

## EXECUTIVE SUMMARY

### THE VISION- *“Democratize Banking”*

Geopay.me, Inc. brings a much needed, alternate payments and exchange paradigm to the masses. Hundreds of billions of dollars remitted globally are often mishandled. Payments and cross-border remittances are painfully inefficient in today's distributed digital economy. Industries are captive to a legacy banking system prone to security flaws, cybercriminals and fraud; and several billion people are excluded from access to vital financial services. It is imperative this situation changes. New solutions must be offered to governments, businesses and consumers if the emerging autonomous and industrial digital economies have a chance of benefiting future generations. Innovations in decentralized payment protocols and open distributed ledger technology (DLT), known as the **Blockchain**, can resolve or bypass critical shortcomings in today's fragile financial architecture; empower merchant and supply-side business models that increase engagement, autonomy and liquidity in local economies; and move the world closer to achieving financial inclusion. Few companies, however, have taken their focus from the “financialization” of the blockchain and business as usual, to the reimagining and liberation of the global economic stack. We believe the solution starts bottom up, with communities; and new infrastructure that eases access between traditional cash and virtual currencies at everyday merchant touch points.

### SOLUTION METHODOLOGY

- Bypass legacy financial silos preventing consumer access to convenient, self-service digital-to-cash-out options-- via: proprietary cross-platform integration of mobile technology, retail digital asset exchange and aggregation of brick-and-mortar money-transfer-operator (MTO's) ecosystem;
- Build the premiere network infrastructure to facilitate multimode protocols for borderless, global commerce, cross-industry billing support for decentralized digital services, prepaid and consumer financial management opportunities from virtual currency/fiat convergence;
- Define the standard for a multi-ledger payment solution and interactive blockchain kiosk that automates OTT/compliance and management requirements while substantially reducing carrying/clearing risk for remittance companies;
- Deliver a turn-key service that improves customer experience and reduces costs associated with facilitating cross-border value transfers

## **THE BUSINESS**

Geopay.me, Inc. offers a competitively priced (low-CAPEX) solution for the international money remittance industry and companies seeking to enter the growing cryptocurrency ATM market. The self-service “Blockchain MultiCoin Kiosk” (BMK) is designed for retail placement, and supports multiple use cases beyond instant money transfers. Existing operators are seeking new revenue opportunities, access to agents and more payout locations, as well as proactive, low cost compliance management for regulators across the many territories they service. Geopay.me helps the industry level the playing field. The cost/risk carry of digital remittance on blockchain vs. interbank settlement is low, the aggregate benefits are high, and the target market is well defined. The Geopay.me platform powers a cross-border AML/KYC (“anti-money laundering,” “know-your-customer”) compliance management tool that can help reduce OPEX for network operators, while simplifying multi-point access authentication for end-user/customer(s). As a result, the consumer experience of verifying identity, joining the virtual currency marketplace and securely transmitting funds to family or businesses abroad becomes user-friendly. It also increases convenience for remittance beneficiaries at participating retail outlets when cash is needed. We believe the impact of our product solution and franchise business model enables competitive advantage such as network scalability for operating partners, increased profitability from new services and attractive long-term financial performance for investors.

### **UNIVERSAL ACCESS--VERTICALLY STACKED--DECENTRALIZED PLATFORM**

Over the past 3+ years, the company has developed a complimentary suite of products and network services to benefit merchants and make it easier for consumers to adopt virtual currencies, including:

- Multi-coin mobile wallet solution with real-time p2p and online digital token swapping
- Retail digital asset exchange and alternative payments modules including support for fractional bullion commodities (e.g. gold, silver, etc.) digitization/consumption; creates new class of service
- Carrier-agnostic “SMS Pay” protocol offers simple text message payments inclusion with most basic feature phones and extends reach to underserved populations
- Merchant POS (point-of-sale) acceptance system for in-store payments
- Blockchain MultiCoin Kiosk (“BMK”) for retail cash-out, remittance and virtual currency access
- Blockchain Powered Outdoor Charging Stations for alternative automotive power access & fossil fuel pump payments processing/acceptance of virtual currencies

These services will be interoperable with the BMK Network to unlock new applications, marketplace partners and global convenience for merchants and consumers. Our solutions are beyond a minimally viable stage, having released the UberPay wallet in beta via the Android marketplace; functional SMS Pay, multiledger exchange solution and satellite BMK node architecture. The Geopay.me solution enhances access to digital commerce, eases conversion to and from digital to traditional cash; use of bullion for alternate payments; and unlocks more secure and efficient transnational payment channels for a vast global base of underserved people. We do this by integrating mobile, merchant location and blockchain technology with traditional cash & commodity services.

## **GO-TO-MARKET RATIONALE**

The Company offers brick-and-mortar merchants and international money-transfer-operators (MTO's) a solution that augments traditional cash services, yet enables greater reach and inclusion globally. Merchants play a critical role in improving local economies- and can catalyze the vision of democratizing personal banking by easing access to cash and new uses that virtual currencies offer people in their daily finances. Today brick-and-mortar based cash services roughly account for 47% of total international remittances (source: Remittance Price Worldwide) facilitated by non-bank money-transfer-operators (MTO's). Such firms are seeing sustained pressure on their business model and competition heating up from traditional financial institutions and digital-first start-ups that make online transfers more convenient and cheaper, especially with the proliferation of smart phones. This shift presents both a business opportunity as well as a technological challenge for existing companies which require a robust technology platform that can support both traditional as well as newer modes of servicing the customer. The cost/risk carry of digital remittance on blockchain vs. interbank settlement is low, the aggregate benefits are high, and the target market is well defined.

