

ggez.one

GGEZI

ReFi Blockchain Ecosystem

Making it easy to invest in sustainability on web3.

Mutaz Majdoub
Founder & CEO

Mohammad Shawamreh
Founder & CTO



HackerNoon
Startups of the Year 2024



Coinstore Listing
Nov 17, 2027

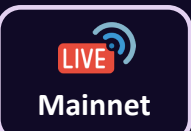


Startup World Cup
Regional Winner 2023



Leap Rocket Fuel
Semi-Final 2024

Montreal . London . Amman



"Nothing is True, Everything is Permitted." - 'Assasin's Creed 1'

Problem

Investing in Sustainability: A Global Necessity



The world urgently needs to invest over **\$5 trillion** annually in sustainability infrastructure for the next **15 years** to effectively combat **climate change** and **environmental degradation**.

Emerging Markets Investing Gap



There is a significant investing gap between developed economies and emerging markets, causing economic instability and limiting financial growth. For example, only 5% of people in emerging markets invest in financial markets, compared to over 25% in Western Europe and 50% in the US.

Web3 & Tokenization

More Inclusive, Efficient, and Transparent System for Trading Assets.



Web3 as a Financial Platform



[RWA] Tokenization



Trillion-dollar Opportunity

RWA tokenization is one of the most important practical applications of blockchain and cryptocurrency and is poised to revolutionize the global financial sector.

Market Validation

Web3 & Tokenization

Next Generation for Markets and the Future of Securities.

Cryptocurrency & Tokenization Regulation



Institutional Players Embracing Tokenization

BlackRock

FRANKLIN
TEMPLETON



**Goldman
Sachs**



SIEMENS

BlackRock CEO Larry Fink's:

“The next generation for markets, the next generation for securities, will be tokenization of securities.”

ReFi blockchain ecosystem specializing in tokenizing sustainability assets to create stable and transparent sustainability-backed cryptocurrency.

The platform makes it possible to:

- Easily invest and trade in tokenized sustainability assets on Web3.
- Channel capital into sustainability projects.
- Promote innovative sustainability initiatives.

> Capital for Sustainability

Combat Climate Change
Creates jobs & Economic Opportunities

> Democratization of Investments

Increasing Financial Inclusion
Protecting Against Inflation

Platform



RWA Tokenization Launchpad

Web3 application designed for asset owners to streamline the tokenization and distribution process of their assets.



ReFi Cryptocurrency Marketplace

Marketplace to allow users to evaluate, invest, and trade investment opportunities in sustainability.



Web3 Distribution Framework

Framework to ensure tokenized assets are available across Web3 channels.



L1 Blockchain Platform

Smart-chain that can exchange assets and data with other blockchains without central exchanges.



Web2 Financial Platform

Enabling essential functionalities for traditional financial operations within established financial networks.

Cryptocurrencies dedicated to promoting sustainability



GGEZ1 Governance Coin

- **Governance Participation**
Allows coin holders to participate in the platform **governance**.
- **Validators**
To become a validator, entities must stake GGEZ1 coins as collateral.
- **Validation Rewards**
Validators who process transactions are rewarded for their participation in the consensus process, incentivizing network participation and increased security.
- **Fixed Coin Supply**
Maximum supply of **1,777,777,777 GGEZ1**.



GG ReFi Coin

- **Asset-backed**
Trusted, secure, and stable cryptocurrency
- **ReFi Investments**
Backed by a portfolio of diversified global **investments in sustainability**, the coin price reflects the **value of the underlying assets**; new coins get minted to meet user demands; there are **no supply limits**.
- **Staking**
Coin holders can stake their coins and **earn passive income**.
- **Store of Value**
Safe store of value with limited **price volatility** and **protection against inflation**.

ReFi: Regenerative Finance

Investment Approach that Generates Financial Returns & Social-Environmental Impact



Investing in Sustainability ... financially and ethically attractive



Tokenized Investment Fund

Diversified global portfolio holding ETFs, stocks, and direct investments

Exchange Traded
Funds (ETFs)

Traded Stocks

Direct Investments



Regenerative Finance (ReFi) Investments



Business Model

Tokenomics-Based Economic System

Increasing chain utilization boosts demand and increases the GGEZ1 coin value.

Transactions
RWA Tokenization
DApps & DeFi
NFTs & GameFi

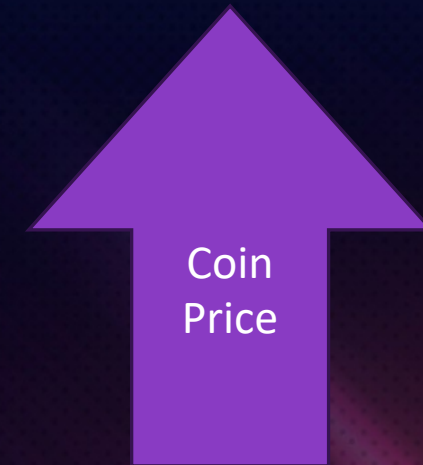
Chain Utilization
Requires GGEZ1 Coin



Economic Output
Transaction Fees (Gas)



Revenue Distribution
Stakeholders Incentives



Capital Gain
Deflationary Dynamics

Financial Projection

Tokenizing \$15b by 2030

Generating \$70 million to stakeholders.

Market Share

- Share from traditional fiat-backed stablecoins like USDT and USDC. Market size around \$150b
- Benefit from the anticipated growth of RWA tokenization

Asset Collateral Value (Billions USD)	1.5	5	15
Year	2026	2028	2030
Network Annual Revenue (Millions USD)	2	15	70
Tokenization Market Share	< 0.5%	< 0.5%	< 0.5%
Chain Market Cap (Billions USD)	1	2	3
Coin Price Multiples	X +10	X +20	X +50

Coin Price Multiples >

Tokenization Market Size >



Go-to-Market Strategy

Ensure coins availability on web3 channels starting with DeFi.



Direct Access
Thru GGEZ website



Multi-chain Availability
Smart Contracts



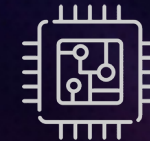
Decentralized Exchanges
Various DeFi protocols & DEXs



Cryptocurrency Exchanges
Getting Listed on CEXs



Wallet Integration
Support Wide range of wallets



Payment Processors
Establish Partnerships



Regulatory Compliance

Sales & Marketing

Targeted marketing with exceptional user experience to drive organic growth.



Web3 Distribution

Ensure platform cryptocurrency are available on various web3 channels.



Partnerships with Asset Custodians

Asset custodians, equity firms, wealth management firms, fund managers.



Target Market

Target GEN Z crypto users & communities in countries with high crypto adoption such as UAE and Turkey.



Marketing Strategies

Using organic marketing channels such as affiliate and influencer marketing.

Competition



Sustainability-backed Cryptocurrency: Profitable, Ethical, Impactful.

Feature	GGEZ1 (ReFi Coins)	Bitcoin	Ethereum	Smart-chains coin	Stablecoins (Fiat)	Gold- backed
Market Share	\$15b 0.15%	\$1,000b 51%	\$355b 18%	\$250b 13%	\$150b 7%	\$500m 0.05%
Price Stability	Yes	No	No	No	Yes	Yes
Protection Against Inflation	Yes	Yes	Yes	Yes	No	Yes
Trust: Safe Store of Value	Yes	Yes	Yes	No	Yes	Yes
Impact Investing (ReFi)	Yes	No	No	No	No	No
Emerging Markets Focus	Yes	No	No	No	No	No

Value Proposition



End Users

Investing in Valuable Assets

Trusted, secure, and stable asset-backed cryptocurrency that earns rewards.

