



GAIMIN

GAME MINE GAIN

LITE PAPER EXECUTIVE SUMMARY

Gaimin is the world's first autonomic blockchain mining software powered by AI (Machine Learning) that connects gamer's unused CPU/GPU computing power and puts it towards mining.

The software application aims to solve the problem of over-centralization of blockchain nodes/blocks, where super miners end up controlling entire blockchains, thus rendering them insecure and no longer viable.

By connecting potentially hundreds of millions of gamers to the blockchain mining ecosystem, the problem of over-centralization will be solved as each person contributes to keeping the blockchain in question decentralized and secure.

Gaimin earns income through a subscription model where users (gamers) pay a nominal subscription fee that ultimately comes out of their monthly mining earnings. Additionally, Gaimin will invest in Proof of Stake coins and earn fees on the transactions on those blockchains, as well as charge super miners fees to join Gaimin-owned mining pools.

With already incredibly high demand, which is steadily increasing, along with multiple recurring revenue streams, Gaimin is poised to be a leader in the blockchain mining ecosystem.

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ABSTRACT

In January 2009, Bitcoin became the first application of blockchain technology in the world. The first cryptocurrency; a medium of exchange using cryptographic puzzles to secure and validate transactions, and to control the creation of new blocks. Nine years later we are in the middle of a digital revolution we call the New Economy, witnessing the beginning of the largest shift of capital in history.

If you had invested \$1,000 USD on January 1st, 2017 and sold on December 31st, 2017 – your return would have been \$73,000 USD - 10x \$100 in the top10 coins CoinMarketCap.com. Crypto “assets” are projected to reach trillions in value (Bitcoin, Ethereum, Neo, etc.). This revolution, that has already changed many of our lives, is open to everyone, but especially if you have value to contribute, specifically either fiat currency or hashpower.

To join the crypto revolution, you must either buy your way in (fiat) or earn your way in (hashpower).

VISION

Passive income from every dormant computer on Earth.

Gaimin aims to make earning crypto as easy and as accessible as possible. To make the enormous value creation in crypto accessible to everyone, by empowering their existing home computer equipment when it's not in active use.

Additionally, Gaimin aims to accelerate decentralized value creation and Gaimin believes that the global gaming community will become the first mainstream adoption of blockchain technology.

MISSION

Gaimin's mission is to make cryptocurrency accessible to everyone in the world, by enabling autonomic monetization of their existing PC hardware when it's not in active use.

To join the crypto revolution, you must buy your way in or mine your way in. Gaimin aims to serve the world's most user-friendly solutions for mining crypto.

In 2007, several companies had smartphones in the market, among them Nokia and BlackBerry. Those existing phones didn't look, feel or perform very smart after Apple's historic reveal and presentation of the iPhone. The concept of the smartphone itself was disrupted dramatically, now so simple to operate that it's increasingly rare to see a non-smartphone.

In the same way, blockchain mining software has, up until now, been limited in functionality and has in general put a lot of work on the miner. Mining clients require frequent human interaction and decision making, along with specialized market knowledge to be effective.

Gaimin will change that.

Gaimin will be a game-changer for personal mining, making crypto available to the mass market with little effort and no prerequisite knowledge required.

MARKET OVERVIEW

There are two distinctive markets, which if combined, can create an immense level of value in blockchain technology.

Crypto Mining

- 2009: Bitcoin (world's first application of blockchain technology), a list of records/blocks linked and secured using cryptography.
- To join the crypto revolution, you must either buy your way in or mine your way in.
- Mining is the process of validating transactions on a blockchain.
- The reward for providing hashpower is the currency itself.
- Most mining is conducted by super miners.
- There is a high degree of technical knowledge and skill required to become an effective miner.
- Over 600 mineable coins currently on the market.
- All of this growth means there is a massive demand for blockchain miners, demand that is forecast to accelerate as mass adoption takes place.

