



GSC: Global Social Chain

The world's 1st social chain based on hundreds of millions of users

GSC international foundation

January 2018

Program Overview

GSC (Global Social Chain) is the world's first new generation of social networking chain that owns hundreds of millions of social users. This social chain is determined to use block chain technology to subvert centralized social networks such as *Facebook*, *WeChat*, etc., which plays a dual role as “manager” and “arbiter” simultaneously for the former social networking platforms. GSC creatively solves the following industry pain points:

- 1、 To protect the security of users' personal information and to prevent the tampering of such information;
- 2、 To restructure the user's digital asset ownership, preventing the platform from collecting and misusing the users private information;
- 3、 To build a value-oriented social network: Use values to encourage the modification on how the content is produced, extended and distributed. Consequently, the content created by users can be turned into their own value;
- 4、 To establish a fair social user credit evaluation system, creating a friendly and healthy social environment, and improving social efficiency.

Social networking is the most basic and the highest frequency behavior of the human society, becoming the most important Internet infrastructure and trading platform. The social network is a natural source applied to the centralized block chain technology. GSC's vision is to utilize the block chain technology to restructure the values of the next generation of social networking platforms and let the security of the private data and the digital assets become individual.

Roadmap



Distribution scheme

Team	10%	Internal team distribution
Cornerstone and Private sale	35%	Cornerstone investors and institutional investors
Foundation	15%	Manage foundation to support further development
Community awards	20%	It is used to reward active users, content producers and long-lasting investors
Ecological construction	20%	It is used to access various exchanges and global platforms, branding, user acquiring and development

The total distribution of token accounts for the 35% of the total distribution, so it would be 350 million

* Institutional investments locked up: lock up 75%, each month 15% is unlocked

* Team locked up: every 6 months a 25% is unlocked

Conversion proportion

	Cornerstone investors	First round private sale	Second round private sale
ETH : GSC	1 : 16000	1 : 10000	1 : 7000

Cornerstone investors and institutions



Shichun Wu

Top Angel Investor
Plum Ventures Founder



Mingming Huang

Chicago University
Top Agent Investor
FutureCap Founder



Xiaoning Nan

BitOcean Founder CEO



He Huang

Mail Time CEO
TalkBox Founder



Yue Tang

Founder of Blue Ridge
Capital China



Xi Cao

Sequoiac Capital China



Tao Feng

Founder of the New
Margin Ventures



Bo Feng

Founder of Ceyuan Capital



Allan Zhang

Founder and CEO
Trustlook



Table of contents

Chapter 1: Analysis of the pain points of the market

Chapter 2: Introduction to the social chain - GSC

Chapter 3: Issuance of Token

Chapter 4: Founder Team

Chapter 5: Laws and risk statements

Chapter 1: Analysis of the pain points of the market

Social network is the most important basic measure of the Internet. It conveys the user's daily high frequency interactive behavior. The core value of the social network includes:

- ✓ To help users to find and build a social connections ;
- ✓ To provide an instant messaging service;
- ✓ To provide a service with which the user can create, share, publish and consume UGC contents;
- ✓ An open platform to help developers to provide a suitable environment to the users.

However, at present, all the centralized social networking platforms, such as Facebook, Snapchat, etc., are facing many pain points, such as information privacy security, low social efficiency and uneven community content quality.

The pain point of the centralization of social platforms

✓ The security of users' private information can't be guaranteed

Users have no control over their own information on the social platforms. The user data is the most important information within the social network. The platform blocks some of the information by setting rules, and selling user's privacy as a profitable model. The traditional centralized platform requires the customer to provide the basic private information for identification (mobile phone number, ID information, home address, bank card information, etc.). This centralized way of collecting private information implies that there is an extremely high risk of leaking the user basic private information.

✓ The user data can be used by the platform at any time

The current social network is a centralized structure, where users create the content, and the platform sets the rules, stores and distributes the content. The interaction between users happens through the centralized social networks. Users need the social network for interpersonal communication and the continuation of it through friends' posts, information of popular contents, etc. Furthermore, as a social network service provider, it can control the

users' data, and can analyze the data for advertising purposes and receiving some benefits from it.

- ✓ **There is a lack of incentive as the values created within the content of the user belong, at last, to the platform**

The user as the core of the user community in the contribution of contents and community construction continues to contribute good quality content. However, the transaction price is not always transparent. On one hand, the social platform manipulates the virtual currency exchange rate, and gets a high transaction cost; on the other hand, this mechanism is easy for the developers, the reputation of a platform also depends on how many frauds and fake accounts it has.

When pricing is not transparent, it leads advertisers to act as major contributors to the social networks. They usually pay excessive fees to the social networks this way they can get a noted spot.

