

WHITEPAPER

Give your brand a rocket boost with



GOinfluencer

Abstract

GOinfluencer helps small and medium sized businesses to reach out to their target audience in the most efficient and cost-effective manner.

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We help them build their brand in the market by promoting their product or services via influencers.



With the growth of different social media platforms and increased accessibility to the internet among the masses, Influencer Marketing has dominated the marketing industry in recent times. But due to lack of knowledge or marketing capabilities, everyone cannot reap the benefits of it. GOinfluencer provides a platform which uses advanced machine learning algorithms to help you search for the most suitable influencers for your marketing and provide deep analytics around it. Apart from helping the businesses to grow substantially, our mission also includes assisting influencers in

building their brand in the market. Through deep data analytics, we enable the influencers to put their sustained efforts in the right direction, which leads to an increase in the number of followers on the platform.

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Project purpose: All contributions will be applied towards the advancing, promoting the research, design and development of, and advocacy for advanced AI and Machine Learning Algorithms which adopt a data-driven approach for unique trading strategies to minimize losses and maximize gains to provide the best influencer marketing platform. You agree that you are purchasing \$GOIN to participate in the GOinfluencer platform and to obtain services on the ecosystem thereon. The Company, the Distributor and their respective affiliates would develop and contribute to the underlying source code for the GOinfluencer platform. The Company is acting solely as an arms' length third party in relation to the \$GOIN sale, and not in the capacity as a financial advisor or fiduciary of any person with regard to the sale of \$GOIN.

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(a) in any decision to purchase any \$GOIN, you shall not rely on any statement set out in the Whitepaper or the Website;

(b) you will and shall at your own expense ensure compliance with all laws, regulatory requirements and restrictions applicable to you (as the case may be);

(c) you acknowledge, understand and agree that \$GOIN may have no value, there is no guarantee or representation of value or liquidity for \$GOIN, and \$GOIN is not an investment product nor is it intended for any speculative investment whatsoever;

(d) none of the Company, the Distributor, their respective affiliates, and/or the GOinfluencer team members shall be responsible for or liable for the value of \$GOIN, the transferability and/or liquidity of \$GOIN and/or the availability of any market for \$GOIN through third parties or otherwise; and

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The Company, the Distributor and the GOinfluencer team do not and do not purport to make, and hereby disclaims, all representations, warranties or undertaking to any entity or person (including without limitation warranties as to the accuracy, completeness, timeliness or reliability of the contents of the Whitepaper or the Website, or any other materials published by the Company or the Distributor). To the maximum extent permitted by law, the Company, the Distributor, their respective affiliates and service providers shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including, without limitation, any liability arising from default or negligence on the part of any of them, or any loss of revenue, income or profits, and loss of use or data) arising from the use of the Whitepaper or the Website, or any other materials published, or its contents (including without limitation any errors or omissions) or otherwise arising in connection with the same. Prospective purchasers of \$GOIN should carefully consider and evaluate all risks and uncertainties (including financial and legal risks and uncertainties) associated with the \$GOIN token sale, the Company, the Distributor and the GOinfluencer team.

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GOinfluencer Marketing:

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A. The accuracy or completeness or otherwise of this document or the information, proposals, or formulae set out in this document (whether expressly or via a link to other material or our website).

B. The reasonableness of any assumption (whether express or implied).

C. The accuracy of any forecasts or the predicted or unpredicted behavior of any function, algorithm or system contained therein, including, without limitation, in respect of future funding needs and concerning performance or limitations in the performance of any systems or ledgers described herein.

Please note that while the past results are encouraging, the Vault Strategies are subject to market risks and do not guarantee any returns, and your funds may be at 100% risk. Never deposit in the vault more than what you can afford to lose.

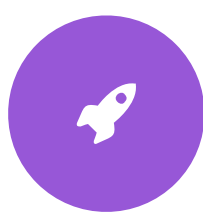
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Introduction

A decade ago, the whole marketing landscape was completely different. Businesses used to put up ads in newspapers, TV commercials, hoardings and so on. It used to be a very expensive exercise and was almost impossible for small and medium sized businesses to market their brands and reach their target customers. But now the scenario has completely changed. Due to the rise of social media platforms and easy access

to the internet among the masses, multiple channels of marketing have opened up, and Influencer marketing is the dominant among them all. Size of the business is not a matter of concern anymore.



If you have the right knowledge and tools, you can leverage an influencer network to reach out to your target customers and promote your brand.

What is Influencer marketing?

At a fundamental level, influencer marketing is a type of social media marketing that uses endorsements and product mentions from influencers— individuals who have a dedicated social following and are viewed as experts within their niche.

It leverages the reach of an existing influencer to support your brand, endorse your product, or co-create content, with the intent to increase brand awareness and drive sales.



Influencer marketing works because of the high amount of trust that social influencers have built up with their following, and recommendations from them serve as a form of social proof to your brand's potential customers.

Introduction

There are mainly 2 personas we are targeting:

Persona 1

Business owner



I want to reach out to more and more target customers to build my brand.

We want to help small and medium sized businesses find the right set of influencers to promote their product /services to the right customers at the right price.

Persona 2

Influencer



I want to increase followers and build own influencer brand in market.

We want the influencers to connect to a larger set of brands, thereby helping them increase their presence on each of the social media platforms.

Problem Space

\$6 Billion



Total Addressable Market (TAM) for Influencer marketing platforms is around \$ 6 Billion which is growing at a CAGR of 32% and is expected to reach \$24.1 Billion by 2025.

