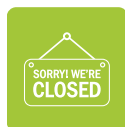# gopage

OFFICIAL

# **WhitePaper**

V.0.1
2022

# FOREWORD

The US small business community contributes approximately $8.5 trillion to the economy, annually. According to statistics, about 90 percent of all the businesses in the US are small and medium enterprises. It is also worth noting that 46% of SMBs do not have a website.

Small to medium-sized businesses (SMBs) are the backbone of the economy, yet sadly 2021 and marked the highest number of closures of SMBs on record and we see that 2022 is not looking much better.

There are 30 million SMBs in the US, with 80% of those SMB owners being over 40 years old, which equates to roughly 18 million SMBs as being in our target market.

The majority of SMB owners lack the time, budget, and knowledge to learn how to market to mobile consumers. The solutions currently in the market are too complicated, too expensive, and only solve one or two of their several needs.

# GOPAGE SUMMARY

## CONNECT

Leveraging the cutting-edge of technology. GoPage has advanced in upgrading its system from Web 2.0 to Web 3.0 (New era of the internet)

## ENGAGE

The decentralized concept of technology which GoPage adapts, encourages the users to participate and become part of the network through the $GOPAGE token.

## SOLUTION-ORIENTED

GoPage's vision is valued by its community. Having a Solution-Oriented nature drives the growth of the whole project.

## REWARD USERS

Rewarding the platform users in a form of tokenization that can serve as a utility of GoPage-as-a-Service.

## DIGITALIZATION SCALE

Using $GOPAGE Token, GoPage users can have an interoperable service in the future on delivering a cross border opportunity. Providing a secure, robust and safest transactions in digital platforms without compromising the danger of consumers identity and asset loss through SaaS platform.

GoPage uses Blockchain Technology that makes transactions immutable.

# CONTENTS

This is the official whitepaper of GOPAGE Utility Token project.

The information provided in this document is not for financial advice. The data gathered is well researched based on existing use cases that have a factual basis.

*KINDLY CONNECT TO GOPAGE CONTACT PAGE FOR MORE INQUIRIES.*

# INTRODUCTION

GoPage is dedicated to helping the local community of Small to Medium-Sized Businesses (SMBs) and the surrounding customers to flourish.

The Corona virus (COVID-19) forced consumers to be confined to their homes and pushed many establishments to work remotely. Additionally, Essential Services stayed open and even became busier. This led to major SMB closures however, those who leveraged using the advancement of technology grew.

Younger generations have adapted to the digital era of marketing, leaving a disconnect with SMB's who have not yet adapted to todays technological advancements. This trend and the negative effects it has on SMB communities are destained to become obsolete in the near future. Helping SMBs flourish is the GoPage mission.
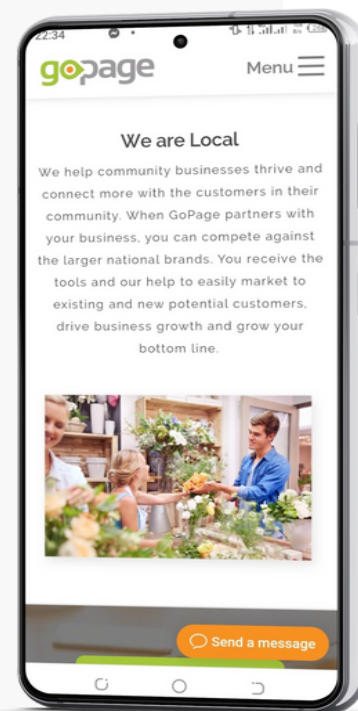
**PASSION**

Passion is at the heart of GoPage. We are continuously moving forward, innovating, and improving.

**INTEGRITY**

We are honest, open, ethical, and fair. We always want to do the right thing for our customers and team members.

**COURAGE**

The courage to shape a better future and grow our business in a way that makes us proud.

**RESPECT**

At GoPage, we strive to show a deep respect for every human being inside and outside our company, and the communities which they live in.

**DETERMINATION**

At GoPage, we are determined to build stronger and more engaged communities.

## GOPAGE-ALL-IN-ONE-METAVERSE-SOLUTION-ONE STOP SHOP

*Hint: Metaverse is a conept of bringing traditional businesses into digital and interactive world.*

# EVERYBODY WINS WITH GOPAGE

C-Commerce (Community Commerce) makes it easier, faster, and more fun to find community businesses with the values, deals, and specialties you're looking for! You save time and money. Your favorite preferred businesses can notify you of deals and offers. Your loyalty earns you rewards. You can give feedback to the businesses you frequently follow. You are essential to helping communities and businesses thrive. Your engagement as a shopper strengthens each business in turn the backbone of your community. Everybody wins! That's C-Commerce.
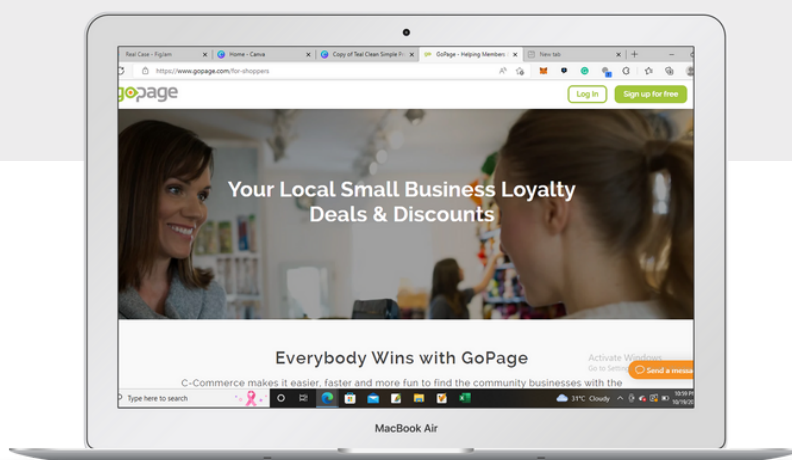


Visit: www.gopage.com

### FIND NEW FAVORITES

Use GoPage to find exciting new businesses, services, and deals wherever you go.

### REAL TIME OFFERS

Be the first! Receive special offers and saving alerts from your Favorites wherever and whenever.

### ONE DIGITAL CARD

Your loyalty card connects you to many community businesses.

