

# THE GLOBAL GAMING NETWORK



Available on the  
**App Store**



COMING SOON TO  
**Google play**

WHITE PAPER V2.1 - GIZER, INC  
September 1<sup>st</sup>, 2017

FOR INFORMATIONAL PURPOSES ONLY

Nothing in this paper constitutes an offer or solicitation to sell shares or securities in Gizer, Inc. or any related company.

# Table of Contents

Intro	03
Gaming & Esports Today	03
Target Audience	04
Problems	04
Opportunity	05
Business Model	05
Platform Features	06
Gizer Global Identity	08
Technology	09
Gizer Token - GZR	10
Crowdsale	12
GZR Distribution	12
Budget Allocation	13
Roadmap	14
Team	16
Advisors	17
Important Links & Support	18

## Introduction

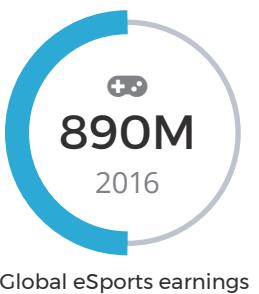


Gizer is a peer-to-peer network, driven by interactions between different parties to create economic opportunity in the global gaming community. Our vision is to create opportunity for all members of the global gaming economy. The Gizer network will connect gamers, hosts, small businesses, freelancing services, and venues to create a more productive gaming world.

## Gaming & eSports Today

In 2017, mobile gaming became the fastest growing segment of the gaming industry. With over 1 billion mobile gamers, game developers have taken notice and are creating more competitive mobile games. Popular titles like Supercell's Clash Royale bring in over 100 million daily active users.

In many ways, eSports is beginning to rival major professional sports in economics, engagement, viewership, and competition. According to Macquarie, the eSports industry is expected to grow at a +37% CAGR, to \$1.9 bn by 2018. Most game developers have begun incorporating eSports directly into their development strategies, focusing directly on the competitive gameplay within their titles. Further, mainstream media outlets like ESPN, Yahoo, and TBS have all dedicated coverage to gaming and eSports; a major step towards the adoption of eSports as mainstream entertainment.



Global eSports earnings



**Global eSports projected earnings**



eSports viewers

The eSports marketplace offers an attractive market opportunity for a number of reasons. Developers have devoted resources to promoting their eSports goals, with the hopes of generating sustainable revenue streams. Development giants Activision and EA both have entire eSports divisions, while competitors like Nintendo and Capcom have stated that their existing and new titles will be heavily embedded with eSports driven elements. Bolstered by the popularity of Twitch.TV, media outlets such as ESPN and Turner Networks have dedicated showtime slots for eSports, with Turner promoting the first ever weekly eSports telecast. Technological advancements in areas like VR/AR and video game consoles could transform the gameplay experience and further drive industry growth.

# Target Audience

## Gamers:

Gizer provides gamers with a platform to locate tournaments, services, and products on a real-time basis. Due to the volume of events available, gamers found on Gizer range from casual to competitive in skill level and interest. To start, Gizer's mobile-centric offering will result in a community with a high proportion of mobile gamers relative to other gaming verticals, such as console or PC.

## Services:

**Individuals:** The 'Services' functionality on Gizer allows gamers to monetize their unique skills. Any Gizer user can offer their skill(s) to the community. Services found on Gizer include casting, streaming, graphics design, apparel, products, moderating, coaching, promoting, video editing, and volunteering.

**Business:** Small or large businesses offering gaming-related goods and services. From gaming grips to custom apparel, Gizer allows them to promote their goods and connect with customers through tournament sponsorships, product listings, and their own network.

## Venues:

Venues are physical locations looking to monetize their available space. Any gaming-friendly environment can promote their space directly to the community. Venues can work with businesses, hosts, or service providers to hold events for the community.

# Problems

There is no network to fuel the competitive gaming and eSports economy. Competitive events are the pinnacle of entertainment, yet there is little infrastructure in place to grow competitive communities. Gamers can't find quality events quickly enough. They are discouraged to host events due to the lack of ecosystem structure. In an efficient economy, an event host shouldn't have to operate at a loss due to lack of resources, and this is the scenario that exists today. Hosts should have the ability to gauge gamer interest, pair with small business for sponsorship, find venues, reach their target audience based on interest and location, and find complementary resources ie. streamers, equipment, and more.

