

May
2022



GameFi deals marketplace & loyalty platform on web3 - Litepaper

MOBILE CRYPTO WALLET, REWARDS TOKEN, AND DEALS & LOYALTY PLATFORM

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GGEZ.ONE | Montreal, Canada | May 28, 2022

"Nothing is true, everything is permitted." - Assassin's Creed ☺

Executive Summary

The GGEZ1 team is building a mobile app with a **localized deals marketplace & loyalty platform** and an **asset-backed cryptocurrency rewards token** called **GGEZ Rewards**; the marketplace connects consumers searching for great deals with merchants seeking to promote their business. The GGEZ1 **web3 platform** gives merchants the power to **attract, retain and entertain** customers and members the **place to save, play and earn rewards**.

We envision a crypto rewards token that can be collected and redeemed in an engaging gamified experience across brands and countries, creating a **consolidated loyalty network** that is permissionless, transparent, borderless, and easy to use for both the consumer and the merchant; the GGEZ rewards token will increase consumer's engagement with merchants by increasing flexibility and cutting some of the restrictions that come with traditional loyalty and reward programs.

The **GGEZ rewards token** is an **asset-backed** cryptocurrency collateralized by a portfolio of income-generating **real-estate** assets; the assets collateral consists of global income-generating real-estate investment trusts (**REITs**) across a range of property sectors in developed and emerging markets.

GGEZ1 will be investing the asset collateral in long-term **sustainable and green real-estate projects** in emerging markets that will have a positive economic & environmental impact, help communities grow & thrive, and improve the lives of millions of people. These investments include Smart Farming & AgriTech, Renewable Energy, Green Transportation, Water Investments, and Waste Reduction.

The **GGEZ token** price reflects the value of the backed assets, offering token holders a good investment, **safe store of value**, and **protection against inflation**; the token allows anyone to easily invest in a portfolio of income-generating real estate assets without actually having to go out and buy, manage, or finance a property.

Our mission is to become the **leading GameFi commerce platform** supported by widely adopted **asset-backed cryptocurrency**; the next evolution of marketplaces, by leveraging blockchain technology, smart contracts, AI, and a gamified AR user experience to build a web3 commerce platform that is permissionless, real-time, and decentralized peer-to-peer network that directly connects consumers and businesses without a central authority.

We believe that a decentralized web (web3) will **empower people** because it underpins the internet of value, where value moves and is exchanged like information is exchanged today; this will facilitate increased financial inclusion, especially in emerging markets, and will leave everyone more financially connected, empowered, and enabled.

Young consumers in the target region with a sizeable underbanked population and a limited earning potential, the GGEZ1 app and platform will allow them to collect asset-backed crypto rewards from their day-to-day buying activities; the app will become their first-ever experience with a financial app and a gateway to the world of crypto and the metaverse.

The **GameFi context** allows members to play multiuser augmented reality (AR) games and earn GGEZ rewards tokens, NFTs, and other rewards sponsored by merchants (**a play-to-earn approach P2E**); combining gamification user experience with blockchain-enabled finance (GameFi) will attract youth, gamers, and non-crypto users to join the platform because AR gaming environment is fun, engaging, social, and delivers an enriched experience that brings together the virtual world with the real one.

GameFi will attract non-crypto users into the crypto market, especially in emerging markets, helping with both education and conversion to lead the efforts of **onboarding the next billion users**. For merchants, the GameFi features offer opportunities for branding and increase customer satisfaction, engagement, and loyalty, thus improving their bottom line.

The deals marketplace and loyalty platform will create a **new advertising paradigm**, instead of the traditional model, where businesses pay advertising networks or publishers for ad delivery; businesses pay their customers directly with crypto when claiming the deal.

With the new advertising model, businesses' digital advertising budgets can be reallocated as rewards and incentives for their customers. By removing the advertising network commission and publisher's ad cost "middlemen" both businesses and customers benefit; Businesses benefit from having a better ad conversion rate because they only pay when customers complete a purchase; they also benefit from viral marketing and branding when customers video-share the gameplay experience; customers on the other side, benefit from receiving the crypto rewards and by receiving social reactions from their friends when they share the gameplay video recording.

To drive the GGEZ1 vision and mission forward, the **founder** of the GGEZ1 project, **Mutaz Majdoub**, with his co-founder **Mohamad Shawamreh**, assembled a small team to start developing the GGEZ1 platform. The team founder Mutaz is a hardcore fintech platform development expert with more than 20 years of financial application development experience and two successful fintech platform deployments. Mohamad is an industry expert across diverse technology stacks and specializes in financial systems. The team also includes several fintech platform development talents passionate about the project and its potential for a positive financial impact on the community and commerce in the region.

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Problem

Dysfunctional loyalty programs in emerging markets that are failing to attract young consumers

Rewards and loyalty programs are essential tools to drive business growth and increase sales because they help businesses to attain visibility, attract new customers, and, most importantly, improve customer retention. According to market research, a 5% increase in customer loyalty can increase the average profit per customer by at least 25%. Also, 68% of new customers come from current customers. Businesses realize the benefits of having reward and loyalty programs; however, operating a program for SMEs in emerging markets is beyond reach due to the lack of technical, financial, and managerial expertise required.

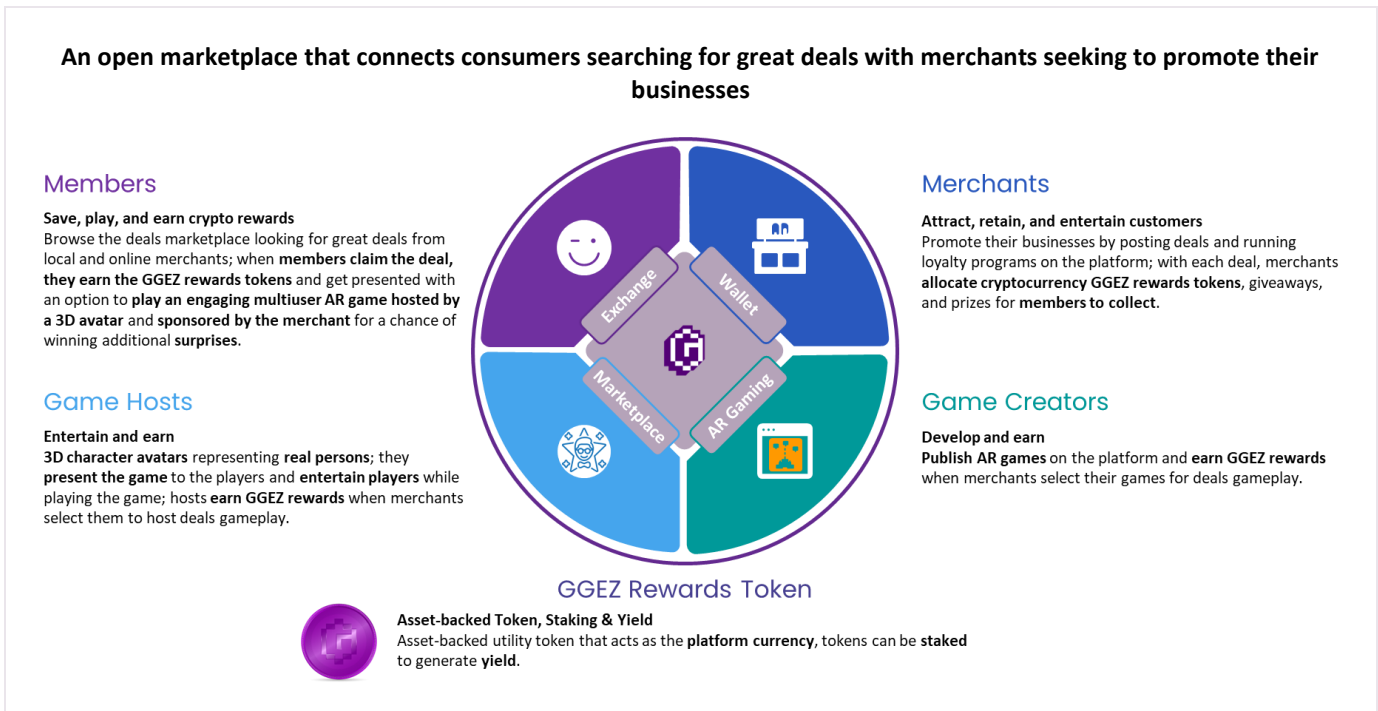
Although 69% of consumers say that the choice of retailer is influenced by whether they can earn rewards points; young consumers are not participating in current reward/loyalty programs for the following reasons: consumers find rewards either unappealing or unattainable; current programs aren't innovative enough to capture the attention of youth because of lack of engaging user experience; consumers have to install several apps or carry cards for each membership program which makes it confusing and annoying; loyalty points aren't shareable so consumers cannot send loyalty points to friends or use them with other merchants; finally limited redemption options & flexibility.

Despite the recent growth in loyalty program participation, numerous pain points have prevented such programs from achieving their full potential, and most are failing to attract young consumers; the pain points include outdated legacy systems and user experience, lack of differentiation between different programs, rewards points are siloed in small ecosystems resulting in a low utility value, centralized system with lack of transparency and traceability, and no data privacy & user anonymity which does not serve the best interests of consumers and merchants.

Currently, no solution in the market can serve the best interests of consumers and merchants at the same time and address pain points with current programs, a solution that would offer consumers a fun, engaging, flexible, and trusted platform; and at the same time offer merchants an affordable, seamless, and effective solution.

