



Reward Everything

WHITE PAPER

Version 1.0.2 (ICO Release)

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A blockchain based investment network that makes it possible for anyone to gain gratification for any and every human activity.

Website <https://goldreward.io>

Telegram Announcement channel
<https://t.me/joinchat/AAAAAEH3O3kOexOTBEuZFg>

Please use the hashtag **#GOLDReward** when sharing to social media.

Facebook Page
<https://www.facebook.com/GoldReward-GRX-Token-518158431862646/>

Twitter
https://twitter.com/GoldReward_GRX

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1. INTRODUCTION

“Our point of view on gamification is it all comes down to this idea of motivating people through data. Smart companies can take that data and use that to motivate better performance.” – Rajat Paharia, CPO & Co-founder, Bunchball

1.1 Vision

GOLDReward’s vision is to make it possible to reward every aspect of human endeavour. We picture a world where any form of effort can be quantified and compensated with pinpoint accuracy devoid of bias. This will increase motivation and satisfaction in any sphere of life where our principles and technology are applied.

1.2 Problem

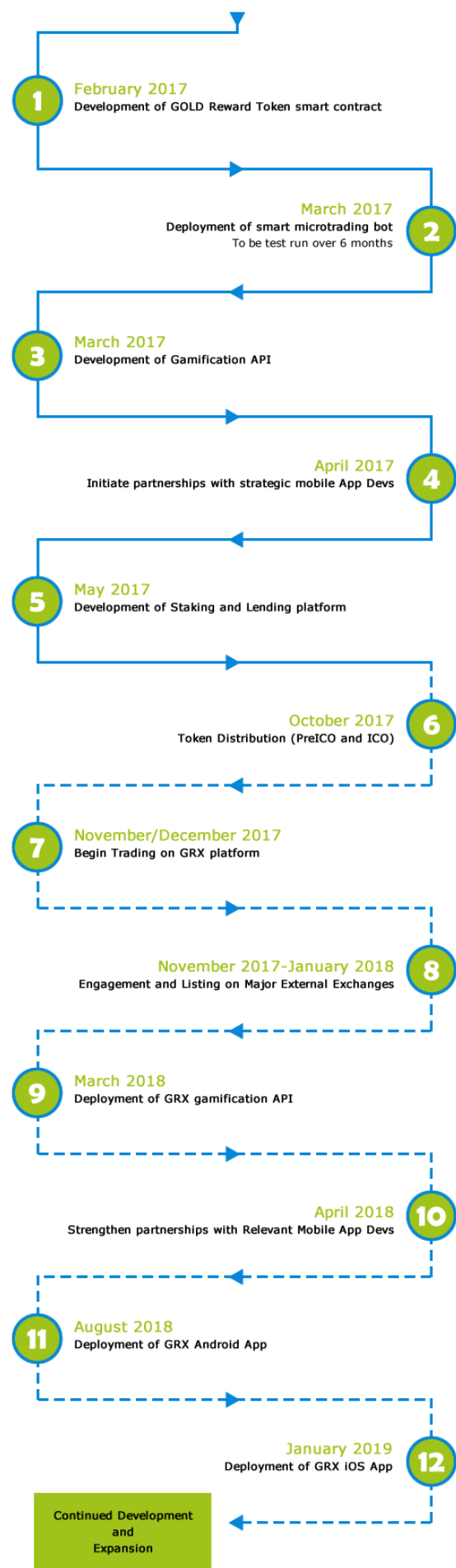
In the world as we know it repetitive tasks get boring over time. The human mind is infinitely elastic and always willing to accommodate new things. When an intelligent mind does something over and over the cells and organs get into a state where they are not stretched. As a result, this creates a normalized set of automated processes in the body causing the mind to either drift off or become dormant. At this point in time the mind will either start day-dreaming (self-hypnosis) or switch off. This repeated over and over causes a loss of energy, lack of motivation and ultimately low output.

Attempts have been made to boost productivity through compensation but these have been faced with the problem of bias and non-uniformity in quantification of effort.

