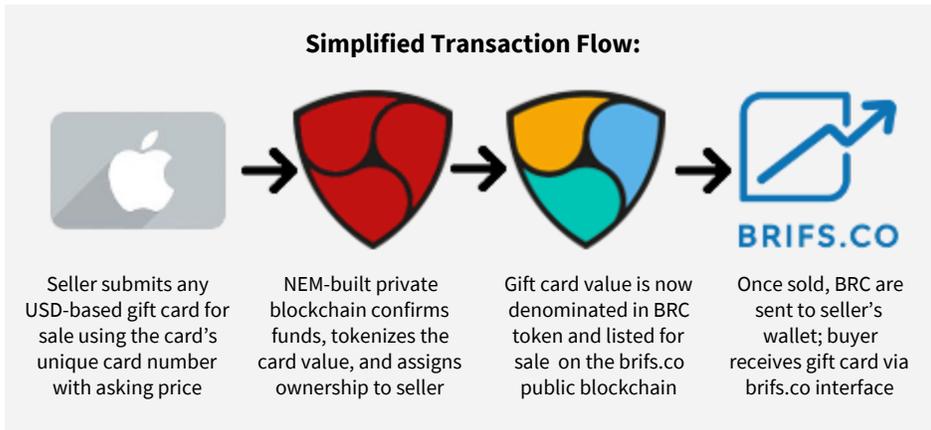


“Is every asset in the world destined to become liquid on the blockchain? The answer is ‘yes’. That is the next revolution.” — William Mougayar¹

Founded in 2017, brifs.co is building a trustless and decentralised peer-to-peer exchange of digital gift card values. Gift cards sales is marketed estimated to be worth \$160 in 2018 and our vision is to bring full liquidity to unwanted gift cards.² Unwanted gift card balances were previously locked up by issuers and held hostage by rent-seeking middlemen marketplaces that adding little value, while demanding high commissions on peer-to-peer transactions.

We believe that gift cards are your money; not the store that issued them! We believe gift cards should be as good or better than cash and we’re not going to rest until that vision becomes a reality.

brifs.co will utilize the [NEM blockchain technology](#) as a platform and as a system of record. NEM’s multisig feature will be used to conduct funds verification. Namespace and Mosaic will be used to tokenize the gift card values, record & manage ownership rights, and facilitate clearing & settlement. User-ratings will be automatically calculated using the Proof-of-Importance concept avoiding false ratings and creating a transparent and reliable trust score system. Additionally, escalated disputes will be resolved via a user-arbitration for bounty system.



brifs.co’s team is distributed internationally with members in Mexico, UK, UAE, and US and are highly experienced in startup operations, blockchain tech, and branding.

“Total gift card volume will reach \$160 billion by 2018” — CEB (now Gartner)²

brifs.co’s marketplace is currently in live beta — with revenue. Going forward, our aim is to grow the user base of buyers and sellers to create high liquidity, culminating in a fully decentralized peer-to-peer exchange. brifs.co will transition to a non-profit organization whereby all of the value traded on the system is captured solely by its community.

Works Cited:

- 1 - Cryptospace Moscow, William Mougayar, *Business on Blockchain*, 2017-12-27
- 2 - CEB (now Gartner), *2015 Gift Card Sales To Reach New Peak Of \$130 Billion*, 2015-12-08

Some of Our Top Brands:



brifs.co Team:



Charlie Muir
Founder



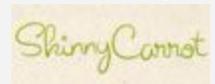
Paul C. Espiritu
Blockchain Lead



Karen Santiago
Design Lead



Naomi Martin
UX / Web Design



Dona Rinon
Blockchain Lead