The legacy cross-border money transfer (i.e. "remittance") industry is dominated by a conventional cash model, manual on boarding and huge fixed costs, yet continues to grow near 4% YOY from its current size of \$600 billion in annual remittance flow (according to World Bank). New entrants characterized as 'digital-first' remittance companies, are competing on fees and usability; and seek to capitalize on the way people's expectations have changed with the advent of digital and mobile channels. These companies, however, have failed to achieve interoperability with distributed open ledger technologies including cryptocurrencies as a method of efficient settlement and do not address the digital-to-cash-out imperative at the physical agent site-- or other retail points-of-presence where remittance can be facilitated-- especially for underserved customers (nearly 2 billion people worldwide). While each global corridor has unique characteristics, any winning strategy must incorporate a viable cash-out solution, self-service automation for improved convenience and compliance; and agent support for a variety of digital currencies beyond just Bitcoin.

The need remains for a flexible, low-cost solution leveraging Blockchain protocol(s) that: (a) facilitate speedy, transparent value transfer and compliant localized exchanges, and (b) offers consumer-friendly, self-service conversion to and from multi-token digital-to-cash at a wide variety of physical points of presence. Legacy money transfer operators are seeking to diversify into new digital services and apply solutions that allow them to compete on value efficiencies, rapidly scale their network foot-print and capitalize on the virtual currency ecosystem to access/serve new markets. Geopay.me levels the playing field with a universal platform for MTO's.

## **GO-TO-MARKET STRATEGY**

Partner directly with traditional money transfer operators (MTO's) holding requisite money handling licenses and established international agent networks to expand their markets at a competitive pace.

Align with large chain retail merchants who benefit from scaling self-service remittance at the point-of-sale, adding differentiation to a broader digital strategy that drives foot-traffic and omni-channel sales.

## **SELL-THROUGH ASSUMPTIONS:**

Traditional MTO's have a need to compete with innovative digital upstarts and face disintermediation by traditional financial institutions and banks. \*\*MTO's actively seek solutions that can expand their business prospects; hence, investing in the core business and real-world implementations provides competitive advantage with additional services to drive uptake.

Utilizing Blockchain solutions enables them to compete on intra-network settlement, last-mile cost of transfers/exchanges and to substantially reduce OPEX and conventional carrying risk associated with the legacy business mode.

## **REVENUE MODEL**

- Sales of BMK Products/Services (monitoring & support) to Network Operators & Individual Merchants
- Fees from BMK Cash Loading & Merchant Exchange/Cash-Out Activities
- Platform-as-a-Service Fees for Compliance Management & Cross-Border Remittance
- Transaction Revenue Sharing

## **AFFILIATE PROGRAM: RESIDUAL INCOME TOKENS (“RIC”)**

Geopay.me plans to launch a hybrid crowdfunded/membership program allowing community participants (i.e. “network affiliates”) to buy a limited number of Geopay.me issued “Tokens” called “Residual Income Tokens.” RIC’s are different from “initial coin offerings” in that they are not securities or “shares” but payable affiliate revenues that incent community uptake of our services. RIC’s can be held indefinitely for a recurring payment based on each unit’s future net earnings corresponding to its face value percentage. Each member can elect how to receive the value and Geopay.me will reconcile the ledger. RIC member distributions can be received, transferred or spent as any network supported virtual currency, discount/gift reward or cash option.

### **PRIMARY DISTRIBUTION & ADDRESSABLE MARKET:**

#### **A. Existing Money Transfer Operators/Remittance Companies**

##### Company A: Aggressive, Growth-Oriented Mid-Tier Money Transfer Operator:

- Still relatively agile, growing business has established international footprint in major corridors and some secondary corridors, with strong presence in the U.S. and Europe (where most active cryptocurrency users are). Seeks programs/services to attract more agents in its network.

##### Company B: Large, Established Multinational Money Transfer Operator:

- Incumbent global player with massive scale, deep market penetration and far-reaching presence looking to reduce OPEX and move aggressively into Blockchain solutions.

##### Company C: Small, Regional Money Transfer Operator:

- Private-equity backed, smaller company seeking growth via roll-up consolidation

**\*Aggregate MTO payout locations exceed 1.5 million individual outlets worldwide**

#### **B. Retail Chain & Omni-Channel Merchants/Brands (See Appendix A for sample size)**

##### **Secondary Distribution/Independents:**

Independent grocers, restaurants and convenience stores

## MARKET OPPORTUNITY HIGHLIGHTS:

- 94% of traditional money transfers still involve cash, mostly on the receiving side. About 6% of global remittance volume is conducted over digital channels today. The vast majority of these online service providers are utilizing traditional fiat channels to transmit and settle value with users who are already banked.
- Up to 12 million active cryptocurrency wallets worldwide
- Fewer than 1,500 Bitcoin ATM placements worldwide and lack of multi-ledger, multi-coin support presents substantial upside growth opportunity
- Lack of self-service remittance options in everyday retail channels

## COMPETITIVE SUMMARY:

**System OEM's:** There are 6 top-tier manufacturers in the Bitcoin ATM space. Most of these systems are only equipped to handle Bitcoin, not a diverse range of other digital currencies such as Litecoin, Doge, Dash and others. Geopay.me has adapted a multi-coin method and digital payments interface to support the ecosystem through one end-point.

**Network Operators:** Nearly all companies in this category operate similarly to independent sales orgs that purchase the ATM hardware predominantly from the top manufacturers mentioned above.

**Wallets/Exchanges:** The lines between wallets and exchanges are increasingly blurred: many wallets provide an integrated currency exchange feature, with a majority of this segment offering a national-to-cryptocurrency exchange service. Few also offer peer-to-peer digital exchange/multi-coin asset swapping like the self-hosted solution Geopay.me offers to merchants.