- Safe store of value with limited price volatility and protection against inflation
- Earn Staking Rewards
- Promote Sustainability (ReFi).



Asset Owners

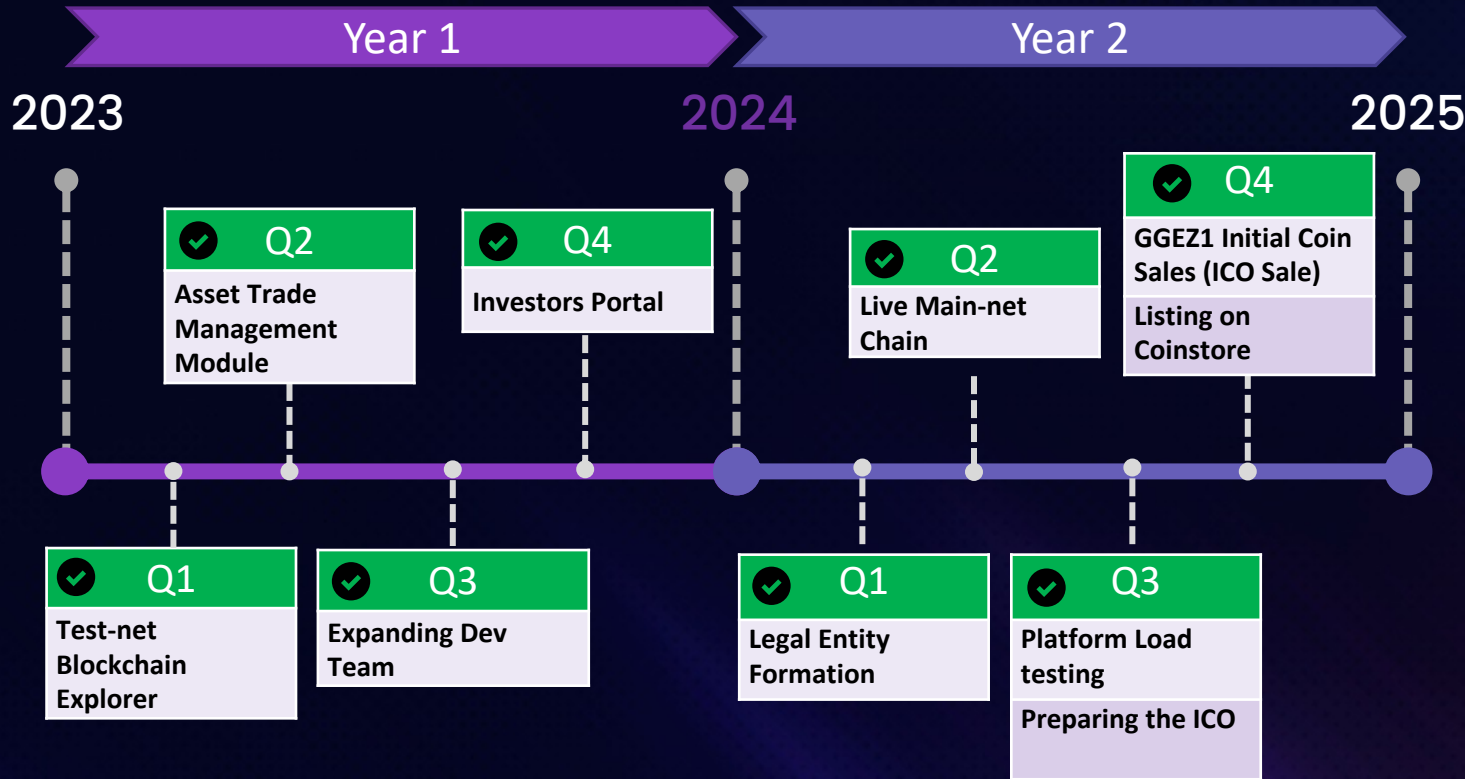
Unlock Liquidity

Unlock liquidity and global reach with secure and efficient tokenization.

- Access to liquidity at lower transaction costs and faster settlement times
- Generate income from token transaction fees
- Increased market value of the asset

Traction & Roadmap

2 Year Plan



Traction

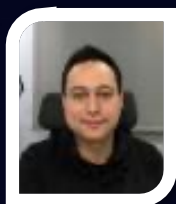
- 300k Committed Capital**
- Marshall Islands LLC Foundation**
- HackerNoon Startups of the Year 2024**
- Blockchain Mainnet**
- Startup World Cup Regional Winner 2023**
- Leap Rocket Fuel Semi-Final 2024**

Team



Fintech Experts with 2 Successful Implementations.

Founders



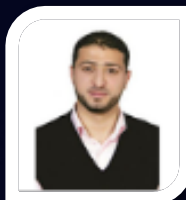
Mutaz Majdoub, Founder

CEO, Platform Architect

MSc IT, McGill University

Montreal, Canada

+20 years experience in payments and processing platform development.



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.



Accomplish Financial



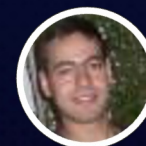
NUMNY.com

Team



Ola Omari

Business Development



Khaled Majzoub

Digital Marketing



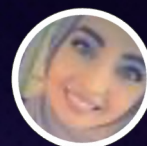
Walaa Hamed

Sr. Mobile Developer



Rawan Hamdan

Branding & Communication



Hanan Rihan

Sr. QA Engineer



Ahmad Arman

Backend Dev

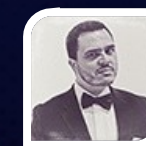


Shaker Abdullah



Rami Ibrahim

Backend Dev



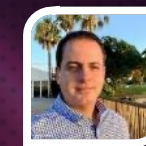
Guy Raymond El Khoury

CEO Accomplish Financial



Haytham Kamhiyah

CEO at Europe Arab Bank EAB



Sam Ali

Ventures at Denka Corporation



Ask



Raising	Share	No. Coins	Coin Price	Valuation
\$1,440,000	3 %	53,333,333	0.027	\$48,000,000

Proceeds	PER
Platform Development	30%
Growth & Marketing	30%
Ecosystem Development	30%
Operations Support	5%
General & Administrative Expenses	5%
Total	100.00%

"A sword wields no strength unless the hands that holds it has courage."
'Legend of Zelda: Twilight Princess'.





Sustainability-Backed Cryptocurrency

Real-world Impact | Real Financial Returns

Invest in a Web3 project that benefits people and the planet.



