

**SUBMITTED BY: COMMONSENSE GHANA & BITUNIT FOUNDATION.**

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**PROJECT TITLE: THE BITCOIN SENSE SHOW:** A radio talk show to educate and encourage Ghanaians to demand bitcoin as alternative medium of exchange as well as good governance, transparency and accountability.

**BANK:** AGRICULTURAL DEVELOPMENT BANK (EJISU BRANCH)

**ACCOUNT NAME:** COMMON SENSE FOUNDATION

**ACCOUNT NUMBER:** 2000114166701

**BITCOIN ACCOUNT:** 1Hb4rTMFiEQK9M63rBTQAxPsvCp8DXFopm

**PROJECT'S TOTAL COST:** \$ 19,968

**BITCOIN ACCOUNTS:** 1Hb4rTMFiEQK9M63rBTQAxPsvCp8DXFopm

**PROJECT DURATION:** ONE YEAR (starting from 12<sup>th</sup> May,2016 to 15<sup>th</sup> April,2017).

Dear Sir,

It is with great pleasure that we offer all bitcoiners across the globe a great opportunity to become a valuable sponsor of "THE COMMON SENSE SHOW" which is going to be aired every Saturday evening on Boss fm, a well-liked radio station which engages approximately over 600,000 listeners daily across Ashanti region of Ghana. This program is a radio Talk-Show which will scrutinize and analyse government of Ghana's inefficiency in supporting free trade as well as promoting Bitcoin and Blockchain technology in Ghana.

Common Sense Ghana and Bitunit Foundation have been in the social media particularly on Facebook for not less than three years promoting free market ideas and bitcoin. We are very sure that our experience and track records are enough to prove that we can effectively run this show.

We strongly believe that this show, when sponsored, will make a greater impact due to the way it has been carefully designed to capture public attention and also Ghanaians, business institutions and entrepreneurs to consider Bitcoin as the alternative to fiat money. The show is only one hour but it has been strategically designed to change lives. Topics to be discussed on this show include "what is bitcoin?, can bitcoin expand Ghana's economy?,how to facilitate and strengthen Land title with the blockchain technology, corruption in public institutions, the weak monetary system as well as other topics that do not often receive maximum attention by the mainstream media.

The uniqueness of this show is its luminous panellists. We will feature friends here in Ghana who are already promoting bitcoin, libertarians and expert bitcoin speakers across the world to make this show a "talk-in-town". The speakers from abroad will speak via skype while those in Ghana will sit in

the studio with the host and offer live discussion. Phone lines would be opened to invite listeners both in Ghana and abroad to share their views and thoughts in order to make the show more interesting.

This would be a wonderful opportunity for any organization that will support us financially to have some visibility in front of over 600,000 listeners who would benefit and value the donor's participation in bringing this project to life.

We invite you and your organization to partner us in this project. While this project promises to create a whole new 'thinking box' for listeners, it will also give donors the opportunity to enhance their visibility and brand across the country. Below tells some of the benefits donor organizations may get if they choose to sponsor us either fully or partially.

With full sponsorship, the organization's jingles will prominently be played on the show including Live Presenter Mentioning (LPM). Your organization's name will also be mentioned frequently as the show is going on in order to capture listeners' attention. Lastly, the name and logo of the organization will be displayed regularly as a sponsor of this show on our Facebook page.

Partial sponsorship will attract packages like having your organization's name and logo displayed on a banner, and playing your jingles in the course of the show.

This one-year project has been estimated for 19,968 dollars. We seek your support to help us cover the air time cost. We will solicit funds from other bitcoin organizations to cover the rest of the cost. The total cost of air time for the whole one year is 4800 dollars. However, we need to pay 1700 dollars before 5<sup>th</sup> May 2016 in order to secure the contract with the radio station. We would be very grateful if you support us either by paying off the airtime cost or paying part.

## **EXECUTIVE SUMMARY**

THE BITCOIN SHOW seeks to educate, entertain and inspire Ghanaians to choose bitcoin as the medium of exchange in their day to day transactions. This show was designed by Kwaku Adusei and Boniface Agyenim Boateng who are currently running NGOs called "The Common Sense Ghana and Bitunit Foundation. The friends have collaborated to organize a lot of projects but they deem this one as the most viable even though the project is not yet done.