**BTC/Visa Debit Cards:** Bitcoin debit VISA cards have become more popular over the past two years with various choices on the table for consumers to choose from. Cards enable a user to load the account with Bitcoin reserves and spend the funds where major credit cards are accepted. Base credit card processing fees are made up of interchange and assessments, and they're the same for all processors. No processor can give you a lower rate or a better deal on base costs no matter how many Bitcoins you transfer in to prepaid VISA/MasterCard. A sampling of primary competitors in this product area include: Xapo, Wyrex, Bitpay, & ANX PRO. All have high fees for standard transactions, top-up loading and annual membership. The Geopay.me platform and kiosk network displaces multiple interchanges and enables easier consumer access at a lower cost.

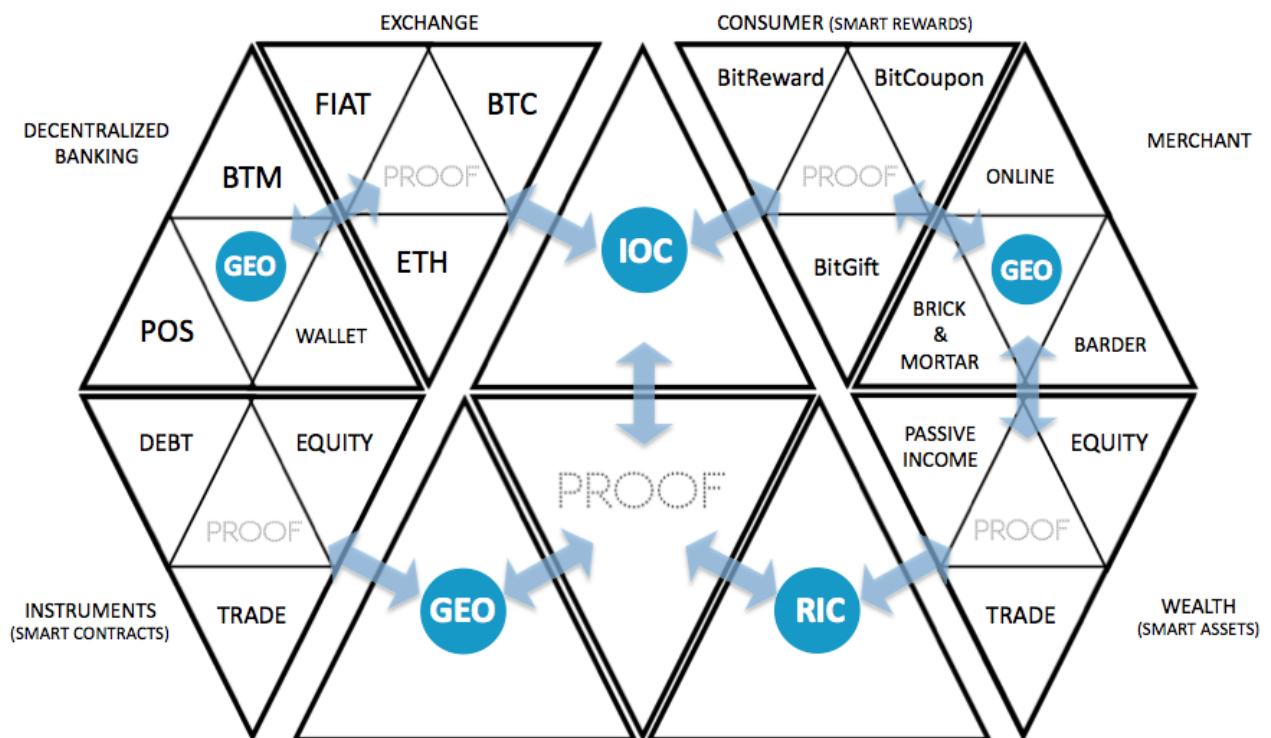
## **ABOUT GEOPAY.ME, INC.**

Geopay.me, Inc., is a privately held US money service business and alternative payment network registered with the US Treasury and FINCEN. The company is focused on easing consumer and merchant adoption of digital currencies. We are leveraging a unique combination of mobile and Blockchain technologies to develop networked money solutions and specialized merchant exchange services that increase commerce for the global digital payments industry. The Geopay.me platform is extensible to a suite of consumer, merchant-centric and carrier class solutions. We facilitate digital payments acceptance, real-time mobile remittance and exchange of cryptocurrencies (e.g. Bitcoin and other digital monetary tokens)-- on a global network we call the "*Internet of Cash*."

GEOPAY.ME

GEOPAY.ME ECO SYSTEM  
ON  
PROOF SIDECHAIN

PROOF





# INTERNET OF CASH

TRADE SYMBOL: IOC

SERIES ISSUED: 3 – A,B,C  
QUANTITY ISSUED: 300,000,000  
BLOCKCHAIN: ETHEREUM  
SIDECHAIN: PROOF  
EXCHANGE VALUE: \$1 USD  
EXCHANGE PAIR: IOC/USD, USD/IOC  
ASSET TYPE: CONVERTABLE TOKEN

## WHAT IS INTERNET OF CASH?

TRADE SYMBOL: IOC



IOCs' are a crypto currency token built on Ethereum's ERC20 Standards, running on the Proof Blockchain. Federal (Fiat) currency is exchanged for IOC at Geopay.me BTM Kiosks, local and online participating partners and spent at any locally owned participating businesses. The circulation of IOCs' encourages capital to remain within a local business community, building a greater affinity between the local business community and its citizens.

Like the local currencies widely used throughout the early 1900s, IOC's can serve as a tool for community economic empowerment, and development toward regional self-reliance. IOCs' are meant to maximize the circulation of goods, services, and capital online and locally, thus strengthening the local economy. Like local currencies, a common place during the early 1900s, crypto currencies like the IOC are being recognized as a tool for sustainable economic development. The IOC crypto currency distinguishes the local businesses that accept the IOC from those that do not, fostering stronger relationships between the responsible business community and the citizens of the community. The people who choose to use the IOC make a conscious commitment to buy local, and in doing so take a personal interest in the health and well-being of their community by laying the foundation for a truly vibrant, thriving economy.