Appendix

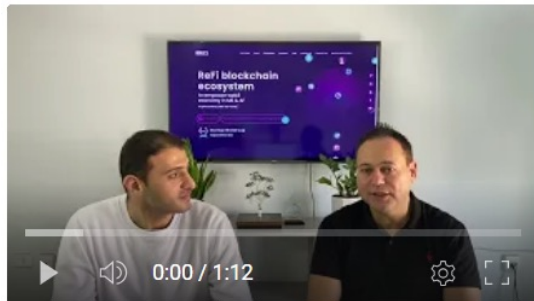
1. Project Videos
2. References
3. Market Size (1/2)
4. Revenue Streams
5. Revenue Potential
6. Financials Projections (1/2)
7. Competitive Landscape
8. Market Validation (Why Now)
9. Competitive Advantage
10. Why Us
11. PoS L1 Blockchain
12. Tokenization Launchpad
13. Tokenomics
14. US Entry
15. Where we want to be in 5 years
16. 10 Year Vision: Global Sustainability Innovation Launchpad
17. RWA Tokenization Ecosystem
18. Future Sustainability-Backed Coins
19. Next Generation Markets
20. GEZ Z Preferred Platform for Investing
21. ReFi Investment Strategy
22. Counterparty Risk
23. Platform Modules
24. Technology Stack
25. Blockchain Ecosystems Coins Price Multiples (1/2)

Project Videos



Founders Intro

[1:12 min](#)

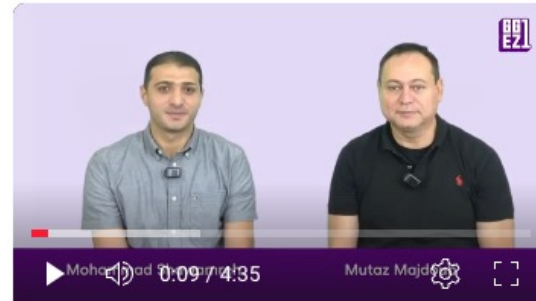


Video link
<https://youtu.be/ko5HFSYDKRU>

Video quality
[SD](#) [HD](#)

Founders Presentation

[4:35 min](#)



Video link
<https://youtu.be/xqj6VQb880k>

Filename
Founder-EN-HD.mp4

Video quality
[SD](#) [HD](#)

Pitch Deck Full

[10:50 min](#)



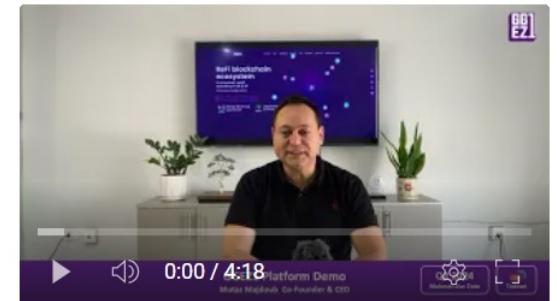
Video link
<https://youtu.be/a0CjI0C0k7I>

Filename
GGEZ1 Pitch Deck Short Animation 3.mp4

Video quality
[SD](#) [HD](#)

Project Demo

[4:18 min](#)



Video link
https://youtu.be/Tboq3t_6prE

Filename
GGEZ1 Project Demo Mutaz.mp4

Video quality
[SD](#) [HD](#)



References



Sam Ali

Strategic Partnerships & Ventures at Denka Corporation

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Alex De Marco

Founder & CEO @ MoneyStack, Inc.

Master of Applied Science, Electrical Engineering, Concordia University

Relationship: We worked together on several IT projects

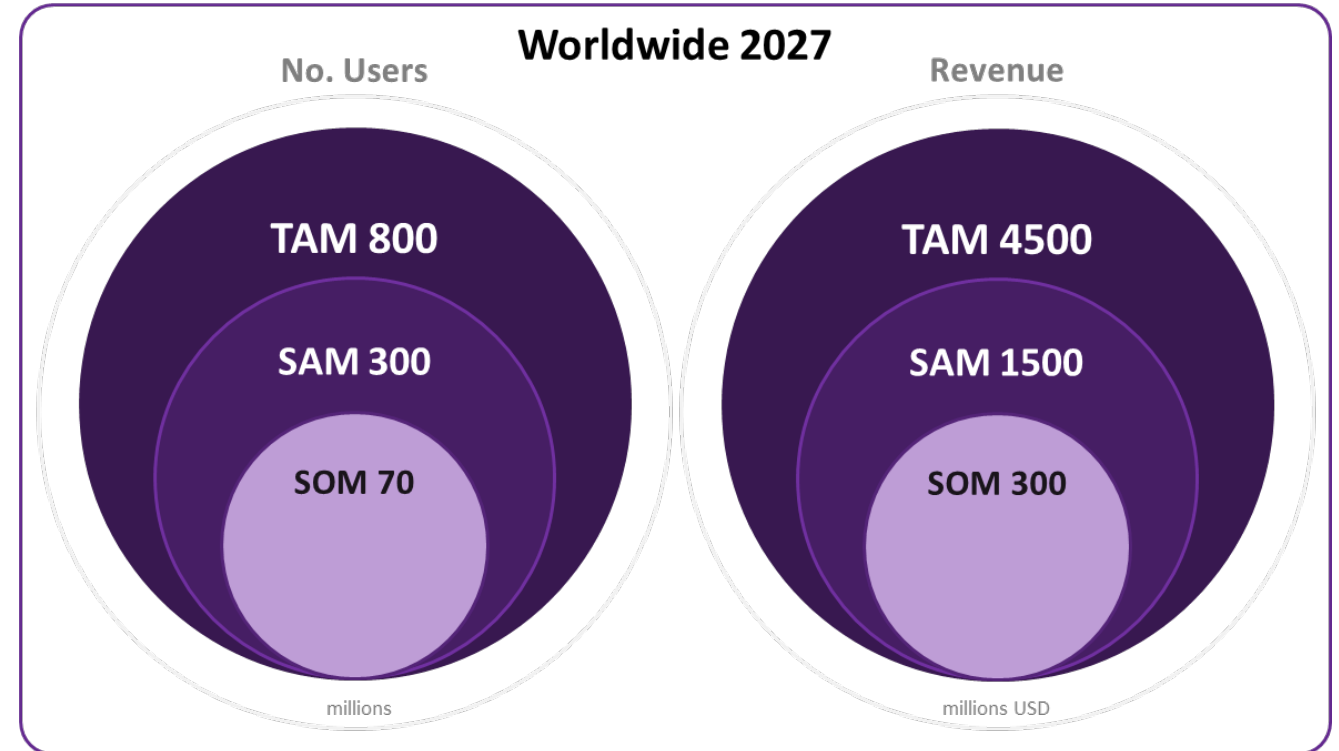
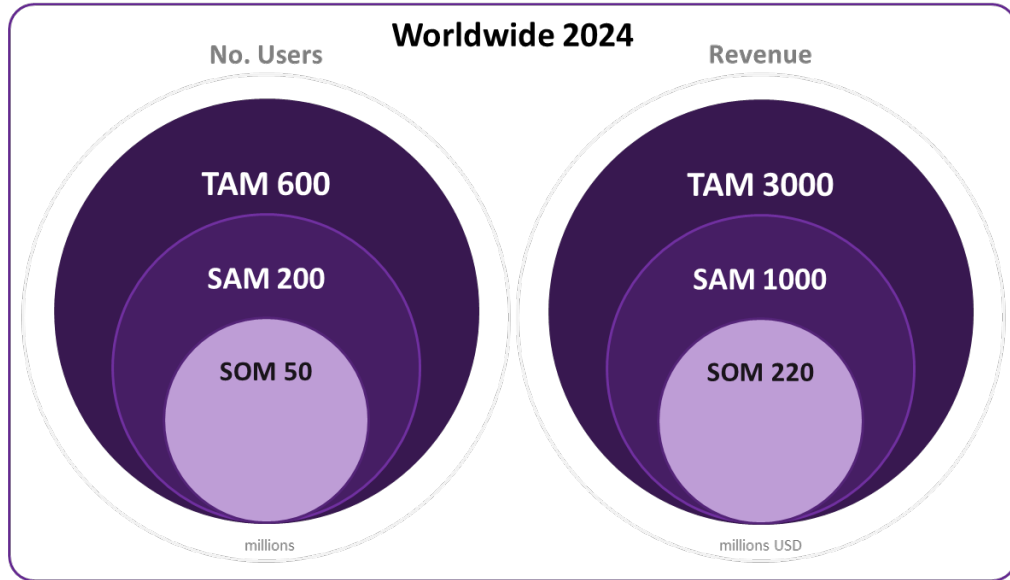
Email: alex6152@gmail.com

