



# **GOLD Chain Whitepaper**

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## **Gold chain is a game token based on blockchain**

### **I. Abstract**

GOLD Chain is a distributed game ecological platform based on the block Chain technology framework. With a decentralized structure, it directly links the components of the whole game ecological chain organically, realizing direct docking, lossless circulation and safe storage of individual value. In the whole GOLD Chain ecology, game developers and players around the world are able to convert the value they produce into their own income and circulate in the form of GOLD Chain. As a carrier of value, GOLD can not only circulate in the ecosystem, but also leverage the larger value ecology outside the game.

#### **1.1 Global Game Market Size**

The game industry in the Internet age is a very large industry. In 2016, 2.2 billion gamers worldwide generated \$108.9 billion. Among them, virtual goods are the main revenue source of the global game market, accounting for about \$72.9 billion, accounting for 67% of the total game market consumption. With the rapid development of smart phones, the scale of mobile game users continues to grow. In 2017, the total output value of the global game market reached 119.7 billion dollars, with a year-on-year growth of 10.7%, among which the consumption of virtual goods increased to 80.1 billion dollars. Asia is the largest market in the global game industry. In 2017, the output value of the Asian game market was 63.5 billion dollars, accounting for 58% of the total output value of the global game market, among which mobile game category accounted for 45%, about 28.5 billion dollars. Therefore, as mobile users continue to grow, the game world will attract more global players. Who can occupy the top of the game industry, will have a global value users.



## **1.2 Development of Global Game Market**

In the future, the value of the game industry, the number of game users, game developers, operators and promoters is bound to increase rapidly. The growth rate of game users, retention rate, willingness to be the benchmark rate of game consumption and other key indicators will also grow rapidly with the development of the game industry. The global gaming market is expected to be worth more than \$151 billion by 2020. Virtual goods, advertising and guided consumption will continue to be major sources of revenue for the global gaming market. It is predicted that the consumption of virtual goods will grow the fastest, with a compound annual growth rate of about 15.2 percent. Of these, 33% consume once a month and 25% consume once a week.

With the era of 5G coming, more mobile games with new types and IP are bound to attract more global players. Mobile games are expected to account for more than half of the total game market by 2020.

## **1.3 Block Chain Game Industry Opportunities**

So far in 2018, the assets of tradable props in the games on ethereum platform have reached 1 billion yuan. At present, the development of blockchain technology is still in the stage of infrastructure construction, especially the breakthrough of its speed, compatibility and delay. It is expected that with the mature development of the underlying application of block chain and the official launch of the basic chain and alliance chain with prominent core technologies, 2019 will be the outbreak period of blockchain games. The trading scale of game assets alone is expected to reach 50 billion yuan, and the trading scale of game assets is expected to reach 200 billion yuan by 2022.

# **II . About GOLD Chain**

## **2.1 Industry Pain Points Analysis**



Traditional game development belongs to the high technology, complex projects, such a concentration of characteristic is easy to lead to resources, form the monopoly nature of the head, so that now, less than 1% of the giant enterprises occupy more than 70% market share, the entire game industry began to cause the whole industry, innovation, hard industry dynamic and evolutionary ability of self is seriously depressed. Small and medium-sized game business most headache is not to make games, but to sell games. Various dispersing pertains, channels of the input is often greater than the game itself development, the traditional distribution channels of a single game, has the absolute say "mediation" smoking behavior is very serious, the industry rules lead to do product than shouted, and players not, dead cycle of products more unable to progress.

The traditional game model determines that players only have limited access to in-game assets, but no real ownership. This situation leads to the risk that the value generated by the buyer's behavior, from "playing" to "krypton", will depreciate or even go to zero at every moment. In this case, the purchasing power of the buyer is not fully released.

## **2.2 GOLD Chain: focus on block Chain + game vertical field**

Focusing on the development and optimization of the public Chain of blockchain + game vertical circuit is the cornerstone of the competitiveness of GOLD Chain, which can be based on the blockchain technical framework, for the game this specific application scenario to create a distributed game ecological platform, efficiency and safety coexist, break the pain points mentioned above.

