



Volume - 0.2

BitShares Community Newsletter  
**THE NULLSTREET JOURNAL**



## THE NULLSTREET JOURNAL

Welcome back to the BitShares community newsletter! We are excited to bring you all the latest news and monthly progress reports from our elected delegates, volunteers, and hard working entrepreneurs. This month, as our developers have been working to streamline and stabilize the BitShares toolkit, several independent leaders have stepped forward to help to meet the many challenges of building and supporting this amazing new economic paradigm.

The purpose of this newsletter is to provide each of them a central location to showcase their projects so that shareholders can access this information with ease and convenience. To this end, Cass and I are committed to continuing our efforts at gathering and processing this information from sources all around the world, and we are grateful for all the enthusiasm and support we have received from much of the community. Please take this opportunity to thank them by updating and casting your votes inside your BitShares client.

Finally, while you read this newsletter, we invite you to think about all the wonderful opportunities that are beginning to emerge for you to participate in creating the future of the BitShares economy. What do you envision this will look like? Can you find a way to share your creative passion with our community or provide a service that creates value? BitShares will continue to grow and evolve with all of our participation, so perhaps it is time we modify the famous words of John F. Kennedy to say “ask not what BitShares can do for you....ask what you can do for BitShares!”

**Michael Paul Maloney**

@CryptoPrometheus



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# BitShares Official News Channel Update

By: Stan Larimer (@Stan)

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One of the things BitShares has been most celebrated for since it began has been the open forum interaction between the developers and the rest of the community. These transparent interactions have fostered a strong feeling of belonging and participation for many of us. Some of our best leaders and volunteers and delegates and developers found us this way.

[We never want to lose that.](#)

But there has been a down side for other stakeholders who cannot spend time much on the forum. How are they to know the difference between a casual remark and an official decision? Especially when there is always someone willing to spin any random remark into the scariest interpretations they can imagine. These cause speculative chain reactions that can lead to sudden market panics that hurt everyone. The problem is, we never know which snowflake will cause the next avalanche.

[We need to mitigate that.](#)

So, during the past month we have limited our community interactions while spending a lot of time talking with many leaders in the BitShares ecosystem, from developers to marketers to delegates to volunteers around the world. How should developers interact with the public? There are strong arguments from many sides and it has taken us a while to sort out a solution acceptable to a broad cross-section of BitShares supporters.

[Here's what we finally came up with:](#)

Those who want close interaction with developers will still have the opportunity to do so. Those who want a reliable, rumor free source of facts will have an Official News - channel.

[And nothing is official until it's Official.](#)



Any statement made by the core developers or other community leaders should be considered as informal, premature or even false information, and it should not be considered as speaking on behalf of any other leaders or the BitShares project itself. We are asking our developers to discipline themselves by refraining from making any forward-looking predictions or speculations about pending future news. We will continue to encourage them to answer questions, explain technical issues, and share their opinions with other forum members.

Meanwhile, anything that constitutes news about final decisions and future directions will be released through the Official News Channel – after getting feedback from an Editorial Review Board of advisors. Their job is to look for unintended consequences and unexpected reactions that might result from each announcement and advise us on how best to present the news so that it can be easily understood in all parts of the world.

Initially, the Editorial Review Board will be made up of volunteers who are willing to proofread news announcements and provide feedback. If the board grows too big, we may need to develop a way to achieve consensus on who should serve on the board, e.g. via delegate nomination or some TBD mechanism.

The important thing, for now, is to point out that our developers will be returning to the forum and mumble sessions with the commitment not to speculate or release any forward-looking “news” there. A new Official News channel will be commissioned to help people quickly sort rumors and opinions from properly vetted facts.

**And that could make all the difference!**



# Software Development Updates

Here's the latest updates on the core protocol, web and lightweight wallets, and independent projects building on the BitShares platform :

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## Dan Notestein & BTS Now

Delegate: [delegate-dev1-4.btsnow](#)

@dannotestein

Beyond our recurring work supporting general BitShares development (regression test maintenance, windows and Linux build release/Jenkins server management, design meeting discussions, and the occasional network-related bug fix), BTSNow has focused on several related areas in the BitShares ecosystem since our last update:

1. testing the command-line and GUI wallets and working with the other devs to ensure these have all the features needed to support gateways, bridges, and exchanges
2. developing <http://blocktrades.us> as a gateway/bridge, and
3. negotiating partnerships for support of a distributed fiat payments network for international remittance utilizing BitShares as the settlement currency.

BlockTrades.us has been operating for a couple of weeks now with only minor hiccups (two transactions by customers so far have required manual intervention and we were able to fix both bugs that caused these issues in less than a day). BlockTrades currently supports rapid conversion between a number of currency types including BitCoin, LiteCoin, BitShares BTS, bitUSD, bitCNY, bitBTC, plus our BlockTrades-backed IOUs for BitCoin and LiteCoin (TRADE.BTC, TRADE.LTC). We also support TRADE.BTC and TRADE.LTC on the DevShares network, making it possible for markets there to become linked to external cryptocurrency valuations via gateway operations.

@Riverhead has been assisting us by tweaking his market-maker bots to support the currencies we support. This will improve liquidity and allow us to ramp up the size of conversions we can support. The bot for bitUSD is running now, and we expect bots for TRADE.BTC/LTC to come online soon.



We've also been developing a plan to support low-cost, global fiat/cryptocurrency conversions and currency transfers for remittance purposes by leveraging the BitShares trading network. At this point, we have a fully developed model of how this system will work on an economic and technical basis, and we're actively talking with several initial partners with the required money licenses. Our next step on the technical front is to spec out and implement the required API for communication between partners in the currency transfer network.