# HOW INTERNET OF CASH WORKS?

## - The IOC Token

Anyone may spend IOCs' or accept IOCs' for payment. IOCs' can be obtained at participating Geopay.me BTM kiosks, local and online partners in exchange for U.S. dollars at a rate of \$1.00 USD per IOC. These federal dollars remain on deposit at the Geopay.me's Exchange service in order to allow citizens to redeem IOCs' for dollars at the same exchange rate. For example, 100 dollars yield 100 IOCs and 100 IOCs yield 100 dollars. IOCs can be spent at face value to pay for the goods or services offered by participating businesses—for example, 10 IOCs can be used for a \$10 purchase.

Every business participating in the IOC Network and displaying accompanying IOC sticker has committed to taking full or partial payment in IOCs'. Be aware that each business can accept IOC's on all or partial services of their choosing, so some restrictions may apply. Customers paying with federal dollars at participating IOC merchants may also ask for IOC's in change.

## - How does the 5% DISCOUNT Token works?

The five percent (5%) discount is a function of the IOC-to-DISCOUNT Token exchange rate, not a discount given at the point-of-sale.

To explain more clearly, let's follow a "100 DISCOUNT" through a common transaction: One day, you decide to go out for a nice dinner. You start by going online to exchange IOCs' for DISCOUNT Token'. 95 IOC's convert into 100 DISCOUNT credit upon exchange. When you go to dinner that night, the total cost comes to \$100. The restaurant accepts DISCOUNT Tokens ' in full, so you pay entirely in DISCOUNT Tokens. At this point you have spent 95 IOC's and received a \$100 meal - a five percent discount for you.

The owner of the restaurant now has 100 DISCOUNT Tokens'. The merchant can convert them to IOCs' and either spends them with another vendor that accepts IOC's (in which case the 100 IOCs' will buy \$100-worth of goods or services) or the restaurant owner can decide to return the IOC's to the exchange. If the merchant returns the IOCs' back to the Exchange, the exchange deposits the 100 IOC's you spent on dinner and gives the restaurant owner \$99 federal dollars (nearly the same amount you originally brought at the exchange). A small network fee is applied at time of exchange.

# THE BENEFITS OF IOC

TRADE SYMBOL: IOC

## - IOC Network Fee

The network fee is used to support costs for federal funds deposited and other bank fees.

## What is the end result?

When you go to the exchange to get IOC's you immediately receive a 5% boost in buying power. If the business owner, who accepts IOC's or discount tokens, spends the same IOC you have spent, then you have received a discount but the business has not given a discount! If the business owner decides to go back to the bank with your IOC's, you have received a discount and the business has given a discount. They have also distinguished themselves as a locally owned business committed to other local businesses, and they have gained a loyal customer! IOCs' help make you more selective about where you are

## IOC PRICE & FEE STRUCTURE\*

TRADE SYMBOL: IOC

TOKE	INTERNAL NETWORK FEE* (INF)	IOC/USD	USD/IOC	PARTNER SHARED FEE
1 – 1000 IOC	0.10 IOC	1.0%	NO FEE	TBD
1001 – 2500 IOC	0.25 IOC	1.0%	NO FEE	TBD
2501 – 5000 IOC	0.75 IOC	1.0%	NO FEE	TBD
5001 – 15000 IOC	1.00 IOC	1.0%	NO FEE	TBD
15001 - Unlimited IOC	1.0% IOC	1.0%	NO FEE	TBD

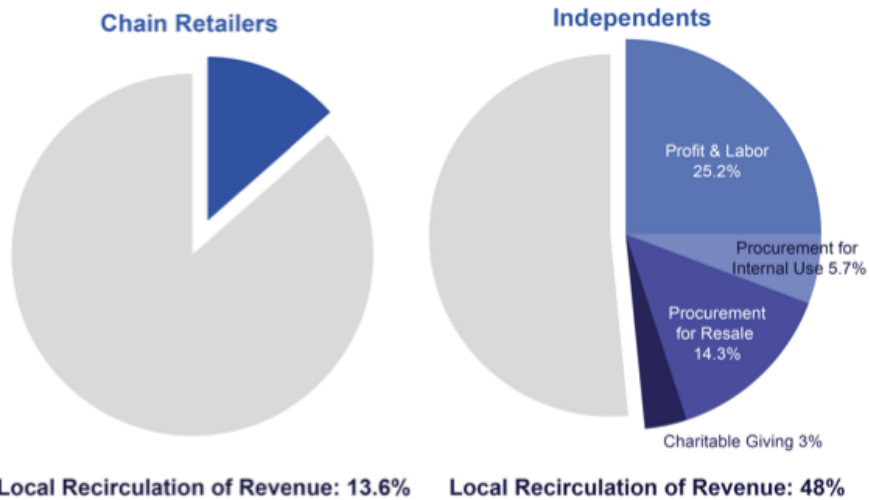
TOKEN(S)	SYMBOL	INTERNAL NETWORK FEE*	IOC/ REWARD	IOC/GIFT	IOC/COUPON
Internet Of Cash (IOC)	IOC	0.10 IOC	NO FEE	NO FEE	NO FEE
BitReward (REWARD)	REWARD	0.10 REWARD	NO FEE	NO FEE	NO FEE
BitGift (GIFT)	GIFT	0.10 GIFT	NO FEE	NO FEE	NO FEE
BitCoupon (COUPON)	COUPON	0.10 COUPON	NO FEE	NO FEE	NO FEE
Energy Swap Coin (EXU)	EXU	TBD	-	-	-

\* Terms & Conditions may apply.