- ✓ **Credit system vulnerability, false information, and low social efficiency**

It is common to find false information within social networks, lack of credit system, leading to a low social efficiency. It is difficult to have social interaction between friends and strangers. Useless information is inescapable and diverse. We must improve the efficiency and reduce the costs by applying an automatic anti-garbage technology system. However, it can't solve accurately the problem, and ultimately leads to poor product experience.

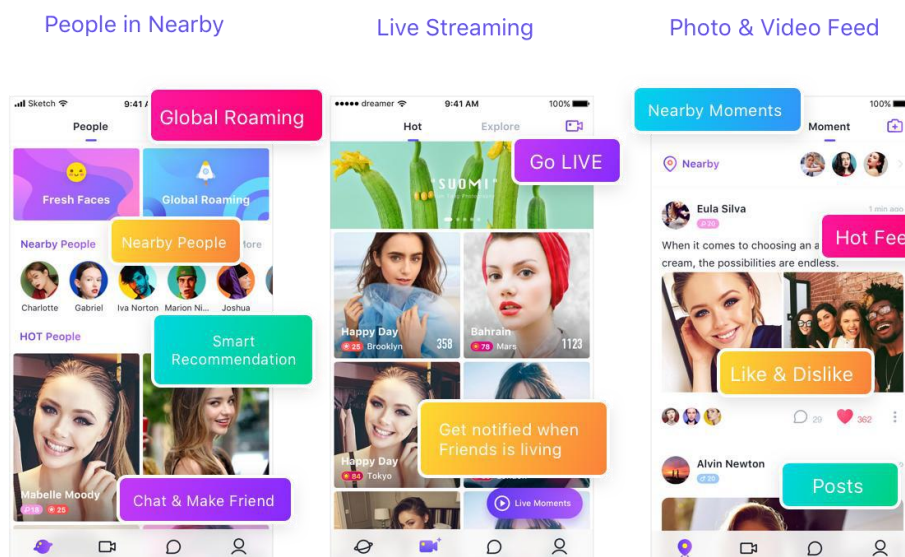
Chapter 2: Introduction to the social chain - GSC

1. Program background

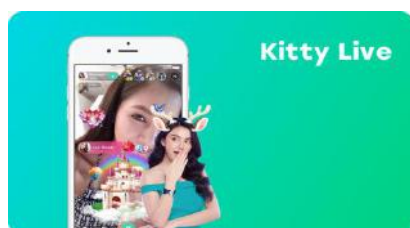
In May 2017, after studying the block chain technology, we found that the pain points of social network can be solved by block chain technology. Through the in-depth cooperation with the famous social networking application Mico, we have the chance to validate the solution of the blockchain technology on the product matrix of Mico and made very effective progress.

Mico is a mobile social platform for the global market, which was launched in February 2015. With its original "intelligent social recommendation system based on interest", Mico has created its own territory in the giant global social market, quickly accumulating hundreds of millions of users and entered the top five social tables in more than 60 countries, becoming the world's premier open social platform.

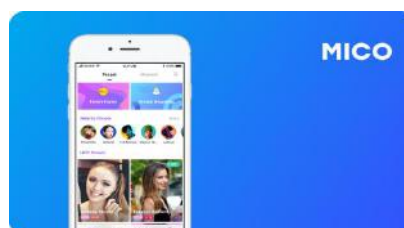
Mico is committed to provide users a more open and rich social experience, enjoying also freedom of speech. Matching users with others through precise algorithm, and encourage users to break the border of the real world, through the "discovery", "roaming" functions and make friends with people all over the world. According to the introduction, in 2017, the total amount of Mico, messages were about 100 billion, and the users threw more than 1 billion "drifting bottles", the data is very stunning.



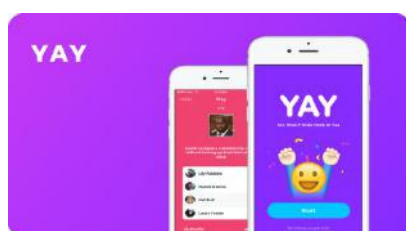
A social matrix is built around the social platform on Mico, including Mico, Kitty Live, Waka, and YAY.



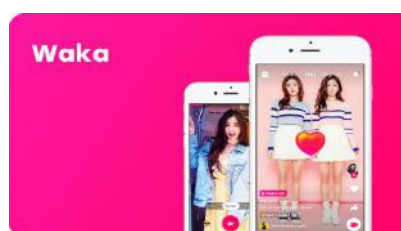
One of the most popular live streaming applications in Southeast Asia, with more than 20 million users



South East Asia / Middle East's largest social platform among strangers and more than one hundred million users, Google's selected global best applications