## Valentine

Delegate: `valzav.payroll.testz`

@valzav

I Spent 80% of my time working on BitShares client/wallet GUI. The complete list of commits can be found [here](#):

- Added address book
- Redesigned the transfer page
- Added ability to send to public keys or addresses
- Replaced robohashes with identicons
- Made qt wallet to pass os name to web wallet, so now Windows version has custom css rules fixing some of the icons and images misalignment.
- Merged most recent full-node wallet fixes and updates into the hosted wallet's source code (BitShares-JS branch).

20% of my time was spent on new faucet functionality (worked together with Fenec), find commits [here](#):

- Added email addresses confirmation if they were not provided by identity provider.
- Collected emails are automatically added to newsletter subscribers list (users may opt-out though).
- Came up with specifications for the "send bitAssets to any email address" feature and supervised Fenec who is working on implementation (almost done, the beta version should be available later this month).



## Vikram Rajkumar

Delegate: [developer.vikram](mailto:developer.vikram)

@vikram

### *Pushing towards BitShares 1.0*

Since the last newsletter update, I have continued leading core blockchain and wallet development as well as providing community technical support whenever possible. For the foreseeable future, my highest priority is to release BitShares 1.0 by stabilizing the protocol and client as soon as possible.

## Nathan Hourt

Delegate: [dev.nathanhourt.com](mailto:dev.nathanhourt.com)

@modprobe

I am continuing to support and maintain my lightweight wallet. The beta release has been going well, and several bugs have been reported and fixed. We are working on a Windows installer, though some members of the community have posted Windows binaries on the forums. At this point, I am reasonably confident that the light wallet is stable, and I anticipate a stable 1.0 release shortly after the Windows installer is working and tested.

## James Calfee / Web Wallet

Delegate: [jcalfee1-developer-team.helper.liondani](mailto:jcalfee1-developer-team.helper.liondani)

@jcalfee1

My name is James and I am a developer for the BitShares web platform. Currently, I am involved with enhancing our desktop wallet and its inner workings to work on Internet. So far, we have had great success! In the process, we were able to move private information away from the server and maintain it locally in the user's browser. This has also enabled us to support multiple users and scale the service easily. This is a small step in the direction of making a very secure browser-based wallet and exchange. We are also discussing several additional features that will lessen the dependence on the server and help better secure user funds.

At present, an online version of the wallet may be used to create a wallet, register an account, and transfer small amounts of BitShares and bitAssets.





Other components from the desktop are now running on the web, such as a detailed view into our Decentralized Exchange, a basic block explorer, and information about our delegates. We will shortly begin working to add market transactions that will support trading on the exchange.

If you're familiar with cryptocurrency then you're probably familiar with the private key. The online wallet uses a type of key called a recovery key. If you have just the recovery key and a computer program (or web page) you will be able to recover accounts and sign transactions. We have created a draft standard for BitShares Wallet Key Generation which all core wallets will be using in the future. The standard allows wallets to share accounts with no need to share a server, so all that is needed is the recovery key and the block-chain.

**Online Web Wallet** - <https://wallet.bitshares.org>

**The wallet exchange platform is Open Source and available at**

<https://github.com/bitshares/bitshares-js> and [https://github.com/BitShares/web\\_wallet](https://github.com/BitShares/web_wallet)

The cost of the online wallet is 1 BTS per transaction (currently 1 penny). This is one full penny (ha) so I will justify: the fee is split two ways, the standard network fee and a fee to pay for hosting.

## Metaexchange Updates

Delegate: [dev-metaexchange.monsterer](#)

By: Frank Ahrens (@shentist)

[Metaexchange.info](#) has integrated the bitUSD pair with the Liquidity provider Cryptohedge and has now opened 3 additional markets: bitBTC, bitUSD and BTS. Our next steps are to open new bitAsset markets with other Liquidity providers and to get the spread on metaexchange.info as tight as possible.

We are open to business proposals for integrating us into clients (wallets), websites and merchants. We believe that we can help other Community projects to increase their income possibilities. We are splitting our fees with our partners to spread the money within the BitShares Community. If you want to contact metaexchange please write a PM on the bitsharestalk forum to @monserer or @shentist



## BTSBOTS

@alt

I have been working on a project called BTSBOTS. Recently, auction exchange, one of BTSBOTS's sub projects, has come to light. There has been progress on the relevant development tasks, and one of the trial version <http://btsbots.com/auction> is available. UI design and optimization will be the major development task in the next stage.

I have issued the shares of the exchange as "BTSBOTS.EXCH", there are 20 million shares, estimated value of 2 million CNY.

The promotion has started, including giving away some of the shares to those who use this exchange service. The post at wechat has about 15,000 visits. I also did a promotion event on an audio meeting.

- <https://bitsharestalk.org/index.php?topic=14665.0>
- <http://weibo.com/1570505863/C7ckdCto?type=comment>
- <https://bitsharestalk.org/index.php?topic=14798.0>

I am planning on using 10% of the BTSBOTS.EXCH asset for crowd-funding in a specific circle, to form a partnership, with the expectation that this crowd-funding will be worth 0.15-0.2 million CNY. I will start a new round of financing once the team is formed.

## MineBitShares Update

Delegate: minebitshares-reloaded

@nethyb

<http://pool.minebitshares.com>

MineBitShares is the bitUSD multi-pool that aims to be the most profitable multi-pool with 0% fees and bonus payouts for every miner, every day. MineBitShares primary purpose is to bring new users to BitShares and bitAssets by providing a great service to the crypto mining community - the best mining profitability of any multi-pool! Since the pool re-launch 1 month ago we made the following changes:

- Changed miners payouts to bitUSD payouts
- Changed the pool fee to 0% - to help being the most profitable multi-pool
- Addition of a daily payout bonus for every miner, every day



- Addition of front page miners and hashrate stats

MineBitShares provided the most new registered accounts (28) of all referrers in Feb: [see Adam's post](#). This is a fantastic result. It validates the value of the MineBitShares pool, and Bytemaster's contribution of miner payout bonuses is helping to get us to a sustainable scale. We've paid out over \$5,870 in bitUSD in 946 separate payouts for mines for the month.