# THE BENEFITS OF IOC

TRADE SYMBOL: IOC

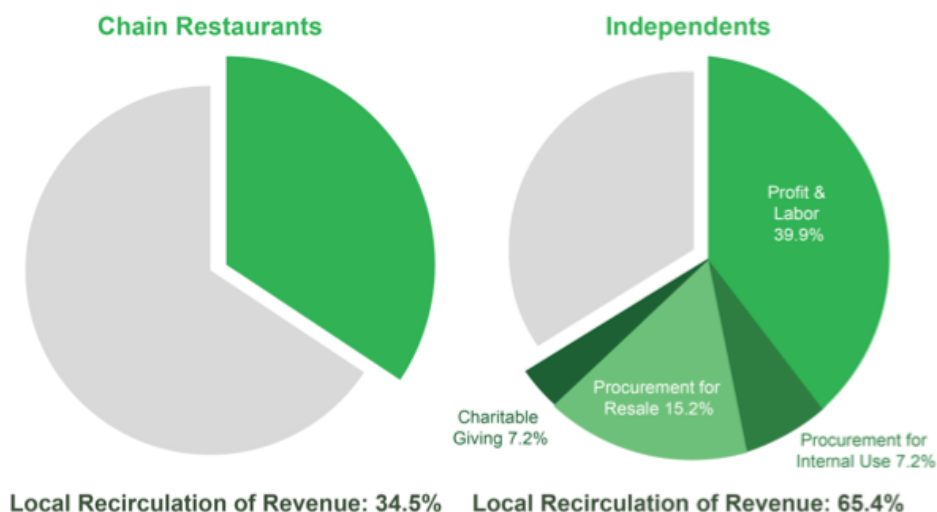
## Local Economic Return of Indies v. Chains



\*Compiled results from nine studies by Civic Economics, 2012: [www.civiceconomics.com](http://www.civiceconomics.com)  
Graph by American Independent Business Alliance: AMIBA.net

TRADE SYMBOL: IOC

## Local Benefit of Indie v. Chain Restaurants



\*Compiled results from nine studies by Civic Economics, 2012: [www.civiceconomics.com](http://www.civiceconomics.com)  
Graph by American Independent Business Alliance: AMIBA.net

# IOC TOKENS & THE PSYCHOLOGY OF DISCOUNTS

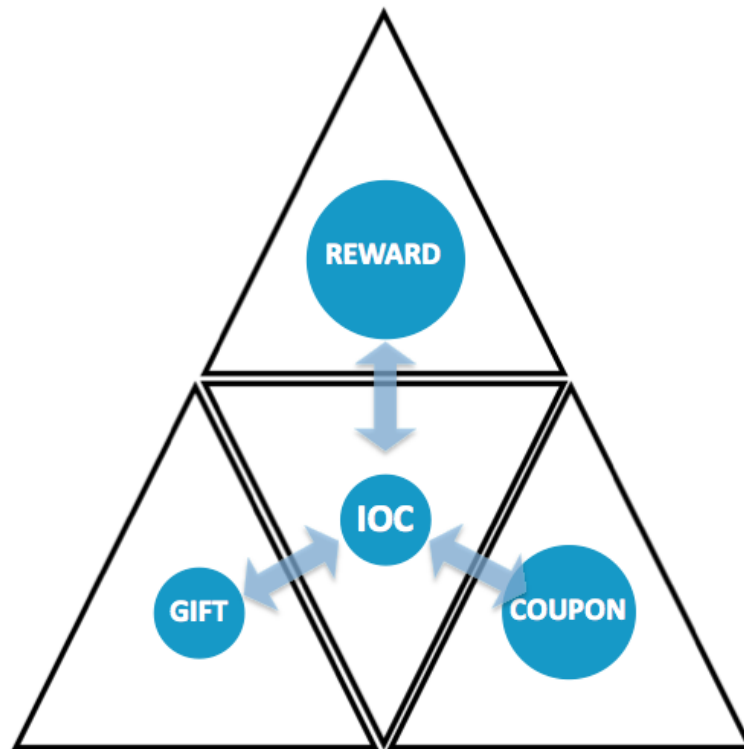
TRADE SYMBOL: IOC

DECENTRALIZED

UNIFIED

LEVERAGED

TOKENIZED



In the world of marketing, no two discounts are alike. Or are they? Lets discuss how various discounts impact consumer behavior and their willingness to buy.

[OBJ]

Until the advent of the Blockchain, this is how traditionally discounts have been represented?

Quick: which of the following represents the biggest percentage discount? \*

**A. \$200 off a \$999 TV**

**B. A \$35 pair of sunglasses, marked down from \$50**

**C. Buy one shirt for \$60, get the second for 50% off**

If you selected B, *congratulations* – you’ve successfully maneuvered through some crafty discounts to find the best deal. If you picked another answer, don’t worry, most of your customers are doing the same thing. In fact, clever marketers depend on this consumer behavior to increase sales.

So, how are discounts represented? Lets get started by taking a page out of a consumer behavior book.

\* In case you were wondering, option A presents a 20% discount, option B presents a 30% discount, and option C presents a 25% discount (spend \$90 for two shirts instead of \$120 without a discount)

## Understanding the Psychology of Discounts

First, it's important to note that everyone is attracted to a deal, no matter how large or small. Just think – would you rather pay full price for an item when you could save a few bucks instead?

By incorporating *coupons* and *discounts* into your overall marketing and pricing strategies, you're already appealing to the minds of shoppers. But to take things to the next level, it's important to realize one common theme: **shoppers don't like to do math**. Instead of crunching numbers, they'll focus on particular figures in a discount promotion and draw their conclusions based on that amount.

Looking at *option C* in the example, most consumers will focus on the 50% off figure, as opposed to doing a basic calculation to see that they're really saving just 25% on the total purchase.