Anonymous social products in the United States



Southeast Asian version of "shakes" products, short video UGC new favorite

Based on Mico's social ecology chain, after several months trying to solve the problems of privacy data security and community incentives. Mico's user privacy security and community activity atmosphere have been improved and optimized. It is important to notice the use of next generation technology to reconstruct the block chain to centralize the values of social network platform. Let the private data and security, and the digital asset values return to individual firm belief. GSC team decided to try the block chain technology on its platform for the next years, creating the world's first social chain, focus on solving the problems and challenges that social networks face. So the GSC - Global Social chain program is born. The objective of the plan we envisage is:

Step1: Based on the block chain technology, we developed functional services such as a gift system, rewards system, copyrights system, etc. to solve pain point problems in Mico;

Step2: Building a social chain based on the solutions and experience on Mico; solving social problems in an innovative way; and developing a list of services, opened to third parties, such as e-commerce, social networking, games, etc.;

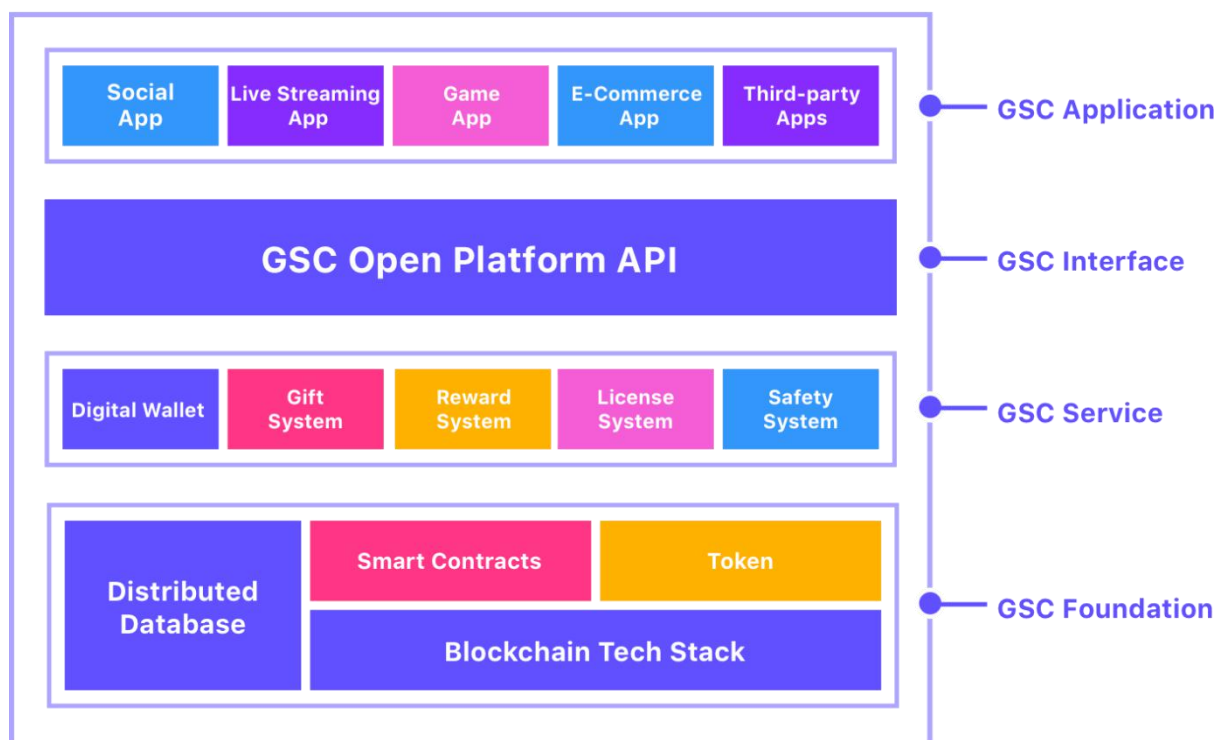
Step3: On the basis of Mico, a deep integration in using GSC social chain can help in centralize the service, attracting a large number of developers and customize various services for mass of users and demands of Mico. Create the next generation of social networks that subvert Facebook and WeChat.

2、 GSC: Global Social Chain

The core of the block chain technology is distributed common protocol + value network. It uses an account that can be shared and is used to store transaction data, and can be used to issue digital money and smart contracts. On one hand, it realizes the consensus and trust of the whole network by mathematical and algorithm. On the other hand, it guarantees the value incentive (currency attribute) of the environment by the token. The characteristics of centralization, open autonomy, anonymity and no tampering of information own a natural connection with the social field.

GSC social network created a decentralized opened network platform, using an advanced technology, using a set of centralized smart contracts. These technologies will solve several problems that social networks face, especially those mentioned in chapter 1.

At the bottom of the GSC, the ownership information is recorded in the social products by using block chain to centralize the account. Smart contract solves the transaction problems in social products and ensures the openness and transparency of the community's ecological economy.



GSC social chain consists of base layer, service layer, interface layer and application layer.

