



GUAP COIN

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# INTRODUCTION

- WELCOME
- OUR MISSION
- ACCELERATING BUY BLACK
- WHY BLOCKCHAIN?

# WELCOME TO GUAP

## GUAP HAS A PLAN TO RECYCLE WEALTH WITHIN THE BLACK COMMUNITY

### The Key: Blockchain Technology

Utilizing blockchain and cryptocurrency, GUAP can solve the problem of the "disappearing dollar" in unbanked and underbanked communities, particularly communities of color. Our platform empowers community businesses and merchants to accept cryptocurrency, and enables them to thrive from a loyal consumer base which takes pride in supporting businesses that prioritize building economic strength in their community. Our mission is to create a new statistic, one that accurately reflects economic growth, resiliency, entrepreneurship in black and brown communities.

GUAP is designed to fuel black economic empowerment, a movement that has been gaining steam in recent years and is exemplified by Hip-Hop artist "Killer Mike" and his #bankblack challenge (where the black community was urged to switch to black-owned banks), by various rebuild "Black Wall Street" initiatives, and by several "Buy Black" initiatives around the US. These have all been grassroots movements that GUAP can catalyze and amplify by keeping our currency circulating in our community through a community lead and owned digital currency and network.

### GUAP will accelerate the 'Buy Black' and 'Black Wall Street' movements

GUAP has the potential to expand "Black Wall Street" beyond the early success it saw in Tulsa, OK. Through the use of Blockchain technology the GUAP network will aid in the effort to democratize access to wealth and provide a vehicle to financial freedom for traditionally marginalized groups who find themselves unbanked, underbanked, and shut out of traditional financial institutions and services.

**GUAP is bigger than just a digital currency, it's a movement to bring that change our community needs.**



## GUAP CAN BECOME A VIABLE COMPLIMENTARY CURRENCY TO FIAT CURRENCIES

Complementary currencies (CC), also known as community currencies, are an alternative (or, indeed, a compliment) to conventional money. CCs have a time tested track record of (a) **strengthening the local economy** at times of recession and depression by stimulating additional transactions (and therefore keeping the economic cycle in motion), (b) creating **easier onramps for unbanked and underbanked** communities to participate in investment opportunities during cycles of economic expansion (e.g. by having a community owned fund we can 'gentrify' our own communities on our own terms), (c) creating **a buffer to pending economic slowdown** for minority communities that tend to be hit harder by recession and depression (by maintaining a community owned fund that can continue to lend within the community when traditional sources flee during down cycles), and (d) furthering strategic social, environmental, or political goals by creating a **unified economic power base** that can work in conjunction with and amplify relevant political causes (e.g. strategic boycott to compliment protest and activism).



# THE FOUNDER

## Tavonia Evans

Technology veteran and Software Engineer, she was the first Black Woman to develop and launch a cryptocurrency in 2017.

Her professional background spans the course of 20 years, beginning as a Cisco Certified Networking Engineer on to becoming a developer, data analyst, Certified Bitcoin Professional, as well as a digital marketing design wizard for Fortune 500 companies and celebrities. She is a self-proclaimed "mom-preneur" of 8 wonderful children.