Our secondary purpose is in supporting other BitShares community/delegate projects by providing liquidity and customers. We've been testing and in discussions with the metaexchange team about using their service to source the payout bitAssets in exchange for the BTC the pool miners earn, thus providing them with extra liquidity. And we're exploring future plans which would allow miners to be paid in any future asset supported by metaexchange including bitSilver.

We've also had discussions with @Gentso1 of <http://cryptosmith.info> for cross-marketing and finding a way for miners to effectively mine physical Silver or Gold with payouts in BitSilver exchanged at cryptosmith through some sort of affiliate program.

What's next:

We've just completed the 'MineBitShares Guide to boosting your X11 mining hashrate and profitability by up to 70% for free: <http://pool.minebitshares.com/x11boost>.

This is a detailed step-by-step guide which will be marketed to the crypto community to attract new miners and users of BitShares. We're working with @rgcrypto and the team to help run and measure the effectiveness of this immediate campaign. If you are currently mining with X11 and use an AMD graphics card - then follow the guide and post your results in the X11 boost thread <https://bitsharestalk.org/index.php?topic=14777.0> - you'd be mad NOT to.

This month's focus for pool development is to develop the pool profitability API which will enable us to be listed on the pool profitability comparison site <http://poolpicker.eu>.

Essentially this is free-advertising which will show how profitable we are in comparison to the the big mining pools and so attract more miners on the lookout for the best profit.

[Change your minebitshares delegate votes:](#)

To support the the recent change to a 0% pool fee and continued development, we've



started a 100% delegate campaign to replace to the previous two MineBitShares delegates.

The campaign thread can be viewed at

<https://bitsharestalk.org/index.php?topic=14887.msg192786#new>

So please consider voting for the new minebitshares-reloaded delegate and remember to downvote the older [www.minebitshares-com](http://www.minebitshares-com) and [www2.minebitshares-com](http://www2.minebitshares-com) delegates. Thanks for your support and looking forward to sharing with you the results of our “X11 70% Free Boost” campaign next month.

## Delegate Tools Development

Delegate: [btstools.digitalgaia](https://bitsharestalk.org/index.php?topic=12534.0)

By: Nicolas Wack (@wackou)

As a fervent admirer of BitShares since its inception, I have been running a delegate since the beginning and have been developing tools for delegates for about 9 months in my free time. I am now running as a 30% delegate to fund more of my time for developing them and furthering my mission which can be summarized as: „Enhance the security, stability and overall reliability of the BitShares network.“

The current tasks I have completed until now, or am still working on, are:

- development of the [bts\_tools] <https://bitsharestalk.org/index.php?topic=12534.0> for easy management of running a delegate
- development of the [bts\_proxy] <https://bitsharestalk.org/index.php?topic=13143.0> package that allows for adding access control to the functions of a wallet. This can be useful for people developing secure web services on top of wallets, such as exchanges, monitoring apps, etc.

During last month, the main tasks that have kept me busy are:

- writing a tutorial on how to set up a delegate from scratch in a VPS, using the bts\_tools package. The tutorial can be found in the [main documentation for the bts\_tools package] <http://bts-tools.readthedocs.org/en/latest/howto.html>
- fixing bugs and polishing the bts\_tools project, as well as preparing it for monitoring multiple nodes from a single web interface.



As a next step, I'd like to develop and set up a solution to help delegates protect themselves from denial-of-service attacks, as well as help them ensure swift propagation of the blocks they sign. This solution will also include 6 seed nodes/chain nodes with high bandwidth, which should ensure fast initial sync to the network. This will require more of my time, and I will also need to pay for additional VPS instances, hence the reason for the 30% delegate. In the future, I plan to extend the functionality of the `bts_tools` to not only monitor a single delegate, but more generally the health of the entire BitShares network, in order to be able to detect an attack on the network and react appropriately as fast as possible.

As closing words, I hope to have attracted your attention (and your votes!). Security is an issue that might not be as glamorous as marketing campaigns, however it shouldn't be neglected if we want to grow and attract lots of users. As the saying goes, it is better to be safe than sorry, and I believe that as a community we have a duty to ensure that the network is as reliable as possible.

My detailed proposal can be found on the BitSharesTalk forum: <https://bitsharestalk.org/index.php?topic=14501.0> or on my website: <http://digitalgaia.io/backbone.html>

## **Peter Conrad**

Delegate: `dev-pc.bitcube`

@pc

My current goal is to prove myself worthy as a 100% paid delegate. During the past weeks I have been working on a few minor github issues, reporting and fixing things and providing support. I have managed to assist @toast in creating automated tests for user issued assets, thereby discovering several flaws and fixing one.

The most interesting thing I'm working on is the integration of a rather new code library with highly optimized cryptographic functions that could greatly speed up parsing blocks and transactions. If you'd like to see more of this, vote for my delegate: `dev-pc.bitcube`.

