


MINTCHIP

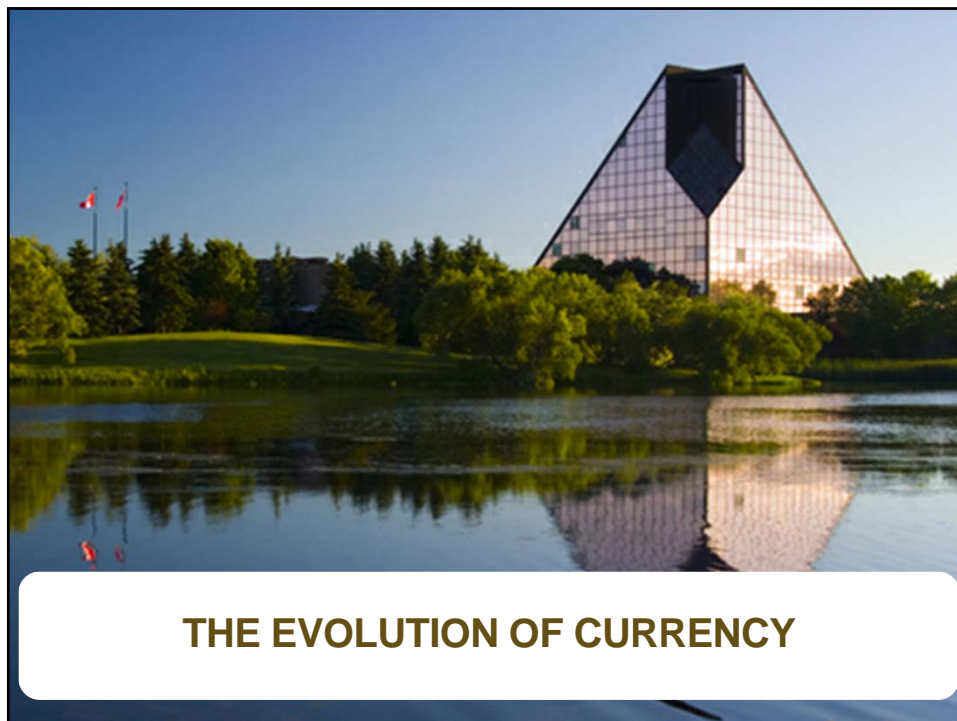

THE EVOLUTION OF CURRENCY



MINTCHIP

EVOLVING LANDSCAPE OF
PAYMENT SYSTEMS

OCTOBER 14, 2014



MINTCHIP



ideas
innovation
creative

Other words in the cloud include: implemented, organization, rather, result, concepts, business, process, idea, firm, need, concept, customers, Google, terms, implementing, clients, advertising, developing, often, combining, almost, engine, profitable, instance, generation, product, build, highly, problem, innovative, organizational, implementation, company, important, generation, corporate, implementation, people, new, may, never, also.

Our Future Matters.
The quality of that future depends on innovation.

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THE WAY WE TRANSACT IS CHANGING

MINTCHIP



Emerging
Connected
Digital-Native
Digital
Micropayments
Social

Other words in the cloud include: Networking, Transactions, Collaboration, Download, Safe, Technology, Consumer, Nano-Payments, App, Payment, Content, Currency, Media, Trust, Secure, R&D, Cloud, Mobile, NFC, Innovation, Peer-to-Peer, Virtual, Monetization, Ecosystem, Crowdsourcing.

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INTRODUCING MINTCHIP



MINTCHIP




THE EVOLUTION OF CURRENCY

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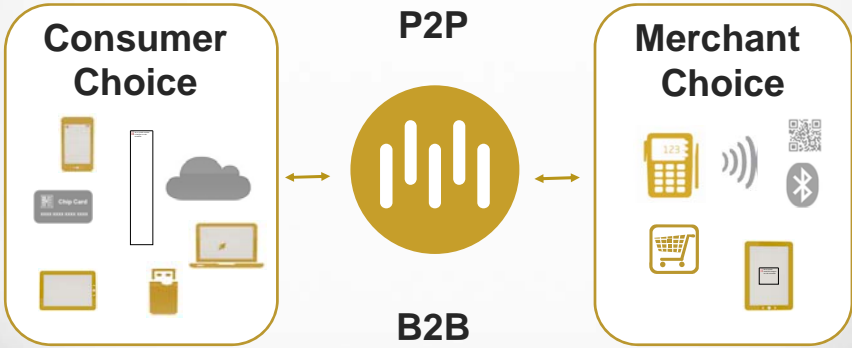
MONETIZING DIGITAL CASH



MINTCHIP

Available to everyone
Privacy respected

Merchant control
& efficiencies



Consumer Choice

Merchant Choice

P2P


B2B

10 patents pending

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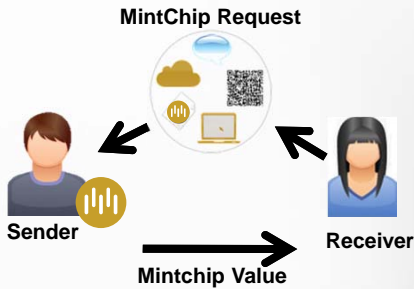
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MINTCHIP'S ASSET TRANSFER STRUCTURE




MINTCHIP

- MintChip is a crypto currency based on an asset transfer protocol
- Just like cash, once I hand it to you, I no longer have it.
- There is no need for a 3rd party to process the transaction (no settlement and reconciliation).