With such a huge market to cater to, there are very few product based companies in this space who are unable to solve some of the very basic problems for the businesses and influencers. Some of the major problems are:

Influencer

-  Do not know how to build their brand in the influencer market.
-  No tool available to analyse posted content and follower loyalty.
-  There is no way in which they can learn from other influencers/competitors.

Business owner

-  Have very little or no knowledge/tools to reach out to their target customers and promote their brand.
-  Want to promote their products/ services via influencers, but do not know whom to contact or where to start.
-  Do not have very high budgets to do marketing via conventional marketing agencies.

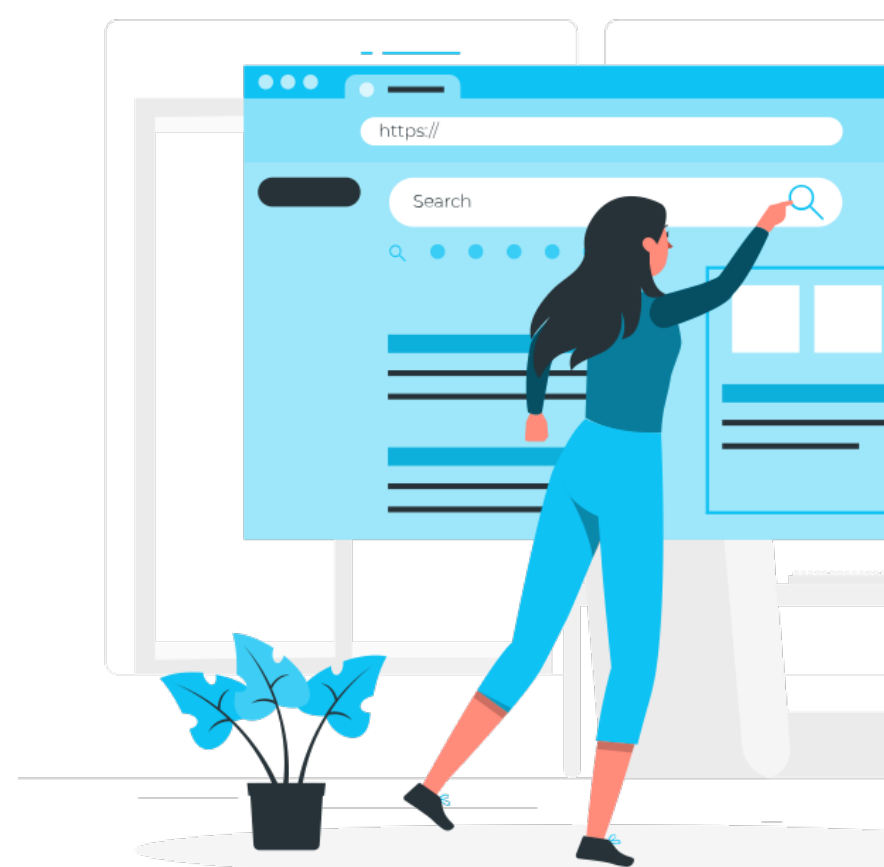
Our Solution

For Businesses and Brands

A decade ago, the whole marketing landscape was completely different. Businesses used to put up ads in newspapers, TV commercials, hoardings and so on. It used to be a very expensive exercise and was almost impossible for small and medium sized businesses to market their brands and reach their target customers. But now the scenario has completely changed. Due to the rise of social media platforms and easy access to the internet among the masses, multiple channels of marketing have opened up, and Influencer marketing is the dominant among them all. Size of the business is not a matter of concern anymore. If you have the right knowledge and tools, you can leverage an influencer network to reach out to your target customers and promote your brand.