We chose Boss fm to air this show because its strength in the media landscape is very appreciable. In Ashanti region alone, Boss fm captures approximately over 400,000 listeners on daily basis. With other areas that are outside Ashanti region combined, the listeners are exterminated to be over 600,000. They have well-trained and experienced journalists and technical staff, including a team of committed reporters placed throughout the country which allows them to offer a good urban-rural mix of news coverage.

Boss fm is very popular in Ashanti region and can help us reach out to target listeners. Our organizations, Common Sense Ghana and Bitunit Foundation, are poised to inform, educate and inspire many Ghanaians through this project but our greatest challenge is finding a sustainable financial strength to pay off the cost of this project.

While gearing up to this challenge, we seek donor support from you so that we put this dream on a solid track. We hope that your support brings to bear a win-win benefit for both of us.

## **BACKGROUND**

Current Issues Facing Ghanaians.

Post-Independent Ghana is has seen majority Ghanaians who have little knowledge about how to fight against high levels of unemployment, large numbers of charlatan politicians, ruined infrastructure and extreme poverty. Civil servants are ill-paid, the education system is not yielding expected results, electricity and water systems are still reluctantly being reconstructed but Ghanaians seem not care because they believe a good government will solve the problem for them when the time is due.

These aforementioned crucial issues will continue to dehumanize them if they do not change their thoughts. This show will highlight how some business people and societies have prospered without adhering to government. It will also inform listeners how bitcoin is transforming lives in other societies.

It is our hope that this radio programme helps direct public thoughts into areas like the need to save our economy, effective land title system, peer to peer business transactions, enhancing the respect of fundamental human rights, and promoting good governance through openness, transparency and accountability.

## **PROJECT DISCRPTION**

THE BITCOIN SHOW is going to be a talk-show to educate and stimulate the sense of Ghanaian citizens with bitcoin and blockchain ideas. The show will be aired every Saturday evening between 7pm to 8pm. It has been packaged in such a way that listeners would have a feel of insightful analysis in two different phases( In-house panellists and online speakers).

On the show, the host will put forward a topic and panellists will digest and analyse it in details. There will be in-house panellists who will be in the studio to discuss the topic together with the host. There will also be online speakers who will be speaking via skype.

After the end of the analysis, our phone lines will be opened for listeners to share their views and thoughts. We will also invite other listeners especially those in abroad who may not wish to do phone call to get involved through text messages, what's App or Facebook. Listeners who are outside Ghana would listen to the show via [www.bossmonline.com](http://www.bossmonline.com)

## **OVERALL GOAL**

To make bitcoin and blockchain technology acceptable medium for the people's day to day transactions.

## **BENEFITS**

**BENEFIT TO LISTERNERS:**

- (i) Listeners' knowledge in bitcoin and blockchain will increase.
- (ii) Listeners' interest in online business will be widened.
- (iii) Buying and selling of bitcoin will help expand the economy.
- (iv) Listeners' interest about good governance, accountability and transparency will be increased.
- (v) Listeners' presence in the public debate will also be increased.

This in effect will make citizens more discerning and help build fruitful society for ourselves and posterity.

### **BENEFITS TO YOUR ORGANIZATION**

As stated in the covering letter, this would be a wonderful opportunity for your organization to have a mammoth visibility in front of over 600,000 listeners who would benefit and value your participation in bringing this programme to life. The host will be playing your jingles and advertising your organization's products in the course of the show. This show will enable you to expand your social responsibility and also give your organization the opportunity to reach out to many many people.

### **BENEFITS TO OUR ORGANIZATION**

The show will offer us the opportunity to change the mindset of the people as enshrined in our mission statement. It will also give us the edge to touch many people's lives and also help us to contribute our quota in expanding our national economy.

### **BENEFITS TO THE NATION**

The most important impact this show has on the nation is the crop of analytical and entrepreneurial citizens it seeks to create. It will also enhance the people's demand for good governance and peaceful co-existence in the country.

### **PROJECT'S BUDGET: Amount in US Dollars**

S.NO.	LINE ITEMS	UNIT	UNIT COST	MONTHLY COST	TOTAL COST
1	Air Time	1	200	200x4 = 800	200x24 =4800
2	Panelists (3 on every show)	3	18	(18x3)x4 = 216	216x24 =5184
3	Host and Producer	2	25	(25x2)x4 = 200	200x24 =4800

4	Research, Monitoring & Evaluation Team	2	18	$(18 \times 2) \times 4 = 216$	$216 \times 24 = 5184$
	<b>GRAND TOTAL</b>				<b>19,968</b>