Solution

GGEZ1 Platform



GameFi deals marketplace & loyalty platform on web3

GGEZ is a popular gaming slang that means **good game** and **easy win**; we named the project GGEZ to appeal to gamers and communicate a gamified user experience and easy-to-earn crypto rewards.

The GGEZ1 team is building a **GameFi loyalty platform** with a mobile and web interface, a localized **deals marketplace**, a **crypto wallet & exchange**, and a **stablecoin** cryptocurrency rewards token called GGEZ.

The loyalty platform enables a **crypto rewards token** that can be collected and redeemed in an engaging gamified experience, creating a consolidated loyalty network that is permissionless, transparent, borderless, and easy to use for both consumers and merchants.

User Types

There are four types of users on the platform, **Merchants**, **Members**, **Game Creators**, and **Game Hosts**.

The marketplace connects consumers (GGEZ1 members) searching for great deals with merchants seeking to promote their businesses.

Merchants promote their businesses by posting deals or running loyalty programs on the platform; with each deal, merchants allocate cryptocurrency GGEZ rewards tokens, giveaways, and prizes for members to collect.

Members browse the deals marketplace looking for great deals from local and online merchants; when members claim the deal, they earn the GGEZ rewards tokens and get presented with an option to play an engaging multiuser AR game hosted by a 3D avatar and sponsored by the merchant for a chance of winning additional surprises.

Gameplay gets recorded, and members can save the recording to their GGEZ1 user profile and share it on social media to receive social reactions from their friends; gameplay video-sharing will further endorse the platform, promote the merchants, and entertain members and their friends.

Members can instantly **exchange** earned rewards tokens for other crypto assets, NFTs, prepaid & gift cards, transfer them to other members, or use them to buy from merchants.

The GGEZ1 app user experience is like **combining Groupon deals marketplace** with **Pokémon GO AR game** with **TikTok short-form video-sharing** app in one platform on **Web3**.

User-Generated Content Ecosystem

The GGEZ1 ecosystem consists of three types of user-generated content on the platform: the Deal, the Game, and the Game Host, which together provide a comprehensive GameFi commerce experience.

- **The deal** is a commercial promotion posted by merchants, and with every deal, the merchant must allocate GGEZ rewards to be collected by members when they claim the deal.
- **Game creators** publish AR games on the platform and earn GGEZ rewards when merchants select their games for the deal gameplay.
- **Game hosts** are 3D character avatars representing real persons; they present the game to the players and entertain players while playing the game; hosts earn GGEZ rewards when merchants select them to host deals gameplay.

Value Proposition

Users: Save, play, and earn crypto rewards ;) ... members **save** money on their purchases when claiming deals, have fun **playing** engaging multiuser AR games, and **earn crypto rewards** that are equivalent to cash and can be instantly redeemed.

Merchants: Attract, retain, and entertain customers ... merchants **attract** new customers by promoting deals on the marketplace, **retain** their best customers by managing cost-effective open-ended loyalty and rewards programs, and **entertain** customers by sponsoring engaging multiuser AR games for a chance of winning additional surprises.

The detailed value proposition for members, merchants, Game Creators, and Game Hosts:

Members	Merchants
<p>Save, play, and earn crypto rewards</p> <ul style="list-style-type: none"> • Find good deals with real customer reviews • Save money when claiming deals • Earn crypto rewards on purchases • Have fun playing an engaging AR multiuser game with the chance of winning additional surprises • Gameplay recording and video-sharing with social reactions • Crypto wallet with exchange • Instant rewards redemption for: <ul style="list-style-type: none"> - Crypto assets & NFTs - Metaverse & gaming tokens - Gift cards, prepaid credits, and mobile top-ups • Buy from merchants using crypto • Simplified crypto transacting using mobile numbers and chat interface • P2P crypto transfer for assets & NFTs 	<p>Attract, retain, and entertain customers</p> <ul style="list-style-type: none"> • Promote the business by posting deals and promotions to the marketplace to attract • Cost-effective open-ended loyalty programs to retain • Sponsored games to entertain • Viral marketing and branding from sharing members' gameplay video recordings on social media sponsored by merchants • Accept payments in crypto • Receive ratings & reviews • Online profile
Game Creators & Hosts	GGEZ Rewards Token
<p>Participate and earn crypto</p> <ul style="list-style-type: none"> • Earn crypto from merchant sponsored gameplay • Reach an expanded audience • Engage their fans • Enhance their career • Showcase their talents 	<p>Financial freedom</p> <ul style="list-style-type: none"> • Low fees and secure transactions • Stable, safe, real-estate asset-backed store of value • Protection against inflation • Can be staked to generate passive income • Investment in sustainable & green project • Regulated

Web3 & GameFi

Implementing a blockchain-based loyalty program with GameFi and gamification features will be a game-changer for consumers and businesses. It will disrupt the industry by having faster, cheaper, open, and more democratized transactions. The main reasons why Web3 is the present:

- **Reducing costs and improving profitability:** By enabling smart contracts to automate many of the business processes and eliminating fees paid to intermediaries will reduce costs, streamline program management, and reduce complexity on all sides.
- **Increased user trust:** Permissionless blockchains are open networks available to everyone to participate and are fully decentralized, ensuring the transparency of transactions, users' anonymity, and lack of a central authority.
- **Fast transactions:** using a fast network such as Solana and Nano, transactions confirmation can be recorded and accessed by several parties in near real-time, providing the users with an instantaneous network.
- **Offering a secure environment:** blockchain produces an absolute and time-stamped distributed database entry of every single transaction, making every transaction easy to access and preventing double-spending and fraud.
- **Uninterrupted Service:** Because there is no single point of failure, the service disruption will be a bare minimum.
- **Game Economy:** Web3 with GameFi will create a thriving in-game economy and offer users real digital ownership and lifetime full control of their earned tokens and NFTs; because digital tokens represent in-game assets, they can be traded freely, and users can use them in any market that works on the blockchain technology.

Mobile & Web App

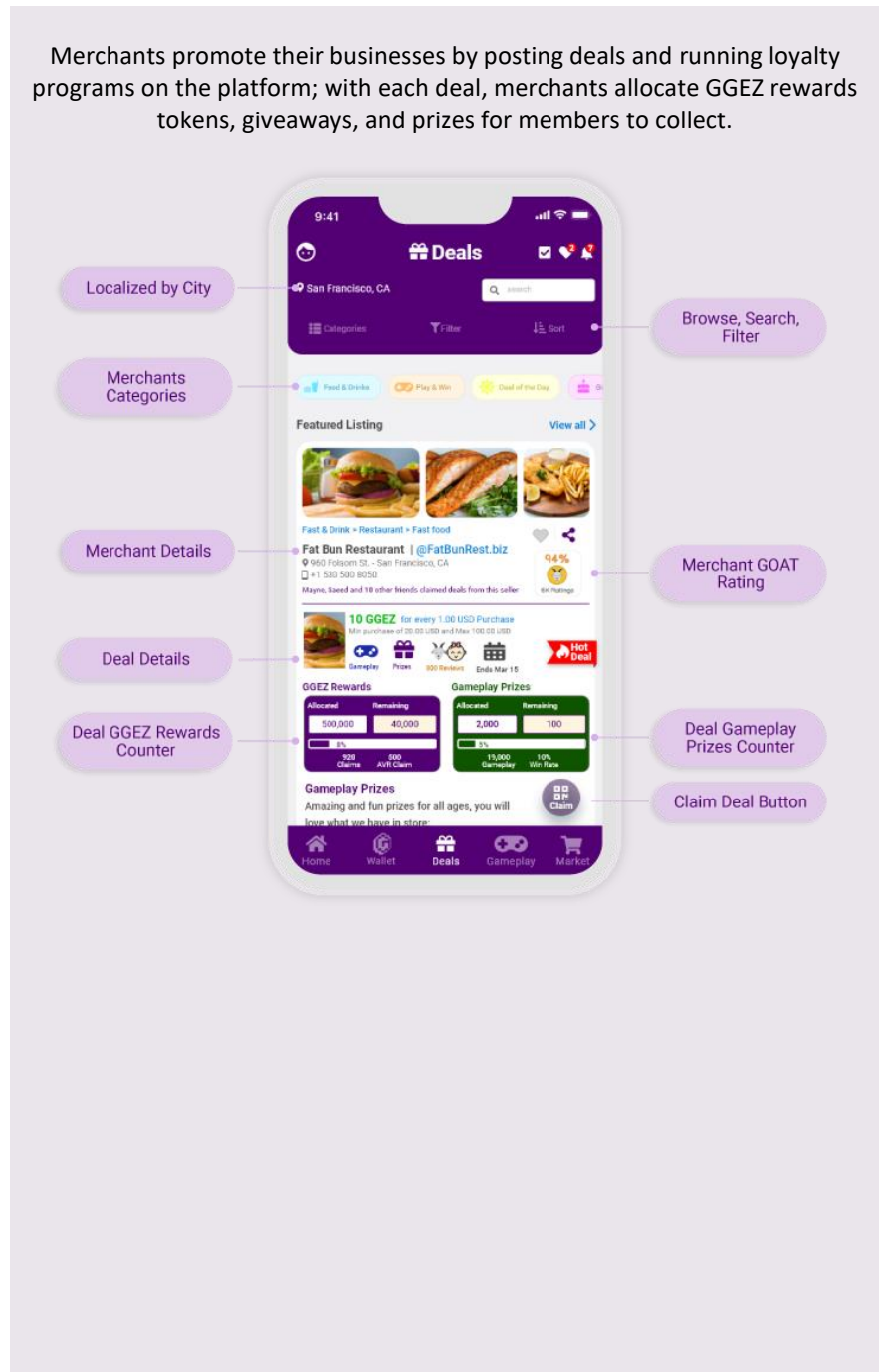
Free easy-to-use mobile & web app with a **GameFi localized deals & promotions marketplace**, a **crypto wallet & exchange**, and engaging **multiuser AR games** for deals gameplay hosted by 3D avatars.