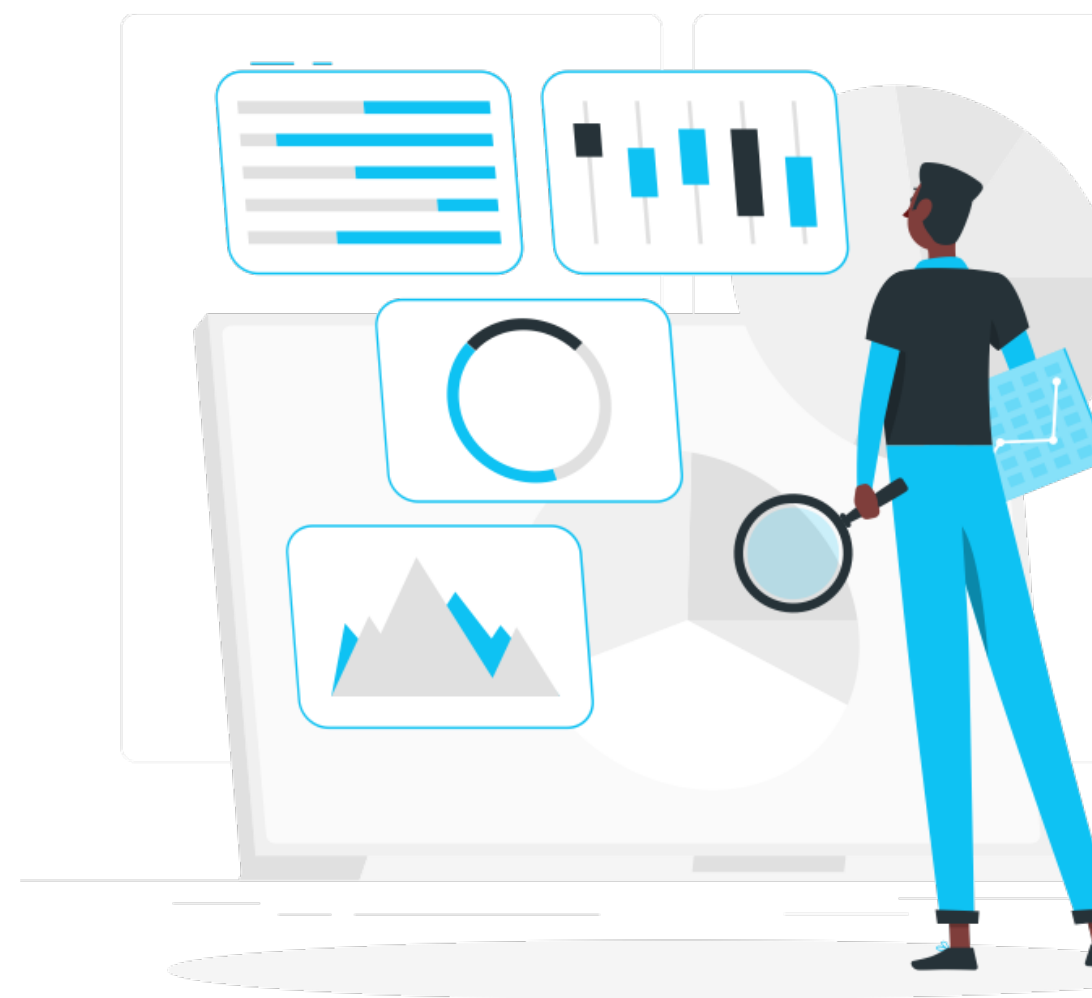
GO Search

- AI powered advanced search engine which suggests right set of influencers to promote your brand
- Influencer list sorted by GOinfluencer score (ranking of influencers based on various factors)
- Select influencers based on different factors such as: marketing budget, influencer followers, influencer follower loyalty, engagement rate, ROI etc.



GO Analytics

- In depth analytics of each influencer based on his/her profile across all social media platforms.
- Comparative analysis among different shortlisted influencers.
- Data-Driven Insights to Efficiently Run Your Campaigns



GO Campaigns

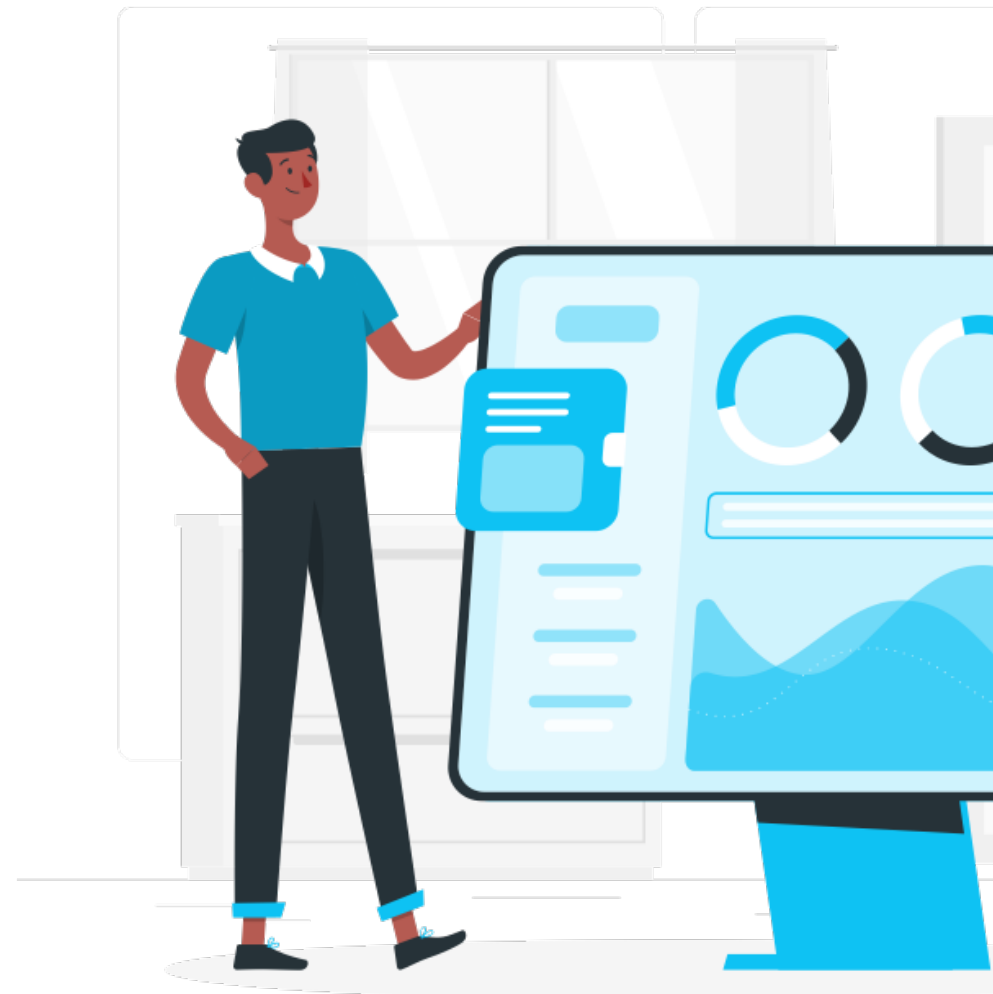
- Create Influencer Marketing Campaigns comprising of different sets of influencers (Mega, Macro, Micro and nano)
- Track and Monitor your campaign expenditure, budget and offers
- Design campaigns scientifically to maximise reach and minimise cost



