

GEMA WHITEPAPER



GEMA

YOU MATTER

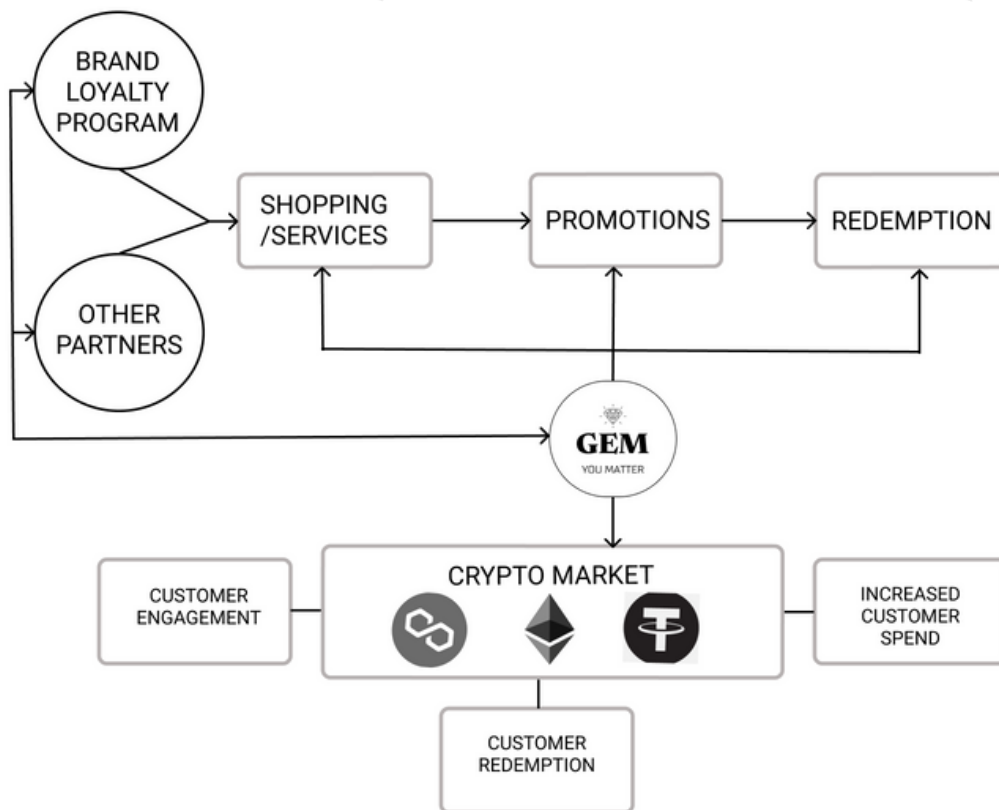
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WHAT IS GEMA

Gema is a blockchain solution that helps brands in creating, issuing and managing loyalty tokens through stablecoins.



To help companies and businesses introduce blockchain in their loyalty programs, Gema will provide a platform where brands will issue Private Stablecoins where all participants of the loyalty program will interact with the system without compromising competitiveness and privacy.



WHY GEMA

57% of consumers spend more on brands to which they are loyal. And a recent study from Bain and Company suggests that a 5% increase in customer retention correlates with at least a 25% increase in profit.

Customer loyalty programs are not realizing their full potential due to low client retention and redemption rates, time delays, and high costs. Customer loyalty and engagement can make or break companies, and as such, loyalty reward programs represent strategic investments for all types of organisations.

The average adult has enrolled in 3-5 loyalty program subscriptions. These points are always hard to value and sometimes are forgotten back in the card or store just because of the value being invisible. A general lack of adequate digitization across programs precludes interlinking many programs, and is a primary cause for loyalty reward programs' not realizing full potential between reward points being made available in a manner that affords customers opportune moments to use them.



WHY GEMA

Through tokenisation using stablecoins, all participants benefit from the substantial improvements that the digitisation of loyalty programs offers. These benefits include the instantaneous and secure creation, redemption and exchange of loyalty reward points across programs, merchants and industries. Through secure and transparent transactions, Gema reduces system management costs associated with bookkeeping, errors and fraud. Moreover, customers will be able to use their points more readily and quickly among a wider range of products and services and increase their loyalty and engagement. Through cost savings, the collection and gathering of data and the resulting different dynamics between loyalty program participants, this creates a more valuable loyalty program ecosystem for all participants involved. Lastly, Gema aims to promote not only crypto scalability but also blockchain solutions in the modern industry.



