

Synergy

A financial toolkit for coops



The problem

Greece lives in a prolonged and multifaceted crisis.



Hope

- Cooperatives as an alternative
- Job Creation
- Social Impact



Main Growth Barriers

- Appropriate funding mechanisms
- Cash flow
- Access to business advice and support



What is Synergy?

A financial toolkit aiming to provide financial services to Cooperatives

- running on a distributed ledger
- open source and co-designed by the community



Our Goals

- Empower Coops
- Community-Based Governance
- Self Sustainability



Example Services

A. Loyalty

B. Microfunding

C. Community Transactions



Loyalty

Customer earn tokens as they buy.
Then can redeem the tokens
across network.



Micro-funding

CoOp create a funding request.

Backers lend money for tokens which they can then redeem at the CoOp.



Community transactions

- Solidarity Economy Ecosystem
- Smart contracts



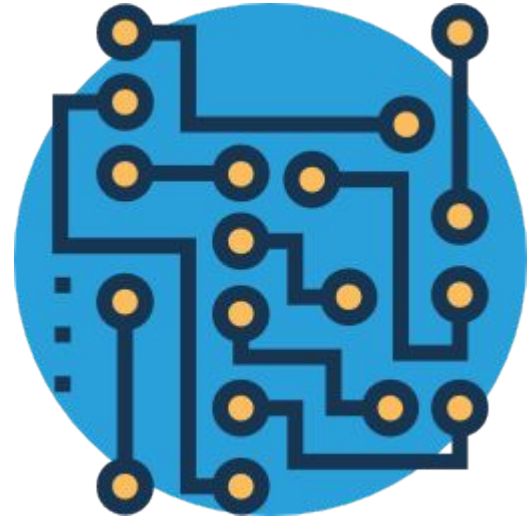
How ?

- A. Technology
 - B. Methods
 - C. Team
-



Technology

- Distributed ledger (Quora)
- Digital wallet
- Privacy by design



Participant experience

- Campaign Web Platform
- Cardboard-made Membership card
- Privacy Awareness Analytics Tool



Methods

- Community Mapping & CoDesign
- Marketing Campaign as Onboarding mechanism
- Multidisciplinary Evaluation



Synergy

- Low Cost Running Toolkit
- Viability through Community Funding
- Services as a Common
- New, Self Sustainable and Self Governed Communities



Team



Sociality is a 10 member coop in Athens operating since 2014 and working on online presence, user-centered digital tools, education and research.

Sociality has worked with private and public clients, organizations and coops in Greece and abroad including the National Library of Greece, Transform! Network, General Secretariat of SSE, and British Council in Athens.



Team



ΟΙΚΟΝΟΜΙΚΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΘΗΝΩΝ



ATHENS UNIVERSITY
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Synaphea is a team of blockchain professionals who believe that core blockchain technology has many potential applications in the enterprise.

Matina Dimitropoulou is a PhD candidate in Athens University of Economics & Business



Updates

by 10.2019

- Field Visits to CoOps, early adopters
- Co-Design workshop with 10 CoOps [\[Material\]](#)
- Backbone Blockchain infrastructure

Next Steps

- Design and Develop Interaction
- Awareness Campaign



Thank you!

Cooperation in the service of society



Privacy By Design

Community Data Governance sets the guidelines of data policy and privacy. It is structured by the community itself and transparent.

Digital Wallet Level

The users have the option to choose level of Privacy:

- Data stored in encrypted Synergy server, access via login credentials
- Data in Synergy server encrypted by the private key of the user, access via key
- Data stored by user, direct access to the distributed ledger through user's device

Cardboard-made Card used for quick and anonymous transaction. Every time, user information is exchanged we log this action, then the user will be able to get a report of these actions.

Distributed Ledger Level

- Zero knowledge proof for transactions anonymity
- Optional private contracts between partners
- Mix identity of the user by creating a temporary wallet before the transaction begins

Privacy Awareness Analytics, provides anonymized and aggregate analytics to members merchants