Thanks! Full proposal: <http://bts.quisquis.de/delegate/proposal.html>



# Marketing Updates

BitShares delegates and community members are spreading the vision of BitShares all around the world. Here's how they are doing it:

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## Beyond Bitcoin Mumble Hangouts

Delegate: [fuzzy.beyondbitcoin](https://fuzzy.beyondbitcoin.com)

@fuzzy

Beyond Bitcoin is continuing to work to provide the BitShares Community a connection with the Developers who are providing services for the Ecosystem. If you are a developer or project lead and would like to discuss your project with the BitShares holders, please email [BeyondBitcoin@gmail.com](mailto:BeyondBitcoin@gmail.com) with your proposal, applications for BitShares and contact information.

If you are a community member looking to join or listen to our hangouts, you can currently see our latest hangouts in both Raw and Edited versions on the [BeyondBitcoinShow.com](https://BeyondBitcoinShow.com). Though the website will likely change to more accurately fit the services it provides, it will always be a place to find our content and hangout dates/times.

Also, please always be on the lookout for a nice little Island for the BitShares holders to someday collectively own a stake in. The dream of BitShares Island is closer than ever!

## Chinese Community Service Group

Delegate: [market.cn.group101](https://market.cn.group101.com)

@BTSwildpig

1. We have devoted ourselves to community promotion, including but not limited to attracting new users, releasing information, initiating conversations, and responding and reacting on many popular online communities such as [bbs.tianya.cn](https://bbs.tianya.cn), [tieba.baidu.com](https://tieba.baidu.com) and [www.zhihu.com](https://www.zhihu.com).



2. We have also started wechat promotion by running a wechat public account , setting up 3 groups, releasing information, initiating conversations and communicating with wechat merchants.
3. [Weibo.com](#) (Chinese version of Twitter) promotion - regular release of information, initiation of conversations and creation of buzz to build demand for BTS.
4. Audio channel (4 sessions far) - We have invited a college professor to the show to explain the BitShares system, and we have done interviews with DACx project, BTSBOTS project, and made a feature on bitAssets.
5. College promotion - we have employed 2 college guys to spread the word of BitShares on campus by organizing offline meetups, helping to form a students society, and initiating discussions on BBS.
6. We are discussing the framework for a BitShares website for newbies
7. BTS article library - we have just started an Essay Content to solicit articles for promoting Bitshares. We are working on ways to translate important articles, and we will re-edit the BitShares investment white paper in the coming days.

## Bitscape “Scape of the Union” Report

Delegate: [media.bitscape](#) & [provisional.bitscape](#)

[@bitscape](#) & [@roadscape](#)

### Minneapolis Meetup:

We held another meetup, this time armed with a slideshow to set the tone of discussion. Max Wright’s videos helped us prepare various pitches, and have drawn many compliments. In collaboration with NullStreet, we plan to improve our presentations and prepare printed materials for future meetups. In addition we continue to network at related industry meetups.

### Infographics:

Seeing the need for visual communication of the complex topics inherent in BitShares, we spearheaded the infographics initiative by engaging community members within NullStreet Marketing and forming consensus to move forward. With the help of @Xeldal’s BitShares-Breakout and several community contributions, we hired skilled designer Arlene Birt of [backgroundstories.com](#). Arlene is producing reusable info-graphic elements, which will provide us with quality material for animation, video, and print. We’ll have her on retainer for at least four months. We have contributed 23,000 BTS of our delegate pay through Xeldal



and have committed to regular contributions of a similar amount until the project is completed.

#### Video Pre-Production:

Our efforts to crystallize the core messages that we feel can convey the power of BitShares to key demographics have spurred development on a few scripts. Casting, location, and shooting details are being worked out. We now turn our attention to the upcoming Road Trip, which will be providing additional material for our productions.

#### Road Trip:

Currently we are getting ready to hit the road for a cross-country drive to connect with as many community members as possible. The footage will be used for video projects and a documentary down the road. We depart 3/21 and we'll live-blog from the road.

#### Cryptofresh:

Cryptofresh is now open-source! The site received some minor bug fixes, but otherwise has been running very smoothly. We are pursuing partnerships and products. - Buy a T-Shirt already! ;)

#### Meta:

Despite all the challenges we face, we're very encouraged by the rate at which our community reorganizes. Everyone is finding their place, getting situated in roles, and forming communication strategies. With our `peer to peer` tour, we hope to tell the story of those who are working hard at bringing this vision to life and in so doing strengthen the resolve of our community.

## **Internet Marketing and Meetups**

Delegate: [delegate.rgcrypto](https://delegate.rgcrypto)

By: [Ronald Gagne \(@rgcrypto\)](#)

See the affiliate leaderboard here: <https://faucet.bitshares.org/refscoreboard>

Some very interesting breakthroughs happened in February along with challenges. In my short update, I want to share what I have personally been working on as a delegate and my results.





The Good News: I have found, in collaboration with the Argentinian team, that using advertising to promote meetup.com was a very good way to promote BitShares. Why? Simply because I observed that when we promote BitShares through online media only, we ask people to jump through a lot of hoops which results in significantly reduced conversion rates. Once In a meetup, however, attendants are guided step by step from the download to how to fund their accounts. Also, by targeting University students in the city of Buenos Aires, we were able to add an extra 25 attendants with only \$50 in advertising! Like I often say, it is important to grow the pie of BitShares users, rather than fighting for a piece of the Bitcoin pie. I believe meetups are the ticket.

The Not so good news: Since the hack of bter.com and cavirtex (canadian exchange) in mid-february, my delegate funds were paralyzed, so while I was itching to help to grow the fan page and advertise the meetup that happened at the beginning of the month... I couldn't. So unfortunately, my Facebook goals fell short. Nevertheless, I will still keep doing my best to bring BitShares in front of the right people at the right time.

Conclusion: I am more optimistic than ever about BitShares. I can't wait to focus on mobile wallets coming out...especially in Argentina. Combine this with the ability to convert both businesses and users during meetups (free bitUSD giveaway), and I believe the best is yet to come!