The unique design seamlessly combines deals marketplace, AR gaming with social gameplay, and crypto wallet & exchanges in one app; with its simplicity, the app is great for beginners just getting into the crypto space.

Deals Marketplace

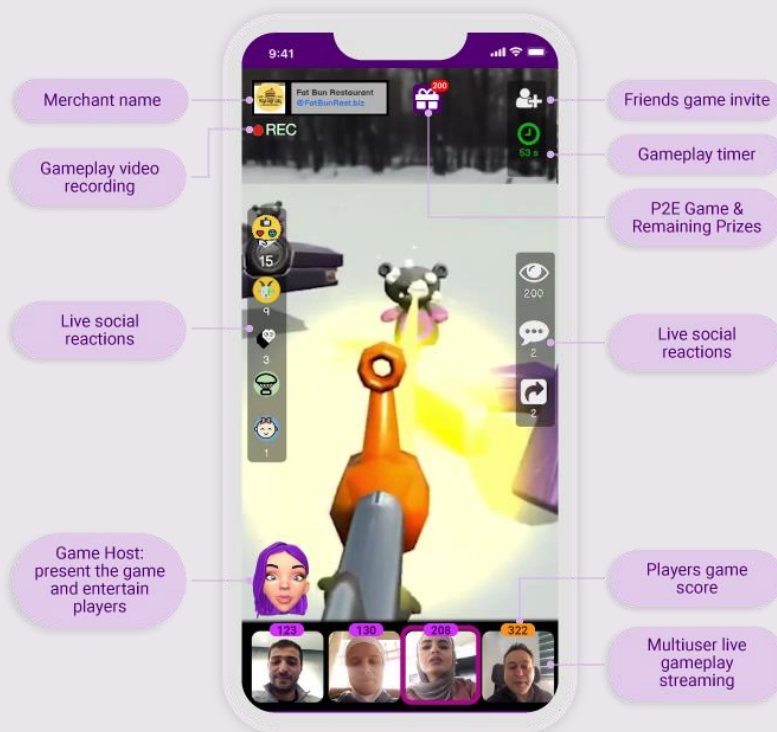
- Members browse the deals marketplace seeking great deals by searching the **localized deals catalog**.
- **Merchants Details:** members view the merchant contact details, members' ratings and reviews, and the deal details.
- **Deal Details:** The deal section shows members the deal details, deal end date, if the deal includes games and prizes, how much GGEZ rewards are allocated and remaining for the deal, and how many prizes are allocated and remaining for the deal.
- **GOAT Rating:** GOAT stands for (**greatest of all time**); the GOAT score is based on members' **deal ratings** after they claim deals. It is a trusted measurement of **merchant recommendations** by the platform members.
- **The GOAT-meter score levels are:**
Super GOAT: when the rating score is above 90%. **GOAT:** When the rating score is between 80-90%. **Baby GOAT:** when the rating score is between 50%-80%. **Dead GOAT:** When the rating score is less than 50%.
- **Deal Claim:** when members claim the deal, they earn the GGEZ rewards tokens and get presented with an option to play an **engaging multiuser AR game** hosted by a **3D avatar** and sponsored by the merchant for a chance of winning additional surprises.
- **Real Ratings & Reviews:** Because users rate merchants after receiving the crypto rewards, user ratings and reviews are linked to the crypto transaction, minimizing fake users' ratings and reviews.

Merchants promote their businesses by posting deals and running loyalty programs on the platform; with each deal, merchants allocate GGEZ rewards tokens, giveaways, and prizes for members to collect.



Multuser AR Games

When members claim the deal, they earn the GGEZ rewards tokens and get presented with an option to play an engaging multiuser AR game hosted by a 3D avatar and sponsored by the merchant for a chance of winning additional surprises.

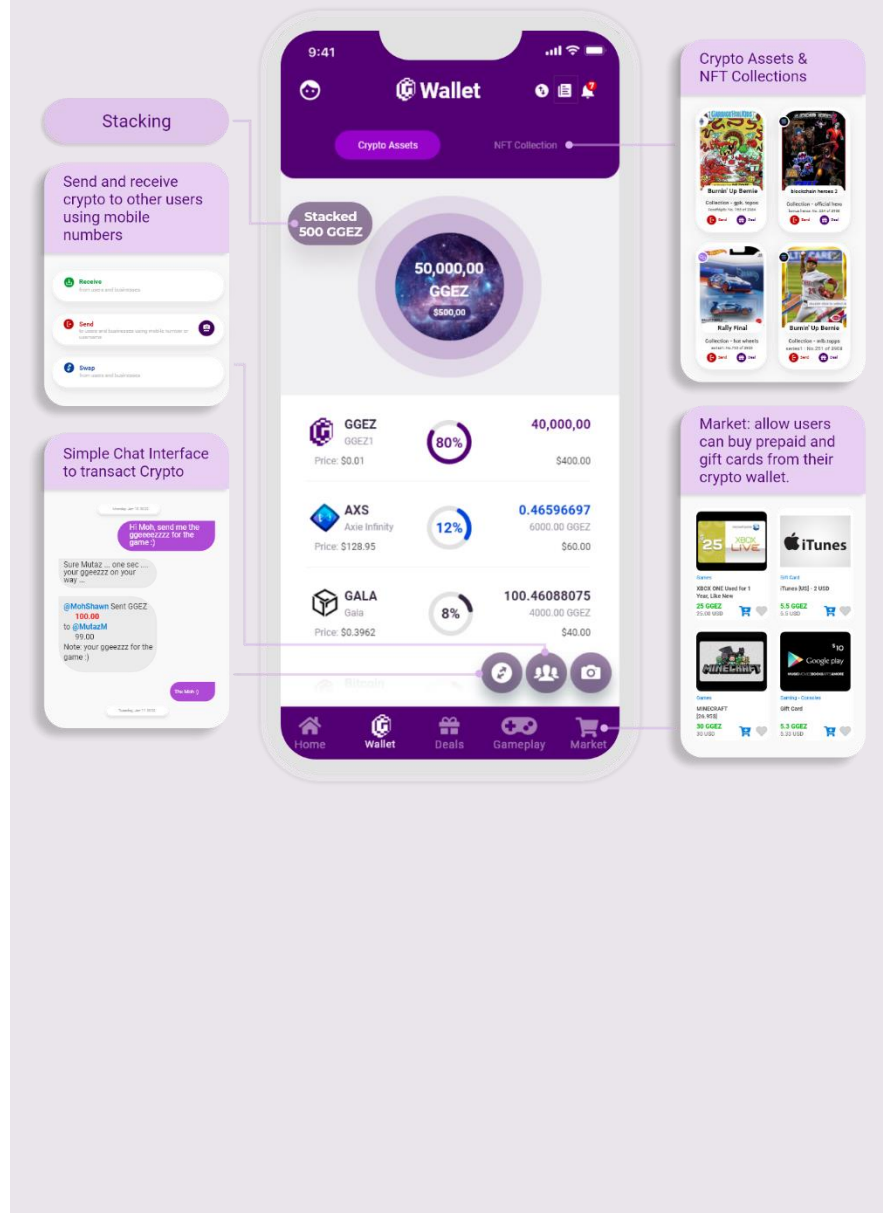


- **Game Types:** There are two types of games, play-to-earn games sponsored by merchants and free play-for-fun games that users can play anytime.
- **Play-to-Earn (P2E) Games:** games sponsored by merchants and include GGEZ rewards tokens and gifts & surprises; users' access P2E games when they claim deals or by browsing the Gameplay app section searching for live sponsored games.
- **Play-for-Fun (P4F) Games:** Free, non-sponsored games that users can play anytime; however, there are no rewards allocated to these games.
- **Multuser AR games:** The user with the gameplay pass can invite their friends to live gameplay or open the game to allow anyone to join and play.
- **Game Host:** 3D character avatars representing real persons; they present the game to the players and entertain players while playing the game; hosts earn GGEZ rewards when merchants select them to host deals gameplay.
- **Live Gameplay Streaming:** Games are streamed live, and anyone can watch live games from the Gameplay section; some games are open for anyone to join and play.
- **Gameplay Recording:** Gameplay gets recorded, and players can share the gameplay recording on their profile and social media.
- **Live Social Reactions:** players receive social reactions and comments while playing the game.