Base layer is based on the development of block chain core foundation, and integrates distributed database. Distributed databases mainly integrate decentralized IPFS to preserve some basic data in social networks.

On top of block chain technology as the core of the base layer, GSC is the service system customized for the new generation of content-based social network, which is also the main feature of the GSC social chain. GSC contains e-wallet to store user assets, a gift reward system in which value is flowing, incentive reward system in the community, license system to ensure user content assets ownership, and safety system to ensure the safety of the social network basic information privacy.

Based on this, GSC has developed an interface protocol, which enables developers to implement various applications with abundant scenarios on the application layer to promote ecological prosperity in community.

3、 Product Architecture

In decentralized operation way, GSC has established operation mode that is completely different from that of traditional social network: return the user data and control of the information to the individual, and provide incentives for users with contribution. Such a pattern guarantees personal data security, and also stimulates people to make more contributions through the system mechanism. At this time, the network is no longer a central hub, but a simple platform, a platform where users can interact with each other point-to-point.

	GSC	Wechat	Facebook
<i>Topology network</i>	Decentralized	Centralized	Centralized
<i>Information security</i>	Safe, not tampered with.	There is a probability of being tampered with.	There is a probability of being tampered with.
<i>Control of personal information</i>	Return to user	Platform	Platform
<i>Return of user-generated content</i>	Everyone By monetizing what you create.	Rewards to official account	Only a small percentage of Internet celebrities can benefit from content.
<i>Incentive system</i>	Yes, to stimulate user to make more contributions.	No	No
<i>Whether earning money from user information</i>	No, user is the decision maker	Yes	Yes
<i>Social trust system</i>	High, fair trust system.	Acquaintances social , high trust	Weak, vulnerable to harassment



4、 Main product features

GSC Coin: tokens circulate on the platform and can be used to buy virtual gifts to reward others.

Digital Wallet: personal e-wallet for asset storage, transfer, recharge and withdrawal.

Gift System:

Users can purchase virtual gifts with GSC Coin, and social interaction is accompanied by the flow of value. Fans can buy presents for content creators here. When a fan clicks on a content creator's gift link, the gift shop automatically pops out and displays all of the content creators' gifts.

Safety System:

User's core and privacy data is encrypted and stored on the decentralized network node, and user's private information and control of the information are returned to the individual to ensure the data security.

License System:

The license system is based on the decentralized distribution system IPFS. Users can publish high-quality pictures, video and other contents in the moments, which can be set to the assets that need to be authorized to browse.

Features:

Charging authorization for the high quality content created on the social platform;
When the content is consumed, the proceeds are automatically returned to the e-wallet;
The system will make statistics on the use of resources. When system finds out resource is abused, the user will be automatically warned or blocked by the smart contract.

Reward System:

In order to encourage users to create various social interaction and high quality content, we designed a reward system. The reward pool is a Token pool dedicated to rewarding eco-construction contributors. The system calculates the SVN (Social Value Unit) of each participating user's Social quality Value according to the algorithm every day, and rewards some contributors according to the list. The reward pool is replenished every day according to the reward elasticity coefficient.

Social Value Unit (SVN):

This is a unit of social quality for each user and is used as an important indicator to evaluate the quality of users' value in the Reward System.

Algorithm:

$$SVN = POA + POC + POW.$$

POA(Proof of Activity)

POC (Proof of Charm)

POW(Proof of Wealth)

Update level	
Activity	Charm
Daily tasks for points	
Element	Points
Daily login	Finished
Daily post moment	+20(Daily limit+20)
Reply greeting from stranger	+10(Daily limit+50)
Go live	+20(Daily limit+720)
View live broadcast	+10(Daily limit+300)
Speak in the live studio	+10(Daily limit+100)
Tasks for points	
Upload avatar and 8 photos	+60
Fill in relationship status	+30
Completed profile ≥60%	+200

Update level	
Activity	Charm
Daily tasks for points	
Element	Points
Receive 1 Month VIP	+100
Receive gifts	+10
Tasks for points	
Get the first friend	+30
Get 10 friends	+100

Update level	
Activity	Wealth
Daily tasks for points	
Buy/Send VIP	≥8000
Each consumption of 100 coins	+1000
Each recharge of 100 coins	+200
Tasks for points	
Complete first recharge	Finished

