



GOJI



GOJI TREE TOKEN WHITE PAPER

The purpose of this White Paper is to outline:

- What GOJI Tree is
- The opportunity that GOJI Tree will meet
- Who the team are behind the project
- What makes the GOJI Token special and attractive to investors and users
- Details on the technology used
- Our vision for the future of GOJI Tree
- The details of the token distribution event and how to get involved

SUMMARY

The Opportunity

Whilst interest is increasing in the opportunities that crypto-currencies offer as an investment vehicle, entry is still prohibitive to all but the most confident and experienced traders and there are few practical outlets for spending potential gains should they be made. Current opportunities to convert tokens into assets require the ability to take the tokens to the specific supplier through wallet transfers which serves as a barrier to all but the most experienced users.

The current entry difficulties combined with little every day practical use presents an opportunity for a new economic environment to be developed.

What Is GOJI Token?

GOJI is a new crypto-currency aimed at retail consumers that combines the crypto-currency market place with the everyday need to purchase consumer goods. Entry is made easy and a vast range of consumer products are offered to convert these tokens into tangible assets through our trading ecosystem. Rather than the consumer having to take the tokens to the supplier to make a purchase, we will bring the products to the consumer eliminating the need for multiple wallet transfers whilst presenting an opportunity for global and local brands to boost sales without the need to adopt their own specific currency to do so.

Meeting the Need

With easy to use interfaces customers will be able to sign up through and purchase tokens through the GOJI Tree website. They will be provided with a user friendly wallet to store their tokens safely until such a time that they decide to make a purchase. More experienced users will be able convert their crypto-currency gains into GOJI on listed exchanges and make transfers from their own private wallets when making purchases or bidding on auctions.

The market website will offer a wide range of products, from travel to general consumer items and will be augmented by a weekly auction held by GOJI Tree where GOJI Token holders will be able to bid on many high profile or popular consumer items with minimal reserves in place.

We will create an economic ecosystem making it simple to buy and store our tokens, and then use those GOJIs to purchase holidays, phones, watches, handbags etc. GOJI Tree will act as an agent on behalf of the major brands and distributors to ensure market value rates and broad product offerings. The offerings will grow organically and be demand driven, we will listen to what our clients want and bring it to our platform.

Additionally there will be a marketplace where SME's and individual traders will be able to distribute their products or unwanted possessions through a familiar auction and buy now format.

The Team

Whilst the concept is built on crypto-currency, all of the tech that we will be utilizing is already in existence. We have focused on assembling a team of experts with proven industry experience who can build the company to deliver the sales and auction platforms on a global scale. Anyone can create a token with basic skills but it takes experience and determination to source global products and put the marketing, distribution and operations in place to ensure the project is a success.

The Target Market

Whilst the token distribution event is aimed at the crypto-currency world at large, the main target market following the event will be groups who are IT competent and desire to explore the crypto-currency world whilst taking advantage of our promotions and fantastic opportunities in our auctions. The concept is aimed at consumers in general but will initially focus on millennials and older adults and will be designed to generate demand for our



tokens and broaden our product range. With a scalable marketing budget we aim to focus on markets most likely to adopt before moving on to the next target group.

The GOJI Tree Model

Products will be sourced globally from head office and regionally by our teams in South and North America, UK, Europe and Asia bringing the best offerings to regional and international markets.

Customers purchase tokens through the GOJI Tree portal, or on trading exchanges and then select the products that they want to buy when the price matches their expectations. They then transfer these tokens through the simple wallet interface and the goods are shipped to the client.

Auctions are run every week offering a wide range of products. Clients can bid through a variety of auction formats and successful candidates then transfer the tokens to receive their item.

Only registered members of the GOJI Tree environment will be eligible to participate in the sales of products and auctions.

Marketing and Sales Strategy

Marketing and PR are a large part of the GOJI strategy for success. Through utilizing social and digital media combined with more traditional formats we will run a targeted high return campaign. PR events and roadshows will be aimed to raise awareness and conduct 'sign up drives.' There will be a reward scheme for those who encourage others to sign up, and regular email blasts to update on product ranges and auction offerings. The auction feature is designed to boost word of mouth and return visits to the sales platform.

The Competition

At this time in the crypto-currency world there are no competitors offering similar concepts. Whilst traditional online retailers such as Amazon are exploring the use of crypto-currencies the threat is limited by the fact that they will only be offering their products. It is uncertain how their formats will lend to easy adoption by the mass market as will most likely still require wallet transfer capabilities. Traditional financial institutions such as Visa and Paypal present the greatest threat, however again the tokens need to be taken to the product as opposed to the model we are proposing. Our vision of a broad range of products, promotions and auctions sent into the

consumers home helps add an extra dimension to our ecosystem that a mere payment portal does not match.