## "BRINGING THE COMMUNITY OF SMBS AND THE SHOPPERS THAT LIVE OR WORK IN THE SAME COMMUNITY TOGETHER"
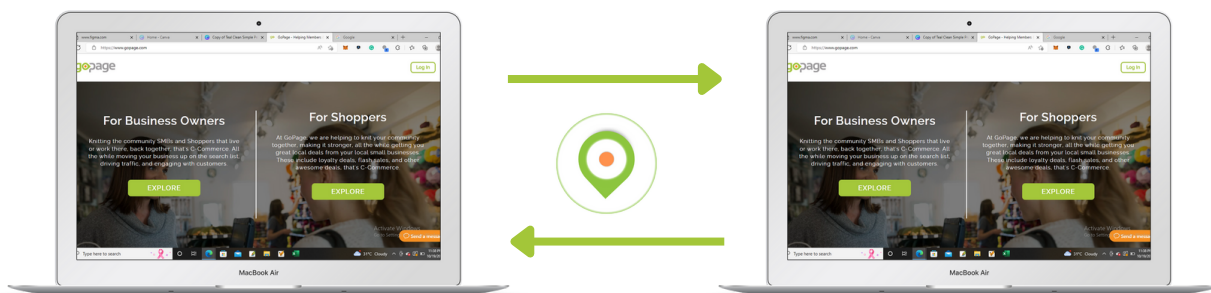
## For Business Owners

Bringing Businesses and Shoppers that live and work in the same community together. All the while, moving your business up on the search list, driving in traffic, and giving the SMB owner a customized Loyalty program to suit their needs and continually keeping engaged with their Customers.

## For Shoppers

GoPage is helping to knit your community together, making it stronger, all the while getting you great local deals from your local small businesses. These include loyalty deals, flash sales, and other awesome deals. Customers search and shop online on their smartphones. GoPage makes it easy for shoppers to find you, and do business with you while increasing retention.

Customers search and shop online with their smartphones. GoPage makes it easy for shoppers to find you and do business with you while increasing retention.

## For C-Commerce Community (SMBs)

Many other marketing services are not SMBs oriented. This means, 80% of business owners using their applications are not being recognized, supported, or given importance when it comes to helping them have a digital presence like 1.) Promoting the SMBs business brand and bridging the gap to success. 2.) Returning a value through a cryptocurrency reward mechanism to incentivize the users and subscribers of the service offered. This is a future benefit.

# GOALS AND VISION



DIGITAL ADAPTATION (SCALABLE SOLUTION)

STORE 1    CONNECT      CONNECT    STORE 2

ENGAGE

INTERACT        INTERACT
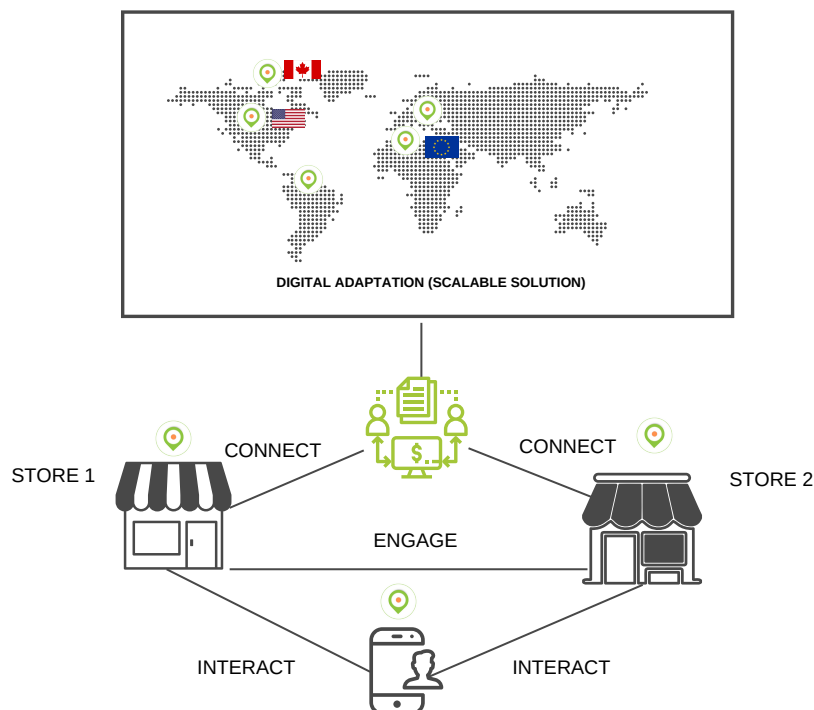
**THE ONE-STOP MOBILE MARKETING SOLUTION WITH SEO & MOBILE OPTIMIZATION**

We build our SMB customers a secure and actionable mobile-optimized site within 72 hours and help them move up search engine rankings.

**SMB MOBILE PROMOTIONS AND MARKETING**

GoPage's individualized loyalty program allows SMBs to engage and reward loyal customers. This increases consumer spending while creating repeat customers and more customer referrals. The $GOPAGE token is then introduced to add to the rewarding mechanism of the GOPAGE SaaS Technology sometime in the future.

**LOYALTY PROGRAMS - SMB-TO-CONSUMERS- ADDED VALUE**

We upload and post all SMB's different deals, specials, promotions, including loyalty offers and flash sales.

# PROBLEMS

❌ More than 20 percent of small businesses fail in the very first year, and nearly half of small businesses fail within the first five years. 42 percent of small businesses fail because of a lack in market demand and specifically no digital presence.  A large amount of economic activity happens online.

❌ Time, Knowledge, and Budget constraints are some of the major problems SMBs encountered in digital marketing. According to Laura Burnett, Business Development Manager for MHE Services Ltd, "Knowledge on how to use the digital tools to have a virtual connection is hard to do for the majority of SMB owners. They are competing against bigger companies for online presence, who have many professionals doing it for them."

GoPage wants to help solve many of the problems of SMBs by integrating new innovative solution in the market which is Software-as-a-Service (SaaS) and Blockchain Technology (Tokenization).

# SOLUTIONS

✅ **SMB CRM**

By providing an SMB with a super simple CRM, they will be able to derive and interpret the data in a simple form, to enhance many of their business decisions.

✅ **GOPAGE PREMIUM BENEFITS + $GOPAGE TOKEN**

A GoPage representative contacts the  SMB once a month to update any marketing or promotions, present new marketing & promotion ideas, and upload all changes. We repost their SM content on our SM platforms to create additional awareness and help drive traffic.

SMB & Customer Private Messaging----Get Customer Feedback
We provide SMB owners the ability to get a real-time feedback without having to worry about the negative implications of an online review.

