STAND WITH CRYPTO

Stand with Crypto: Founders Fly-In Partner Kickoff Call

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Founders Fly-In Objectives

Policymakers meet founders and hear your story
- Your policymakers want to hear directly from YOU!
- Your personal founder story is powerful and allows the industry to be humanized
- Raise policymaker's awareness of the positive impact crypto has on job development, economic growth, and technological innovation in your state

Surround Sound support from broader community
- Let policymakers know that you are not alone! There are over 2.1M SwC advocates across the country standing with crypto, and over 52 million Americans who own crypto

STAND WITH CRYPTO

Our Target Members Represent: AL, CA, MD, MI, NH, NY, OR, PA, CA, NJ, VA

We have founders from all states except VA, NJ, OR, MI

Fereshteh Forough
Code to Inspire
Education

Pat Duffy
Giving Block
Philanthropy

Greg Di Prisco
M^0 Labs
Stablecoins

Garrett Ransom
Thurman.io
Financial Inclusion

Thor Abbasi
Zivoe
Financial Inclusion

Robby Greenfield
Umoja Labs
Impact

Wade Preston
Prevail Coffee
Consumer

NH   PA   NY   CA   AZ   GA   AL

STAND WITH CRYPTO

Cohort Leads

Ben Leventhal
Blackbird
Consumer

Ali El-Husseini
Medici Land Grants
Govt Use Case

Wayne Chang
SpruceID
Identity + Govt

Vernon Jay
Equity Coin
Housing

Elizabeth Kukka
Purpose for Profit
Housing

NY   MD   NY   CA   CA

Rontel Batie

Alden Knowlton

Nick Carr

OVERVIEW | Daily Agenda and Meeting Locations

Arrival Day - Tuesday March 4th

6:00 PM (DRINKS)

6:30 PM (DINNER)

Founders Welcome Dinner
Welcome dinner, overview of policy landscape, and run of show for the next day
Audience: Founders, SWC, and Coinbase Policy team

Meeting Day - Wed March 5th

7:30 AM - 9:00 AM

Breakfast Briefing
Breakfast briefing for Founders. Reviewing final run of show as policymaker meetings are always in flux.
Audience: Founders, SWC, and Coinbase Policy team

9:00 AM - 5:00 PM

Capitol Hill Meetings
Meetings on Capitol Hill with policymakers. Schedule to be provided on site. Typically expect 4-5 meetings throughout the day.
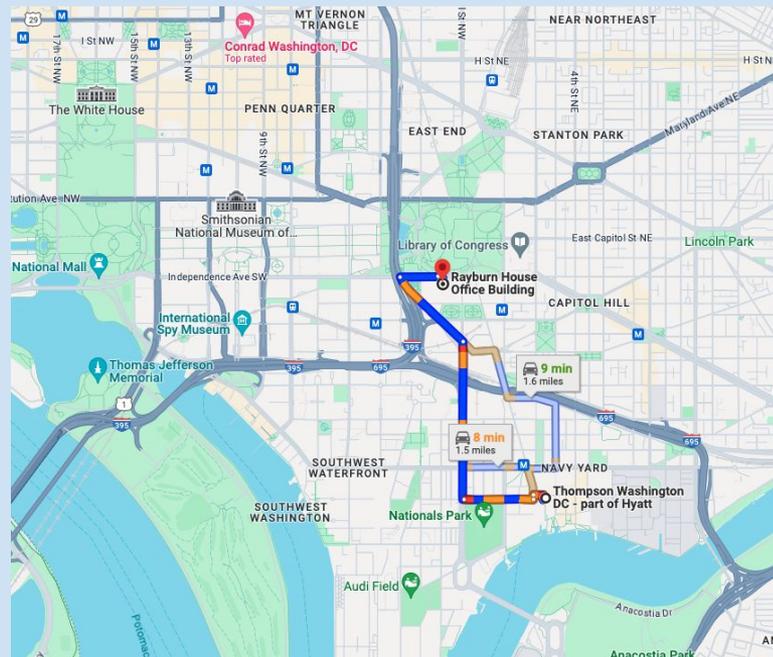Audience: Founders and Coinbase Policy team