PC Gaming

- Consumer-level gaming computers are effective at solving cryptography puzzles due to high level consumer grade CPU's and GPU's.
- Online gaming is inherently a social experience, player demographic with high social media activity and online reach and sense of community, making a network expansion program very potent as a marketing tool.
- Gaimin is laser-focused and committed to building an active gaming community to maximize token utility, distribution and demand.
- A percentage of tokens and the funds raised from token sales will be dedicated to building the gamer/miner community in the form of rewards, prizes, events, sponsorships, crypto and blockchain education, etc.
- PC gamers are a tech savvy demographic and understand the concept of digital money, emotional currency, and virtual assets with limited supply very well.
- First adopters of all things online: the gaming community embraced the value of emotional currency, online gold, in-game items and other digital assets a decade before the rest of the world.

Key Stakeholders

Blockchains

Blockchains require a vast number of distributed nodes/blocks on their blockchain in order to maintain security and integrity of the blockchain. They rely on miners to create these nodes through the solving of highly complex mathematical puzzles and equations, and issue rewards when this Proof of Work is complete for a new node/block.

PC Gamers/Users

PC Gamers – ultimately Gaimin’s end-users – have high-end CPU’s and GPU’s, which often go unused when the user in question is not playing games. This leaves a lot of downtime when the computing power of the CPU and GPU are not being used.

Super Miners

Super Miners are mining operations controlled by a single person or a group of people that possess an extraordinary amount of hashing power compared to the average person – even a gamer with a high-end CPU and GPU. They often control large portions of blockchains or convert their crypto currencies into fiat currencies almost immediately, thus endangering the stability of said crypto currency.

PROBLEM

Crypto mining remains too complicated for mainstream market adoption, enabling the over-centralization of hashpower by “super hashpower” miners. This threatens the security and ultimately the entire blockchain when subject to a 51% attack by a malicious user or group.

The real advantage of “Proof of Work” (PoW) blockchains is that they are uniquely dependent upon truly distributed mining. The more nodes/blocks on the blockchain, the stronger it becomes. However, PoW mining is becoming over-centralized due to the enormous hashing power of large miners. Should one of these large miners or a group of them coordinate and effectively ‘own’ 51% of the blocks on the blockchain, they can take it over entirely. The market is now clearly trending towards consolidation and the danger of a few miners reaching excessive influence over consensus is real and has already seen a few case studies where entire blockchains were taken over.

Over-centralization of PoW mining is one of the main problems endangering the blockchain ecosystem today and will continue to do so well into the future until a solution is put into place.

SOLUTION

The world’s first fully distributed & automated blockchain mining network, power-levelled by gaming-grade hardware & AI-empowered software.

In order to solve the problem of over-centralization, more distributed miners need to be added to the overall mining ecosystem. Because the Gaimin software is truly global, the solution will enable new, mutually exclusive miners from all around the world to take part in mining. Thus, not limiting this mining to a single person or group to control, nor be under a single jurisdiction. This is accomplished by leveraging gaming PC’s through Gaimin’s next-generation mining software. By connecting hundreds of millions of gaming PC’s from around the world to conduct Proof of Work mining, Gaimin is able to ensure that over-centralization is a thing of the past.

By combining the unused CPU and GPU computational power of these millions of gaming PCs, the Gaimin software is able to effectively and efficiently mine – and thus validate and protect – various blockchains.

PRODUCT

Gaimin is an AI-empowered autonomic blockchain mining client that takes advantage of the unused CPU and GPU computing power from gaming PCs.

By turning on the Gaimin software application, a gamer can put their computer to work for them mining while they are at work, at school, sleeping, or otherwise not using the full computing power of their PC.

The gamer does not have to have any knowledge of mining, crypto markets, or blockchain technology in order to operate the Gaimin software application. The software comes fully pre-configured and the AI (Machine Learning) handles the complicated management of mining.

Simply Download – Install – Click Start.

The software will analyze the user's PC and determine which mining pool to add the users hash power to in order to optimize the entire process and make it as efficient as possible. It will target the "low hanging fruit" coins to mine and then automatically convert them into long-term yield "blue-chip" hold-coins such as Bitcoin or Ethereum.



