GOLDUNIONCOIN

Team

Our IT team has been working together for 12 years in software development and has done outstanding research work in IT.

we have earlier raised money from crowdfunding for our startups.

Dmitri Fedorchenko
CEO

Sergey Zaturanov
CTO

Aliya Salakhova
CMO

The GOLDUNIONCOIN platform makes transaction safer with blockchain and faster with ERC20 standard. GOLDUNIONCOIN holders can trade or bet asset tokens on the GOLDUNIONCOIN platform and manage their portfolio. It gives a transaction function, access to credible asset data stored on blockchain and portfolio analysis tools on the GOLDUNIONCOIN platform.

Simplicity

Ffom now on it takes only 1230 seconds to book a truck
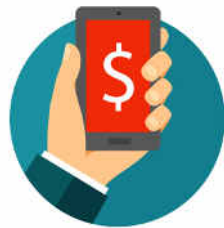
Essential

We turn smartphones into a working tool

Transparency

No hidden commissions, unlike brokers

Gold Union Coin

Road Map

1 — April 2017 :Goldunioncoin internal exchange, $10->$15/coin is targeted. Lending program started with 48%/month interest.

2 — June2017 : List on Coin Directory-Coinmarketcap / Trading on trade exchanges (Coinexchange.io, Cex.io , livecoin).

3 — August 2017: Research and develop Goldunioncoin AI.

4 — Sep2017 : Marketing campaign,Target one million member and $50/ Goldunioncoin

5 — Oct 2017 : Windows/Mac wallet launch.

6 — Nov 2017 : Announce official version of GoldunioncoinAI trading Bot.

7 — August 2018 : iOS/Android wallet lauch.

8 — December 2018 : $150/coin is targeted.

9 — Token sale CAMPAIGN :

10 — 39 million token in total, 9 million token issued at the ICO.

OPPORTUNITY

The core of GOLDUNIONCOIN are GUC AI and GUC trading bot. We will research to integrate AI and Blockchain technology to create a bot which increase their revenue automatically on the coin exchange floors such as: bitfinex, bittrex,poloniex,Hitbtc.With the Blockchain technology combined with artificial intelligence technology, a perfect tradecoin software will be born and become smarter.With the usual trade bot ,it only analyse on chart. But GUC trading bot can bring remarkable and exactly result. GUC AI will not stop learning from the chart many coin exchange floors,automatically scan all the information on social networks like twitter,bitcointalk,facebook then combined with chart to make the most accurate predictions about the future price fluctuation of a digital currency.So the profit can reach 48% /month in 2018 and higher in 2019.
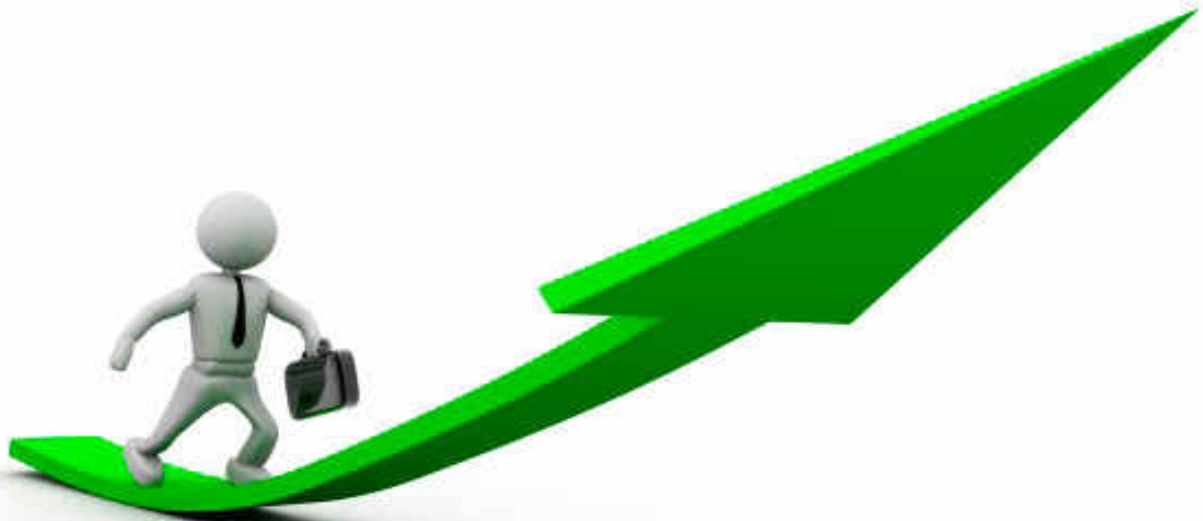
Cryptocurrency Details
GUCBlockchain and Supply

Technically speaking, Goldunioncoin is a smart contract on the Ethereumblockchain. We decided to favor an ERC20 Token over bootstrappingour own blockchain because of the trust that already exists with Ethereum. We do however understand that Ethereum comes with knownchallenges. The most commonly used language for writing smart contracts (Solidity) is notoriously difficult to make completely secure. Ethereum transaction fees ("gas") also present an unknown, as they could increase over time. In general, though, we feel that the pros ofleveraging the existing Ethereumblockchain outweigh the cons. Using Ethereum leverages the collective security of all tokens using Ethereum, and makes it easy to connect to cryptocurrency exchanges and make Goldunioncoin available everywhere. So while we are open to building our own blockchain in the future, we have chosen to start with Ethereum.

In considering supply, we prioritized the fact that Goldunioncoin is focused on solving the problem of global financial inclusion. We consider it important to set a currency denomination that will be usable in the developing world. Most cryptocurrency denominations have focused on value perception. But from the perspective of usability, particularly in the developing world, having 100 currency units is much easier to manage than having 0.001 currency units. For this reason, Goldunioncoin will define a relatively large total supply of 210 million coins, but will not have as many decimal subdivisions as Bitcoin or Ethereum - we will stop at 2, so 0.01 Goldunioncoin. On the surface, the amount is large, but in reality there are fewer Goldunioncoins than there are Wei or Satoshi.

What is an ERC20 Token?

An ERC20 Token is a cryptographic asset issued on the Ethereumblockchain that implements basic features in order to be compatible with existing software such as wallets and exchanges. Those features, illustrated in the visual below, are defined in a piece of software called a smart contract, which resides on the blockchain. They allow the token to be issued and traded between users.

Some smart contracts implement additional features, like token destruction, special rights, securities linked to real world objects, and much more. All the operations happening on a smart contract residing on the Ethereumblockchain are counted using a separate Ethereum currency called gas and paid for in Ethereum. What this essentially means is that transferring tokens between users has a cost that should be accounted for, although it is actually very small.

What makes Goldunioncoin different from other ERC20 tokens?

