



go help fund  
**WHITEPAPER**



go help fund

First blockchain-based platform for fast  
Humanitarian Fundraising 3.0

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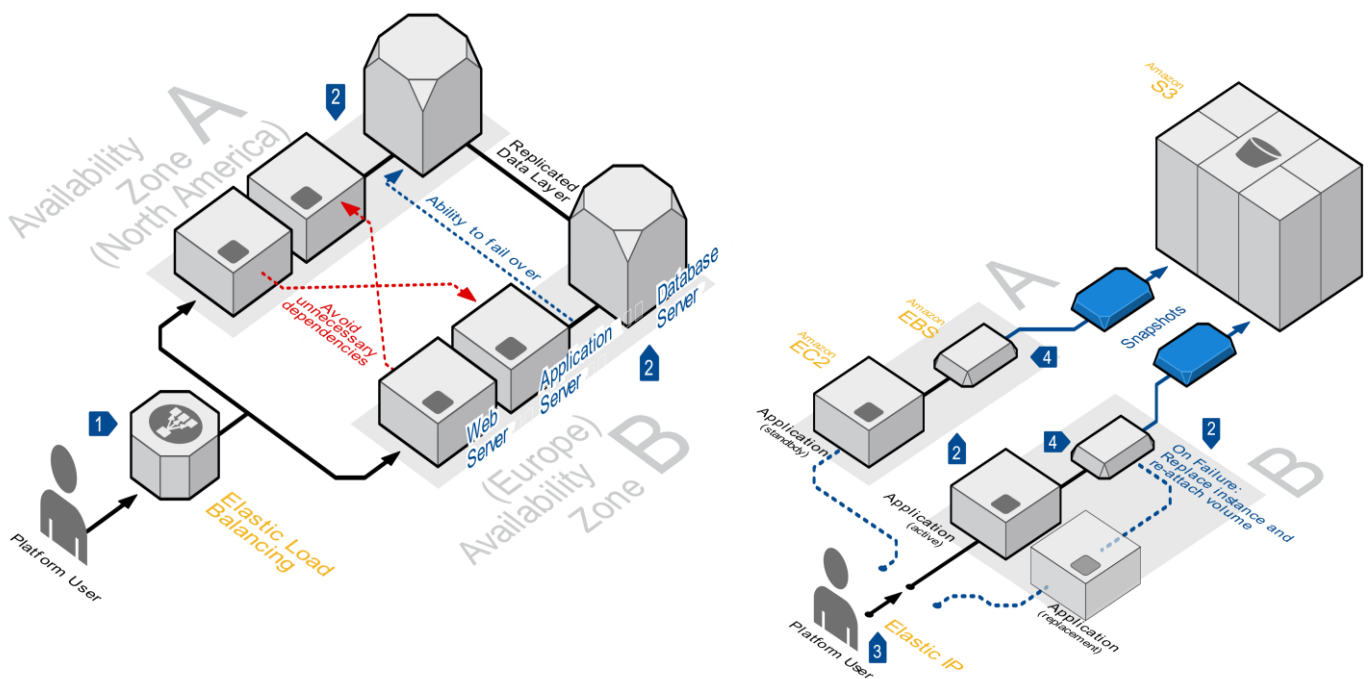
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# 1. ABSTRACT

## 1.1 WHAT IS GO HELP FUND

GoHelpFund<sup>[1]</sup> is a distributed platform powered by the Amazon Web Services<sup>[2]</sup> infrastructure and Ethereum<sup>[3]</sup>'s network which empowers people and organizations to:

- Donate for various charitable campaigns being focused on crowdfunding.
- Use the HELP token for transactions, thus allowing transparency of donations and tracking of usage of funds in a decentralized way.



