



EGOLD

THE NEW DIGITAL GOLD






CONTENTS

INTRODUCTION	03
WHAT IS EGOLD?	04
WHY IS EGOLD AN ERC20 TOKEN?	05
WHAT ARE THESE TOKENS?	06
ERC-20 COMPLIANT	08
PRODUCT OFFERING	14
TARGET DEMOGRAPHIC	16
MARKETING STRATEGY	18
ROAD MAP	20
SUMMARY	22



INTRODUCTION



The age of cryptocurrency has come to stay, and as a result, several new virtual currencies are popping up all over the ecosystem.

These coins do not just run on their own; several programs are putting them together. Different applications, accounts, tokens, and various factors come together to make up the virtual currency ecosystem, and eGold has joined the army.



WHAT IS EGOLD?

*eGold is an ERC20
Ethereum token, the fastest
& safest token standard
based on the Ethereum
network.*

The eGold token is compatible with any Ethereum wallet, and it can be transferred at any time, and it can also be utilized while handling smart contract on a decentralized application (DAPP).

For any ERC-20 supported exchange, eGold can be added without any hassle. Due to these features that make of the eGold token a cryptocurrency easy to transfer and process, there is a high probability that various online communities would adopt it. This would make eGold a valuable coin, and most important, usable, which is far from what several virtual currencies possess.



WHY IS EGOLD AN ERC20 TOKEN

AND WHY IS IT ALSO IN ETHEREUM?



We see that Ethereum has a vision for a 'world computer,' (in more specific words, a world network of decentralized applications) and it is determined to develop an ecosystem where everything functions as one without problems.

The main part of this vision is that the 'world computer' will depend on tokens for its power.

Ethereum launched in 2014 by several coders and a cipher teenager. It was designed in a way that it allows anybody to code different types of application, and introduce it to the blockchain. Now, these apps (decentralized applications DAPPs) require their unique token that could be exchanged and sold, and that could also aid in several other transactions. Based on this indisputable fact, the ERC-20 token standard was created, almost eighteen (18) months ago, and it is difficult, to sum up, the value of this interface.

Several defined rules should back Ethereum-based tokens, and the ERC-20 alerts wallets, exchanges, and various smart contracts developers to these regulations. This helps them know beforehand, the proposed behavior for any new standard-based token. With this information, developers can create their applications to be compatible with these tokens out of the box. In the long-haul, there would be no need to recreate the wheel whenever there is the advent of a new token system.

Due to this revelation, quite a few the significant tokens found on the Ethereum blockchain today are ERC-20 compliant. Also, those that were sold in the recent Ethereum-based initial coin offerings (ICOs) surge are the adequately ERC-20 complaint.

WHAT ARE THESE TOKENS?

Ether is the traditional currency for the Ethereum blockchain.

However, when there are so many talks about tokens, it is important to shed more light on the subject of tokens before sailing further.

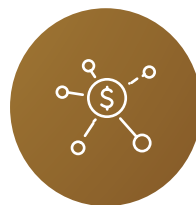
Relating tokens to the Ethereum network, they can be described as digital assets which can depict anything ranging from loyalty points to vouchers, IOUs, and can even represent objects in the real world. These tokens can also come as tools; something likened to in-game items, which can be used to interact with various smart contracts.

To just put it, a token runs over the Ethereum blockchain as a smart contract, nothing more, and nothing less. Therefore, a token has functions (or a set of codes) that are linked to a database. These features describe the behavior of a token, and the stated database can be called a table having rows and columns that track owners of many tokens.

For example, when a message is sent from a wallet application to a token's contracts to perform a fund transaction between Alice and Bob, this is what happens:



The first thing that happens is, the token's contract verifies that the message came from Alice and that Alice has enough funds to complete the transaction.



There is now a transfer of funds from Alice's account to that of Bob's in the database.



In the end, a response will be sent; this alerts the wallet on the success of the transaction.



Contrary to tokens, the native currency 'ether' is firmly coded in the Ethereum blockchain. As a result, ether can only be sold and exchanged as a virtual currency, and it powers the Ethereum network. To power the Ethereum network, a smart contract transaction fee must be paid by the users. Every form of computation on the Ethereum network has a cost, which is known as 'Gas Cost.'