Goldunioncoin is going to be sold to purchasers during the initial token sale, and then offered at no charge to gold partners. Technically, the supply of coins intended for Gold issuance will be issued to Goldunioncoin, and then offered to individuals at a rate depending on their stage of Goldunioncoin integration, as described below in the GoldunioncoinIssuance Model. This simple model minimizes barriers and risks for operators to partner with us, and will thus accelerate Goldunioncoin adoption.

ERC20

The Goldunioncoin building blocks

The starting point for the Goldunioncoin ecosystem is of course the end user. Regarding the users, their wallets, and their crypto addresses:

- The users have access their wallet or another form of payment coming from their link.
- The users wallets, if fully integrated with Goldunioncoin, will provide integration with the Goldunioncoin API, giving access to payments solutions provided by operators.
- The users addresses are, by default, multi-signature wallets with three private keys.
- The users default addresses will have one private key stored encrypted on their devices, one keystored encrypted by them self, and one key stored encrypted by Goldunioncoin.
- A subset of transactions made from the users addresses (for example, large amount of Goldunioncoinmoved) will need to be signed by two of the three keys.
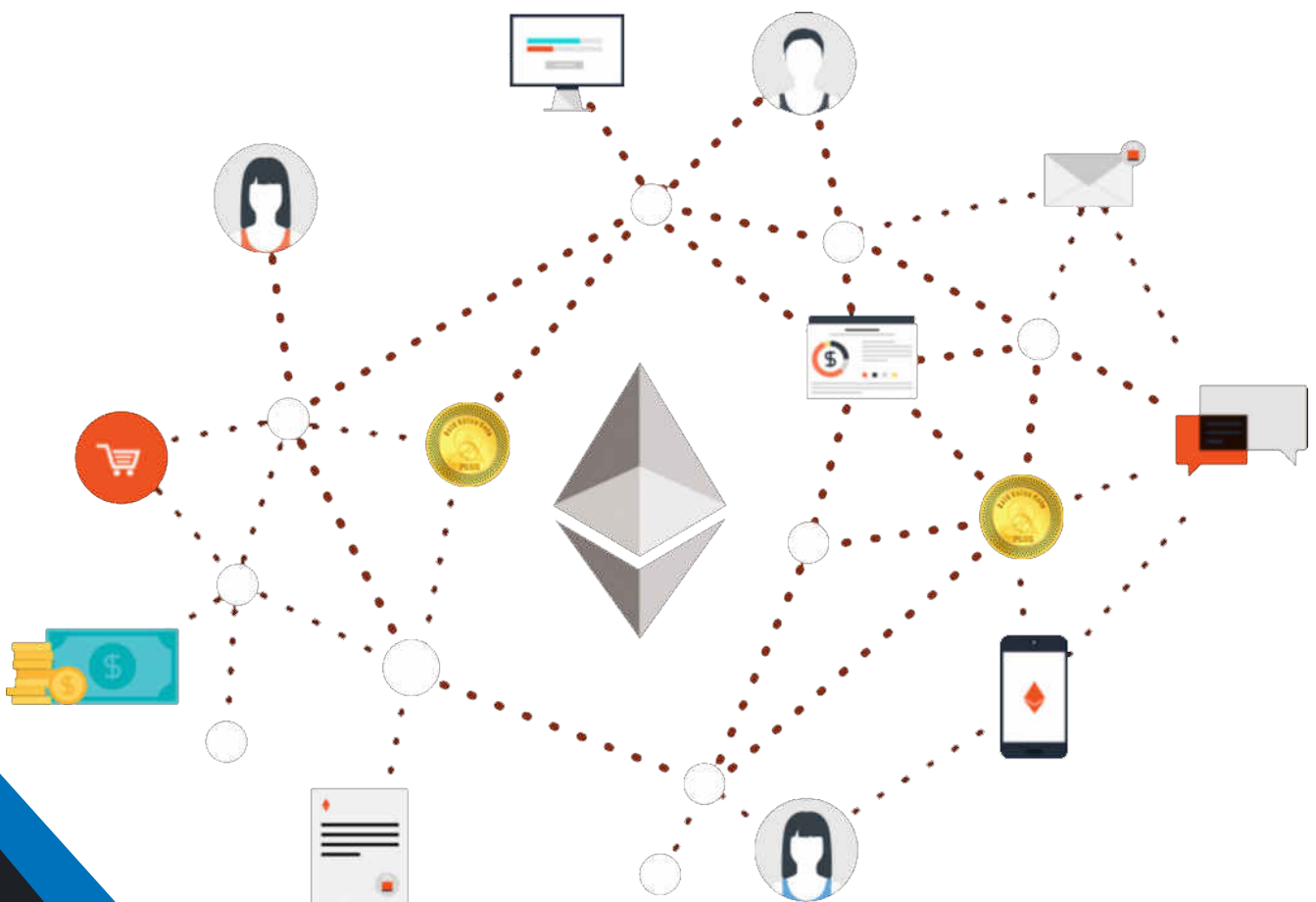
Compliance Maturity - 30% weighting

Goldunioncoin considers compliance a top priority for establishing trust with consumers, networks, and regulatory authorities. Compliance will generally address any factors that contribute to the integrity and marketability of Goldunioncoin. Most prominent will be that the network perform some acceptable degree of "know your customer" (KYC) compliance. Basic monitoring and enforcement in accordance with international conventions on anti-money laundering (AML), counter financing of terrorism (CFT), and fraud management (FM) will be expected of every participating mobile network. Goldunioncoin will establish a protocol for assessing compliance maturity levels in order to determine compliance issuance rights. The goal is to essentially fund network compliance efforts via Goldunioncoin issuance, which will all work to increase the viability, adoption, and value of Goldunioncoin. Other possible compliance factors that may be considered include liquidity reserve levels, risk management, and any other factor that impacts the integrity of Goldunioncoin as a brand and cryptocurrency. Compliance maturity weighting is only applicable proportional to exchange volume levels. For example, a compliant network with no actual exchange volume would not have any issuance rights from compliance maturity. Goldunioncoin will reserve the right to withhold issuance rights for networks that do not reach compliance within a reasonable timeframe, for the purpose of taking proactive measure to mitigate the non-compliance on behalf of the entire system.

Partial Exchange Capability

Weighted rights will be granted for partial Exchange Capability. During the proof of concept (POC) phase, by simply agreeing to engage in a POC the network will receive 10 percent of their connection issuance rights. Then, during the implementation phase, a telecom might be able to quickly get regulatory approval to accept inbound exchange but may require more time for outbound exchange approval. If a telecom only enables inbound exchange but not outbound exchange, they would receive 30 percent of their connection issuance rights. All partial Exchange Capability issuance will be accumulated in escrow and only released to the mobile network upon achieving full Exchange Capability.

