BINANCE
CHARITY
PINK CARE TOKEN:
SPONSORING FEMININE HYGIENE PRODUCTS
FOR 1 MILLION YOUNG WOMEN

Binance Charity Foundation introduces Pink Care Token, a blockchain-powered stablecoin pegged to one year's supply of sanitary pads, empowering women in underdeveloped countries to improve overall health and wellbeing

Introduction

For many young women in underdeveloped countries, it is difficult to get equal access to a better future. According to the health and research organization PSI, there are 2.5 million women globally who don't have access to proper feminine health and hygiene.

In Uganda, there are women who use cassava leaves as sanitary pads, leading to infections and general uncleanliness. For most girls in underdeveloped regions, the day they get their period is the day they are forced to drop out of school; the end of formal education and the beginning of a lifetime of domestic work and pregnancy. Menstruation, which is a natural, life-giving function of a woman, brings unseen hardships for millions of women around the world.

While many foundations, NGOs and corporations have worked on this social problem over the years, there is tremendous inefficiency and lack of transparency in traditional ways of charitable giving that causes loss of trust and high intermediary costs. Blockchain-based philanthropy can therefore offer a new perspective and effective solutions to these issues.

What is Pink Care Token?

Pink Care Token (PCAT) is a stablecoin initiated by Binance Charity Foundation to sponsor feminine hygiene products for young women in underdeveloped world who are not able to afford it. Pink Care Token is the first of its kind, designed to aid women in need of better menstrual hygiene. It solves the lack of transparency issue of traditional donation, reduce intermediary cost and time lag to the lowest by decentralized efforts from community-based developers on Binance Chain.

With the Pink Care Token initiative, Binance Charity aims to bring the original value of money as a medium of exchange to the crypto space, while creating accountable charitable impact through transparent on-chain tracking on the Binance Chain blockchain.

The Pink Care Token is a new form designed as a blockchain-based social impact token that only serves for the purpose of menstrual period hygiene rescue for girls. Instead of a USD price, one unit Pink Care Token is backed with one year's supply of sanitary pads for one girl.

Key features of Care Token:

· Stable value against currency rate
· Non-speculation token
· 100% accountable charity impact
· 100% transparent
· Redemption guaranteed by Binance Uganda Exchange

Why the world needs Pink Care Token?

1 Pink Care Token = 1 year's supply of sanitary pads for one girl.

1) To achieve 100% transparency over the entire charity process

The Pink Care Token is backed with goods instead of a fixed price in USD. The Pink Care Token is featured as a transparent token: transparent over the entire process, including bidding, distribution, and redemption.

To select confirm the goods with high quality and reasonable price, BCF launches a formal bidding among suppliers and the suppliers who have the high-quality products with the most affordable price will get the deal. The result of the deal determines the price of the goods.
For instance, Pink Care Token supports girls with period hygiene materials, one token is pegged to goods -- period materials of one girl for a year, instead of fixed USD price. The supplier who wins the bid will get the chance to provide the sanitary pads as the collateral of the Pink Care Token.

After the bidding, the token is minted on Binance Chain, and distributed to the end beneficiaries directly. Only local volunteers and people who help the end beneficiaries open crypto wallet are involved in the process, no other intermediary is involved that can intervene the token transfer process or affect the price of the token. There is no intermediary intervened in the token transfer flow or affect the price despite the local volunteers or people who help the end beneficiaries open crypto wallets. The last step of the entire process is the fiat redemption of from the Binance Uganda Eexchange.

2) To decentralize charity in order to enhance aid efficiency

(Pink Care Token will be issued on Binance Chain and redempted on Binance Uganda Exchange in a decentralized manner.)

Binance Chain is a blockchain software system developed by Binance and the community with developers from all over the world. It offers possibilities for the flow of assets. Features of Binance Chain include:

Fast: With one-second block confirmation time, Binance Chain can process several thousand transactions per second, ensuring fast and efficient transactions for all users.

Low cost: Costs of using Binance Chain are relatively low in both fees and liquidity costs. Users can enjoy their first orders for free and discounted fees paid in BNB.

Therefore, by introducing the Pink Care Token, the efficiency of aid is expected to increase significantly since the misuse of funds could be avoided when there is no third party manipulating the money transfer.

3) To decentralize charity

There are many misconceptions about cryptocurrency, one of which is that it is limited only to trading and speculation. Pink Care Token's mission is to bring original value of money as accountable medium of exchange to cryptocurrency industry through social initiatives.

The creation of Pink Care Token is proof of a model for a free, transparent, and nearly zero-cost value transfer mechanism: to serve charity purposes only, pegged with needed goods.