1.3 Solution

GOLDReward leverages on blockchain technology to accurately quantify effort and offer gratification in an unbiased, secure manner across different aspects of daily living including learning, skill acquisition, work, health and fitness. By integrating the GoldReward API, any organization, platform or individual can apply game theory to motivate and improve productivity. This technology is supported by a high value reward system that provides liquidity

1.4 The Roadmap



2. THE GOLDREWARD PLATFORM

2.1 Gamification

This is the application of gaming mechanics such as points, levels and awards to non-gaming environments. Gamification leverages our desires for status, achievement, competition and to be part of an inclusive social community to help make boring tasks more fun. So, gamification applied to work would improve productivity and foster a healthy environment in the workplace. Applying gamification to fitness and health will improve adherence and achievement of goals. GOLD Reward token aims to make it easier to apply game theory to any application.



An application program interface (API) is a code that allows two software programs to communicate with each other. Gamification API will help companies, businesses etc to be able to track and reward their workers in the workplace, or teachers to reward their students in school, etc, thereby improving productivity in the workplace and making learning fun.

Check out our github repository for more information with interacting with our smart contract gamification API -

<https://github.com/goldreward/grx-token/wiki/Getting-Started-With-GRX>

2.2 Trading Platform

The Trading platform simply enables the buying and selling of digital currency – much like how stocks are bought and sold in the Stock Exchange. Financial trading consists of buying or selling an underlying amount in a financial market with the intention of earning a speculative profit. The investor buys a crypto asset with the intention of being able to sell for a profit.

The Trading Platform which is an online electronic trading exchange, is a computer system running a software that allows traders to open, close, manage market positions, place trades and monitor accounts. Investors and members will be able to earn profits from buying and selling GRX on the platform, by buying low and selling high thereby making some profits. They could also exchange/trade Bitcoin or Ethereum for GRX on the platform. The trading platform enforces two-factor authentication (2FA) to log in and also during withdrawal to protect the user's crypto assets.

Gold Reward is also in communication with external exchanges including but not limited to coinexchange.io, liqui.io, etherdelta.com, coss.io, bittrex.com and cryptopia.co.nz.

2.3 Lending Platform

Our crypto-analytic trade automation engine (CATA-E) facilitates high yield exchange tokens with major cryptocurrencies like bitcoin and

ethereum on exchange platforms. Members benefit from this software used to automatically analyze market actions, such as time, price, orders, and volume. Applying this to GRX, you can get up to 35 - 45% return within 30 days by lending GRX to CATA-E.

This unique automated Trading System (CATA-E) makes trades autonomously and continuously, making millions of microtransactions which is humanly impossible. This results in establishing a more efficient trading system, and as well assist lenders in generating profit over time.

Lending is a form of passive investment for investors who are busy with other activities of life and would want their money working for them. The daily profits is not guaranteed but varies depending on market fluctuations for that day, however the automated trading system CATA-E should give a monthly ROI of about 35% up to a maximum of 45%. Your investment amount is returned at the end of your contract period or optionally you can reinvest it into lending platform so as to continue receiving daily profit.

Amount	Interest	Capital Back
\$100 - \$1,000	Upto 1.1% daily	280 days
\$1,001 - \$5,000	Upto 1.2% daily	260 days
\$5,001 - \$12,000	Upto 1.3% daily	170 days
\$12,001 - \$100,000	Upto 1.5% daily	120 days

2.4 Affiliate / Network Program

With a vision to make it possible to reward every aspect of human endeavour, picturing a world where any form of effort can be quantified and compensated through gamification, the GoldReward system needs to be promoted and introduced to the rest of the world. Just like most organisations, our investors and members earn rewards by sharing the GoldReward opportunity with others and referring new members to the GoldReward community.

GoldReward offers a healthy bonus program which enables you to earn GRX for every new user who signs up and lends GRX to our lending platform using your affiliate (referral) link. For those members that are able to build a team in GoldReward, Affiliate/Network bonuses in the form of Direct Bonuses, Indirect Bonuses and Binary Bonuses are awarded as compensation for their effort in promoting the system. To qualify for these bonuses members should have invested at least once through the lending platform.

2.4.1 Direct and Indirect Bonuses

The system is designed to provide 4 Levels of earning potential to you based on the number of lenders under you. You will earn a commission every time your direct or indirect referral, lends GRX on the lending platform.