Exchange Transaction Fees or Taxes

In order to maximize the attractiveness and adoption of Goldunioncoin, we will encourage exchanges to not apply any transaction fee on top of the standard Goldunioncoin and Ethereum transaction fees. exchanges would, however, have the right to apply fees and Goldunioncoin will not attempt to prevent this or otherwise fix pricing. In some casesexchanges may feel compelled to, at least for a trial period of time, apply some sort of fee in order to protect existing mobile money revenues. Goldunioncoin will deduct the sum of any applied fees or taxes, or other premium cost for obtaining Goldunioncoin, from the the issuance amount - thereby creating a zero sum situation and supporting effort to keep prices as low as possible for consumers. We feel that this policy will make Goldunioncoin attractive for regulators and consumer advocates.

Partnership Overhead and Marketing

Goldunioncoin will cooperate with exchanges to most efficiently maintain the partnership administratively and technically, and to most effectively market Goldunioncoin to end users. Goldunioncoin will reserve the right to offset partnership overhead - including account management, administrative, & technical costs - against Goldunioncoin issuance in an amount not exceeding ten percent of total issuance rights. Goldunioncoin will also reserve the right to offset marketing costs specifically earmarked for the partner operator's market against Goldunioncoin issuance, not exceeding ten percent of total issuance rights.

Issuance Rights from non-Telecom Exchange Volumes

We will seek to maximize the marketing of Goldunioncoin via mobile network operators to the extent possible. To this end, only GSMA full member operators will be eligible for Goldunioncoin issuance. Given the low penetration of mobile money in the developed world - the typical origination point for remittances - however, we acknowledge that at least in the beginning we will need to rely heavily on traditional cash-in partners (banks and remittance agents) in order to sell Goldunioncoin. In order to support this, the portion of issuance rights for Goldunioncoin Exchange Volume and Compliance Maturity will only be distributed for the proportion of Goldunioncoin that is sold by mobile network operators for any given period. Issuance for Goldunioncoin Exchange Volume & Compliance Maturity for the proportion of Goldunioncoin that is sold via non-telecom channels will be withheld by Goldunioncoin Pte. Ltd. for the purpose of (a) offsetting the costs of marketing and compliance associated with the sale of Goldunioncoin via non-telecom channels, and (b) business development & technical integration costs associated with increasing the proportion of Goldunioncoin sold via mobile network operators. The Goldunioncoin issuance model will be subject to change at any time, and Goldunioncoin will adapt the model as necessary to best support the growth and adoption of Goldunioncoin.

Goldunioncoin Remittances

Why Remittances?

We have identified a number of compelling use cases for Goldunioncoin, but find the mobile money ecosystem at large to be an enormous and growing opportunity. Mobile payments are projected to surpass US$2 trillion by 2020.6 The question for Goldunioncoin is not one of market size or opportunity, but of market entry. In order to gain initial traction with consumers, Goldunioncoin is focusing first on remittances because it is a large addressable market that is ripe for disruption. The space also offers a great deal of potential collaboration with telecoms.

In 2016, global remittances totaled more than US$500 billion. Despite having enormous market 7 reach, telecoms have a relatively small footprint in the remittance space. Most telecoms with mobile money offerings have made an effort to partner with foreign banks & other entities on the originating end of major remittance corridors, but remittances into mobile money accounts still make up a tiny fraction of the overall market. As of December 2016, mobile money remittances accounted for an annualized US$2.9 billion - telecoms are currently involved in less then one percent of global remittances. 8

Goldunioncoin sees remittances as a great area to cooperate with telecoms. Mobile money has been very successful with on-net, peer-to-peer transfers & bill payments, but not with remittances. Goldunioncoin can only help mobile networks in this area & will not be viewed as a competitive threat. We envision Goldunioncoin actually increasing mobile money involvement in remittances and also driving further mobile money adoption.

Business Model

Goldunioncoin will not charge a specific fee for remittances. We will simply apply a 0.5 percent transaction fee for conversions between Goldunioncoin& mobile money. So Goldunioncoin fees would amount to a total of 1 percent for a remittance between a mobile money user in one country to transfer to a mobile money user in another country.

There will also be a small Ethereum transaction fee for every Goldunioncoin transfer (Ethereum gas), which varies but is currently around US$0.25 per transaction - a negligible amount in terms of a remittance fee. The Ethereum fee is high enough to provide a level of comfort for telecoms that their "bread and butter" on-net peer-to-peer mobile money transfers are not threatened by the Goldunioncoin business model.

For a US$200 remittance, a user would only pay a $2.25 fee, or 1.125%, significantly less than the global average cost of remittances which stands at 7.42%.9

Of the 7.42% average, approximately 1-2% is a result of currency exchange rate spreads, which vary from market to market but are generally consistent for each individual corridor. Goldunioncoin expects to be on the low end of exchange rate spread costs compared to other providers, as explained in the Liquidity Management section below, resulting in a total average cost of approximately 2.5% (or nearly one third) of the market average.

Competitive Analysis

Despite numerous new digital competitorsBy keeping up with digital offerings, Western Union has been able to maintain market position even while being several percentage points more expensive than startup alternatives. Goldunioncoin's positioning as compared to the competition, including new lower cost startups like Transferwise, is a pure convenience play. Mobile money is more convenient than connecting your bank account to an online service or going to a physical outlet. By partnering with telecoms & leveraging mobile money infrastructure, we will be able to offer a service that is not only price competitive but also disruptive from a convenience standpoint

While most incumbent money remittance services have digital options for connecting a bank online, the process requires one or two business days to connect. Once sent, the sender either needs to agree to require as much as five business days or agree to a higher transfer fee. The recipient then needs to go to a physical outlet to receive the money, requiring time for completing a form to receive the transfer. After all of that effort and time, the recipient is left with an average of around 8% less than what was sent, for a US$200 transfer. Below depicts a US$1,000 transfer.

In the case of Goldunioncoin, we expect to be able to deliver remittances at an average of less than 2% cost, including fees and any currency exchange spread.

More importantly, however, Goldunioncoin will be instantaneous & far more convenient, traveling directly from mobile money to mobile money - & instantly spendable by the recipient. Initially users will be able to use partner wallets on both sides, to convert money into and out of mobile money and to send Goldunioncoin. We will also provide a Goldunioncoin wallet and work with telecoms to enable converting and sending directly from any existing mobile money wallet.

Liquidity Management

Liquidity is a challenge for any cryptocurrency, particularly one focused on international remittances. With the issuance model described in the section above, Goldunioncoin has a major advantage over other cryptocurrencies. We expect the Goldunioncoin issuance model to both alleviate Goldunioncoin liquidity pressure. Goldunioncoin has also set aside five percent of supply for a liquidity fund to be available for sale to telecoms with demand for Goldunioncoin that exceeds their issuance supply. They always have the possibility to buy from market exchanges, but we will also offer this possibility. We will also allow them to borrow Goldunioncoin from this pool when they need to meet unexpected demands, but we will limit this possibility in order to prevent aggressive speculative behaviors.