5:00 PM (DRINKS)

8:00 PM

SWC Reception at the Pendry
Join us for a cocktail reception & dinner celebrating the most pro crypto congress. Drink and light refreshments will be served. If you need to travel, this event is optional.
Audience: Founders, Members of Congress, Staffers, Coinbase Policy team

Full Map of Destinations

Distance and Time
Meetings are in Rayburn/Longworth/Cannon
8 min car & 30 minutes walking from hotel

Tues 3.4 │ Arrivals + Welcome Dinner

Arrival

Location: The Thompson Hotel
221 Tingey St SE, Washington, DC

Time: 4:00pm │ Check-In

Welcome Reception + Dinner

Location: The Thompson Hotel **Restaurant**
221 Tingey St SE, Washington, DC

Time: 6:00pm │ Welcome Drinks

7:00pm │ Dinner
Introductions
Welcome Briefing

Wed 3.5 | Breakfast Briefing + Hill Meetings

Breakfast Briefing

Location: The Thompson Hotel

Time: 7:30 - 9:00am | Breakfast Briefing

Breakfast and coffee will be provided as we review the days final schedule and run of show. Need to be out by 9am sharp.

Hill Meetings

Location: Capitol Hill

Time: 9:00am - 4:00pm | Hill Meetings

Final Schedule to Come!

Wed 3.5 | SwC Reception

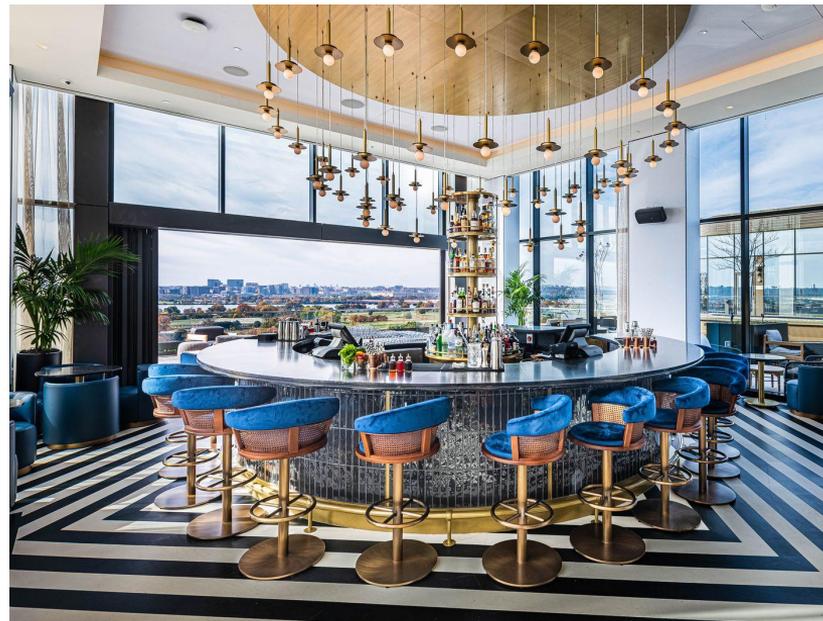**SwC Reception at the Pendry Rooftop**

Details: Reception honoring the most 'pro crypto congress'.

Dress code: Business Casual

Open press (so careful what we say while press is present)

Location: Pendry Hotel - Moonraker Rooftop

Time: 5:00 - 8pm | Drinks

STAND
WITH
CRYPTO

BACKDROP | What is Stand with Crypto?

WHAT - Stand With Crypto is a 501c4 – a political advocacy non-profit – dedicated to activating the 52-million strong crypto constituency by giving them a hub of tools to quickly and easily raise their voice in favor of pro-crypto policies.