For Influencers

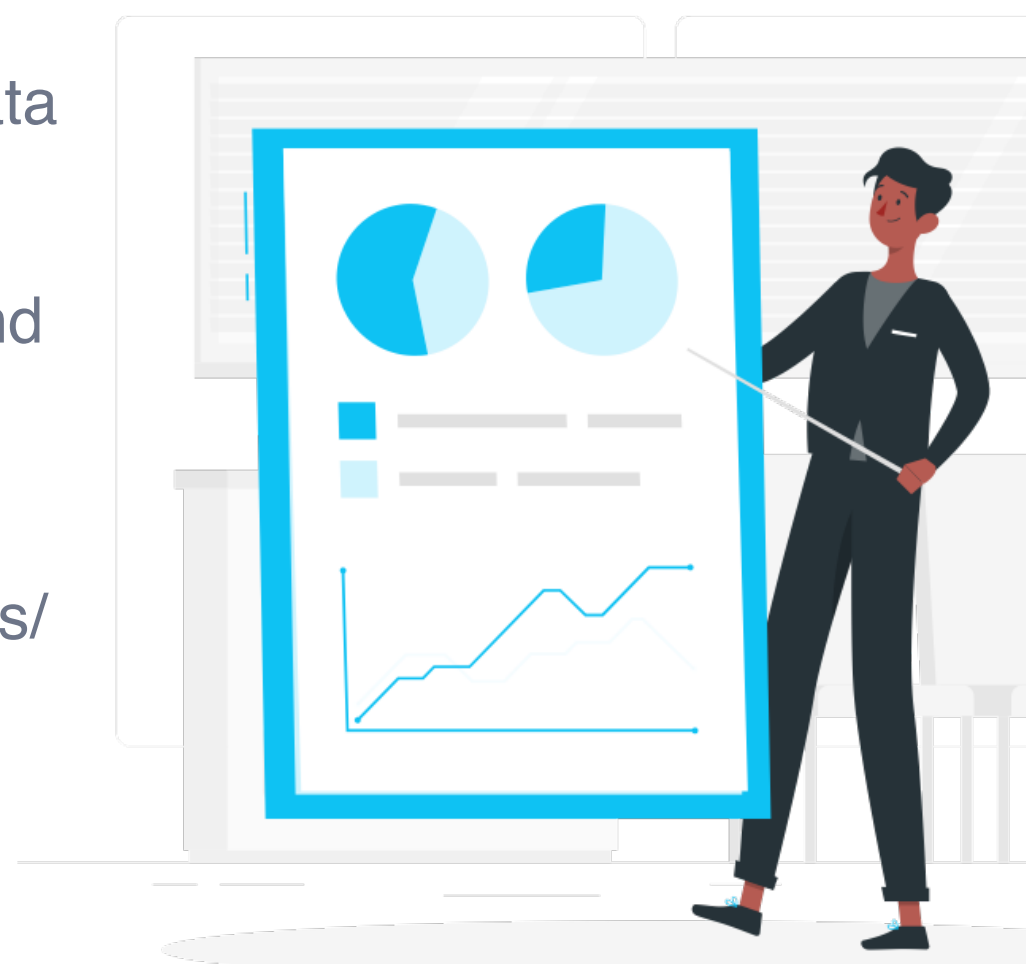
myInfluence

- See my followers profile, loyalty, engagement analytics etc.
- Analytics around different posts and comparison with other influencers in the same industry.
- Time series representation of your growth on the platform.