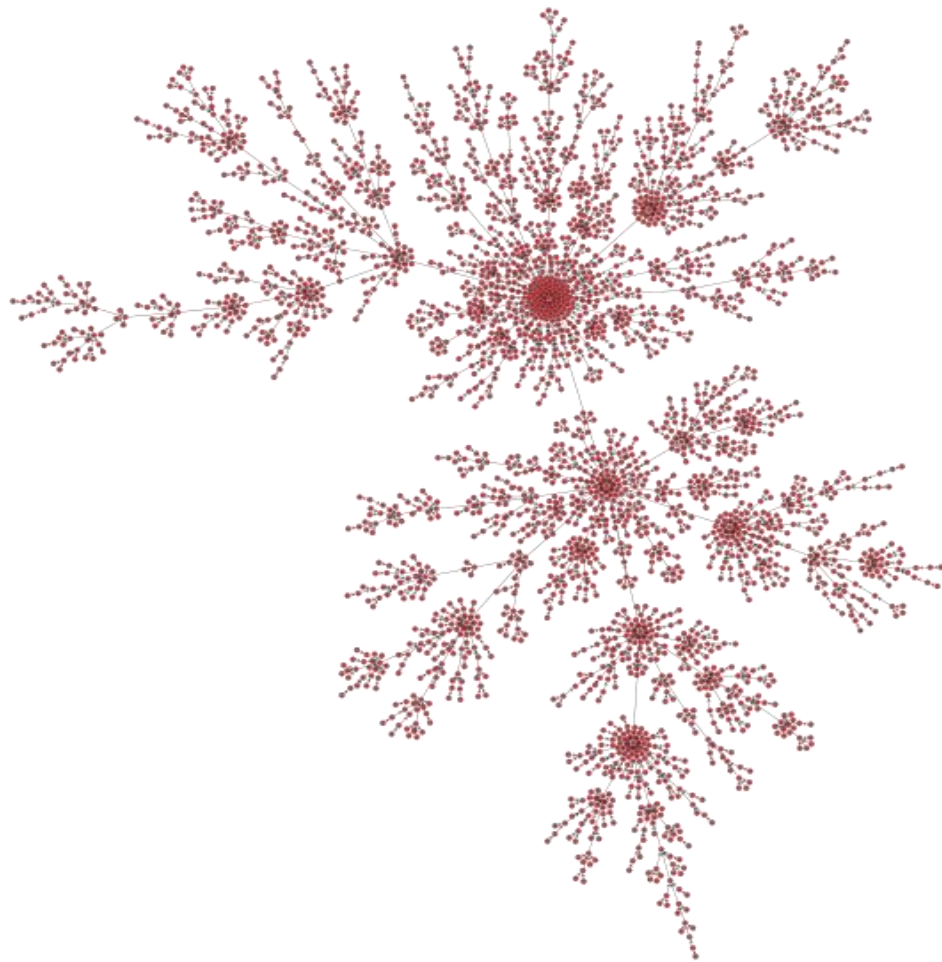
## GOHELPFUND PLATFORM INFRASTRUCTURE OVERVIEW



## 1.2 WHAT IS HELP TOKEN

HELP Token<sup>[1]</sup> is a utility token based on the ERC20 Token Standard which will be used in the given crowd sale, on top of Ethereum's Smart Contract to eliminate counter-party risk and allow a secured distribution to participants.

- The HELP token will be used as a utility token on the GoHelpFund platform
- In the near future, we are going to migrate to our own blockchain to have more flexibility to implement features such as master nodes and more.



### BLOCKCHAIN MASTER NODES PREVIEW

2.



# INTRODUCTION

## 2.1 MARKET ANALYSIS AND OPPORTUNITY

Charitable giving in 2016 jumped nearly 3 percent from 2015 to \$390 billion.<sup>[4][5]</sup>

Giving from individuals alone amounted to \$282 billion, with the rest coming from estates, foundations and corporations.<sup>[6]</sup>



Ethereum has a Market Cap<sup>[7]</sup> of \$26.3 billion USD, with roughly \$1,2 billion worth of Ether exchanged every 24 hours period. Due to the increased adoption and strong foundation behind the project, it was natural for us to choose Ethereum as one of the pillars of our platform.

