

THE WAY WE COMMUNICATE

TONE OF VOICE

OUR VISION

We share a vision of a world where money is fair and honest. Where money holds value over time. And where everybody has the ability to use their money to transact whenever, wherever and however.

OUR MISSION

To impact 1% of the physical gold and silver market

Imagine a financial system where money works for the economy rather than against it. Where the value of things are not determined merely by a promise written on a piece of paper, but instead by an actual stable price agreed by everyone and backed by physical, tangible assets; such as gold and silver.

Kinesis provides a new way to transact, to be a step ahead of the ever-evolving perception of value. We're constantly looking to the future, and providing you empowerment through ownership.

We aim to lead the way forward, through inspiring change that combines modern technology with an historically proven formula; tangible-assets based on precious metals.

Our mission is to leverage a technology that is irrefutable, that cannot lie, nor relies on human intervention. To bring back the use of assets with an inherently stable value made to fit into today's ultra-fluid transactional ecosystem.

With Kinesis; we've created a globally accepted currency where borders become obsolete, opening up payment services to all. A currency nominated by the universe as a true source of value. Kinesis, at its core inspires movement and velocity by rewarding our users in perpetuity through unique fee-sharing yields.

Kinesis is the evolution of the gold standard, decentralised and digitalised.



OUR PERSONALITY

Kinesis is a natural born disruptor. As a company with impeccable financial knowledge, a background in precious metals, a strong understanding of opportunities offered by new tech and the infrastructure to deliver; Kinesis is ready to challenge the status quo for the benefit of all.

It aims to disrupt the current monetary system where the value of an asset is reattached to the value of a fiat currency, artificially controlled by institutions.

It aims to disrupt the traditional financial system where the transactions are purposely made opaque and hardly traceable.

As a true market challenger, Kinesis wants people to re-think the traditional value system of our existing financial & monetary systems.

It takes the ancient ways of conducting transactions using one of the oldest currencies of choice and makes them relevant again, by putting physical assets in motion through modern technology.

Its inherent moral compass makes it stand for simplicity, inclusiveness, fairness and honesty. And its ability to bridge old world with new technology make Kinesis smart, knowledgeable, mobile and dynamic.

KINESIS

IT IS: engaging and straightforward; but it is also reassuring and knowledgeable.

IT IS NOT: shallow or pedantic; and it is certainly not exclusive or excessively fin-techy.

We want our customers to feel that they, their money and investments, are in their control. We need to communicate our proposition in a straightforward, reassuring manner; In a way that a seasoned investor can relate to and an everyday customer can not only understand but enthuse about and also spread the word.

The key linking factor to both these target groups is this: They are both 'savvy' (investor - gold/financially aware) and 'smart' (millennial - blockchain/tech challenger). Therefore our tone - where appropriate, needs to be smart, clever, clear and to the point. Tell it how it is but use some wit or a clever headline (ref: The Economist) to instantly engage with these 'smart' people. Don't just knock them over the head with bars of gold and statistics, let them know we have personality and are every bit as sharp and forward thinking as the Kinesis monetary concept.