Direct 8% : 1st Generation

Indirect 2% : 2nd Generation

1% : 3rd Generation

0.5% : 4th Generation



2.4.2 Binary Bonus

LEFT SIDE	RIGHT SIDE	BONUS
1000	1000	2%
10000	10000	3%
100000	100000	6%

This is an accumulative bonus from the beginning of the lending program, and includes total invested amount from a member's downlines (both direct and indirect) and spillover from uplines. A member will earn on the balance of both sides, receiving the corresponding percentage of the total accrued amount on the smaller side based on the table above. This amount is paid daily from the side with the lesser volume, and the same amount deducted from the side with the higher volume.

N.B - GoldReward reserves the right to adjust the commission rate as necessary to ensure the continued operations of the system, however this is very unlikely.

2.5 Balance Bonus (Staking)

This is a way of making passive income which is similar to Staking in Proof of Stake Coins. GRX is a Proof of Work Token, however by keeping a specific amount of tokens in your wallet, you provide security and stability to the system and you get rewarded with more tokens . Our platform pays you a percentage of your minimum balance in a month (please refer to the schedule below for percentages). Your minimum balance begins to count from the first day of the month and must be maintained through the entire month to be paid Balance Bonus. The Balance Bonus for the previous month is paid on the 5th day of the following month.

Month	Balance Bonus
Jan 2018 - Mar 2018	10% monthly
April 2018 - June 2018	7% monthly
Jul 2018 - Dec 2018	5% monthly
Jan 2019 - Jun 2019	3% monthly
Jul 2019 - Dec 2019	2% monthly
Jan 2020 - Jun 2020	1% monthly

2.6 Mobile Wallet

The Gold Reward Android and iOS applications will enable user aggregate and manage their GRX token rewards in an easy and secure way.

3. THE GRX TOKEN

3.1 Specification

TOKEN NAME: **GOLD Reward Token**

ABBREVIATION: **GRX**

TOTAL SUPPLY: **20 Million**

AVAILABLE GRX TOKEN SUPPLY FOR ICO: **17.5 Million**

MAXIMUM SUPPLY: **37 Million**

DECIMAL PLACES: **18**

PRESALE DATE: **Start 14th Oct**

ICO DATE: **Start 28th Oct**

ALGORITHM: **Ethash (Proof of work)**

PRICE: Presale - **\$0.46**

ICO Round 1 - **\$0.76**

ICO Round 2 - **\$0.86**

ICO Round 3 - **\$0.96**

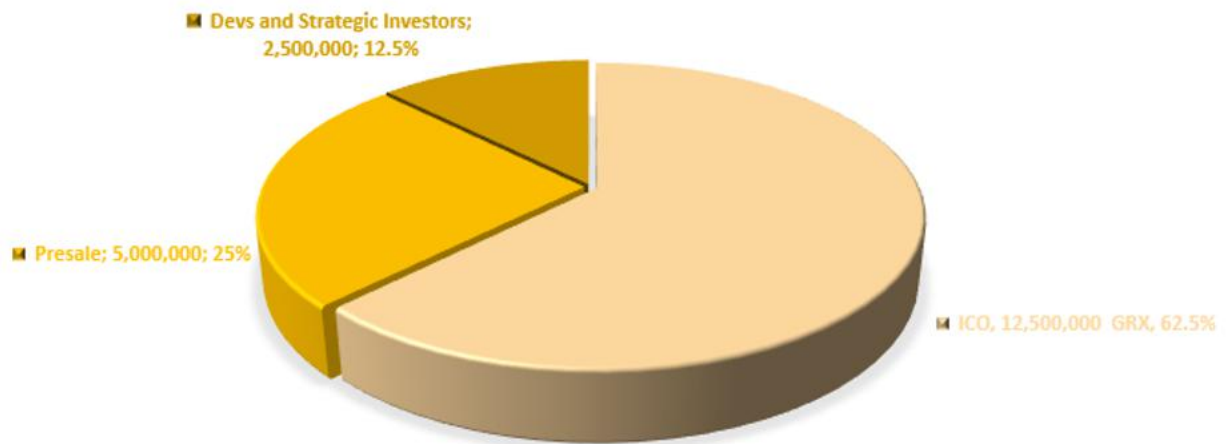
3.2 Summary of Distribution

Developers and Initial Investors Hold: **12.5% of GRX Tokens (2,500,000 GRX)**

Pre-Sale: **25% of available GRX Tokens bonus inclusive (5,000,000 GRX)**

Crowd Sale: **62.5% of available GRX Tokens bonus inclusive (12,500,000 GRX)**

INITIAL STATE GRX TOKEN DISTRIBUTION



12.5% of total GRX tokens are being held by Developers and strategic investors. This has enabled the GRX project to kick-off and to provide initial funding for advertisement and campaign. GRX Tokens held by strategic investors are locked in and cannot be transferred or traded until 6 months after Crowd sale has ended.