5. Application scenarios

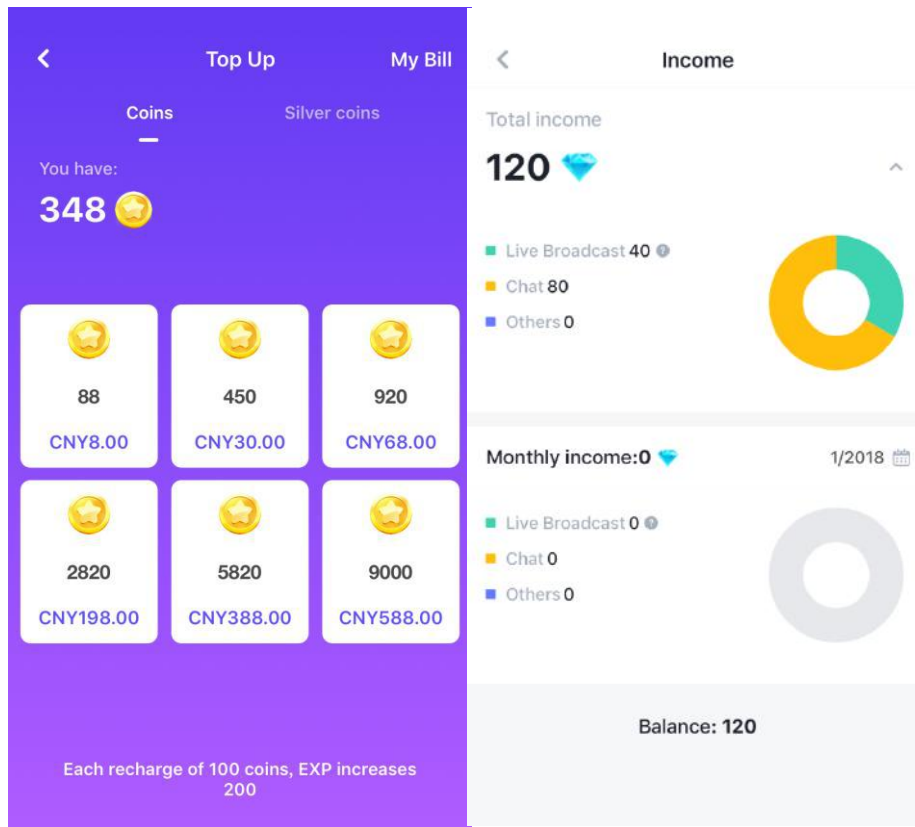
✓ Reward with virtual gift in studio

In the studio of Kitty Live, fans use GSC Coin to buy virtual gifts from gift system to reward the host, and the benefit of the host will be automatically saved in the e-wallet after receiving the gift.



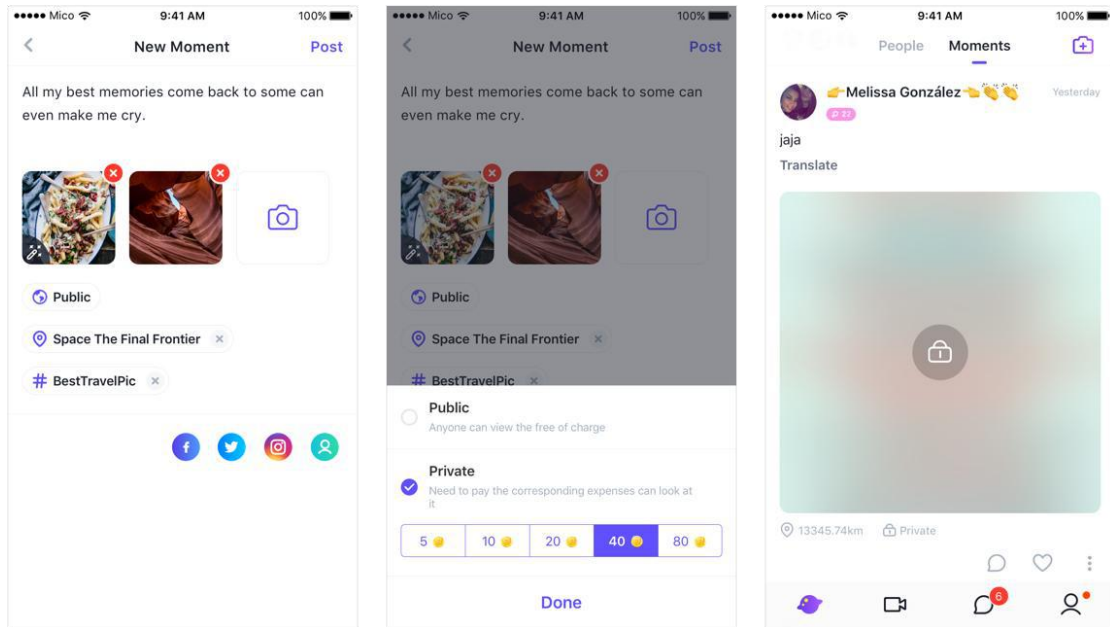
✓ e-wallet

In Kitty Live, host's gift income from fans can be stored in e-wallet. Based on the technology of block chain, the income can be transferred and extracted directly at any time.