Email: alex@moneystack.com



Market Size

ME & AF Asset-backed Cryptocurrency Market Size



No. Users
600 million

Revenue
3 billion USD

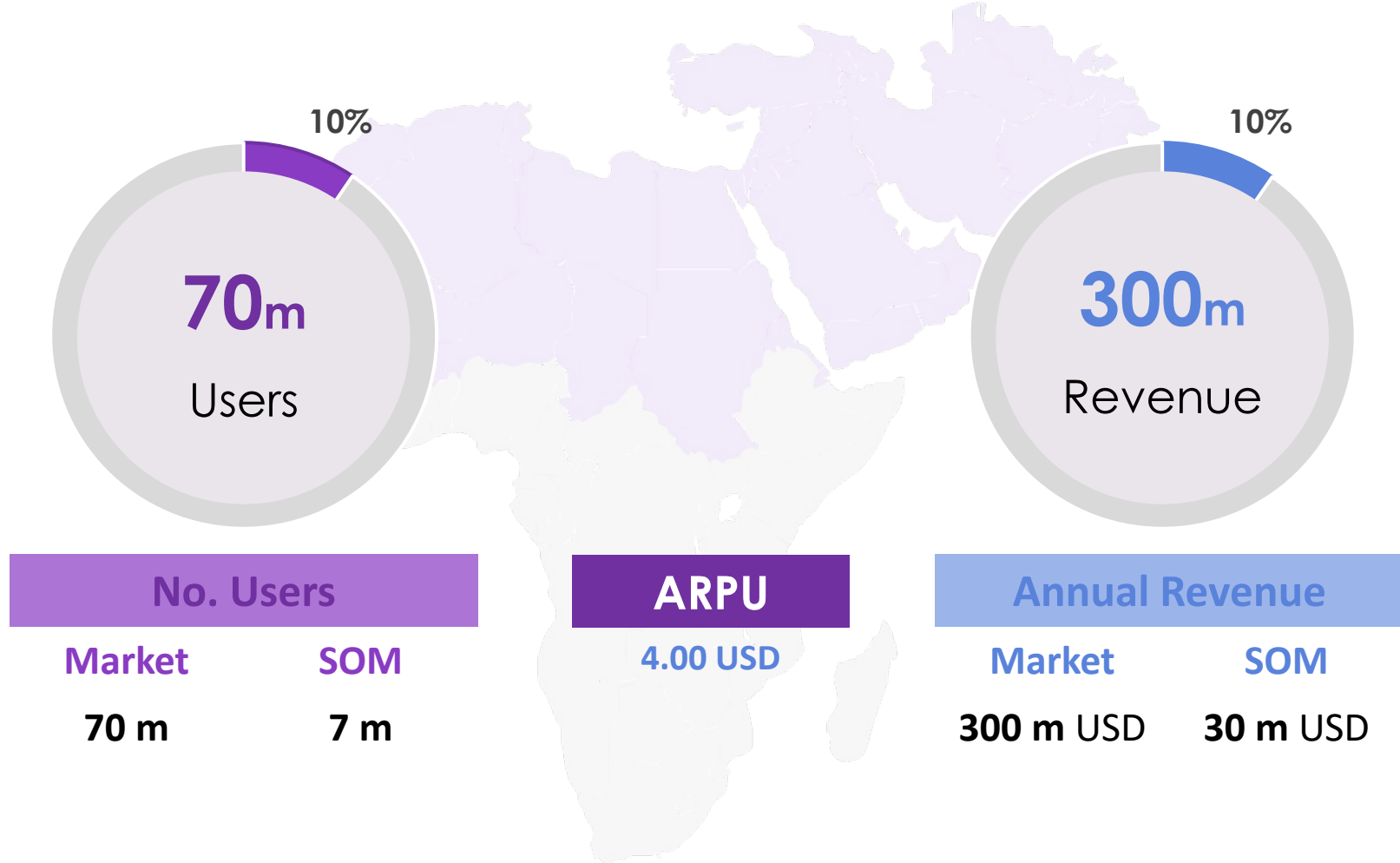
+10% (CAGR)

No. Users
1 billion

Revenue
4.5 billion USD

Market Size

2027 ME & AF Serviceable Obtainable Market.



Revenue Streams



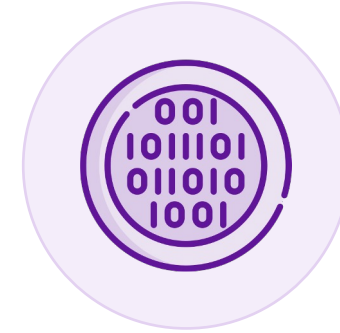
Transaction Fees

Earned from users for various transactions on the blockchain such as transfers and payments.



Earnings & Interest

Generated by investing reserves in income-generating ReFi projects.



Tokenization Launchpad

Fees for tokenization of assets on the GGEZ1 platform.

Revenue Potential

Potential Annual Revenue Millions (USD).