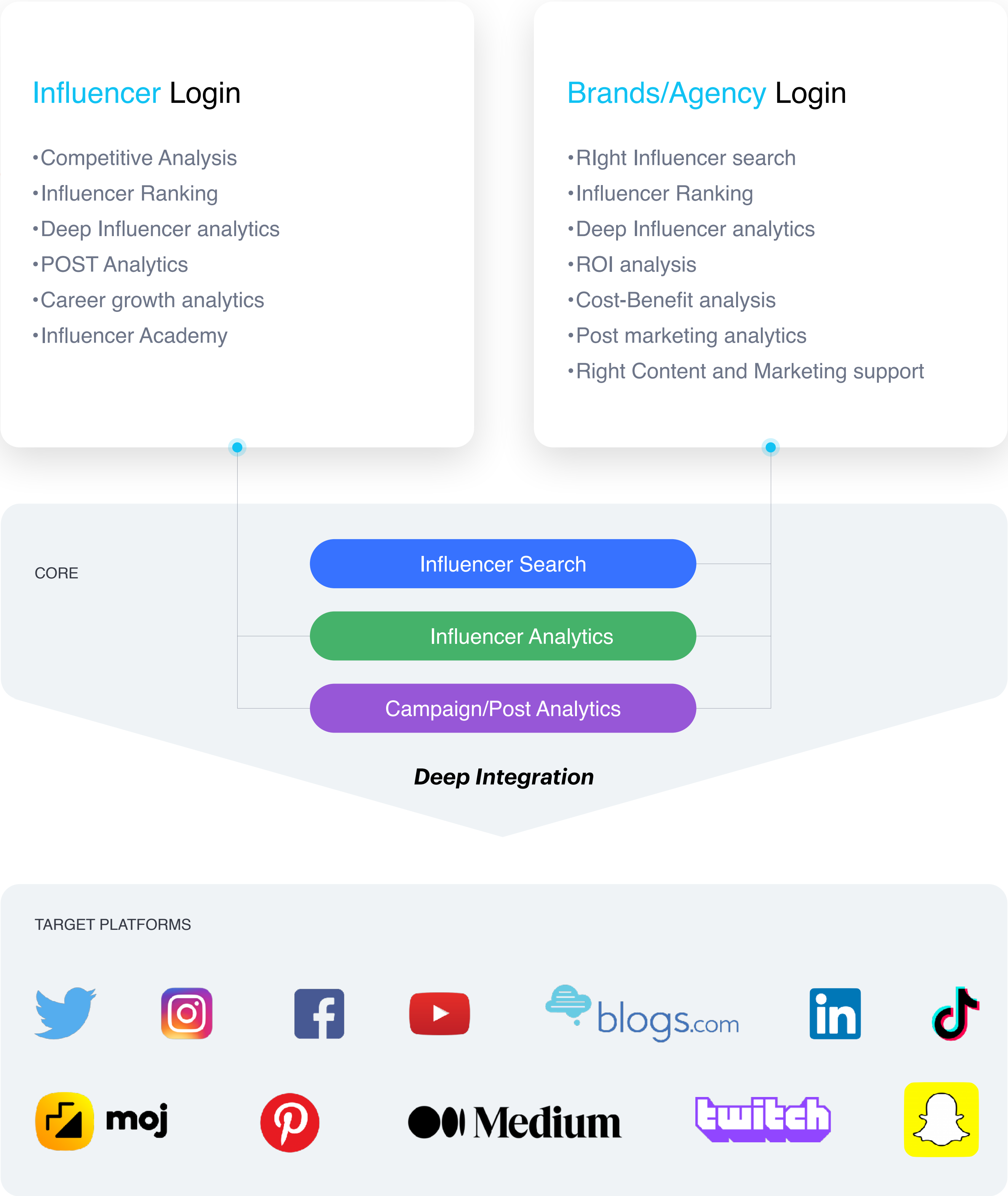


GOInfluencer Academy

- Get to know best practices around growing your brand in the influencer market backed by data analytics.
- Listen to the success stories and learn how to create a niche for yourself.
- Get to know what (content/posts/videos) attracts followers and increases follower loyalty and engagement ratio.



Solution Framework



Business Model

GOinfluencer is a SAAS company which provides platform to its users in 3 different models:

| | |
|--|--|
| <div></div> <div>Freemium</div> | <ul style="list-style-type: none">• Influencer search with basic filters• Basic analytics for an influencer• 10 free searches per month• 10 Post analytics per month• HODL \$GOIN tokens to avail product features |
| <div></div> <div>Pro</div> | <ul style="list-style-type: none">• Influencer search with advanced filters across different platforms• Manage marketing campaigns• Unlimited searches• Advanced analytics around posts, ROI, Influencer reach etc.• Detailed competitive analytics for influencers• Payout management• Content and creatives support• HODL \$GOIN tokens to avail product features or pay subscription fee in native \$GOIN tokens to save 50% on fees |
| <div></div> <div>Enterprise</div> | <ul style="list-style-type: none">• Deep analytics around live posts and marketing campaigns• Connect to influencers• Cost-Benefit analysis• Data in csv format for outside analytics• Integrations with marketing tools• HODL \$GOIN tokens to avail product features or pay subscription fee in native \$GOIN tokens to save 50% on fees |

Note: The number of GOIN tokens that needs to be held by the user to access different models will be shared at the time of beta release and subject to change from time to time.

Token Information



Token name:
GOIN (GOinfluencer)

Token Abbreviation:
GOIN

Emission Rate:
No new coin will be created

Maximum supply:
1,000,000,000 GOIN

Token Network:
BSC (BEP-20)

Token Decimal:
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Token Use Case:

GOIN (GOinfluencer) token is an BEP-20 utility token that can be used to obtain access to the GOinfluencer S-a-a-S advanced Influencer analytics.

GOIN (GOinfluencer) token is set to run on a decentralized blockchain technology, ensuring transparency and security for all financial transactions.

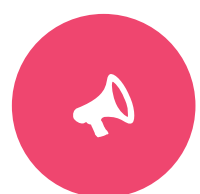


GOinfluencer (GOIN) intends to allocate the funds raised from the Token Sale for the below purposes:



Project development

The majority of the total raised amount will be invested into the development of the product. Developing product with advanced analytics are paramount to the success of the project.



Marketing and Public Relations

Quick market penetration will result in rapid growth in the scale of onboarding users to the application.



Business Development

Business development plays an important role in the success of the GOinfluencer project. Therefore, investing in building and nurturing partnerships will be of great importance.



Research

Continued improvement of the proprietary strategies will help keep the project ahead of the competition.



