



# GIZA

# SIMPLICITY for your safety



**WHITE  
PAPER**



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## TABLE OF CONTENT

### INTRODUCTION

- 1.1 Our Vision
- 1.2 Market Overview
- 1.3 Problem
- 1.4 Idea

### GIZA PROJECT

- 2.1 Hardware Cryptowallet
- 2.2 Password Manager
- 2.3 Encrypted File Storage
- 2.4 Two steps Authentication System
- 2.5 GIZA Software
- 2.6 How is GIZA secure

### TOKEN DISTRIBUTION EVENT

- 3.1 GIZA token
- 3.2 Token distribution
- 3.3 Token allocation
- 3.4 Date and time of token launch
- 3.5 Contract address
- 3.6 GAS limit
- 3.7 Terms of sale

### BUSINESS PLAN

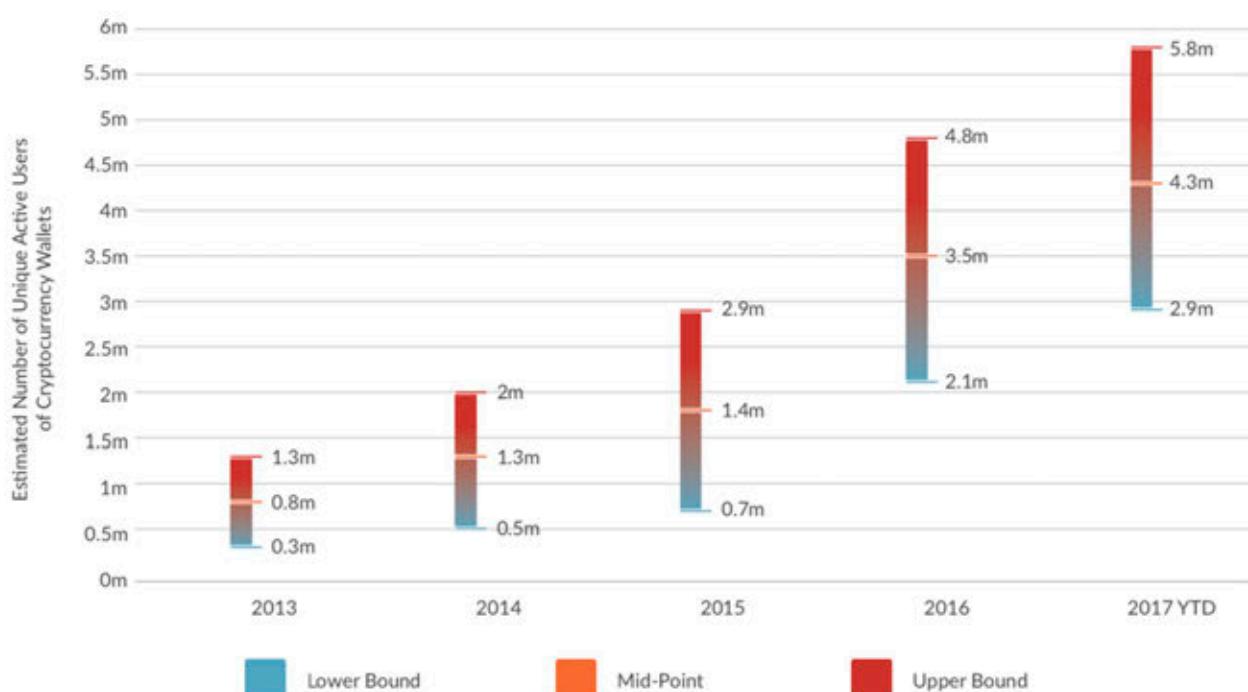
- 4.1 Target market
- 4.2 Business-model
- 4.3 Production plan
- 4.4 Marketing plan
- 4.5 Team
- 4.6 Roadmap
- 4.7 Profitability & Prospects

# INTRODUCTION



## INTRODUCTION

They say, the past cannot be changed, but the future is yet in your hand. Despite the sad experience humanity had with personal data theft crimes and unfair distribution of capital, there is still an option for the safe and fair Future. Speaking about blockchain technology, which is like a breath of fresh air for humanity. Technology itself empowers us to conduct business transactions safely, build open and fair governance system and build network of reliable business partners. In cryptocurrency space, hardware wallets are becoming a technology enabler which provides safety and security in dealings.



Source: [news.bitcoin.com/how-big-is-bitcoin/](http://news.bitcoin.com/how-big-is-bitcoin/)

However there is still a human factor, which may be the reason humanity fails blockchain revolution. Fraud, theft, phishing and even personal incaution pose a threat to your sensitive data and cryptocurrencies, which can amount to millions of dollars, as more and more wealthy individuals and investment funds enter the space. For example, according to Chainalysis, a New York-based maker of anti-money laundering software, phishing scams related to ICOs have cost investors \$225 millions in Ethereum-related cybercrimes only.

Hardware wallets secure transactions and funds by protecting it with private keys. These keys are the technical proof of cryptocurrency ownership. User is secured with the all-important private keys which are maintained in a secure offline environment on a hardware wallet.

Unfortunately, there is hardly any such hardware wallet which is reliable



and functional with all in features as the leading market players provide the devices with the functionality of just a hardware device using the software from other developers.

Here comes a hardware wallet which not only provides superior functionalities of hardware wallet but also brings all-in-one features like password manager, private secured data storage and enhanced two-stage security. These all come with almost no extra price and this whitepaper put forth such innovative plan in this paper.

## 1.1 Our vision

In the process of defining vision, it is important to identify our way to make this business successful, in days to come. As we want to make this product delivery and support available across global market with high quality feature, the company's vision would be to position GIZA as one of the top five hardware wallet in the world and stay ahead in the market competition via continuous innovation.

Vision of the team GIZA is to empower millions of lives and put them at par with developed nation, with a tool for transacting in secured and hassle-free manner. This would facilitate to gain major success in achieving the following business objectives:

- ♦ Protecting users' interest with utmost safety and security
- ♦ Attracting millions of users with greater functionalities
- ♦ Earning trust of customers for using GIZA and motivating them to speak about its superior quality
  - ♦ Making a solution for mass in self-sustainable manner as according to our production plan, the retail price of GIZA device won't exceed \$80
  - ♦ Developing business model via various channels
  - ♦ Making a company for future big business

The vision and objectives are adopted with a closer eye on interest of all token-holders, employees, business associates, governments and community at large by operating in ethical, safe and profitable manner. The goal is to effectively extend essential utilities-qualities in 4-in-1 hardware wallet as currently unavailable in the market. The idea is to create economies of scope and economies of scale, where it could touch millions of lives at an affordable price. It must reach every corner of the world where internet has reached. Thereby, company would endeavor to integrate all the elements of its vision into the strategy and business plan. This would ensure target results over time.

## 1.2 Market Overview

The growth of the cryptocurrency market is further propelled by the immutability and transparency around the distributed ledger technology. The major benefits of such systems are:



- ♦ Lesser transaction and ownership cost
- ♦ Speedier transaction process
- ♦ Secure transaction processing with absolute safety
- ♦ Protection against fluctuating monetary regulations

Since January, Bitcoin and Ethereum have grown exponentially in value. The cryptocurrency, as powerful new vehicle is gaining public attention. Japan has declared Bitcoin as a legal currency. The list of the companies accepting bitcoins includes Microsoft, Newegg, Bloomberg and many others and is growing constantly. In this encouraging industry scenario, security is the foremost concern to protect value in a secured block-chain community. Here, the focus is on the run time and application isolation. Thereby, hardware wallet ensures that the security is provided with extreme measure to protect and encrypt the data (relating to password or other) even if someone get the access to the hardware as it may be unlikely or impossible to unlock such device.

In past few months, hardware wallet industry has seen demand for the device skyrocketing backed by strong growth in cryptocurrency market capitalization — based on coinmarketcap.com data it has grown from \$163 000 000 000 to \$319 000 000 000 — and expansion of the market. The key driver behind this exponential growth in business volume, is the need for security and safety with convenience and speed of making transactions, which led to significant growth of average daily number of transactions for largest cryptocurrencies.

	<b>Bitcoin</b>	<b>Ethereum</b>	<b>DASH</b>	<b>Monero</b>	<b>Litecoin</b>
Q1 2016	201.598	20.242	1.582	579	4.453
Q2 2016	221.018	40.895	1.184	435	5.520
Q3 2016	219.624	45.109	1.549	1.045	3.432
Q4 2016	261.710	42.908	1.238	1.598	3.455
January - February 2017	286.419	47.792	1.800	2.611	3.244
<b>TREND</b>					

Source: coinmarketcap.com

While the market demand is being largely met by the three key industry leaders such as Trezor, Keepkey and Ledger as market leader. However there is huge untapped market created by massive demand in the cryptocurrency market around the globe and the lack of functionality in existing market leading devices, which can be definitely used to mange coins and transactions, but don't offer any solutions to secure any of your sensitive information other than cryptoassets. In there words, if you want to store your coins and password in hardware secure device, you have to buy 2 different devices. And if you need to secure any of your personal documents, pictures or videos, you'll need to get yourself the third device.