- Launched with Coinbase's support in August 2023, the movement has grown to over 2.1m+ advocates nationwide.

- Coinbase and Stand With Crypto have hosted successful town halls, rallies, and virtual and in-person events across countless U.S. cities.

- StandWithCrypto.org features a call / email maker tool that allows advocates to contact their members of Congress with a single click.

- SWC has state chapters and provides updates on local meetups, legislative developments, and advocacy opportunities, with over 716k+ touchpoints with policymakers.
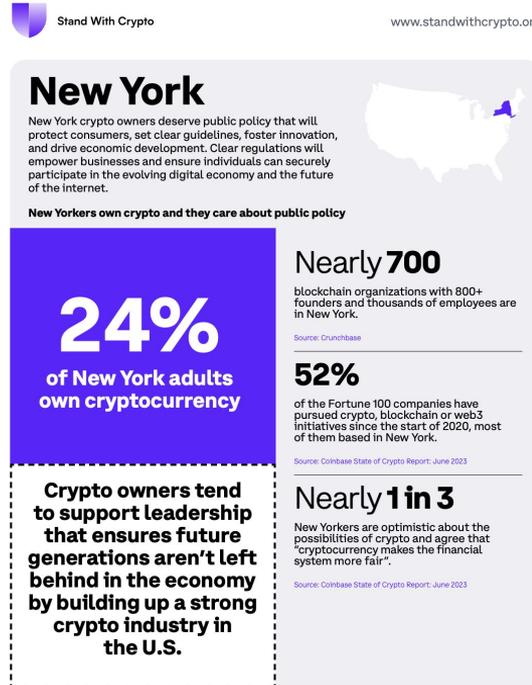
WHY - To empower the crypto community to advocate effectively and demonstrate to Congress how their constituents use crypto, create jobs, and care about their policymakers' actions on crypto.
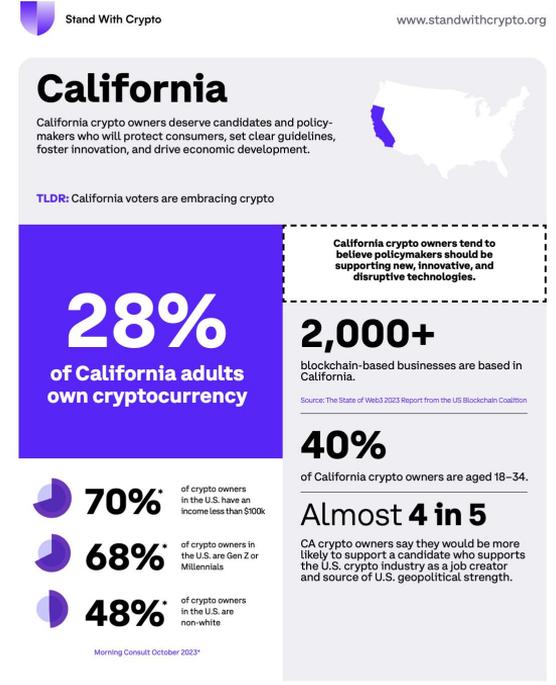
TLDR; *52 Million Americans Own Crypto*

- **5x more** Americans than *own an EV*
- **3.5x more** Americans than *belong to a Union*
- **2.75x more** than *attended an NFL game last season*
- **2x** American families who *directly hold stock*
- **1.3x more** American than *using ridesharing every month*

New York

Stand With Crypto — www.standwithcrypto.org

New York crypto owners deserve public policy that will protect consumers, set clear guidelines, foster innovation, and drive economic development. Clear regulations will empower businesses and ensure individuals can securely participate in the evolving digital economy and the future of the internet.

