

# DASH proposal: AcuWiki.com

## PREAMBLE

Hello! This proposal has been written for a while for investors but the penny dropped after seeing Ben Swann's presentation at Anarchapulco this year. I realised how utterly committed DASH is to free speech, decentralisation and doing good in the world. This aligns with my vision for acupuncture and if I can avoid all further dealings with banks and fiat, so much the better. Here is my proposal, enjoy!

## INTRODUCTION

**Company:** AcuWiki Limited, <https://beta.companieshouse.gov.uk/company/10282516>  
**Directors:** Andrew Ridge, 38, <https://www.linkedin.com/in/apridge/>  
Raj Dhonota, 42, <https://www.linkedin.com/in/rajdhonota/>  
**Location:** London, UK

[AcuWiki.com](http://AcuWiki.com) began life as [DIYacu.com](http://DIYacu.com) in 2010 as a pet project to make acupuncture less confusing: despite globalisation and a 5000-year pedigree, acupuncture & acupressure remain distrusted, esoteric and expensive in the West. In 2015 I received an angel investment to revamp the site as [AcuWiki.com](http://AcuWiki.com). Our goals are:

1. To completely decentralise the acupuncture industry: <https://www.youtube.com/watch?v=9bne1cqBgXA>
2. To make self-administered acupuncture press needles as common and accessible worldwide as aspirin.
3. To be the Wikipedia of acupuncture & Traditional Chinese Medicine.

Organic traffic is increasing steadily and we are aiming for first page rankings for every single acupuncture point this year. For example, search 'ST34 acupuncture point' and we're ~6 or 'BL22 acupuncture point' and we're ~8. There are 361+ to try!

## PROPOSAL

Building on this foundation we would like to achieve several major goals:

1. Develop a DASH-sponsored brand of press-needle called 'Hot Spots' that will facilitate mass popularity.



Press needles are ~1.5mm inexpensive tacks, secured to mini-plasters and safe enough to self-apply. Their benefits are halfway between non-invasive acupressure and penetrative acupuncture, able to be worn for extended periods at a time. They are ubiquitous in other parts of the world, particularly in Japan, where they

are manufactured by Seirin, amongst others. In the UK, although press needles are imported and sold in many Traditional Chinese Medicine (TCM) shops, they are largely unheard of amongst the general public.

2. Produce 10,000 packets of Hot Spots to give away at major travel hubs in London's central business districts such as Canary Wharf and Liverpool Street stations.

3. Sponsorship of 10,000 further packets for sale on AcuWiki.com

4. Update the AcuWiki Store to accept DASH.

## DETAILS

Since the relaunch, the site has been entirely self-funded. Apart from these proposals, this will continue to be the case. Our current developer is and will continue to be paid in DASH. All suppliers are in place and we will push for them to be paid in DASH too. Any excess will be put into producing more Hot Spots.

1-3. Hot Spots:	Design, production & legal	\$5000
	Enclosed leaflet production	\$600
	\$3.50 x 20000 EOM packets	\$70,000
	Distribution x 10 days	\$1000
4. Store plugin:	Development & implementation	\$500
<b>TOTAL</b>		<b>\$77,100</b>

## COMMENTS FROM USERS ON LINKEDIN:

"Wow Andrew - that's fantastic! really good maps - must have taken you ages. Will you make a book/publish on line?" - David

"Beautiful!! If there were a way to go from the close up on the point in skeleton view to close up in muscle and skin view, that would be very good. It seems like the only way to get the to the close up on those levels is to go from the wide view and zoom in. And if there is any way to get a higher resolution when you zoom all the way in, so the dots and numbers are crisp. And if there is any way to combine channels on one image, like Deadman does in the back of his book, so that you could see the relationship of the points. And make them printable. I just took the CA state boards and would have LOVED a tool like this. Nice work!!" - Debra

"Really good! Beautiful." - Martine

"I love that when you click on the small images of the individual points on the right, that the larger image scrolls up or down to that point. This is a cool feature and highlighting this would resolve some of the comments Debra is making. One could look at the small image on the right with the muscular view and then see the dermal or skeletal images on the left." - Leslie

"Are you an acupuncturist or a graphic designer? It looks great!!!  
Thank you for sharing it with us." - Betty

" This is absolutely fantastic.  
Do you have the rest of the channels ready?  
Thanks so much." - Zinnia

"I agree with everyone--fantastic, great! An app would be a great tool to have." - Denise

"Its really nice, one, are u planning to make an app for a phone as well?" - Nilesh

"It is pretty helpful+ Would be nice if there is a Iphone or Android app for it too... :)" - Wendy

"Andrew, it's fantastic! Is there a possibility to download the maps? I didn't find it. And if you will create an app, will it be for android also?" - Ina

"Very nice...many congratulations. How about a cross-sectional view that shows veins/arteries/nerves/lymph etc. - now that would make this product stand out from the crowd!" - Robin