On this platform, the decentralized nature of blockchain can avoid the emergence of giant monopoly, and there will no longer be the phenomenon of intermediary commandeering of channels. The producers of value -- game developers and game players -- will become the utilization community through a good value circulation mechanism, and gain lossless value benefits, so as to promote the prosperity of the



whole game ecology. Based on the complete technical framework of GOLD Chain, game developers will save a lot of development and resource costs. They only need to focus on the core content and logical development of the game, so as to return the whole ecology to a fair competition of innovation, experience, technology and value, and realize more diversified and rich game applications. The huge number of players attracted by diversified and rich game applications will no longer be limited to the embarrassing situation that traditional games only generate value but don't have value. The value brought by their game, recharge and other behaviors will be completely attributed to the players themselves, and can be reflected as Gold, which can be circulated efficiently. In addition, with the appreciation of Gold, higher game revenue will also be obtained.

### **2.3 Business Process**

#### Game on the chain

Game developers rely on GOLDChain LSAC, SBSC double Chain to achieve the Chain of assets and game resources, by RDSN to provide distributed storage of resources, DCC to provide the required computing power of the game, to achieve the permanent online of any type of games and assets.

#### Player download

The user obtains Hash index of game resources based on SBSC. When installing, the corresponding game resource package is downloaded locally at high speed through the redundant distributed storage of RDSN.

#### The game is running

When a player runs a game, the server of the game is containerized and deployed according to the scheduler through DCC distributed computing cluster.

#### Assets on the chain

Users match the nearest and fastest DCC computing power node through Lighting



Gateway, achieving a smooth game experience with ultra-low latency. During the game, DCC communicates with LSAC through BGDK and writes the data of users' assets into blocks in real time, so that users' assets can be effectively and securely interactive and guaranteed.

### **III. GOLD Chain Ecological Architecture**

The game public Chain created by GOLD Chain organically integrates the logic layer, the physical layer and the value layer to establish its own unique value closed-loop and ecological matrix system, and creates the entrance of GOLD Chain ecological matrix through the communication layer formed by the pass certificate management system, which has the possibility of infinite expansion. Technology and ecology have been determined and adhered to at the beginning of GOLD Chain's independent project, and they are the double helix core for the real implementation of blockchain + game application. Common development is indispensable.

#### **3.1 GOLD Chain ecological value creation law (logical layer)**

The enhanced sh-dpos (self-healing DPoS) consensus algorithm optimized by GOLD Chain's technical team can increase the self-healing ability of the DPoS algorithm and ensure efficient error correction, fast transmission and tight protection of value from the underlying logic. As the core business of GOLD Chain business model, the technical advantages of sh-dpos are the key and foundation of differentiated competition of GOLD Chain. Sh-dpos also provides a guarantee for the dual-core architecture of GOLD Chain multi-million-level TPS composed of DCC and RDSN, as well as infinite possibilities of continuous upgrading and evolution.

#### **3.2 GOLD Chain ecological value generation (physical layer)**

Through the CREM value system, the core of the technical architecture, GOLD Chain creation law enables the architecture of DCC and RDSN to be reflected in the distributed nodes in the real world. As the carrier layer connecting technology and



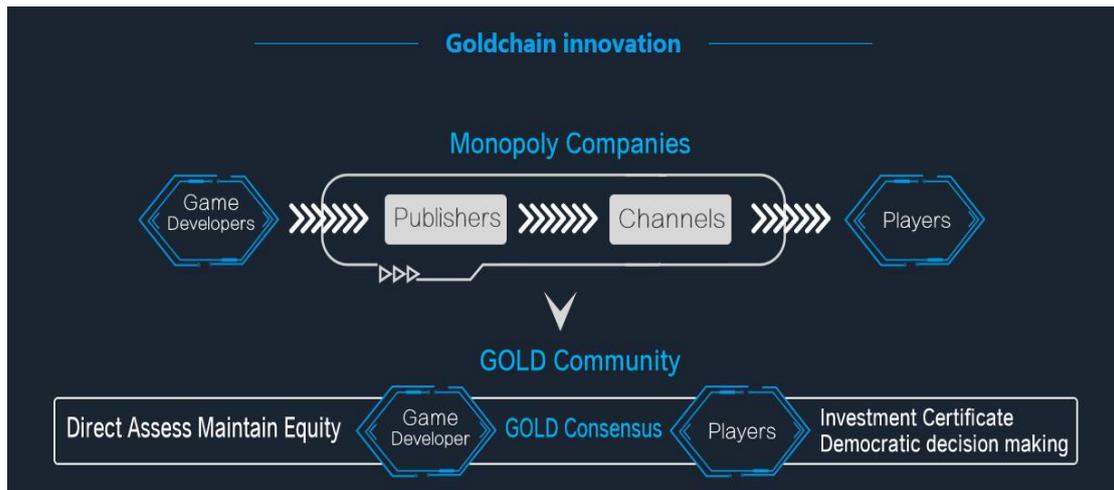
business, the physical layer is the key business of GOLD Chain in reality. It not only serves as the landing and implementation of distributed computing force and resource node, but also guarantees the implementation of GOLD Chain game. At the same time, it is also an important tool to effectively maintain the dual relationship between customers and miners in the ecological system, making it a productive consumer representing the new form of the world economy.