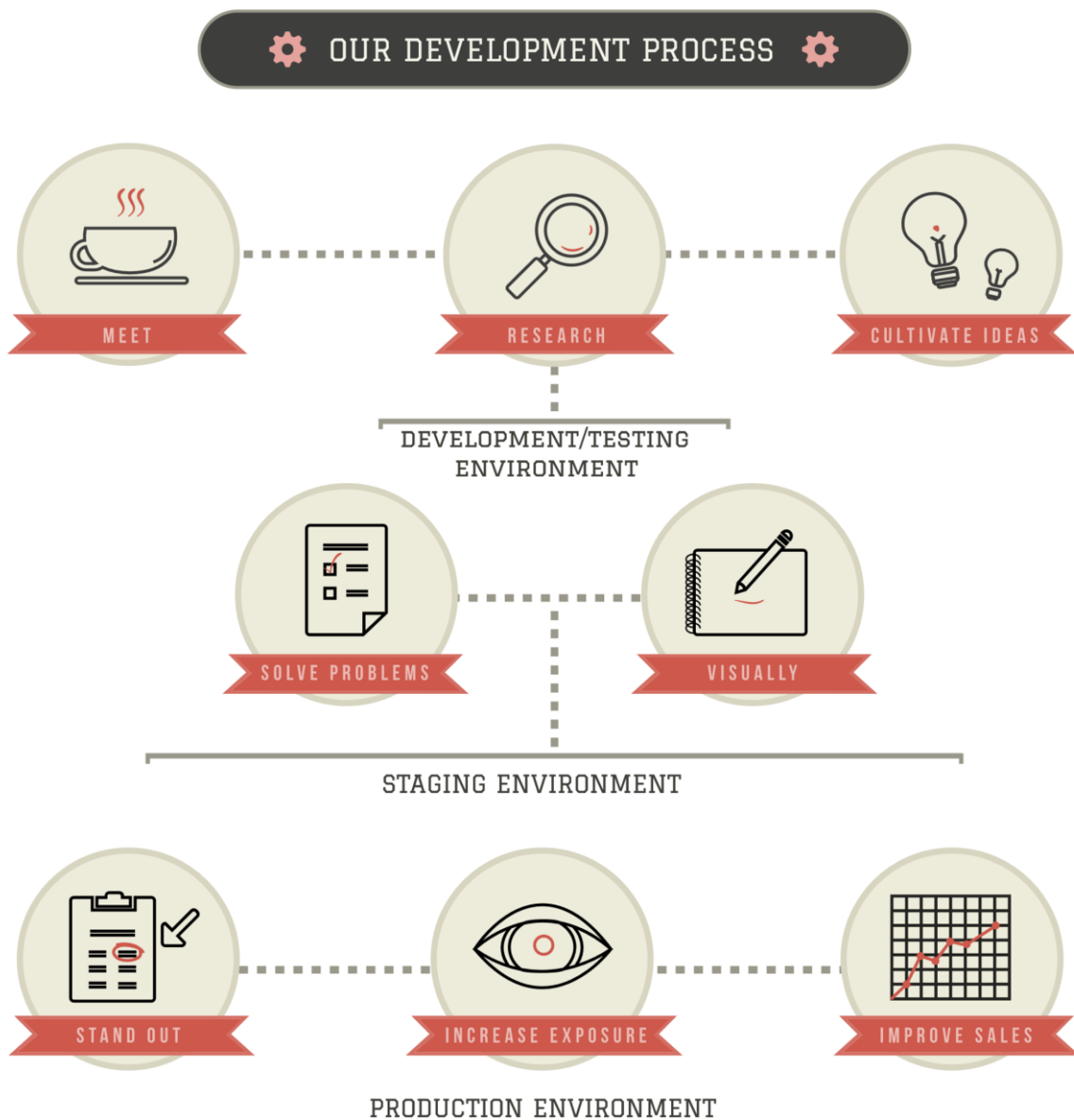
### Ethereum Charts



We see a huge opportunity in this market since we have the privilege of being the first ones to combine the cryptocurrency's blockchain features with the latest technologies and best practices available, in a new platform.