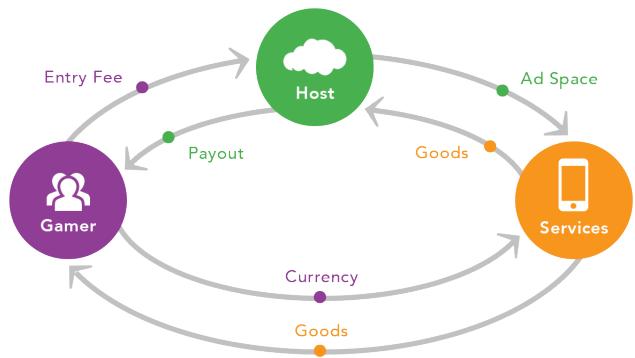
There is no economy to employ people with skills in the gaming and eSports world. As of today, gaming is a rapidly growing global phenomenon which has many segregated players, creating many small networks of communities around the world. There is a need for infrastructure to support gaming and eSports as technology advances.

## Hosts:

Hosts on Gizer are predominantly gamers who have dedicated themselves to organizing and running competitive gaming events. Hosting events is something that has been historically difficult, meaning the tournament 'hosts' are generally league commissioners or organizers themselves. Dedicated league organizers, non-competitive 'influencers' hoping to grow their following, or casual gamers can all host their own events on Gizer.

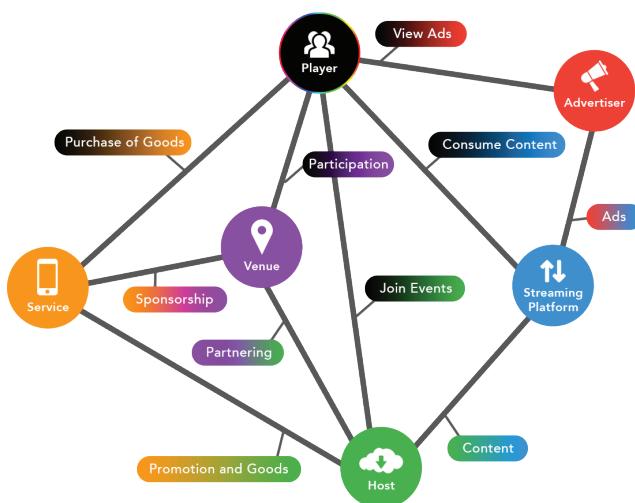
# Opportunity

**TWENTY SECONDS. IT MAY SEEM LIKE AN INSIGNIFICANT AMOUNT OF TIME BUT THIS CAN DETERMINE HOW YOU SPEND YOUR NEXT 3 HOURS. THE GIZER NETWORK EMPHASIZES CONVENIENCE, ALLOWING YOU TO FIND AND ENGAGE IN ACTIVITIES OR EVENTS WITHIN 20 SECONDS. AND IF THERE'S NOTHING THAT YOU LIKE, YOU CAN CREATE YOUR OWN ACTIVITY.**



Gizer is the platform for opportunity. Given the incredible growth in the mobile gaming sector, the Gizer network will be the infrastructure to support the different demands from different parties. It provides economic opportunity to all user types, ultimately creating a more efficient gaming and esports economy. Below is one interaction example found on the network.