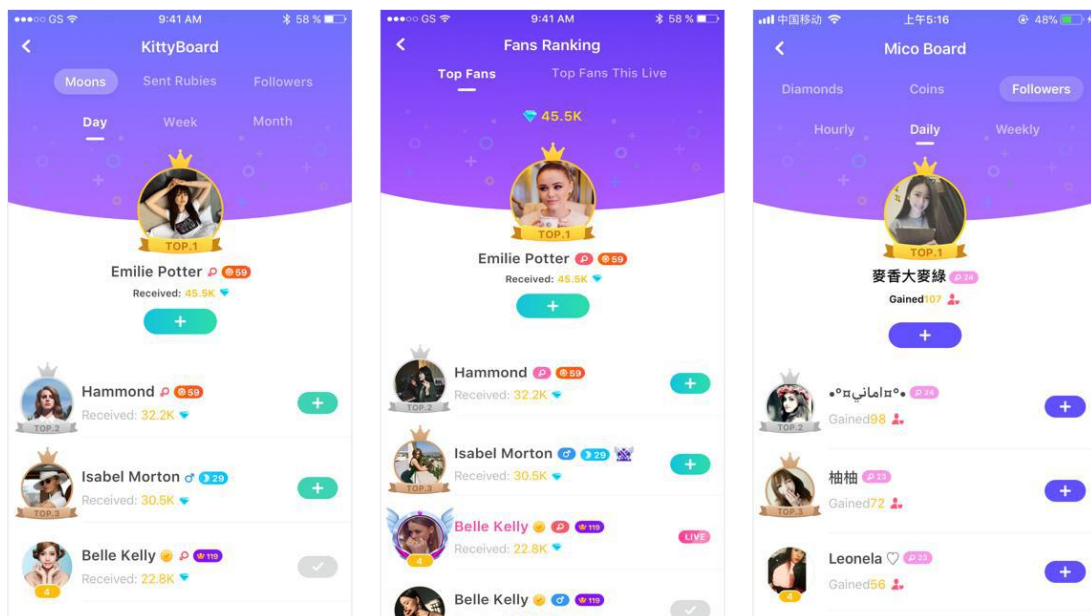
✓ Paid moments

Based on the license system of GSC social chain service layer, Mico users can set their own photos or video moments to license moment. Based on the automatic mechanism of smart contract, users will automatically transfer the benefit to the content creators' e-wallet after browsing. The whole process is highly efficient and safe. It has greatly inspired users to create more high-quality content for the community.



✓ Reward System – Ranking

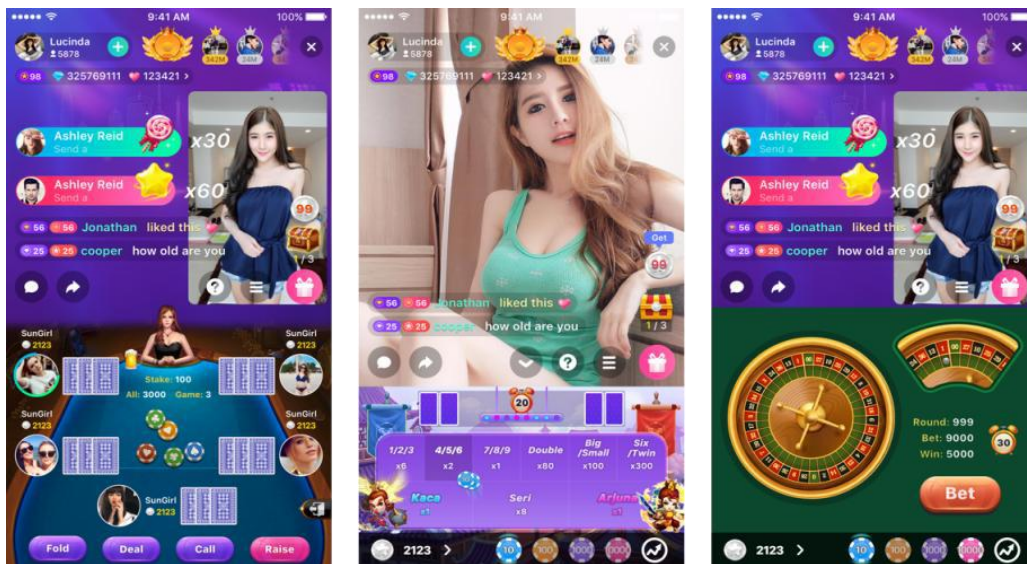
Based on GSC social chain service layer, Mico designed a SVN-based (social quality) ranking list. According to the actual situation, reward system dynamically draws a fixed amount of GSC Coins from the prize pool as reward to high-quality users on daily basis, greatly improving user activity and content quality of Mico.



