

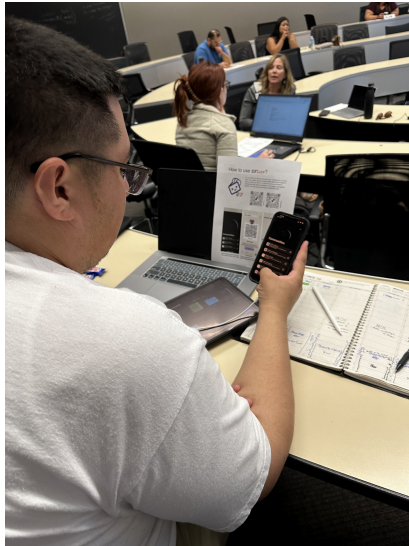
Fall 2023: Introducing **SFLuv** Digital Currency

The launch of SF Luv, a groundbreaking digital currency, took place through two dynamic events in September and October of 2023 aimed at empowering the local community and fostering a sense of collaboration. The first event unfolded in the heart of San Francisco's Tenderloin district, engaging vendors in a conversation about the transformative power of SF Luv in encouraging local transactions. This event highlighted the currency's ability to not only facilitate transactions but also reward individuals contributing to community development.



Azalina's (<https://www.azalinas.com/>), a local business, played a pivotal role by hosting the inaugural meeting, emphasizing the symbiotic relationship between SF Luv and local enterprises. Attendees were informed about the opportunity for community members engaged in impactful work to earn SF Luv tokens, which could be subsequently spent at participating businesses like Azalina's. This approach aimed to create a positive loop where community involvement is incentivized and directly benefits local commerce.

The second launch event featured a hands-on demonstration, targeting students who were given the chance to earn SF Luv through physical exercise. The attendees underwent an onboarding process, which involved downloading the SF Luv app and gaining insights into its functionality. The comprehensive demo explained the currency ecosystem, focusing on key aspects outlined in the attached onboarding resource.



Key Points Discussed in the Onboarding Process:

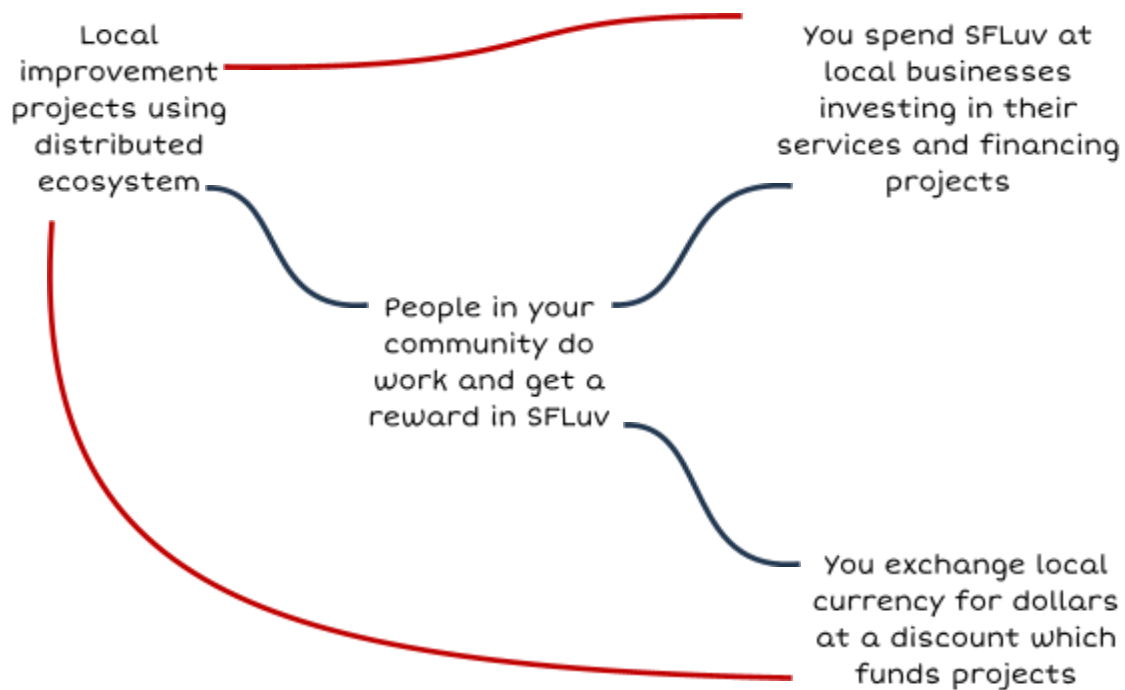
- **Earning SF Luv:** Participants were educated on the dual methods of earning SF Luv—through community work or direct purchase.
- **Spending with Benefits:** Those who transact with SF Luv enjoy loyalty program discounts, creating an additional incentive for adopting the digital currency.
- **Community Impact:** Portions of each transaction contribute to funding local projects, reinforcing the community-centric ethos of SF Luv; and in our pilots we insisted that transactions be backed by work, with “proof of work.”
- **Accessibility:** SF Luv requires no special equipment; all that's needed is a smartphone, ensuring widespread accessibility for community members.
- **Transparent Transactions:** All transactions are recorded and easily viewable, promoting transparency and accountability within the SF Luv ecosystem.

