, community organizations, and events.

Although resilient local-scale economies are more important than ever in volatile times, **it's increasingly tough for independent merchants and historic business districts** to stay afloat. The local tourism and business development organizations that promote them have few effective or quantifiable tools.

**My Local Token (MLT) will replace disposable gift cards and antiquated loyalty programs with a blockchain-powered payments ecosystem**, sponsored by a local implementation partner and running on a digital platform administered by Traipse. The currency may be accepted by participating independent merchants at point-of-sale or as a charitable contribution to local organizations.

**Revenue** is generated by:

- 3-year implementation contracts with local tourism and business development partners
- individual merchant loyalty programs
- add-on gamified tour content development for existing Traipse app
- MLT "complementor" agreements with partner companies/ organizations who can use MLT as their own incentive structure.

**These are the clients we've already been working with – we know their motivations, we know their budgets, we know how to provide value** to them.

MLT will operate as a virtual currency staked to a blockchain-based utility token convertible to USD via a stablecoin, ensuring predictable exchange.

The **competitive landscape** includes:

- POS Payment Processors
- Shop Local Sponsors
- Digital Loyalty Programs
- Shop Local Directories
- Gift Card Providers

*MLT uniquely combines new payments technology with a social impact/small business focus, a multi-community ecosystem involving local partners, and complementors to ensure adoption.*

Soon we'll be iterating MLT designs with focus groups of users and merchants in a test market in partnership with the Staunton (Va.) Downtown Development Association and Virginia Main Streets (Va. Dept. of Housing and Community Development).

*We need your support to unlock the full potential of Main Street!*



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**We are raising up to \$950,000 in seed investment capital** to build the MLT app and build out our team. We offer:

- Preferred shares in a priced stock round with phased valuation cap
- A target annual dividend of 5%
- Put (cash-out) and call (buy-back) options at Board discretion
- Following on a \$202,500 pre-seed convertible debt round in 2017, currently with 100% founder ownership

**We project profitability in 2023 on \$1.1 million in revenue**, tapping a:

- \$90 million potential client market (from total annual local tourism/econ. development spending of ~\$14 billion)
- \$54 million local merchant loyalty program market
- \$150 million gift card/credit sales market

**Our team** features expertise in:

- urban planning
- economic development
- digital marketing
- geolocation gaming
- database systems
- app development

**Our advisers** include:

- global expert on digital platforms and ecosystems
- Wharton emeritus prof. of mgmt.
- community credit union exec.
- former Tech VP at Tinder

*From multiple angles, everyday transactions are being revolutionized by new technology. We're carving out a space for that progress to benefit small business rather than further tip the playing field against it.*