Token Distribution Event (TDE) Details

In total 100 million GOJI Tokens will be issued on the Waves Platform. 50 million tokens will be offered at during the TDE at a price of \$1 per token with discounts available at pre-event and early event stage. 1 million of these tokens will be offered in a pre-event sale to raise funds for the main distribution PR campaign at a price of 60c a coin with the other 49 million be offered during the Main TDE. Of the remaining 50 million tokens retained, 27 million will be for future sign ups, 3 million for the event bounties, 5.5 million for referral sign up rewards to existing members, with the remaining 14.5 million being held in escrow for the owners of GOJI Tree.

Benefits of Participation

All investors at the pre and main event can enjoy the following benefits:

- A guarantee that they can exchange an \$1 Event purchased token for \$1 worth of product following registration of purchase.
- Referral reward for encouraging others to join the event in the form of a \$1 GOJI Auction token for every \$10 they refer.
- Early access to the first 4 auctions via email invite. Further tokens can be purchased on exchanges to boost bidding power, however only event members will be invited to bid.

TDE Details

The pre-TDE sale will begin at 00:01GMT on the 5th January 2018 and run for 7 days. The TDE itself will commence at 00:01GMT on the 19th January 2018 and run for 30 days. Of the 50 million tokens distributed at the TDE, all tokens not sold will be retained to be sold via the website to new and existing members once the platform is live.

During the TDE the tokens offered will be separately minted 'unique' acting as proof of purchase tokens which can be exchanged from the original purchasing wallet for GOJI's on completion of the TDE itself.

Registration for the redemption guarantee will commence on the 1st February 2018 and close on the 28th February 2018.

GOJI TREE IN DEPTH

The Problem

Technological advancement is key to the fledgling crypto-currency industry, but of equal importance is mass adoption. Without broad acceptance the industry is at risk of stalling. The demise of 3D television was not because of a lack of investment by Sony, Toshiba or LG but down to the fact that the tech was not accepted by the consumers. It is therefore of vital importance to the future of crypto-currencies that companies like GOJI Tree help to increase awareness and acceptance amongst the general public of the core principles of the industry.

Whilst the crypto-currency world continues to grow, with ever more tokens entering the market there are presently two main issues that continue to affect potential investors and those who are already trading. 'How to get in' and 'How to use the tokens'?

Increasing talk through the mass media has led to a growing interest in the investment opportunities of crypto-currencies. From McAfee evangelizing about Bitcoin, to financial experts bestowing the benefits of crypto-currencies as an investment portal, there is an ever-increasing demand for tokens.

For an experienced trader, the issues of getting into the market is not a problem. ICOs, TDEs, token gateways and exchanges allow relatively easy access with a reasonable level of IT confidence and skill. Those who lack this confidence or expertise however are faced with few opportunities to get involved, and those opportunities whilst easy to use offer little beyond a simple 'buy and store' facility. Investment opportunities are limited to what these gateways offer on their platform, anything beyond that requires the capability to conduct wallet transfers and trading via exchanges.

With an ever-increasing number of tokens hitting the market, and the dominance of Bitcoin showing no signs of being eroded by other players this presents an intimidating environment to the casual investor. Dramatic swings of fortune, research, technological understanding and IT competence all act as barriers towards entry to a relatively untapped market. Recent data shows the increasing division of the altcoin market, which offers numerous opportunities to the trained eye but only contributes to the sense of foreboding to the newcomer or curious.

At the current time the opportunities to get involved for the relative newcomer are restricted by the relative lack of easy entry into the market environment. This is not helped by the fact that once they do get in, there is very little that they can do with their tokens.

With the growth of the market, many have seen their initial stake and consequent net worth increase. The current market place however offers few opportunities for them to convert these gains into tangible assets without converting firstly to normal currency via one of the exit gateways and then into their bank account. There has been great interest in recent opportunities to transfer these gains to wallets connected to credit cards, however once again this requires a level of expertise that is beyond many who are looking to enter the market place. Whilst a normal wallet transfer would not present a problem to an experienced trader, it could well be off putting to the majority of potential clients in the general population.