Therefore, when you send tokens to an exchange, you are required to pay for that transaction in ether (the deal could be a request to the token's contract, that its database should be updated). A miner collects this payment after he has confirmed that the transaction is in a block, which is later added to the blockchain.

In the early parts of the Ethereum's history, these token standards were part of the general plan, which was to create a user-friendly and a widely accessible system. However, just like

all standards, ERC-20 evolved after a very long time, over hours and hours of discussion and thoughtful deliberations.

In 2015, at the first major Ethereum conference before DevCon1, Vitalik Buterin, Ethereum's founder, introduced the world to the initial standards token. Before the end of 2015, a developer who was on the team of developers working on the Ethereum mist wallet, Fabian Vogelsteller, took the standard and made some changes.

He later proposed the standard to the Ethereum community as ERC-20 to stir-up a formal discussion on how the community should implement the rule. However, in April, because if the changed the Ethereum Foundation made in the organization of its GitHub, ERC-20 standard relocated to a GitHub pull request.



ERC-20 COMPLIANT

WHAT DOES THIS MEAN?

There are six sets of codes major smart contracts in the Ethereum ecosystem will read and comprehend, and the ERC-20 defines these functions.

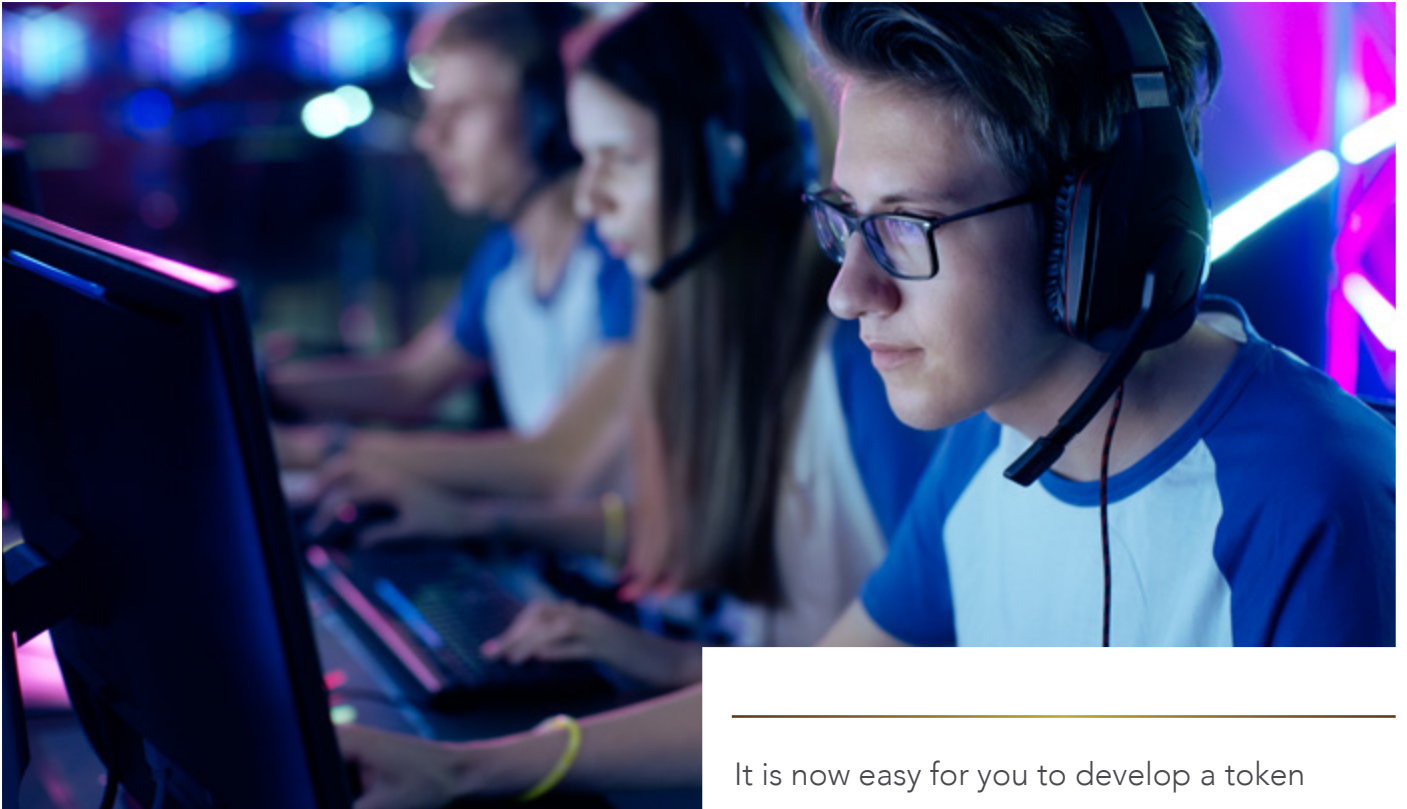
Some of these functions include, for example, how to transfer token (either by the owner or by proxy), and how to access data (such as names, symbols, supply, balance) around the token. The standard explains two events which are; signals that smart contracts can disseminate, and these signals which other smart contracts also 'listen' to receive.