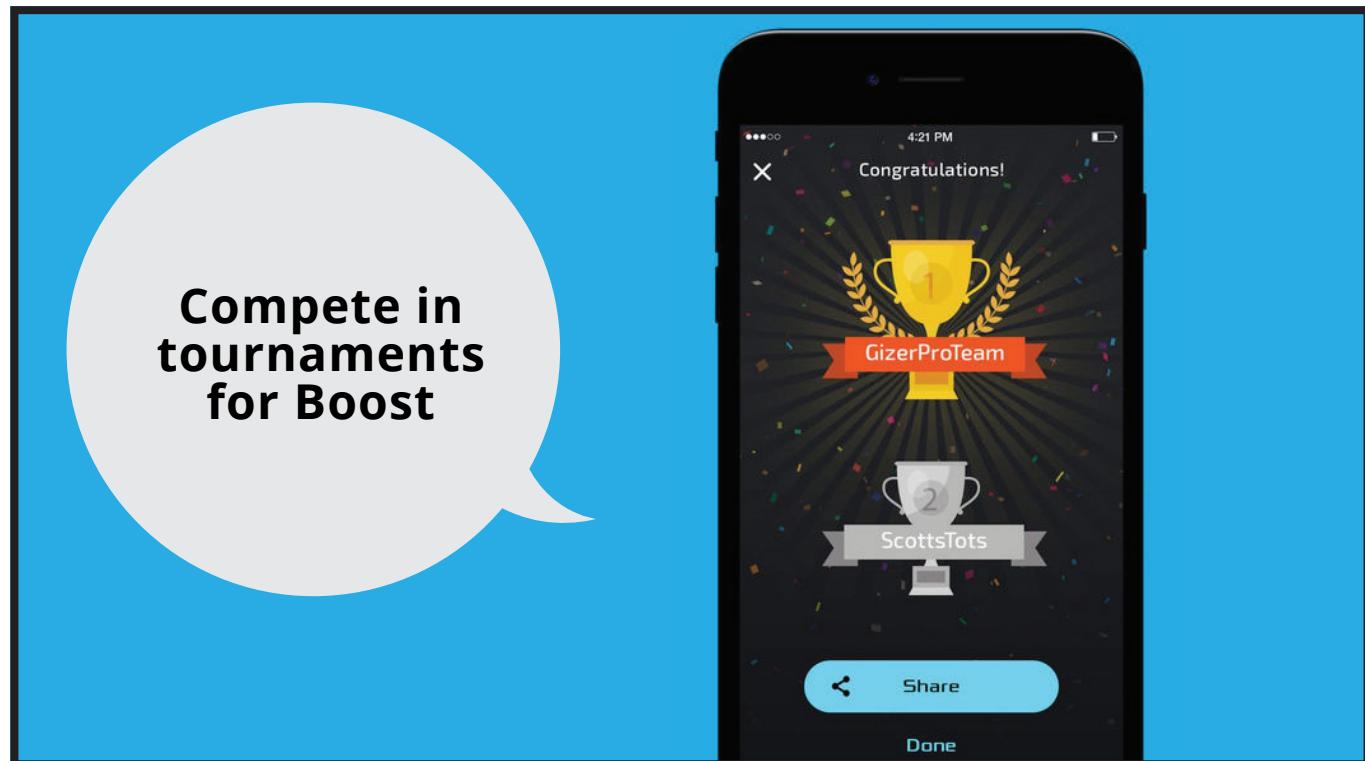
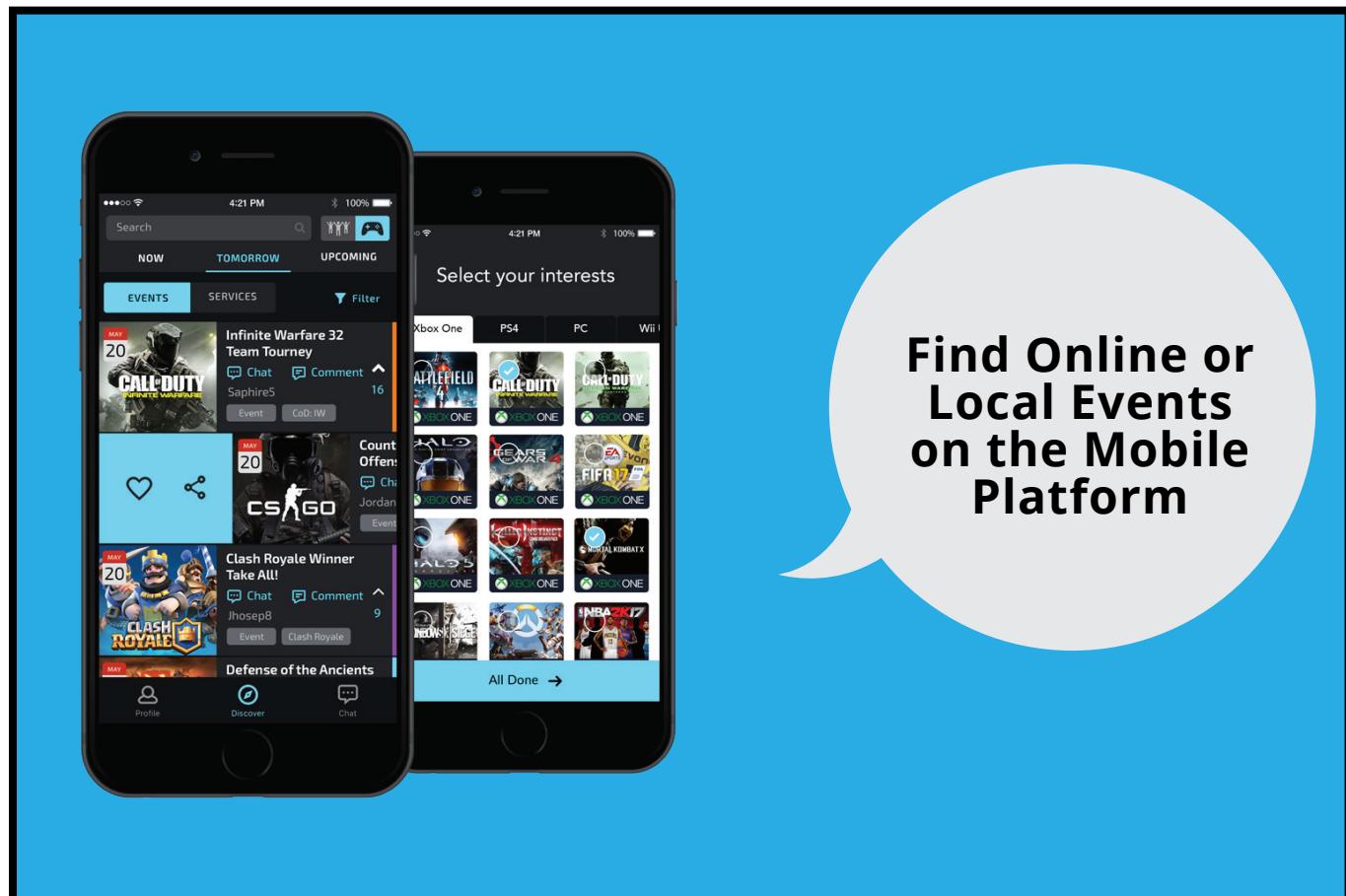
# Business Model