2027 ARPU (USD)				
MAUs	2	3	4	5
5	10	15	20	25
10	20	30	40	50
15	30	45	60	75
20	40	60	80	100

2032 ARPU (USD)				
MAUs	3	4	5	6
20	60	80	100	120
30	90	120	150	180
40	120	160	200	240
50	150	200	250	300

Financials



Income Statement, NPV, IRR

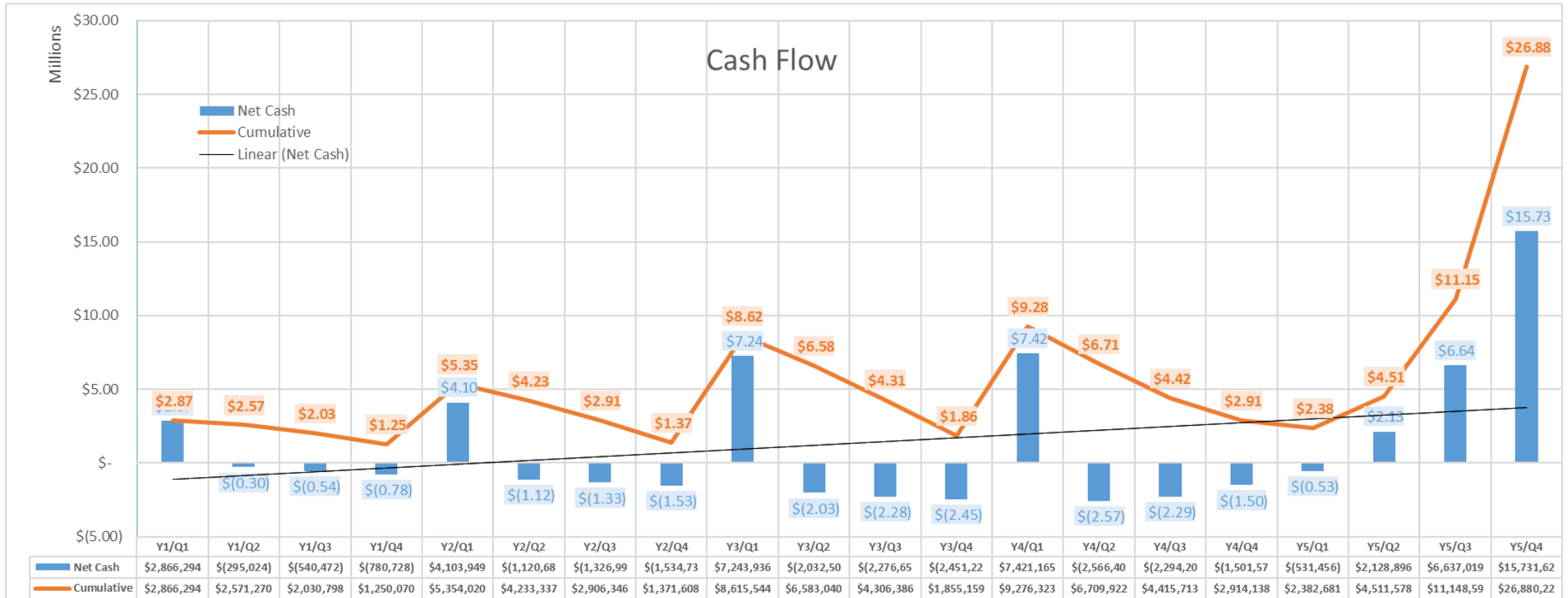
Entry	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Revenue	\$ 1,424	\$ 64,120	\$ 977,077	\$ 10,789,622	\$ 115,019,495	\$ 126,851,738
Less: Cost of Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Less: Sales Tax/VAT	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gross Profit	\$ 1,424	\$ 64,120	\$ 977,077	\$ 10,789,622	\$ 115,019,495	\$ 126,851,738
Less: General, Administrative & Operating Expenses	\$ (1,535,364)	\$ (4,794,661)	\$ (9,332,424)	\$ (19,551,878)	\$ (90,982,734)	\$ (126,197,062)
Less: Depreciation	\$ (15,263)	\$ (59,825)	\$ (96,438)	\$ (140,325)	\$ (195,138)	\$ (506,988)
Other Income (Expenses)	\$ 10	\$ 79	\$ 898	\$ 17,235	\$ 261,322	\$ 279,545
Operating Income	\$ (1,549,192)	\$ (4,790,287)	\$ (8,450,887)	\$ (8,885,346)	\$ 24,102,946	\$ 427,233

No. of Users	1,700	39,500	570,400	6,679,000	63,077,000
No. of MA Users	510	11,850	171,120	2,003,700	18,923,100
ARPU	\$ 0.84	\$ 1.62	\$ 1.71	\$ 1.62	\$ 1.82
ARPU (Active)	\$ 2.79	\$ 5.41	\$ 5.71	\$ 5.38	\$ 6.08

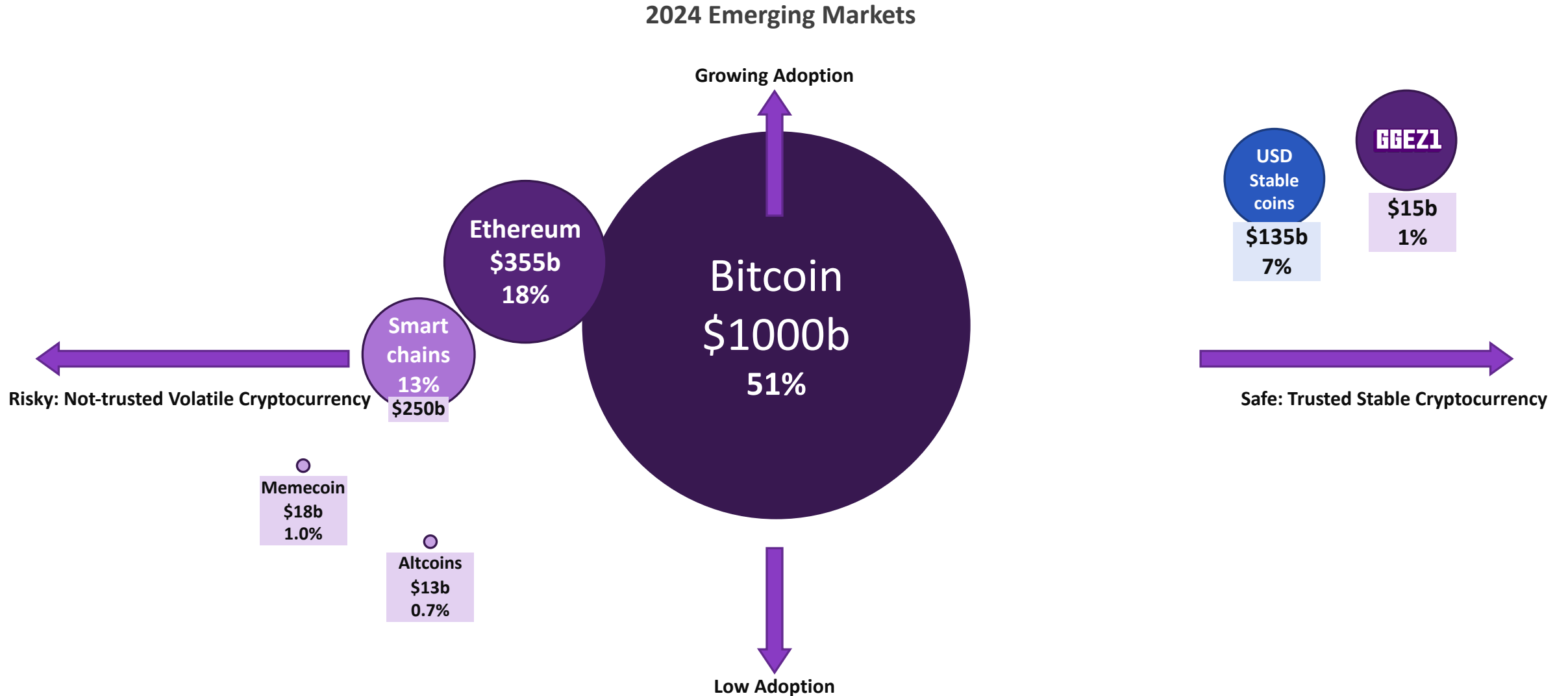
Entry	Year 5
Paid-In Capital	\$ 27,000,000
Discounted Period	1.00
Discount Factor	0.76
Discounted Free Cash Flows	\$ 54,807,438
Net Present Value (NPV)	\$ 34,331,796
Internal Rate of Return (IRR)	-11%
Equity Value	
Enterprise Value	34,331,795.55
Cash	1,250,070.18
Financial Debt	-
Equity Value	\$ 35,581,866
Implied Multiples	
Enterprise Value/EBITDA	(22.38)
Private Equity (PE)	(22.97)
Price-To-Book Ratio (P/B)	24.53