Recent news has circulated that large companies will be accepting payment in Bitcoin, which offers a solution to those with experience only if the retailer has something that they want to buy. Again this requires a level of expertise that many do not possess, so whilst offering a potential solution to the few is still not viable for the many. The market as it stands is benefiting from increasing awareness and uptake desire but presents barriers to the public both in how to get in and how to use their gains once they decide to 'cash out'.

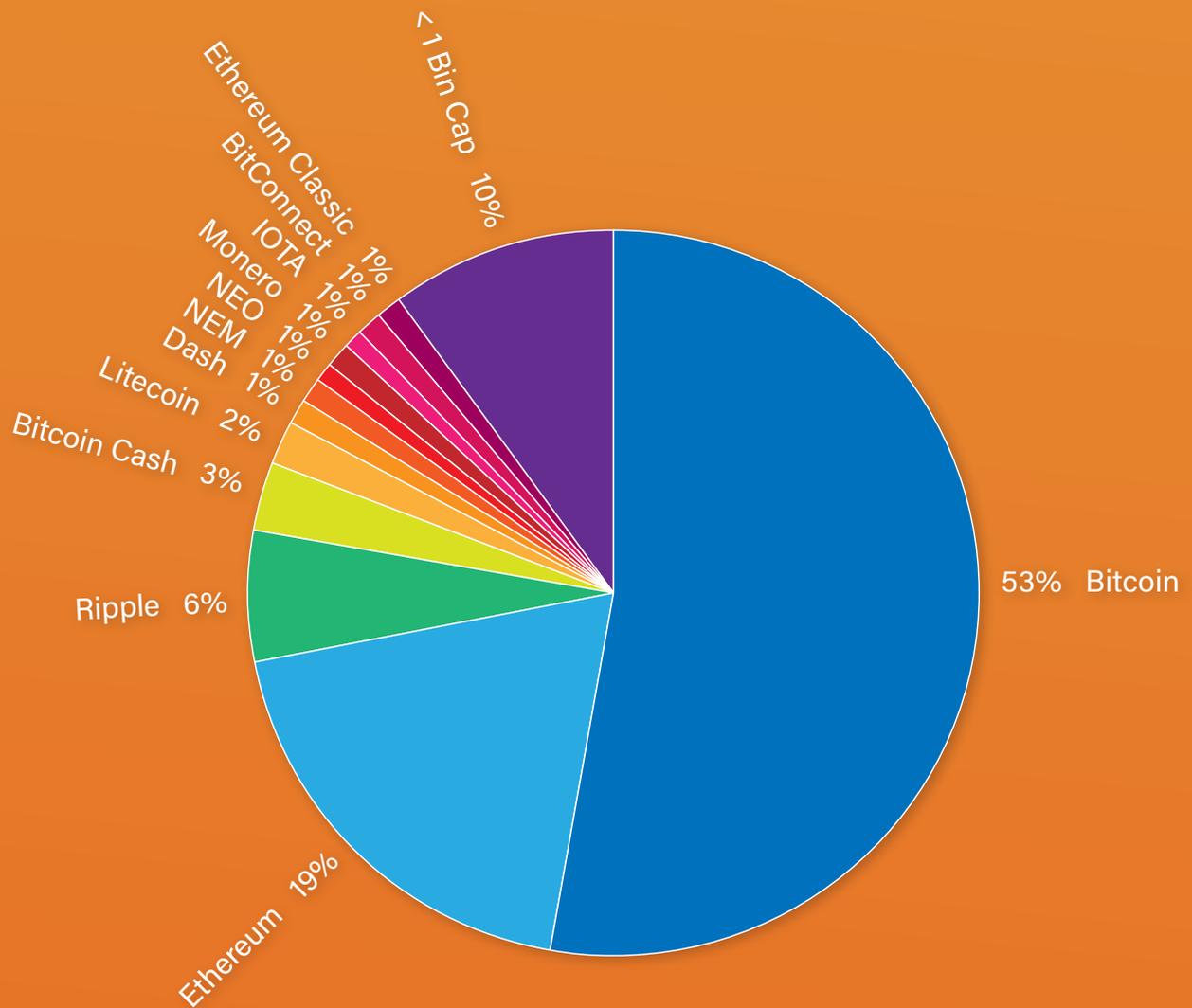
The Solution

At GOJI Tree we will solve these problems by:

- Making it easy for new comers to buy and store our tokens safely
- Bring a vast range of products to our members

Our concept is aimed squarely at the global market who are looking to get involved in the crypto-currency market but currently cannot see a benefit of doing so beyond potential financial gain. Whilst some crypto-currencies offer the potential for the value of the token to grow due to the finite supply and increase of demand, with GOJI there will also be plenty of opportunity for members to use their tokens to purchase value items, from holidays to computers, cars to handbags either through the sales platform or via the auction function.