Our vision

By launching the Pink Care Token -- the first tangible application of cryptocurrency for young women empowerment in social impact industry, we aim to use blockchain for social good and transform traditional charitable giving in a fully transparent and accountable manner. By actively responding to the 4th industrial revolution, we attempt to shape a brighter future of all human beings, especially the bottom billions, and lift humanity into a shared sense of dignity. After all, it comes down to human and values.
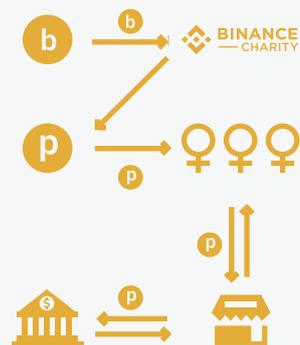
How does Pink Care Token solve a bottom billion problem?

Step 1: Donors donate to Binance Charity Foundation in cryptocurrency, which then is used to issue an equivalent amount of Pink Care Token on Binance Chain.

Step 2: Young women (end-beneficiaries) redeem each token for a year's supply of feminine care products from BCF's local suppliers.

Step 3: The suppliers convert the Pink Care Token to Uganda Shilling (UGX) at Binance Uganda Exchange in the duration of the project. There is only 1 Pink Care Token/UGX pair on Binance Uganda Exchange. Suppliers are able to only redeem Pink Care Token for Uganda Shillings.

Step 4: The end beneficiaries post recipient evidence of goods and their feedback on Twitter or other social media channels periodically. The token transfer records are also demonstrated on www.binance.charity for public monitoring.

How to Support?

Binance Charity Foundation is calling for partnerships to launch the Pink Care Token, which represents the freedom of value transfer, from donors directly to the end beneficiaries, in this case, the young women.

You can support us by launching the initiative as co-Founder, donating in cryptocurrency, which will be used to issue equivalent amount of Pink Care Token; or be our supplier to offer period products free or at a discount.

End Beneficiaries: 1,000,000 girls globally

Estimated Budget: USD 4,500,000 ($4.5/girl/year) (*)

(*) Based on estimated bid price in Uganda

Attachment

Behind the scenes: The underlying token economics of Pink Care Token

Step 1: Specify the local needs and issue tokens

For example, 10,000 girls need sanitary pads for 1 year, so we will issue 10,000 tokens this year.

Step 2: Confirm the supplier and set the token price.

BCF launches a formal bidding among suppliers and the suppliers who have high-quality products with the most affordable price will get the deal. The result of the deal determines the price of the pads. If the winning bid is at 8 USD/girl/year, the token price will be set to be 8 USD/token.

Step 3: Targeted fundraising for a specific time period

To support the 10,000 girls' sanitary pads, we need to fundraise the crypto that be equivalent to 80,000 USD. We will collect in BNB, BTC, and ETH during the period.

Step 4: Token activation and distribution

We will announce the token activation time and date to the public in advance. At that time, we will lock the BNB, BTC, and ETH price, and calculate the amounts of tokens that being activated according to the market price.

For example, the activation time is 12 am July 1st, and the BNB, BTC and ETH prices are $40, $8,000, and $250 respectively. And on BCF website, we collect 500 BNB, 5 BTC and 50 ETH. The value of the collected crypto are $72,500 ($40*500 + $8,000*5 + $250*50) and equals to 9062.5 tokens ($72,500/8 USD/girl/year). Under this condition, BCF will contribute cryptos to make the number round up to 9063. Therefore, 9063 tokens are activated, and will be distributed to 9063 girls in Uganda. BCF will pay for all the token transaction costs. In reality, we hope to reach the fundraising target so that other 937 girls could get their sanitary pads. The received BNB, BTC and ETH will be locked in the wallets as a "collateral" for the value of Pink Care Tokens.

Step 5: Token transfer and redemption

The parents of the young women will open crypto wallets in advance to get the token. The token will have no value unless they give suppliers for the girls' pads, preventing some parents use received money for other purposes. With the help of local NGOs, the parents will transfer the tokens to the supplier and the supplier will give the girls the sanitary pads.

The suppliers then can redeem the tokens at Binance Uganda Exchange, a trusted crypto-fiat exchange in Uganda, at the local currency price that equals to 8 USD per token.

Step 6: Crypto release and token burning

After collecting all Pink Care Tokens, Binance Uganda Exchange will send all received tokens to BCF, and BCF will release the BNB, BTC and ETH to Binance Uganda Exchange and burn the received tokens. BCF will take all the price-volatility risks of cryptos during the period and make sure suppliers can get the local currency with guaranteed value .

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*LET'S
TRANSFORM VISION
INTO ACTION
TOGETHER!*

THANK YOU!