We expect this issuance model to also help us reduce currency exchange spread costs, as we will have ample liquidity at the primary entry & exit points for the currency (mobile money). Beyond that, we will perform basic forex hedging to mitigate fiat currency exchange risk along the major remittance corridors.
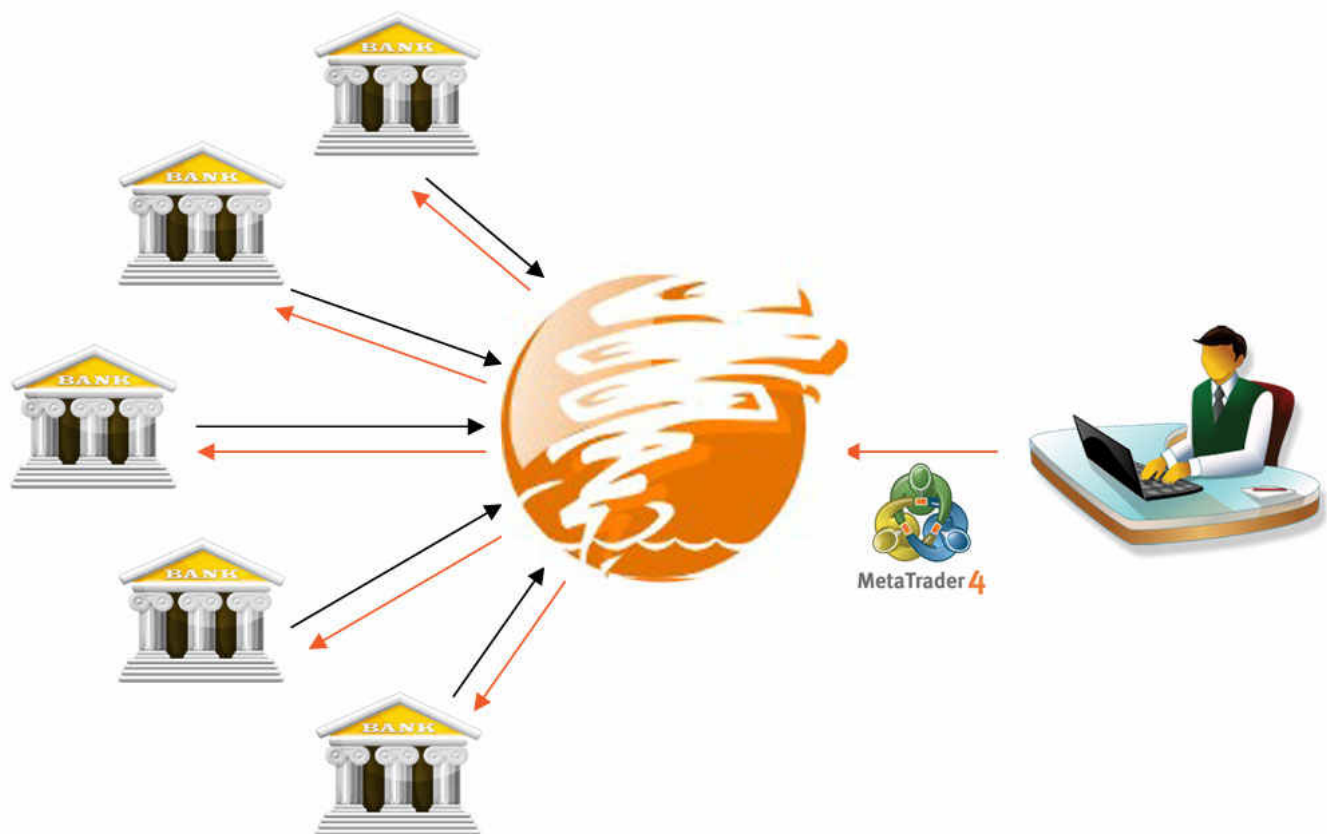
Challenges

Monetary Regulation

Community-based ventures are said to be disruptive. Blockchain has the potential to revolutionize a number of traditional industries & as such, can be considered as a threat that needs to be regulated by governments around the world. Law is generally lagging behind innovation, but it often catches up, & global disruptors like Uber and Airbnb are now facing tough regulations that impact their operations and have forced adaptation. On the other hand, regulatory barriers can prove to be powerful assets for those who disrupt them at the right time.

We feel very strongly that Goldunioncoin is coming at the right time, we appear to be at a watershed moment for regulatory change. Of course we are realistic about the fact that a number of countries are taking a harder stance on cryptocurrencies, but we believe this to be a minority stance. We also believe that the majority of governments that are currently banning cryptocurrencies will eventually allow them. We are simply planning to prioritize our rollout schedule based on market factors including regulatory environment.

The Cryptocurrency Side

Monetary Regulation

Blockchain& cryptocurrencies face expected criticism as they intend to disrupt money itself. In the past months, a few examples have showed us that governments around the world tend to be protective, and even attempt to outright ban, the use of cryptocurrencies. The United Arab Emirates central bank, for instance, issued a policy statement on January 1st containing a statement: "D.7.3. Provisions for Virtual Currencies – All Virtual Currencies (and any transactions thereof) are prohibited."18

The Currency forward contracts as a service backlash was swift. After quickly realizing this new regulation would cut them out of an emerging economy, the UAE backpedaled and on February 1st the governor of their central bank issuing the following statement: "These regulations do not cover virtual currency [...] these regulations do not apply to bitcoin or other cryptocurrencies, currency exchanges, or underlying technology such as Blockchain."

Other countries like India , the USA , and South Africa are also making moves toward more 19 20 21 regulation for the cryptocurrency industry. South Africa's example is particularly interesting. Its Finance Minister Gigaba recently stated that the government wishes to develop a juridical apparatus that "is supportive of the objectives of enhanced innovation, competition, and financial inclusion in the financial sector, while also reviewing risks related to financial customer protection, money laundering and financial stability." It is part of a trend that tends to demonstrate a strong will to not simply ban cryptocurrencies, but implement a set of laws that support financial inclusion and the emergence of a new economy. Many countries are starting to understand the potential size of a future blockchain economy and they feel the need to lay the first stones of its framework. We see this environment as an opportunity to take part in the global regulatory movement and help cryptocurrencies be seen as safe and trustworthy

That said, there are obviously a number of large economies that currently ban cryptocurrencies, including China, South Korea, Algeria and Tunisia. We feel that in the case of China and South Korea, these bans are temporary efforts to quell scams and give regulators more time to formulate regulatory regimes that will allow cryptocurrency based economy to flourish responsibly. This opinion that the bans are temporary has even been openly expressed by government-affiliated officials in countries that ban cryptocurrency.22

Cryptocurrency Volatility

Volatility in the cryptocurrency space is another major concern for existing and potential users. Many users purchasing Goldunioncoin will actually invite the volatility, as they may be buying Goldunioncoin for speculative purposes. In the case of remittances, however, volatility is less likely to be seen as a good thing. Some users may question the risk of losing large value while in transit as not being worth saving a couple percent in fees.