Ethereum tokens function the same way almost everywhere on the Ethereum ecosystem when these functions and events work hand in hand. Due to this fact, practically all ether compatible wallets such as MyEtherWallet.com, Jaxx, and Ethereum Wallet (Popularly known as Mist Wallet), can also accept ERC-20 compliant tokens.

A significant innovation in the development of tokens which are Ethereum-based is the ERC20 protocol standard. It bears similarity to

the HTTP protocol that defines the internet, as the ERC-20 serves as a protocol that establishes various commands that should be implemented by a token. The ERC-20 is a technical specification; it is not just a piece of code or software or technology. Therefore, any token that implements the specification of standard tokens is an ERC-20 token.

The functions contained in the ERC-20 protocol standard are essential, and any reliable token should uphold these duties to initiate transactions. Some of these deals are; transfer of tokens, balance inquiry of tokens from a specific address, and a complete supply of tokens.



Most ICO tokens (which are implemented as Ethereum “smart contract”) always reconstruct the wheel, before the advent of ERC-20. This reinvention was done by implementation of their versions of these primary functions. They still had unique features made for transferring tokens. These services have their unique names and probably various arguments.

Before a developer could initiate trading between two tokens, the developer is required to study each contract and their intricacies for the transaction to happen. Therefore, if the tokens are from A to Z, and there was an implementation to transfer tokens differently by each token, it would require a tremendous amount of complexity to handle every token contract once a necessary token exchange is implemented.

The case is different with ERC-20 compliant tokens. Their functions are the same, the names, and they accept the same arguments.

It is now easy for you to develop a token exchange system that enables you to introduce new tokens on your platform with speed. This can be done as soon as these tokens are release, especially when they are in-line with the ERC-20 standard. Therefore, the same system can support transactions between various tokens. The difference between these tokens does not matter.

In the end, there is a reduction in risk taken, there is better uniformity, complexity is reduced, and the liquidity of tokens are enhanced. Even if there is lack of communication between ICO themselves and between exchange developers, these successful ICOs can now perform transactions with their ERC-20 tokens. A positive feedback has been encouraged by the ERC-20 standard protocol, as there is assurance for purchasers of token that they would be able to trade new ICO tokens. In turn, this will lead them to buy more ICO tokens and will support the creation of more ICO’s. Ultimately, there will be an increase in the value in the Ethereum blockchain, due to more innovation.

GOALS

eGold hopes to be accepted by the masses. We aim to follow these goals to achieve this mass adoption:



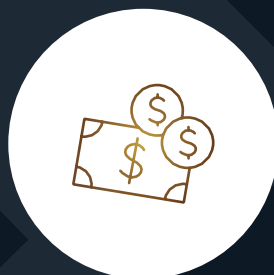
TO MAKE THE TRADING AND EXCHANGE OF EGOLD VERY SIMPLE AND ACCESSIBLE, ESPECIALLY TO OTHER CRYPTOCURRENCIES AND FIAT CURRENCIES.



TO MAKE SPENDING OF THE EGOLD TOKEN POSSIBLE ONLINE AND IN OFFLINE ENVIRONMENTS.



TO ACHIEVE POPULARITY IN VARIOUS ONLINE COMMUNITIES.



TO ALLOW USERS TO PLACE BIDS AND GAMBLE WITH EGOLD, TO MAKE IT ATTRACTIVE TO GAME LOVERS AND THE BIDDING AND BETTING COMMUNITY.