Crypto Wallet & Exchange

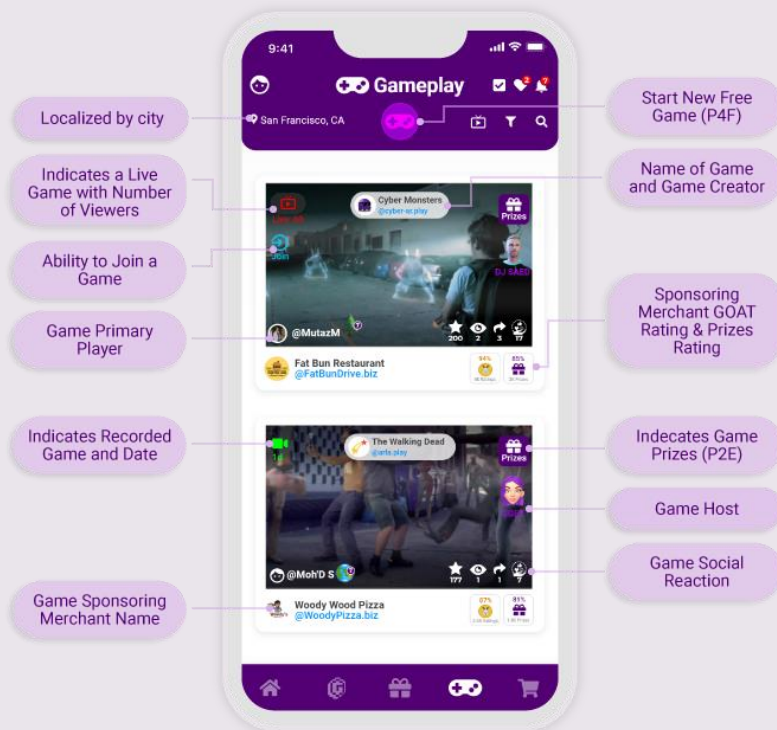
- **Wallet:** allows users to manage their **crypto assets, NFT collections,** and **stake** GGEZ tokens from an easy-to-use interface.
- **Crypto Assets:** users can store all their coins and tokens in a single, secure wallet; the app supports all major blockchains and thousands of coins and tokens.
- **NFT Collections:** Users can manage their crypto NFTs and game assets in one place; the wallet support NFTs on **Ethereum (ETH), Smartchain (BNB),** and **Solana (SOL)** blockchains.
- **Staking:** allow anyone holding GGEZ token holders to earn rewards for holding the GGEZ in a dedicated staking account.
- **Browser for DApps:** Users can use decentralized apps from within their wallets.
- **Wallets Linked with a Mobile Number:** users must associate the wallet with a mobile number and must have access to that number to set up and use the account; the wallet is password-less, and the wallet is secured by encrypting the wallet data using the mobile number and the mobile device fingerprint data.
- **Easy Crypto Transacting:** Associating the wallet to a mobile number allows users to transact crypto easily using only their mobile numbers without understanding complicated blockchain terminology.
- **Chat Interface:** The ability to send, receive and swap crypto using a simple chat interface.
- **Market:** Users can buy prepaid vouchers & gift cards from the market section.

Members can instantly exchange earned rewards tokens for other crypto assets, NFTs, prepaid vouchers & gift cards, transfer them to other members, or use them to buy from merchants.



Gameplay

Members browse localized merchant-sponsored AR games to view live and recorded gameplay and watch their friends win prizes; they may be able to join live gameplay for a chance to win prizes if play spots are available. They can also start at any time new play-for-free (P4F) multiuser AR games.



- **Games Browsing:** members browse live and recorded multiuser AR games and filter the game listings based on location, merchant name, game host, and the game creator; they can also search games by the primary members.
- **Live Gameplay Streaming:** Games are streamed live, and anyone can watch (P2E) and (P4F) live AR games; some live games are open for anyone to join and play.
- **Recorded Gameplay:** Gameplay gets recorded, and players can share the gameplay recording on their profile and social media.
- **Game Name and Creator:** Members can see the name of the AR games and their creator.
- **Merchant Rating:** Users view the merchant GOAT rating, which is a rate of how satisfied users are with the merchant.
- **Prizes Rating:** It is a rating of how satisfied the members are with the game prizes and giveaways from the merchant; this rating will encourage the merchant to give out relevant prizes.
- **Game Host:** Members can see the game 3D avatar host; the host can be for local and international celebrities.
- **Live Social Reactions:** members can View live social reactions for the games.
- **Join Games:** some live games allow members to join; a join icon appears on games that allow any member to join.
- **Game Primary Player:** the username of the player who started the game.

App Unique Features

The app is user-friendly, easy to navigate as well as visually appealing; the most important features that make the app and the platform unique are:

- **Prime Number 7:** The platform uses prime numbers and the number 7 because it's considered lucky in Mediterranean cultures.
- **User Levels:** The application includes seven (7) user levels. With each level upgrade, the user gets more benefits; the more the user uses the app, the higher the level gets and the more benefits they receive. The user level is displayed on the user profile, so every user on the platform knows the levels of their friends. User levels are crucial because they challenge users and keep them more engaged. The last three levels become hard for users to reach and join because the level has a max number of allowed users that can join. When all available top levels spots are taken, users have to wait for a place to become available to join. When there is an extensive waiting list to join the top 3 levels, more levels will open up; this creates scarcity and exclusivity for the users at the top levels.
- **Social and Environmental Causes:** Users can choose social and environmental causes that appear on their profile to proudly express their support. A percentage of the platform income will be allocated to support users' causes.
- **Merchant Dashboard:** The application comes with management tools and reports to make it easier for merchants to monitor and report on the performance of their deals and loyalty programs and manage the users' ratings and reviews.
- **Merchants Accept Crypto Payments:** Because the application comes with a wallet, merchants can accept crypto payments from users.
- **Web App Access:** Users can access the app using a web-enabled user portal that users can access using a verification code generated from their mobile device; the web portal is secured using the mobile device.
- **Mobile-First, Password-less App:** The mobile application is password-less to make it easy for users to use the app without having to log in using a username and password every time they want to use the app; access to the app and user data is secured by encrypting it using the mobile number and device fingerprint data.
- **Contacts and Groups:** the app links with the mobile contacts and identifies when the contact mobile number has an active wallet linked to it; users can also create groups to quickly request group gameplay or send group messages.
- **Loyalty Schemes: Cashback & Points:** Members earn GGEZ rewards and can redeem them across brands and countries within the loyalty network. **Tiered Program:** Merchants can offer different rewards for each member level. Tiers equal status and exclusive benefits; tiered loyalty help merchants attract a specific customer segment more effectively with targeted incentives and communication.



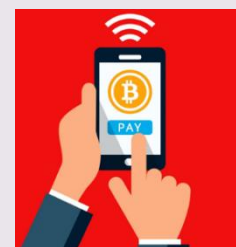
Number 7



User Levels



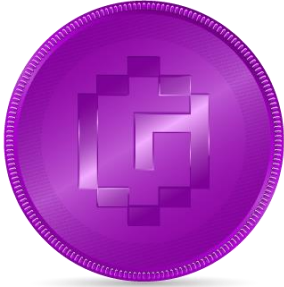
Support for Social and Environmental Causes



Merchants Accept Crypto Payments

Tokens

GGEZ Rewards Token



A **utility token** that is used as the platform currency, designed to provide a reward that has real-world value and can work across merchants and borders; merchants buy the token in order to post deals and run loyalty programs on the platform; members collect the tokens and can exchange earned rewards for other crypto assets or NFTs, transfer them to other members, use them to buy from merchants, or buy products from the platform market.

GGEZ is an **SPL token** built on the **Solana blockchain** and serves as the basis for transactions within the platform.

Asset-backed GGEZ Rewards Token

Financial freedom with no price volatility and protection against inflation

<p>Exchange-Traded Funds (ETF) - REITs</p> <p>Developed Markets</p> <p>Liquid</p> <p>Allocation: 50%</p>		<p>Direct REITs</p> <p>Emerging Markets</p> <p>Illiquid</p> <p>Allocation: 50%</p>
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* Real estate investment trusts (REITs)

Sustainable & Green REITs Investments

Income-generating global real estate across a range of property sectors

Waste Reduction	Water Investments	Green Transportation	Renewable Energy	Smart Farming & AgriTech

It is a **collateralized asset** token backed by a portfolio of income-generating real-estate assets; the assets collateral consists of global **income-generating real-estate investment trusts (REITs)** across a range of property sectors in developed and emerging markets. The token allows anyone to easily invest in a portfolio of income-generating real estate assets without actually having to go out and buy, manage, or finance a property.

It is an **asset collateralized token** that is backed by a portfolio of real-world assets, the GGEZ token price reflects the value of the backed assets, offering token holders a good investment, safe store of value, and protection against inflation; the tokens can also be staked to generate yield.

- **Exchange-traded funds (ETFs) REITs in developed markets, about 50% of the portfolio value;** ETFs are considered a liquid investment, and this will allow us to easily exchange the GGEZ token back to fiat currency or other crypto assets to pay back any requests to redeem the GGEZ Rewards tokens.
- **Direct REITs in emerging markets, about 50% of the portfolio value;** this will allow us to invest in long-term sustainable and green projects that will achieve better long-term ROI, have a positive economic & environmental impact, and help communities grow & thrive. These investments include Smart Farming & AgriTech, Renewable Energy, Green Transportation, Water Investments, and Waste Reduction.

Most people living in emerging markets consider real estate the best and safest way to invest, protect against inflation, and generate income. Historically, real estate has delivered competitive returns, steady dividend income, and long-term capital appreciation. Their comparatively low correlation with other assets makes them an excellent portfolio diversifier that can help reduce overall portfolio risk and increase returns.

“Stablecoin”

The tokens are non-interest bearing and designed to have stable value; stability is achieved by investing in stable REITs as collateral to back the obligation to redeem the outstanding asset token when required. There are no token supply limits as we will be issuing new tokens as the demand for the token grows.