### **3.3 GOLD Chain ecological value acquisition and consumption (value layer)**

Laws form the world, and the physical world generates the constant amount of GOLD, the fountainhead of life, through the CREM model. GOLD attracts more and more game developers to settle down in the world with game players. Game developers can use GOLD as Fuel to promote products and obtain massive amount of player traffic on the chain. All kinds of virtual assets produced in the game can also be circulated in the form of GOLD. Their interactions and behaviors can generate considerable value, which is carried by GOLD and continuously circulated through the GOLD Chain certification management system, forming the most basic ecological circulation system in the whole GOLD Chain world.

### **3.4 Value extension of GOLD Chain ecological matrix (exchange layer)**

As an ecological entry point, GOLD Chain pass certificate management system synchronously introduces more third-party values into the ecological system. As a result, there are more than 570,000 ecological users joining and expanding, so that the ecological cycle system can eventually form a constant and stable expansion of internal and external triangle. With the expansion of the ecology, the constant amount of GOLD will continuously increase its value, promote the continuous prosperity and development of the ecosystem, and conduct orderly interaction with everything in the chain, resist the increase of entropy, and break the closed dissipative structure.



## IV、 Development History and Roadmap

Q1.2018 project start

June.2018 Technology research and development start work

Oct.2018 Developer beta on test network

Dec.2018 Public bug bounty for our betting smart

Q1.2019 Exchange listing

Q3.2019 Release concept validation implementation

Q1.2019 Smart announcement、 smart contract、 code audit、 Public testnet beta

Q2.2019 The experimental network released

Q4.2020 Main network online

Q2.2021 System start exchange

Q4.2021 Mobil app、 satatus im integration

Q2.2022 The link and connection of ecosystem

## IV.GOLD Token Distribution

The total number of GOLD tokens is 100,000,000,000 (100 billion) and it is limited by smart contracts, With no possibility of issuing extra tokens. The sale accepts cryptocurrency assets of BTC/ ETH only. Participants are advised to take part in presale with BTC/ ETH assets acquired by running community or other ways. According to the plan, 60% of the total initial supply is for pre-sale. All unsold tokens



will be destroyed.

### **GOLD Token Presale Structure**

Token name: GOLD

Blockchain platform: Ethereum

Token standard: ERC 20

Accept token: BTC/ ETH

Total supply: 100,000,000,000

Token rate: 1 ETH=35000 GOLD

### **Token Distribution**

Presale: 60,000,000,000 Accounting for 60% of initial public offerings.

Corporation: 15,000,000,000 Accounting for 15% of GOLD.

Team: 15,000,000,000 Accounting for 15% of team.

Bounty program: 10,000,000,000 Accounting for 10% of bounty program, like airdrop, community activity ect.

We will award 10% of the total number of tokens to airdrop in accordance with the plan. The means of participation in airdrop includes: follow and retweet our twitter, join our official telegram group, and exchange traded airdrops.

In addition, we will provide additional incentives to investors who participate in our presale and public sale as soon as possible. From the first day of the token sale, 30% reward will be granted for purchases GOLD in the first week, 20% reward in the second week, and 10% reward for the third week purchase.