Key Product Features

- Network Expansion Program – Refer others to earn a % of their hashpower towards your own mining rewards
- Pre-Configured and 24/7 Management through AI (Machine Learning)
- 24/7 Optimization through AI (Machine Learning)
- Stealth Mode – Automatically mines when detecting CPU/GPU are not in use for heavy load applications (ie, games)
- Automatic/Manual Maximum Threshold
- Institutional Cold Storage of Coins
- Passive Rewards – Claim digital asset drops such as skins, items, etc.

BUSINESS MODEL

Gaimin has adopted the “Uber Model” of creating a platform to connect supply and demand in a specific industry - in this case, supplying computing power to blockchains. This business model has been tested through many different industry verticals, such as ride sharing (Uber), travel/accommodation (Airbnb), and even freelance work (TaskRabbit).

By connecting a steady supply of truly decentralized computing power to much needed blockchain validation calculations, Gaimin is able to satisfy an urgent need in a growing market.

Through this effort, Gaimin has multiple recurring revenue streams collected on a monthly basis, outlined below.

Monthly Subscription Fee

Gaimin will collect a nominal monthly subscription fee of up to \$10.00 USD paid in GMRX Tokens from each active user. This fee will be taken from their monthly mining earnings automatically, so the user never actually has to pay any subscription fee from their own pocket.

% of Total Network Hash Power

Gaimin will take a fixed % of the total hash power in order to mine and purchase Proof of Stake Tokens. Revenue earned in this manner will be distributed back to users in two ways: (1) Fees from PoS Fees collected, and (2) Passive drops within the Gaimin software application.

Proof of Stake Fees

Gaimin will purchase and hold profitable PoS tokens and collect transaction fees as a source of revenue. A portion of these fees will be distributed back to GMRX Token holders as an incentive to continue holding large amounts of GMRX Tokens.

Pool Buyins

Gaimin will create its own mining pools, to which super miners will have to pay an access fee in GMRX tokens in order to join.

COMPETITION

Gaimin faces competition in two different areas: (1) Blockchain Mining Software, and (2) Digital Asset Marketplaces.

Blockchain Mining Software

Blockchain mining software has been around for quite some time, however it is unfortunately not developed for the average user - nor is it often updated with modern efficiencies to increase the yield for the miner.

	Gaimin	Minergate	Nicehash	Gshare	Gamerhash	Computa
Automatic "hands off" mining for dormant computer systems	Yes	No	No	No	Yes	Yes
Fully autonomous AI (Machine Learning) Software	Yes	No	No	No	No	No
Perpetual algorithmic optimization of individual and networking mining profitability	Yes	-	-	Yes	No	-
Automatic conversion of personal yield to long-term hold coins	Yes	No	-	No	Yes	Yes
Institutional cold storage of coins	Yes	-	-	-	-	-
Automatic/Manual thresholds for CPU/GPU resource commitment	Yes	Yes	No	No	Yes	Yes
"Functional mining" for games, skins, and other digital assets	Yes	No	-	Yes	Yes	No
Passive incentivized drops	Yes	Yes	No	No	No	Yes
Network Expansion Program	Yes	No	No	No	No	Yes
So simple my mom can use it	Yes	No	No	No	Yes	Yes

One competitor stands out among these traditional mining software applications - Gamerhash. However, their software is quite limited in terms of its yield for the miner as well, nor does it come equipped with any AI (Machine Learning) to fuel constant and instant optimization. Additionally, the platform does not feature any passive incentives for the miners, nor allow them to expand their hashpower through establishing their own pseudo cloud network.

Digital Asset Marketplaces

There is much less variability between competitors in the Digital Gaming Asset Marketplaces, as all rely heavily on smart contracts to facilitate trade between gamers and merchants.