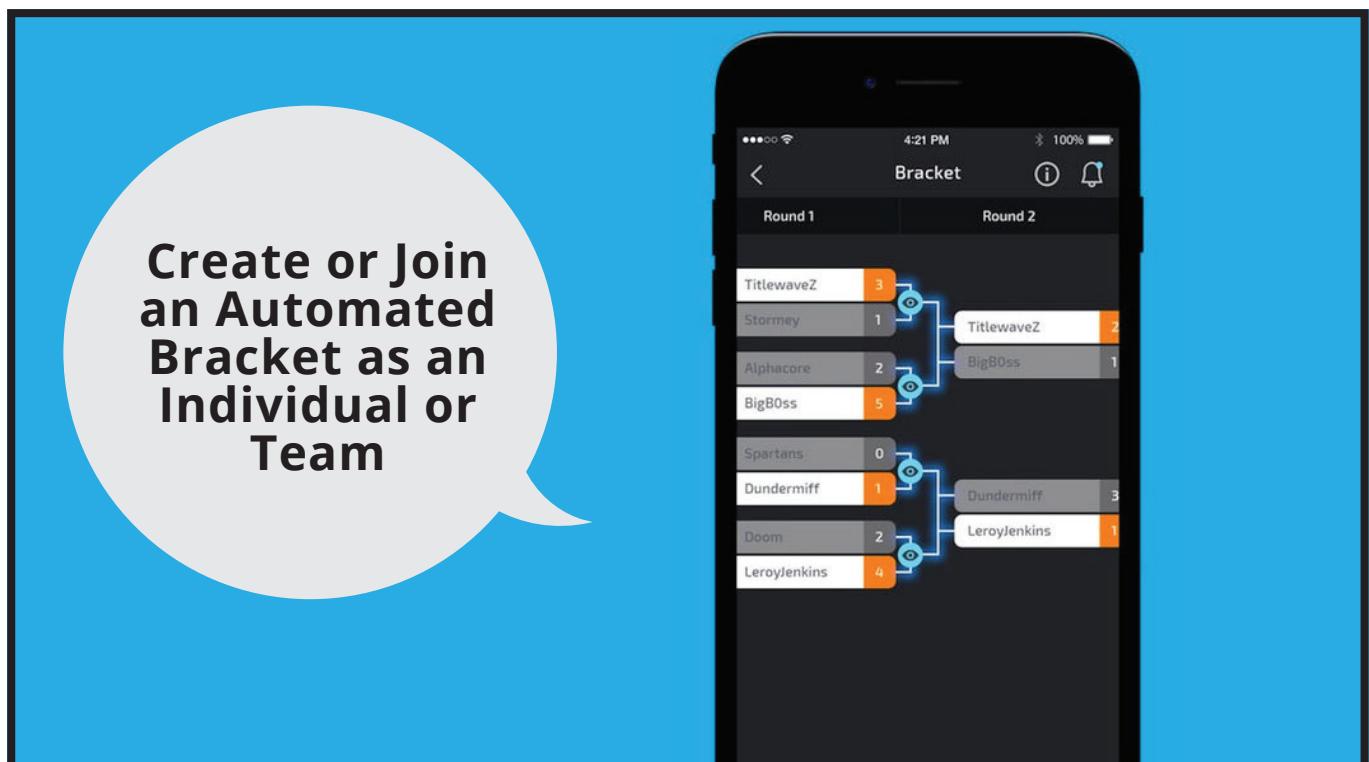
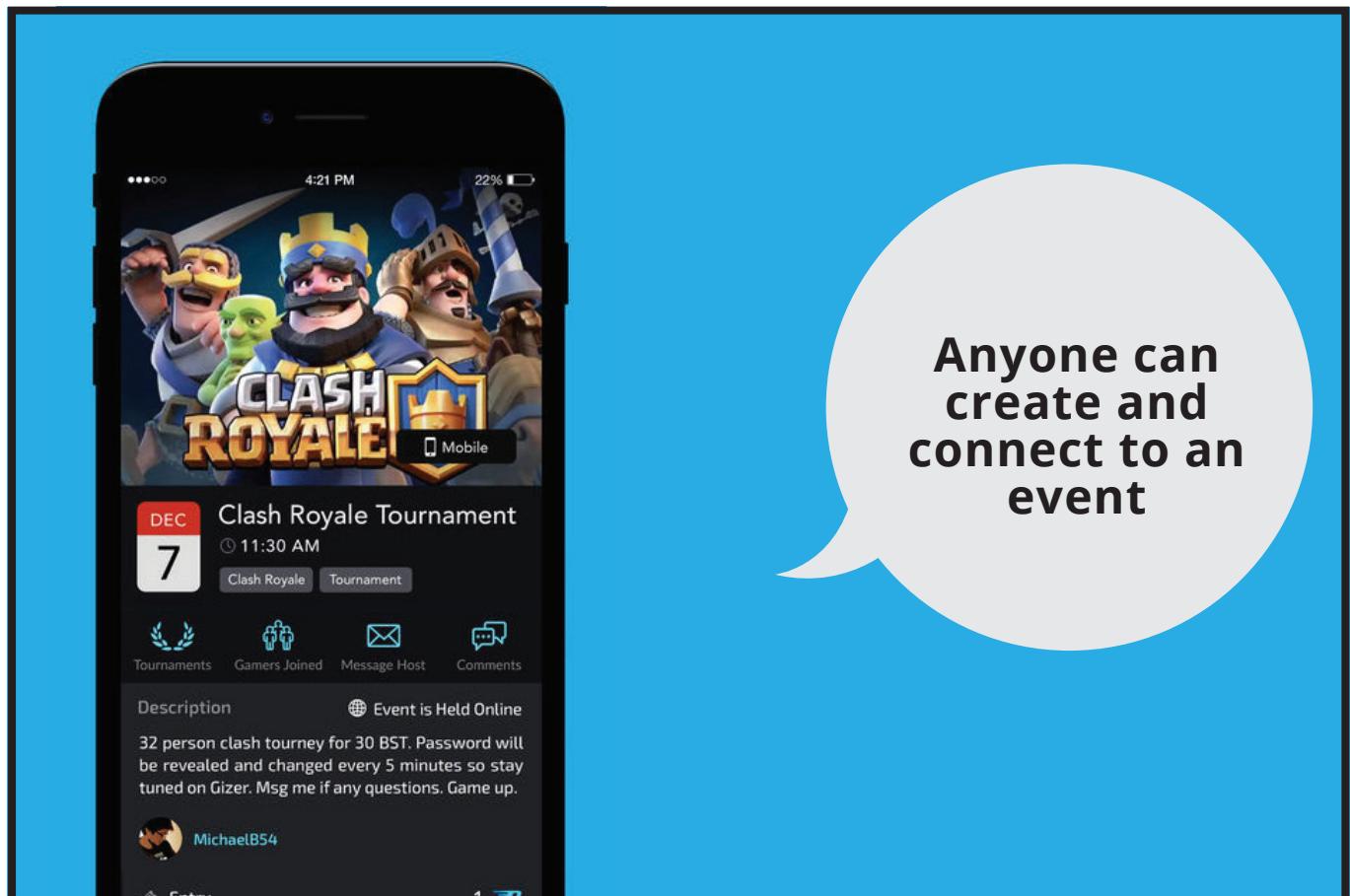
**GIZER WILL TAKE A SMALL COMMISSION ON SPECIFIC TRANSACTIONS BEING EXECUTED ON THE NETWORK. THE GIZER MODEL ENABLES INTERACTIONS BETWEEN PRODUCERS (HOSTS, SERVICES, AND VENUES) AND CONSUMERS (GAMERS).**

