

Israel Lab 2019 SAGA - Tel Aviv



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SAGA is a \$30m Israeli start-up with a vision to create world wide digital currency.

Saga's mission is to develop practical solutions for a digital currency that can work within the existing financial system with added benefits of cryptocurrency for the global citizens. On Dec 10th 2019, Saga launched a reserve-backed crypto currency, whose monetary policy is governed by its coin-holders.

We worked on the Go To Market Strategy for the startup that included:

- **Competing with the existing Stable Coins in the market**
- **Make the SAGA coin as an instrument of exchange in the Global Decentralized Market**
- **Market use case in Unstable Economies of the world**
- **Serving the Unbanked population of the world by being an efficient medium for International Remittances**