First, we will feel obliged to fully inform users at the point of conversion as to the volatility risks inherent in cryptocurrencies. Second, we would plan to offer basic risk mitigating financial products as a one click offering for a small additional fee - namely, currency spot forward contracts.

Currency forward contracts as a service

For a small fee, Goldunioncoin will offer users the ability to lock in the current rate of a destination currency for a fixed period of time - for example, one week. In this case the recipient would have up to one week to convert Goldunioncoin into their local currency at that fixed rate, regardless of any fluctuations in the value of Goldunioncoin. We would play the role of an intermediary entity through our liquidity fund and guarantee a risk-free money transfer experience to Goldunioncoin users. We obviously intend for this mechanism to be as smooth as possible in the wallets we are going to release. We consider encapsulating complex financial operations into simple app functions integral to our success

From Goldunioncoin to fiat currency in one click

Liquidity is also important to enabling users to be able to easily mitigate volatility risk to the extent that they want to do so. By offering Goldunioncoin issuance to partner excahnges, & incentivizing them to maintain a healthy level of liquidity reserve in both Goldunioncoin& fiat currency, we will ensure that users will always be able to instantly convert Goldunioncoin to mobile money.

Through the wallet we will offer (or in cooperation with our partner telecom operators' wallets) we plan to enable a simple Goldunioncoin to fiat exchange function. We want to give to the consumer the ability to turn Goldunioncoin into local currency at any time. We want to do so in order to reduce volatility risks for our users when they transfer Goldunioncoin.

Movement	Free Market	Decentralization
CVIX INDEX	CVIX TOKEN	DVIX INDEX

Ethereum Blockchain

In the wake of the recent Ethereum attacks, we cannot possibly talk about Goldunioncoin being secure without addressing the state of this precise blockchain.

Here is a summary of the recent attacks that the Ethereum ecosystem has faced:

➤ CoinDash had their website hacked. Hackers replaced the target address for ICO and hijacked the equivalent of US$7M.

➤ Parity, an Ethereum wallet, got exploited by hackers. A Flaw in the smart contract gave hackers the possibility of sending money to an arbitrary address, which they exploited to steal $32M.

➤ Bithumb, the largest South Korean cryptocurrency exchange, got hacked. An employees laptop was compromised, resulting in US$1M stolen from users, and personal information leakage.

Most of those attacks do not directly result from issues with Ethereum itself, but from security breaches of third parties, which is why we will appoint security experts and rely strictly on trusted technology. During the ICO period, our website is going to be static and hosted on a provider that allows secure 2-Factor authentication, which will inherently limit hacking risks. Moreover, we designed following secure infrastructure principles such as separation of concerns (modular architecture in which each module does only one thing) and the least privilege (modular architecture in which each sub-part in the system only has access to the subset of data it needs).

Following these principles, and other general security best practices, even if our staff gets their SIM hijacked, their computer compromised, or their phone compromised, user data will theoretically be unreachable.

Another issue that needs addressing when considering security, is the smart contract language problem. Solidity, the language used to write smart contracts makes it notoriously difficult to secure. The current solution is to rely on audited open source contracts available on Github. The problem inevitably arises in the process of adapting these audited contracts to meet their desired proprietary business logic. We plan to not only base our smart contracts on audited code, but to also have our final contracts audited following the integration of business logic.

A paper written by Jack Pettersson& Robert Edström from Chalmers University of Technology in 2016 makes a very interesting point about how much safer smart contracts would be if they were written using languages implementing recent PL research. Goldunioncoin commits to pursue 25 research in this area as we believe it will not only benefit us, but secure the entire Ethereum economy. Researching security issues on the EVM is also part of the scope we intend to cover.
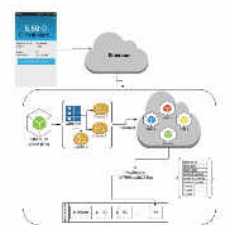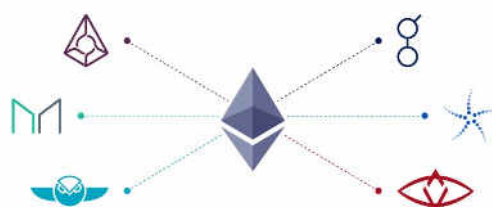
Wallet security

In order to store & spend cryptocurrencies, users normally use software wallets. Those wallets typically hold keys that allow users to execute transactions on the blockchain. Traditionally, a user can execute any sort of transaction on his addresses using their keys. As normal as it sounds, this model exposes the user to the risk of losing all of their coins instantly if their private key is compromised. On the Ethereumblockchain, those issues can be mitigated using smart contracts acting like multi-signature wallets.

A multi-signature wallet, or multisig, requires a certain number of participants to sign for a certain subset of operations to be executed. An example could be a wallet in which you would have daily limits, and require several participants to sign in order to withdraw larger amounts.

We have partnered with multiple cryptocurrency wallet companies, which will allow us to provide Goldunioncoin users with the best experience of the cryptocurrency ecosystem. Goldunioncoin is planning to only work with wallet partners that support multi-signature wallets, which will benefit all of our users instantly.

The intended security default for Goldunioncoin is that users' wallets are multisig with one key held by their mobile operator, and another held by Goldunioncoin. This mechanism would prevent loss of coins due to SIM-jacking and stolen phones. This will be the default setting, which can be changed by users if they intend to manage security themselves.

Hot and cold wallet strategy

The best accepted practice for storing any large amount of cryptocurrency is to use a strategy of hot and cold wallets. Moving coins from a hot wallet to any colder wallet should be simple, but moving coin out from a cold wallet must absolutely require more involved processes. Those processes can include getting a keys from safes in remote locations, using specific cryptographic hardware and even biometrics.

As our issuance model will allow us to manage partner telecom wallets, it will inherently help us to enforce a responsible hot and cold wallet strategy by default. Expertise from our wallet partners has also been valuable in designing these processes.

Securing key management on devices

We want to provide the most secure and pleasant mobile experience to our users. An essential part of this is to give users a way to encrypt their keys securely on their phones. We're not the first company trying to solve this problem, and recent phones provide secure encryption frameworks.

Although we are not a wallet company, we intend to build a reference implementation to provide excahnges with white-labeled wallets or at the very minimum, guidance on how to build their own wallets using our in-house experience. We will do everything in our power to ensure every wallet accepting Goldunioncoin is secure, as it is very important to generate much-needed trust. The following methods are basic blocks we consider to be necessary to be compliant with our security model.