**"Guap Coin appeals to a wide variety of audiences, especially audiences that seek inclusion and diversity."**

**- Glamour Magazine May 2018**



**GLAMOUR**  
**BLACK**  
**ENTERPRISE**

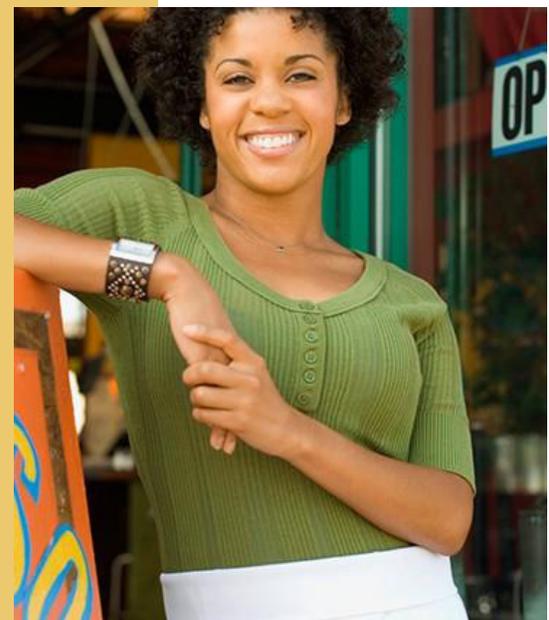
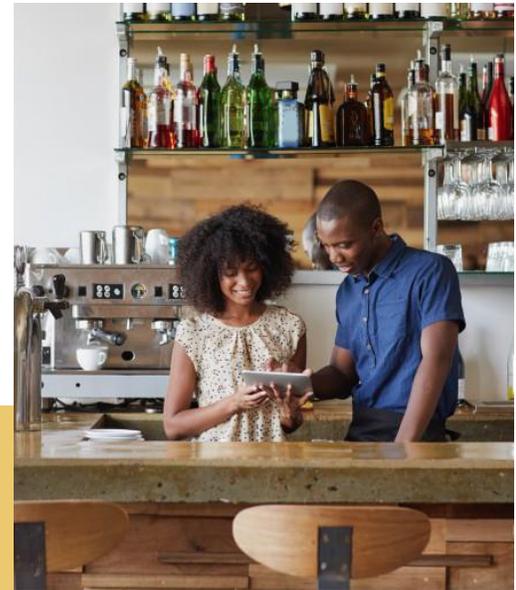
# OUR MISSION

## Cryptocurrency and Blockchain provide a verifiable mechanism to determine the true value of a group's products and services

GUAP's primary mission is to provide a sound and revolutionary economic base for the underserved, underprivileged, and financially uneducated minority community. We have adopted the term "Buy Black" to reflect the socio-political movement most pertinent to our community, but the underserved community encompasses a wide array of cultures, shades, languages, and ethnic groups around the globe.

Our secondary mission is to educate the underserved community on the usage of cryptocurrency and its application in our new economy. Cryptocurrency is not something to be learned from the sidelines, it is something that needs to be learned in full practicum. GUAP seeks to educate its market on Blockchain and spark a revolution within our common consumer patterns. It may only begin with GUAP, but it will end with a solid network fueled by the blockchain and it will surely give birth to many more applications that will enrich our economy.

Our hope is that GUAP will expand our common dialog into financial education, wealth building, and entrepreneurship for the economically disadvantaged. GUAP will tap into neglected markets and provide a solid tool for community revitalization to help them combat gentrification. A sound and reproducible way to successfully curb gentrification is by revitalizing our own communities, establishing business standards and practices by which they can flourish, and providing a stable economic foundation to build upon. Communities around the world are already implementing blockchain into their social dynamics, this is our opportunity to perform as a strong economic group and keep the wealth flowing back into our communities.



# ACCELERATING THE BUY BLACK MOVEMENT

A common yet oversimplified statement is often used by campaigns that strive to support Black-owned businesses and causes: “Money is power”. Money is a tool, and the accumulation of money is only part of the story. Control of and participation in money circulation, especially within a closed network of businesses, financial institutions and consumers, is the key.

**“Money is a tool. Control of and participation in money circulation is the key.”**

Institutions established to control the circulation of currency and the allocation of financial resources are not vested in uplifting traditionally marginalized communities, and thus they disproportionately allocate resources towards established and privileged markets. It is our belief that strengthening our own commercial businesses and empowering the unbanked and underbanked, while actively keeping our currency circulating through our own community, is the key to providing a foundation for generational wealth accumulation. By supporting the businesses closest to us, we can build the foundation for commercial strength. Many minority groups have created such a foundation by directing their consumption and savings to businesses and banks within their own communities. By incorporating the principles of community currencies and the “Buy Black” movement into a platform driven by a decentralized blockchain designed for inclusion, we could catalyze a financial movement for minority economic empowerment.