Another huge weakness of the existing solutions is that they don't offer any tools to reduce human factor risks. When it comes to the situations, in which the user is forced to disclose valuable passwords, none of the hardware cryptowallets on the market helps.

At the same time, product features and value-added services are the areas where new player are aiming to cash on as this remains as unattended by the present players. This suggest a need for new entrant to cater the demand from various emerging sub-segments with its core product deliverable in security and password management.

With the above growth potential in cryptocurrencies, the potential for future hardware wallet is equally attractive. The growth opportunities of hardware wallets are further accelerated by the unique solution offered by this Device:

- ♦ Easiest way to securely store digital currencies
- ♦ Easy to backup and secure
- ♦ Less margin for error
- ♦ Easy setup for less tech savvy users

With the above market analysis tend to suggest that the market is in evolution phase and new players are expected to enter with superior product and greater functionalities. With the huge demand and growing cryptocurrency culture around world, the launch of new hardware wallet like GIZA with four-in-one feature may be rightly timed.

## 1.3 Problem

With the increase in demand for hardware wallet, there is a wide-scale increase in demand for cybersecurity in a broad sense. Analysts at market researcher Persistence Market Research (PMR) in New York predict the global market demand for cybersecurity products and services to grow to \$205.8 billion over the next eight years — a 169.4 percent increase from 2016 levels of \$76.4 billion. And the experience with smartphones has shown, that if there is a growing demand for a few devices on the market, the Device, which combines all of their features will be the most commercially-viable one. Unfortunately, none of the existing market players offer such a «smartphone for cybersecurity» solution.

## 1.4 Idea

GIZA brings all-in-one wallet and password manager with multiple key features in one gadget in one go. In today's hardware wallet space, there is no wallet which is comparable with our four-in-one Device. With the rise in demand for cryptocurrency, there is a need for sophisticated and enhanced product features where customer can enjoy the use of multifunctional gadget including the functionality of Cryptowallet, Password Manager, Encrypted File Storage and Two steps Authentication System with absolute ease and safety.

With GIZA we would like to launch a compact all-in-one model with



excellent ergonomic design and quality materials. These days, cryptocurrency holders are looking for better solution and features to keep their valuation digital currency safe and secured as prices are sky-rocketing. GIZA will address this expectation of the market with much better product and expanded functionality as compared to the existing market players.

	Cryptowallet	Password Manager	Two steps Authentication	Encrypted File Storage
KeepKey	+	-	-	-
Trezor	+	-	-	-
Ledger Nano S	+	-	-	-
GIZA Device	+	+	+	+

*Source: Company's own calculations*

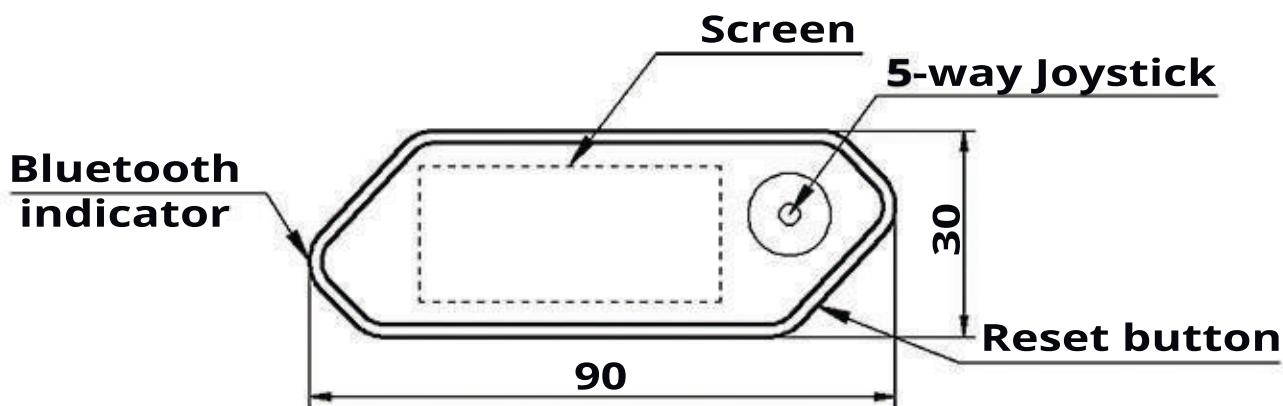
The idea of designing GIZA as a four-in-one device is to provide additional value-added utilities and to reduce the impact of human factor on individual's cyberprivacy with no extra cost.

# GIZA PROJECT



## GIZA PROJECT

GIZA is a 4- in-1 hardware wallet. The idea of developing such Device is to provide multiple features within one Device for users to manage wide range of activities with absolute ease and safety.



The Device is enclosed in a compact water-resistant silumin body with OLED display. It has a 5-way joystick to navigate through the menu, input passwords and confirm transactions. Device is powered by the built-in battery, which enables the device to stay in autonomous active use mode for up to 4 hours and is easily rechargeable from PC or mobile or any USB power supply.

You do not need to install any software for using the password manager for anyone else's computer. It would also be easy to manage sensitive information directly from other Devices without leaving any traces of the transaction and security on that computer. At the same time, user can work with trusted computers using this browser extension which provides security and protection. This way, GIZA helps you with the flawless security for your transactions. It also provides support in dealing with cryptocurrencies and many other security sensitive digital activities.

### 2.1 Hardware Cryptowallet



GIZA project is first of all about to launch an innovative hardware wallet.



GIZA hardware wallet supports Bitcoin, Ethereum, Ark, Bitcoin Cash, DASH, Ethereum Classic, Litecoin, Dogecoin, Komodo, Ripple, Stratis, Zcash, PoSW and other blockchain-based currencies. The entire list can be found in the FAQ section on our website gizadevice.com ([LINK TO THIS DOCUMENT](#))

It makes sense to start from the basic competitive features provided by GIZA Device in the quality of a hardware cryptowallet.

Our Device allows users to send and receive payments from each wallet by using our browser extension (Mozilla and Chrome). Outbound transactions will require confirmation on the Device itself, which allows users to work with their cryptowallets even on a compromised computer.

Our encrypted blockchain back-up feature, allows users to restore all your tokens into a new GIZA in case your Device is stolen or loss of data due to Emergency Data Erasure (see 2.6) or any unforeseen reason.

## 2.2 Password Manager



Alongside hardware wallet functionality, GIZA Device provides full-fledged feature of hardware password manager. It can be used as centralised vault and helps in changing password regularly to enhance security. It also helps you in managing detective and preventive control via approval workflows with a real-time alert on password use.

The core of objective of GIZA Password Manager is to provide absolute peace of mind to users about password management with greater ease and security. This is why GIZA Device Hardware Password Manager doesn't require any software or mobile app. You can enter your keys and passwords directly from your GIZA device, using it just like a USB Keyboard.

As it's been said previously, the Device is powered by built-in battery which supports hours of autonomous workflow in the active use mode and allows users to generate TAN passwords anywhere.



## 2.3 Encrypted File Storage



GIZA Device will also provide encrypted storage facility, a secure digital storage for managing sensitive information such as digital identities, documents, passwords, etc. of your individual or organisational needs. You can use the GIZA hardware wallet for various data and information for mobility. It provides you with a facility of 16 Gb memory to store valuable files, documents and backups.

## 2.4 Two steps Authentication System



Two steps authentication is the heart of GIZA's security system. The idea is to provide flaw-free security in managing password security for token transaction and other security features. When making or accepting transactions on your GIZA hardware wallet you will be asked to provide two level of authentication to verify. This helps you with additional layer of security and troubles unwanted access to your assets. The objective is to ensure security with extra caution.

However, it can be used as a self-contained system to be used for verification to access websites, online accounts etc.