Expenses Category	Total	%
Acquisition Costs	\$ 29,110,736	23.07%
Retention Cost	\$ 27,100,051	21.47%
All Other Operating Expenses	\$ 69,986,275	55.46%
Total	\$ 126,197,062	100%

Cashflow



Competitive Landscape



Market Validation

BlackRock Launches Its First Tokenized Fund, BUIDL, on the Ethereum Network

+12.5%	+43.7%	\$16T	\$1.0T
Global cryptocurrency market size growth (CAGR)	Web3 economy market size growth (CAGR)	Projected tokenized assets market size by 2030	Global investment in sustainable infrastructure by 2025

BlackRock

BlackRock CEO Larry Fink says it best:
“The next generation for markets, the next generation for securities, will be tokenization of securities.”

[Next Generation Markets >](#)

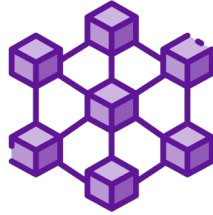
BlackRock today unveils its first tokenized fund issued on a public blockchain, the BlackRock USD Institutional Digital Liquidity Fund (“BUIDL” or the “Fund”). BUIDL will provide qualified investors with the opportunity to earn U.S. dollar yields by subscribing to the Fund through Securitize Markets, LLC.

Competitive Advantage



1st to Market ME & AF

- ME & AF focused blockchain ecosystem.
- Allow us to establish strong brand recognition and customer loyalty before competitors enter the market.
- Additional time to perfect the product.



Blockchain Features & Interoperability

- Fast transaction processing: transactions are confirmed in under 7 seconds with a capacity to process 10,000 TPS.
- Low Cost Transactions: Fees are under \$0.01.



Sustainability Investments ROI

- Offer long-term financial returns and significant risk mitigation, making them financially attractive.
- Cryptocurrency promote trust and offer users a safe store of value, and protection against inflation.



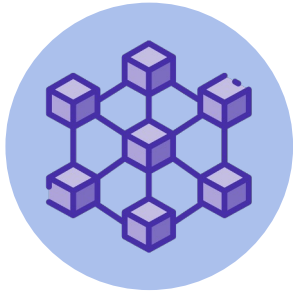
ReFi Approach to Investments

- Create sustainable and equitable financial system.
- Appeals to environmentally and socially conscious investors and end users, aligning with global trends towards responsible investing.

Why us

- 1. We have extensive experience in fintech platform development (Founder/Market fit)**
 - We love to design and build applications ... we are builders, and we are building the GGEZ platform.
 - We have built fintech solutions for over 12 years with two successful fintech platform deployments.
- 2. We have regional market experience with market insights**
 - Operating EVD platform since 2015 with 250 million USD annual revenue.
- 3. No Public Blockchain from/to the ME&AF Region**
 - No major live blockchain ecosystem from the region and servicing the region.
 - To become the first widely adopted asset-backed cryptocurrency in the emerging markets ME/AF.
- 4. Real-world assets are the most valuable asset**
 - People in our region value real world assets above any other asset class.
- 5. Huge market opportunity**
 - Blockchain and Web3 framework opened a new market with potential for mass adoption.
 - ME&AF Market potential: 70m users with 300m USD in annual revenue.

Proof-of-Stake Layer 1 Blockchain



Interconnected & Decentralized

Freely exchange assets and data with leading blockchains and **without central exchanges.**



Fast & Low Fee Transactions

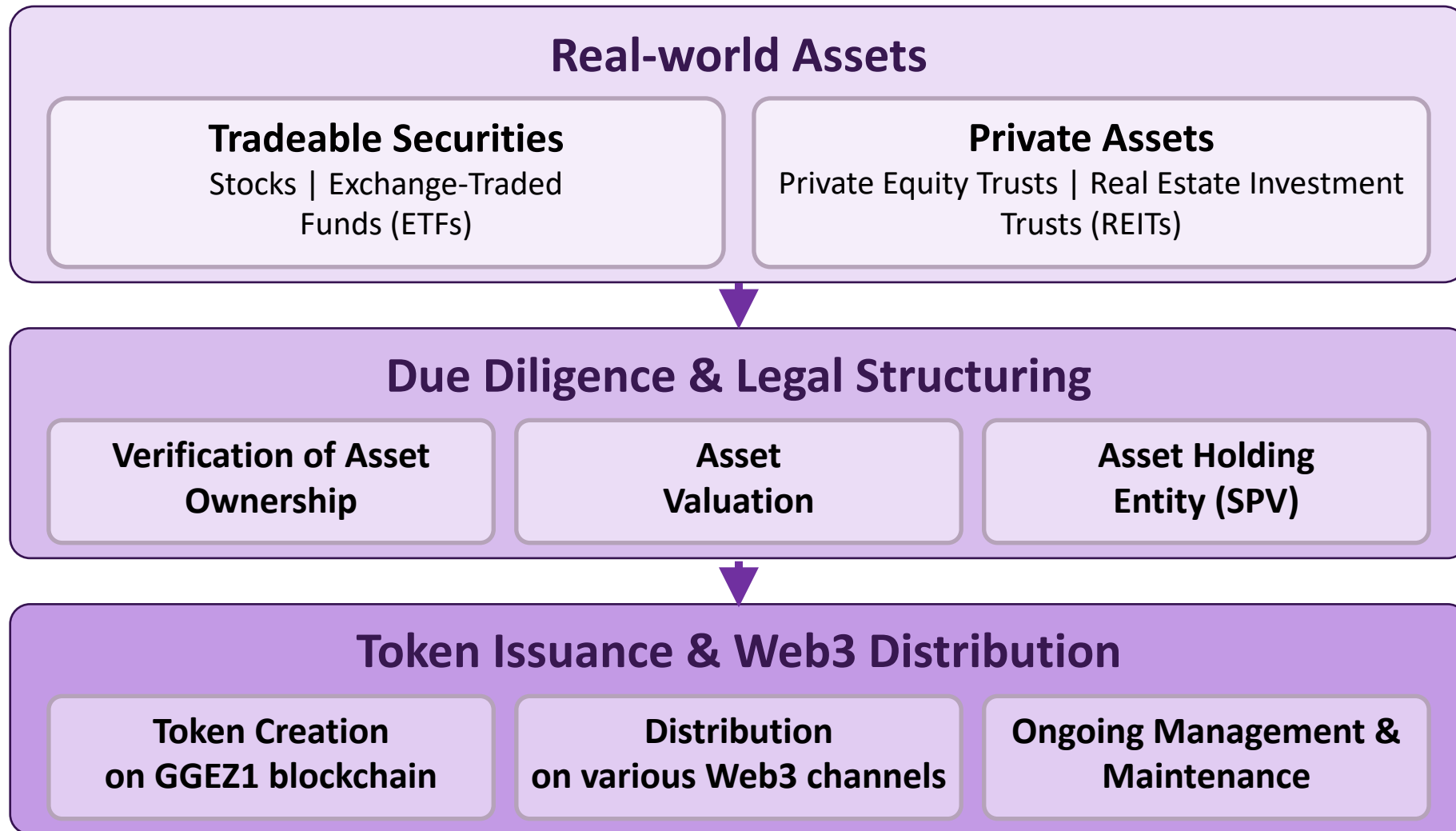
Transactions are confirmed in under **7 seconds**, and fees are **under \$0.01** with a capacity to process **10,000 TPS.**



