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**TULLAMARINE BUSINESS OWNERS SWAPPING CASH FOR DIGITAL CURRENCY**

**FAMILY COUNSELLOR AND LIFE COACH EXPANDING BUSINESS WITH QOIN**

**DIGITAL CURRENCY A NEW WAY TO INVEST AND DIVERSIFY**

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Classrooms and counselling sessions are going digital due to COVID-19, and so too is how families can pay for them, using digital currency.

A qualified teacher, musician, life coach, and former lecturer at Monash University, Jim Demetriou is using Qoin (Eds; pronounced 'coin') to expand his family counselling and life coaching program, Proactive Mindfulness.

Having an interest in digital currency since 2016, Mr Demetriou says Qoin was another way of investing and diversifying, while offering him a “no risk” platform to promote his business.

“As a business owner, Qoin gives us free advertising and access to digital currency. I don't see any drawback. There are no costs or conditions on Qoin transactions, so there's nothing to lose.

“Digital currency is an interesting concept and the idea that our normal currency is going to eventually give way to digital currency. Therefore, I see digital currency as a means of diversifying our investment portfolio.

Since joining Qoin and experiencing the benefits for himself, Mr Demetriou has seen the value of his Qoin Wallet grow by referring new merchants.

“We started with 1,000 in complimentary Qoin. We know so many people in our everyday life – painters, electricians, plumbers, etc. You receive 1,000 in complimentary Qoin for each person you recommend. Now, we have 46,000 in digital Qoin currency.”

A counsellor and life coach who works with children, teens and adults, with a focus on supporting families overcoming dysfunctional challenges, Mr Demetriou's practice has adapted rapidly to the challenges of COVID-19.

“Before COVID-19, I don't think a lot of people thought about doing this type of assistance exclusively online. Parents are time poor and families have other commitments as well. Taking counselling online removes travel and time restrictions.”

He says he expects to see Qoin grow over the next 3-12 months and is looking forward to using Qoin to expand his business to support more Australian families.

**Qoin Association**

Level 1, 121 Scarborough Street, Southport QLD 4215

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“As the Qoin organisation expands the directory in Australia, I stand a better chance of expanding my business and, in turn, the exposure to the services I have to offer.

“As Qoin expands into overseas markets, their digital currency will continue to grow in value, due to the influx of new merchants.”

Over the space of just two months, around 3,000 small business merchants, including many in Tullamarine, are now accepting Qoin the newest digital currency built on blockchain that offers cashless transactions.

And now Tullamarine is being specifically approached following research undertaken by Qoin that shows Tullamarine businesses and merchants are keen to get involved in digital currencies.

Qoin Australia Chief Marketing Officer Andrew Barker says, “We have done our homework in Tullamarine and we have a dedicated team of independent agents that are in contact with Tullamarine businesses.

“The current economic climate off the back of COVID-19 has encouraged many businesspeople to open their eyes to new ways of doing business and that includes digital currency.”

Mr Barker says the time is ripe for digital currencies, like Qoin, as coronavirus has paved the way for small businesses to consider digital currencies to attract new customers and facilitate instore transactions.

“With coronavirus restrictions easing, we're seeing consumers leaving their homes and heading back to local businesses. The small business merchants taking up Qoin are ready for this groundswell of new and returning customers.”

ENDS

## About Qoin

- The Qoin Association was established in Queensland, Australia in 2019.
- The Qoin Association is a membership organisation that provides a framework for governance of the Qoin blockchain and reserve.
- The founding members of the Qoin association are Blockchain Investment Group (BCI), owner of Bartercard International (the world's largest retail trade exchange), and One Light Charity Foundation Public Trust. One Light has been a registered charity foundation for close to 10 years, partnering with over 10,000 merchants to help combat extreme suffering in their local communities.
- Qoin has been designed to offer both business' and consumers the opportunity to transact on a day to day basis or accumulate digital assets for potential future growth and liquidity. Through a directory based Qoin

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wallet, consumers are able to search, contact and transact with their favourite merchants in store and online.

- For more general information, go to [www.qoin.world](http://www.qoin.world)
- For technical information go to the Qoin White Paper located on [www.qoin.world](http://www.qoin.world)

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