By combining a secure gateway with a value driven marketplace, we aim to encourage uptake from untapped markets creating an environment where the token holders not only have the opportunity to make significant savings by having the chance to buy discounted items but also by participating in high profile auctions. Backed up by a truly global marketing campaign with localized products and distribution GOJI Tree will generate demand and organic growth benefiting all involved.



Data Source: CoinMarket Cap

The Concept

At GOJI Tree we have created a user-friendly process designed to appeal to new and experienced users of crypto-currencies. The experience when signing up and using our platform will be as follows:

- Clients sign up through our website using email address and create their own password.
 - For security purposes they select either 2FA or text authorization of transactions.
 - As part of the sign-up process clients will need to click to acknowledge that they understand the volatile nature of the crypto-currency market place and that their initial token worth may increase or decrease in value do to market forces beyond GOJI Tree's control. They will also be asked to confirm they have read and accept the GOJI Tree Terms and Conditions.
 - During the sign up process clients will create a wallet to store their tokens in. This will initially be the easy to use Waves Wallet and they will be sent a hardware wallet once design has been completed and software tested to add further security benefits. Users will be guided through setting up a Waves Wallet to store their tokens until the hardware wallets are completed.
 - Tokens can be purchased through the website subject to availability using credit card or bank transfer.
 - On the homepage they will be able to enter the balance of their wallet and will be shown the current value of their tokens in local currency. This value is linked to the current listed buying price on exchanges.
 - More experienced traders will be able provide a wallet address to transfer tokens out for trading on an exchange at time of purchase. Alternatively, they will be able to buy the tokens directly from any exchange GOJI Token is listed on.
 - From the landing page, clients will be able to select browsing options to view what they can buy. There will be 4 options:
 - a. Travel – Offering adventure, skiing, group holidays, private programs, hotels, flights, car hire, travel insurance, honeymoons, cruises, events and all other travel related products.
 - b. Products – Featuring opportunities to buy watches, phones, fashion, art, cars, bikes, makeup and perfumes, computers, televisions and all other consumable items.
 - c. Markets – This section will offer a platform for SME's and independent sellers in a 'Buy Now' or Auction format to buy and sell smaller or specialist items.
 - d. Auctions and Promotions – Every week GOJI Tree will run an auction globally and targeted at local markets, offering the chance to bid to pick up popular items at greatly reduced rates. Promotions will be offered on an ongoing basis.
- Transactions are confirmed and clients then transfer the relevant funds to GOJI Tree wallet as payment.
 - A US Dollar value is then given corresponding to the value of their tokens at time of purchase.
 - Payment for the product or service to the relevant supplier will be handled by GOJI Tree.
 - Customer support will be given via the partner companies and through the GOJI Tree offices depending on the product and who is supplying it.
 - Cancellation terms will be clearly stated at the time of purchase. Should a client wish to cancel an order they will be refunded the number of tokens at the US Dollar value at the time of cancellation minus applicable cancellation fees.
 - The website and contents will be localized to cover English, Spanish, French and German speaking markets with products and promotions covering both global and local markets combined.

The concept is simple. Make it easy to buy and hold tokens. Offer a fantastic range of products that can be purchased with those tokens and arrange an exciting auction and promotions environment to allow holders the opportunity to buy high quality items at greatly reduced rates.

We believe that this combination of factors will lead to the overall health of the GOJI Tree concept, ensuring effective turnover of GOJIs through exchanges and via the website whilst encouraging owners to hold their tokens during bear markets to encourage stability and growth.

GOJI Tree Auctions and Promotions

This we feel is one of the most exciting aspects of being involved in the GOJI Community. Initially 14% of the money raised from the TDE will be allocated into a 'Auction Fund' that will be used to purchase items to be sold through our weekly auction. Because of the truly global nature of our business, and in the interest of fairness the start time for each weekly auction will rotate by 6 hours so that all will have an equal chance to see the items up for sale at a reasonable time of the day at least once a month! The first auction to run will offer the following range or similar:

- A new Mercedes Benz E Class car with delivery to certain countries.
- A Harley Davidson Softail Deluxe Bike with delivery to certain countries.
- A weeks skiing for 2 in Canada or Colorado (*not incl. flights*)
- A weeks skiing for 4 in the Alps (*not incl. flights*)
- 2 week luxury safari in Tanzania (*not incl. flights*)
- 2 week adventure tour from Explore to S. America. (*not incl. flights*)
- 2 week honeymoon package to the Maldives (*not incl. flights*)
- 2 week 5-star tour of Thailand (*not incl. flights*)
- 2 week 4-star tour of Vietnam (*not incl. flights*)
- 2 week cruise in the Mediterranean (*not incl. flights*)
- 2 week cruise out of S. America (*not incl. flights*)
- 1 week stay in a Château Golf and Spa resort in France (*not incl. flights*)
- 2 Rolex Watches incl. shipping
- Prada Galleria Handbag incl. shipping
- 2 tickets to the Monza Grand Prix 2018.
- 10 New Apple iPhones incl. shipping
- 10 Samsung Galaxy 8 incl. shipping
- 10 Microsoft Surface Pro top range models incl. shipping
- 10 Fitbits incl. shipping
- Louis Vuitton Travel Luggage incl. shipping
- A Gift Set of Dior Makeup and Perfumes incl. shipping

For our first auction there will be no reserves placed on any of the sales. Some restrictions will apply for certain items due to shipping and/or local regulations and these will be detailed at the time of the auction. General shipping costs will be included however local import duty will not.

Unsuccessful users will not be charged for their bids and will retain all tokens to be used in future auctions.

The auctions will take 3 different formats and we will vary the style between items.

- **A Standard Auction**
Highest bid gets the product
- **A French Auction**
Sealed bids, highest gets the product
- **A Dutch Auction**
Price comes down and goes to highest bidder

75% of the proceeds of the auction will be returned back into the auction fund, with 25% going to GOJI Tree to cover the costs of sourcing and conducting the auction.

We will hold an auction every week. Only registered members of the GOJI Tree community can bid for an item. Clients who win an auction will need to transfer their GOJIs to the GOJI Tree Wallet on successful completion of the bid.

Auctions will state if shipping is included, or surcharges that would apply to more remote areas. Our specialist team will be on hand to respond to any questions that people may have prior to bidding. On completion the successful candidates will be contacted by the GOJI Tree team to arrange payment and shipping of the product.

For Promotional Items, these will be listed on an ongoing basis for clients to 'Buy Now' using their GOJIs. This might be discounted cruises, holidays or products or items that we have bulk purchased to secure cheaper rates for GOJI holders.

We will have a team dedicated to sourcing auction and promotional items focused on bringing value and excitement to the GOJI Tree commercial environment. GOJI Tree employees will be excluded from participating in any auctions and all sales will be subject to independent third party verification to ensure transparency.



Current Partners

On completion of the TDE further sourcing of partners will continue in earnest. At this stage we have contacted some key partners to test the viability of the concept and can confirm that our clients will be able to use their GOJI Tokens to purchase products from the following brands:

Wayfairer Travel

A specialist in designing personalized safaris and programs to Africa, from 3 star experiences to luxury safaris.

Sweetway Asia

An inbound tour operator covering bespoke and group tours to Thailand, Laos, Myanmar, Cambodia and Vietnam.

We will also offer an extensive range of hotel options through industry leading portals such as RoomsXML, Travellanda, Agoda and Expedia. Not all of those are household names, but they are the intermediaries that your travel agents use when booking your holidays. By cutting out the middle man and going straight to source we can bring even greater savings to our members.

Companies offering Hotels, Packages, Transfers and Activities by location:

Chariot Travel	Singapore
Panaroma Holidays	Indonesia
Team America	U.S.A., Canada and Mexico
Skyzone Malaysia	Malaysia
Discovery Travel	Middle East/Dubai
Edison Travel Services	Taiwan
Apricot Travel	Turkey
Alegria Tours	Europe

Alongside these, GOJI Tree will offer access to one of the largest flight, hotel and travel experience portals in the world enabling members to purchase all their holiday needs, ideal for the independent and business traveller.

For consumer products, negotiations continue with leading brands and we will confirm new partners through our social media channels during the TDE process. We will also be working with some of the largest drop shipping agents used by many popular online stores to bring cut price in demand products from drones to portable solar panels, smart phones to travel luggage.

By offering an all-encompassing range of products, GOJI Tree could be used to purchase a private tour to Africa through a partner, flights to and from the start/end point via the flight portal, travel luggage, insurance to cover the trip and a new camera to take those much treasured holiday snaps. Whilst the fiat price of all of the above will remain constant, the actual cost to a GOJI holder will fluctuate depending on the fortunes of the token.