Major Competitors	Description
Dmarket	Global marketplace that turns every virtual item into a real commodity. No other complementary businesses.
Robot Cache	The world's first decentralized video game distribution and resale platform using Blockchain. Their software also allows to mine. Strategic partnership with WAX.
WAX	Global decentralized marketplace for virtual assets. Founded by already successful team behind OPSkins.
Kinguin	Gaming marketplace for hardcore gamers. Partnerships with game publishers.
GAEX	GAEX is an exchange focused on verifying and enabling users to buy/sell/trade digital assets from blockchain based games.

Each of these marketplaces was established to take advantage of the increased security and reduced costs that blockchain technology offers. As well as reducing barriers to trade around the world. Adding to these are traditional non-blockchain marketplaces where gamers can buy/sell/trade their digital assets with one another or purchase from publishers or merchants.

Summary

Competition in the Blockchain Mining vertical is very weak, both in terms of product offerings from competitors, and in terms of supply versus demand. Due to current demand from blockchains, even with the current amount of competitors solutions, the market still requires more solutions in order to diversify PoW mining as much as possible.

Competition in the Digital Asset Marketplace vertical is the most fierce due to well established competitors in both blockchain and non-blockchain based marketplaces. One competitive advantage Gaimin has is the mining software application. Users can use Gaimin as a one-stop-shop for all of their digital asset needs - earn income from mining, and turn around and use it to buy other digital assets or sell old assets through the same marketplace. All of this without leaving the comfort of the Gaimin community and platforms.

Gamers will have already built trust through using the Gaimin mining software application, making adoption of other marketplaces they are unfamiliar with, less likely.

Lastly, most marketplaces claim a global presence, but in the end only focus their efforts on North America and Western Europe. Gaimin has a well distributed staff all around the

world, with experience working in all major markets, especially in the gaming industry. This will allow Gaimin to establish and grow a presence where competitors are not yet targeting.

TOKEN ECONOMICS

GMRX is a Token with the primary function of being a digital currency to be used on Gaimin and other associated platforms as the exclusive method of payment.

Round Structure

Total Token Supply: 5,000,000,000

Total Tokens Sold: 2,500,000,000

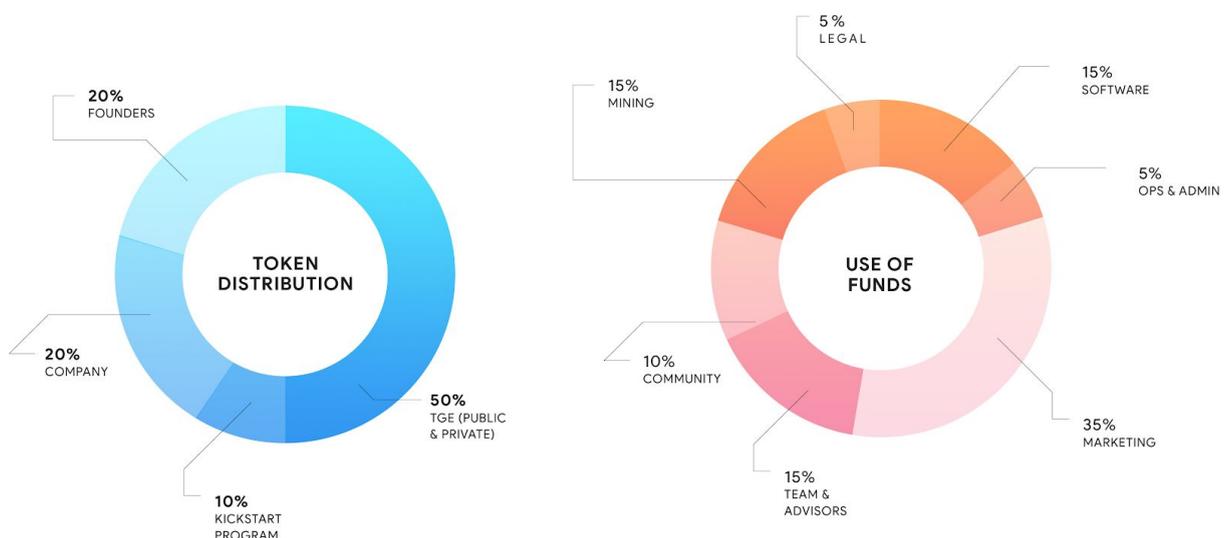
Bonus Tokens: 52,500,000 (allocation will come from Company Reserve)