Price

The token price reflects the value of the underlying reserve assets in USD; the token price will be around **0.01 USD**; however, as the value of the underlying assets appreciates, the token price will reflect the value increase. The value of the asset reserves will be published and updated periodically.

GGEZ token holders can request to exchange their tokens for USD anytime from the platform; the token value will be calculated based on the value of the underlying assets at the time of the request.

Staking

GGEZ Rewards token allows for staking, enabling token holders to invest their holdings and earn passive income; staking increases the token attractiveness and encourages more users to use the platform. The staked tokens' rewards come from the underlying real-estate generated income.

Token value proposition:

- Low fees and secure transactions
- Stable, safe, real-estate asset-backed store of value
- Protection against inflation
- Can be staked to generate passive income
- Investment in sustainable & green real-estate projects
- Regulated

The future of money

GGEZ tokens offer financial freedom with no price volatility and protection against inflation, a better, smarter currency that can be used by anyone, anywhere, anytime.

GGEZ1 Governance Token



The GGEZ1 governance token allows holders to participate in the platform's governance via a **Decentralized Autonomous Organization (DAO)**, where they can exercise **voting rights** on key decisions regarding the GGEZ1 platform ecosystem and feature prioritization on the platform roadmap. GGEZ1 token owners can vote themselves or delegate voting rights to other token holders of their choice.

GGEZ1 is an **SPL token** built on the **Solana blockchain**.

Investment Vehicle

Investors interested in the project can participate by buying the GGEZ1 tokens. It is an investable vehicle with a volatile pricing valuation for investors to make potential gains in the future. The token will have a **limited supply of 1,777,777,777**.

Price

Price valuation used is based on the **Net Present Value (NPV)** of the project taking into consideration discounted cash flow estimates and required rates of return. Utilizing this technique, a token price range between **\$0.02 USD** and **\$0.03 USD** was determined; for early investors, a price of **\$0.011 USD** has been determined to be the initial token sale price.

Dividends

Token holders will earn dividends from the income generated on transactions fees earned within the ecosystem; earnings will be paid on a monthly basis and will be distributed in the form of GGEZ Rewards tokens.

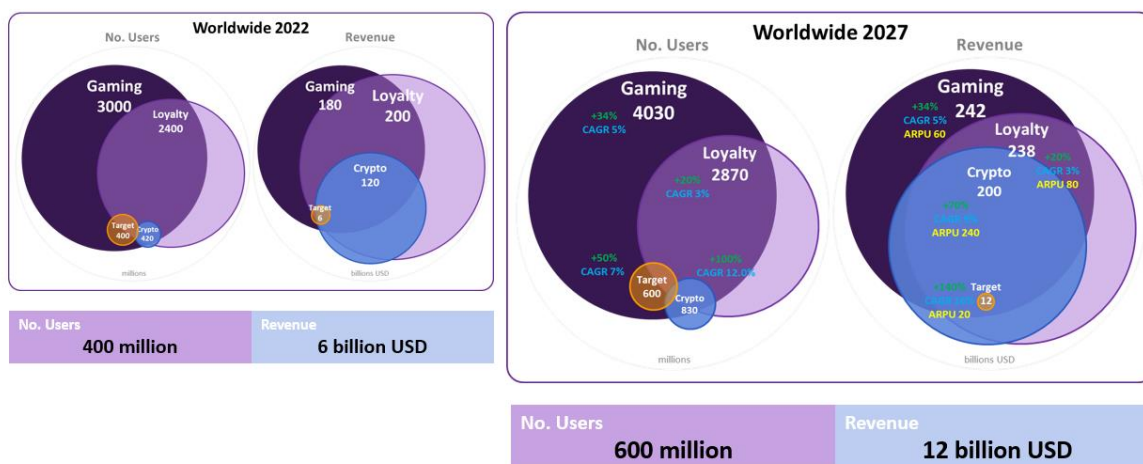
Market Opportunity

The project’s target market is young gamers, between the ages of 15-30 years, with internet-connected smartphones living in the Middle East and Africa; within the target market area, there are more than 30 countries with a total population of 1.3 billion people in 2022. When we zoom in to the target region, we estimate the market size for the number of potential users to be about 400 million in 2022.

An important fact is to consider the population growth rates in the target market, more than 25% of the population of the MEAF is under the age of 15, representing over 400 million young people, this is the largest number of young people to transition to adulthood in the region’s history. Young people are the fastest-growing segment; about 60% of the population is under 25 years old, making this one of the most youthful regions in the world, with a median age of 22 years compared to a global average of 28.

The project business model intersects three industries, Loyalty, Gaming, and Crypto. To determine the market size and the opportunity revenue potential, we have completed a market analysis for the three industries.

2027 MEAF region, gamers, 15-30 years with internet-connected smartphone



Gaming:

The gaming industry, the largest of the three industries, in 2022 worldwide market size in terms of the number of users is estimated to be about 3 billion users, and in terms of revenue, it’s estimated to be at 180 billion USD annually. The projected compound annual growth rate (CAGR) is 5%, which means that by 2027 the number of users worldwide is projected to be about **4 billion users**. In terms of revenue, it’s projected to be about **240 billion USD** annually.

Loyalty:

The loyalty industry, the second largest of the three industries, in 2022 worldwide market size in terms of the number of users is estimated to be about 2.4 billion users, and in terms of revenue, it’s estimated to be at 200 billion USD annually. The projected compound annual growth rate (CAGR) is 3%, which means that by 2027 the number of users worldwide is projected to be about **2.8 billion users**. In terms of revenue, it’s projected to be about **238 billion USD** annually.

Crypto:

The crypto industry is the smallest of the three industries but is the fastest-growing in 2022 worldwide market size in terms of the number of users is estimated to be about 400 million users, and in terms of revenue, it’s estimated to be at 120 billion USD annually. The projected compound annual growth rate (CAGR) is 9%, which means that by 2027 the number of users worldwide is projected to be about **830 million users**. In terms of revenue, it’s projected to be about **200 billion USD** annually.

ARPU

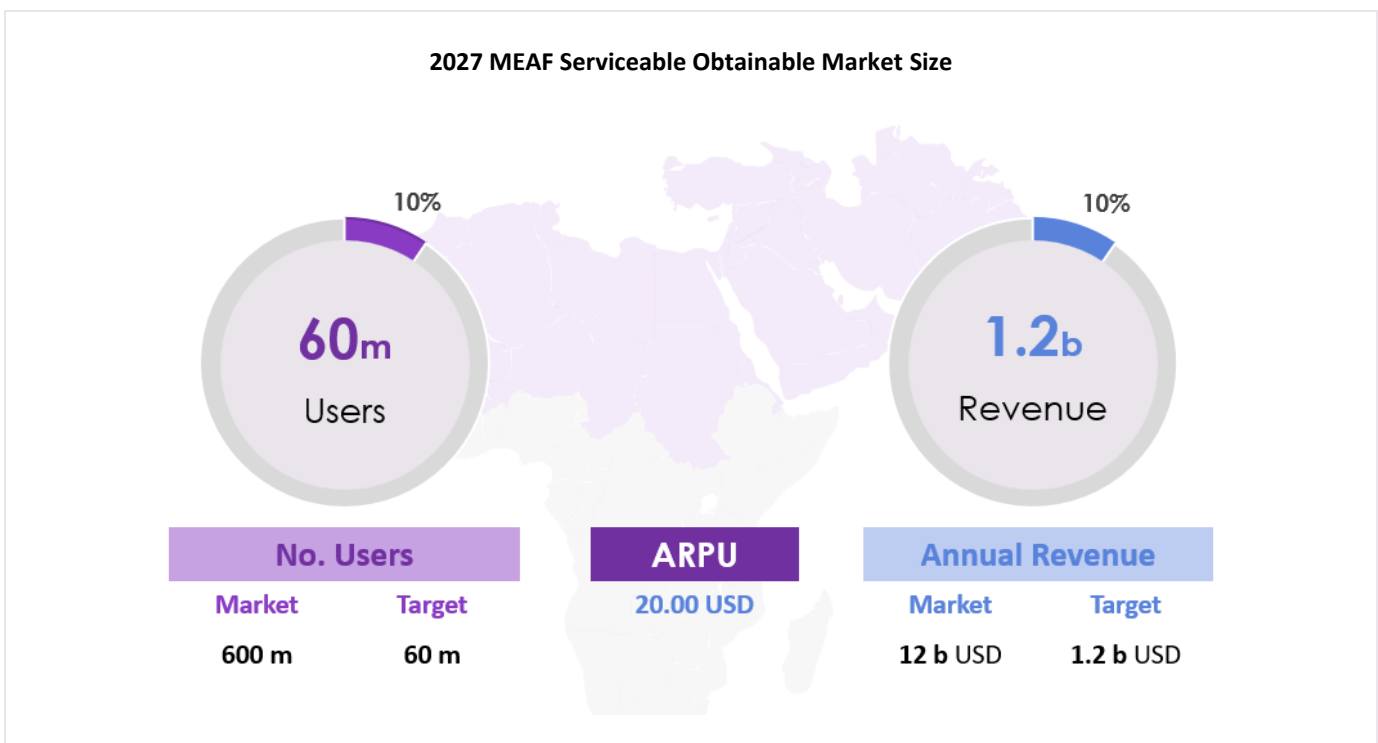
The worldwide annual average revenue per user (ARPU) for the gaming industry in 2022 is estimated at **60 USD**; by 2027 it is projected to remain the same. For the target market, in 2022, the annual ARPU is estimated to be about 9 USD, and by 2027 it's projected to be around **10 USD**.