## 2.5 GIZA Software

GIZA Device Software consists of three essential parts: Firmware, Mobile App and Browser

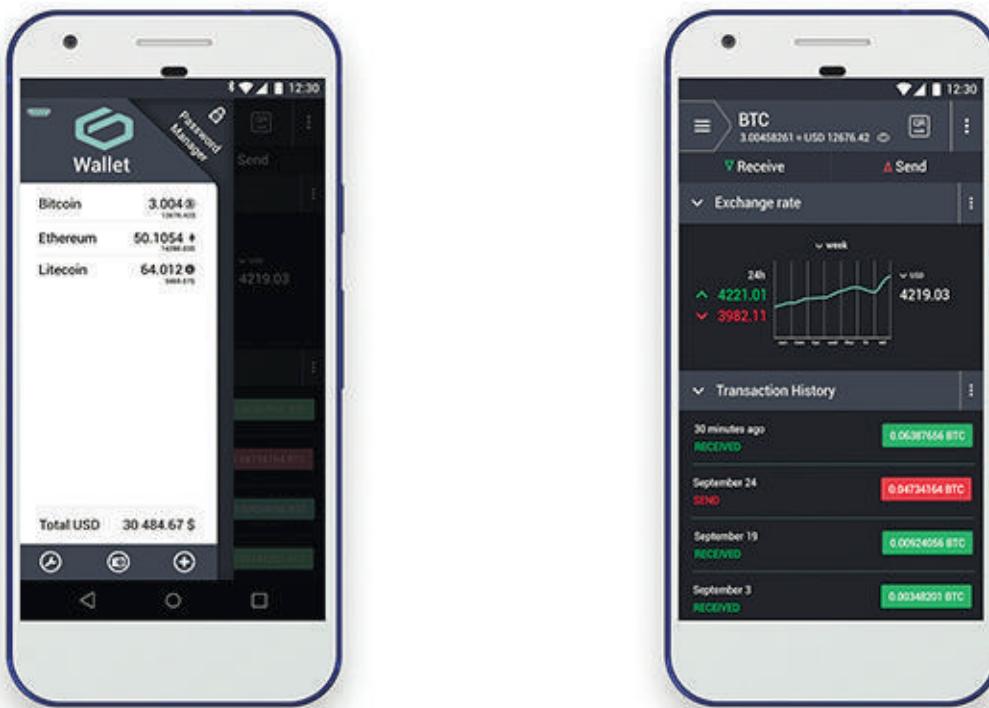
Extension, which is optional.

GIZA Mobile App will be available for both iOS and Android platform for tapping the full potential of the market with the following functionalities:

- 1) Password management
- 2) Transactions
- 3) File management

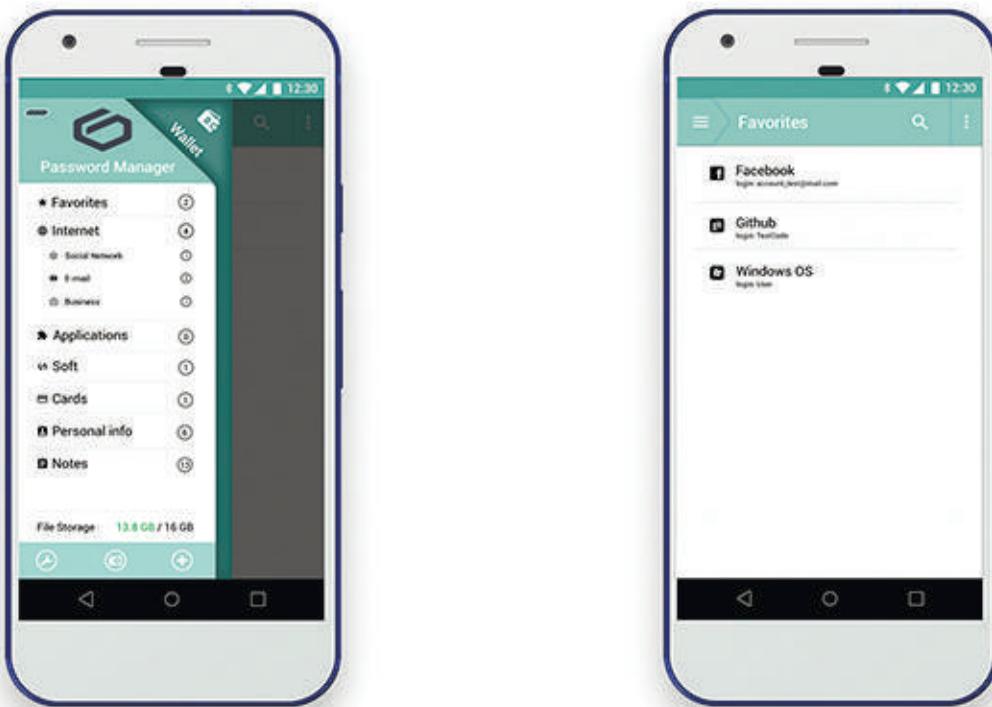
Simply put, GIZA Mobile App will cover the whole bunch of GIZA Device functions and provide a user-friendly interface. However, in no case, should Mobile App replace the Device as each transaction or login should be confirmed manually on GIZA Device.

### GIZA Wallet App





## GIZA Password Manager App



Another essential part of GIZA Software is the GIZA browser extension. GIZA users can manage their passwords, transactions and files on trusted computers without installing any additional software.

At the same time, browser extension is not a compulsory component. We strongly believe, that installing any extensions can be made on your personal or highly trusted computer. You can freely work with untrusted third party's PC without installing any software and leaving any digital trace at all.

### 2.6 How GIZA is secure

It makes sense to start from the point, that data stored on the Device is secured by a custom master password, which is set up during the initial starting up procedure.

An innovative feature offered by GIZA device is Emergency Data Erasure, which can be activated in three different ways:

- a) Pseudo Master Password input. This password is generated during the setting up procedure with the Real Master Password and can be used in any unfriendly situation whenever user is forced to betray Master Password.
- b) Secret joystick combination, which can be configured at any time in Settings
- c) Incorrect input of the master password more than X times. The X number can be also set up in Settings and come in use whenever your device falls into the wrong hands.



As all GIZA Device's backups being stored within Blockchain System and Encrypted we don't even have a chance to access your personal information. And at the same time your cryptoassets, personal keys and files are protected from being hacked or stolen thanks to our intelligent Encryption. But it's still just an option. We consider this an inalienable users right to decide, whether they need a back-up or not.

# **TOKEN DISTRIBUTION EVENT**



## TOKEN DISTRIBUTION EVENT

The term ICO (initial coin offering) is now become popular within digital world. Bitcoin is basically a distributed ledger which acts best as digital money – a power of decentralization. Ethereum can do what Bitcoin does. However, it is highly programmable and designed to accommodate a construction of complex application. While Bitcoin produces “Coins”, Ethereum generates “Tokens”. Thereby one can say, a “Token Launch” an Ethereum thing. While the coins are used as store of value, but tokens are much more advanced and generated out of Smart Contract System (SCS). The tokens are highly programmable and multifunctional. They transcend being just coin and provides array of functionalities. Typically, they are not offered, they are generated and distributed. That is why, the most precise term for launching Ethereum token can be described as a “Token Distribution Event” (TDE). The ICO and TDE is very similar but when coin does one thing, token can deliver multiple benefits. In this whitepaper, company has decided to launch its own GIZA token on a Ethereum protocol.

### 3.1 GIZA token

GIZA is an ERC 20 token, which represents a unit of value of software license. Each holder of GIZA token may express the intention to lease his/her license right to the future GIZA Device users and be entitled to the income of the company in accordance with his/her tokens percentage. As a result the market price of GIZA token will grow progressively as the income of the company.

GIZA tokens will be sold with following features:

- ♦ When acquiring GIZA tokens, all token distribution and event participants confirm, that the tokens bought by them are of no real value and the profit generated from the sale of GIZA Device is the subject to the token holders effort to lease their Software license to the future GIZA Device users. Giza Device Ltd participates in this process as an agent.
- ♦ The cost of software license is 80% out of total cost of each GIZA Device. This is how 80% of the company's profit will be distributed among GIZA token holders.

### 3.2 Token distribution

Token distribution will be done once a hard cap is raised or in 8 months after token launch. GIZA token sale will follow the well-defined process with complete protection within the accepted legal framework. The broad principle for token distribution processes are:

- ♦ Buyers may bid a desired sum of spend
- ♦ GIZA tokens will be distributed with pre-determined price. The actual allocation will be done in proportion to buyers pledged spend
- ♦ The excess payments will be refunded to buyers



The crowd-sale will last until August 2018. The GIZA Token Distribution will aim to raise \$3 mln during Pre-TDE. This amount will be spent on the GIZA Device development, which is going to be finished within 6 months starting from the date of Token Launch.

Once a Preproduction model of GIZA Device is ready and presented to the wide audience, we are launching TDE in order to raise \$12mln to be invested in GIZA Device Mass Production and Marketing.

The main idea of this Token Distribution model is to invite the main investments only after the profitability of the whole GIZA Project is guaranteed by the working Device with the full functionalities described in this document.