* iOS - On iOS, the recommended way is to use Secure Enclave in wallets. This way, data is directly encrypted using dedicated hardware (since iPhone 5S, all iPhones have encryption built-in). When a user needs to access encrypted data to make a payment, they identify to their Keychain using TouchID, which also makes use of hardware to decrypt the data if the user is recognized. After this authentication step, the app will execute the transaction. Every key stored on the device must be encrypted using this method.

* Android - Android in general tends to be much more fragmented than iOS, & this fragmentation forces application developers to choose between reducing the security level of their software and providing to a lower amount of users, as only a few devices implement security primitives comparable with Apple's TouchID. The most rational approach in this case is to put a minimum of trust on the device by default, & design applications in such a way that the device can be compromised without risking the user's balance. This essentially means not storing sensible data on the users phones.

Telecom Partnership Relationship

Telecom companies have a key role in our business model. Mobile networks will be the real node between us (the original Goldunioncoin issuing company) & Goldunioncoin end users. Strong engagement with telecom operators will result in potential mass adoption of Goldunioncoin by consumers. However, if telecoms for some reason would decide to stop cooperating with us, this could seriously impact our business growth rate and endanger our company's future.

Application support

From our experience, applications made by telecom operators are rarely adopted widely by consumers. As a seamless experience for users is critical, we plan to help telecoms by partnering with best-in-breed cryptocurrency wallets & also introduce a Goldunioncoin reference wallet. We also plan to support telecom operators who want to have their own in-house wallet by helping them build the best wallet possible for their consumers. In case they already have a working product, we are ready to help them improve their app design to maximize user experience. We want to take an active part actively in any initiative that could boost Goldunioncoin adoption.

Educating consumers

Marketing is usually a challenge for blockchain companies, because prior to advertising their product, they first need to educate their potential users on blockchain technology and concepts. Blockchain and cryptocurrencies are still things that are seen by masses as highly technical - things that cannot be understood without a deep technological background. So the first challenge for any company doing business on the blockchain is to make sure their potential users don't feel lost when they hear about how their product works. There is a common effort that needs to be made within the industry and we are ready to participate in that effort. In parallel, as our target is not the blockchain community but average mobile phone users (i.e. the general population), we need to have marketing strategies that will appeal to them and inspire trust in our product. Here is how we plan to address these challenges.

Blockchain needs to talk to the masses

As Fred Wilson of Union Square Ventures observed, "the sector is full of technologists and mostly empty of marketers." This is a pretty accurate statement, and that is exactly why we have 26 included in our core team a seasoned B2C marketing specialist with Yacine Farouk. Founder of Hype Means Nothing, he has coordinated marketing campaigns for major retail brands such as Nike, Parrot, and the Jordan brand. We are confident his mastery of viral campaigns and B2C marketing strategies will be of great help for Goldunioncoin. On top of that, having family in Maghreb but being born in France, Yacine has lived with remittance around him since he was a child, and is very familiar with the challenges associated with remittances. This knowledge and experience will turn into a valuable asset when we will need to address the remittance market. With the blockchain industry being still relatively new, we don't believe in those who sell themselves as "blockchain marketing specialists." We do, however, believe in people who have experience speaking to mass markets, and who understand the simple needs of everyday people.

Marketing

For later adopting networks, the assumption is that by then there will be some built up brand & existing demand in the market for Goldunioncoin. At this point GUC issuance rights will probably no longer exceed Goldunioncoin demand, but the networks will still be making a significant profit by selling Goldunioncoin to their subscribers.

Thus we see two marketing axes for Goldunioncoin:

* B2B marketing
* B2C marketing (targeting end users)

In this section, we will review our plan for B2B marketing, and how we plan to have mobile networks promote Goldunioncoin use within their network

Application development support

We are convinced that a flawless end-to-end user experience is critical to Goldunioncoin success. While we are in the business first and foremost of providing a cryptocurrency, we do also recognize the need for attention to product. For this reason we plan to use an in-house product support team to help operators with their existing wallet UX design or to help them build from scratch a wallet that will be custom fit for Goldunioncoin. We can count on our product director NaimBoughazi, who has led product design at Tantan, one of the most popular social apps in China, to realize this work.

In-house marketing content for telecoms

Even if we give strong incentives to operators to market Goldunioncoin, we understand that this may not be enough. Marketing will be critical in our strategy & we can't afford to rely completely on mobile networks to market Goldunioncoin. For this reason we plan to build an in-house marketing team to market directly to consumers and to work with telecom marketing departments in cooperative marketing efforts.

Turnkey marketing assets for operators

We will have a dedicated team producing marketing assets for our telecom partners:

- ☑ Up-to-date press kits
- ☑ Graphic banners
- ☑ Video production
- ☑ Miscellaneous visual assets

We will also support telecoms in terms of advertising campaigns designed specifically for individual markets or operators upon request. Our goal is to not only incentivize operators to promote Goldunioncoin, but to actively take part in quality assurance and overall marketing strategy.

Market identification and data analysis

We will help telecoms with both upstream and downstream data analysis. Upstream data analysis will allow us to identify future Goldunioncoin users & provide insight on how to reach them. Downstream data analysis will then shed light on Goldunioncoin-related ad campaign efficiency & help us run effective PDCA cycles.

Marketing plan

In the targeting section, we have talked about which territories we plan to target. However for each of these zones, we will need to think of specific marketing means & tools to reach out to the population categories we need to speak to. Here is a brief summary of how we plan to conduct this phase.

Western Europe & North America

In Europe & North America, we'll focus marketing efforts on two population segments: foreign workers coming from developing countries, and young educated urban users familiar with tech and with potential for trend setting.

For the first category, we understand that each migrant group is different, reacts in different ways and might not be receptive to the same marketing campaigns. However we believe there are some common communication opportunities we can use here. In this particular case for instance, we believe offline advertising in locations where people actually proceed with remittance operations would be relevant & could help us reach out to various groups. One of the other means we plan to use are focus groups. We want to leverage focus groups to trigger viral marketing campaigns within foreign worker communities.

For young urban users, promotion will mostly happen online through tech and lifestyle blogs. We also plan to integrate in our marketing mix YouTube influencers to have a less institutional image & reduce the number of potential friction points. As a sub-category within the young urban users, we plan to specifically target the children of second or third generation immigrants who have become celebrities through cinema, music, and sport. People in this sub-category usually also have an echo in their parents or grand-parents' country of origin and thus have leverage we can use on both sides of the remittance chain. They will be valuable spokespersons for Goldunioncoin.