# WHY BLOCKCHAIN?

The common consumer is at a disadvantage in today's economies due to unfair market manipulation and grossly disproportionate distribution of assets. Blockchain, which is transparent, greatly lowers the possibility of market manipulation and control by large corporate entities and power brokers, and is the modern solution for consumers and investors who want to break free of the financial bubbles brought on by reckless risk taking on Wall Street.

Blockchain is like its own financial Internet. It is a decentralized public ledger that permits trustless transactions between independent parties without the interference of governments & institutions. Blockchain technology forms the framework for true economic freedom. Imagine financial transactions that can exist between 2 people in different countries that is not filtered through banking institutions (avoiding the inherent slow downs, fees and lack of privacy of those institutions). One can imagine why in the United States blockchain use has been slow to enter the mainstream due to the threat it poses to traditional banking and the control of the Federal Reserve now enjoys (in which all fiat transactions filter through).



# GUAP OVERVIEW

- What Is GUAP Coin?
- The Benefits of Participation in the GUAP Network

# WHAT IS GUAP COIN?

GUAP is a next level initiative that infuses the "Buy Black" movement with blockchain technology to incentivize the Black community to invest in itself.

GUAP coined the phrase **"Tokenizing Black Spending"** as a means to capture our spending and show us the power of our dollars. It is a decentralized platform with a built in governance that gives black owned businesses the weight of commercial authority, and utilizes them to underpin the network. GUAP will ultimately evolve into a blockchain that will be widely adopted everywhere hence we have coined the motto **"Good Uses for All People"**.



## "Tokenizing Black Spending"

Imagine establishing your business, business rights and ownership, and creating binding rules and procedures on GUAP. Imagine creating and voting on business protocols that affect the quality of service of businesses in our community. Or uploading your digital content (music) on the GUAP music platform and establishing rights and rules of usage on your music, most importantly being paid what you are truly worth.

This is the vision we are implementing using **GUAP**.



# The Benefits of Participation in the GUAP Network

What differentiates GUAP from other blockchains such as Bitcoin, Litecoin, and Ethereum is that it was created to serve the needs of an underprivileged community first and foremost. At the very beginning, there will be a shared community effort to launch, educate, and grow from the inception of the genesis block.

## The GUAP Treasury

Participating in GUAP will be both economically and socially rewarding. One of the key benefits is the creation and governance of a treasury of funds that can be used to stimulate economic growth.

The beneficial applications of community controlled treasury are numerous. Imagine controlling and leading the “gentrification” of our own communities through a community owned and run fund. Imagine giving those in our community who are systematically shut out of traditional banking (working poor, unemployed, homeless, felons) access to an efficient payment mechanism that prioritizes black merchants and access to an appreciating asset that can build wealth. Imagine being able to sidestep traditional financing and extend credit to our own community on our terms, powering the next generation of black entrepreneurs. Such a treasury could provide a buffer to the community during an economic downturn, and a source of capital and investment during growth cycles.

**“Participating in Guap will be both economically and socially rewarding”**



## How is the Guap Treasury distributed?

Voting rights - GUAP wallet holders and masternodes will vote on proposals for the distribution and lending of funds accumulated in a treasury pool. Qualifying proposals will range from lending to new business initiatives to lending for business expansion. This governance gives Guap the ability to grow into being a leading Small business lender within the black community.

## Block Rewards and Voting

### What Are Block Rewards?

Block rewards are incentives for nodes (participants such as miners or masternodes) to lend their resources to process transactions. Without block rewards a blockchain would not have the support it needs to function. These nodes form the backbone of an cryptocurrency or coin.