ARPU

2022 worldwide annual ARPU for the loyalty industry is estimated to be about **83 USD**; by 2027 it's projected to be the same. For the target market, the 2022 ARPU is estimated at around 17 USD, and by 2027 it's projected to be about **20 USD**.

ARPU

2022 worldwide annual ARPU for the crypto industry is estimated to be about 286 USD; by 2027 it's projected to be at **240 USD**. For the target market, the 2022 ARPU is estimated at around **60 USD**, and by 2027 it's projected to be about **50 USD**. The decline in the annual APRU is expected because of the massive growth in the overall crypto market size.

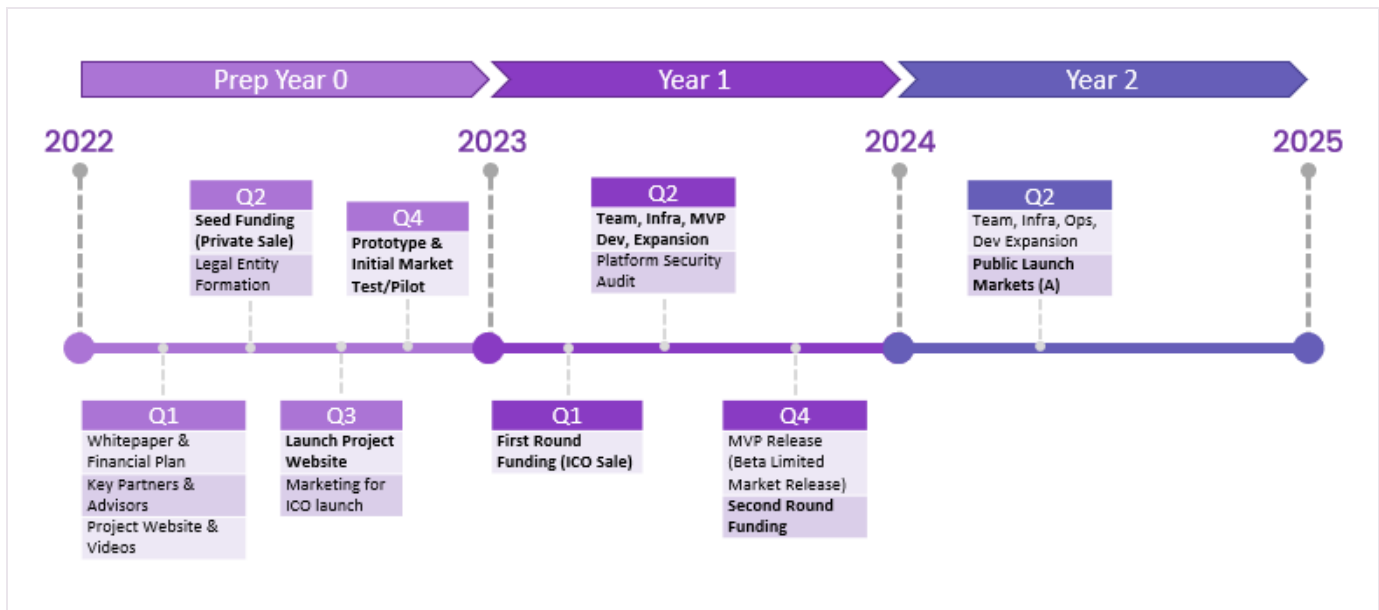


To estimate the number of users and the revenue potential for the target market, and after analyzing the market data for the three industries that the business model intersects with; we estimated the serviceable obtainable market (SOM) size in 2022 to be around 400 million users with annual revenue potential of **6 billion USD**.

Between 2022 and 2027, the market size will grow significantly due to 2 main factors, first, the population growth within the age segment for youth under 14 years old entering the target market; and second, the expected growth of the crypto industry in the region.

By 2027 the market SOM size is expected to be around **600 million** users with an annual revenue potential of **12 billion USD**. By 2027 we aim to attain at least **10%** of the target market **SOM**, which comes up to more than **60 million users** with an annual revenue potential of **1.2 billion USD** at an average **ARPU of 20 USD**.

Roadmap & Traction















We are finalizing the Q1 2022 milestones, which include completing the whitepaper & financial plan, adding advisors to the project, and finalizing the project website & videos.

Upcoming milestones

- **Q4 2022:** Prototype to be tested in the market. The application includes simple signup, user profile, simple wallet app for merchants to post promotions and consumers to claim.
- **Q4 2023:** MVP beta application release for a limited number of merchants for market testing. The application includes simple functionality for consumers and merchants with the following sections: signup, user profile, wallet, deals, with the ability to claim promotions and send and receive GGEZ between users.
- **Q4 2024:** First Full App Release V1, the first complete application release for consumers and merchants that includes the following sections in basic functionality: signup, user profile, wallet, exchange, deals, marketplace, business app, activity stream, POS app.
- **Q4 2025:** Second App Release V2, the second major application release for consumers and merchants that includes the following improved sections: signup, user profile, wallet, exchange, deals, marketplace, business app, activity stream, POS app.
- **Q2 2026:** Web Interface, creating a web interface version for the app with login using the mobile wallet app.
- **Q1 2027:** Third App Release V3, the third major application release that includes the following advanced features for a signup, user profile, wallet, exchange, deals, marketplace, business app, activity stream, POS app.
- **Q2 2027:** Browser Plugin, Ability to load the wallet from browser plugin.

Team

Leads	Dev
 <p>Mutaz Majdoub, Founder CEO, Platform Architect MSc IT, McGill University Montreal, Canada +20 years experience in payments and processing platform development.</p>	 <p>Azhar Al-Bakri Full Stack Software Engineer UI-UX</p>
 <p>Mohamad Shawamreh, Founder CTO, Head of Development Computer Science, Al-Zaytoonah University of Jordan Amman, Jordan +10 years experience in payments and processing platform development.</p>	 <p>Khaled Majzoub Digital Marketing</p>
 <p>Amjad Masoud, Founding Member Development Lead BBA, Business Administration, Applied Science University Amman, Jordan +20 years of experience in financial platform development.</p>	 <p>Walaah Hamed Sr. Mobile Developer</p>
	 <p>Ayman Kabajah Full Stack Engineer</p>
	 <p>Hanan Rihan Sr. QA Engineer</p>
	 <p>Shaima Omari Mobile Team Leader</p>
	 <p>Noor Abu Herra Full-Stack Developer</p>
	 <p>Osama Nashat Full-Stack Developer</p>
	 <p>Raghad Al-Jadid Full-Stack Developer</p>

The team is characterized by a uniquely strong combination of knowledge and experience to include a vast set of team skills; a team of thinkers, creators, and hard-workers; passionate about the project and its potential of the positive financial impact on the community and commerce in the region.

“From the region, serving the region.” The team understands the region’s culture and commerce, what small merchants need and how to offer value. The team wants to take the lead in the region fintech & crypto transitioning.

The founder behind the GGEZ1 project is a hardcore fintech platform development expert with more than 20 years of financial application development experience; starting in 2006 the team leader and CEO **Mutaz Majdoub** started developing a prepaid debit card and e-wallets platform; today the platform is operational in several countries and several business verticals. In 2013 **Mohamad Shawamreh** joined the team and now he acts as the project CTO, Mohamad is an industry expert across diverse technology stacks and specializes in financial systems. The team also includes several fintech platform development talents that will become part of the GGEZ1 founding team.

Team Vision

The team combines experience building a financial platform and an EVD POS distribution platform to gain valuable insight into the merchant-consumer dynamic to realize a huge potential for a crypto rewards and loyalty platform in the region.

The team envisions a crypto rewards token that can be collected and redeemed across brands and countries, creating a consolidated loyalty network that is permissionless, transparent, password-less, and easy to use for both the consumer and the merchant; the GGEZ rewards token will increase consumer's engagement with merchants by increasing flexibility and cutting some of the restrictions that come with traditional reward programs.

The team wants to be the first in the region to do such an ambitious project; a rewards token to be used by over 30 countries in the Middle East and Africa with a population of over 1.5 billion with the aim to bring crypto into the mainstream by attracting first young online gaming enthusiasts and then the general public.















Team Achievements

The team successfully designed, build, deployed and operated 2 SaaS financial platforms operating in over 20 markets in Canada, Europe, and the Middle East.

In Europe and Canada, the platform is used by Accomplish Financial to issue prepaid debit Mastercard accounts for corporate clients and financial institutions as a PCI audited SaaS cloud platform.

In the Middle East the platform is optimized for NUMNY LLC to operate a digital products distribution business (Electronic Voucher Distribution (EVD)) offering hundreds of instant prepaid products such as Telecom charge cards, international top-ups, gaming & Internet prepaid cards, and other digital products to end consumers thru point-of-sale devices (POS) installed at retail locations. The NUMNY LLC EVD platform is currently supporting over 10,000 merchants in Saudi Arabia, Jordan, and Iraq with an average 2.5 million transactions per month, and 26 million USD monthly turnover.