How do we achieve these goals?

TO MAKE THE TRADING AND EXCHANGE OF EGOLD VERY SIMPLE AND ACCESSIBLE, ESPECIALLY TO OTHER CRYPTOCURRENCIES AND FIAT CURRENCIES.

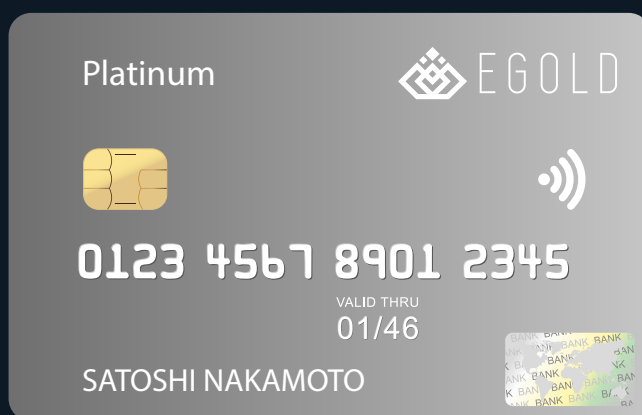
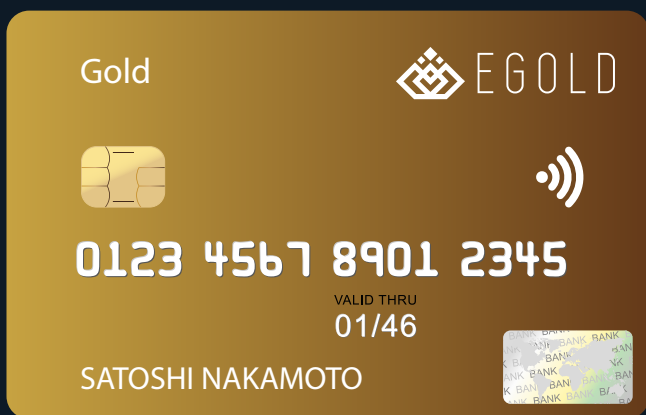
The plan is to add eGold to as many exchanges as we can, to in-turn make trade and exchange easy. Introducing eGold to all these exchanges will not only aid the availability of the coin; it will also improve the visibility of our currency.

To make the coin more available, our first goal is to design a mobile and desktop multi-currency wallet. With this wallet, users will be able to store eGold and various other famous cryptocurrencies such as Ethereum and Bitcoin. The wallet will assure maximum security, and you can have your eGold anywhere with you safely.

Secondly, we hope to ensure communication between you and other users with our multicurrency wallet. This will allow you to send them your eGold token directly. This step would be very beneficial and will help a lot in create a strong user base, because the usernames or names of everyone would be visible and you can now send them tokens and communicate with them effectively, swiftly and with as much security as possible.

This feature will be particularly convenient for transfers that are international. Of course, any cryptocurrency already allows personal and international transfers. Bitcoin allows international transfers and there are millions of them done every day, although there is no way you cannot get anyone's address for you to interact with them without restrictions as we hope to create in our apps, where you will be able to connect and pay others as easily as chatting in a social media app.

To go back to our concept of personal payments through our app, visualize Bitcoin, but a more natural and faster kind of Bitcoin, as there will be no cause to ask a user for their lengthy Bitcoin address. You will be able to link your Ethereum (and eGold) wallet to the app, therefore, if you and the other user use our application, there will be no hassle when you want to chat with them and perform coin transactions in record time.



Our third goal will be to create cards that are reloadable, in which people can add eGold and other cryptocurrencies. The coins can be held in these cards till when they would be used, and this permits them to “sell instantly,” to redeem at the best rate possible.

We would love the card to be anonymous, and to bring this to reality we plan to develop a type of reloadable card, gift or prepaid card. These cards can be sold at a fixed amount of eGold. Users will also be allowed to reload the card to a maximum amount so that the user will not have to fall prey to the KYC laws. Although, our goal is not to break the KYC laws, but to bring anonymity in transactions using a reloadable card.

We firmly believe that taking a more conventional path will be a great plan, as we are prepared to have affiliations with any of the many companies that handle the issuing of prepaid cards. The best part of this deal

is, eGold’s name can be used as part of the marketing materials, and luxury cards with real gold can be offered. Crypto-enthusiasts would be eager to order these card, and they would be keen on showing off to friends and social platforms. This will gain eGold better exposure in the cryptocurrency ecosystem.