25% of total GRX tokens is offered in presale at a fixed rate of \$0.46. This includes GRX tokens offered as bonuses and bounty during Presale.

Crowd sale to begin a week after Presale and will run in 3 rounds at 3 price levels over a maximum period of 4 weeks or when the available GRX Tokens are sold out. 62.5% of total GRX tokens will be offered. This includes GRX tokens offered as bonuses and bounty during Crowd sale.

4. GRX ICO

4.1 ICO Goals

The GOLDReward ICO is aimed at raising funds to help complete development of the GOLDREWARD Platform and provide the infrastructure needed to offer our services to the huge customer base we are targeting. The funds will also be used for marketing and engagement of strategic partners who will be beneficial to the GOLDReward ecosystem.

4.2 GRX Allocation Proposal

1. When GOLDREWARD judges in its sole discretion both that The Client is sufficiently developed to launch the GOLDREWARD Project and that it is an appropriate time to launch the GOLDREWARD Project, it will issue a public announcement recommending what the Initial State should be. In the Initial State it shall recommend the allocations of GRX as set forth below.
2. GOLDREWARD cannot guarantee to Contributors that they shall have any allocation and/or creation of GRX as set forth in these terms however this terms will guide the allocation process.
3. In the Initial State, GOLD REWARD shall recommend the allocations of GRX according to the principles set forth below:
 - a. A total of 20,000,000 GRX tokens are available in the initial state.
 - b. 2,500,000 GRX which make up 12.5% of GRX available are held up by the developers and initial investors to support the initial takeoff and development of the GRX Platform. Under agreement these tokens shall

be locked up until 6 months after completion of the Crowd Sale (Public Offer) with a buy back clause should the GOLDReward ICO meet its fundraising target.

c. 25% of GRX tokens available for distribution during the contribution period which is 5,000,000 GRX inclusive of bonus will be offered as Pre-sale at a price of \$0.46. GOLD REWARD shall have sole right to distribute some of the GRX offered in the form of discounts, bonuses, and promotions. The GRX shall be allocated automatically following confirmation of contribution on the relevant blockchain to the ERC20 wallet address provided by contributor. These tokens shall be locked up until after completion of the Crowd Sale (Public Offer).

d. Crowd Sale/ICO is scheduled to begin a week after completion of Pre-sale and will last for 4 weeks except otherwise decided by GOLDReward.

For Crowd Sale, GOLDReward will offer remaining 62.5% of Total GRX tokens available for distribution directly into ERC20 wallets provided by the contributor. They will be released and available for transfer, trading and use along with GRX tokens issued in Pre-sale after successful completion of the Crowd Sale. GRX tokens will be transferrable to GRX web wallet that will be released shortly after.

4. Contributors will have to download ERC20 compatible Wallet, which will be necessary to claim GRX during the GRX Token distribution period. Technically, the Contributor will have to transfer his GRX Tokens to the GRX Web Wallet on the GOLD REWARD Platform after the Launch of the GOLDREWARD Project, in order to use his GRX. Contributor hereby agrees and accepts, that he will not gain access to his GRX, if he does not download the respective GRX compatible Wallet, loses the password and/or private key or fails to secure the GRX Wallet from unauthorized access. In any such case, neither GOLD REWARD, nor any other of the involved persons will be able to restore the information and the GRX are ultimately lost.

5. The Contributor understands and accepts, that the GOLDREWARD Project will create new GRX based on the balance bonus (staking) schedule as shown above and/or at an initial rate of 2% per year as determined by prevailing market forces. These rewards will create nominal inflation of GRX and may therefore lead to a dilution of the overall amount of GRX.

4.3 GOLDReward Contribution Procedure

4.3.1. Qualification

Any contribution made to GOLD REWARD during the Contribution Period as described below is qualified as a non-refundable donation.