Tokenization Infrastructure

Live connections with funds trading exchanges to **mint and burn coins** on demand to ensure **supply** aligns with **market conditions.**

Tokenization Launchpad



Tokenomics



Total supply: 1,777,777,777 GGEZ1

Allocation	PER	Tokens
Token Sales - Seed	3%	88,888,889
Token Sales - Rounds A,B,C,D,E,F	37%	622,222,222
Team and Advisors	20%	355,555,555
GGEZ1 Foundation	10%	177,777,778
GGEZ1 Labs	10%	177,777,778
Rewards & Incentives	5%	88,888,889
Ecosystem and Liquidity Pools	10%	177,777,778
Reserves	5%	88,888,889
Total	100.00%	1,777,777,777

US Entry

Formation of a financial entity to manage tokenized assets

Company Legal Formation

Financially Regulated

Formation of Investment Trusts



In 5 Years: Top 50 Cryptocurrencies

Where we see the project in 5 years:



GG ReFi Coin

Price: ≈ **1.2** USD

Market Cap: ≈ **15** billion

Rank: ≈ **20 - 30**



GGEZ1 Governance Coin

Price: ≈ **1.7** USD

60 multiples

Market Cap: ≈ **3** billion

Rank: ≈ **50 - 70**

Global Sustainability Innovation Launchpad

10 Year Vision: Sustainability at the core of business innovation

Modeling YCombinator, a platform to incubate, accelerate, and finance sustainability startups; integrating Cryptocurrency and Tokenomics into the financial model to enhance funding.

1. Startup Accelerator Program

- Tailored for early-stage startups, this program offers intensive mentorship, technical assistance, and operational support to refine business models, enhance product offerings, and prepare for market expansion.

2. Venture Capital Funding

- Investing in more mature sustainability-focused startups that demonstrate potential for significant environmental impact and commercial success. The fund aims to propel these companies into their growth phases, ensuring they have the capital necessary to scale operations and increase their reach.

3. Global Network Access

- Startups part of ecosystem gain access to a global network of industry experts, potential partners, and investors, enhancing their visibility and connectivity in the international market.

4. Web3 Capital

- Leveraging cryptocurrency to access global capital.

Real World Asset (RWA) Tokenization Ecosystem

Real-World Asset (RWA) Tokenization Ecosystem Map



tokeny | www.tokeny.com

ReFi Coins



Crypto to promote and fund projects the world needs.



Geothermal energy, where power plants convert the heat beneath the Earth's crust into electricity.



High-quality carbon removal for your climate strategy via Climeworks' direct air capture and storage (DAC+S) technology.



Hydrogen is the only near-term, scalable, true zero-carbon fuel for aviation.



Renewable drinking water system. Clean, safe, made entirely off-grid, almost anywhere in the world.



Industrialization of Fonio production in Africa. Fonio grows in the poorest soils. It doesn't need a lot of water to grow. No matter the climate, it will grow and grow very fast: it can be mature in only two months!



Africa's first green hydrogen plant in Namibia, a 85 MW solar park and a green hydrogen production unit.

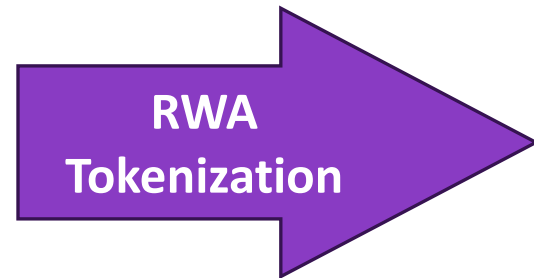


Next Generation for Markets

Transition of trading activity to public blockchains and web3 platforms

Global Market Cap *	
Stock Exchange	≈ 110
Real Estate	≈ 350
Commodities	≈ 130
Private Equity	≈ 5
Total ≈ 500 – 600	

* Trillions



Efficient & Accessible
Open Financial Infrastructure

Boston Consulting Group (BCG):

Projected market size for tokenized assets is expected to reach 16 trillion USD by 2030. That's 2-3% of the total market.

GEZ Z Preferred Platform for Investing

Gen Z Investors

Crypto Vs. Traditional Securities

2x

United States

Favoring digital and decentralized financial platforms over traditional ones.

5x

Emerging Markets

Crypto Is Part of Their Retirement Strategy

ReFi Investment Strategy

Investment approach that aims to generate both financial returns and social and environmental impact

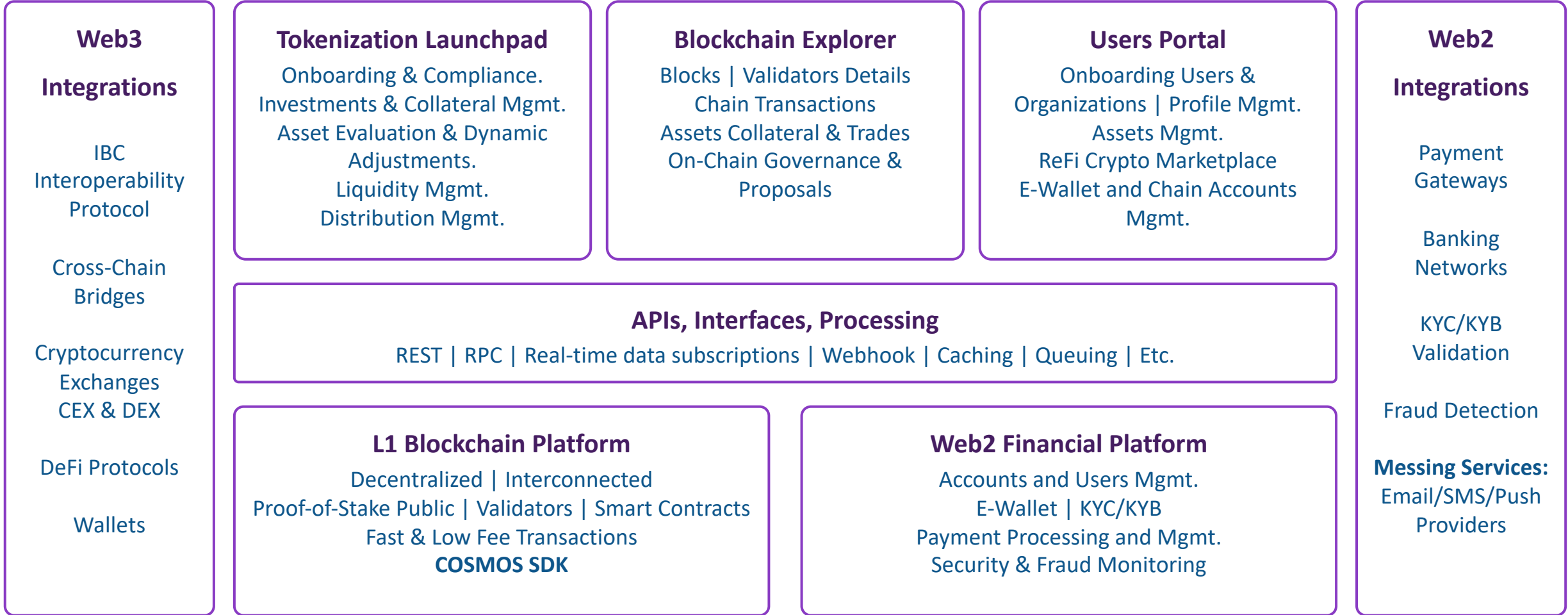
1. **Dedicated to Investing in Sustainability**
2. **Investments in high-value real-world assets: Land, Buildings, Etc.**
3. **Extreme diversification across asset classes, sectors, and markets**
4. **Aim for stable, long-term returns on investment**
5. **Employs advanced financial modeling: Black-Scholes/Merton equation**