Since the advent of virtual currencies till this day, there has been no luxury crypto-card. There are two luxury credit cards in the market (not crypto cards though); and these cards require complex applications with a yearly fee of more than \$30,000. The elegant eGold cards will be sold, and with the funds acquired, we can spend more in development and marketing, thereby pushing eGold unto better-recognized projects.

TO MAKE SPENDING OF THE EGOLD TOKEN POSSIBLE ONLINE AND IN OFFLINE ENVIRONMENTS.

Two significant technology facets have experienced evolution over the last 5 years, and these are e-sports and cryptocurrencies. These technological advancements are about to go mainstream. Even with the popularity of both industrial sectors, cryptocurrencies and e-sports have never crossed paths even till now. This comes as a shock to people that pay attention to both industries and see how there should have been an intersection because these tokens of value power the game world. Also, there is constant access to the internet these days, and young individuals who spend a lot of time online should be the pioneers of values which these decentralized, virtual banking such as Bitcoin can present them.

eGold has a brilliant plan to exploit this incredible intersection in the world of the game through finance, by offering a new product. The principal purpose of this product would be to produce an E-sports betting website which would be powered by blockchain. This platform will be the first of its kind around the world.

Steam's in-game economies will also be adopted in this plan, and it will be linked to blockchain using a marketplace on the platform. This vision for this marketplace is to provide winners with liquidity, adoption of eGold by the gamer, and unrestricted access for players to enable in-game upgrades through emerging markets.

As cryptocurrencies and e-sports are still in their early stage, this project is looking up to be a successful one. Rapid and colossal growth is also expected; both sectors are also predicted to garner attention from users in years to come. They have the potential to become unicorns, as they are suspected to gain rapid market share, with the right support and mentorship.

The offer Las Vegas provided to the gamblers in America can also be extended to gamers in the digital world, and eGold has the power to make it happen. Legality, betting responsibly, assurance of security, and added value to the virtual currency ecosystem is our focus. Ensuring profit and user acceptance from the gaming industry is one of the significant eGold aims, and we intend to achieve this with time.



PRODUCT OFFERING

GAMING & BETTING

The primary value proposition of eGold to the gaming and betting community is; through deposition of eGold, anyone would be allowed to bet on E-sports and sporting events.

To enable the eGold platform to result in upcoming matches, API calls will be put-through to sites that list several games and their timing. Live streaming of the events will be available to users after they might have placed their bets, to promote all-around user's experience and entertainment.

To ensure that betting opportunities are fair and equal, the website would make use of Parimutuel betting. This reduces the susceptibility of the betting odds to be rigged. Besides, this platform will be the first of its kind, offering dual- experience, in which gamers make eGold deposits, and purchase in-game items. As an added value, they get the chance to make deposits of in-game items, and they are opportune to win more items which they prefer.

Users can also earn eGold when they put their items up for sale, and the transaction is completed when an item is purchased. With this, adoption of eGold by users is inevitable; also, users from future economies with restricted access to credit cards are permitted to buy items with their eGold.

In the long haul, the platform looks to have a system that allows individuals place bets on matches which these players set by themselves on private servers.





TARGET DEMOGRAPHIC

These primary project targets are males between the ages of 13-36, who are predominantly from western countries.

However, when it comes to MMO games, a large scale of people that tend to play these games are from South-East Asian nations and emerging economies. Be that as it may, we would focus on the previously mentioned target group because their buying power is adequately high, and this will bring about profit and growth.

Games like Leagues of Legends and Counter Strike have gamers that are easy to approach, and there are low barriers for disruption in the market. Therefore, this target demographic will be our focus. Also, these games already have active systems of in-game economy, thus creating an ecosystem where value transfer is made with little or no effort. The reason we have decided to focus on this demographic in the early stages of the project is with an aim

to form a happy user base, that is comfortable with transferring items of monetary value or performing cash transaction in the system.

This project will be of great advantage to us, as we would be able to make the profit without large burn rates. Our proposed target also shows hope of being heavy consumers of storefronts online, and they would quickly adapt to various eGold related projects.