Target Markets

Besides the truly global nature of GOJI Tree, there are particular target markets that would be interested in joining the community as GOJI holders outside of the current existing crypto-currency users. Everyone will be made aware of the potential to 'buy, hold, and purchase' features of GOJI's but additionally we would seek to highlight the benefits of the community to the following target groups amongst others:

- Honeymooners – looking to enhance their options when it comes time to book their special trips.
- Gap Year students – increasing range, trip longevity and activity participation in the year off programs between school and further education.
- Sports fans/teams – reducing the cost of a tour to sporting events either as fans or participants.
- Families – increase the return on dollar spend for budget conscious families.
- Charities – receive donations of GOJIs, use tokens to replace or source new equipment.
- Anniversaries - providing greater options for anniversary celebrations from gifts to travel.
- Wedding Couples – both for overseas wedding packages and as a wedding gift option.
- Schools – subsidise school trips and outings.
- Businesses – reduce overheads by sourcing flights and hotels for team members via GOJI Tree portals.
- Dream savers – those people who are saving up to buy that special item be it a car, a phone or a new handbag.

No profits will be promised, and all will be made aware of the risks of investing in crypto-currencies.



Security

Vital to the concept of attracting first time users is simplicity of use combined with security when it comes to storing their tokens. At GOJI Tree we have simplified the processes without compromising security. With our simple to use wallets clients will be able to transfer funds easily.

The initial phase will use the Waves Wallet which is decentralized and easy to set up. We will work to set up a hardware wallet to store tokens using 2FA authorization post TDE to be sent free to all TDE participants buying more than \$300 worth of tokens.

Logins to the website will need to be verified with 2FA or text authorization as will any purchases made and clients will have the chance of a live chat option to help talk them through any of the processes.

A change of email will require a phone call verification, and if someone would like to change their verification phone number they will need to receive a call on the old number to do so. If this is not possible then a verification code will be sent by express mail to their registered address what they will need to input to confirm the change of phone number.

When signing up, clients will be asked to add their home postal address. This is to speed up the process when they purchase an item. They will also be asked if this will be the only address that they will use and be given the opportunity to add other addresses of family members

for example that they may want gifts to be sent to. If they would like to add a new address at time of purchasing an item, they will need to authorize via 2FA or text message. Whilst to the experienced crypto-currency user these processes may seem cumbersome, it is worth noting that the success of this project for all is through mass adoption by people unfamiliar with the safety protocols and procedures common in the crypto-currency world. It is not our intention to offer anonymity to our users, however there will be an option to select less stringent protocols for more experienced clients who will be able to customize the authorization process as they see fit. Our default approach however will be to offer the maximum level of security possible to our clients.

The concept of GOJI Tree is to provide an opportunity to join the crypto-currency community with the option to convert their tokens into a tangible purchase. As a company we are prepared to comply with all current and future regulations that will affect the company including taking steps towards AML, KYC and Anti-terrorism Funding regulations. From a company viewpoint compliance with the above regulations is not only the right thing to do but will serve to boost consumer confidence and thus further strengthen the brand.

All personal data will be kept following stringent data security guidelines and will be overseen by experts in the field. Escrow and Trust compliance will be managed by an independent party and our legal team will make sure all laws governing our business practices are followed.

THE TEAM

Essential to the success of the GOJI Tree concept post TDE is the team members tasked with sourcing products and promoting the concept through a global marketing campaign. The team to do this comprises:



Simon Sweet
CEO and Founder

Over 20-years experience in the tourism industry focusing on operations and business development, leading teams from 3 to 300 people to pull in the same direction and achieve well defined goals. From successful startups of companies to trouble shooting in large corporations Simon has the drive, knowledge and experience to lead the GOJI Tree team towards their goals.



Alex Bowden
Co-Founder & Director of Marketing

Owner of Liquid Branding based in Bangkok Alex brings an in-depth knowledge of commercial branding and marketing distribution. Alex will be responsible for the 'face' of GOJI Tree, it's website and post TDE marketing campaigns.



Kieran Ayres
Retail Director

Bringing 20 years professional retail experience to the team, Kieran will head up the team in charge of sourcing products for both the retail and auction functions of the company towards their goals.



Arran Ayres
Director Tourism Services

With over 10 years' experience in the industry, Arran has become an expert in tourism consolidators and major industry suppliers. From well-known household names like Agoda to Booking.com through to background B to B Consolidators Arran has the experience to bring the best to our platform.



Ilja Panov
Contracting Consultant

Fluent in English, Spanish, Russian and Lithuanian, Ilja has worked at the cutting edge of contract negotiation for one of Asia's leading tourism consolidators. His expertise as a consultant will ensure the development of the team that secures unique product offerings for both the website and auctions.