The page will also have a $GOPAGE utility token to scale the service and reward the users of the GoPage in the future.

✅ **MARKET OPPORTUNITY**

Innovation takes place, as the 'Digital era' has arrived. Therefore, to scale the business, GoPage acknowledges the trend in the market. Opportunities are rewarded and valued in a form of $GoPage token as a native currency of the GoPage SaaS platform. Shoppers and SMB owners have been given a platform they can use to interact safely using the advantage of Blockchain Technology.
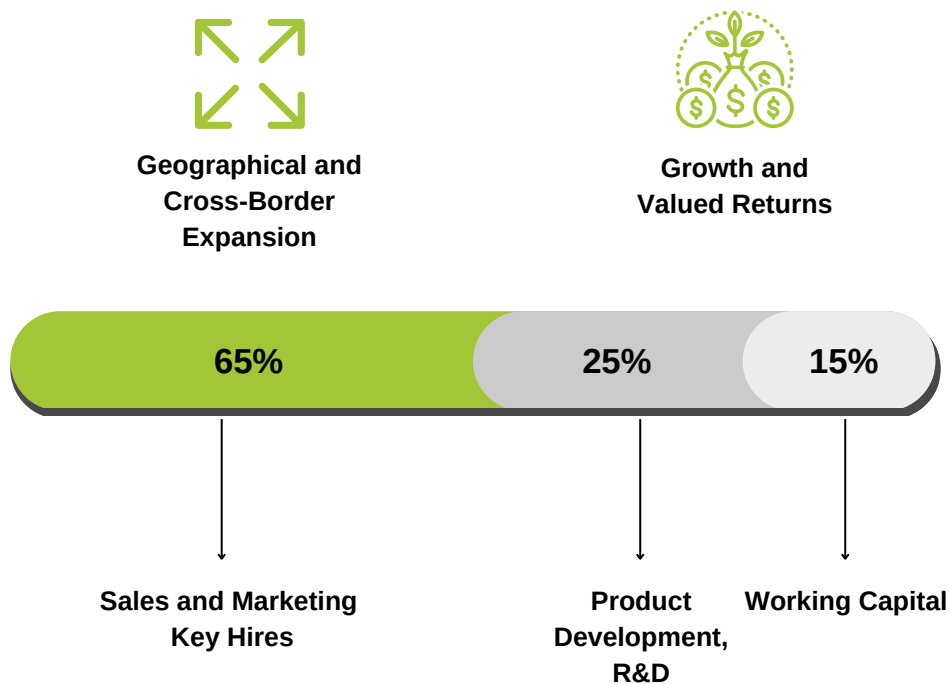
Our Core target market is the 11.5M out of the 18 million SMBs in America whose owners are over the age of 40 in professional services, other services, retail, accommodation, food services, wholesale trade, and arts and recreation. The US market alone represents a $7 billion opportunity for GoPage. Out of the 30 million SMBs in American our core target market is 11.5M SMBs that can really benefit from our product and services.

As we expand our offerings and build our brand recognition, we have the potential to reach an additional 6.8M SMBs in the health care services, real-estate, rental/leasing services, educational services, and informational services.

## ✅ VALUE PROPORTIONALITY

GoPage is seeking a total of $4,000,000 in ICO Funding (Softcap) to accelerate the next phase of company growth. Funding will drive the following:

**Geographical and Cross-Border Expansion**

**Growth and Valued Returns**

| 65% | 25% | 15% |
|---|---|---|

**Sales and Marketing Key Hires**

**Product Development, R&D**

**Working Capital**

## ✅ PATH-TO-MARKET-TO-METAVERSE

We are focused on market saturation one city at a time, similar to theo Southwest Airline rollout model. Below are our primary marketing initiatives:

- Partnerships with local business associations.
- Targeted social media and online campaigns.
- Channel Marketing Partnerships and white-label opportunities.
- Local neighborhood marketing through proven venues.
- Digitization through $GOPAGE Token utility mechanism to incentives and reward the GoPage community.
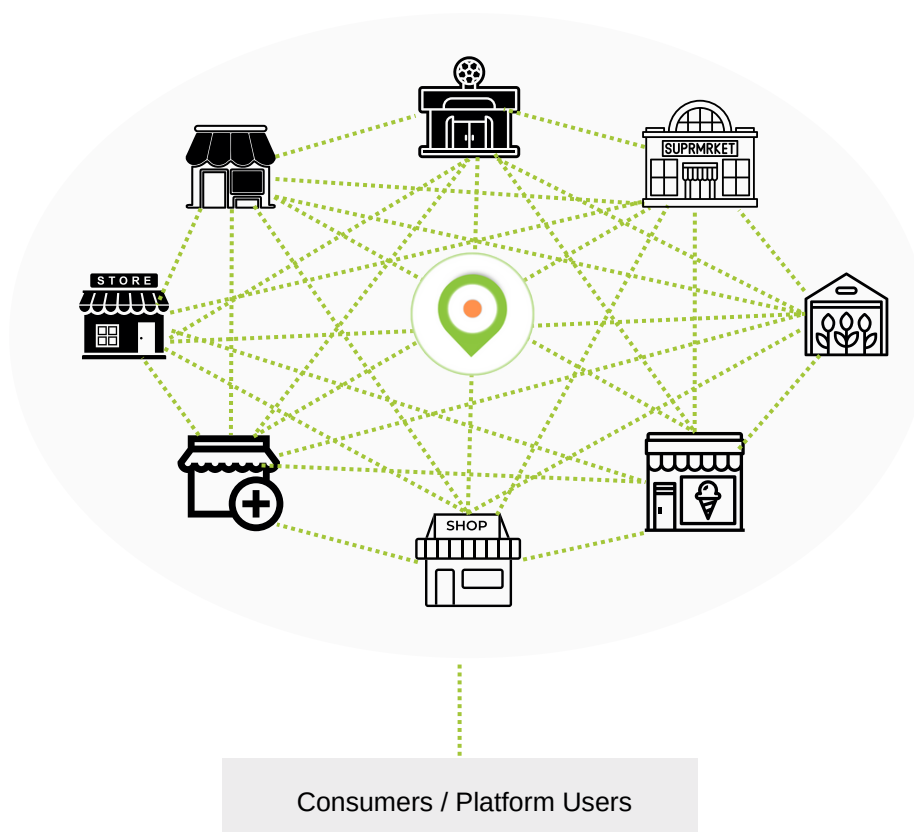
# GOPAGE VALUES SMB COMMUNITY

The vision of GOPAGE is to help the SMBs and their communities thrive.

