

The Blockchain Protocol for Digital & Financial Inclusion

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Introduction

Smartphone penetration is growing at impressive rates. However, despite the increasing number of people who have a smartphone in their pocket, the high costs of data and connectivity make it impossible for a large part of the world to have consistent access to the network.

A clear and concise example of this can be seen in the Latin American populations who still largely rely on prepaid access to airtime and data. Factoring in average wages and the cost of top-ups in Mexico and Brazil, it takes an estimated 8-40 hours of work for consumers to earn just 500MB of data. Using the Pig.gi app, these users are able to earn airtime top-ups during their commute, at home, or at any time their schedule permits them to interact with the app -- giving them the ability to be more connected than ever before.

As these developing markets continue to see economic growth and connectivity, brands that were historically not present in the region are showing high interest in reaching these populations. As economies continue to develop and seek access to the internet, Pig.gi provides brands with a solution for connecting with new consumers, while helping people in these markets gain access to the internet.

The Siglo Token

To continue providing free top-ups at scale, the Siglo token will be launched, creating the first-ever token that connects providers and brands who directly reward consumers with connectivity in exchange for engagement.

The offering of Siglo tokens will fund the expansion of the platform that will tokenize access to airtime as well as expand the ecosystem in new and current markets. As the user base grows, our datasets become more robust and brands' demand for data increase.

In addition to facilitating unbanked users' increased access to networks, the creation of decentralized mobile networks is incentivized, thus allowing access to populations which were not previously covered by mobile networks. Network providers without major infrastructure would have the ability to provide services and still charge customers without having a traditional OSS/BSS stack.

Siglo's value proposition is unique in that it is being launched into a market where loyalty and significant participation has already been achieved through Pig.gi's existing user base of 1.2 million users in Mexico and Colombia.

Data Connectivity Points & Siglo Token

The challenge of a token economy is balancing the volatility of a free-floating token with the need for a stable user-facing currency in markets where the cost of advertising and cost of mobile airtime are variable. We address this problem by having two tiers.

1. The Siglo token that trades on open market in third party exchanges
2. The data connectivity coins that are fixed to local market product pricing

Once initial milestones are met, the token ecosystem will be expanded to include other apps using Siglo's open-source protocol. When a new brand or customer is onboarded, a new wallet is created. Here the app coins are added to the brand wallet and distributed to users as attention and opt-in data is provided back to the app. The governance processes for these brand escrow accounts are established by smart contract as part of the Siglo Protocol.

Conclusion

Siglo is the future of mobile connectivity in a world where increased access to networks and mobile transactions is paid for by brand sponsors. Siglo, a Gibraltar company, will sell and administer its token and work to promote and expand the ecosystem. Farrow Ventures, Inc, a Delaware C-Corp, owns and operates the Pig.gi app, the first app built on the Siglo protocol. Once initial milestones are met, the token ecosystem will be expanded to include other apps using Siglo's open-source protocol.



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