Counterparty Risk

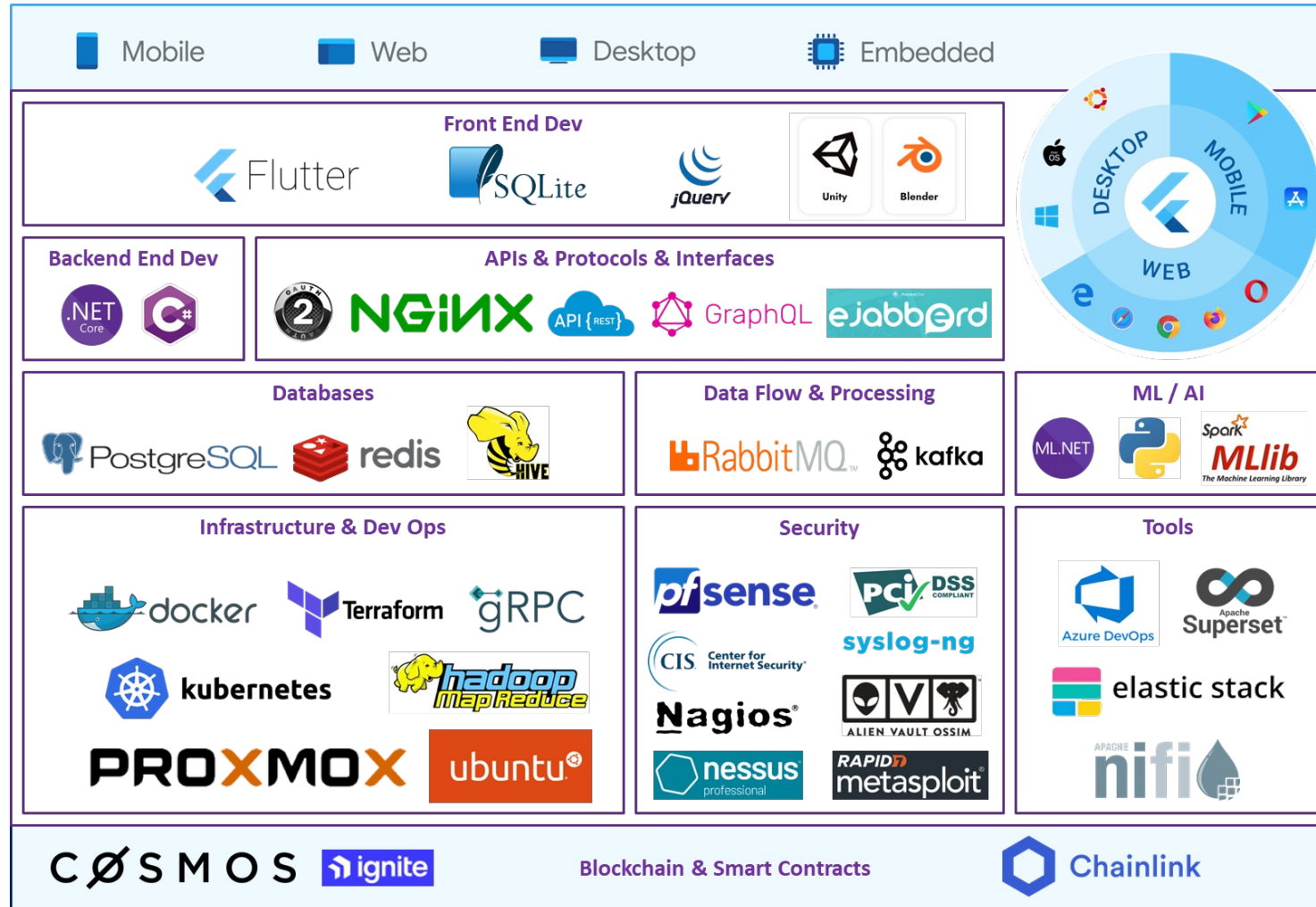
Assets secured with extreme diversification of assets collateral across multiple intermediaries, sectors, and markets.

Markets	US	EU	AF	ME	Global
ETFs	16%	16%	16%	16%	16%
REITs	4%	4%	4%	4%	4%
Clean Energy	4%	4%	4%	4%	4%
Wind Power	4%	4%	4%	4%	4%
Green Infrastructure	4%	4%	4%	4%	4%
Trusts Formation	4%	4%	4%	4%	4%
Geothermal Energy	1%	1%	1%	1%	1%
Fonio Farms	1%	1%	1%	1%	1%
Green Hydrogen	1%	1%	1%	1%	1%
Renewable Drinking Water Systems	1%	1%	1%	1%	1%

Platform



Technology Stack



Blockchain Ecosystems Price Multiples

Price Multiples Based on Initial Coin Sale Price

Chain	Bitcoin	Ethereum	Binance	Solana	XRP	Toncoin	Cardano	Avalanche
Multiples	>100,000	>10,000	26	770	90	12	23	76
Market Cap (B)	1400	450	90	70	29	22	16	15
Market Share	53%	17.5%	3.5%	3.0%	1.15%	0.85%	0.65%	0.60%
Current Price	70,000	3,700	600	170	0.53	6.3	0.47	38.3
Launch Price	0.08	0.30	23	0.22	0.006	0.50	0.02	0.50
Launch Year	2009	2015	2020	2020	2012	2018	2017	2020

Blockchain Ecosystems Price Multiples

Price Multiples Based on Initial Coin Sale Price

Chain	Polkadot	Tron	Near	Aptos	Hedera	Cosmos	Stellar	Cronos
Multiples	25	60	20	9	1	84	40	500
Market Cap (B)	10	10	8.5	3.8	3.8	3.3	3.1	3.1
Market Share	0.40%	0.40%	0.35%	0.15%	0.15%	0.13%	0.12%	0.12%
Current Price	7.25	0.115	7.95	8.9	0.109	8.4	0.11	0.12
Launch Price	0.29	0.002	0.40	1	0.09	0.10	0.0027	0.017
Launch Year	2020	2017	2020	2022	2019	2019	2014	2018



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ReFi blockchain ecosystem to empower web3 economy in ME & AF

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“What is bravery, without a dash of recklessness?” – Dark Souls