Initial Token Price: \$0.10 USD / Token

Gaimin will operate multiple rounds with associated bonuses available for investors. There is no strict time limit per round, the consecutive rounds will commence as the previous round concludes. Below is a table outlining the round structure:

Token discounts	From	To	% Bonus	\$ Value	Tokens	Bonus	Total	Cumulative
Seed Investors	\$0.00	\$5,000,000	40%	\$5,000,000	50,000,000	20,000,000	70,000,000	70,000,000
Private Sale	\$5,000,000	\$10,000,000	30%	\$5,000,000	50,000,000	15,000,000	65,000,000	135,000,000
Pre Sale Phase 1 - 20%	\$10,000,000	\$15,000,000	20%	\$5,000,000	50,000,000	10,000,000	60,000,000	195,000,000
Pre Sale Phase 2 - 10%	\$15,000,000	\$20,000,000	10%	\$5,000,000	50,000,000	5,000,000	55,000,000	250,000,000
Pre Sale Phase 3 - 5%	\$20,000,000	\$25,000,000	5%	\$5,000,000	50,000,000	2,500,000	52,500,000	302,500,000
Public Sale - TGE	\$25,000,000	\$250,000,000	0%	\$225,000,000	2,250,000,000	0	2,250,000,000	2,552,500,000

Token Distribution / Use of Funds



Token Distribution

The two key elements to take note of in Use of Funds are the 20% allocation to the company used as a reserve to help correct unfavorable market conditions. The other is the 20% allocation to the Initial Kickback Program to help kickstart the Gaimin community and incentivize the community to be active long-term members.

Beyond that, the founders and advisors will take 20% in total, both groups have vestment periods in order to claim all of their allotted tokens. The remaining 40% is for investors and the general public to purchase.

Use of Funds

Overhead, operational, and team costs accounts for 55% of the use of funds in order to maintain daily operations and requirements. An additional 10% will be injected directly back into the community through various incentives such as passive mining drops. The 25% to Mining Operations will be to help establish Gaimin's own mining operations to help contribute to the overall network and also generate immediate revenue.

Creating Sustainable Demand - Use Cases for GMRX Token

The following are planned applications for the GMRX Token; these will help increase adoption and overall demand for the GMRX Token.

1. Exclusive payment method for Gaimin mining software application – monthly subscription
2. Exclusive payment method for Gaimin ecommerce platform for gamers to buy/sell/rent digital goods (all Gaimin smart contracts will be executed with GMRX Tokens only)
3. Exclusive payment for miners who wish to join Gaimin owned mining pools

Token Market Protection

In order to help maintain a stable token with a positive value trajectory, Gaimin will employ a series of techniques to ensure the safety of the token and help weather the tough market conditions that all tokens face.

Investor Caps

Each investor will be limited to a total % stake in Gaimin Tokens in order to limit potential malicious market tactics which threaten the stability of the token, such as pumping and dumping.

Vestment Periods

All employees with token options, founders included, will be subject to 3-year vestment periods. Founders will hold 15% of total tokens. Vestment is facilitated through a smart contract. This ensures a long-term commitment from founders and ensures founders cannot act against the company as it would be against their own financial best interests.

Additionally, advisors will also be subject to vestment periods in order to ensure their active and sustained involvement and to ensure they cannot act in their own personal best interests at the expense of the company and other stakeholders.

Token Reserve

Gaimin the company will hold 20% of total tokens as a reserve in order to correct unlikely market conditions that threaten the stability of the GMRX Token. This reserve can be issued in part or full in order to help stimulate the GMRX Token economy, should market conditions deem this necessary.