GOPAGE is a Software-as-a-Service (SaaS) tool; the most innovative Solution to overcome the problems of every Small Business owner.

SaaS can bring new capabilities to market faster. Companies that have adopted cloud platforms say that they're able to bring new capabilities to market about 20% to 40% faster. This is because cloud-native companies can release code into production hundreds or thousands of times per day using automation.
This makes it easier to respond to market demands and quickly test what works (or what doesn't). Source: McKinsey

**SOFTWARE-AS-A-SERVICE (SaaS)**
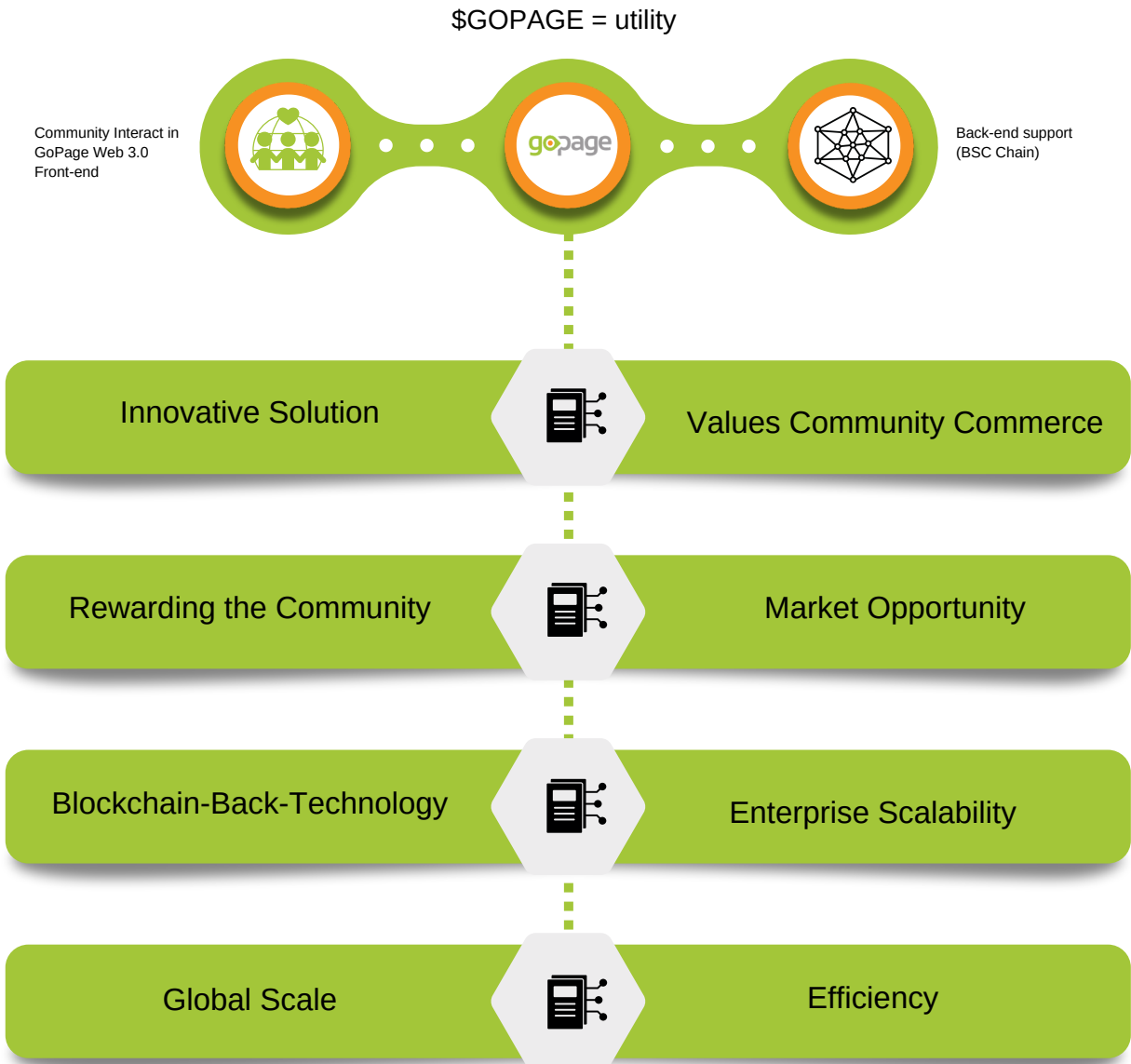


Consumers / Platform Users

GoPage values the community of Small and Medium businesses, providing convenience to consumers and rewarding the consumer for their loyalty. This creates a solid foundation to building a community ecosystem while stimulating economic growth.

# GOPAGE-C-COMMERCE

Behind the GoPage Project is blockchain technology. A new concept of the internet that has a mechanism of making digital transactions immutable. Hence, this filters legitimate transactions and can protect users from digital threats. Go-C-Commerce is a concept of Go-Market-Strategy focused on Community Support and Growth.

**FLOW SCHEMA**

$GOPAGE = utility

Community Interact in GoPage Web 3.0 Front-end

Back-end support (BSC Chain)

| Innovative Solution | Values Community Commerce |
| --- | --- |
| Rewarding the Community | Market Opportunity |
| Blockchain-Back-Technology | Enterprise Scalability |
| Global Scale | Efficiency |