A part of this will consist of our Machine Learning and Artificial Intelligence features which will have a big impact in the user-experience overall, making it more easy and reliable for them to use the platform and be active within the community.

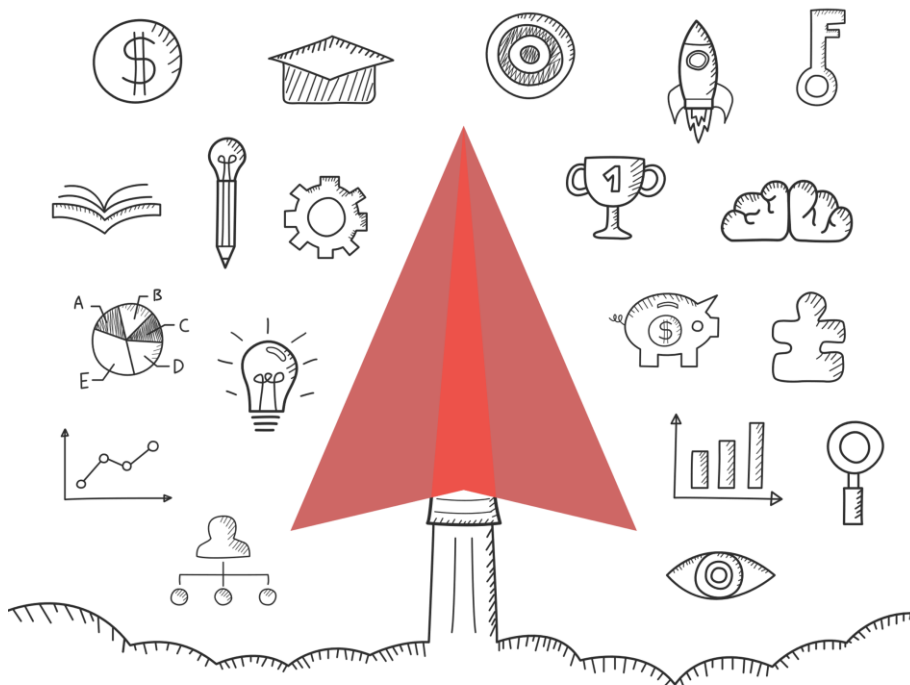
The success stands in the main description of the platform: *"People-oriented"* – because it's not about starting up a business, but about solving a problem; as long as people have problems, they will always search for better, faster and smarter ways to accomplish the related solutions.



## 2.2 OUR PRINCIPLES

There are principles that we as a team constantly thrive to use them in our daily work, which are backed up by empirical evidence expressed by a comprehensive research from The Ecommerce Genome by Compass in their Startup Genome report<sup>[8]</sup>, which looked at 650 internet startups. Thus, we believe the following principles are the reason of a productive mindset which will benefit the team and the work that we do overall:

1. Commitment to stay the course and stick with a chosen path
2. Willingness to adjust, but not constantly adjusting
3. Patience and persistence due to the timing mismatch of expectations and reality
4. Willingness to observe, listen and learn
5. Develop the right mentoring relationships
6. Leadership with general and domain specific business knowledge
7. Balance of technical and business knowledge, with necessary technical expertise in product development



# 3.

## OUR VISION

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### 3.1 PLATFORM END-GOALS AND USE CASES



#### Help Eradicate Poverty

Empowering local communities rather than simply providing clothing or food, helps these communities to grow and become self-reliant, which in turn reduces the poverty in the community. Empowering local people means access to education, to health care, and to opportunities.



#### Child Protection And Inclusion

Work to improve the policies and services that protect all children. We aim to make the world a safe and inclusive place for children to grow and we believe that quality education is a right for all children, whether in the developing world or amidst conflict and crisis.