HOW IT WORKS

Gema's blockchain model involves :

- The Gema Blockchain:

- Where the GEM token will reside.

- Different blockchains (where the loyalty tokens will be issued).

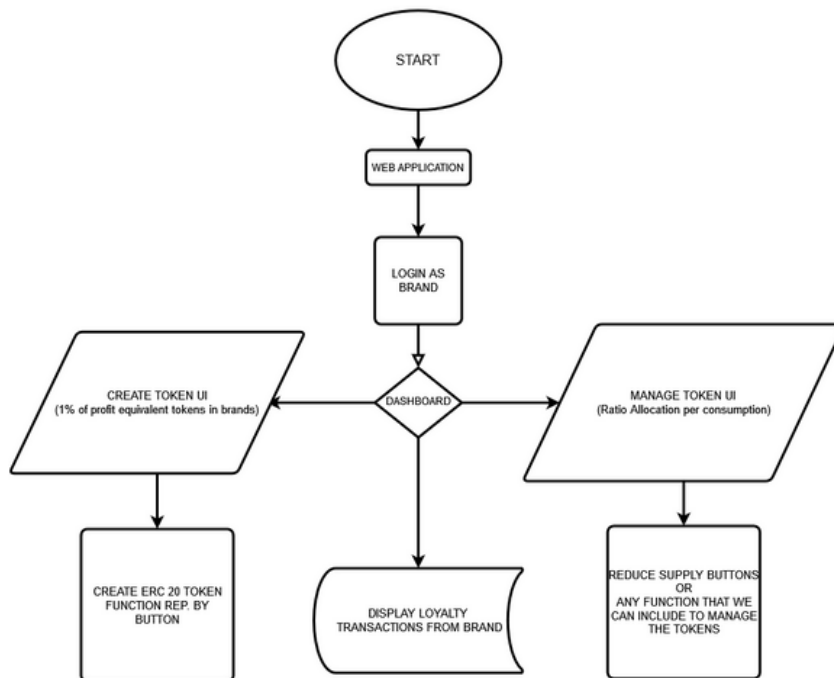
- Smart contracts (defining how each brands/protocols will issue their rewards per transaction or in a loyalty campaign and also how the Gema protocol will work) .

- A Gema Mobile app/Web App where users be able to send, receive, view and redeem their loyalty tokens.

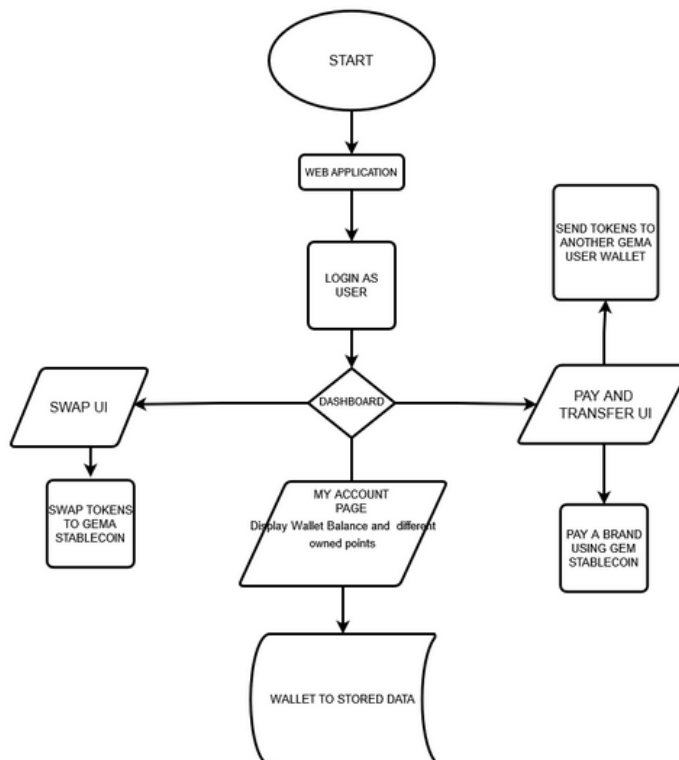


HOW IT WORKS (MODEL)

BRAND



USER



HOW IT WORKS

GEMA BLOCKCHAIN

The Gema Blockchain will act as a link between EBM or the different blockchains where the companies' tokens will reside. The blockchain will issue loyalty tokens which will be equivalent to a certain fiat value, to the brands which will be launched on network and through an oracle communication, each time a verified transaction occurs, the tokens are sent to the users wallet.