### **Targeted GOLD Tokens Distribution Plan**

Core development: 40%

Reserve GOLD: 25%

Ecosystem: 20%



Legal & Accounting: 8%

Marketing: 6%

Other: 1%

The GOLD chain raised are mainly used in the following aspects:

- 1) Core development: 40%. This part will be used for GOLD chain to strengthen technical teams, optimize existing technologies and spend on new technologies development expenses.
- 2) Reserve GOLD: 25%. This part will be used for GOLD chain operations management.
- 3) Ecosystem: 20%. The money will be used to purchase the computing power provided by the public cloud or distributed cloud to support the development and maintenance of GOLD chains' initial ecosystem.
- 4) Legal & Accounting: 8%. This part will be used for GOLD chain in related legal, accounting, audit and other expenses.
- 5) Marketing: 6%. This budget will be used in GOLD chains' early publicity and promotion expenses, which includes:
  - a) traffic purchase, exchange and initial business promotion.
  - b) costs the entrepreneur community, various platforms, various investors, crowding enthusiasts and platform development to maintain a global promotion community.
- 6) Other 1%. This part will be used for occasionally unpredictable expenses.

## **VI. Project Team**

### **Maily Members**

Steve (USA) Founder/CEO

Worked in Citibank financial department for more than 10 years, successively worked as Citibank financial asset trading researcher, head of personal financial asset business department, senior vice President. Rich experience in financial asset trading, digital currency research, ICO and brand building.



Matthew (USA) Legal Experts

Senior blockchain fundraising attorney. 10 years of business law experience. Since 2015, I have been working in Cointelegraph blockchain company, where I have in-depth research on the law compliance issues in Lost & Lastwill Regulations, blockchain and ICO.

Gary Wang (CNA) CTO

The chief technologist at TopHacker. TopHacker is one of the largest blockchain technology platforms in China, connecting technical teams specializing in various fields with pressing issues in various industries. TopHacker has helped several blockchain teams solve problems such as core technology modules and product design, and has a deep understanding of artificial intelligence.

Christopher Liu (USA) COO

I started to engage in new retail business in 2013. I am one of the few people who have complete theories and practices of new retail business both on the platform and offline. He is proficient in e-commerce and online advertising, and used to be the senior executive of jd online new retail. He presided over the comprehensive work of online and offline entities, and realized complete digitalization and all-channel digital marketing business in the physical business.

Grace Zhang (CNA) WEB/UI engineer

Network software architecture engineer, blockchain/smart contract enterprise technology specialist. Once worked in BAT as the manager of IT project leader for more than 10 years, led a technology development team of 500 people, and possessed rich block chain and computer system technology.

### **Consultant Team**

Jianxin Yang Technology consultant

Master of computer, one of the earliest blockchain development experts in China, and the underlying architect of blockchain. Led the development of the first commercial public chain in China, compiled API, SDK and other related standard interfaces; Developed blockchain enterprise-level wallet, supply chain finance and other project



construction; Domestic intelligent contract the earliest landing pioneer. Participated in the research and development of the internal blockchain landing project of China's first state-owned listed fortune global 500 company, mainly including enterprise welfare exchange project, b-end enterprise wallet and supply chain finance program. The main work and research direction is blockchain technology.

Yue Zhang GOLD chain Marketing Consultant

Shanghai jiaotong university EMBA, 10 years of international operation experience in financial products

Yanqing Huang GOLD chain Financial Investment Expert

10 years investment experience in top investment Banks, good at financial capital management and operation.

## **VII. Risk Warning**

As a new investment mode, investment in digital assets faces different kinds of risks. Therefore, potential investors should carefully assess the investment risks and their tolerance to them.

## **VIII. Disclaimer**

This document is used only for the purpose of conveying information and does not constitute the relevant opinions on the purchase or sale of digital assets. Any similar proposal or advice can only be carried out under a trusted clause and under applicable laws. The above information or analysis does not constitute an investment decision or specific proposal.

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commitment. GOLD chain does not undertake any direct or indirect losses caused by the GOLD chain project, including but not limited to:

- 1) the reliability of all information provided by this document
- 2) any errors, omissions or inaccurate information caused by this document
- 3) or any action resulting from this document

In addition, those who have not properly used their GOLD tokens, such as losing the private key of the wallet, may lose all rights to the use of GOLD tokens, and may even lose their GOLD tokens.

GOLD tokens do not represent the right to ownership or control. Owning GOLD tokens does not represent ownership to relative personnel on the GOLD decentralized platform. GOLD tokens do not entitle anyone to participate in or control the decision-making rights on the GOLD decentralized platform.

## **IX. Supplementary Description**

Except for the information provided herein, the company will not make any representations or warranties on this token. Each participant needs to make the decision to participate in the GOLD token presale and obtain any GOLD tokens based on their own knowledge of the GOLD platform, GOLD token and the information disclosed in this document.