Reserves

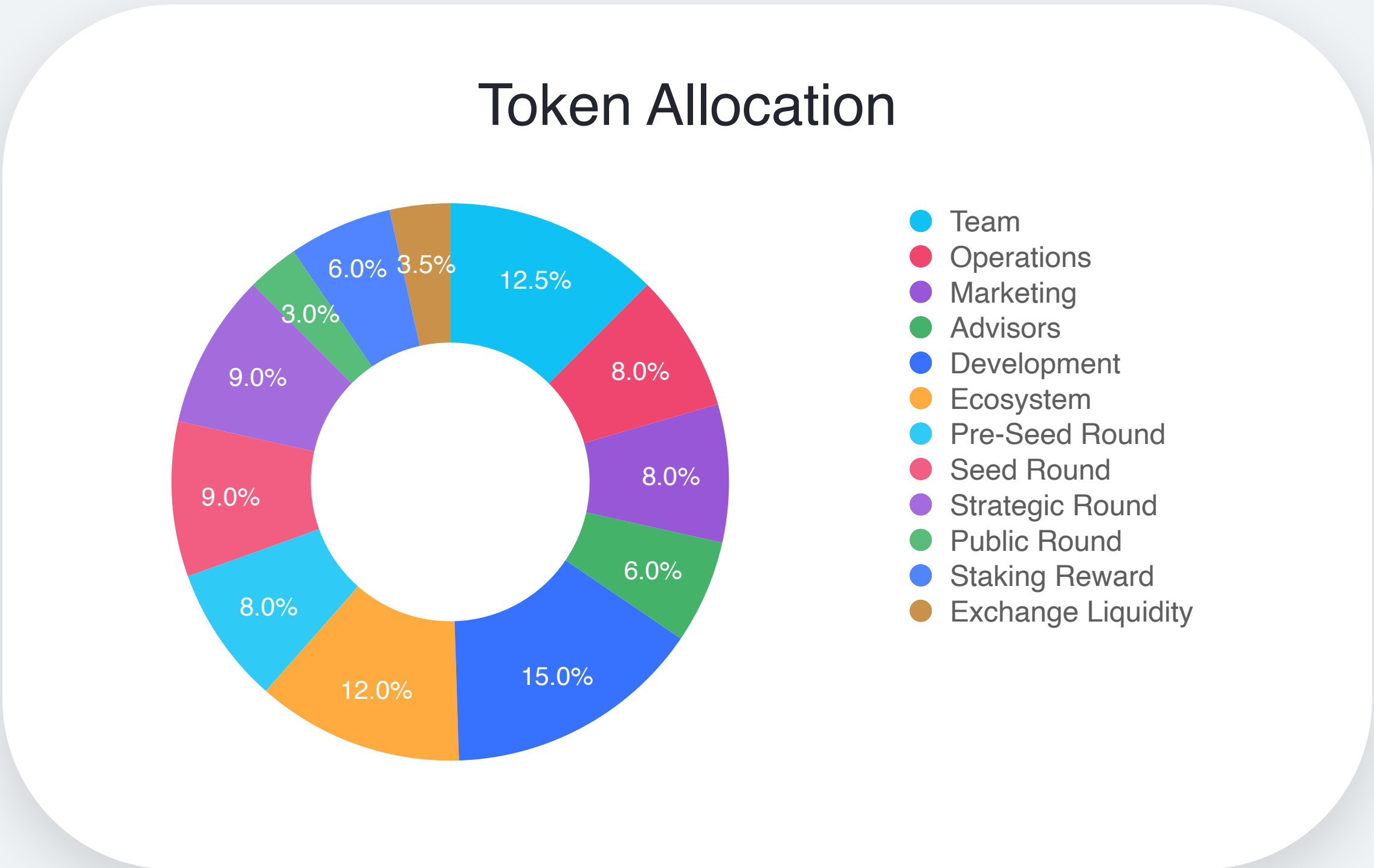
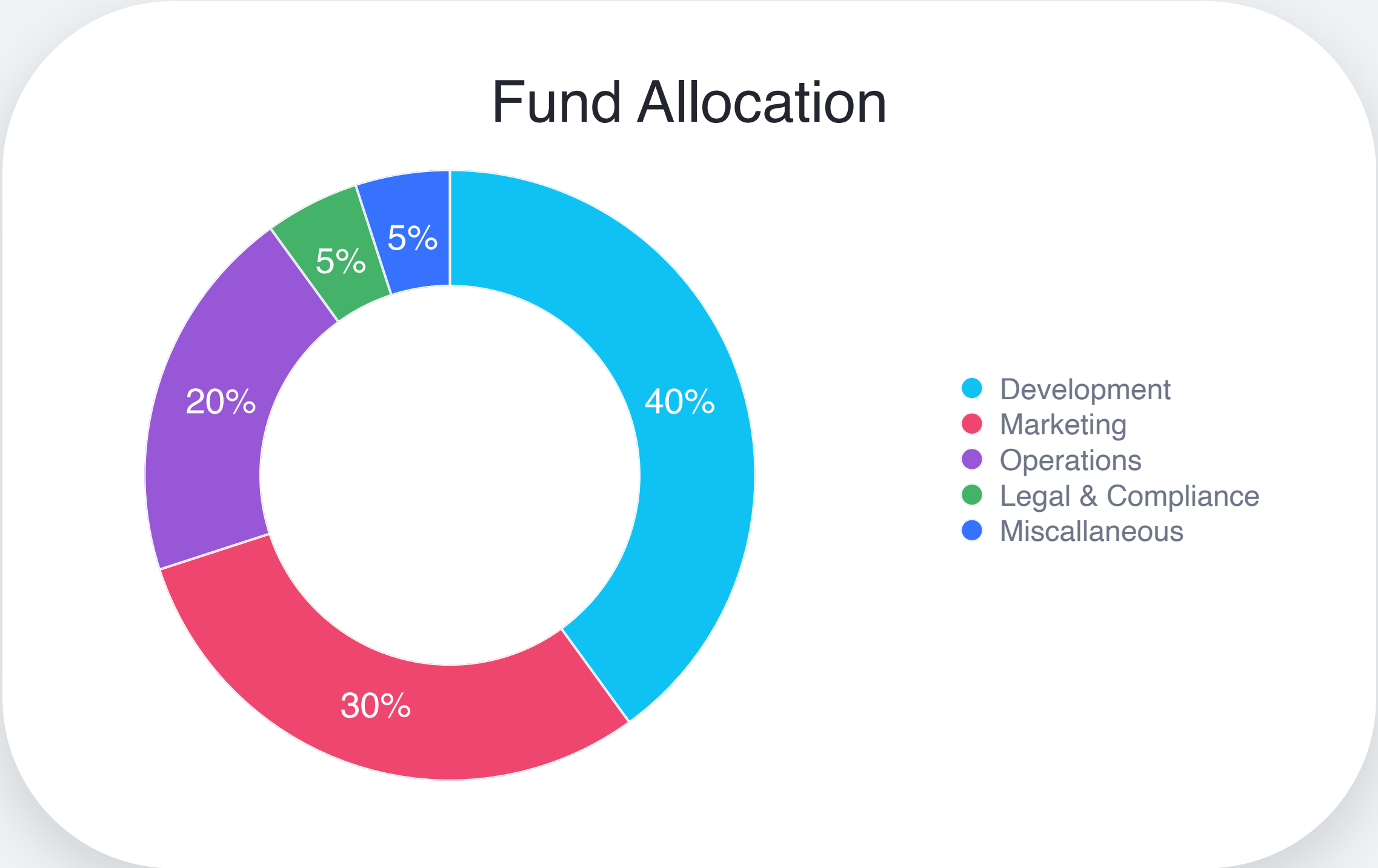
Some percentage will be kept in reserve for any future fundraising requirements.