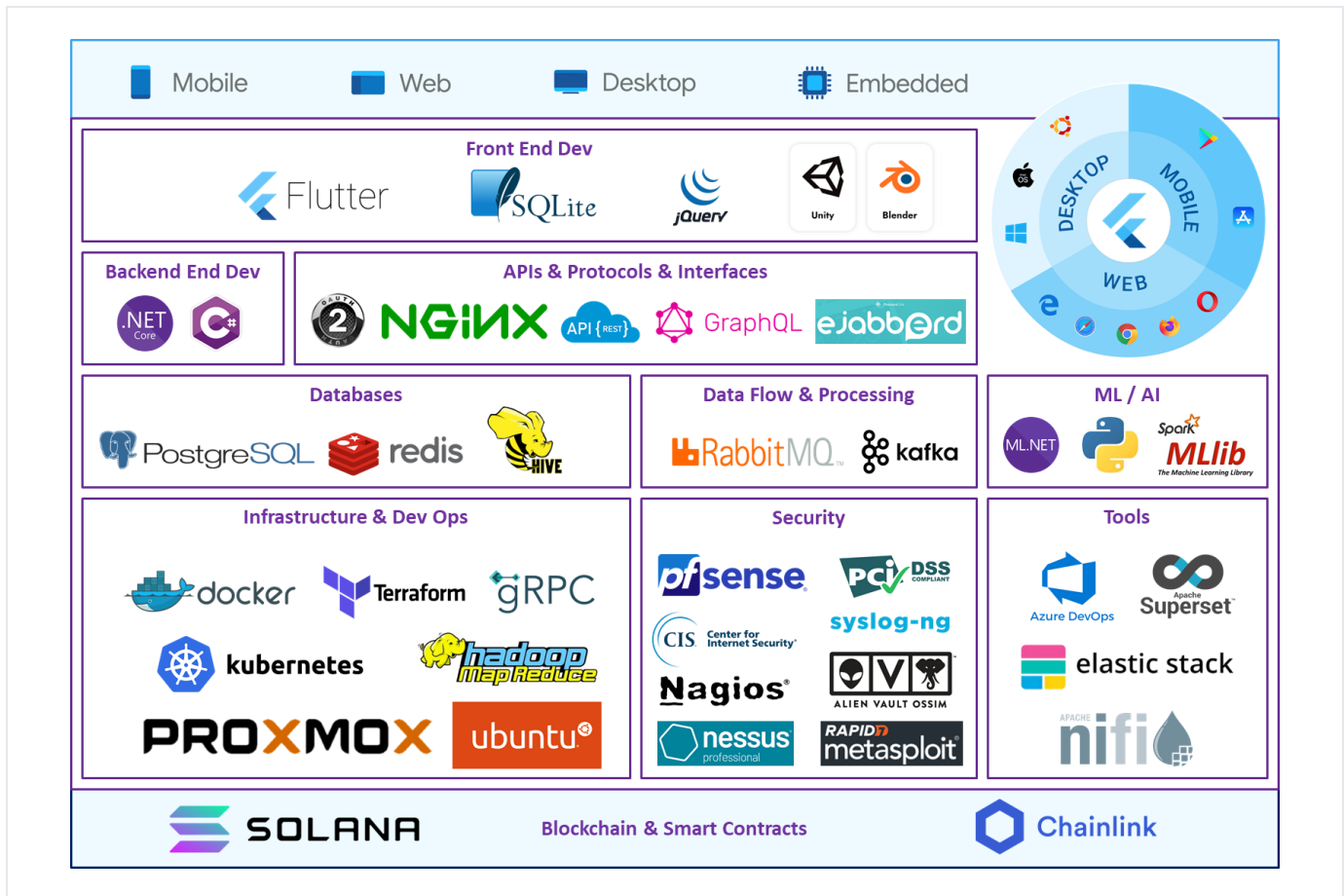
References and Advisors

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Technology

The GGEZ1 team objective is to create the best user experience possible with a seamless look and feel across the platform ecosystem; the user’s web portal, mobile application, and the backend system, will be built using a customer experience design-centric approach. The blockchain and DApps engine powering the loyalty rewards token and project token will be Solana, selected for its cutting-edge technology, speed, and low transaction cost.

A platformed architecture designed to handle millions of requests with high availability, high scalability, low latency, and resilience to network failures on microservices distributed architectures.



The team understands the importance of carefully selecting the stack technologies, choosing the right tech stack is the basis for a successful project; therefore, the platform will be built using a modern technology stack that can achieve scalability, speed, security, customer experience design-centric, and be able to handle a large number of users and transactions as the ecosystem grows.

The stack was designed and technologies selected based on the following criteria:

- Project requirements and features
- Team experience
- Availability of resources in the market
- Prioritizing open-source systems
- Development speed
- Modular and be able to build the stack overtime
- Service-based distributed architecture

- Stable and proven reliability in the market with other large projects
- Maintainability of the technologies/tool
- Comply with security compliance standards (PCI, ISO/IEC 27002, etc.)
- Infrastructure as code for managing and provisioning the infrastructure
- Big data ready
- ML/AI capable
- Ability to upgrade or change technologies if better alternatives become available

The team designed the stack keeping in mind that changes will occur and therefore changes are expected; this is particularly important in the blockchain space as upgrades and improvements happen daily, and these upgrades can have a significant impact on the efficiency and utility of a platform.

Solana Blockchain

The team selected to build on Solana blockchain and DApps engine because of its impressive technology stack, strong community, speed and high throughput of transactions, and transaction cost. Solana is capable of an impressive 50,000+ transactions per second (TPS) while delivering 400-millisecond block times. Other key features that differentiate Solana from other blockchains on the market:

- **Proof of History (PoH):** a means by which all participants in the network can reach consensus on time, the Proof of History mechanisms allows Solana to create a historical record that leverages a Verifiable Delay Function to prove that a certain event has occurred at a specific moment in time.
- **Sea-level:** the parallel execution of smart contracts. Whereas other smart contract verification systems such as EVM and WASM-based runtimes are single-threaded, meaning that only one smart contract can modify the blockchain at any one time, Sea-level from Solana allows for tens of thousands of smart contracts to modify the blockchain at the same time.
- **Turbine:** the block propagation protocol, similar to BitTorrent, the turbine is optimized for streaming data, grouping validators into communities known as neighborhoods for even greater speed.
- **Gulf Stream:** a meme pool management system allowing up to 100,000 transactions. Since Solana can manage 50,000 TPS, this allows the meme pool transactions to be processed in seconds.
- **Strong and growing community**

Economy

We're thrilled about the prospect of creating new advertising model directly connecting businesses with customers; the deals marketplace and loyalty platform will create a **new advertising paradigm**, instead of the traditional model, where businesses pay advertising networks or publishers for ad delivery; businesses pay their customers directly when claiming the deal. Businesses' digital advertising dollars can be redistributed as rewards and incentives for their customers under the new paradigm. Businesses profit from a higher ad conversion rate since they only pay when consumers make a purchase; they also benefit from viral marketing and branding when customers video-share their gameplay experience; and users benefit from earning the cryptocurrency rewards.

Revenue Model

1.0% Average Transaction Fee					
Service	For	Revenue Type	Value	ATV	ARPU
Marketplace Deals & Loyalty Mgmt.	Merchants	Transaction Fee	1.5%	300	4.5
Crypto Exchange & Crypto Swaps	Users	Transaction Fee	1.0%	500	5
Market (Store) NFTs, Gift Cards, Prepaid Credits, Top-ups	Users	Transaction Fee	2.0%	100	2
User Level Upgrade 0.5% of users will purchase a level upgrade	Users	Onetime Purchase	0.5%	100	0.5
Advertising and Sponsorships	Advertisers	Ad Revenue			2
GGEZ Asset Token Generated income from underlying asset collateral	Financial	APR	0.5%		1
					ARPU 10.00 - 20.00 USD

GGEZ1 project has seven revenue streams and will earn income in the following ways:

1. Marketplace deals & loyalty management

When merchants post deals and add loyalty programs to the marketplace, they allocate cryptocurrency rewards for members to collect; the GGEZ1 platform takes a 1.5% transaction fee from merchants in exchange for allowing them to post to the marketplace, for example, if a merchant wants to allocate 1000 USD worth in GGEZ rewards, the platform charges 15 USD for the transaction to post to the marketplace, the total charge for the merchant will be 1015 USD in GGEZ rewards token.

2. Crypto Exchange and Swaps

When users want to exchange their earned GGEZ rewards for other crypto assets or NFTs, the platform charges 1.0% transaction fees to process the transaction. This fee does not include network fees that get charged by the networks.

The platform allows users to swap crypto and NFT between each other without a central exchange; the platform will charge 1.0% transaction fees for P2P swaps. This fee does not include network fees that get charged by the networks.

3. Buying from the GGEZ Market (Store)

The application comes with a store to allow users to buy items including NFTs, Gift Cards, Prepaid Credits, and Top-ups. Users can purchase items using their GGEZ rewards token or using a payment method. The platform takes a 2.0% transaction fee. This fee does not include payment network fees.

4. User level upgrades

The application includes 7 user levels, and with each level, the user gets better benefits. The more the user uses the app, the higher the level gets and the more benefits users receive. If users want to shortcut the level upgrade requirements, they can simply purchase a level. We estimate about 0.5% of users to buy a level upgrade.

5. Advertising and Sponsorships

Advertisers can run ads and sponsor games on the platform; we will be very careful not to have intrusive or annoying ads that can interrupt or annoy users when using the app.

6. GGEZ Asset Token Generated Income

The GGEZ rewards token is an asset token that is backed by a portfolio of real-estate reserve assets including Real-estate focused exchange-traded funds (ETFs); when we issue new GGEZ rewards, we buy real-world assets against the issued tokens as underlying asset collateral; the income generated by the assets become a source of revenue for the project.