Because of this, shoppers feel that they're getting a better deal than they actually are. - The main takeaway is this: *although the primary rule of economics states that consumers will act in the most rational, self-benefitting way, discounts have a big effect on purchase behavior.*

## An Introduction to Discount Types

Before we talk about discount tactics and the Blockchain, let's know more about the most common discount types, summarized below:

- **Dollar or Percentage Off:** This discount type is the most standard and widely used, simply offering a reduction on the original price, such as \$25 off or 20% off. These discounts can be placed on specific products or applied to an entire order.
- **BOGO:** Short for, "Buy One, Get One," this discount type prompts customers to purchase additional items. Examples of BOGO include, "Buy One, Get One Free" or "Buy One, Get 50% Off the Next Item."
- **Quantity Discounts:** Quantity discounts encourage shoppers to increase their order value to a specific threshold to receive a discount. For example, "Purchase 4 items and get the 5th free," or, "Receive 15% off your \$150 purchase," are considered quantity discounts.
- **Rebates:** A rebate is an amount that's returned or refunded to customers after their initial purchase. Often used for large-ticket items, the most common form is a mail-in rebate. An example of this would be listing a price as, "\$349.99 after rebate."
- **Free Shipping:** Increasingly popular among online business owners, free shipping fully removes the shipping cost associated with any order from the customers. Many merchants offer free shipping for a certain order amount, such as "Free shipping when you spend \$49.95."
- **Buy Back Discount<sup>®</sup> (Geopay.me Asset):** This amount stored in a Blockchain asset, offered by merchant to customers, the asset value is then returned to merchant, while the customer received the instant discount.

## How Discounts Impact Consumer Behavior

Beyond appealing to the notion of helping shoppers save money on an item, discounts also have an impact on how consumers interact with your products and brand.

### Discounts Assume Trust

Consumers overwhelmingly trust that an offered discount is a legitimate reduction from the original price. In other words, you could technically raise the price of an item by 20%, then turn around and offer a 20% discount, but consumers very rarely consider this possibility. This assumed trust in your discount leads to a feeling of excitement towards your offer.

### Discounts Reduce the Propensity to Search

Studies show that the offering of a coupon or discount can dissuade consumers from searching for other offers<sup>1</sup>. This is because discounts create a sense of urgency to purchase, which distracts shoppers from looking for other options. This impact on consumer behavior is particularly important for online businesses, in which price comparison-shopping is widespread, thanks to the wide availability of competitors in the digital space.

### Discounts Create a Sense of Urgency

Discounts entice shoppers to purchase sooner. This can be attributed to the idea of scarcity, in that consumers understand that there aren't always discounts available to help save money. Urgency is a critical element in moving customers past the purchase threshold, and can be aided with your marketing communications – for example, including “One day only” or “Last chance!” messaging helps remove any purchase hesitations that may be holding customers back.

### Consumers Learn to Expect Discounts

One downside to coupons and discounts is that they train consumers to expect them when making a purchase. This expectation often prevents shoppers from purchasing items at regular price, and encourages them to look for competitor discounts. In the realm of ecommerce, this expectation is becoming increasingly true with free shipping promotions. A Blockchain prevents customers from only purchasing with a discount, a Blockchain asset strategy like the **Buy Back Discount**® plays an important role in a discount campaign.

*Important: Don't forget that traditional discounts can easily eat into profit margins, so always crunch the numbers internally before launching or testing any type of discount campaign.*

**Conclusion:**

A Tokenized Coupon/Discount asset is an integral part of developing a unified consumer/merchant adaptation of Blockchain. Once value is converted to an IOC it can satisfy numerous use cases to support on-net merchant campaigns for any size merchant and which can be leveraged for repeat and ongoing campaigns, returning value each time it is spent by consumers.

<sup>1</sup>[Discounts and Consumer Search Behavior: The Role of Framing](#)



# WHAT IS GEO SHARE?

TRADE SYMBOL: GEOS

## **Tokenizing startup equity - Private Company Stock (PCS) on Ethereum Blockchain**

The basic idea behind GEOS is to represent certified securities in an entity (e.g. shares in a startup) with immutable tokens on the Bitcoin/Ethereum network. Today there is no active traditional secondary market for venture capital / startup equity. Such secondary market exists, however, for Blockchain projects, and offers great potential to create positive impact on the innovation-financing ecosystem, both for founders and for the investors. It is, however, limited to Blockchain-based startups, and to investors who already own significant amount of cryptocurrencies.

Geopay.me aims to extend this to crypto and non-crypto investors, through representing equity/shares as Blockchain tokens. To make this work practical, we have established a legal-technical structure that attaches self-enforcing smart contract using the Proof Sidechain to such tokens, and also provides for a legal position that is enforceable off-chain, in regular legal proceedings.

### **Advantages of tokenized Private Company Stock (PCS)**

Current PCSs give everyone an illiquid asset. Currently, private company stock can only be sold upon exit or other liquidity event, for investors to earn monetary gains. In particular, for early stage investors this is a long ride—it takes about 5–10 years to build and sell a startup, provided the owners decide at some point to sell. Considering the regular size of equity represented by PCS, combined with the waiting time until materialization, the intended incentive becomes quite weak. Making PCS liquid substantially changes this! Tokenized PCS allows for a liquid asset position, to which early stage investors can make money before the exit, simply through trading of ICO on exchanges.

### **Geopay.me's tokenized PCS**

Smart contracts that are used to issue tokens are self-enforcing contracts—they enforce the performance of the PCS agreement between the company and investor, and make contractual clause unnecessary. It means that they not only set the PCS terms but also execute them.

Geopay.me's tokenized PCS runs on Ethereum Blockchain technology.