In addition to this the increase of the price of GIZA Token by the time of TDE will be also guaranteed.

Apart from the above, the important element of GIZA token distribution model is that the GIZA token holders must understand the «Terms of token purchase». Each GIZA token is a unit of value against GIZA software license. When customer buy GIZA token, token holder agrees to the "Terms of purchase". This makes them to agree to lease a license to those who buys GIZA Device from Giza Device Ltd. Software price is equivalent to 80% of GIZA Device price. It means that if token holders make an effort to lease a license, they receive 80% of company's income in accordance with their tokens proportion.

We've developed a profitable and transparent bonus system for our early investors. The price of GIZA token is set up to be raised according to the following plan.

During the first 7 days of Pre-TDE or 10 000 000 tokens token price set up to be \$0.20 per GIZA.

During the following 23 days of Pre-TDE or 3 500 000 tokens the price grows to \$0.30 per GIZA.

All the Funds raised during Pre-TDE will be spent on GIZA DEVICE development. This means that we're not going to expend Token Holders resources on marketing campaign in order to raise more funds for a product, that doesn't even have a preproduction model. Instead of it our team is going to finish the development of the device itself and it's design, run a proper testing and only after presenting GIZA DEVICE with it's full functionality launch the main Token Distribution Event.

Funds Allocation (PRE-TDE)		
GIZA Device Development	\$3 050 000	100%

*Source: Company's own calculations*

Within 6 months after Pre-TDE of GIZA tokens, company will launch main Token Distribution

Event (TDE) with the following Token price schedule.



Five days or 3 500 000 tokens token price is set up to be \$0.60 per GIZA.  
Ten days or 6 250 000 tokens token price will make \$0.80 per GIZA.  
The last fifteen days of TDE or 4 850 000 tokens investors will be able buy GIZA for \$1.00.

There is also a fair bonus for the amount of token purchase:

Each investor gets 5% bonus per each \$10 000 spent  
Each investor gets 7% bonus per each \$20 000 spent  
Each investor gets 10% bonus per each \$35 000 spent

Funds Allocation (TDE)		
Repayment of borrowings	\$450 000	Part of initial investment
Administrative and legal	\$1 000 000	Including token
Mass Production	\$5 500 000	
Marketing Campaign	\$5 000 000	
<b>Total fund</b>	<b>\$11 950 000</b>	

*Source: Company's own calculations*

### 3.3 Token Allocation

As part of transparent process in token distribution, GIZA Device Ltd. will be allocating following % of tokens to various group as per pre-determined basis.

Token Allocation		
Crowdsale	30 910 000	84.87%
Bounty campaign participants	1 390 000	3.78%
Team and founders	4 500 000	84.87%
<b>Total</b>	<b>36 800 000</b>	<b>100%</b>

*Source: Company's own calculations*

### 3.4 Date and time of token launch

The token sale will go live in January, 2018. As the sale timing will be determined by a block number, we cannot exactly guarantee the time. The exact block number for the beginning of the sale will be visible when the contract is deployed to the network for public audit. We will also publish



this on the website before the sale begins.

## 3.5 Contract address

In order to take part in the sale a purchaser must send ETH to an address which will be published for public audit.

## 3.6 GAS limit

Along with the contract address, a recommended gas limit to be sent as part of the transaction will also be published. This will ensure that nobody misses out on the sale due to the gas requirements of the contract

## 3.7 Terms of sale

Readers are advised to refer the "Terms of Token Purchase" on our website [www.gizadevice.com/files/pdf/GIZA\\_Token\\_Sale\\_Details.pdf](http://www.gizadevice.com/files/pdf/GIZA_Token_Sale_Details.pdf) as prepared by the company's attorney.

# BUSINESS PLAN



## BUSINESS PLAN

Economic activity is undergoing a change process over time. The changes are influencing the world of financial transactions with the intrusion of new technology. For the entrepreneurs and investors, it is an interesting era to identify the opportunities emerging in the space ahead of time. While creating a bank account from a mobile is already a reality for some time, now many have started looking at digital currency account with Bitcoin, Leticoin, Ethereum etc. The influence of digital currencies is far less noticeable in wholesale payment process than retail business. However, it is changing the paradigm and being viewed less as store of value than the means of cutting down friction within payment process as now over 150,000 merchants worldwide already accept Bitcoin or other crypto-currencies as means of payment.



Source: cointelegraph.com/news/bitcoin-growth-in-2016-show-us-your-numbers



The potential of digital currencies and blockchain is opening whole new possibilities for corporate and wholesale payment process. As the blockchain is cryptographic steps for transaction recording and is made in decentralized manner, it may be accessed easily by any system within the network. It means that the information is open and transparent, but fully protected from any unwanted use. Thereby, it is believed that even if Bitcoin, creator of this concept may not succeed in future, the technology will succeed surely - the blockchain, a real innovation.

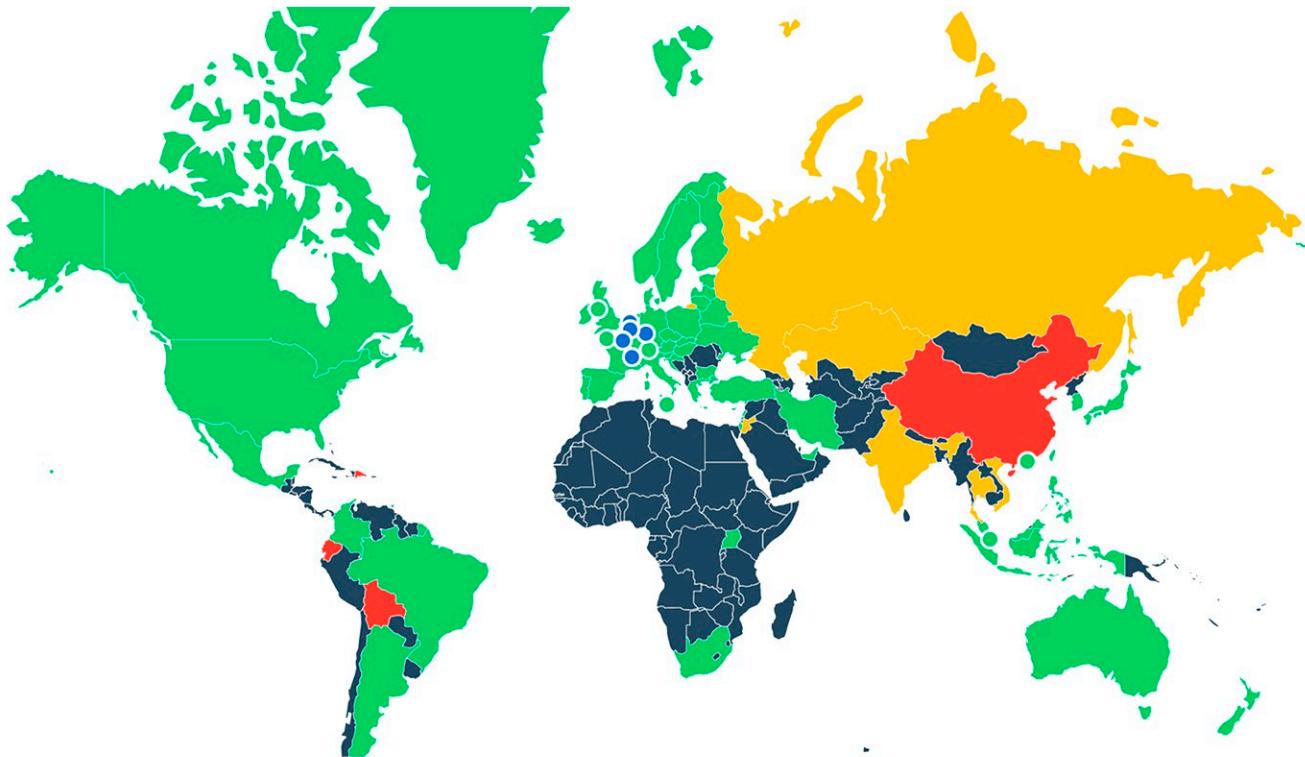
This is ushering in two major future possibilities i.e. – (a) demand for newer digital tokens or currencies with greater advantages and (b) solutions for digital token transactions which make blockchain process safe. It is going through a process of maturity. On the digital token and currency side IBM, Barclays and UBS have already decided to go ahead with their own exploration of digital currency initiatives. IBM has made an announcement in last July that it had finalized a deal with the Digital Trade Chain Consortium with a group of seven European banks including HSBC, Deutsche Bank, Natixis, KBC, Unicredit, Rabobank and Societe Generale. IBM's plan is to build a digital trade platform which will run on IBM's cloud. In another historic development recently, six of the world's biggest banks have joined in a project consortium to create a new form of digital cash that they hope to launch next year mid-2018. These banks are Barclays, Credit Suisse, Canadian Imperial Bank of Commerce, HSBC, MUFG and State Street. They have teamed up to work on the "utility settlement coin" which was created by Switzerland's UBS to make financial markets more efficient. And these consortiums are getting bigger and bigger.