EVM layer 2 solutions have emerged as the leading platform solution for their scaling and infrastructure development and their support through infrastructure support, technical assistance, analytics support, market support, communities and security are one of the reasons we consider building on them.



HOW IT WORKS

LOYALTY STABLECOINS

A useful currency should be a medium of exchange, a unit of account, and a store of value. Cryptocurrencies excel at the first, but as a store of value or unit of account, they're not as valid. You cannot be an effective store of value if your price fluctuates by 20% on a normal day. This is where the loyalty stablecoins come in cause they are price-stable cryptocurrencies, meaning the market price of a stablecoin is equivalent to another stable asset, like the US dollar or the Kenyan Shilling.

The loyalty stablecoins will work be fiat-backed. This means that they will be equivalent to the collateralized fiat value.



HOW IT WORKS

GEMA EXCHANGE AND WALLET

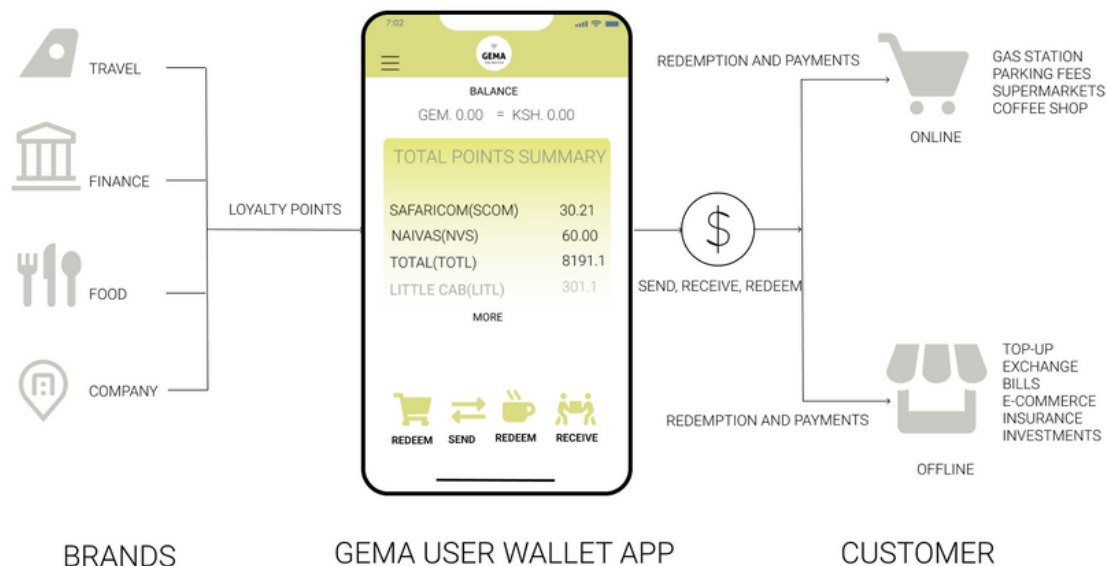
Gema offers interoperability of tokens for different use cases hence an exchange is necessary for this kind of transactions. We will use the Ethereum based blockchain(eg. Appchains) for this transactions and also an Ethereum based wallet for such kind of asset transactions.

Through our Gema wallet design, users will be able to create a wallet for their tokens and the businesses too, will be able to have wallet creation and allocation priviledges to their customers. We aim to implement client side operations for wallet creation and private key information which means that the generation process is executed on their desktop computer or mobile device, not on our or other external servers. This will be one of our best security practices in ownership of personal data.



ROAD AHEAD

Since our main objective is creating value to the producer, by helping them run their loyalty programs and to the consumer by providing ownership and control over their own tokens/points. By doing this, we will maintain our brand from the service fees such as creation for tokens, transaction fees for rewards in the platform and more offers in the ecosystem.



We are working to partner with strategists around brands to work with them on onboarding brands onto Gema and also creating a scalable solution for loyalty and rewards programs. The GEM tokens are also planned to be listed on exchanges.



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***We thank you for taking your
time to know more about us!***