Tokenomics

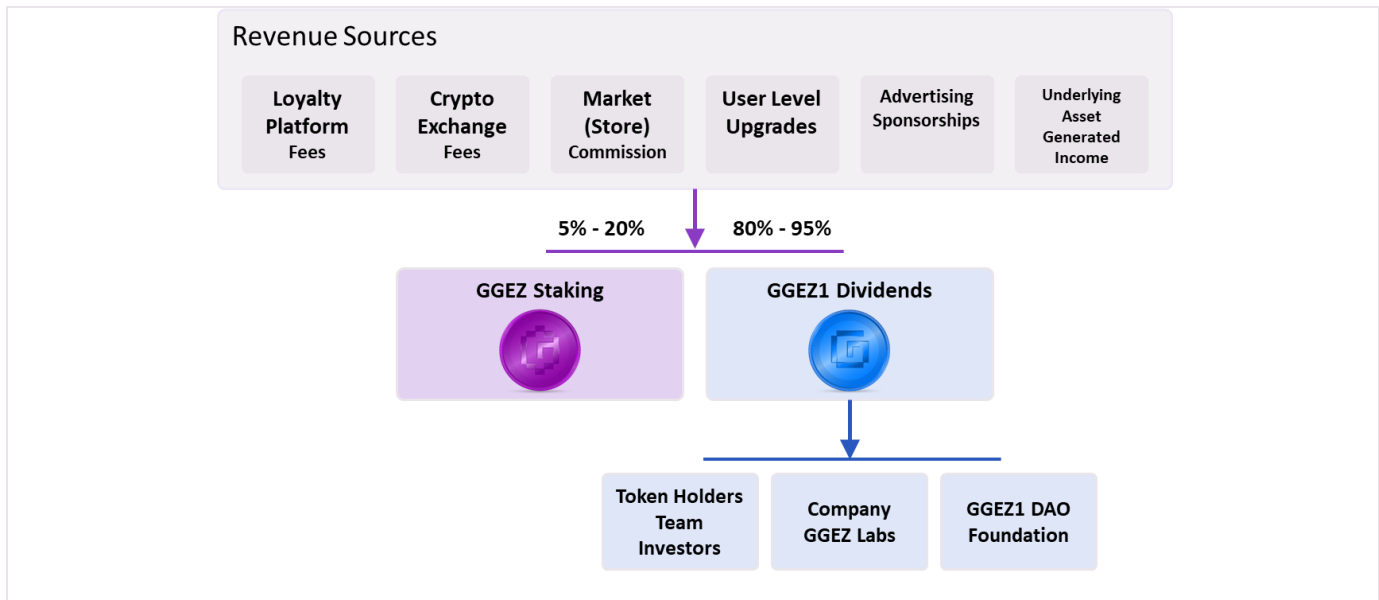
This project has two token types: the **GGEZ rewards token** and the **GGEZ1 project governance token**.

The **GGEZ rewards token** is a utility token that the platform users use as a reward token; it is a **fungible asset token** that represents a portfolio of real-estate assets, including exchange-traded funds (ETFs) real-estate investment trusts (REITs); the GGEZ token reflects the **value of the underlying asset collateral**, providing the token owners with a **good investment, safe store of value, and protection against inflation**; the tokens can also be staked to generate yield; tokens get created as the circulation of the token grows, and there are no limits to the supply of the token.

The **GGEZ1 governance token** where holders can participate in the platform's governance via a Decentralized Autonomous Organization (DAO), where they can exercise voting rights on key decisions regarding the GGEZ1 platform ecosystem and will have a limited supply of **1,777,777,777**.

Stakeholders

Platform generated revenue accrue value to all stakeholders



To ensure the success of the platform ecosystem and **GGEZ1** project token, the generated revenues must accrue value to all stakeholders involved with the project; therefore, the generated revenues will be distributed across the following three stakeholders:

1. **GGEZ1 Foundation:** To support the foundation DAO and Community and pay dividends to GGEZ1 token holders.
2. **GGEZ Labs Company:** This represents the tokens owned by the company to cover the development and operational expenses.
3. **GGEZ Rewards Token Staking Pool:** pay staking rewards.

Project Financing

Investors interested in the project can participate by buying the GGEZ1 tokens. It is an investable vehicle with a volatile pricing valuation for investors to make potential gains in the future. The token Will have a **limited supply of 1,777,777,777**.

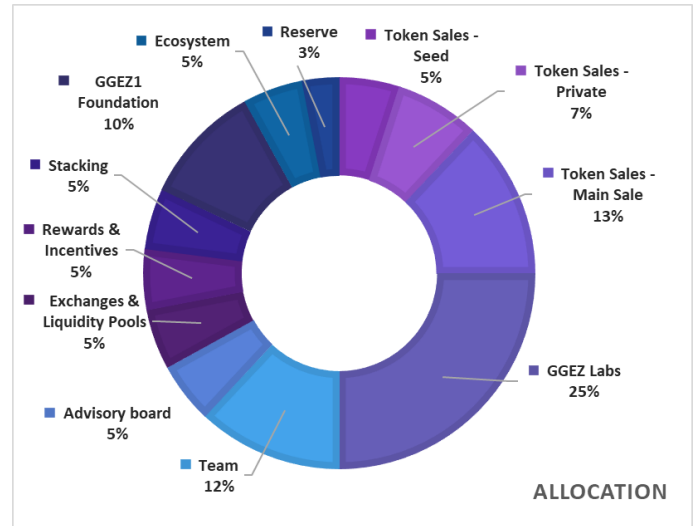
GGEZ1 project token price valuation used is based on the **Net Present Value (NPV)** of the project taking into consideration discounted cash flow estimates and required rates of return. Utilizing this technique, a token price range between **\$0.02 USD** and **\$0.03 USD** was determined; for early investors, a price of **\$0.011 USD** has been determined to be the initial token sale price.

We will start building the GGEZ platform and economy through multiple phases of development, each phase announcement will come in the form of improvement proposals with a suggested release and sales of tokens from escrow that will be used to jumpstart the new phases and we will present a detailed plan of the new features and their estimated impact on the project.

We plan to start the project fundraising during the period Q3 2022; we will issue **1,777,777,777 GGEZ1 governance tokens** and offer **5%** of the total token supply as a seed sale through private sales and an Initial DEX Offering (IDO) at a sale price of **\$0.011**.

The token distribution for the project will be as the following table:

Allocation	PER	Tokens
Token Sales - Seed	5%	88,888,889
Token Sales - Private	7%	124,444,444
Token Sales - Main Sale	13%	231,111,111
GGEZ Labs	25%	444,444,444
Team	12%	213,333,333
Advisory board	5%	88,888,889
Exchanges & Liquidity Pools	5%	88,888,889
Rewards & Incentives	5%	88,888,889
Stacking	5%	88,888,889
GGEZ1 Foundation	10%	177,777,778
Ecosystem	5%	88,888,889
Reserve	3%	53,333,333
Total	100.00%	1,777,777,777



GGEZ1 Project tokens allocated to investors through the Seed Sale, Private Sale, Founders, Team and Advisors are 100% locked with 5 years vesting and 12-month cliff.

Private Sale & Initial DEX Offering

Upcoming Q3 2022 GGEZ1 Seed Sales

We plan to raise around USD 1,000,000 during the initial token sales, there shall not be a soft cap and therefore there will be no refunds made of funds contributed towards the project. Funds raised during the token sales will be used to fund the development and deployment of the GGEZ1 platform and ecosystem.

Available for Sale	Price	Raising	Initial Marketcap	Protocol
88,888,888 GGEZ1	\$0.011 USD	\$977,777 USD	\$20,000,000 USD	Solana SPL













Tokens will be 100% locked with 5 years vesting and 12-month cliff.

Funds Allocation: The funding proceeds from the token sale is as follows:

Proceeds	PER
Platform Development	50%
Sales & Marketing	20%
Operations Support	15%
Growth	12%
General & Administrative Expenses	3%

Contacts

Project Pitch Deck URL: <https://www.dropbox.com/s/rj68n8izdhwgf91/GGEZ1%20Pitch%20Deck.pdf?dl=0>

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"No matter how dark the night, the morning always comes." – Final Fantasy X 🌄

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Abbreviations

AI	Artificial intelligence
AML/CFT	Anti-Money Laundering and Combating the Funding of Terrorism
API	Application Programming Interface
API	Application Program Interface
ARPU	Average Revenue Per User
B2B	Business to Business
B2C	Business to Consumer
CAGR	Compound Annual Growth Rate
Churn Rate	Percentage of service subscribers who discontinue their subscriptions within a given period
DLT	Distributed Ledger Technology
EBITA	Earnings before interest, taxes, and amortization
EVD	Electronic Voucher Distribution
Fintech	Financial technology
Freemium	A business model, whereby basic services are provided free of charge while more advanced features must be paid for. Charges could be for extra numbers of licenses, users, and/or subscriptions as well.
ICO	Initial Coin Offering
IoT	Internet of Things
IP	Intellectual Property
IPO	Initial Public Offering
ISP	Internet Service Provider
KYB	Know Your Business
KYC	Know Your Customer
MAU	Monthly Active Users
MEFA	Middle East Africa
ML	Machine learning
ML/FT	Money Laundering and Funding of Terrorism
MVNO	Mobile Virtual Network Operator
MVP	Minimum Viable Product
NFT	Non-Fungible Token
P2P	Peer-to-peer
POS	Point of Sale
PSP	Payment Service Provider
UGC	User-Generated Content
USP	Unique Selling Proposition