MAJOR BLOCKCHAIN CONSORCIAL AND NETWORKS R3 CEV											
Digital Asset Holdings (Investors)						Hyperledger Project (selected members)					
SMBC	BNP PARIBAS	CIBC	COMMERZBANK	MIZUHO	RBS	SBI Holdings	STATE STREET	WELLS FARGO			
NOMURA	BBVA	招商银行	Deutsche Bank	Bank of America	TOYOTA	NATIXIS	SOCIETE GENERALE	TD Bank			
BNY MELLON	citibank	BMO Financial Group	Danske Bank	RBC	REUTERS	Scotiabank	MetLife	UniCredit Group			
CREDIT SUISSE	ING BANK		J.P.Morgan	PING AN BANK	SIEB	UBS	usbank				
BARCLAYS	HSBC	Westpac									
Ripple											
ATB Financial	CIBC	nab	Santander	Standard Chartered	UBS	UniCredit Group	Westpac				

Source: uk.businessinsider.com/one-us-regulator-has-joined-the-r3-blockchain-consortium-2017-3?r=US&IR=T



At this moment, many countries are in early stage and some are even resisting the upcoming revolution.



Source: <http://uk.businessinsider.com/blockchain-cryptocurrency-regulations-us-global-2017-10?r=US&IR=T>

However, leading global economies are supporting the process with necessary checks for robust future growth. The transformation towards digital token or currencies are going to make big impact on conventional banking operation where some are in the mode of "fast follower" to catch on with the potential. Thus, the digital tokens and currencies are in the midst of epic explosion. The cryptocurrency market is about to grow over 10 times of their value by the year end, from its level in the beginning of 2017. It is estimated that today around \$10 billion digital tokens and digital currencies are changing hands every day. The mainstream financial players like Goldman Sachs, Capital One, Visa, NYSE and Nasdaq have invested in this emerging technology over billions of dollars, due to massive future opportunities. As the transaction of tokens and digital currencies grow, the necessary safety and security become paramount importance. This is where, GIZA business plan put forth an innovative business initiative. It showcases massive business prospect from GIZA token launch to cash on the with the growth momentum of tokens and cryptocurrency business in today's world.

At the same time, the business initiative integrates hardware wallet business with it, to create innovative revenue generation stream coupled with market capitalization benefits of GIZA tokens. While sale of hardware wallet will be driven by major growth potential of entire tokens and cryptocurrencies market, the GIZA token distribution via blockchain



technology, will generate additional value for the token holders through market capitalization over time. With such socio-economic outlook and compelling demand for digital tokens and cryptocurrencies, GIZA business model is a unique on its own type. It is very different from many business models in today's market which are "more of same type". This whitepaper is prepared to conceptualize the business potential of such innovative idea as envisioned and designed by Giza Device Ltd development team . The idea is to create unique solution of hardware wallet and associated token distribution with attractive value proposition. It is evident from the above that the opportunities are large and token holders will be hugely benefitted over time with such business opportunities.

At the moment, Giza Device Ltd team is highly poised to move forward to create big business opportunity and token holders' wealth with complete visibility in the near to medium term. With the defined vision, the business plan would aim for meeting financial objectives by delivering definite value within shorter timeline. The idea is to ensure that the business returns are adequate and meet all token holders' expectations from business. At the end of the business plan, entire strategies and tactics is translated key financial pointer in the prospect section. This ultimately helps to meet the objective of the business plan which is aimed to put forth a business case in financial terms in this favorable ecosystem where value creation is 10 times within a year at the composite level. While this not only helps the investors to assess the opportunity with such integrated plan document, it would also provide a clear guidance to GIZA team for planned performance in line with the commitment made to external world.

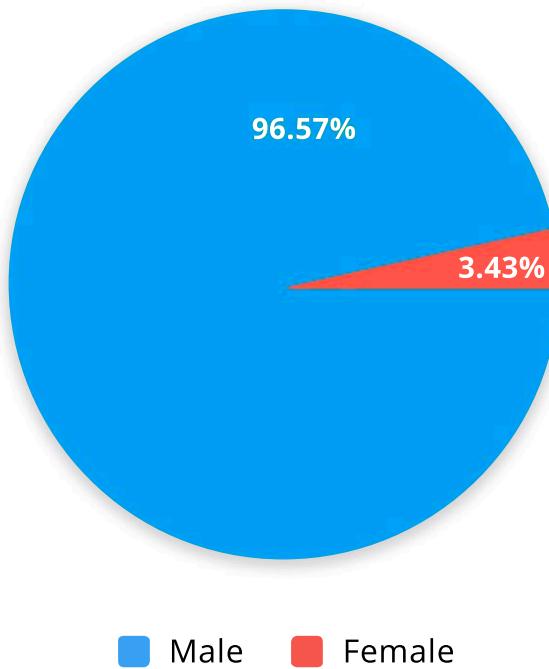
## 4.1 Target market

In its endeavor to initiate business, GIZA team understands the importance of target identification and analysis. It is not possible to market product everywhere and that should not be attempted too. This will lead to waste of money and efforts. Thereby, it is important to create a target market strategy to know as far as possible about the right target market for GIZA.

The target customer of GIZA is the typical Bitcoin (or any other crypto-asset) user that can be represented by the following demographic data:

