



Perhaps most intriguingly, the app also includes a stock exchange element — where users can acquire and sell articles to enhance their portfolio and in-app status, trading in Goodness Gold between users. It's an interesting and playful concept, even if the true value of such trading remains vague for now, as the currency stays isolated within the app. Perhaps there is a partnership opportunity for a company to provide rewards for tastemaker users? Or should Goodness Gold also be offered by local businesses to those who make a visit?

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Website: [www.katesgoodness.com](http://www.katesgoodness.com)

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