Platforms scale through network effects. Therefore, Gizer gets more valuable as more users join and interact. This, in turn, attracts even more users, scaling the value creation further. Greater value creation attracts greater value consumption, and vice versa. As the community grows the transaction volumes will increase and new products and services will be available.

# Platform Features



# Platform Features



Create or Join  
an Automated  
Bracket as an  
Individual or  
Team

List your skills and products to develop your brand on the Gizer marketplace

## Gizer Global Identity

Gizer Global Identity (GG-ID) is a profile created on Gizer, which can be used in any game which adopts Gizer's technology. This profile will consist of three parts: a customizable avatar, a gamertag, and gaming statistics. While this data will initially be stored by Gizer, our plan is to move to a blockchain-based storage solution as soon as it becomes available. Through Gizer's APIs, public data can then be accessed by any gamer or game developer who wishes to do so.

Users can gain access to the GG-ID system by holding any amount of GZR in their Gizer account, in an Ethereum wallet attached to their Gizer account, or both - generally referred to as "Gizer wallet". This allows access to profile statistics tracking and prestige badges. GZR will have additional benefits to the user as a product with intrinsic in-game value. The details of this value are highlighted in the *GZR - The Gizer Token* section.

# Technology

The Gizer architecture aims to take advantage of the latest advances in blockchain technology to allow seamless UX integration across multiple mobile and traditional gaming platforms in an open and transparent manner.

## ฿ Blockchain:

Our platform will leverage blockchain technology in several ways. Tokens can be distributed and exist on a blockchain ledger without relying on a central party. DApps (decentralized applications) will be used for user identification and for token management. Later on, as the technology becomes available, we plan to migrate user data to an immutable blockchain-based database, which will make for a fully transparent code integration between Gizer and gaming developers or other parties who participate in Gizer's Global Identity.

## ⚙️ Data and API Services:

User avatar and gamertag information will be stored as open source data for use in game development. Other information such as game history, ranking or other tracked stats can be released to these game developers by the user themselves. Multiple APIs will be used to call upon different types of data which can be utilized on specific platforms. The developer's suggested API is dependent upon their native platform, language and use case for the data. For the user, there will be a simple GUI which will give users the requested information within the Gizer Global Identity Database.



## 🔗 Developer Oracles:

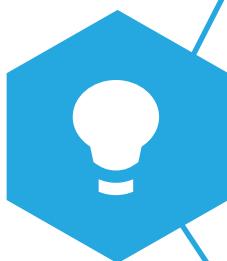
Later on, when data is stored on a blockchain, it will become accessible through various developer and consumer "oracles". These oracles call upon data points corresponding to a user's profile. Specific oracles will be created to access the information for different means of data use such as developer integration, user database searches or various other necessary data accessing tools.

# GZR - The Gizer Token

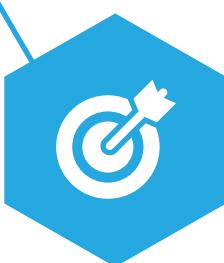


The Gizer token, GZR, will be an ERC20 token created on the public Ethereum blockchain. We chose ERC20 because it is the current standard for tokens on the Ethereum blockchain.

GZR represents an unlockable profile item that is natively in an “unknown” state. In order to unlock a token, the token must first be attached to a user’s Gizer Global Identity (GG-ID) by being added to the user’s wallet. The user can then decide to unlock tokens at any time, which results in a profile item being applied to the user’s identification profile.



Profile items have different rarities and types. The rarity and type of the item unlocked is completely random and decided only after the Gizer user decides to unlock it. The rarities range from Common which are everyday items such as hats to Unfathomable which are coveted items such as flamethrowers or invisibility cloaks.

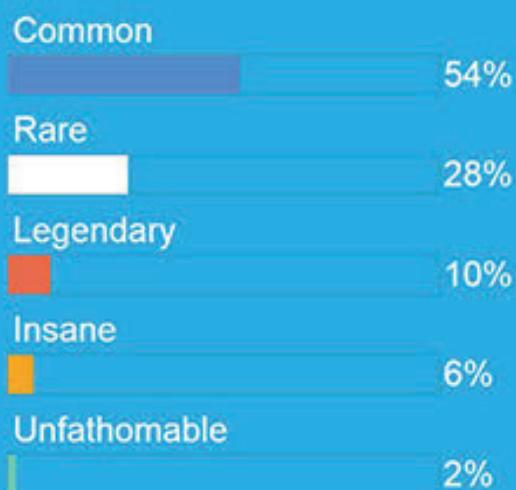


After the token is unlocked, the token is sent from the Gizer user’s wallet to the Gizer project for further reuse. A secondary use of GZR tokens will be to pay for commissions or other fees on the Gizer platform.

Users collect items to power up and customize their avatars to gain prestige within the gaming community. Once certain sets of items are collected, the user is rewarded with an exclusive item, a rank boost, and a badge specific to their accolades.

# ITEM DISTRIBUTION

## Rarity Percentages



Total Percent of Item Tokens  
Produced Sorted by Class

## Items Available Per Class



There will be 50 different items to collect from each rarity class

## Item Types



**Equipable**



**Wearable**



**Uniques**



**Backgrounds**

# Gizer Token Crowdsale

The Gizer sale will be capped at \$18M USD equivalent in total.

