



miss[👑]*bitcoin*

How I Went From Miss Universe to Miss Bitcoin

Alejandra Guajardo

MY JOURNEY BEGINS

MISS UNIVERSE EL SALVADOR 2022



THE **BITCOIN DRESS** MOMENT

missbitcoin



THE VIRAL IMPACT



Seen by
MILLIONS!

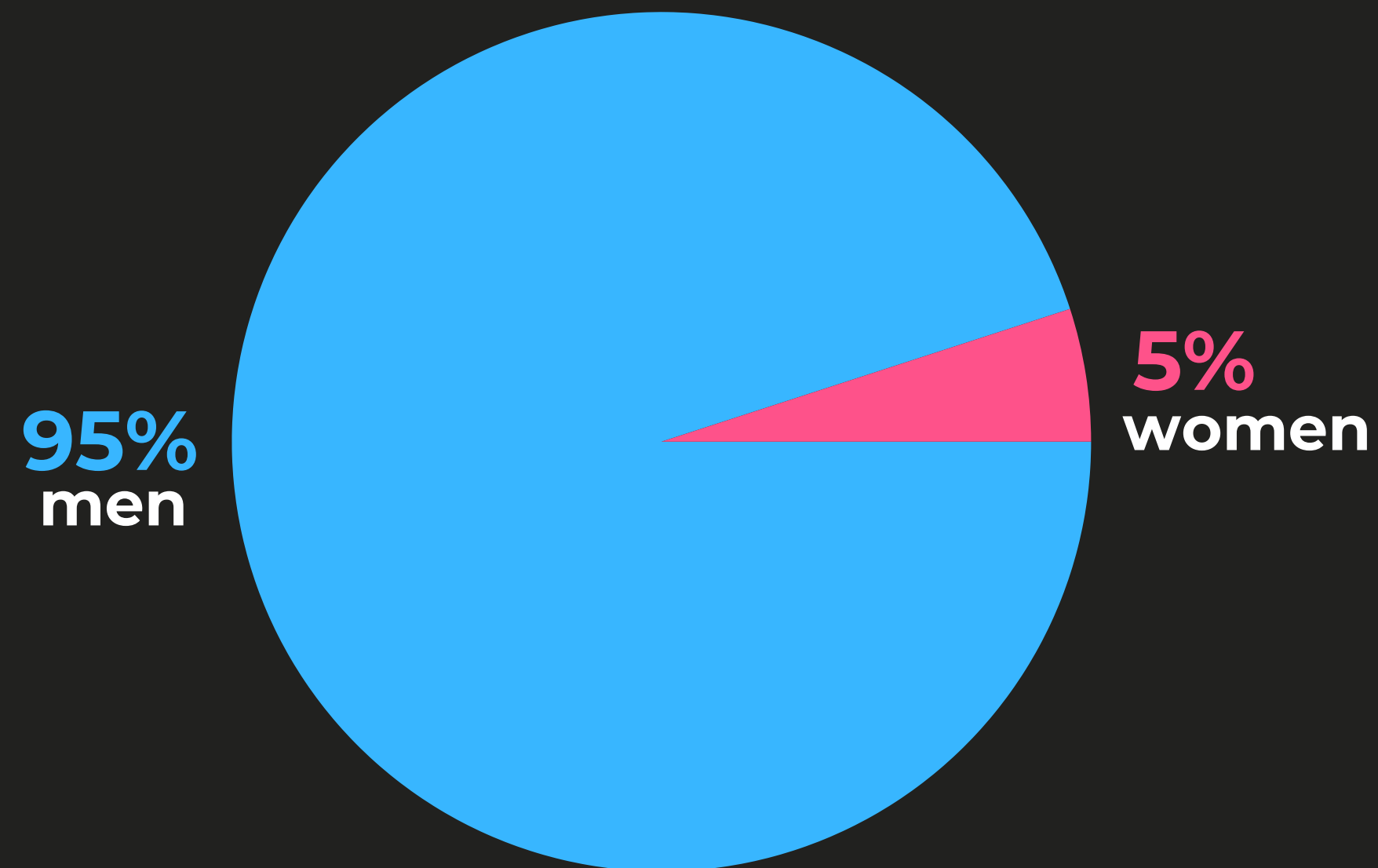
BEING A WOMAN AT BITCOIN CONFERENCES



One of the only women in the room

THE PROBLEM

THE LACK OF WOMEN IN BITCOIN



Where are
the women?

THE SOLUTION

MAKE BITCOIN EXCITING FOR WOMEN



WOMAN IN BITCOIN **HELP GROW THE ECOSYSTEM**



**Create a platform that makes Bitcoin
exciting for women**

THE SPARK

MISS UNIVERSE... BUT FOR BITCOIN



A pageant - but with purpose

WHAT IS **MISS BITCOIN**?



A global competition for
female Bitcoin leaders

HOW IT WORKS



**Country
Project**



**Community
Impact**



**Global
pageant**

EXAMPLE: **MISS BITCOIN SPAIN**



Public school education
on Bitcoin in Madrid

EXAMPLE: MISS BITCOIN MEXICO

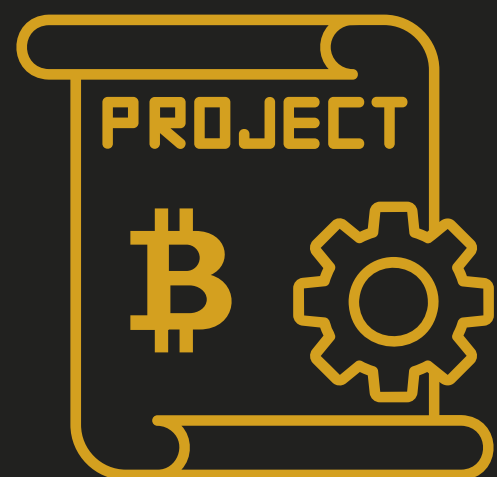
missbitcoin



Onboarding indigenous people on to Bitcoin

SELECTION CRITERIA

We're not choosing just based on beauty...



**Bitcoin
Project**



Personality



Interaction



Integrity



Impact

WHAT THE WINNER GETS



- Sponsorships
- Mentorships
- Resources to scale impact
- Prizes

WHAT WE NEED



Sponsors



Mentors



Partners



Investors

JOIN THE MISS BITCOIN MOVEMENT



@MissBitcoin_sv



@aleguajardo_sv

Be part of the story.