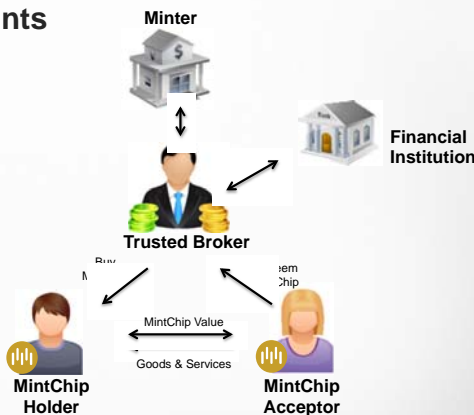
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ECOSYSTEM OVERVIEW



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- A trusted entity (Minter) mints the MintChip value
- Trusted Broker issues MintChip value into the market (Enables links to Consumer/Merchant bank accounts)
- Consumers transact with Merchants and other Consumers



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OUR TASK




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- **Determine how to best bring the idea to market while protecting the Mint brand reputation**
- **Secure relationships with market leaders and thought partners to evolve the proposition**
- **Elevate the profile of a 105 year old crown corporation into the emerging digital transaction space**




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**TO VET THE TECHNOLOGY AND PROPOSITION
WE DECIDED TO ASK FOR HELP**



MINTCHIP

- **We ran a software Developer Challenge in 2012**
- **We asked students in 2013 in three Canadian universities:**
 - **How they would market MintChip**
 - **For ideas on a Financial Model**
 - **And a 'go-to-market' strategy**



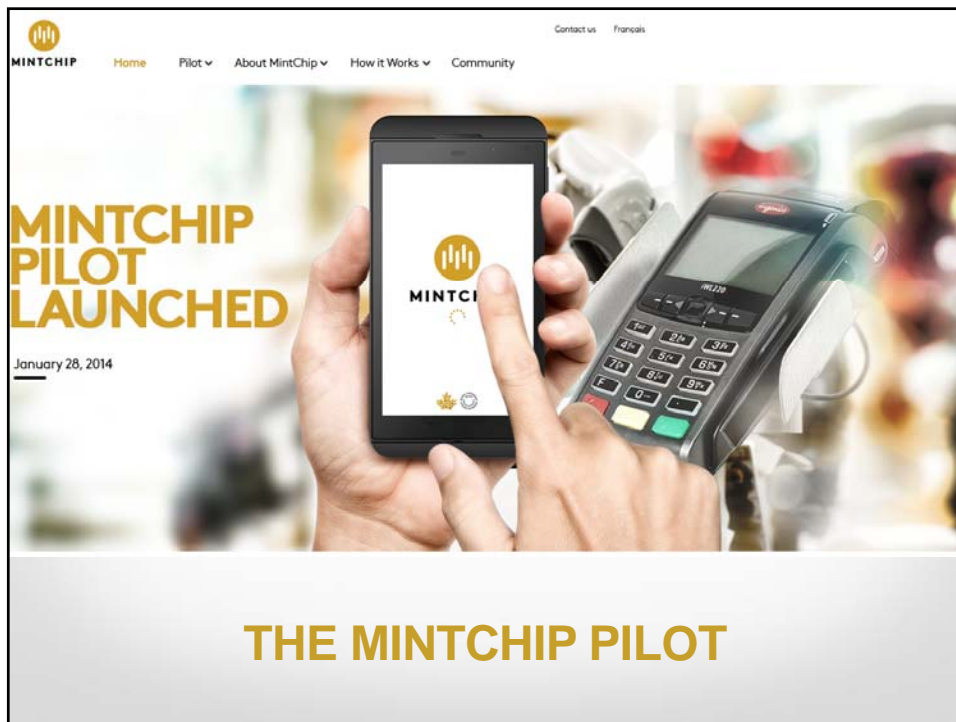
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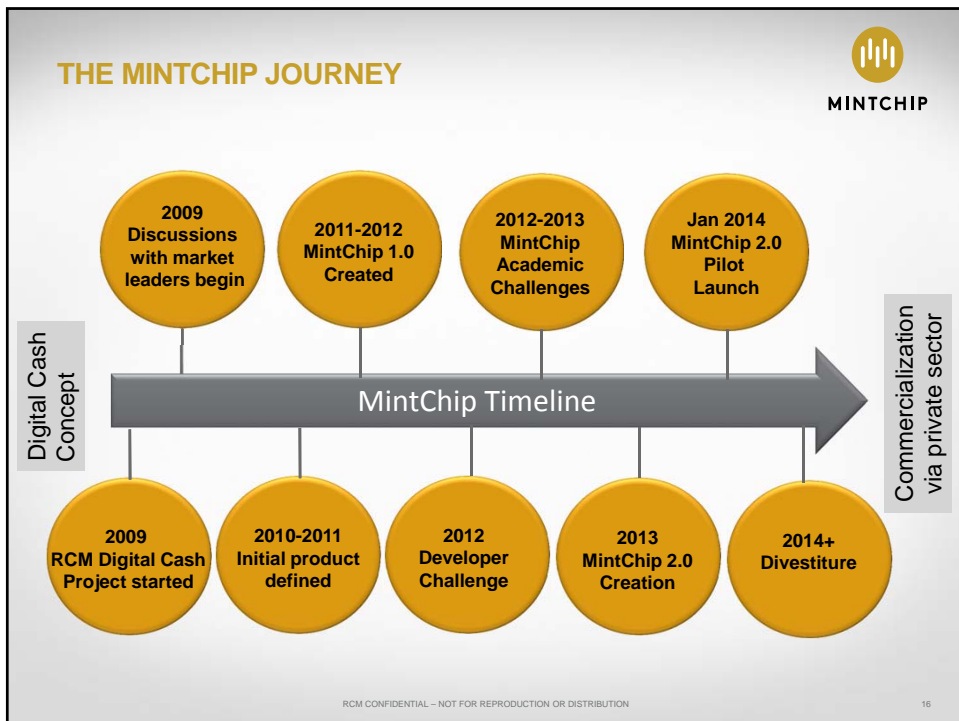


