Unit



DRAFT 0.1 · NOVEMBER 2026 · FOR REVIEW BY UNIT

The Ambassador Handbook.

How to explain Unit and your city coin so that anyone gets it. Plus the treasure hunt, step by step.

Written by the Berlin team as a proposal for all City Ambassadors. Everything here follows Unit's own documentation, Michael's talks and the rules agreed in the ambassador calls. Where we are not sure, it says "confirm with Unit".

1 · YOUR JOB

Three things, in this order.

1. **Make Unit known.** The treasure hunt puts Unit on the street in your city. Every find is a story people share.
2. **Make it understood.** Most people hear “city coin” and have no picture in their head. You are the one who explains it.
3. **Make people feel the vision.** Ownership that is open to everyone: the people who help build something can own a piece of it. That is worth getting excited about, and it has already started.

You do not need to know every technical detail. You need three answers: a short one, a medium one and a long one.

2 · THE THREE ANSWERS

Ten seconds, thirty seconds, two minutes.

Ten seconds

> “Unit lets you own a piece of the things you care about. My city has its own coin on it.”

Thirty seconds

> “Unit is a platform where you can own a piece of everything: businesses, people, cities. [Berlin] has its own coin there. Every time it is traded, 0.5 percent goes into the coin’s treasury, and the people who hold the coin can redeem their share of it. And there are events and initiatives coming up, like the daily treasure hunt, where the person who finds it first keeps the cash.”

Two minutes: the café story

Tell it with one picture that grows. It works in every language and needs no crypto words.

1. Think of a café you love. The owner built it. But the regulars made it what it is.
2. Still, only the owner owns it.
3. Now imagine the café had its own coin, and anyone who loves it could hold a piece.
4. Every time the coin is traded, 0.5 percent goes into its treasury. The treasury belongs to the people who hold the coin.
5. Now zoom out. Not one café. A whole city. That is a city coin.
6. Unit is building this for cities, businesses and people all over the world.

The café with its own coin is an example of the vision. Say “imagine”. City coins exist today, a coin for every café does not.

3 · WHERE THE IDEA COMES FROM

The Uber story.

Michael tells it in his TEDx talk (TEDxBostonStudio, 2022). It is the best way into the idea, because everyone knows Uber.

> “[Uber] went public for 80 billion dollars, it had about 2 million drivers … and how much of this value went to the drivers?” Michael Healy, TEDxBostonStudio 2022, minute 4

The people who start a company and the people who invest in it own it. The customers and workers who make it big do not. Unit wants everyone to be able to own a piece of what they help build.

> “We’re really focused on the long tail, your local barber shop, your favorite restaurant, your friend who’s a musician.” Michael Healy, Proof of Talk 2025

> “An economy where everyone in the world is an investor and stakeholder in things.” Michael Healy, Proof of Talk 2025

4 · HOW IT WORKS

Pool, treasury, bank, redeem.

1. **A token is created.** On Unit, every token has a **treasury** and a **bank**. Use these words and explain them. Do not call it a pot.
2. **It is tradable from the first second.** There is no pre-sale. You buy and sell against the **pool**: buying moves the price up, selling moves it down.
3. **Every trade has a 2 percent fee.** 0.5 percent goes into the token's treasury, 0.5 percent into the pools, 0.5 percent into the UNITCOIN treasury. The last 0.5 percent covers system costs.
4. **Holders can redeem.** Redeem tokens and you get your share of what is in the treasury. Redeemed tokens are **burned**: they no longer exist and leave the total supply.
5. **You join by invitation.** New users sign up with an invite code.

A simple example. 100 coins exist, and there is $100 in the treasury. Redeem 10 coins and you get $10. Those 10 coins are burned, 90 remain. In real life the treasury holds crypto, so its value moves with the market.

The token bank, for businesses. When a business tokenizes its revenue, that revenue arrives in the token bank first. The owner decides whether and how money moves from the bank into the treasury, for example once a quarter instead of paying a dividend. Or not at all: then the treasury grows through trading alone. Everyone can see what is in the bank.