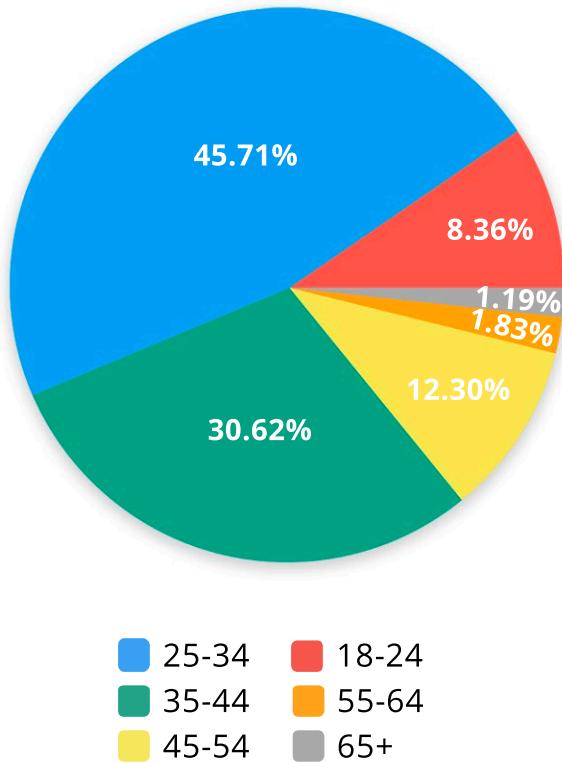


## Bitcoin Community Engagement by Gender (Google Analytics)



Source: <https://coin.dance/stats/gender>

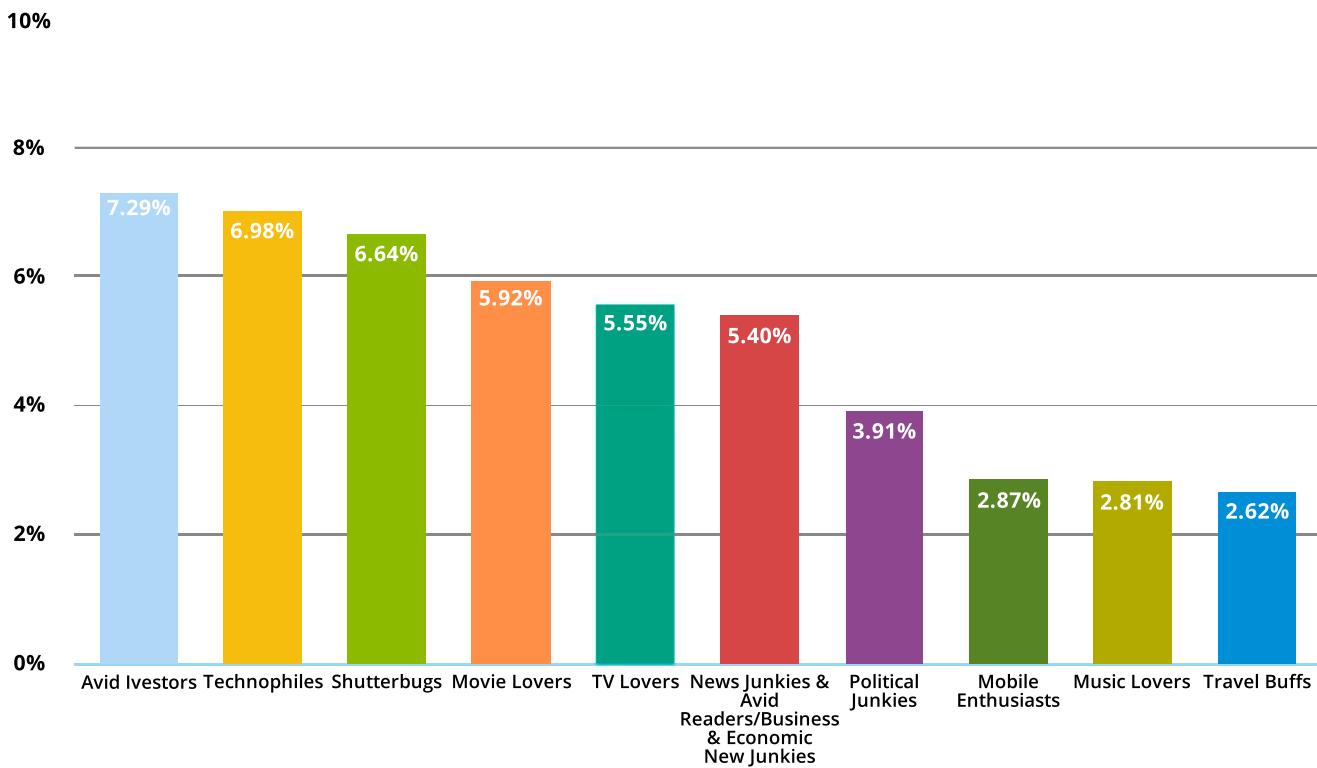
## Bitcoin Community Engagement by Age (Google Analytics | 18+ only)



Source: <https://coin.dance/stats/age>

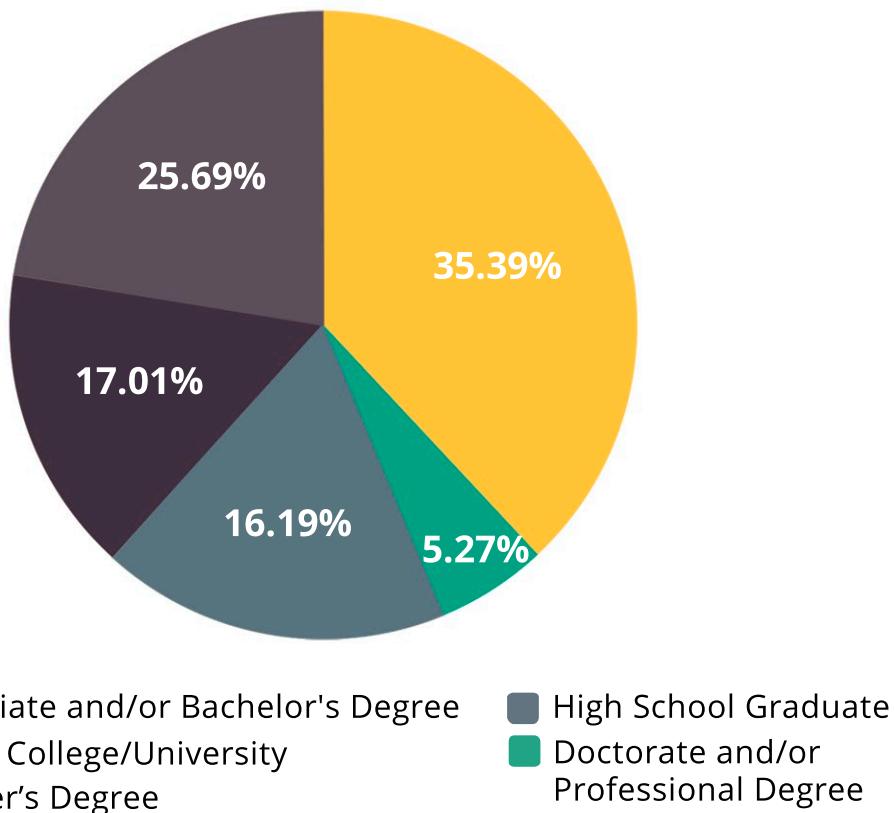


## Bitcoin Community Affinities (Google Analytics)



Source: <https://coin.dance/stats/affinity>

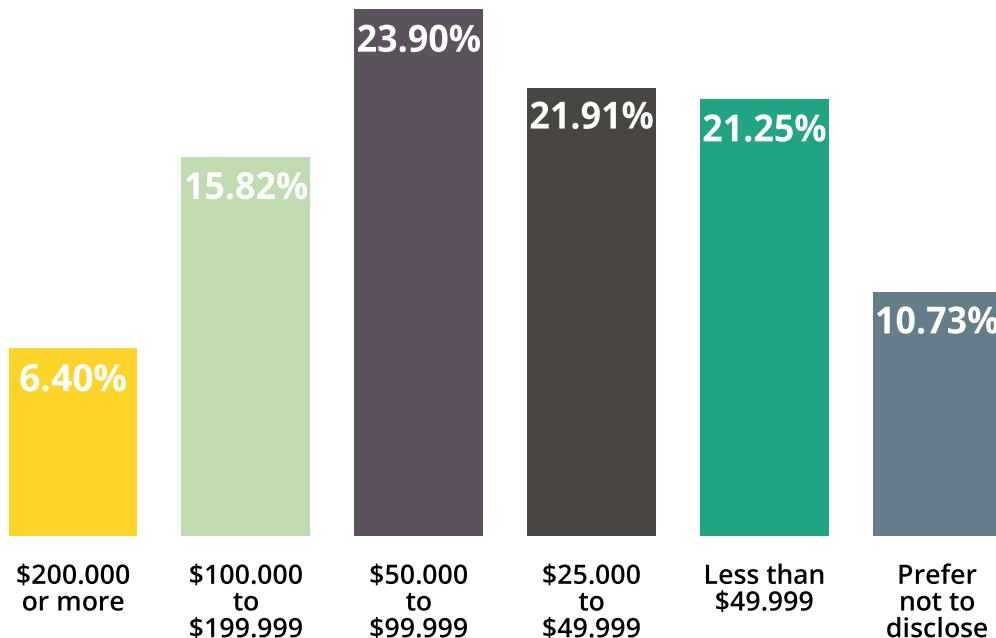
The highest degree or level of school Bitcoin Users have completed.



Source: <https://www.coindesk.com/new-coindesk-report-reveals-who-really-uses-bitcoin/>