4.3.2. Contribution Period

1. The official contribution period starts on October 14, 2017 12:00am UTC and will last for a duration of 45 days or until Contributions amounting to the Maximum Contribution Amount have been made, whatever is earlier (“Contribution Period”).

2. Contributions can be made using ether (ETH) or Bitcoins (BTC).

3. The minimal Contribution amount per Contributor will be determined in GRX at each stage of the Contribution. If a Contributor makes a contribution of less than the minimum contribution amount, any amount below the minimum participation amount will be sent back to the original ETH address.

4. The Contribution Period shall end automatically when the “Maximum Contribution Amount” has been reached as stated on the Presale and Crowdsale/ICO pages.

4.3.3. Contribution Software and Contribution Procedure

1. Contributions in ETH or BTC must be made by using third party Ethereum and Bitcoin wallets (e.g. MyEtherWallet, Imtoken wallet or other ERC20 compatible wallet) provided by the Contributor and the contribution software ("Contribution Software") provided by GOLDReward on <http://goldreward.io> after successful registration during the Contribution Period.
2. For every successfully made Contribution on the contribution software, GRX Token shall be allocated by the Smart Contract System to the ERC20 wallet address provided by the Contributor. The number of GRX Tokens within one GOLDReward wallet represents the quantity of GRX, GOLDReward shall propose to allocate to this wallet in proportion to the relevant Contribution and in accordance to the mechanism set forth below.
3. Any ETH or BTC Contribution to GOLDReward without indicating a compatible ERC20 ETH wallet address will not lead to an allocation of GRX Tokens and therefore not to a recommendation of GRX as set forth below (see section D). GOLDReward is aware that Contributors may attempt to participate via exchangers and other intermediaries. For the sake of clarity, it has to be stated that GOLDReward neither condone such practices nor assume any responsibility arising from this relationship.
4. Contributor has to make his/her Contribution to the SCS as described within the Contribution Software. The information recorded by the SCS regarding the Contributions, especially source, amount, value and timing, will be used by the SCS in order to allocate GRX Tokens to the respective Contributor.
5. During the Contribution Period, the GOLDReward team (everyone involved with the execution of this Contribution process), may at any time stop the contribution function for any reason. As long as such contribution freeze is upheld or if the Contribution Period is aborted, no further

Contribution will be possible. The Contribution Period can be resumed by the GOLDReward Team, as soon as it decides, according to its own discretion.

4.4 ICO Referral Bonus

Referral bonus during the ICO refers to GRX allocated to an investor as a percentage of investments made by persons he/she has introduced to the GOLDReward Platform. The tokens are credited to the GOLDReward account of the Sponsor. It applies only during the ICO/contribution Period and is different from the direct, indirect and binary earnings that will apply to the Lending platform.

Referral bonus will be offered during the contribution period according to the formula below:

Contribution Period	Referral Bonus
Presale	10%
ICO Round 1	10%
ICO Round 2	7.5%
ICO Round 3	6%

5. THE FUTURE WE SEE

We at GOLDReward have dreamt of the future and are taking the steps to make that dream a reality. We are highly motivated, positive and extremely optimistic about the future of the GOLDReward platform.

Price Projection calculation of GRX token

At initial state:

Total Circulating GRX supply= 17,500,000 GRX

Average Token Price

$$= ((\$0.46 \times 4,500,000) + (\$0.76 \times 4,050,000) + (\$0.86 \times 3,700,000) + (\$0.96 \times 3,760,000)) / 17,500,000$$

$$= \$0.68$$

Market Capitalization = Average Token Price x Total Circulating GRX supply

$$= \$0.68 \times 17,500,000$$

$$= \$11,900,000$$

Six month Market Capitalization projection based on analysis of possible GRX token adoption and lending platform Investment is Approximately \$1,000,000,000

Therefore 6 month price projection

$$= \$1,000,000,000 \text{ (Market Cap.)} / 17,500,000 \text{ (Approx. Circulating supply)}$$

$$= \$57$$

Percentage GRX Token appreciation from \$0.68 to \$57 = $57 \times 100 / 0.68$

$$= \mathbf{8,380\%}$$

Cryptocurrencies backed by lending platforms have the potential to increase dramatically in price so we won't be surprised seeing figures much higher than these conservative projections.

- Thank you!

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www.goldreward.io