## Argentina Marketing

Delegate: [argentina-marketing.matt608](#)

By: Matthew Jones (@matt608)

This month has seen a successful Buenos Aires Bitcoin 2.0 meetup event where @fran2k gave a talk about BitShares and handed out 65 \$1 BitUSD paper wallets. The BitShares 101 Spanish language funnel is complete and ready for advertising to begin. Most of my efforts have gone towards an animated explainer video script which will be used as a flagship video for understanding BitShares. This process has lead me to uncover the need for an overarching (though team-sourced) business plan for BitShares, which the whole team can use as a growable guide for our activities as we move into various markets and which can double up as a primer for investors. This is my current focus, before returning to the video script. All in all there is much to do! I'm always glad to be part of such a rewarding and exciting network of pioneers. You can view my full month 2 report [here](#).



## BTS.HK

Delegate: [www.bts-hk](http://www.bts-hk)

By: @snail

### Who are we?

Bitshares home ([www.bts.hk](http://www.bts.hk), used domain: [mybitshares.com](http://mybitshares.com)) was established on April 13th, 2014 for spreading, status updating, researching, and promoting Bitshares DACs. The site is maintained by three bitshares community early/active members: Snail, yidaidaxia and metalallen now. We are proud to say that [www.bts.hk](http://www.bts.hk) is the earliest and biggest Chinese Bitshares information website and it has been running steadily for 9 months now.

### What has [www.bts.hk](http://www.bts.hk) done?

With columns such as “News Express”, “News Review”, and “Notice-Board”, we provide the platform for delivering the latest, most valuable information to the Chinese community. Almost every valuable piece of information, new/important ideas/proposals on [bitsharestalk.org](http://bitsharestalk.org), [bts clients](http://btsclients.com) upgrade notices, highlights in hangout discussion, or big projects (like [dax.com](http://dax.com) and [tradebts.com](http://tradebts.com)) are all translated/summarized/updated on [bts.hk](http://bts.hk) in a couple hours. With columns such as “Courses”, “Documentation”, and “Research”, we provide the platform for newbies to get a one-stop service for learning all basic knowledge of bitshares DACs, and for geeks to get/express detailed/technique/insight information.

With the column “bit Know”, we leverage community power to answer all kinds of questions from very basic or tiny like “what’s the total volume of bitshares” to quite technical like in coding level. Actually, we use bitCNY (bitUSD in the beginning) to award lucky questioners and lucky answerers every week (by certain [bts](http://bts) blocks hash) and who contributes most in the week.

We’re awarding people who deliver original articles/translation with bitCNY (and we do editor review for articles to ensure quality for readers). To date, there have been 43 writers who have received payment for more than 250 articles.

[Bit Know](#) (started in Sept. 2014) has resolved more than 170 questions. We have provided more than 500 replies to our readers. We have more than 500 registered users. Our ALEXA world rank is: 270,114, and we have good relationships with almost all the main Chinese crypto-asset websites (e.g. [8btc.com](http://8btc.com)) and exchanges (e.g. [btc38.com](http://btc38.com), [yunbi.com](http://yunbi.com), [bter.com](http://bter.com), [huobi.com](http://huobi.com)).



Why have we started a delegate campaign and how to plan to spend the delegates fund? Just like BitShares system, although we've made great achievements, BitSharehome ([www.bts.hk](http://www.bts.hk)) is still in the startup stage. We need a delegate fund for website long-term operation, for human resources, writers payment, hardware cost, and activity funds. We will continue providing high class services to BitShares readers and writers, and keep improving our platform for BitShares DACs information , learning, and question answering.

We are getting votes from the Chinese community since we are very proud that almost all the early/key Chinese community members are our writers, almost all the Chinese community members are our daily readers. Almost all the newbies from last summer got started by using [www.bts.hk](http://www.bts.hk)., so people know we deserve their trust. And we hope you could also support us with your important votes since the chinese market is very important for the system and what we did and will do is important to building up the ecosystem in China. In winter now we see spring is coming. Let's work together to build up the beautiful future!

Contact us at: <http://www.bts.hk/contactus.html>

## Amsterdam Marketing

Delegate: martin-38ptswarrior-raum

By: Martin Raum (@38PTSWarrior)

The last 4 weeks I made flyers in Amsterdam. I gave them to people from the stock exchange, homeless people, bitcoin miners, students, tourists, everyone. I linked to minebitshares, bytemasters blog, BitShares 101 e-book, my site and BitShares download. All in all I made maybe a few hundred. I went to Science Park to put up a A3 print. I am in contact with <http://www.knowmads.nl/>, a co-working space and more, where I already told a few people about it.

I walk around and tell the people that I have valuable information for securing their financial future and that if I can convince them within a minute, that I am allowed to accept donations for my work. This is how I make my money for living and the flyers.

Here a little video for this newsletter: <https://www.youtube.com/watch?v=9Fv1W6iwdZI>

The flyers: <https://sites.google.com/site/38ptswarrior/new-flyer>



I could rent a house and offer the room for 10 Dollar per night, or 5 Dollar in case they pay with bitUSD. A house for marketing, hostel, and helping the poor. Thank you!

## Follow My Vote

[www.followmyvote.com](http://www.followmyvote.com)

Delegate: [delegate.follow-my-vote](https://delegate.follow-my-vote)


By: Adam Ernest (@ak)

I'm excited to be working with the rest of the BitShares community to make BitShares a success in 2015. With last year's merger between BitSharesX, DNS, and VOTE, due to my marketing expertise, extreme passion for politics, and deep desire to make a major difference in the world, I was brought on specifically to work with BitShares to develop a blockchain-based voting solution that could be integrated with the BitShares blockchain. In just a few short months, I have successfully promoted the idea of developing this solution, and creating awareness of and interest in the innovative approach, here in the United States and abroad.