## Household Income of Bitcoin Users

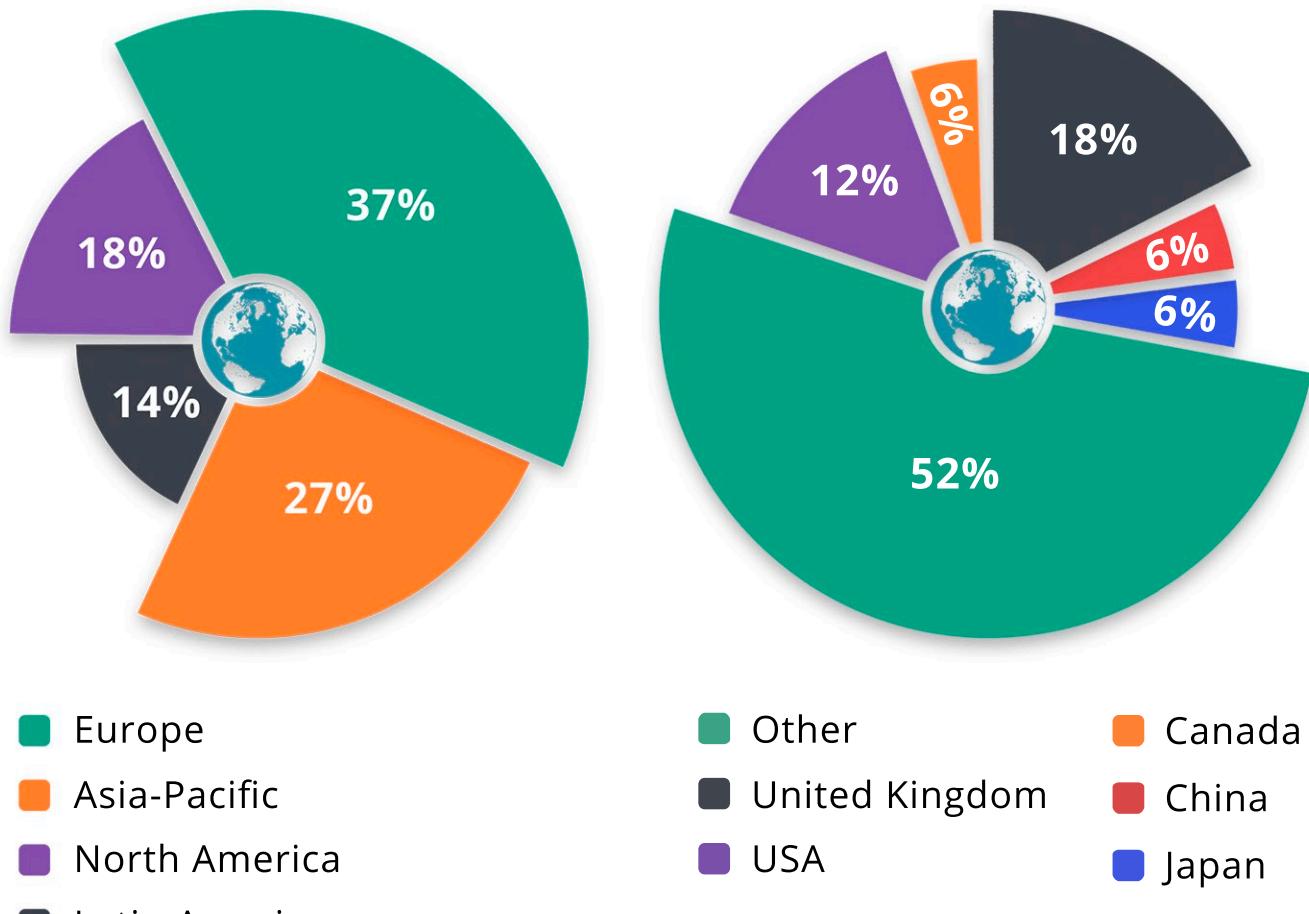


Source: <https://www.coindesk.com/new-coindesk-report-reveals-who-really-uses-bitcoin/>

Based on the statistics mentioned below, the target GIZA Device customer is a young adult or middle-aged well educated male with average yearly income from \$50 000 to \$100 000 and interest in investments and modern technologies.

Due to variety of reasons, defining types of token holder or cryptocurrency holder as well as geographical distribution, are not possible. This is confirmed in the current years report of Centre of Alternative Finance, Cambridge University. However, for effective marketing strategy and business planning of GIZA hardware wallet and token distribution, it is necessary to identify the priority markets. This may be done by using the data of number exchanges across world and their distribution. The idea is to understand the market concentration in its fast-evolving stage. By focusing on high potential market and launching the products initially with robust delivery system there, may be a great strategy to gain faster entry in the space with growth momentum.

It may be observed in the figures below that the market of tokens and cryptocurrencies are highly centered around Europe, UK and US which constitute 55% of the global market potential. Thereby, it is planned for GIZA to target these three markets first to derive maximum market benefit with lesser geographical spread. This will help to move in stepped manner and develop learning from the real-life business. Once it is done successfully, this can be quickly scaled up to other regions with robust delivery model within shortest possible time.



Source: Company's own calculations

Needless to mention, digital launch at the global level with the support of centralized delivery process will be available from zero date of launch. With this, GIZA market launch would be done in four phases:

- Phase - 1: Europe
- Phase - 2: US / UK
- Phase - 3: Asia-Pacific
- Phase - 4: Rest of World

Despite phasing of market launch in sequence, the timing gap may be very short or nil, for first two phases. It is also important to note that other two phases will be put-in place quickly based on success and learning from the first two phases. Company will launch robust local delivery and support system for efficient execution of business strategy.

For success of any business plan, it is critical to put in place a secure and agile delivery and management infrastructure designed to provide value as an edge to customers. GIZA's target customers are:



- a) Cryptocurrency enthusiasts
- b) ERC20 and ERC23 token holders
- c) Financial service sectors – small and medium
- d) Large Financial institutions as technology partners on wallet requirement
- e) Dealers

## 4.2 Business-model

GIZA business model is described by two words: sell volume. This is the number one strategy. To achieve such a goal, Giza team is fully committed to ensure value-based offering for customers with safety & convenience. The idea is to sell more, once product is established in its initial spell around all markets. Towards this, company will go for retail – online & physical and wholesale channels – institutional & retail distribution. With the surge of new hardware Devices hitting the market, many hardware start-ups are finding difficult to generate volume. This is where GIZA is focused on greater value-add with added functionalities. It is delivered with utmost care on safety and convenience for users of the Device. This would be considered and pursued as key drivers which will be offered in market at competitive price point.

To expand its business and create add-on opportunity, company will look in to exploring “hardware-enabled-service” model after execution of 1st phase. Here, company will try to extend its revenue stream by offering optional and additional services with add-on price point. It may be possible to sell other security products and add other features to extend use of hardware for different area of activity. This is how company will establish GIZA as most trusted brand in the market across globe and then it will try to exploit this brand advantage for further.



#### 4.3 Production plan

In the process of launching its plan into real-life business, company will have one product – GIZA Device and it will be sold into distribution with attractive margin. Targeted MSRP will be \$85 against its cost of manufactured budget for \$37.

Detailed understanding of production cost can be given by the table below:

Idea of the prices of components in mass production	
PCB	\$0.50
Microcontroller	\$0.90
Flash storage	\$0.40
Bluetooth circuit	\$0.30
Micro USB connector	\$0.60
OLED display	\$19.00
Display driver	\$0.30
Power Supply Driver	\$0.70
Battery	\$1.6
Body (including Gorilla Glass 5)	\$11.00
Vibrating motor	\$0.60
<b>Total</b>	<b>\$36.60</b>

*Source: Company's own research and calculations*

There are number of associates who have been engaged for supporting in development of respective areas for the products. The mass production is expected to be launched in October 2018. The key focus in mass production process, would be to ensure scalability of product supply. The idea is to ramp up of volume in shortest possible time to meet sudden spurt in demand, with a view to avoid any stock-out or lack of proper customer support in any part of the globe.



Thus, it is important to develop right team by then and do further innovation which is value accretive to token holders. The idea is to create a robust technology solution and move quickly as agile and low overhead organization. The coverage and expansion can be managed through dealership and distribution channels. The idea is to demonstrate value early and build on that for plan to be successful. This can be attempted by creating a long list of functionalities and features that support superior GIZA performance. The key would be to improve user experience by giving seamless performance across markets where internet has reached.

## 4.4 Marketing plan

In today's world of economies of scope, it is important to create something very unique to attract users' attention and stay ahead in competition. GIZA could be viewed as, one of its own kind hardware wallet where many players find it difficult to stay afloat. The competitive advantage can be easily understood by the users where they can experience unique product features in all-in-one GIZA with – hardware wallet, two steps authentication, secured data storage, blockchain back-up and emergency data destruction. With our intensive market study and investigation, it was found that even three market leaders of today, do not have these features present compositely in their model. These three brands are Keep Key, Ledger Nano S and Trezor. This competitive edge will position GIZA with unique advantage for quick market entry and gain momentum with the customers' excitement for GIZA. This is not the only launching phenomenon, GIZA team is committed to continue innovation for creating solution based on latest technology application.

The key selling point for GIZA, hinges on the following unique marketing tactics which will help it to stand out in market:

- ♦ Local, national and more importantly global product solution in one go
- ♦ Due to its ergonomic design and quality materials, GIZA is a far more superior wallet than its competitors
- ♦ Shipped and support across globe backed by a robust delivery process

GIZA team believes in making this USP as dynamic one and the aim is to keep GIZA's competitive edge as enabler for its business success. This will be done by engaging in extensive research and developing core expertise in tomorrow's wallet technology.

### *Plan is a 'Must'*

Financial muscle is always a limiting factor when it comes to start-up or greenfield projects. In so many ways to spend money on marketing initiatives, it is important to have a plan as how to prioritize between various digital marketing channels and conventional media. The hardware wallet seems to be the business buzzword today, but it's a real technological revolution that will impact everything, we do. It's a gigantic wave of new possibility that is destined to change the face of technology as



we know it. However, to promote such creative solution requires strong marketing strategy within limited budget. Team understands the unique advantage of today's digital environment to derive higher impact with cheaper means of promotion for quicker results.