### What Are Masternodes?

A masternode is a server on our decentralized network. It is utilized to complete unique functions in ways ordinary nodes can't. Our masternodes will be used for features like direct send / instant transactions or private transactions. The owner of the masternode would have to hold a pre specified number of coins to qualify as a masternode. The benefit of holding a masternode is they will earn block rewards and accumulate interest just by consistently maintaining that required amount of coins at all time.

### Voting rights: How do we determine who gets voting rights and why does that matter?

Because our core mission is to create an economic foundation for Black owned businesses we want to guard against efforts to cheat or sabotage the system. For instance GUAP guards against new users coming into the platform, never supporting any of the businesses or network, and easily gaining the ability to submit proposals for funds and vote on those proposals. We want to preserve the integrity of the governance.

### Proof Of Participation Protocol

POP is an algorithm we developed to establish voting rights for an individual in a manner that is fair and maintain the integrity and the core principles of the GUAP blockchain.



# GUAP ECOSYTEM

- GUAP Marketplace
- GUAP Marketplace Exchange
- GUAP X
- GUAP X Use Case
- GUAP Music Platform

# THE **GUAP** MARKETPLACE

The GUAP Market is a planned platform that incorporates a business network, information platform, and an exchange. The GUAP Market is the gateway for the GUAP Coin. Merchants and organizations will register with the portal and add their business information, products, services, points of contacts, etc. Their profiles will contain their score that is determined by the system's algorithm as well as their public ratings and comments. Businesses will be rewarded for services and performance, and patrons will be rewarded for participation. The portal will be tightly integrated within the blockchain with the ability to offer a library of resourceful education. Ambassadors will be available to mentor users on the topics of finances, wealth building, professional development, career advice, as well as blockchain technology itself.

## **Merchant & Service Providers**

They provide the goods, services and opportunities within the GUA network that consumers will patronize.

## **Financial Education & Transparency**

The data collected will be used to provide key insight into consumer trends, spending, and behavior and enable empower businesses to meet the demands and needs of our community.

## **Charity & Philanthropy**

At the core of the GUAP platform us the principle of giving back and it encourages philanthropic efforts by blockchain merchants and consumers.

## **Consumers**

Consumers support the Merchants and Service providers thus circulating the wealth within the community. Ultimately, the glue of the network,

# GUAP MARKETPLACE EXCHANGE

In 2020 GUAP will launch its first crypto exchange marketplace. There are quite a few crypto-currency exchanges, but what will make the GUAP exchange unique is its focus on security and wealth building. Focusing on expanding the use of the offline markets (a key component to our target sector) our exchange will operate through some of our financial partners and merchants. POS (point of sale) token locations and exchanges will be created, increasing the availability of crypto tokens to our audience. Our partners will focus on integrity, security, as well as financial education.

GUAP's partner exchanges will provide a safe location for the exchange of fiat currency with coins such as GUAP, Bitcoin, Ethereum, and all other popular tokens. These exchanges will also be the setting for providing constituents with avenues for financial education and generational wealth building within our communities. These institutions could one day make traditional local banks obsolete, and create more possibilities for careers in financial consulting and/or generational wealth building.



# GUAP X

## Business Performance Analysis of the Black Communities. Accurate and Granular Growth Tracking and Risk Identification.

**GUAP X** will form the frontend to the data architecture of the GUAP Blockchain and the true heart of “Black Wall Street”. It will provide detailed analysis which can identify growth and risks in the markets. GUAP X is taking the Black Community a step beyond simply organizing our collective buying power by measuring the scalability of our economic initiatives. GUAP X is a DApp (Decentralized Application) that will empower the community with solid business data.

### How can we leverage this data?

- It can be used to maximize the buying power of our constituents especially sourcing suppliers
- It can be used to effectively build businesses that are fruitful to our community and reduce wasteful investments.
- Most importantly it can be used to support use cases of future businesses, especially in regards to obtaining funding for new business initiatives and current business expansion

### How will GUAP X achieve this?

Merchants and Vendors will be issued registered addresses, and their addresses will be associated with their public profile on the website.