Gizer will open the Simple Agreement for Future Tokens (SAFT) exclusively to accredited investors. The SAFT will be capped at \$6M USD equivalent.

Gizer will open a sale to the public on October 20th, 2017 capped at the remaining \$12M USD equivalent

100,000,000 total GZR tokens will be generated.

- SAFT Presale Cap: \$6 million
- Public Crowdsale Cap: \$12 million

**Maximum cap on crowdsale: \$18 million**

- **70,000,000 GZR** distributed in our sale
- **15,000,000 GZR** held in reserve for future item releases (to be distributed at a later date)
- **15,000,000 GZR** retained by Gizer

Purchase methods: USD and ETH



## GZR Token Distribution

GZR will be distributed on our public sale date to all investors using the SAFT vehicle as well as all buyers on the sale date.

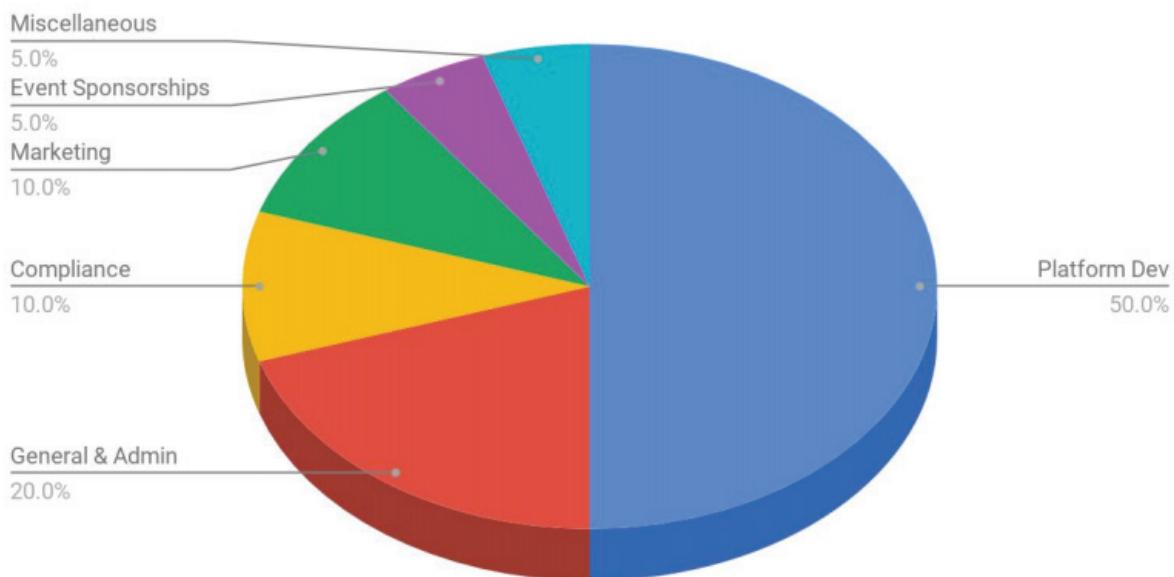
Token Circulation Breakdown:

Outstanding	100,000,000
Float	70,000,000
Reserve	15,000,000
Restricted	15,000,000

Ownership of GZR carries no rights other than the right to claim the underlying value of the token on the platform. If the token sale doesn't sell out, unsold tokens will go into Gizer's reserve allocation to be distributed at a later date.

## Budget Allocation

Platform Development	50%
General & Administrative	20%
Compliance and Legal	10%
Marketing	10%
Event Sponsorships	5%
Miscellaneous	5%



# Roadmap

## SEPTEMBER 2017

- Gizer is launched on the App Store
- SAFT is open for contribution on SaftLaunch
- Android Development is completed and beta testing begins
- Gizer's Team module is developed
- Smart Contract is audited

## OCTOBER 2017

- Gizer Global Identity is developed
- Public token sale
- Gizer is launched on the Google Play Store
- New bracket format types are developed
- Competitive league management module is developed

## NOVEMBER 2017

- Web application development
- Gizer App localization into Spanish
- Influencer marketing campaigns

## DECEMBER 2017

- Gizer App localization into French and German
- Gizer Store is developed
- Additional collection of GZR items is released
- Gizer's first World Tournament

## JANUARY 2018

- Gizer expands into more games
- GGID Public API is available for integrations with 3rd party game developers
- Investment into Gizer's professional eSports organization 'Gizer Pro Team'

## FEBRUARY 2018

- Gizer forms partnerships with top eSports brands to provide discounted services and products to gamers across the world
- Featured search and promoted content options are available
- Social profile wall

## MARCH 2018

- Gizer's second LAN event in NYC
- Direct GG ID integration in mobile esport game Bazoo
- Third release of GZR items