These launch events marked the beginning of a transformative journey for the San Francisco community, showcasing SF Luv as not just a digital currency but a catalyst for positive change and community empowerment. Ongoing work will focus on some of the friction factors that customers faced with the platform including:

- **Mixed Understanding:** Many people still did not fully understand how digital currencies work, and this lack of understanding created slight hesitancy and resistance, however in our case since the currency was grounded to work;
- **Transaction Speed and Scalability:** the app interface experienced some transaction lag, which could be a scalability issue, leading to slower transaction processing times during periods of high demand, if not addressed;
- **Banking Barriers:** While no users were uncomfortable with or unable to use the technology given the QR-code-based interface, there were questions that related to off-ramping and how users could translate / transfer the currency to dollars as well as a desire to interact with other existing banking platforms. [While there are solutions to this in the EU, this remains a challenge (and opportunity) for the US banking market in translating between USD and other digital currencies.]

Ongoing efforts in education and technology development should mitigate these challenges and create a more opportunity to scale SF Luv over the coming years.

SFLuv is a combined neighborhood improvement and loyalty program



- You can earn SFLuv by doing community work or purchase
- When you spend with SFLuv you receive loyalty program discounts
- Portions of your transaction fund local projects
- No special equipment needed-just a smartphone
- All transactions recorded and easily viewed

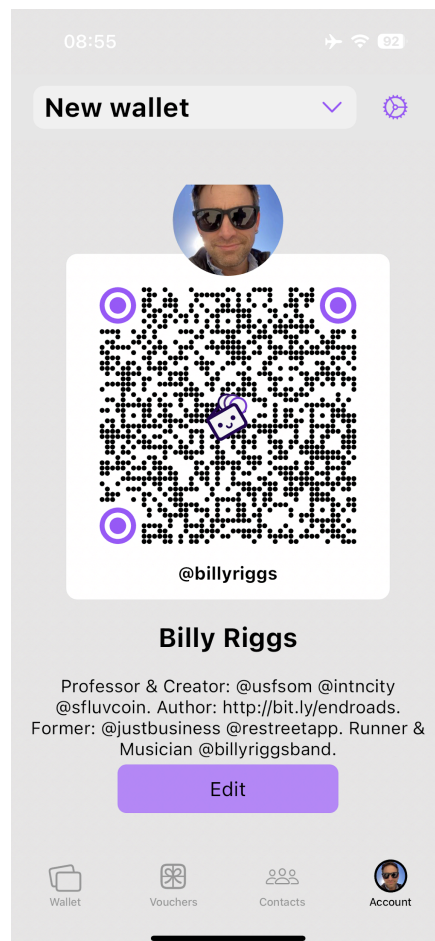
How to use **SFLuv**?



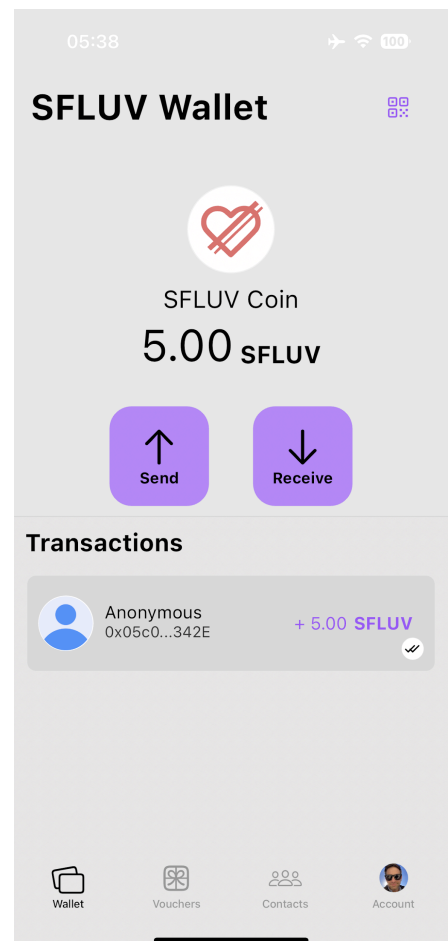
You earn SFLuv by doing community work, purchasing it, or being given it by a friend. We use a digital wallet called Citizen Wallet to help you store your SFLuv. To receive funds you will need to download the app which is available for both [Apple](#) and [Android](#) devices. You can also use a browser at wallet.sfluv.org.



Open the app & select the SFLuv community to open a new wallet



Set up a username and account profile to get ready for funds



Use the buttons and scan the QR code to send and receive SFLuv