What kind of information will a Merchant/Vendor profile contain?

- Business ownership information
- Business registration date
- Market profile analysis
- Consumer ratings

# GUAP X USE CASE

“Leslie’s Body Products” has grown from a one woman specialty soaps and lotions to a full scale supplier, supplying more than 20 businesses with white label products from her production warehouse. In 2015 Leslie’s Body Products signed on to become a GUAP Premier Merchant. Leslie’s business was provided with a POS terminal that allowed her to accept \$Guap alongside other cryptocurrencies. As Leslie’s business grew so did her ratings. Via the GUAP X platform, investors were able to see Leslie’s Body Products as a solid company to invest in. Leslie was able to draw the necessary funding from GUAP’s investment pool to expand her business and grow to being a supplier.



# GUAP MUSIC PLATFORM

## Digital Asset Management. Wealth Building.

The GUAP Blockchain will power a digital asset platform **DApp** (Decentralized Application) that will empower Artists to take control of their music and their Brand.

Artists will be able to maintain their legacies and distribute the earnings of such in the way they envision utilizing the GUAP network.

### How does it work?

Much like our Merchants and Vendors do, the Artist signs up to the platform and receives a profile. When an artist submits content they are taken through a Smart Contract wizard to define the parameters of their content, including price and terms (such as where the content can be used). Artists that build up a large community of fans have the opportunity to utilize GUAP's tools to build up and sustain their brand.

### What are the benefits?

- Greater autonomy and legal transparency
- Reduction in pirating of artist content
- More streams of revenue for the artist
- The ability to monetize their content anywhere on the web using our plugins.



# **GUAP TECHNICAL SPECIFICATIONS**

# GUAP TECHNICAL SPECIFICATIONS

Coin Name:	GUAP Coin
Coin Ticket:	GUAP
Coin Type:	POS, Masternode
Premine:	10,000,000 GUAP
Max Coin Supply:	90,000,000 GUAP
Block Time:	1 Minute
Masternode collateral:	10,000 GUAP
Consensus mechanism:	Proof-of-Stake (80% masternodes, 20% stakers)
Algorithm:	Quark-hash
Features:	SwiftTX, budget, treasury & masternode governance enabled
Core Technology:	Bitcoin Core, DASH Protocol
RPC Port:	9634
P2P Port:	9633

## Block Reward Specifications

<b>BLOCK</b>	<b>BLOCK REWARD</b>	<b>MN REWARD</b>	<b>POS REWARD</b>
1 to 500,000	50	40	10
500,000 to 1mil	25	20	5
1,000,001 to 2mil	12.5	10	2.5
2,000,000+	1	.8	.2

# **GUAP ROADMAP**

- Future Expansion

# GUAP ROADMAP

## Future Expansion

Q3 2019 - GUAP Wallet & App release

Q1 2020 - GUAP Merchant Platform development begins

Q2 2020 - GUAP Music DApp development begins

Q2 2020 - GUAP Exchange launch

Q3 2020 - GUAP Music Platform launch

Q3 2020 - Prospective launch onto popular exchanges

**IMPORTANT  
DISCLAIMER**

# IMPORTANT DISCLAIMER

To the maximum extent permitted by the applicable laws, regulations and rules, the authors of this whitepaper, the developers of the GUAPCOIN network, wallets and tools (hereafter 'GUAP Developers'), and the members of and participants in the GUAPCOIN network and community (including but not limited to GUAPCOIN wallet holders, masternode owners, and participating merchants holders; hereafter the 'GUAP Community'), shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this whitepaper or any part thereof by you. The GUAP Community and any GUAP Developers shall not be liable for your loss of GUAP after it is transferred to you by any reason including but not limited to your failure to adhere to proper security measures with respect to your private keys, wallet passwords, exchange login credentials, and/or general security for machines or mobile devices hosting your GUAP wallet or masternode.

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