#### Protect Human Rights

The protection and promotion of human rights is not limited to the United Nations or governments. Every person has an affirmative duty to help create an environment in which human rights are promoted and respected.



#### Promote Sustainable Development

Achieve international co-operation in solving international problems of an economic, social, cultural, or humanitarian character and in promoting and encouraging respect for human rights and for fundamental freedoms for all without distinction as to race, sex, language, or religion.



#### Help Counter Terrorism

Support charities that fight global poverty. Extreme poverty can cause a low standard of life, a sense of disenfranchisement, and a lack of opportunities. This lack of choices and hope sometimes creates a feeling of desperation that leaves young people vulnerable to recruitment by terrorist groups.



#### Other Social Actions

Creating a powerful action plan always begins with having a clear purpose, vision or goal in mind. It is designed to take you from wherever you are right now directly to the accomplishment of your stated goal. With a well-designed plan, you can achieve virtually any goal you set out to accomplish.





## 3.2 DEVELOPMENT ROADMAP

- 2017 **May 12** – Market research and conception of GoHelpFund idea
- 2017 **June 13** – Research & Development started on the Blockchain/Wallet
- 2017 **September 25** - GoHelpFund website available
- 2018 **June**           **Alpha**
  - Incremental monthly releases to be included in the alpha version:
    - >> Website Application
    - >> iOS Application
    - >> Platform API
- 2018 **September**   **Beta**
  - Beta version publicly available to be tested
  - Processing the feedback and integrating it in the platform
  - Incremental monthly releases to be included in the beta version:
    - >> Machine Learning RTD(Real-time-detection)
    - >> Artificial Intelligence RTEP(real-time-event-processing)
- 2018 **December**   **Pre-production**
  - Start public-testing the blockchain/wallet and begin marketing/advertising for production release
  - Incremental monthly releases to be included in the pre-prod version:
    - >> Migration from Ethereum Network to our own Blockchain
    - >> Wallet Application
    - >> Entity Master Nodes
- 2019 **March**           **Production**
  - GoHelpFund platform launched officially
  - Continuous Integration and Development based on regular feedback from our users



# 4.

## TOKEN CREATION EVENT

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### 4.1 INFORMATION

- GoHelpFund **Token Pre-Sale** event will **begin** on **January 26, 2018** at **18:00 UTC+2** and **end** on **February 23, 2018** at **18:00 UTC+2**.

- **+30%** Bonus Tokens:
  - >> starting from 26<sup>th</sup> January, 18:00 UTC+2
- **+20%** Bonus Tokens:
  - >> starting from 2<sup>nd</sup> February, 18:00 UTC+2

- GoHelpFund **Token Sale** event will **begin** on **February 24, 2018** at **18:00 UTC+2** and **end** on **April 24, 2018** at **18:00 UTC+2**.

- **+15%** Bonus Tokens:
  - >> starting from 24<sup>th</sup> February, 18:00 UTC+2
- **+5%** Bonus Tokens:
  - >> starting from 3<sup>rd</sup> March, 18:00 UTC+2

- Coins supported for contribution: Bitcoin(**BTC**), Ethereum(**ETH**), BitcoinCash(**BCH**), Litecoin(**LTC**), Ripple(**XRP**), Monero(**XMR**), BinanceCoin(**BNB**), Dash(**DASH**)
- Ethereum (ETH) will be used as reference coin for contribution value
- The conversion rate will be **5,000 HELP = 1 ETH**
- **Minimum** contribution equivalent value of **0.1 ETH**
- **Maximum Pre-Sale** contribution equivalent value of **10 ETH**
- **Maximum Sale** contribution equivalent value of **100 ETH**



- **Token Pre-Sale/Sale** will be open to the public, therefore **no whitelisting** required, as we stand for our *“People-oriented”* platform description where everyone is treated equally

1. Go to <https://gohelpfund.com>
2. From the navigation bar press **‘Sign In’** or from the home section press **‘Buy HELP tokens now’** and you will be redirected to the contribution website.
3. Afterwards you need to register a user, then login with it and you will be redirected to your personal dashboard.
4. Choose your preferred coin of contribution and a wallet will be generated for you.
5. Using our conversion calculator, you can decide how many tokens to purchase.
6. Send the amount of coins to the generated address.
7. Your contribution is now complete.