New Yorkers own crypto and they care about public policy

24% of New York adults own cryptocurrency

Nearly **700** blockchain organizations with 800+ founders and thousands of employees are in New York.
Source: Crunchbase

52% of the Fortune 100 companies have pursued crypto, blockchain or web3 initiatives since the start of 2020, most of them based in New York.
Source: Coinbase State of Crypto Report: June 2023

Nearly **1 in 3** New Yorkers are optimistic about the possibilities of crypto and agree that "cryptocurrency makes the financial system more fair".
Source: Coinbase State of Crypto Report: June 2023

Crypto owners tend to support leadership that ensures future generations aren't left behind in the economy by building up a strong crypto industry in the U.S.

Source for all data unless specified: Morning Consult 2024 and Impact Research 2023 and Toluna Polls 2024

California

Stand With Crypto — www.standwithcrypto.org

California crypto owners deserve candidates and policy-makers who will protect consumers, set clear guidelines, foster innovation, and drive economic development.

TLDR: California voters are embracing crypto

28% of California adults own cryptocurrency

California crypto owners tend to believe policymakers should be supporting new, innovative, and disruptive technologies.

2,000+ blockchain-based businesses are based in California.
Source: The State of Web3 2023 Report from the US Blockchain Coalition

40% of California crypto owners are aged 18–34.

Almost **4 in 5** CA crypto owners say they would be more likely to support a candidate who supports the U.S. crypto industry as a job creator and source of U.S. geopolitical strength.

70% of crypto owners in the U.S. have an income less than $100k

68% of crypto owners in the U.S. are Gen Z or Millennials

48% of crypto owners in the U.S. are non-white

Morning Consult October 2023*

Source for all data unless specified: Morning Consult 2024 and Impact Research 2023 and Toluna Polls 2024

CAPITOL HILL MEETINGS | Setting Expectations

CAPITOL HILL DAY | OVERVIEW

- **Meetings are always dynamic** up until the day of the event. We will have a full briefing during breakfast before heading to Capitol Hill
- Expect to have **~5 meetings** throughout the day
- There will be downtime between meetings
- At the briefing, we will dive into the details on policymaker meetings + expectations
    - *Final schedules, handouts, member bios will be provided then*

- **Attire for each day:**
    - Tuesday 3/4: Company swag
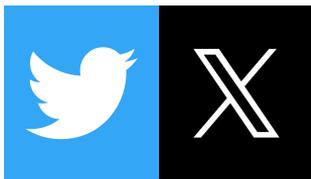   - Wednesday 3/5: Suits or blazer and slacks

SOCIAL AMPLIFICATION | Twitter + Social Media Recommendations

Rep. Henry Cuellar @RepCuellar · Sep 28
I met with @coinbase and Texas crypto/blockchain companies, including @TXblockchain_, in my Washington, DC office. It was great to learn about the utility and innovation that cryptocurrency and blockchain offer our country in the Digital Age.

Thanks for stopping by!

19   29   162   9.7K

Odai @0xOdai · Sep 27
I want to give a massive shoutout to the @coinbase & @standwithcrypto team. They are fighting the good fight for the betterment of our industry. Someone has to do it, and we're all grateful for your effort and leadership. #StandWithCrypto
cc: @brian_armstrong @ThisIsNickCarr

2   5   23   818

Press kit will be shared via email!

[Best Practices](#)

Post frequently throughout the day on X (formerly Twitter) to amplify your presence on Capitol Hill.

"Tag" lawmakers and @Coinbase and @Standwithcrypto.

Follow and Retweet other founders in your cohort.
Like, Share, and Comment on posts on LinkedIn.

Document meetings with photos to add to your posts – action shots during meetings and group shots with representatives, senators and your cohort.
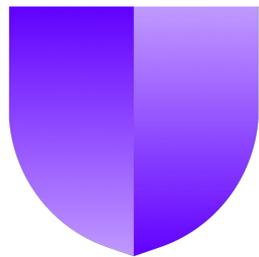
Share data and facts about crypto and blockchain innovation in your state.

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Feedback / Q&A