



## News Feature

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# Free Cryptocurrency Software For Charities Set To Make A Billion Dollar Impact

Charities are already queuing up to give supporters new software that harnesses the previously untapped and enormous potential of idle computers all over the world to mine cryptocurrency for good causes.

Cudo Donate – which officially launches this month – aims to raise \$1 billion by automatically harnessing the unused power of modern computers around the world to mine cryptocurrency to help those in need.

While the technology might be sophisticated, the idea is a simple one; most of the time your modern, powerful computer is doing very little or even nothing at all, which is when Cudo's software comes to life. When you need your processing power the software instantly fades into the background – meaning Cudo Donate is effectively invisible to the user and has little or no impact on machine performance.

The free app works best when downloaded to the desktop but can also be used on websites.

Cryptocurrency – the modern-day equivalent of the gold rush – has been criticised in some quarters because of its impact on the environment. Data centres all over the world need vast amounts of electricity around the clock to power their computers and cooling systems.

And the impact that huge power-hungry, crypto-mining computers have on the environment has also come in for criticism.

But the Cudo Ventures concept is to be carbon neutral thanks to a scheme that automatically offsets any additional electricity consumed by users. The company buys carbon credits to fund positive environmental projects.

CEO Matt Hawkins is a successful businessman and philanthropist. He said: "This system will allow charities to use the untapped power of potentially millions of computers across the world to help those in need. What is more, people will have the chance to support causes close to their heart at almost no cost to them.

"We want to be clear that running any computer harder every day may result in a small additional electricity cost. While this may not be significant or even noticed by most users, the collective impact of that mining activity needs to be measured and compensated for.

"We believe in being carbon neutral in all our ventures. It would be nonsense to create software that claimed to do good in the world if it damaged the planet in the process."

Hawkins is convinced that Cudo Donate has the potential to change the way organisations raise money for years to come.

He said: “We believe we can use this technology to make the world a better place for everyone. We think that we have come up with something that has enormous potential to help those in need.”

Cudo Ventures, based on the South coast of England, has been set up by a trio of entrepreneurs with a track record in creating and running successful technology-focused businesses. Matt Hawkins founded C4L, a large data centre business in the South of England before selling the business to investors in 2016 for a significant sum.

Matt joined forces with David Pedrini and Duncan Cook to work on his most ambitious and far-reaching project to date.

David started his career as a telecommunications business expert and became an authority in the cryptocurrency space, having mined Bitcoin professionally for many years.

Duncan founded and set up an app development company called 3 Sided Cube; clients include Boots, Lloyds Bank and the RNLI, but the business is best known for its work in the charity sector. He was personally invited to the White House after one of his firm’s apps was credited with saving thousands of American lives.

Hawkins said: “I have always believed that we have the power and ability to use technology to make the world a better place for all of us and I think Cudo Donate, with a goal to raise \$1 billion for charity, is a great example of that philosophy in action.

Duncan Cook added: “I honestly think that this is a groundbreaking project. What we are looking at here is a seismic shift in the way charities will go about raising money and the potential benefits are enormous. We want charities to recommend this product to all their supporters including corporations. Socially responsible businesses can now make a huge difference by donating their unused processing power to good causes too.

“We are incredibly excited and proud to be involved in such an ambitious and potentially game-changing project.”

Director and cryptocurrency expert David Pedrini is excited by the technology Cudo is developing. “Mining cryptocurrency via an app isn’t a new concept but providing charities with their own branded funding app is a world first.

“Charities can deploy this technology in several ways. The most effective way is to encourage supporters to download mining software to their computers, but it can also be deployed as a website widget or as a stand-alone microsite,” added Pedrini.

Hawkins said: “The charity sector will be the first to benefit from our technology. The Donate project is designed to be cost neutral and self-funding rather than a profit centre but commercial products based on the same technology are being launched shortly.”

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## Press Information

Downloads available at <http://www.cudodotate.com/press/>:

- Press release
- Videos
- White papers

Cudo Director video profiles available at:

[https://www.youtube.com/channel/UCaFCb7ShTp3L3gDp0rTN\\_uQ](https://www.youtube.com/channel/UCaFCb7ShTp3L3gDp0rTN_uQ)

Cudo Donate is powered by Cudo Ventures.

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