Without doubts, the game world is set to experience an enormous increase in few years to come, due to the gradual decrease in the price of hardware. Also, over the years gaming interfaces have been reinvented making the experience even better, and hideous network connectivity is behind us.



As the spectators of our targeted games are increasing, there is a drastic increase in our target demographic market size. With the speed at which E-sport is advancing, it will come as no shock once a competition breaks out amongst conventional sport mediums like; soccer, tennis, or football. This is bound to happen because these sports mediums are beginning to feel threatened by a virtual gaming environment revenue, which has considered a scenario, which presents 100 people placing bets.

In this scene, every of the 100 users places a bet of \$10.00 - \$50.00 (USD), which created a net-pool of \$1,000.00 - \$5,000.00. Still under assumption, let us say the bets were evenly spread, which now caused \$500.00 - \$2,500.00 to be placed as bet as on a Team A and the same bet on Team B. If Team B was to lose and there is a 2% rake is performed by the house on the side that is losing, \$10.00 - \$50.00 would be the profit yield.

Just on Counter Strike Global Operative, there are about 100 competitive bets that can be placed on matches per week, while another other target game, League of Legends experience about 40-50 matches in a week (LCK, LPL, NALCS, EULCS). Without other E-sports games being accounted for, if bets of \$5.00 are placed on all 150 matches with around 1,000 users, these games will gross about \$7,500.00 per week.

It is safe to say that, we predict that this plan will exceed our expectations, especially with the backing of betting based on sports, and expansion in the future that is based on not just Fantasy betting. Money gotten from this project will be stored in public accounts, and the money will then be invested on new platforms, with an online casino in our top priorities for the future in case that our gaming platform is successful.

MARKETING STRATEGY

Here are some active marketing strategies we have thought about;

TWITCH SPONSORSHIP

There are agencies and private twitch streamers that have access to thousands of twitch influencers, and we will reach them out to create partnerships and promotions. They can contact millions and millions of users together, this would exponentially grow eGold adoption in the gaming community.

REFERRAL SYSTEM

We believe that user adoption and growth would be greatly influenced by a referral system, as several individuals are now persuaded to invest their time, energy, and money to promote the platform. There are two other gaming monetization plans, which are:

INTERNATIONAL CLAN MATCHES BETTING

It allows people from all over the world, even in countries where it is prohibited, to place bets on clan matches. This also bring about a huge opportunity for eGold.