What a city coin is

- **Made by Unit.** The Unit Foundation created all city coins. They are not issued by the city government.
- **Same rules as every Unit token:** tradable from day one, 0.5 percent of every trade into the city coin's treasury.
- **What it stands for.** The more people, businesses, culture and events thrive in a city, the more its coin stands for. Think of it as an index of what is going well there.
- **Who it is for.** Anyone who feels connected to the city, believes it has a great future, or just wants a piece of it.
- **A way in.** Michael: a city coin "encourages a geographic region to see the value of tokenization".
- **The long-term idea:** local businesses and people in the city get tokens too, and the city coin connects them. Unit calls this a "reverse ETF". You do not need that term on the street.

5 · WORDS

What to say, what to leave out.

SAY	LEAVE OUT
"Own a piece of [your city]."	"You become a co-owner of the city."
"Treasury", "pool", "bank", "redeem". Explain each word the first time you use it.	"Pot", "piggy bank", "give back". Also "guaranteed value", "it can only go up", "no risk".
What the coin is and what it stands for.	What it is not. Do not compare it with other kinds of coins.
"Built by Unit, carried by the people who live here."	Anything that sounds like the city government is behind it.
"Imagine using it as a ticket to events."	Presenting future uses as if they were live today.
"I am an ambassador. I like the idea."	Price predictions. Telling people how much to buy.

Honest answers build more trust than big promises. If you do not know something, say so and ask in the ambassador group.

6 · QUESTIONS YOU WILL GET

Short answers that hold up.

“What is behind it?”

Every trade puts 0.5 percent into the coin’s treasury, and holders can redeem their share of it. Unit is a platform with its own chain, exchange and wallet.

“Is it from the city?”

No. Unit built it. The people who live here carry it.

“Will it go up?”

Nobody knows. What I know: every trade adds to the city coin’s treasury. I am in because I like the idea.

“What can I do with it?”

Today: join the treasure hunt, hold it, trade it on Unit. The vision: pay with it locally and use it as a ticket to events in your city.

“Is it safe?”

It is a young project, and crypto always carries risk. Only put in what you can afford to lose, and look at the treasury yourself.

“How do I start?”

Go to unit.network/invite and use the invite code. (Confirm with Unit: one code for all, or one per city.)

7 · THE TREASURE HUNT

Step by step.

This is the format as we understand it from the ambassador calls in November 2026. Confirm with Unit before you rely on details.

Before you go

- $100 in your local currency, in the black Unit envelope.
- A note or finder card with a contact that is **not** your private phone number. A Telegram name works well.
- A spot people recognize. Landmarks and busy places work best.

Video 1: hiding it

1. Film upright. Keep it under 12 seconds.
2. Show the cash going into the envelope. Show the place. Hide it. Pan to the landmark.
3. Take the cash with you again and leave the note at the spot. The money does not stay outside.
4. Turn the clip into the finished video within 15 minutes (chapter 8). The overlay adds the day, the amount and the coin price.

Video 2: the find

1. When a finder contacts you, meet at the spot.
2. Ask first if you may film and post. No consent, no video. Never film minors.
3. Film the find (re-enacting it is fine) and ask one question: “What will you do with the money?”
4. Hand over the cash. Give them a finder card.
5. Turn this clip into a finished video as well, and hand both in for your reward (chapter 8).

Three rules that keep you out of trouble. Do not hide anything on private property or in protected monuments. Do not publish your private number. Do not promise finders anything beyond the cash in the envelope.

8 · THE TWO APPS

From raw video to reward.

Two tools take the work off your hands. One finishes your video, the other pays you back.

Both apps are being finished right now. This chapter describes them as of late November 2026 and will be updated with the final links and steps as soon as Unit confirms them.

