

Letter to Businessmen and Academics

Dear Reader,

Regards,
The NXT Community

Outline:

- Introduction with hook. Assume we are talking to people have heard of Bitcoin, but have no idea of what it is besides its price.
- Mention that NXT is an innovator's platform, and why is it. Stuff like Asset Exchange, etc.
- Mention NXT's vibrant community. Give examples, like we now have 4-5 excellent clients, etc.
- Mention other advantages NXT has over Bitcoin (and clones).
- Conclusion. Give the reader a picture of the raw potential of the NXT ecosystem

Notes:

"Why you should get involved" - appeal to their entrepreneurial spirit, maybe mention our development is very decentralized, so there is room for anyone with talent

"What does NXT provide" - describe some of the most important platforms that will give them the tools they can use to build a successful business upon

Instant transactions - Why? Good for real life, practical, transactions. Huge market potential. This is potentially the biggest draw, because Bitcoin and the rest have nothing on this.

Asset Exchange - Why? This includes colored coins, which can represent anything, even other coins. This adds a completely new dimension to the crypto-space. However, I am have trouble explaining why this is actually something people want. I'm sure there are good examples, but I can't think of one right now.

PoW vs. PoS security - Also a good point. Why? Pay less and get more. However, for

someone not involved in crypto at all, they probably won't know or care about the difference. So we need to emphasize in a way that really makes PoS stand out.

Vibrant Community - Another good point. We can draw parallels with the Linux dev community, for example. NXT is decentralized development. This is the background message that we are trying to convey - that if the reader is willing, he/she can contribute directly to the development of NXT (and make bank from doing so... that's usually a good motivator, but we shouldn't be blatant about it).

Basically, I feel that we need to instill a sense of "The American Dream" in NXT - that anyone can be successful as long as they work hard. Which does bring up another point:

No Inflation - NXT has a constant supply of coins. What does this mean? It means that if someone invests their skills, hardwork and time into contributing to the NXT ecosystem, their compensation for their efforts will never be diminished.