KYC & AML

Each investor, whether individual or institution, will be subject to strict KYC and AML screening in order to determine eligibility to invest in Gaimin and receive GMRX Tokens. Gaimin will not, under any circumstances, allow or accept investment, direct or otherwise, from any restricted persons or group of persons. This includes but is not limited to anyone who fails either KYC or AML screening, provides incorrect, false, or misleading information, or otherwise tries to circumvent screening, or displays any malicious behaviour towards Gaimin, its stakeholders, or any other upstanding individual, group, or entity.

Proof of Stake

GMRX Tokens will feature Proof of Stake mining, encouraging users to hold their tokens in order to earn recurring fees from transactions. This is to enhance demand for the GMRX Token, and discourage the immediate sale or other hostile actions against the GMRX Token.

Proof of Stake Derivative

Gaimin will also reward GMRX Token holders with a % of fees earned from the Proof of Stake coins held by Gaimin through the act of mining/purchasing said tokens. Again, this is to encourage token holders to keep their tokens rather than sell immediately, etc.

Network Expansion Program

The Gaimin NEP will also be incentivized by granting tiered percentages depending on the amount of tokens in the referee's possession.

Tier 1 - 5%

Tier 2 - 7.5%

Tier 3 - 10%

Token Demand

Creating and maintaining a steady positive demand for GMRX Tokens will take place through the gamification of the Gaimin software application by rewarding people who are holding GMRX Tokens.

As well as by making GMRX Tokens the exclusive payment method of the Gaimin mining software application (monthly subscription fee), exclusive payment of all smart contracts in the Gaimin marketplace for digital gaming assets, as well as the exclusive payment method for super miners wishing to join Gaimin owned mining pools.

GO-TO-MARKET STRATEGY

Gaimin has identified three key market segments critical to the success of the company:

1. Investors
2. End Users – PC Gamers
3. Crypto/Blockchain Enthusiasts

Each of these three segments plays a key role in helping fund the development of Gaimin, ensure the sustained usage and success of the Gaimin software application, and ensure the healthy maintainable success of the GMRX Token.

Although Gaimin is primarily based in Europe, operations are a global effort. Each of the segments and activities will be conducted on a global scale, paying attention to key markets of interest outside of English speaking markets, such as China, Korea, Japan, Russia, and Spain/Latin America.

Awareness/Interest

In order to build awareness in our three main market segments, we will conduct/use the following activities/tools:

1. Network Expansion Program
2. Airdrop
3. Sponsorships (ie, eSports team)
4. Investor & Advisor Support
5. Events (ie, Promotion Gaming Tournaments)
6. Digital Advertising
 - a. Search Engine Marketing Campaigns (Search and Display)
 - b. Search Engine Optimization Campaigns
 - c. Private Network Marketing Campaigns (Search and Display)
 - d. Remarketing/Retargeting Campaigns (Search and Display)
 - e. Video Marketing on Public and Private Networks
7. Direct Digital Marketing (ie, Email)
8. Public Relations
 - a. Media Relations
 - b. Influencer Relations
 - c. Community Relations
9. Content
10. Social and Community Development

The above activities will allow Gaimin a large breadth of activities to target all key market segments, on a global scale, through multiple touchpoints. Each activity can be sustained long-term and augmented to support different stages of an integrated marketing campaign – whether we are informing users for the first time, re-targeting, retaining them, or pushing them to become advocates.

Desire/Adoption

In order to seed adoption in our three main market segments, we will conduct/use the following activities/tools:

1. Free-To-Play (Use)
2. Product Quality
3. Product perpetually improves, increasing results over time
4. Promotions and Limited Time Offers/Discounts
5. Closed and Open Beta Phases

6. Gamification of Gaimin software application
7. GMRX Token on open exchanges worldwide
8. Exclusive payment for Gaimin and associated platforms

Free-To-Play (use) the software for the first time will eliminate any barriers to entry for hesitant users – no credit card or paypal information required. Additionally, Gaimin will focus on product quality and user experience to ensure that Gaimin stands above all other market offerings to secure user adoption. Again, each of these points can be sustained long-term to ensure users not only adopt, but also continue to remain loyal and active users of Gaimin software.