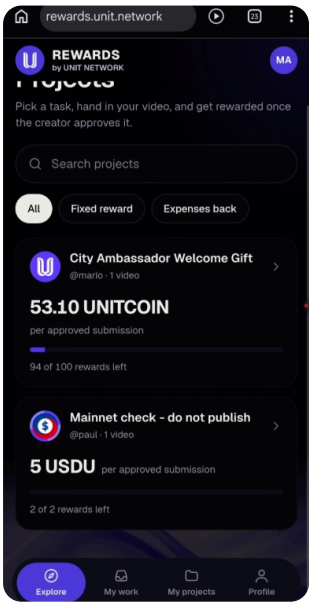
The video tool: your clip in, the finished video out

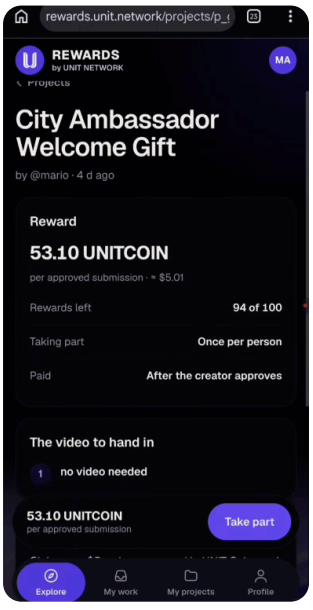
- You hand in the raw clip. You get back the finished video with the overlay: city, day, the amount and the live price of your city coin.
- Today this runs through the Telegram bot **@unit_treasure_hunt_bot**. Mario approves each ambassador once. Then you send the clip with your city name as the caption.
- Unit's **Ticker app** does the same in the browser: upload the clip, get the finished video. (Confirm the link and the small fee per video with Unit.)

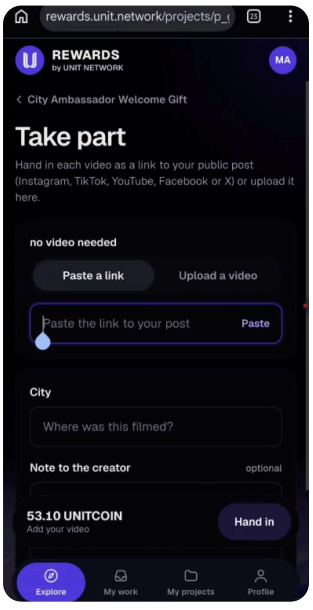
The Rewards app: how you get paid

The rule is simple. You lay out $100 in your own currency. You prove the hunt happened. You get your $100 back, plus $50 in your city coin.

WHAT COUNTS AS PROOF	WHAT YOU GET
Video 1: hiding the treasure, with the place visible. Video 2: the find, and the finder saying what they will do with the money. Both posted, and the finder agreed to be shown.	**$100 back, one to one.** **$50 in your city coin** for every successful hunt. No proof, no reward.







1. Create your account on unit.network. New accounts use a passkey. If you still log in with email and PIN, you are on the old version.
2. Open **rewards.unit.network** and tap "Sign in with Unit".
3. Under "Explore", pick the project. "Expenses back" shows the reimbursements, "Fixed reward" the rewards.
4. Tap "Take part". Paste the link to your public post (Instagram, TikTok, YouTube, Facebook or X), or upload the video.
5. Enter the city and tap "Hand in".

6. You are paid once the creator of the project approves it. “My work” shows the status.

Try it first with the welcome gift. There is a project called “City Ambassador Welcome Gift”, about $5 in UNITCOIN. Hand in a short video with your name and city, or a link to your Instagram. It is the easiest way to learn the app.

Mario posted a short screen recording of these steps in the ambassador group on 24 November. Your own invite code is on the rewards page. Details such as deadlines and how often you can claim: confirm with Unit.

9 · YOUR CITY'S INSTAGRAM ACCOUNT

Posting.

- Each city gets a Unit brand account. The city lead gets editor access through Meta Business Suite. No password is shared.
- Post by hand in the first weeks. New accounts that automate get slowed down.
- Use Collab posts with the main Unit account, so a post appears on both.
- Only use music you have a license for. If a video has licensed music, the account has to be registered with the music library first.
- Rhythm we propose: two explainer posts a week, plus every hunt.

10 · TALKING TO PEOPLE

On the street and in a chat.

The street question

The best reel you can make costs nothing. Hold the Unit envelope and ask people one question.

1. “Quick question for a video, thirty seconds?”
2. “What do you think a [Berlin] Coin is?” Let them guess. Do not help. The stranger the answer, the better.
3. “Would you want a piece of [Berlin]?”
4. Give the thirty-second answer from chapter 2.
5. “Is it okay if we post this?” Film the yes. Hand over a card or a sticker.