Russell Winterbotham
Translation and Localisation Consultant

With over 8 years' experience in helping key brands adapt their content to suit global markets Russell will be involved in ensuring our message is communicated clearly in all 4 languages.



Sean Hynes
TDE advisor

With 7 years corporate finance experience and recent success in running an TDE, Sean has been fundamental in the development of the GOJI Tree concept and how it can be best brought to market.



Marco Sprenkels
Crypto-currency and Business Advisor

Marko comes with a great deal of experience as an entrepreneur and business advisor and has been on board to advise business strategies, implementation and usage of current tools to bring the project to fruition.



John Joe Morgan
Website and Data Security

John brings over a decade's experience in building and maintaining company websites across the world and will be instrumental in building and securing our platform from initial design through to launch and beyond.



Kent Wiley
Corporate Finance Consultant

Kent brings a vast wealth of experience and knowledge to the team with his years working as CEO for some of the region's major players. On board to consult on corporate structure and financial management.

The Road Map

There will be 4 key areas that will be focused on going forward. Tech, Marketing, Contracting and Support. Post TDE, our roadmap will be as follows:

Late February

Token distribution event ends

End of February

Registration for redemption guarantee ends and bounties distributed. GOJI Auction tokens distributed for TDE referrals.

End April

Teams established in UK, USA, Europe and Philippines (Customer Support and Admin).

Mid June

Website completed with initial contracted suppliers. Instruction videos completed, regional and support teams recruited and training commences.

End of June

First Auction offered to TDE members

Early July

Auction interface tested and integrated into website.

Mid July

Announcement confirming first public auction date and range of items for sale to coincide with start of initial hype marketing campaign. Website live 1 week before first auction commences. Facilities offer token purchase, token exchange for products listed, auction participation. Website offers travel and consumer products for purchase using GOJI Tokens. Referral reward scheme initiated.

Late July

First auction begins for 24-hour period. On completion, highest bidders are contacted and products distributed. GOJI Auctions to commence on a weekly cycle from then on.

Late September

GOJI Markets goes live as third part of website enabling SME's and solo traders to buy and sell products with each other using GOJI Tokens.

Early January

First GOJI escrow review for owner's tokens subject to roadmap targets having been met based on establishment of Auctions, promotions, product offerings, global reach and marketing campaigns.

The Token

In total there will be 100,000,000 GOJI Tokens issued on the Waves Platform. Of these, 1,000,000 will be offered in a pre-sale whilst a further 49,000,000 will be available for sale during the TDE at a price of \$1 each with early uptake incentives offered.

For all tokens bought during the TDE, GOJI Tree will offer participants the opportunity to register their tokens via the website for a 'redemption guarantee.' This means that any TDE bought tokens can be redeemed for \$1 of product each providing they are used to purchase products or auction items through the website. This offer is subject to the participant not transferring their token out of the wallet used for the initial purchase. Only registered tokens held in the original wallet and used to make a purchase under the registration email address will be eligible for the guarantee.

If the token is valued above \$1 when making the purchase then the higher value applies and the token changes to a standard version. The opportunity to register for the guarantee will start on the 1st February 2018 and close on the 28th February 2018 at which time no further registrations will be accepted.

By offering this guarantee, we aim to increase confidence in token uptake at the TDE. Basically a dollar invested is worth a dollar of tangible asset once the website goes live. The token will remain free to trade on all exchanges and will be subject to market forces however by doing so the guarantee will be voided.

The other 50,000,000 tokens will be retained in the following amounts and for the following purposes:

- 27,000,000 tokens will be held to sell via the website once the global marketing campaign begins. We need to ensure a ready supply of tokens for early adopters to ensure market traction.
- 3,000,000 will be held for bounties and rewards related to the TDE campaign.
- 5,500,000 will be used in a referral reward scheme once the website goes live through road shows and word of mouth. Account holders who encourage others to sign up and those new signees in turn then purchase a minimum number of tokens will be rewarded with tokens to their account.
- 14,500,000 will be escrowed for the owners of GOJI Tree, only to be released on completion of set defined targets.



The choice of token volume and price are based on factors inherent in consumer psychology. By choosing a high number of tokens, there is enough supply to allow room for the market place to develop. The current understanding around how tokens can be broken down into fractions beyond the decimal point are limited, and it is important that we avoid the feeling of deflation to newcomers where \$10 only buys 0.3 of a coin. Therefore the large supply is intended to mitigate this problem for the initial phase.