## *Data is a King*

After thorough research around western and global market, it is important to develop clear strategy to tap opportunity from each segment and geographies in short and medium term. Thereby, marketing strategy will be the key driver for gaining market entry and increase share to position GIZA as one of the most sought-after hardware wallet. The data driven automation in marketing process, has been foundation for most of the successful organisations in digital space. This provides major marketing inputs and tactics such as customer channel preference, top-sellers, managing content as how it is to be displayed for different user types, advertising etc. Through digital application, GIZA will generate keywords, determines best landing page, writes ad, manage bids, sales per visitors and updates. To summarise on the future marketing strategy of GIZA, the following would be the focus areas:

- 1) Increased customers and traffics into the website & app for leads
- 2) Increased awareness through social media
- 3) Taking support of Google Ads / YouTube / Twitter etc.
- 4) Focusing on high priority channel to reach larger customer base quickly
- 5) Motivating users to create word of mouth in digital world and create virtual brand community for GIZA
- 6) Widen revenue and business opportunities
- 7) Strengthened and position GIZA across key markets i.e. EU, UK, US, China and India

## *Digital Marketing*

Unlike conventional marketing process where everyone focuses on how they can position their product, in digital world, the starting point would be how people uses technology to enhance the marketing effect. As a result, there is a clear shift from understanding the technology to how people use technology. It aims at the areas as how people are creating messages & content and retrieving and consuming information to add momentum in company's website / app traffic flow. For better clarity, the same can be divided into three different channels as the user behavior and marketing approach for each of them would be very unique for attracting traffic. These channels are:

- 1) Internet & website / app – it must be popularized by most effective means such as SEO, SEM, ads, banner, etc.
- 2) Social networking - social networking is a place where users collect information shared by others and takes buying decision. GIZA will be positioned at the center of social networking.



3) Social media - it enables users to get connected and united by uploading personal profile. There will be a major buzz in all social media platform, once GIZA is launched.

To achieve what is strategized in the business plan, GIZA team needs to develop the execution plan for marketing strategy. The initial marketing areas are:

- 1) Channel Partnering
- 2) Digital media promotion
- 3) Preparing to support the sudden spurt in demand in specific or all markets

For the purpose of effectiveness and expertise in the digital marketing, company will engage with online marketing agency for online-advertising, campaign, keywords setting up, maintenance of such activity and continuous improvement thereof. Agency must achieve maximum CTR (Click-Through-Rate) for Google Ad-words at the most efficient PPC (Pay-per-click). Other than ensuring maximum efficiency in online marketing, agency will also be responsible for prospect relationship management (PRM) database which will provide major source of business opportunities for the company and give continuous source of lead generation. Over and above marketing initiatives, tracking business leads and opportunities, company will take the help of agency to generate Google analytics for analysing customer traffic data on a monthly basis. This is for generating detailed business intelligence on customer patterns, customer behaviour, most popular products, social patterns, etc. on company's e-Commerce area. This analysis must address recommendations for corrective actions to be taken on the website (including app) or any of the marketing strategy.

## 4.5 Team

The proud GIZA team are from highly motivated cryptography enthusiasts who are committed to build universal and safe device with an innovative technology solution for tomorrow's big business in digital world.



**MARCO FIKE**

COO

Marco is responsible for the daily operation of Giza Device Ltd. Marco's outstanding innovative management skills and enthusiastic approach are perfectly supplemented by his educational and working background at the management positions in "blue chip" companies.



in

**IVAN LARIONOV**  
Senior Project Manager

Ivan is PCB and embedded systems specialist experienced in international project management. Co-Founder and CEO of "Third Pin LLC".



in

**ALEKSANDAR RAJIC**  
Software Developer

Aleksandar's innovative approach and deep understanding of modern technologies empowers our team to develop outstanding and user-friendly Mobile App and Browser Extension for GIZA device.



in

**DMITRY SHISHOV**  
Engineer

Dmitry's field of expertise includes more than 6 years of circuit design, PCB and hardware development. Dmitry is a passion driven engineer, with tens of successful engineering projects.



in

**ILYA STOLYAROV**  
Software Engineer

Ilya is a valuable robot operating systems and firmware specialist, which has joined our team due to his strong interest in hardware development for blockchain industry.



Pavel is the current scientific and production center developer and Co-Founder of "Third Pin LLC". In Giza team Pavel is responsible for Firmware development and strategic planning of the development cycles.



## PAVEL LARIONOV

Lead Software Developer



Software Engineer with more than 10 years experiences in developing of custom software for business purpose in wide range of Industry including Web Application, Desktop Application, Web Services.



## FAISAL RAHMAN

Software Application Engineer



Anastasiya is an outstanding developer with the wide specialization profile including Visual Studio, WPF, LINQ, Python, Eclipse, LPC, STM32, libopencm3. As part of GIZA project Anastasiya is engaged in Firmware development.



## ANASTASIYA SHISHOVA

Software Developer



Dmitry is a brainy Software Developer, excellent in many programming languages whom we're proud to have aboard.



## DMITRY LISIN

Software developer



Pavel is a multitasking specialist with impressive career path. One of the main masterminds of GIZA project, whose responsibilities include engineering design, branding and technical documentation development.



## PAVEL VOROBYOV

Design  
Engineer



Yahya is a passioned Software Developer with excellent command over the most development tools. As a part of GIZA team Yahya in Cooperation with Firmware developers is responsible for outstanding usability and functionality of our Browser Extension.



## YAHYA MUKHTAR

Web  
Developer

To ensure superior performance, team will maintain healthy paranoia in excelling market expectation and competition.



## 4.6 Roadmap

The GIZA team has charted its own plan for project about a year and half from now. The following is underway for the business evolution. In line with the past progress where team is committed to maintain its plan for launch as per program stated below:

### Feb 2016 - Idea

The idea of creating an easy in use hardware cryptocurrency wallet combined with a reliable password manager was conceived by the team in early 2016. The Device was originally thought as a hardware password manager capable of protecting Internet users from identity theft. We have realized the necessity and potential of such a device after putting into action one of our projects - hardware password manager "Pastilda".

### Jan 2018 - Pre-TDE

Everything is now ready for the primary investment from which our team plans to focus on finishing device's development and design. At this stage we are raising the funds to finish the development of GIZA Device, which is planned to take 6 months.

At this stage early investors get a chance to buy GIZA tokens at \$0.20. The price will be growing accordingly to the parameters set in Sec. 3.2 of this Whitepaper.

### Oct 2018 — Preproduction Model

The functionality of our first prototype was limited to storing capacity of 1000 user passwords.

And our preproduction model is going to embody full functionality of hardware wallet, password manager, encrypted file storage and independent u2f system with a friendly interface and reliable firmware. Preproduction model comes with mobile app and browser extension fully developed and tested.

### Oct 2018 — TDE

Main Token Distribution event. All the funds raised during the TDE will be spent on the launch of Mass Production and massive Marketing Campaign. We'll be aiming to build a network of loyal customers and reliable retail partners. And of course an essential part of our Marketing Campaign will be aimed to lure the customers to our online store.

### Nov 2018 — Cryptocurrency Exchanges

Since that time GIZA token will be tradeable on cryptocurrency exchanges. This is a decisive of point, from where GIZA tokens will rise in price.

### Nov 2018 — Pre-Order

In May, our plan is to release GIZA Device with complete functionalities and friendly interface including thoughtful design. First lot of Devices will be available on pre-sale and within close circle in an early stage. This can be considered as soft-launch and will be promoted for free.



### Nov-Dec 2018 - Launch of Mass Production

The team is committed to launch serial mass production of GIZA Device in the end of the year. All the contract with suppliers as well as yearly financial reports will be available for public on our official website gizadevice.com.

### 4.7 Profitability and Prospects

In today's world of innovation and creative technology solution, profitability is becoming less of a challenge. The whole market is driven by the power of two key factors:

- ♦ Creativity and intelligent solution
- ♦ Economies of scope – mass production for global market around developed / under-developed nations. Internet has reached in every corner of the world where economic development may be even a decade away

The key numbers:

Proforma Income Statement	Amount (\$)	Remarks
Price per unit	85	Net revenue
Cost of Production	37	Including delivery cost
Gross Margin	48	
Projected sales volume (pieces)	300 000	1st to 3rd average volume
Margin earned	14 400 000	Including staff salary, rent etc.
Administrative cost	2 880 000	
Marketing and Promotion	2 520 000	
Miscellaneous	502 000	
Net Profit	5 978 000	Yearly earning before tax
%	23.40%	

Source: Company's own calculations

Over and above this scalability in GIZA model, it is expected that GIZA wallet will achieve gross margin on the higher side of 65%-70%. This will not only enable the GIZA team to deliver greater return to its token holders, it will also help the business to support its core objective of continuous innovation and maintain technology superiority as compared to industry peer. Team's passion and commitment for creating something for future cryptographic space, is going to act as an insurance for the token holders.