Funds


Funds will be used to cover the operating costs and the legal & compliance costs. GOinfluencer gives utmost importance to adhere to the legal and compliance requirements of the local jurisdictions.

Token Distribution




Token Economy


| Category | Allocation | Price | Tokens | Sold | Received | Lock Period | Vesting (months) | Notes |
|--------------------|------------|---------|-------------|------|----------|-------------|------------------|--|
| Team | 12.5% | | 125,000,000 | | | 8 Months | 28 | 5% Monthly Starting Month 9 onward |
| Operations | 7.0% | | 70,000,000 | | | 3 Months | 23 | 5% Monthly Starting Month 4 onward |
| Marketing | 7.0% | | 70,000,000 | | | 3 Months | 23 | 5% Monthly Starting Month 4 onward |
| Advisors | 6.0% | | 60,000,000 | | | 1 Month | 11 | 10% per month starting Month 2 |
| Development | 15.0% | | 150,000,000 | | | 3 Months | 15.5 | 8% Monthly starting Month 4 onward |
| Ecosystem | 12.0% | | 120,000,000 | | | 7 Days | 24 | 4% at TGE+7 then 5% monthly starting Month 5 onward |
| Pre-Seed Round | 4.5% | \$0.004 | 45,000,000 | | | 3 Month | 8 | 20% on month 4 then 16% monthly |
| Seed Round | 4.5% | \$0.006 | 45,000,000 | | | 1 Month | 6 | 20% on month 2 then 16% monthly |
| Strategic Round | 3.5% | \$0.008 | 35,000,000 | | | | 5 | 15% at TGE then 17% monthly |
| Public Round | 2.5% | \$0.010 | 25,000,000 | | | | | 50% at TGE then 50% after 30 days |
| Staking Rewards | 5.5% | | 55,000,000 | | | | | |
| Exchange Liquidity | 20% | | 200,000,000 | | | | | 10% used at TGE & 90% for future listings & bridging |
| 100.0% | | | | | | | | |



Total Token Supply
1,000,000,000



Hard Cap
\$ 980,000



Market Cap @ TGE *
\$ 177,500


TGE Circulating Amount (Token)

Strategic
5,250,000

Public
12,500,000

Total
17,750,000

* Excluding
DEX Liquidity

GOinfluencer

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Roadmap

JAN-JUNE 2021

- ✓ Ideation and Conceptualization
- ✓ Team formation
- ✓ MVP planning

JULY-DEC 2021

- ✓ Token Sale
- ✓ Token Distribution/Listing
- ✓ Influencer onboarding
- ✓ Partnerships with Projects
- ✓ MVP release for Crypto market
- ✓ GOcampaigns and GOsearch Launch

JAN-MAY 2022

- ✓ Instagram support
- ✓ Product launch for Influencers and Brands
- ✓ Capturing different market segments in Asia
- ✓ Onboarding SMEs and MSMEs

JUN-DEC 2022

- ✓ Advance data analytics platform
- ✓ Onboarding large sized business
- ✓ Expanding business in USA and other regions

Risks

You acknowledge and agree that there are numerous risks associated with purchasing \$GOIN, holding \$GOIN, and using \$GOIN for participation in the GOinfluencer platform. In the worst scenario, this could lead to the loss of all or part of the \$GOIN which had been

purchased. IF YOU DECIDE TO PURCHASE \$GOIN, YOU EXPRESSLY ACKNOWLEDGE, ACCEPT AND ASSUME THE FOLLOWING RISKS:



Uncertain Regulations and Enforcement Actions

The regulatory status of \$GOIN and distributed ledger technology is unclear or unsettled in many jurisdictions. The regulation of virtual currencies has become a primary target of regulation in all major countries in the world. It is impossible to predict how, when or whether regulatory agencies may apply existing regulations or create new regulations with respect to such technology and its applications, including \$GOIN and/or the GOinfluencer platform. Regulatory actions could negatively impact \$GOIN and/or the GOinfluencer platform in various ways. The Company, the Distributor (or their respective affiliates) may cease operations in a jurisdiction in the event that regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction.