The choice of a \$1 price at TDE is intended to give the GOJI Token a reasonable start towards holding a higher than \$1 value once trading begins. The scenario we are aiming for is where 1 token is worth more than 1 dollar, so that if you buy an item for \$100 you only need to pay with 89 tokens for example. This in psychological terms gives the appearance of items being even cheaper and therefore will encourage further uptake. If a \$100 item cost 2000 tokens the appearance of value is diminished.

The TDE

The pre TDE sale will commence at 00:01 GMT on the 5th January 2018 and will run for 7 days. The tokens will be priced at 60c and will include the opportunity to register for the \$1 redemption guarantee.

The main TDE sale will commence at 00:01 GMT on the 19th January 2018 and participants will be able to purchase tokens using Ethereum, Bitcoin and credit card through their Waves Wallet. The TDE will run for 1 month and will conclude on the 19th February 2018 or as such time as the tokens have all been sold. The tokens will be immediately available on the Waves exchange and will be automatically transferred to the participants wallet upon completion of the transaction.

For the tokens offered during the TDE, GOJI Tree will mint unique tokens that can be bought during the event. These tokens cannot be used in the GOJI Tree environment but act as 'proof of purchase' during the event. These tokens should not be sold or transferred to another wallet, and will be rendered invalid if done so. Once the sale of tokens has closed holders of these unique tokens will be able to exchange them for actual GOJIs providing this exchange is made through the original purchasing wallet and upon successful completion of KYC and AML procedures. These tokens will be named as follows:

- **TDE60CGOJI**
For 60 cent tokens total 1 million minted
- **TDE80CGOJI**
For 80 cent tokens total 4 million minted
- **TDE90CGOJI**
For 90 cent tokens total 5 million minted
- **TDEGOJI**
For \$1 tokens total 40 million

Funds raised at the TDE which will enable GOJI Tree to establish contracting, support and distribution offices catering to the English, Spanish, French and German speaking markets backed up with a strategic marketing plan aimed at the early adopters market.

On completion of the TDE, all tokens not sold out of the 50,000,000 on offer will be retained for post TDE sales through the website once it goes live.

TDE Referral Scheme

During the TDE, participants will be able to gain benefits by referring others to join the community. For their efforts they will be rewarded with a \$1 dollar GOJI Auction Token for every \$10 the referee purchases in the TDE. These tokens can be used to bid and buy in the GOJI Auctions function only, and cannot be used for purchasing other items through the GOJI Tree portal. To participate, the referring member will need to sign into their account and then provide us with the name and email address of the referred member. Once we have verified that they have made a purchase the referral will be logged and the auction tokens will be distributed 2 weeks after the conclusion of the TDE.

Scalability of Marketing Strategy

The soft cap allows for a targeted marketing strategy that will be aimed at the global crypto-currency world to raise awareness and uptake. The referral reward scheme along with the sale of the 27 million token reserve will further boost the marketing spend and reach of the GOJI Tree concept.

Beyond the soft cap, the marketing strategy will extend outwards to reach the 'next most likely' group to adopt the concept before continuing to the next on the list. This widening of strategy ensures the highest level of uptake per marketing dollar. The target range would be as follows:

1. Current crypto-currency users
2. IT industry personnel
3. Millennials and Older Adults based in major global cities with high per capita incomes
4. Universities, colleges and late teen demographics
5. Global markets

Each sector will be targeted with marketing collaterals and mediums best suited to their response and uptake. As the marketing campaign moves down the list, so the marketing spend per uptake will increase along with the mediums required to connect with the specific target group.

By scaling the strategy as such, GOJI Tree seeks to maximize the benefit of the marketing dollar ensuring rapid uptake and increasing demand for tokens and products. The more successful the TDE, the further the marketing reach.

Communication

It is essential as a new concept and company that we keep our members informed of progress. To this end we will maintain daily updates via social media with update videos being uploaded by key players on a regular basis. Whilst we don't want to distract our teams from their projects in hand we do feel it is not a major inconvenience to them to upload a weekly update detailing progress made in tech, contracting, web design and marketing so that all remain informed on the projects progress towards achieving their goals. Once a week each select team leaders will host livestream Q&A session for a more direct communication avenue.

Conclusion

There is an opportunity for combining an easy to use gateway for new members to join the world of crypto-currencies with the need to purchase holidays, consumer products and explore new market places. By bringing a range of expertise in the necessary industries together GOJI Tree aims to fill this need and become a key player in this emerging marketplace.