Asia

We are identifying two groups of countries in Asia: those who are on the sending side of remittance corridors (like Japan and Korea), and those who are on the receiving end (like the Philippines and Indonesia). For the first group of countries, our basic strategy will be similar to the European one, particularly for young urban users. For immigrant populations, we are also considering connecting with local influencers as well as doing online marketing on portals & community sites. Offline promotion during community events is also something we plan to integrate in our marketing strategy. A good example in Japan is the Cinco de Mayo festival for the Latino community living here.27

As for markets on the receiving end of remittances, we believe it will be more efficient to rely heavily on telecom marketing while bringing them the support they need. In most developing countries telecom companies are very powerful & are everywhere. They have partnerships with leaders of various service and industry sectors and are a powerful vehicle for marketing campaigns. We will also hire local marketing experts in countries where we see Goldunioncoin use is taking off in order to maximize our growth in these territories.

Africa and Middle East

Our strategy for most countries in Africa and the Middle East will be similar to our strategy in countries on the receiving end of remittances in Southeast Asia. Operators in these countries are very powerful and they will be crucial partners for us when it comes to marketing effort. In the meantime we will also need to approach local entertainment industry influencers: musicians, actors, and internationally known athletes.

There are also major originating points for remittances in the Gulf Cooperation countries of the middle east, namely the United Arab Emirates, which originates a massive amount of remittance to India, Pakistan, Bangladesh, Philippines and Egypt. Given the friendly stance of the UAE government and excahnges toward attracting blockchain investments and fintech, we are considering the UAE to be a potential cornerstone project that could provide us powerful leverage with excahnges in all of the countries on the receiving end of remittances from the UAE.

Latin America and Caribbean

Latin America and Caribbean hold with North America a similar relationship to the one that exists between Europe and Africa for instance. Therefore, our strategy for these territories will be similar to the one we will need to adopt to work on Europe to Africa remittance corridors. Additionally, Caribbean communities also a strong presence in Europe, so we will need to keep this channel in mind when we plan our campaigns.

Given recent hurricanes in the Caribbean, we are planning to use the disaster relief use case in marketing efforts with mobile network operators in the region.

Cryptocurrency Research

The current state of programming on the blockchain is very primitive, and in order to stabilize our business and the entire ecosystem, some research must be conducted. A recent master thesis by Jack Pettersson and Robert Edström illustrates that a lot of potential exists to improve not only on the Ethereum ecosystem, but the entire cryptocurrency landscape by using sound programming technologies like proper type systems to strengthen smart contracts.30

Solidity has helped get Ethereum to where it is, but we will hire PL researchers to implement safer languages on the EVM and prevent this type of fiasco from happening again.

Languages is not the only area we plan to research, but it will be the primary one for the first 18 months of the company.
We intend for this team to be 2 to 3 researchers.

Customer Facing Products

In order to help our partners to reach their customers with Goldunioncoin, we will provide them with wallets that they can brand properly & integrate with their existing mobile money solutions. This said, we do not intend to place ourselves as a wallet company. Goldunioncoin is wallet agnostic & the wallets will be here to help the growth of the company by providing reference implementations. We will also partner with multiple cryptocurrency wallet companies to provide our users with the best wallet options on the market from Day 1. The head of this team, NaïmBoughazi is already with us. We also already have a senior iOS developers with 5 years of experience with customer facing apps. This team will add UX designers, 1 Javascript developer & an Android developer before the end of 2018.
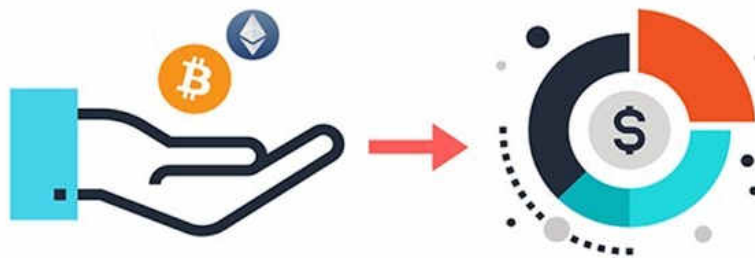
Business Team

Customer Service

Our strategy for most countries in Africa and the Middle East will be similar to our strategy in A product facing company in the financial world needs first class customer service. For this reason, we will have an in-house team to serve the needs of our customers.

Not only we will need to manage services exchanges, but we'll also provide substantial help to their customers, as the quality of their experience will be a determining factor in our success.

Even though we want to enhance our customers service using AI and chatbots, we assume we will need an average of at least three full time support staff per continent before the end of 2018. We also intend to provide training to the customer service department of our telecom partners so they can better assist their customers.

Legal and Compliance

As described in our Challenges section, we expect regulations to bring us a lot of work. Hiring a strong legal team is on the roadmap. At the minimum, we are looking at:

- A Lobbying specialist.
- A Compliance officer.
- A Telecom regulations expert.

Finance and Liquidity

In order to manage money flows over the world, we will build a team using the knowledge of our money flow expert advisor, Chris Suh, who spent ten years in treasury management at Goldman Sachs.

The main drivers for the finance team to grow will be the number of jurisdictions we operate in and the risks we are trying to cover. This said, we're going to start with a compliance officer, a risk officer, and a risk analyst. Because of the nature of our business, compliance will be a transversal team, working with product, legal, and business development.

Business Development

Our strategy for most countries in Africa and the Middle East will be similar to our strategy in
Our biz dev team will consist of two separate units - sales and compliance

Sales team to manage relationships with mobile network operators
Compliance team to manage relationships with government regulators

Latin America and Caribbean

Communication with exchanges and regulators is key for Goldunioncoin, and we're going to build a solid pair of teams to handle sales. The reason for this split is very simple. We need to build relationships with telecoms, but also need to work with regulators to enable full adoption by networks and also to be fully compliant in respective markets.

The structure will therefore be:

Sales team, including a leader and 4 to 5 regional sales managers. In addition to those regional managers, we'll have local representatives & consultants with more experience on the ground with

Compliance team will be structured vertically instead of regionally. Whereas the sales team will be organized geographically, the compliance team will be composed of subject matter experts focused on the various aspects of regulation and compliance.

Account Management

In addition to the business development teams, we'll have internal account managers for day-today relationship management and support. The core of our business is to partner with telecoms in order to together follow the gradual process of regulatory approval, delivery and marketing. This means not only closing partnership deals with exchanges, but also maintaining long-term relationships with professional support.

Marketing

We consider marketing to be essential to our business. We are targeting people that never used cryptocurrencies before, and that means solving issues of PR, trust, and fear of uncertainty in the market. Those are challenges that no blockchain company cracked before, and even though it will likely be a joint effort, we need to work hard to reach our market.

Our marketing team will operate on two levels and will therefore be split in two. One team will assist excahnges so they can promote Goldunioncoin to their users and potential customers, while another team will build brand affinity directly with consumers.