✓ Interactive games

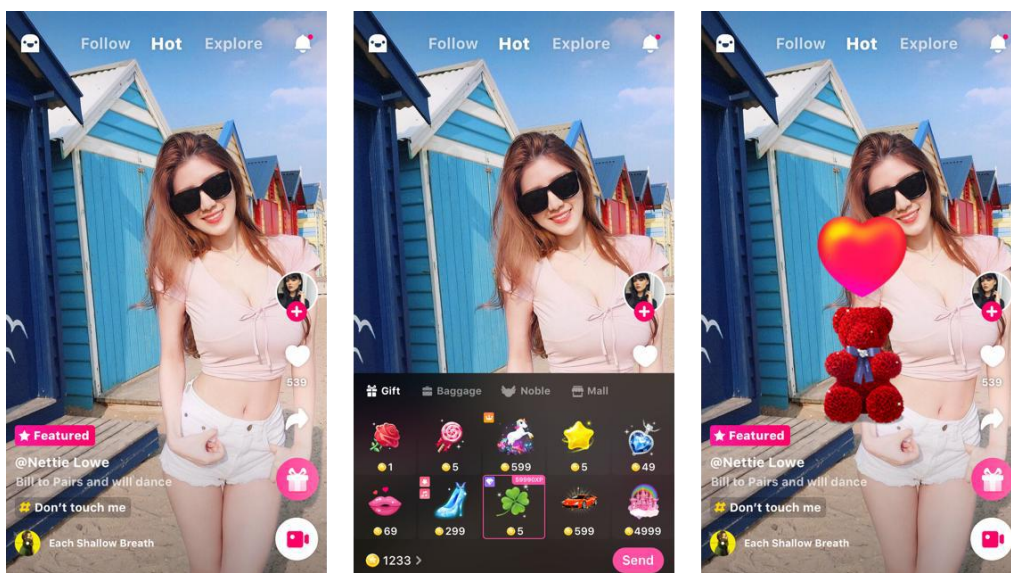
Based on the smart contract technology of GSC social chain, Kitty Live integrated and developed interactive games in the live studio, in which players use GSC Coin to purchase the props. Therefore several pain points are solved in the game industry:

1. The licensing mechanism is not fair and transparent;
2. Anonymous protection of the players;
3. Anti-cheating;
4. Decentralize the digital wallet to ensure the player's financial security.



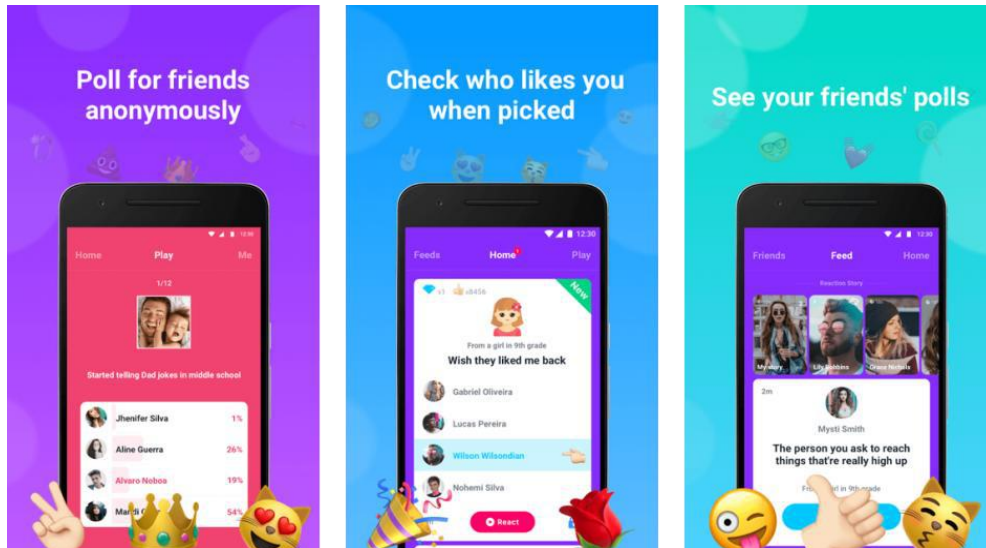
✓ Rewards for the Short Video

Based on the value network of GSC social chain, the influencers in Waka short videos have successfully completed the whole process of production content, consumer content, reward and benefit in an efficient and safe way. The non-intermediary of the value network makes the influencers earn money without any middleman.