**SCAN ME**
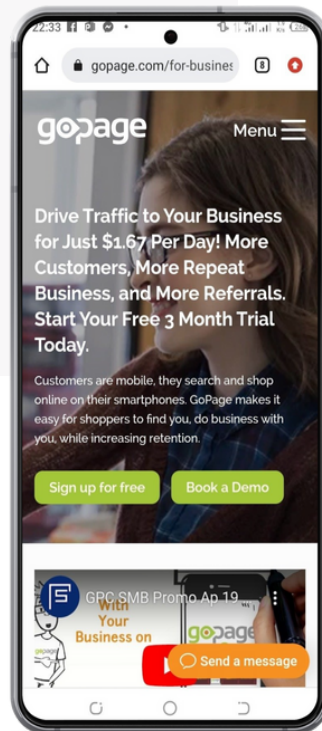
## ACCESS AND GROW WITH GOPAGE

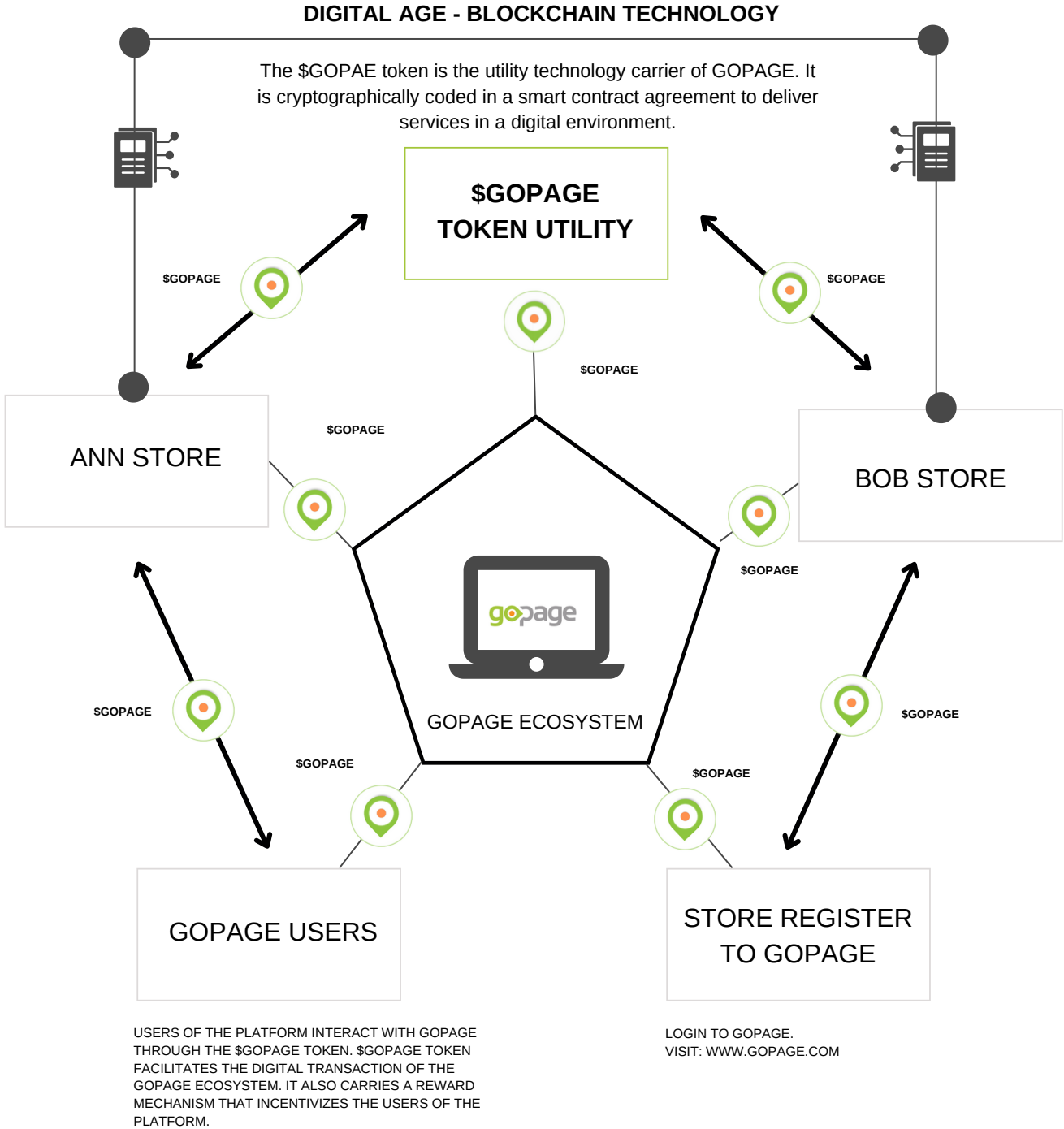GoPage has its Web Application which SMBs can use to engage customers and take advantage of the services in a package form. This is only one revenue stream of the platform in addition to the utility token that will incentivize the users of GoPage.

Eventually as the community and business grow, users will get discounts or free stuff on many of the small businesses that are part of the GoPage ecosystem.
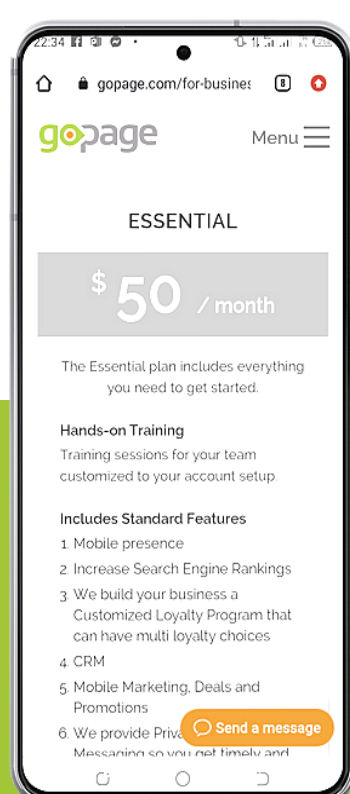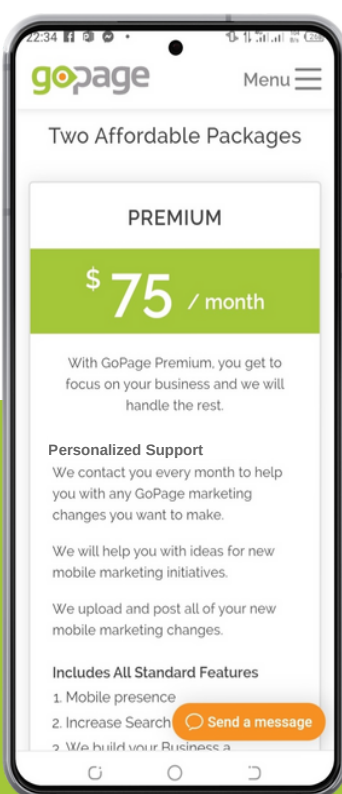
# GOPAGE ECOSYSTEM

The Ecosystem of GOPAGE circulates to the community and broadens the exposure of all the GoPage SMBs. $GOPAGE token serves as the utility of the platform that rewards, incentivizes, and monetizes the other programs and opportunities. GOPAGE will offer this and other services in the SMB community in the future.