REDDIT LISTINGS AND GIVEAWAYS

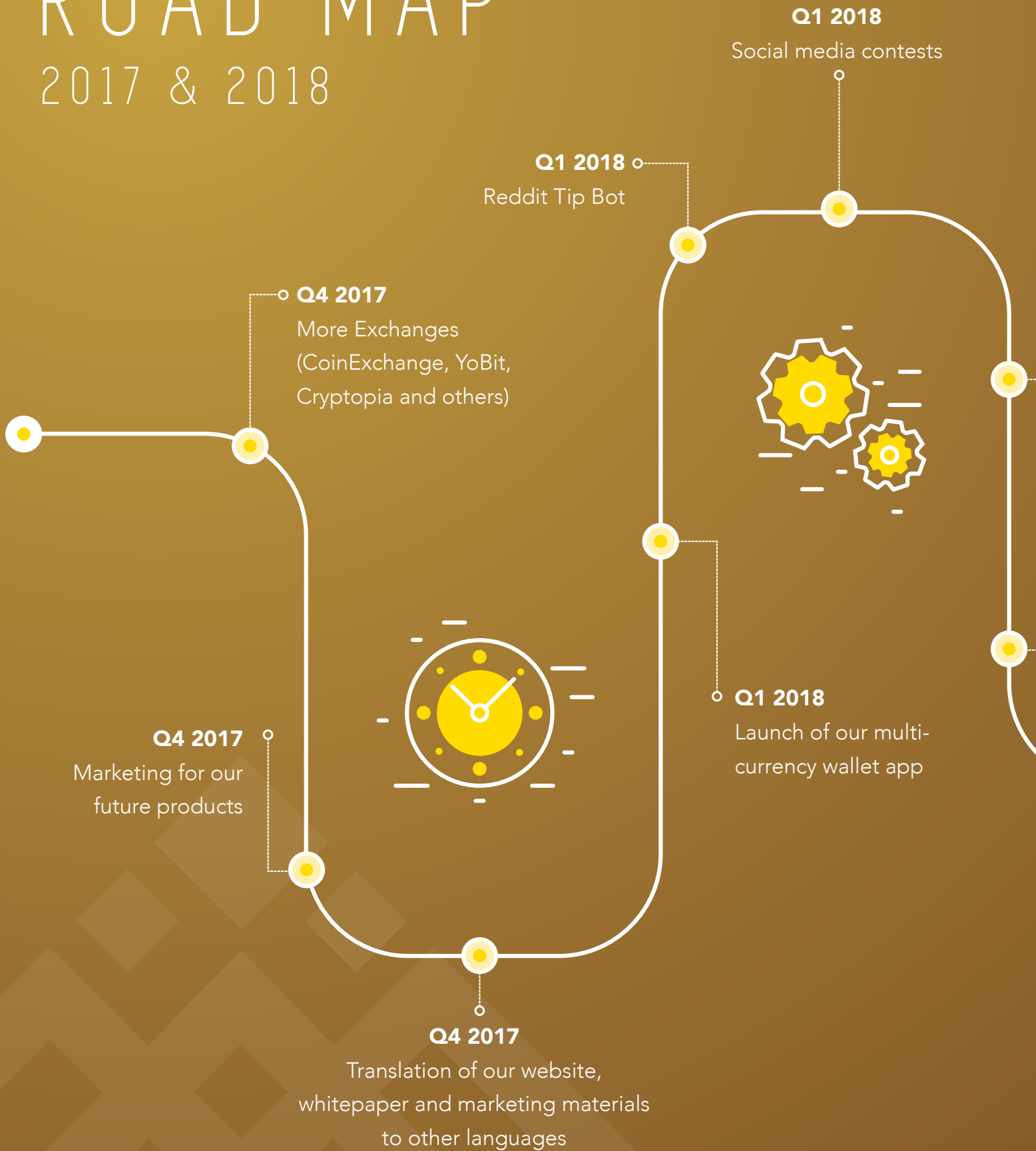
We will contact subreddits that have betting as their primary focus, to secure their official listing that would ensure traffic and bring about credibility to our platform, either by partnerships or payments.

GAMEPLAY MONETIZATION (EARN EGOLD WHILE PLAYING)

This would work in two different ways, either allowing the mass acceptance of users or by introducing users to eGold. Either way, it would be a wonderful opportunity (think of Twitch or YouTube, but with eGold as the form of payment).

ROAD MAP

2017 & 2018



Q4 2018

First anniversary of eGold Conference

Q4 2018

Launch of our Gold debit card

Q2 2018

Acceptance of eGold in ICOs

Q3 2018

Partnerships with companies to incentivize the use of eGold in online and offline stores

Q2 2018

Launch of our eSports betting platform

Q3 2018

Expansion of our platforms

Q4 2018

Alliances with luxury companies to promote the eGold card



Our roadmap intends to be conservative, as we may do some things faster than what we are estimating (for example, one of our main priorities is our own gold card, as we believe that this will generate a lot of attention, and we hope to don't wait until the 4th Quarter of 2018 to have it ready). Also, we are sure that our community will have more ideas to add in our roadmap.

SUMMARY

The sectors that this project has chosen as its home-base without doubt will experience a sudden boom in a few years.

The team likewise believe that, they should be ahead of their product innovation competition, as this will bring about increase value in the ecosystem.

Making eGold a force to reckon with amongst crypto-communities, gamers, emerging markets, e-sport teams and tournaments, is the major drive of the team. Making it a lone-point of evolution in product and market addition.

Although, many crypto users are beginning to have several betting projects thrown at their faces, no of them have been able to have a successful rapport with the gaming demographic, or focus on filling the ecosystem

with more users. However, eGold not just allows gaming lovers to have an experience of the nascent gaming and e-sport world, it ensures that gamers enjoy the world of the in-game items. It is a two-way plug.

Finally, by allowing its use among average crypto users, we would have two big communities who would use eGold, It would aid in the wide acceptance of eGold amongst new frontiers in the ecosystem.

USEFUL LINKS



Telegram

t.me/eGoldToken



Slack

<https://goo.gl/ugMpi5>



Twitter

twitter.com/eGoldToken



Website

www.egoldtoken.org