Beneficiaries get tokens representing common shares in the company based on a transparent algorithm that rewards risk-takers as early stage investors,[ and additionally the loyalty]. A self-enforcing smart contract grants full transparency over the status of the actual ownership scheme of the individual right-holder. Once Geopay.me has ICOed, beneficiaries hold ICO tokens, and immediately benefit from Geopay.me's going to market. Based on the beneficiary's own risk profile she/he can enjoy immediate liquidity events or wait if higher token price is expected.

## FORCABILITY OF PCS ON BLOCKCHAIN

TRADE SYMBOL: GEO

### **Full legal enforceability of Geopay.Me's PCS on Blockchain**

Geopay.me's PCS is not only enforceable through smart contract on chain. The smart contract refers to printed PCS Terms & Conditions Document, which itself refers back to smart contract. Signing up for shares via a smart contract is then equal to signing a paper agreement. Hence, beneficiaries can be assured that any rights held under the program are legally binding also off chain. This is combined with smart contracts assigning shares to new investors, which does all calculations and bookkeeping of ICOed tokens, and distributes any determined proceeds. All of this will happen in an automated, decentralized way, without requiring company's direct involvement. It also is fully transparent and fair.

BLANK PAGE

# WHAT IS GEO COIN?

TRADE SYMBOL: GEO

## **Crowdfunding Capital**

Even though Initial coin offers (ICO) are often compared to Initial Public Offerings and crowdfunding by the investors. Initial public offering is a type of crowdfunding in which entrepreneurs ask people to participate or donate. Geopay.me's crowdfunding relates to donation and they are not selling a stake or expecting an ROI, instead they are asking for funds to kickstart their project.

Geopay.me's initial coin offer is a unique method of donation fundraising in blockchain technology based projects where entrepreneurs choose to support by donating funds in the form of digital currency or fiat currency. The value of each coin or asset is decided automatically after its launch in exchange, depending upon the success – demand and supply.

This Initial coin offer is included in an exchange for holders to exchange freely, without any anticipation for ROI or stake for Geopay.me. The exchange provides a set value of the contribution to acquire the token and this is the only value directly related to the asset or token, the value may change due to market forces and trade activity.

## **How it Works**

Once the ICO crowdfunding is over, the token/asset gets listed in one or multiple exchanges, which makes it available for trade against other crypto coins or assets.

After the launch of tokens/assets, normally the price gets a huge swing. The token, which you acquired in a few dollars, turns into real time currency having significant price.

# TRADING CARDS VS TRADING TOKENS

A trading card (or collectible card) is a small card, usually made out of paperboard or thick paper, which usually contains an image of a certain person, place or thing (fictional or real) and a short description of the picture, along with other text (attacks, statistics, or trivia). There is a wide variation of different types of cards. Modern cards even go as far as to include swatches of game worn memorabilia, autographs, and even DNA hair samples of their subjects.

## Digital trading cards

In attempt to stay current with technology and digital trends, existing and new trading card companies started to create digital trading cards that lives exclusively online or as a digital counterpart of a physical card. In 2000, Topps established themselves in the digital space by launching a new brand of sports cards, called etopps. These cards are sold exclusively online through *individual IPO's (initial player offering)* in which the card is offered for usually a week at the IPO price. The quantity sold depends on how many people offer to buy, but is limited to a certain maximum. After a sale, the cards are held in a climate-controlled warehouse unless the buyer requests delivery, and the cards can be traded online without changing hands except in the virtual sense.

Today, the development of the Internet has given rise to various online communities, through which members can trade collectible cards with each other. Cards are often bought and sold via eBay and other online retail sources. Many websites solicit their own "sell to us" page in hopes to draw in more purchase opportunities.

The value of a trading card depends on a combination of the card's condition, the subject's popularity and the scarcity of the card. In some cases, especially with older cards that preceded the advent of card collecting as a widespread hobby, they have become collectors' items of considerable value. In recent years, many sports cards have not necessarily appreciated as much in value due to overproduction, although some manufacturers have used limited editions and smaller print runs to boost value. *Trading cards, however, do not have an absolute monetary value.* Cards are only worth as much as a collector is willing to pay.

## **Token coin**

In the study of numismatics, token coins or trade tokens are coin-like objects used instead of coins. The field of tokens is part of exonomia and token coins are token money. Tokens either have a denomination shown or implied by size, color or shape. "Tokens" are often made of cheaper metals: copper, pewter, aluminium, brass and tin were commonly used, while Bakelite, leather, porcelain, and other less durable materials are also known.

The key point of difference between a token and a coin is that a coin is issued by a governmental local or national authority and is freely exchangeable for goods or other coins, whereas a token has a much more limited use and is often (but not always) issued by a private company, group, association or individual. In the case of "currency tokens" issued by a company but also recognized by the state there is a convergence between tokens and currency.

## **Currency tokens**

In their purest form, currency tokens issued by a company crossed the boundary of merely being "trade" tokens when the local government authority sanctioned them. This was sometimes a measure resulting from a severe shortage of money or the government's inability to issue its own coinage. In effect, the organization behind the tokens became the regional bank.

A classic example of this is the Strachan and Co trade tokens of East Griqualand in South Africa, which were used as currency by the indigenous people in the region from 1907. Their initial success resulted from the scarcity of small change in this remote region from that time.

Similarly, in times of high inflation, tokens have sometimes taken on a currency role. An example of this is Italian or Israeli telephone tokens, which were always good for the same service (i.e., one phone call) even as prices increased. New York City Subway tokens were also accepted sometimes in trade, or even in parking meters, since they had a set value.

## **Trade tokens or Barter tokens**

Coin-like objects from the Roman Empire called spintria have been interpreted as a form of early tokens. Their functions are not known from written history, but they appear to have been brothel tokens or possibly gaming tokens.