Upon developing our proof of concept voting system and demonstrating the technology at an industry conference in California (CA) this past December, we received an official endorsement from a well-respected Registrar of Voters, which is prominently featured on the home page of the Follow My Vote website. Legislators and election officials in Virginia (VA), our home state, have also been very supportive.

We were recently invited to Oslo, Norway to speak about our voting solution at a national meeting for the Pirate Party, as they are considering using the platform we are currently developing. @CLains and his brother @Spectral are both members of the Pirate Party and were instrumental in making this happen. This meeting is set to take place on March 21 - 22. To put this into perspective, according to [a recent study](#), Norway is the world's leader when it comes to electoral integrity, whereas the U.S. currently ranks 45th. Hopefully, once our ideas are introduced there on the national stage, we'll be able to gain entry to government sponsored elections much more quickly. In the meantime, we'll be focusing on building grassroots movements in both countries in an effort to expedite the process.

We've also started to look into ways to implement our voting solution in the private sector. We're actively exploring alternative use cases for our voting solution, such as market research/opinion polling, online petitions, people's choice awards, and proxy voting.



We will be sure to keep the community updated on the outcome of our efforts here in the days ahead.

I was directly involved in getting our new website updated, with @cass leading the charge. My main goal was to ensure that the content was developed and that the site, as a whole, was transitioned with Search Engine Optimization (SEO) and Analytics tracking in mind.

Now that this has been accomplished, we have yielded to Cass and other members of the BitShares marketing community that are closer to the BitShares brand and more familiar with the core product (bitAssets) to ensure that the user experience and messaging appeals to our customer base. However, we will continue to keep an eye on analytics, implement tracking, and provide performance reports, as needed, to ensure that the BitShares marketing community, as a whole, continues to drive results. For performance statistics for all of our social media channels for Feb. 2015, please visit <https://bitsharestalk.org/index.php?topic=14816.0>

In addition to helping out with the website, my team and I have also been managing our social media accounts. @rgcrypto and I met earlier in the year, at which point we discussed his marketing expertise. I gave him the opportunity to take over the management of our Facebook account, and after demonstrating his ability to drive results via Facebook, we worked to get him elected as a 100% delegate. Aside from Facebook, we're also managing our Twitter, Google+, and YouTube profiles.

An affiliate referral program is another thing that I have been working with @valzav to get off the ground. Although we've already got some solid tracking capabilities in place, after an internal discussion, we are hesitant to launch an incentivized program until we have true identity verification capabilities in place to prevent would be bad actors from gaming the system. To this end, I'm in talks with representatives from Jumio, a leading identity verification company, to discuss potential partnership opportunities. We are in the process of gaining developer access to their platform to begin exploring their API in an attempt to determine the level of work involved in order to integrate with BitShares. Although we have yet to start a formal incentivized affiliate referral program at this time, I want to reassure the community that we are tracking the current referral activity.

As a final update, when taking into consideration that I won't be able to dedicate as much time to directly marketing for BitShares as I originally intended, I'd like to take this opportunity to [formally pledge 1M BTS in contributions to a development fund](#) that I will



control, which will be setup to sponsor BitShares related marketing initiatives that I consider to be worthwhile. On that note, I will be accepting proposals from members of the BitShares community on an ongoing basis and will work directly with marketers to ensure approved proposals are properly funded. Lets get to work!

## Bitshares TV

By: Max Wright (@bitmarket)

This month saw the release of the [Bitshares 101 video series](#). It contains a number of important videos including “How do bitAssets like bitUSD work?” This is a great video to send to people if they are struggling with the idea how market pegged assets work. Bitshares.tv episodes continue to be produced and are received well also. Your assistance in sharing these videos on social media and email are always much appreciated.

## Greek Outreach

By: @Onceuponatime

I have been working, together with forum member @cusknee, to arrange for the translation of Max’s Bitshares 101 into Greek and Italian. This is because of the opportunity that bitAssets will afford people suffering under very adverse employment and economic circumstances in those countries. BitShares will enable Greeks and Italians to regain some measure of economic freedom and protect their lives, liberty and property under very trying circumstances.

The Greek translation has been completed and has been forwarded to Greek-speaking members of our forum for proofreading. The Italian translation is about half done. When the translations are completed and have been proofread, we will be looking for help to put them into e-book format. And, shortly after the e-book releases, we hope to arrange meetups in Athens and then two or three Italian cities to encourage downloading of the BitShares client. If our efforts in Greece and Italy prove successful we would like to go on to produce BitShares 101 translations into Turkish and Iranian and arrange meetups in Ankara, Istanbul and Tehran. Since neither of us speaks Greek, Turkish or Iranian, please wish us luck!



## **BTSWolf**

By: Tim Wolf (@btswolf)

Today I officially launched my new website [btswolf.com](http://btswolf.com). The Main goal of this project is to provide a reliable source of BitShares related information and news for the german speaking folks. It will include basic information, a blog and maybe a news section.

## **London Marketing**

By: ED (@edilliam)

This month I have spent the majority of my time editing and animating a series of videos for BitShares.tv. Max Wright and I have created over an hours worth of video content based on his BitShares 101 book. I have been in meetings with a very talented design agency in London: [www.proofofwork.media](http://www.proofofwork.media) We are at the early stages of seeing if we can work together to create some amazing animations and other video content to help market BitShares.

I have been in communication with several UK exchanges trying to get them to accept BTS and bitAssets. I have also been working on multiple secret projects and hopefully have my own delegate campaign starting soon, so watch out for that in the coming weeks!