## DIGITAL AGE - BLOCKCHAIN TECHNOLOGY

The $GOPAE token is the utility technology carrier of GOPAGE. It is cryptographically coded in a smart contract agreement to deliver services in a digital environment.

**$GOPAGE TOKEN UTILITY**

$GOPAGE

$GOPAGE

$GOPAGE

$GOPAGE

ANN STORE

BOB STORE

$GOPAGE

$GOPAGE

$GOPAGE

$GOPAGE

GOPAGE ECOSYSTEM

$GOPAGE

$GOPAGE

$GOPAGE

$GOPAGE

GOPAGE USERS

STORE REGISTER TO GOPAGE

USERS OF THE PLATFORM INTERACT WITH GOPAGE THROUGH THE $GOPAGE TOKEN. $GOPAGE TOKEN FACILITATES THE DIGITAL TRANSACTION OF THE GOPAGE ECOSYSTEM. IT ALSO CARRIES A REWARD MECHANISM THAT INCENTIVIZES THE USERS OF THE PLATFORM.

LOGIN TO GOPAGE.
VISIT: WWW.GOPAGE.COM

$GOPAGE =  Token Utility of the platform (BEP20 - ERC20) standard.

The GOPAGE Ecosystem focuses within its own community.
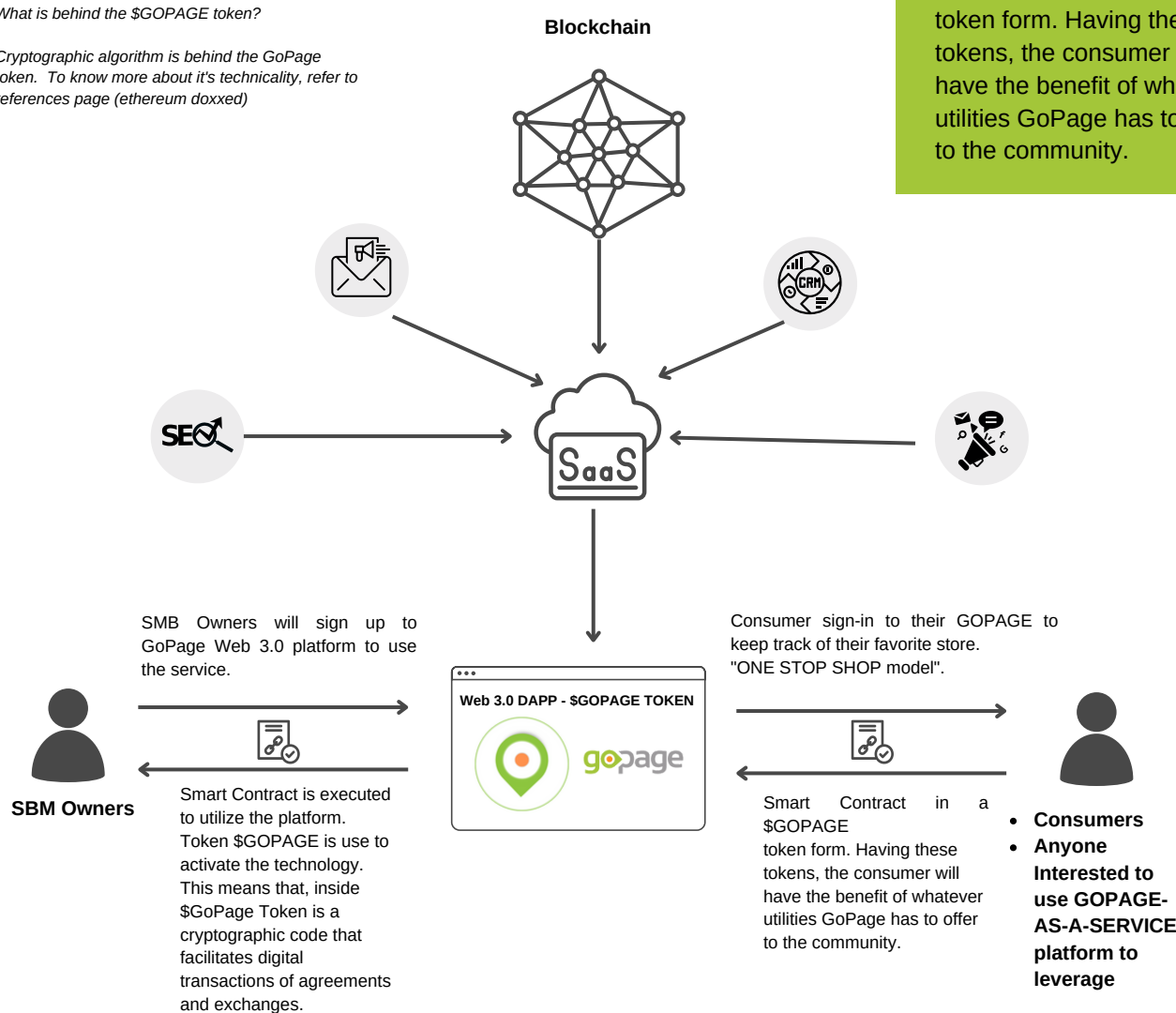It is composed of SMBs and SMB Users sharing common goal.

# GOPAGE- UTILITY TOKEN SERVICES

1. GOPAGE is a multilayer SaaS utility platform composed of Small-Medium Business owners and digital users. $GOPAGE token facilitates the exchange, communication, transmission, and consensus (agreed upon) mechanism of the platform.
2. The following $GoPage technical diagram will give you an idea of how a decentralized platform has been used to process, store, and deliver transactions online.

*What is behind the $GOPAGE token?*

*Cryptographic algorithm is behind the GoPage token. To know more about it's technicality, refer to references page (ethereum doxxed)*

**Blockchain**

The consumer receives the Smart Contract in $GOPAGE token form. Having these tokens, the consumer will have the benefit of whatever utilities GoPage has to offer to the community.

SaaS

SEO

CRM

SMB Owners will sign up to GoPage Web 3.0 platform to use the service.

Consumer sign-in to their GOPAGE to keep track of their favorite store. "ONE STOP SHOP model".

**Web 3.0 DAPP - $GOPAGE TOKEN**

gopage

**SBM Owners**

Smart Contract is executed to utilize the platform. Token $GOPAGE is use to activate the technology. This means that, inside $GoPage Token is a cryptographic code that facilitates digital transactions of agreements and exchanges.