Advocacy

In order to turn active and loyal users into advocates of Gaimin, we will conduct/use the following activities/tools:

1. Product Quality
2. Network Expansion Program
3. Gamification and Incentives

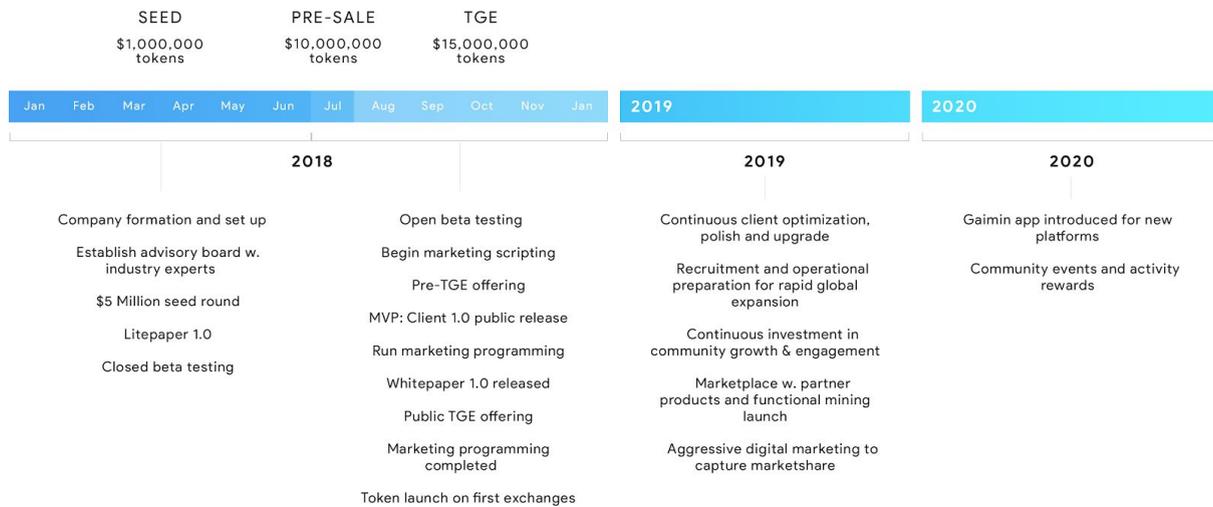
Turning loyal users into advocates is the ultimate goal of any brand. Gaimin will achieve this through superior product quality with perpetual updates, our Network Expansion Program, as well as the gamification of Gaimin software, and tangible incentives for loyal active users.

Summary

With all of these efforts integrated throughout all Gaimin communication channels, Gaimin will be able to reach its specific target markets efficiently and effectively both in the short and long-term life of the product and company.

Additionally, each activity is focused on building high-quality relationships with users to ensure a long and healthy customer lifespan.

ROADMAP



CORE TEAM



Martin Speight

CEO

- Entrepreneur, online marketing and business strategy consultant
- More than 18 yrs experience in digital marketing and e-commerce
- Blockchain, AI, and crypto evangelist
- Blockchain miner



Andrew Faridani

CMO

- Founder of Canada's largest local digital agency
- Experienced in staff management, business processes, systems, scaling and development
- Specialist in online advertising, branding and social media



Robert Van Shaik

CFO

- 30 years of business formation and management experience
- Startup investor specializing in technology and blockchain
- Founder of several successful businesses
- Community building expert



Calvin Adamus

CTO

- Software designer and referral program engineer
- Entrepreneur, community builder and social media expert
- Experienced blockchain miner
- Strategic advisor for blockchain startups



Clive Aroskin

COO

- Online business founder and startup business consultant
- 25 years of referral program and community building experience
- End-to-end event management and planning expert
- Blockchain miner and investor



Kim Rom

CGO

- Early esports pioneer recognized for starting some of the first esports communities
- Defined and executed esports strategy for SteelSeries, CBS Interactive, ESL, GameSpot, Kinguin, etc
- Considered “godfather of esports” in Denmark, started Hi-score, Xplayn, ESL.dk, Jubii, JGCS
- 10 patents relating to hardware and player performance