Inadequate disclosure of information

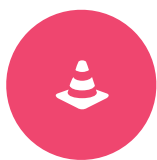
As at the date hereof, the GOinfluencer platform is still under development and its design concepts, consensus mechanisms, algorithms, codes, and other technical details and parameters may be constantly and frequently updated and changed. Although this whitepaper contains the most current information relating to the GOinfluencer platform, it is not absolutely complete and may still be adjusted and updated by the GOinfluencer team from time to time. The GOinfluencer team has no ability and obligation to keep holders of \$GOIN informed of every detail (including development progress and ‘ expected milestones) regarding the project to develop the GOinfluencer platform, hence insufficient information disclosure is inevitable and reasonable.



Competitors

Various types of decentralised applications and networks are emerging at a rapid rate, and the industry is increasingly competitive. It is possible that alternative networks could be established that utilise the same or similar code and protocol underlying \$GOIN and/or the GOinfluencer platform and attempt to re-create similar facilities. The GOinfluencer platform may be required to compete with these alternative networks, which could negatively impact \$GOIN and/or the GOinfluencer platform.

infrastructure of \$GOIN and/or the GOinfluencer platform, which could negatively affect \$GOIN and/or the GOinfluencer platform. Further, the future of cryptography and security innovations are highly unpredictable and advances in cryptography, or technical advances (including without limitation development of quantum computing), could present unknown risks to \$GOIN and/or the GOinfluencer platform by rendering ineffective the cryptographic consensus mechanism that underpins that blockchain protocol.



Failure to develop

There is the risk that the development of the GOinfluencer platform will not be executed or implemented as planned, for a variety of reasons, including without limitation the event of a decline in the prices of any digital asset, virtual currency or \$GOIN, unforeseen technical difficulties, and shortage of development funds for activities.



Other risks

In addition, the potential risks briefly mentioned above are not exhaustive and there are other risks (as more particularly set out in the Terms and Conditions) associated with your purchase, holding and use of \$GOIN, including those that the Company or the Distributor cannot anticipate. Such risks may further materialise as unanticipated variations or combinations of the aforementioned risks. You should conduct full due diligence on the Company, the Distributor, their respective affiliates, and the GOinfluencer team, as well as understand the overall framework, mission and vision for the GOinfluencer platform prior to purchasing \$GOIN.



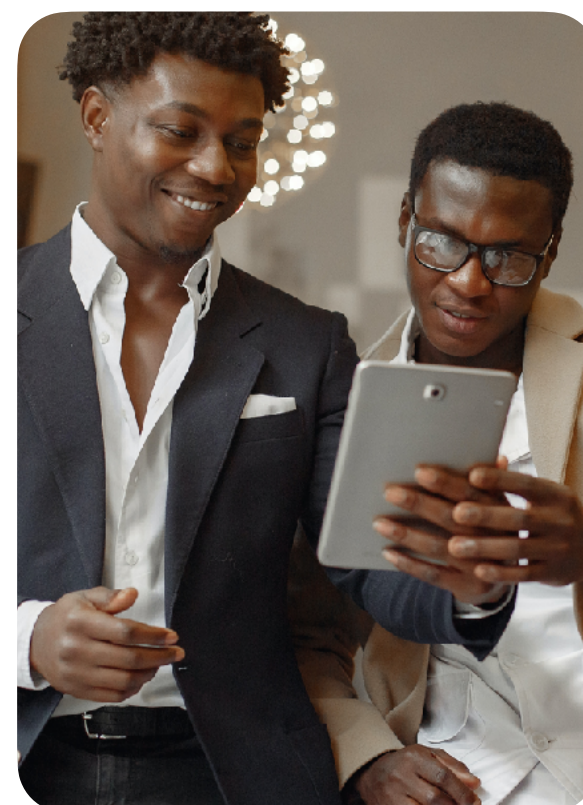
Security weaknesses

Hackers or other malicious groups or organisations may attempt to interfere with \$GOIN and/or the GOinfluencer platform in a variety of ways, including, but not limited to, malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing and spoofing. Furthermore, there is a risk that a third party or a member of the Company, the Distributor or their respective affiliates may intentionally or unintentionally introduce weaknesses into the core

Conclusion

In this day and age, it has become imperative for businesses of all sizes to invest in technology and data-driven marketing. With influencer marketing being one of the most efficient forms of digital marketing, brands want to market their products on various social media platforms through influencers and that's where we assist the brands. We at GOinfluencer, strive to provide the brand with the best influencers at the right price through our data-driven optimization approach. Through this, we attempt to be able to help them in getting higher returns on their marketing spends.

On the other hand, we also want to help the influencers to grow their network of followers on their desired social media platforms, thereby increasing their presence on the platform and encouraging more brands to partner with them.



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In essence, through our platform, we want to create a presence for brands of varied sizes on diverse social media platforms, in addition to giving an opportunity to every social media user to learn and become an influencer.