# Proposals and Opportunities

We are attracting all kinds of attention from the wider crypto-sphere. Check out some of these recent developments:

## Project Funding Delegate

Delegate: [fund.bitsharesbreakout](https://fund.bitsharesbreakout.com)

By: @Xeldal

[bitsharesbreakout.com](https://bitsharesbreakout.com)

BitSharesBreakout serves as a means to fund critical projects upfront without waiting for the slow accumulation of delegate funds. The fund is supported by an initial 1.5 Million BTS donation and further enhanced by community support for individual projects. We're currently funding a number of projects including Info-Graphics by Arlene Birt, A BitShares themed song from artist Toby (evolvo) and a Raffle/giveaway by favdesu.

Check out our proposal here:

<https://bitsharestalk.org/index.php?topic=13500.msg176337#msg176337>

## Fav-Marketing Initiative

By: @favdesu

Hey, favdesu here. Since BitShares has become marketable thanks to the web wallet and gateways like metaexchange, I decided to step out of the shadows and start marketing.

I started my fav-marketing initiative: <https://bitsharestalk.org/index.php?topic=14554.0> and thanks to friends from other crypto communities, there are already some very nice results on the table. Just check the thread for stats, I'm as transparent as possible.

Imagine you could buy H1Z1 or any other Steam games for BitUSD - wouldn't that be awesome? Well, it's possible via CoinPayments! I made a request to list BitUSD there,





and would like to ask all of you to do the same. Make them aware!

Thread: <https://bitsharestalk.org/index.php?topic=14691.0>

Which leads to my last and most important request: the del.fav-community crowd-fund! I'm trying to fund a delegate with the help of the community - the ultimate goal is to have funds ready for online and offline activities such as marketing, meetings and sponsorships. Read the full proposal: <https://bitsharestalk.org/index.php?topic=14687.0>

## **Moonstone.io Wallet Fundraiser Starting Soon**

Delegate: bitsapphire

By: Taulant Ramabaja (@bitsapphire)

Dear Community,

After months of preparation and development time we are close to starting our Moonstone.io wallet fundraiser. We are close to finishing the frontend of the wallet after finalizing the backend.

We have just finished recording and editing our crowdfunder video, which we hope you will all welcome as it might boost the BitShares marketing overall. We are currently in the process of translating both the video and website into Mandarin for our Chinese community.

We are officially partnering with the wonderful team from Metaexchange! They will help us do the BTC, BTS, and bitUSD token fundraiser on Moonstone.io. Furthermore, Metaexchange will be supported from day one as a plugin within the Moonstone Wallet! This means that you will be able to hold and exchange any BTS related assets as well as BTC right from the same interface!

The fundraiser details are as follows:

- We are asking for 130,000 USD in crypto-tokens (BTC, BTS, bitUSD) to release both the front and back-end under the MIT license. This means that the wallet can be forked and all its parts reused for for-profit as well as non-for profit purposes. This way we hope to spur the development of the much needed BitShares startup community.



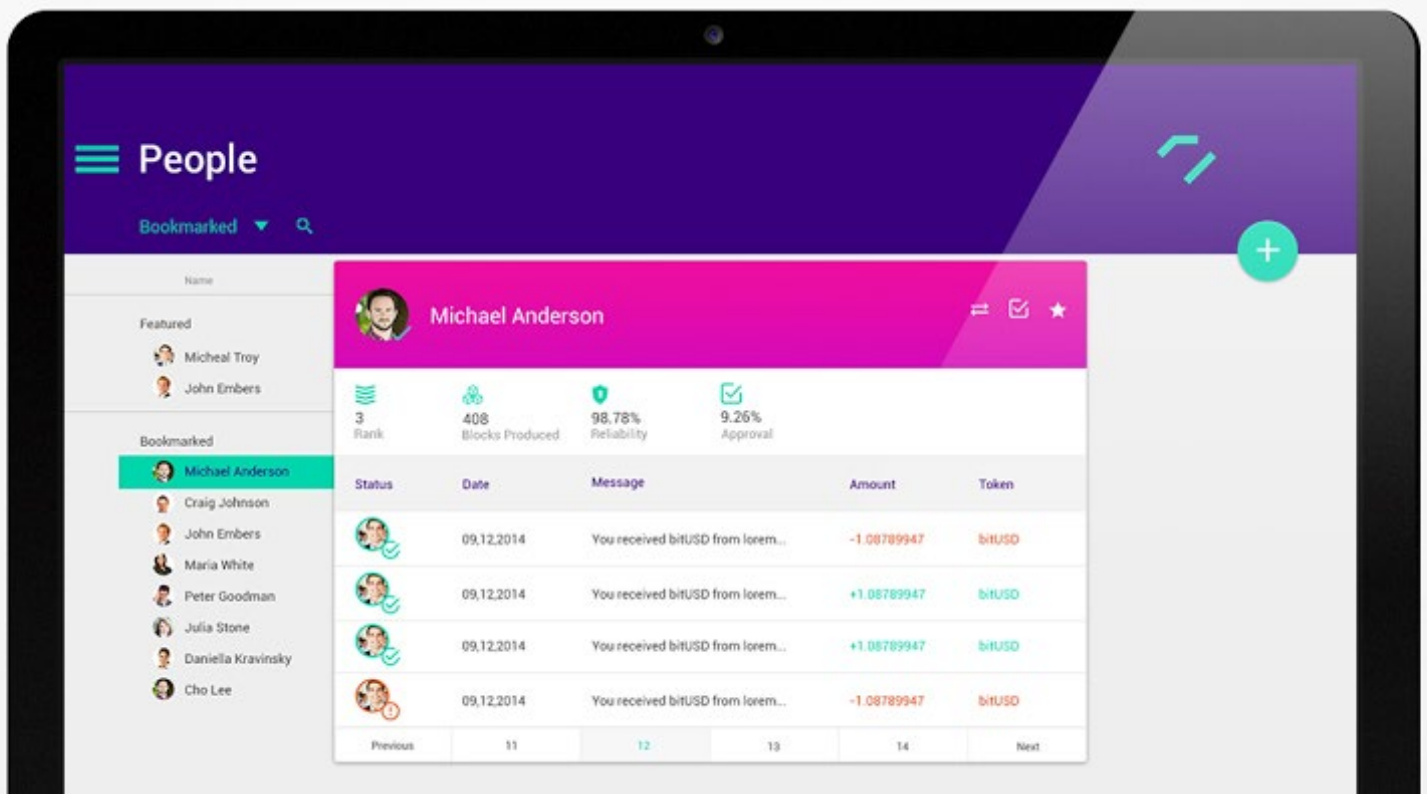
- The wallet frontend (the angular app) will be licensed at the end of the fundraiser under GPL3 regardless of whether we reach our goal or not. This means it can't be used for for-profit closed source purposes. The backend will only be released if we reach our goal.
- The buyback of the 1.15 Moonstone UIAs you receive for every USD you donate will be done through the delegate compensation of 5 preset but opt-out delegates in the Moonstone Wallet. This means that if everything goes as planned you will receive after 5-30 months your donated funds back, plus 15%.