In a chat

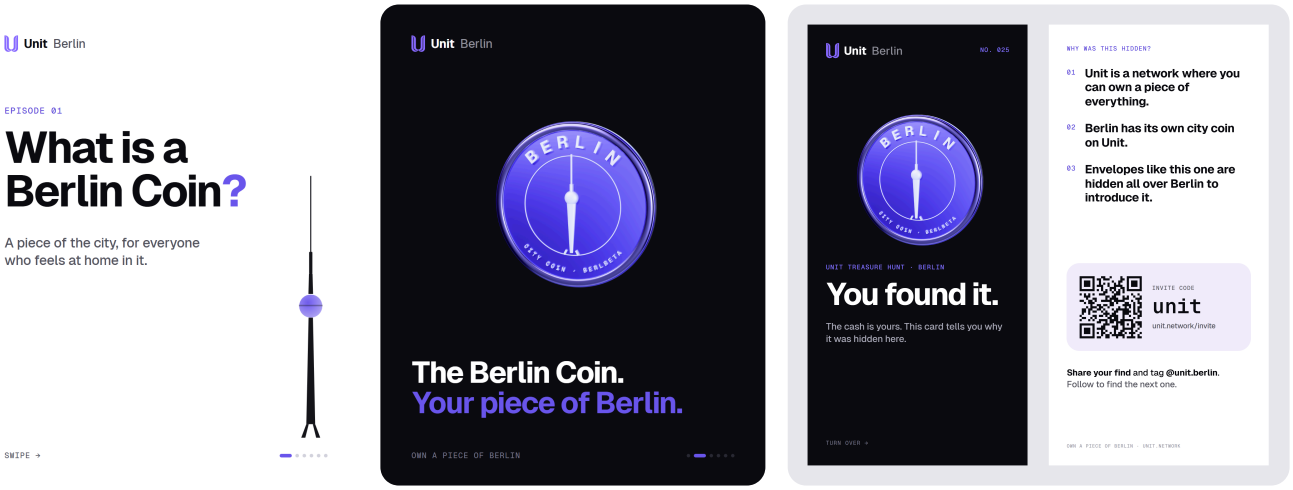
Three short messages work better than one long one.

> 1. “Think of your favorite café. The regulars made it what it is, but only the owner owns it.”
> 2. “Unit lets the people who make something big own a piece of it. Cities too. [Berlin] has its own coin.”
> 3. “Every trade puts 0.5 percent into the coin’s treasury, and holders can redeem their share. Want the link?”

Handing over a card

One sentence, then the card. “Scan this, the code is on it.” Do not explain everything standing up. The card and the videos do that for you.

What is ready to use.



- **Explainer film:** “What is a city coin?”, the café story with a narrator, 52 seconds.
- **Five short films, all narrated:** the manifesto, “What is a Berlin Coin?”, “What is Unit?”, “Where does the money go?”, and the treasure hunt film with the map of 100 cities.
- **Four carousels** for Instagram.
- **Print:** finder card for the envelope, business card, stickers. Stickers are for giving away, not for sticking on public property.

Everything is built as a template. For another city we change the name, the ticker and the landmark on the coin.

The checklist.

- [ ] I can give the ten-second and the thirty-second answer without notes.
- [ ] I say “imagine” for things that are not live yet.
- [ ] I never promise a price, and I never say the city is behind it.
- [ ] Hunt: cash, envelope, note with a safe contact, a spot people know.
- [ ] Video 1 under 12 seconds, finished within 15 minutes.
- [ ] Both videos handed in on rewards.unit.network: $100 back, $50 in my city coin.
- [ ] Finder: ask consent first, one question, hand over the cash and a card.
- [ ] Post by hand, use Collab with the main account, licensed music only.
- [ ] When I do not know, I say so and ask in the ambassador group.

Sources: Unit documentation (dochub.unitcode.org, docs.unit.network), Michael Healy at TEDxBostonStudio 2022 (youtube.com/watch?v=6gLnpHsOAr8) and Proof of Talk 2025 (youtube.com/watch?v=YXy2G9du5N8). Quotes are from automatic captions and should be checked against the video before they are published.