MINTCHIP OUTREACH CAMPAIGN



- **We spoke with many stakeholders in the global payment ecosystem**
- **We raised our profile at payment conferences internationally**
- **MintChip featured in a variety of media**





NEXT STEPS

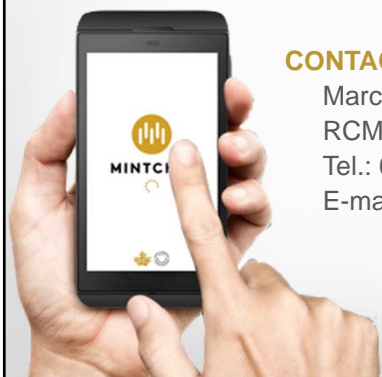


- Earlier this year the Government of Canada decided to pursue commercialization of MintChip via the private sector
- The RCM has engaged Boston Consulting Group to assist us in packaging the MintChip assets and in consummating a sale.

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THANK YOU



CONTACT US FOR MORE INFORMATION

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PRESENTATION STORYBOARD



MINTCHIP

Slide	Section	Overview
2		RCM 4 lines of business
3	Background	History of innovation - Innovation and R&D are part of the RCM's DNA
4	Market needs/landscape drivers	Number of years ago the Mint researched the future of payments, looked at the direction of the market, investigated what was needed to advance emerging payments, and decided to pursue the arena of digital currency
5	Market changing	Discovered the market is rapidly changing , new solutions are required for 21 century needs
6		If you had a blank canvas how would you design a digital cash product?
7-10	USP	Describe the unique characteristics of MintChip. Slide 9 illustrates Asset Transfer nature of MintChip and includes animation
11	Ecosystem	Designed to emulate cash and coin distribution
12	Versatility	Developed and emerging market opportunities
13-15		Developer/Academic Challenge - vet the proposition we engaged the development and academic communities – Developer Challenge/Academic Challenge
16	The journey	Outreach
17-20		Pilot -In January MintChip was launched in Ottawa and Winnipeg – At POS, Online and P2P payments with a 'gamified' user experience
21-22	Divestiture	Next stage in the adventures of MintChip

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21ST CENTURY COMMERCE NEEDS



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How would you design a new payment product to meet the needs of the digital economy?

- Needs to be low cost
- Available to everyone
- Needs to be omni-channel capable
- Needs to be trusted and highly secure
- Should not require the sharing of personal information
- Meets evolving consumer and merchant needs
- Fast, simple and cool



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MINTCHIP'S VERSATILE OFFERING



MINTCHIP

- **Enables efficient payments in both developed and emerging markets**
- **Could facilitate direct and indirect government involvement**
- **Can solve infrastructure challenges in emerging markets**
- **Flexible architecture and omni-channel capability enable efficient online and offline transaction capability**