✓ **Anonymous social commentary**

Based on the development of GSC social chain, YAY used the anonymous vote system to evaluate on their friends. The whole process is safe, fully protected anonymous, and guarantees the information nondisclosure



Chapter 3: Issuance of Tokens

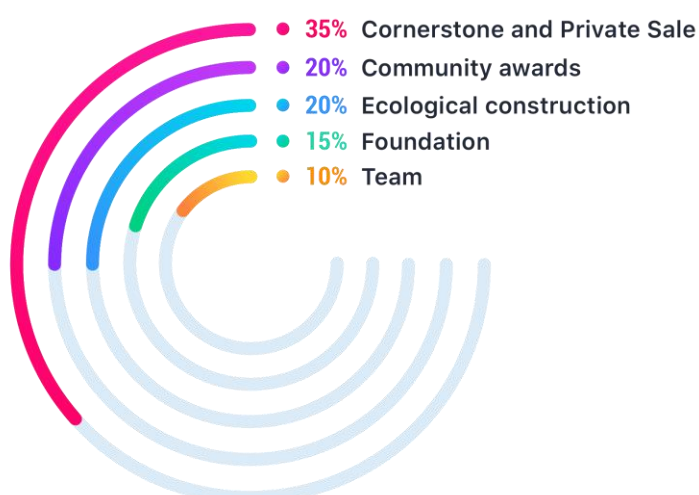
GSC will begin to accept investment from cornerstone investors and institutional investment in January 2018.

3.1、 Official token - GSC

The official token of the social chain is GSC, which is based on the crypto currency of Ethereum.

3.2、 Distribution of tokens

GSC releases 1 billion tokens in total, and the distribution ration is as follows:



Team	10%	Internal team distribution
Cornerstone and Private sale	35%	Cornerstone investors and institutional investors
Foundation	15%	Manage foundation to support further development
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Conversion proportion

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Chapter 4: Founder Team



Sean Su , GSC chairman. Mr. Su was once the country manager of ZTE in several regions, and led the team to get the world most market share. Mr. Su is well known as a forerunner of Chinese social apps in overseas. As an expert with global views, Mr. Su is a staunch supporter of Blockchain.



Evan Ye, GSC Chief Scientist. Mr. Ye as a geek, is an expert in Blockchain and big data. Evan Ye once won the top prize of Google Innovation Contest, and developed 3 popular Applications which accumulated more than 1 billion users globally. Evan Ye leads a team and won the “best developer of Google.”



Henrik Zheng, CTO. Mr Zheng is one of the leading R&D in Mac/iOS. Mr Zheng used to be team leader in Tencent and take charge of the R&D of QQ series products.



Dr. Guang Zeng received his PhD degree in EE with focus on Telecommunication from Polytechnic Eng School of New York University in New York and Master Degree in EE from Columbia University in New York. Guang has published 11 papers and holds 15 patents (12 in US and 3 in China). Guang used to worked in Verizon as the lead IoT architect where he designed one of the largest IoT network. Guang's research activities focus on Blockchain and AI/Deep learning.

Chapter 5: Law and risk statements

This statement does not involve any risk related to securities tendering and undertaking of gsc.social management and gsc.social. It does not involve any controlled products in the judicial control. This document is a conceptual document stated in the project.

This White Paper is not for sale or solicitation of shares, securities or other controlled products of gsc.social and their related companies. It cannot be used as a prospectus or any other form of standardized contract, and does not constitute any securities or any other jurisdictions controlled product advice or a solicitation of investment advice. It cannot be used to make any sales, subscribe, invite others to purchase and subscribe to any securities, and based on this form of contact, contract or commitment. This white paper has not been reviewed by judicial regulators in any country.

Not as advice on investing: Any information or analysis presented in this document does not constitute any investment decisions for participation in a token Investment and no specific recommendations will be given. You must listen to all necessary professional advice, such as tax and accounting.

It cannot constitute any statement and guarantee: this document is used to describe the gsc.social platform we have proposed, but the GSC. Social foundation has made it clear that:

- 1) No representations and warranties shall be given to the accuracy or completeness of any content described in this document, or to any other relevant content of the project.
- 2) Without preconditions, no representations and warranties shall be given to any achievement or justification of any forward-looking, conceptual statement;
- 3) Nothing in this document shall serve as a basis for any promise or statement of the future;
- 4) Do not undertake any losses caused by the relevant personnel or other aspects of the white paper;
- 5) Within the scope of legal liability that cannot be waived, the maximum permitted by applicable law shall be limited.

Not everyone can participate in the project: gsc. social network system and platform is not open to everyone, participants may need to complete a series of steps, including provide id information and documents.

Unauthorized companies have nothing to do with the project: Except for the gsc.social foundation, the use of any other companies' or agency's name or trademark does not make any party associated with or recognition, only for that relevant content.

Notes related to gsc. social Token:

"GSC" is the virtual cryptographic coin of blockchain network.

GSC is not an investment product: there is no guarantee, and there is no reason to believe that the GSC you hold will rise in value, and there may even be a risk of devaluation.

GSC is not ownership certificate or control: holding gsc.social is neither a right to have the ownership of the gsc.social network system, nor a right to grant direct control or to make any decision regarding the gsc.social network system.

Contact us

Website : gsc.social

Email : contact@gsc.social