If everything goes according to plan we will start the fundraiser on the 31st of March! Till then, please subscribe to our newsletter on [Moonstone.io](http://Moonstone.io)!



# MOONSTONE.io

Here is an inside look into the Moonstone wallet.  
Just select a contact and send any asset.





## Sollywood TV with Sollars and Sense - Delegate Proposal

By: @solomonsollarsnsense

Many people get it. Something has to replace Cable and something will. The information is not a secret, its pretty clear. Cord-cutting has begun its irreversible rise while Cable subscriptions have begun their inevitable decline. Cord-Nevers aka “Millennials”, are not adopting cable at all. The whole demographic is 44 million individuals strong with a 200 billion dollar market cap. Many people understand that there is a real market opportunity for a killer app in this whole “replacing cable” business.

Right now I have a venture that I believe is the replacement for cable and will be a killer app for the Bitshares platform. As a delegate, my main focus will be making this platform exactly that for the BitShares DAC. That is through content creation and of course an actual application. There are many different flavors of “killer apps”. Sollywood TV w Sollars is one aimed squarely at reaching a mainstream American consumer audience. Not the crypto audience. The mainstream one that uses Snap Chat and Facebook and dwarfs any kind of current Bitcoin eyeballs. “Sollars and Sense” will be a UIA on BitShares. We will look to bring real utility to the platform with Sollywood TV. Not speculative value, but a real and crucial demographic which no other currency platform has.

I thank those who are receptive to my voice and presence in BitShares, but even they have a legitimate concern. Where the hell are we going to start. “That’s great Solomon, “ I’ve been told, ”But realistically where the hell do we start with this? We get this vision and the business model works, but creating the platform as presented is simply not feasible... And we need Bitshares videos!” That is unfortunately all true. But after speaking with @DataSecurityNode, we have a viable start...

[continued...](#)



# Editorials

The BitShares community is filled with free thinking, hard working people.  
What's on their minds?

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## BitShares Rockstars... The New Crazyies

By: @solomonsollarsnsense

“You shouldn't invest in technology... you should invest in people.” Mark Andreessen

I haven't made it a secret to anyone. Projects powered by BitShares technology are how I believe BitShares will differentiate itself from the overcrowded market of cryptocurrency projects. Not in the technical open-sourced features which can become commoditized, but in the vibrant community members building on top of these features.

The actual entrepreneurs that we are attracting to this platform cannot be copied or commoditized. We have THESE entrepreneurs building killer apps and other projects do not. End of story. Our community is the most valuable asset type in the script of BitShares success. Look at yourself, I'm talking about YOU and your personality. You and your skill or you and your venture. One can replicate a feature but no one can replicate the experience and mind of a human being and all their uniqueness that they bring to showcasing a feature.

If people simply see this, BitShares will be well prepared for the shift that is taking place right before our eyes. BitShares open source features are great, but the Killer apps and the Killer projects built on top of them will make this currency shine by giving it real utility. Therefore, some of the delegate slots should be enabling entrepreneurs of a specific type. Rock stars- or entrepreneurs who have the ability to bring valuable eyeballs to the platform with their cutting edge business and personality.

Bitshares needs more entrepreneurs with unique voices and stories to tell. It needs more of these people visibly supporting its technology. It needs more of those entrepreneurs as delegates, tied to its platform and shining on center stage. Rock stars need to rock. Legendary rockstar Steve Jobs used Linux technology to build an empire, but he was just one of the rock stars that helped Linux build its world-wide brand. We can do the same with Bitshares.



We are the Linux of finance and entrepreneurship. Now we needs some more Steve Jobs's.

And you know what? If we are not performing and our shows are not selling out with groups galore.... Simply vote us out. End of story. After that, more people will be encouraged to write their own rockstar proposals. Do this, prove to everyone your rockstar worthiness, and then get on the stage and rock! How dynamic would it be to have an Andreas Antonopolous of Bitshares? Or a Roger Ver? A Verhoos? Or a Amir Taaki? You think we need them don't you? Wake up. The rock stars are already here in the community. Right now.

We just need to stop looking out there and start putting on the show that's begging to be played here. So here is to that crazy idea. Rock on!