## APRIL 2018

- Gizer platform is revamped to cross-platform

## MAY 2018

- Gizer Summer Leagues begin
- Marketing expansions to different titles

## JUNE 2018

- Gizer V2 Beta begins
- Gizer News is launched

## JULY 2018

- Gizer's Marketplace is updated to new blockchain technologies
- APAC marketing campaigns begin
- Strategic acquisitions in Digital Content and Advertising Technology

# Team



**Jack Lamir**  
CEO

Jack is Gizer's primary visionary who has been focused in the eSport event space for the past several years. Previously, he has worked in fintech trading, operations, and development. Jack is at the forefront of the Gizer mission: to create a global network that provides economic opportunity to each user type.



**Gabe Steinberg**  
Product Development

Leveraging his experience in mobile gaming, advertising technology, and digital creative startups; Gabe is the driving force behind Gizer's platform development and marketing. As an avid gamer and driven entrepreneur, Gabe holds a strong background in event organization and external affairs.



**Jonathan Kerstein**  
Business Development

Jonathan leads business development efforts at Gizer, with a focus on developing strategic partnership initiatives as well as platform scalability. He also leads Gizer's in-game positioning strategy and works with all parties on Gizer to generate more meaningful interactions across the network.



**Saad Malik**  
Data Security and Backend Development

Saad is a professional software engineer who has developed vital parts of the Gizer infrastructure. He excels in developing backend frameworks, building APIs, working in databases, and server maintenance and security.



**Felix Dragoi**  
Data Modeling

Felix specialized in optimizing data gathered in previous ecommerce and tech ventures. He is focusing on data use cases on the blockchain. Felix is also working with machine learning to match users with counterparts on the Gizer network to foster mutually beneficial relationships.



**Akhmad Khoirudin**  
UI/UX Designer

Akhmad has 7 years of UX and UI experience. He has worked on several large mobile and web applications in the past. He's currently is the creator and innovator behind much of Gizer's design and interface.

# Advisory



**Suleyman "Suley" Duyar**  
Sale Advisory

Suley is the Chief Investment Officer at RenGen LLC, a New York based blockchain centric investment and capital markets partnership. Leveraging its roots in high-frequency algorithmic trading in equity markets, RenGen is one of the earliest investment firms to join the Crypto asset space and has been at the forefront of the evolution in blockchain capital markets. Suley is an advocate of proactive self-regulation and a vocal proponent of strong and efficient regulation of decentralized crowdfunding in the U.S..



**Alex Kampa**  
Blockchain Advisory

Alex advises Gizer on blockchain-related technical issues, including smart contracts. He has been involved in blockchain projects since early 2015 and is the director of Sikoba Ltd, which is developing a decentralized money platform based on peer-to-peer IOUs and built on blockchain technology. Alex has extensive experience in financial markets, IT and monetary theory.



**Bok "Bokky" Khoo**  
Smart Contract Auditor

Bokky is an actuary and quantitative software developer with three decades of experience in banking and finance. He has been working with Ethereum since 2015, with a focus on trustless exchanges, smart contracts and security audits. He also acts as advisor to several high-profile blockchain projects.



**Josh Garcia**  
Legal Counsel

Josh, with Cooley LLP, works closely with cryptocurrency exchanges, investors, and blockchain developers to navigate the complex legal risks of bleeding edge technology. His fintech expertise spans securities, commodities, money transmission, and consumer protection.



**Nick Scannavino**  
Legal Counsel

Nick is a Founding Partner of Scannavino Lamb LLP, a boutique business law firm based in New York City. Nick assists Gizer with legal and business advisory services, with a particular focus on corporate structure and transactional matters associated with blockchain technology and digital currency.

# Important Links & Support



GIZER WEBSITE

<https://gizer.io>



TOKENSALE WEBSITE

<https://tokensale.gizer.io>



FACEBOOK

<https://www.facebook.com/GizerGaming/>



TWITTER

[https://twitter.com/Gizer\\_Gaming](https://twitter.com/Gizer_Gaming)



MEDIUM

[https://medium.com/@Gizer\\_Gaming](https://medium.com/@Gizer_Gaming)



REDDIT

<https://www.reddit.com/r/Gizer/>



GITHUB

<https://github.com/GizerInc/Gizer>



TELEGRAM

<https://t.me/joinchat/Em71dQ4KZ8G-XxpArXNuHg>



INSTAGRAM

[https://www.instagram.com/gizer\\_gaming/](https://www.instagram.com/gizer_gaming/)



TWITCH

<https://www.twitch.tv/gizerty>



YOUTUBE

<http://www.youtube.com/c/GizerGaming>