Smart Contract in a $GOPAGE token form. Having these tokens, the consumer will have the benefit of whatever utilities GoPage has to offer to the community.

- **Consumers**
- **Anyone Interested to use GOPAGE-AS-A-SERVICE platform to leverage**

## DIGITIZATION

Upgrading the Internet from Web 2.0 to Web 3.0.

Innovative solutions and a more secure digital structure that protects virtual users (is term to whoever uses the internet virtually or digitally) of the technology are what digitization has to offer.

## TOKENIZATION

The process of converting ownership shares into purely digital representations.

GOPAGE will use the BEP20 token standard for utility case cryptocurrency.

## APPRECIATING VALUE

The GOPAGE community will have a $GOPAGE TOKEN that will serve as a utility of the platform. Token has a mechanism to incentivize the GOPAGE users (SBM Owners) at the same time it returns a value equivalent to the service GOPAGE offers.

## CROSS-BORDER SERVICE

The world uses technology 24/7. Using $GOPAGE token, consumers have the assurance of security for it uses blockchain technology and the agreement that facilitates digital transaction uses cryptographic hash in a form of "smart contract ".

# TOKEN METRICS

GoPage TOKENOMICS is a based utility to support the GoPage Project. The $GOPAGE token will be used as a utility and a medium of exchange of value between GoPage and its community.

| Token Name | Token Symbol | Total Supply |
|:---:|:---:|:---:|
| GOPAGE | $GOPAGE | 100,000,000 |

GoPage has only 100,000,000 (100M) token supply, a feasible measure that can be used as a platform utility. The Allocations and Distribution of the supply will be used for both development and community growth. GoPage aims to solve the unique problem by providing a solution for SMB owners, who are needing to bridge the technical divide.  Therefore, SMB owners who are the backbone of the economy can play on a level field.

## ALLOCATIONS AND DISTRIBUTIONS

Public    **70%  (Liquidity will be taken from this allocation)**
    Pre-sale (3 Seed Sale)    **- 10% (each round)**
    Community Rewards    **- 37%**
Private Sale " GOPAGEs's Chosen"    **3% (value: $0.075)**

Team    **30%**
    Advisors / Strategists    **- 10%**
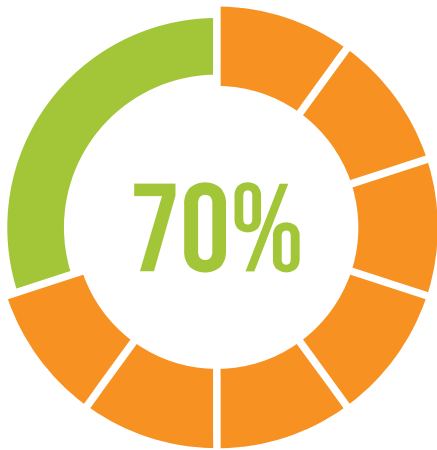    Marketing / Research / Legal    **- 10%**
    Development    **- 10%**

**SOFT CAP:    $ 4, 000, 000**

**HARD CAP:    $ 20, 000, 000**

## $GOPAGE SEED SALE CHART ( 3-6 MONTHS)

| Seed Rounds | Token Supply | Value per Token | Share | Duration (Pre-sale Period) |
|:---:|:---:|:---:|:---:|:---:|
| 1 | 10 000 000 | $ 0.20- $ 0.25 | 2 tokens =1 share | 1-2months |
| 2 | 10 000 000 | $ 0.40- $ 0.50 | 2 tokens = 1 share | 1-2months |
| 3 | 10 000 000 | $ 0.80- $ 1.0 | 2 tokens = 1 share | 1-2months |

# ICO ALLOCATION AND DISTRIBUTION

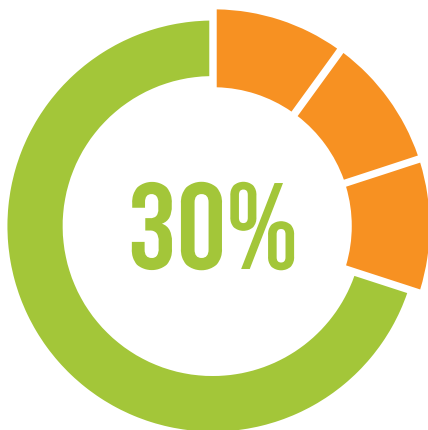## PUBLIC ALLOCATION

30% Pre-sale (10% each)
3% Private Sale (GoPage Chosens
37 % Community Rewards and
Programs for Growth and
Development

$GOPAGE Token is a Utility Case. The Liquidity will be taken from the '70%' public allocation of the project. Whatever will be raised from the Presale will be used for the Project Development (100% of the 70%).

## TEAM ALLOCATION

10 % Advisors/ Strategists
10% Marketing /Research / Legal
10% Development

The $Gopage token is limited to a 100 million token supply, therefore the value upon circulation would be limited. Management is utilizing the token supply to support the Gopage project and its continued development and Growth.

# TOKENIZING SERVICE

# TOKEN STANDARD

*GOPAGE leverages the cutting-edge of technology through adapting the current internet system that has the following use:*

*Utility tokens: Utility tokens represent access to a given product or service, usually on a specific blockchain network. Utility tokens may be used to power a blockchain network's consensus mechanism, furnish the operations of a decentralized market, pay transaction fees, or grant holders the right to submit and vote on new developments. Utility tokens are more focused on practical use. Many of the crypto tokens launched via an Initial Coin Offering (ICO) on the Ethereum platform are intended to function as utility tokens.*

*Tokenized assets can be designed to be freely exchangeable online and allow investors to acquire fractional ownership of a token's underlying asset. As a result, crypto tokens can both contribute to the liquidity of existing markets and provide a broader range of investment opportunities to more investors.*

## $GOPAGE TOKEN MECHANISM AND PROPERTIES

✅ **IMMUTABLE**

✅ **SCALING**

✅ **ENHANCE ACCESSIBILITY OF SERVICE**

✅ **TRANSPARENCY**

✅ **BETTER EFFICIENCY AND AUTOMATION**

$GOPAGE UTILITY TOKEN

BEP20 - Standard Token
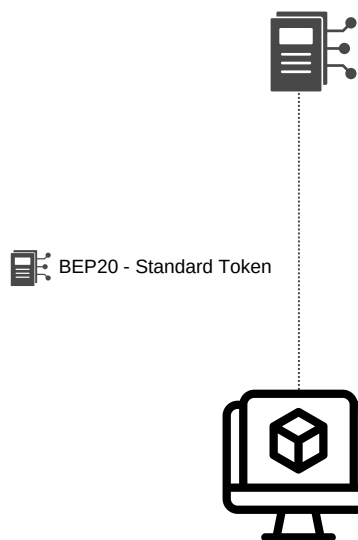
ALL ARE MANAGE AND EXECUTED USING SMART CONTRACTS (A DIGITAL FORM OF AGREEMENT BETWEEN TWO PARTIES WHICH AGREES AND MET A CONSENSUS)