Medieval English monasteries issued tokens to pay for services from outsiders. These tokens circulated in nearby villages where they were called "Abbot's money." Also, counters called jetons were used as small change without official blessing.

From the 17th to the early 19th century in the British Isles and North America, merchants commonly issued tokens in times of acute shortage of coins of the state to enable trading activities to proceed. The token was in effect a pledge redeemable in goods but not necessarily for currency. These tokens never received official sanction from government but were accepted and circulated quite widely

### **Slot machine tokens**

Metal token coins are used in lieu of cash in some coin-operated arcade games and casino slot machines.

Money is exchanged for the token coins or chips in a casino at the casino cage, at the gaming tables, or at a slot machine and at a cashier station for slot token coins. The tokens are interchangeable with money at the casino. They generally have no value outside of the casino.

After the increase in the value of silver stopped the circulation of silver coins around 1964, casinos rushed to find a substitute, as most slot machines at that time used that particular coin. The Nevada State Gaming Control Board consulted with the U.S. Treasury, and casinos were soon allowed to start using their own tokens to operate their slot machines. The Franklin Mint was the main minter of casino tokens at that time.

### **Other sources of tokens**

The Toronto Transit Commission single-ride token for use on bus, streetcar, and subway routes in Toronto, Canada. This design was introduced in 2006. The Philadelphia Transportation Company transit tokens (1940-68). Railways and public transport agencies used fare tokens for years, to sell rides in advance at a discount, or to allow patrons to use turnstiles geared only to take tokens (as opposed to coins, currency, or fare cards).

Many part of the economy use tokens, such as Car washes, Video arcades, and parking garages, pay toilets, Subways and Shopping cart rentals.

Public telephone booths in countries with unstable currency were usually configured to accept tokens sold by the telephone company for variable prices. This system was in effect in Brazil until 1997 when magnetic cards were introduced. The practice was also recently discontinued in Israel, leading to a trend of wearing the devalued tokens as necklaces.

## **Other sources of tokens**

In North America merchants from the 18th century in regions where national or local colonial governments did not issue enough small denomination coins for circulation originally issued tokens. They were later used to create a monopoly; to pay labor; for discounts (pay in advance, get something free or discounted); or for a multitude of other reasons. In the United States, a well-known type is the wooden nickel, a five-cent piece distributed by cities to raise money for their anniversaries in the 1940s to 1960s.

Local stores, saloons and mercantile would issue their own tokens as well, usable only in their own shops. Railways and public transport agencies have used fare tokens for years to sell rides in advance at a discount. Many transport organizations still offer their own tokens for bus and subway services, toll bridges, tunnels, and highways, although the use of computer-readable tickets has replaced these in most areas.

## **Conclusion**

Tokens have been around for many decades and periods throughout history. Virtual tokens represent a leap in utility, fungibility and prevalence.



# WHAT IS A RESIDUAL INCOME COIN?

TRADE SYMBOL: RIC



The RIC is a Blockchain Token created by Geopay.me Inc on the Bitcoin - Ethereum Proof Sidechain.

Part crowd-funding mechanism and part network membership program; the RIC is revolutionary concept of financial reward for Affiliates that help us grow our global business.

## **Here's how it works:**

A single RIC starts with a minimum fixed value of \$50, with additional higher value membership subscriptions depending on each individual's level of participation. It rewards the owner of the RIC with residual income from a program offered by Geopay.me Inc. Geopay.me shares an aggregate percentage of Net Revenues with all RIC members at the end of each operating year. Each RIC holder receives a pro-rata fraction (%) of the

Residual payout. The RIC holds no Geopay.me equity value, but can be traded.

The RIC program has a limited lifetime supply of 167,110 RIC Tokens. Moreover, the Geopay RIC creates additional benefits for members, such as discounts from merchants and instant rewards. RIC's help foster the ecosystem with long-term loyalty and offers merchants more to tools to expand sales.

# RIC SCHEDULE

TRADE SYMBOL: RIC

Token Classification	RIC Token Value	Token Supply	Net Equity* Participation
RIC Series A	\$50	100,000	10%
RIC Series B	\$100	50,000	10%
RIC Series C	\$250	10,000	10%
RIC Series D	\$1000	5,000	10%
RIC Series E	\$2500	1,000	10%
RIC Series F	\$5000	1,000	10%
RIC Series G	\$10,000	100	10%
RIC Series H	\$50,000	10	10%

\*Net Equity is the Annual Profit reported by Geopay.me Inc. (Net Gross – Annual Operating Expenses = Net Profits, does not include any tax liability)

# RIC RELEASE SCHEDULE

TRADE SYMBOL: RIC

Token Classification	Release Date	Total Token Supply	Net Equity* Participation
RIC Series A	09/01/2017 <sup>1</sup>	167110	10%
RIC Series BA	06/01/2018	167110	1%
RIC Series CX <sup>2</sup>	TBA	167110	1%
RIC Series DX	TBA	167110	1%
RIC Series EX	TBA	167110	1%
RIC Series FX	TBA	167110	1%
RIC Series GX	TBA	167110	1%
RIC Series HX	TBA	167110	1%
RIC Series AX	TBA	167110	1%
RIC Series AX	TBA	167110	1%
RIC Series AX	TBA	167110	1%

\*Net Equity is the Annual Profit reported by Geopay.me Inc. (Net Gross – Annual Operating Expenses = Net Profits, does not include any tax liability)

<sup>1</sup> Only Initial ICO offer has a higher ROI. Geopay.me's Residual Income Coin (RIC) program commits up to 20% of Net Revenues to Affiliates, terms & conditions may apply.

<sup>2</sup> [x] is a Token sequence designator for the each series of tokens issued.

# **BLOCKCHAIN SOLUTIONS FOR REAL COMMUNITY NEEDS**