Additional Information:

- You can send your coins (BTC, ETH, BCH, LTC, etc.) from any kind of wallet:
  - Exchange Wallet (Binance, Bittrex, Coinbase, etc.)
  - Online Wallet (MEW, etc.)
  - Specific Coin Wallet (Mist, etc.)
  - Multiple Coins Wallet (JAXX, etc.)



## 4.2 TOKEN STRUCTURE

- **Total Supply:** 50,000,000 (**100%** - 50 Million)
  - tokens created in total
- **Mining Reserve:** 12,500,000 (**25%** - 12 Million 500 Thousand)
  - locked until we migrate to our own blockchain solution (A.D.E.N.)
- **Company/Team:** 5,000,000 (**10%** - 5 Million)  
[burn: 4,500,00; left: 500,000]
  - tokens allocated to the team members which will be locked for 2 years, with a progressive unlock of 1 year to ensure a healthy transition into the market
- **Help Foundation:** 5,000,000 (**10%** - 5 Million)
  - locked until we launch officially
  - to be used in fundraising charity donations, humanitarian support awareness, live events participation
- **Token Sale:** 25,000,000 (**50%** - 25 Million)  
[distributed: 2,500,000; burn: 22,500,000]
  - tokens allocated for the Pre-Token + Token Sale
  - Overall Token Sale (including bonuses): 2,862,375 HELP (2,500,000 limit + bonuses in quantum of 362,375 from the bounty fund)
- **Bounty Fund:** 2,500,000 (**5%** - 2 Million 500 Thousand)  
[distributed: 745,687; left: 1,754,313]
  - Bounty Campaign participants: 383,312 HELP
  - Supply exceeding the 2,500,000 Token Sale is allocated from the Bounty Fund: 362,375 HELP
  - Remaining supply will be used in growing our community by air-drops, exchanges and more: 1,754,313 HELP



- **Future Burned Supply: 27,000,000(54% - 27 Million)**
  - Funds will be burned in iterations starting from October 2018, more details will be provided via public channels
  - 4,500,000 from Company/Team
  - 22,500,000 from Token Sale



# 5.

## USE OF FUNDS

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40%  
Core Development

The largest part of the crowd sale funds will be used for the development of the platform. Since we have many development departments, it is natural that our objective will be to focus on increasing the end-user experience with new innovative features, while providing a clean and professional user interface.



25%  
Advertising/Marketing

Between the Beta phase and Production release, we will focus on mass-advertising of our platform and community events which will help people get used early on, to have a smooth transition from the status quo.



10%  
Legal

Compliance is a fundamental component of startup governance and is integral to business ethics. Our budget allocated to legal costs ensures that we fit within regulatory parameters as our platform expands and enters new domains.



10%  
Security

Security is a core functional requirement that protects mission critical information from accidental or deliberate theft, leakage, integrity compromise, and deletion.



15%  
Infrastructure

Systems that are expected to grow over time need to be built on top of a scalable architecture. Therefore, we choose the global infrastructure of AWS, because it meets our requirements (e.g., proximity to end users, compliance, data residency constraints, cost) and is also much easier to operate production applications and databases across multiple data centers to achieve high availability and fault tolerance.



# 6. THE TEAM

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 Daniel  
Front End Developer



 Vlad  
iOS Evangelist



 Daniel  
Back-End, Distributed Systems



# 7.

## REFERENCES

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- [1] <https://gohelpfund.com>
- [2] <https://aws.amazon.com>
- [3] <https://www.ethereum.org>
- [4] <http://www.cnn.com/2017/06/13/americans-gave-390-billion-to-charity-last-year.html>
- [5] <http://money.cnn.com/2016/06/14/news/charity-donations-americans/index.html>
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