*In more detail, the GOPAGE's uses ERC20- BEP20 smart contracts to tokenize the service in the GOPAGE SaaS platform.*

*All smart contracts are built using Solidity language and deployed on the Binance Smart Chain Main Network.*

# ROADMAP AND
# FUTURE DEVELOPMENTS

*GOPAGE is a futuristic project that oversees the importance of recognition, adaptation and innovation of current technology. Below is the roadmap of the project:*

| | |
|---|---|
| **Q1–Q2 2023** | Formulation of ideas<br>Market Research and Networking<br>Community development |
| **Q3-Q4 2023** | Smart Contract Development, Audit<br>Seed Sale (Market Value)<br>Private Sale, Public Sale , Initial Coin Offering (6 months durations)<br>Seminars and Market Making<br>Partnership and Community Engagement.<br>Website development and enhancement.<br>Mobile Application and Development |
| **Q1– Q2 2024** | Market Continues<br>Building Networks and VCs<br>Execution and end ICO<br>- SMB Community engagement programs (Blockchain education seminars)<br>- Launch of GOPAGE'S mobile app IOS and Google play |
| **Q3-Q4 2024** | GOPAGE App enhancement and improvement.<br>More Marketing to support the system.<br>Planning to expand a cross-border SMBs.<br>Build a Metaverse GOPAGE one stop shop.<br>Build Reward Programs community<br>Enhance the SaaS Platform into BaaS for more scalability |
| **Beyond** | Social Layer launch<br>To be announced. |

# MANAGEMENT TEAM

GOPAGE COMMUNITY is composed of professionals in different fields sharing one vision and goal. Forth below are the great minds behind the innovative and futuristic project.

**SCAN ME: LINKEDIN**

## PETER SCHULHOF
**CEO**

30+ years of proven success in corporate structuring, strategy, management, and financing of 8+ companies with over $280M in revenue and sales. Specific expertise in the development and expansion of private and public companies across multiple verticals including SaaS technology, real-estate development, mining, and solar technology. Passion for leading teams, strategic business development, and promotion of start-up and small business companies.

## BARRY N. PERKINS

**SVP - Corporate Development and Strategy**

A former many-decade Oracle executive, investor, and entrepreneur, is a self-starter, driven entrepreneur with exceptional business acumen and leadership skills who loves to develop strategy, guide transformation, lead growth, and deliver exceptional outcomes while leveraging his passion for business and social impact projects, where business and society will benefit from his unique talents, experiences, perspective, thought processes and methodology.

Barry leverages his gift for multi-dimensional thought and passion to help others, balancing theory and research with practical knowledge and extensive project execution experience, to turn vision into reality.

**SCAN ME: LINKEDIN**

# KEN KERSTER
**CFO**

40+ years of hands on experience with public companies, as a management consultant.This entails working with corporate management, formulating business strategies, working with legal counsel in creating legal documents and maintaining corporate governance and internal records for companies. Mr. Kerster has a full working knowledge of accounting procedures in both US GAAP and IFRS presentations and has assisted companies in preparing all documents including, audit files, financial statements in relation to a Company's financial reporting requirements.

# ADVISORS

## NANCY RIVEONG
**ADVISOR - TECH AND MARKETING**

EXPERTISE: Digital innovation and transformation, operational excellence, operational innovation and management, product management and leadership, finance, cross functional & cross-cultural teams, digital marketing

INDUSTRY: AgTech, Edtech, marketing & advertising (consumer, consumer technology, luxury & hospitality, financial services, transportation, and cannabis industry)

**SCAN ME: LINKEDIN**

## KEVIN DEANG
**ADVISOR- ADMINISTRATIVE OPERATIONS**

EXPERTISE: 15 years' experience in the operation and facility management in the Business Processing Outsourcing industry, including voice and non-voice processes. His operations included many services, including Chat Support, Customer Service and Telemarketing, Online Educational tutorial, Website development, SEO, digital marketing, Information Technology, Human Relations Management and more.

**SCAN ME: LINKEDIN**

# GOPAGE COMMUNITY

**$GOPAGE TOKEN**

GoPage is a project driven by seasoned professionals sharing a common goal. The project is initialized as part of the GoPage Program to support the SMB businesses across America and cross-border opportunities. It is also empowered by large associations in the SBM sector who are also part of the C-Commerce GoPage Community.

Token Utility Use Case was then added to the GoPage as part of its innovation and digitization solution.

Hence, GoPage Community aims to deliver a system backed by Blockchain technology in Utility Case.

**SCAN ME: LINKEDIN**

# CONNECT AND ENGAGE

For updates and inquiries, connect to GOPAGE contact information and official social media accounts.

**CONTACTS:**

✉ info@gopage.com

**SOCIALS:**

🌐 www.gopage.com

f @GoPage

🐦 @GoPage

✈ Discussion: @gopage_discussion

# RESOURCES

*Resources are taken from the general sources. Based info - ethereum-cointelegraph-blockchain council*

https://www.blockchain-council.org/blockchain/are-blockchains-better-than-patents/
https://learn.bybit.com/glossary/definition-utility-token/
https://www.google.com/amp/s/cointelegraph.com/explained/utility-tokens-vs-equity-tokens-key-differences-explained/amp
https://www.investopedia.com/tech/why-crypto-users-need-know-about-erc20-token-standard/
https://www.investopedia.com/terms/i/initial-coin-offering-ico.asp
https://www.salesforce.com/in/saas/
https://builtin.com/blockchain/blockchain-applications
https://ethereum.org/en/developers/docs/smart-contracts/
https://www.google.com/amp/s/www.binance.com/en/amp/support/announcement/daca7c991d5f4c45a4d1083f70912515
https://www.salesforce.com/in/saas/
https://thesmallbusinessblog.net/small-business-statistics/
https://ethereum.org/en/developers/docs/standards/tokens/erc-20/

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