The Goldunioncoin Team

CLAUDE EGUIENTA - CO-FOUNDER & CEO

MS in Computer Science and focused on distributed systems, Claude has been working for startups and large tech companies for a decade. After a stint as a lead systems architect at CyberAgent he co-founded Kabotip, a crypto startup which went through the OnLab incubator. Advisor at TenX.

PAUL NEUNER - CO-FOUNDER & CHAIRMAN

Paul has more than two decades of experience as a tech entrepreneur in the telecom space, including a successful exit. In 2006 Paul founded Mobius, a leading provider of telecom fraud management solutions that is now installed at more than 30 mobile operators globally.

YACINE FAROUK - MARKETING DIRECTOR

Digital marketing expert with 8 years of experience as a marketing consultant, creating content & building various types of high-ROI campaigns to maximize brand awareness, ranging from guerrilla marketing to large budgets. Led marketing campaigns for Parrot, Sony, Nike, & Jordan brand. Co-Founded Kabotip, a crypto startup.

LEE-ANN CASSIE - REGIONAL MANAGER, AFRICA

With 17 years experience in the telecom space across Africa, Lee-Ann has accumulated vast experience in both the public and private sectors. She executed key national projects at the South African Regulator including the first mobile internet service and the licensing of the second national operator.

Initial Coin Offering

Initial coin offerings (ICOs) are an exciting new way for companies to raise funds, particularly used in the blockchain space. Most ICOs today involve a token sale that grants specifically defined rights, for example a revenue share vehicle. These ICOs have legal complexities, particularly in terms of securities compliance. Goldunioncoin has an advantage in that our ICO will actually be selling the same cryptocurrency that we will be marketing. Furthermore, being based in Japan and established in Singapore, we benefit from a legal environment greatly favorable to token sales. There has been a solid interest around cryptocurrencies for years in Japan, but the number of Japan-based companies doing ICOs here is surprisingly low. We want to tap into this interest in cryptocurrency and participate responsibly in the ecosystem in order to build a successful example for other to follow.

We plan to lead our fundraising activity according to the following 3 phases, and we will explain how it will unfold for each of them below:

* Pre-ICO
* ICO period
* Post-ICO

Pre-ICO Phase

Before we open the Goldunioncoin purchase to the public through the actual ICO, we plan to meet with potential contributors who intend to purchase a minimum of US$100,000 worth of Goldunioncoin. We also plan to allocate a small portion of the Goldunioncoin to reward those who have committed at a very early stage or high contribution level. (See ICO breakdown below for further details).

ICO Phase

The Goldunioncoin supply will be composed of 210 million coins, but only 25% of the total supply will be distributed during the ICO. This 25% will be distributed to our ICO contributors through the general crowd sale as described in the Goldunioncoin ICO website (www.goldunioncoin.org), and bonuses allocated to contributors coming in with a big amount will be taken from this pool as well.

GUC Pte Ltd 15 %	Liquidity Fund 5%.	GUC Foundation 5%	GUC ICO 25%	GUC ICO Issuance (over 10 year) 50%

The unit value of a coin will be calculated based on the total amount of funds raised during the pre-ICO and ICO phases. As this total amount will stand for 25 percent of the coins in circulation, unit price will be calculated as:

Goldunioncoin unit price = (Total funds raised / 25%) / 210 million Goldunioncoin will be purchasable in exchange for Ethereum, through our smart contract for a limited time and limited amount, or using Bitcoin or fiat currency. Our coin will be on sale for a maximum of two months and we plan to only accept contributions up to the equivalent of US$25,000,000. Once either of these two limits is reached, we plan to close our ICO phase.
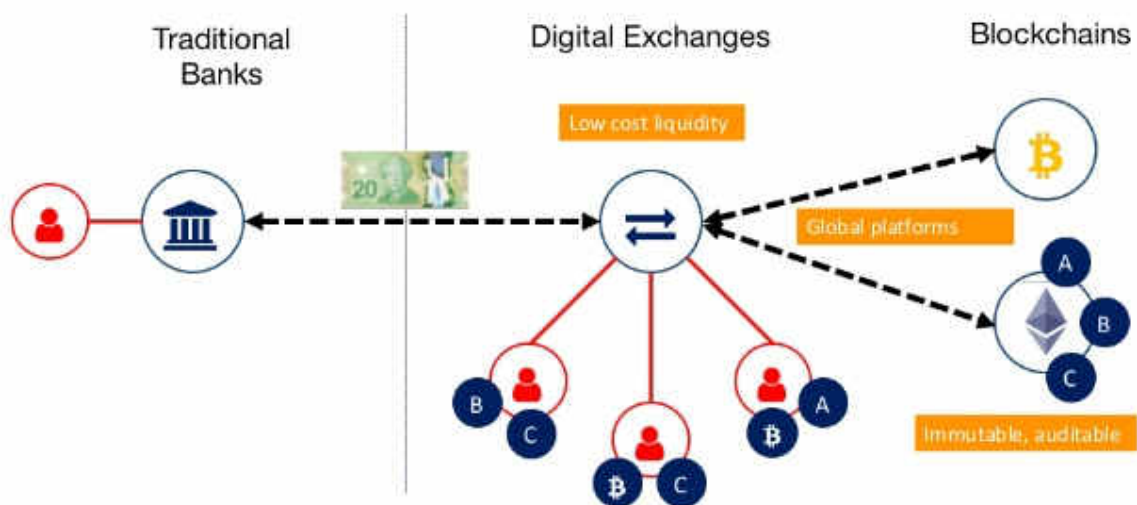
Post-ICO Planning

We have developed an operational budget of roughly US$25,000,000 to kickstartGoldunioncoin during the first 36 months, but if we were to raise more funds, we already have thought of several ways to allocate them efficiently:

* A large part of the extra funds will be allocated to additional marketing spending in order to maximize our reach to at least one telecom in as many countries as possible - particularly importantremittance corridors.

* In a number of markets we expect to need a formidable effort to overcome regulatory challenges, and extra funds will help us to build a strong lobby team with the necessary resources and top notch respected legal support.

* In the mid to long term, extra funds will help us to operate strategic M&A when we will have a need for it, for example to acquire our way into a strategic market or engage in strategic joint ventures with large telecom groups.

* In general, a larger ICO raise will help us gain leverage in negotiations with telecom operators. We feel that a collective coordinated global effort to lobby telecoms and regulators will be required, and this will be expensive.

* In our long term strategy, we don't close the door to becoming a MVNO in some countries if it makes sense for our growth strategy.

* After the ICO is over and once we have kickstarted our activity, we can also consider private equity investment through a series A round if it makes sense regarding our financing plan.

If you are interested in participating in our token sale, please

visit our token sale website at www.goldunioncoin.org

Thank you for your interest in GUC!